Visitor Survey of Day-use Visitors at TouVelle State Recreation Site

Final Report

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EXECUTIVE SUMMARY

Objectives

Understanding opinions of park users about issues such as the quality of facilities, social and resource conditions, and how they use these parks is critical to providing adequate programs and services. Project objectives were to describe day user activities, demographic characteristics, and opinions about conditions and management at this park and provide recommendations for maintaining or improving conditions at this park.

Methods

Data were obtained from questionnaires administered to random samples of day user visitors to the park between July 4 and August 10, 2014. The day-use visitor survey involved on-site intercepts. The total number of completed questionnaires was n = 195 with a response rate of 57%. The sample size allows generalizations about the population of day users at TouVelle State Recreation Site at a margin of error of ± 7.0 at the 95% confidence level.

Results

Personal and Visit Characteristics

- The most popular activities were picnicking or barbecuing (71%), hiking or walking (42%), and sightseeing (33%). The least popular activities were running or jogging (9%), playing horse shoes (13%), and boating (motor, canoe, kayak; 9%).
- The most common primary activity group was picnicking or barbecuing (45%). The least common activity groups were running or jogging (1%), sightseeing (1%), and bird or wildlife watching (1%).
- Day users spent an average of around four hours in the park, with only 11% of users spending only one hour in the park. The largest percentage of day users (34%), however, spent five or more hours in the park.
- Most visitors were local (92%) driving 30 miles or less to reach the park) and another 2% originated 31 to 60 miles from the park. Approximately 3% of respondents traveled 251 to 500 miles to reach the park. Day users, on average, traveled approximately 25 miles to visit the park.
- In total, 75% of respondents had visited this park before, whereas 25% had not visited previously.
- Users had visited an average of approximately seven and one half times in the past 12 months. The highest proportion (32%) had visited the park between six and twelve times, with 23% visiting between three and five times in the past year.
- Average group size was eleven people. Groups most commonly consisted of five or more people (60%). Fewer users visited in groups of three (8%), or one person (8%).
- In total, 28% of park users brought dogs with them and 72% did not bring dogs.
- Most users arrived at the park in their family's personal vehicle (88%), 10% arrived in somebody else's vehicle, and another 2% arrived in another form of transportation. Motorcycle, public transit, and walking were the most popular "other" ways people reached the park. On average, there were 3.87 people in each personal family vehicle,

5.00 people in somebody else's vehicle, and 2.17 people in other forms of transportation. For all day use vehicles, there was an average of 4.01 people in the vehicle.

- Many users indicated that this park was their main destination for recreational activities (76%), whereas 6% of users did not consider this park their main destination for recreational activities.
- If they had been unable to go to TouVelle State Recreation Site for this visit, most park visitors would have either gone somewhere else for the same activity (49%) or stayed home (21%). Furthermore, if unable to visit the park, day users reported that they would have traveled approximately 21 miles for the same activity and 18 miles for a different activity.
- If they had been unable to go to TouVelle State Recreation Site for this visit, many day users indicated that they would visit Applegate Lake, Cantrall Buckley County Park, Shady Cove, or Joseph H. Stewart SRA.

Physical Activity and Other Health Benefits

- 45% of visitors indicated that they participated in moderate physical activity, while 20% indicated participating in vigorous physical activity. Visitors who indicated participating in moderate and vigorous physical activity spent an average of approximately 67 minutes participating in moderate physical activity and 36 minutes participating in vigorous physical activity.
- 45% of all visitors indicated that their level of physical activity during their visit to TouVelle State Recreation Site was about the same as their daily life, whereas 37% indicated it was more, and 18% indicated it was less.
- Park visitors reported their visit helped to reduce stress (86%), reduce anxiety (79%), and improve mental health (79%). Fewer users indicated that their visit improved their level of physical fitness (53%) or improved their physical health (49%).

Visitor Spending

- Most visitors to the park are local (living 30 or less miles from the park; 91%).
- The largest percentage of local day users reported spending $1-$25 (29%), while the largest percentage of non-local day users reported spending $151-$350 (33%). The largest percentages of all day users reported spending $1-$25 (27%) or spending $51-$150 (25%).
- For local day use visitors, most reported spending some money on park entry, parking, or recreation fees (82%), gasoline and oil (80%), and groceries (76%).
- 17% of visitors were staying away from home within 30 miles of the park. Of those users staying away from home within 30 miles of the park, respondents indicated staying an average of five nights.

Obtaining Information about the Parks

- Most users (99%) were able to find the information they needed when planning their visit to this park, and the few (1%) who did not find it, some wanted information about the opportunities for swimming.
- The most heavily used sources of information were friends and family (72%), previous visits (69%), highway signs (51%), and official internet websites (e.g., Oregon State Parks, Travel Oregon; 49%). The least used sources were health care providers (21%) and videos / DVDs (24%). The most popular other ways users obtained information about the park was by passing by.
- Official internet websites (e.g., Oregon State Parks, Travel Oregon; 33%) were the first primary source used by most respondents, followed by friends or family members (30%) and previous visits (13%). Few people used other sources when obtaining information.

Satisfaction with Experiences and Conditions

- Overall satisfaction among users was high, as 92% were satisfied and (8%) were dissatisfied. In addition, the highest proportion of users was "satisfied" (48%).
- Users considered the most important characteristics at this park were the absence of litter (92%), overall cleanliness (e.g., graffiti, lawn care; 91%), and cleanliness/ conditions of toilets/ bathrooms (87%). The least important attributes were the amount and quality of educational information (49%, to 53%).
- Users were most satisfied with the park's overall cleanliness (e.g., graffiti, lawn care; 80%), parking for vehicles (80%), absence of litter (77%), and courteousness of park rangers/ personnel (77%). Users were least satisfied with the quality and amount of educational information (51%, to 53%), and information related to hazards or conditions (56%).
- An Importance – Performance analysis showed that all park attributes were in the "keep up the good work" category, indicating that users thought that staff were doing a good job managing conditions and experiences. There were, however, five attributes that were important to day users which fell into the "concentrate here" category, indicating that users were only slightly satisfied with these important attributes. Therefore, managers should consider monitoring attributes such as the cleanliness/ condition of toilets/ bathrooms, value for park fee paid, opportunities for escaping crowds of people, number of toilets/ bathrooms, and variety of things to do.
- Most respondents were satisfied with the natural environment (89%), but less satisfaction with the facilities and services (75%).
- 71% of visitors were satisfied with the park fee.
- Most respondents (95%) said they were likely to return to this park in the future.
- Almost all visitors (98%) to TouVelle State Recreation Site would recommend the park to their friends or family.
- The most commonly reported outstanding features and things to do at TouVelle State Recreation Site involved: (a) barbecues or picnic areas; (b) fishing; (c) the river; and (d) scenery.

- Day users felt slightly crowded, with 57% of all park users feeling some degree of crowding on their visit. These results suggest that crowding in this park is in the "high normal" range, where carrying capacity may not be exceeded, but may be trending in that direction.

Attitudes About Programs and Management Strategies

- Over half (61%) of day users would consider participating in a Let's Go program. Programs with the most interest were rafting (37%), fishing (34%), camping (30%) and canoeing (30%). The least supported Let's Go programs were geocaching (12%), bicycling on local roads (15%), disc golf (17%) and birding (17%). The most popular "other" programs were swimming, survival skills, volleyball, and jet boating.

- Users most strongly supported management strategies designed to provide more opportunities for viewing wildlife (72%), more opportunities for escaping crowds (70%), more trash cans (68%), and more recycling containers (64%). The least supported strategies were to close the park to all recreation and tourism activities (26%), and limit the number of large groups allowed per day (27%).

- There was overall low support for service reductions in the park. The highest support was for fewer ranger-led programs (24%), and fewer ranger patrols (17%). The least supported service reductions were for fewer hours open (12%), reduced janitorial services (12%), reduced ground maintenance (13%), and scaled down facilities (e.g., restrooms, shelters; 14%).

Sociodemographic Characteristics of Users

- There were more female (53%) than male (47%) users at this park.

- The average age of respondents was 41 years old, and the largest proportion of users were 20 to 29 years old (23%).

- The average annual household income before taxes of respondents was approximately $47,800, and the largest proportions of users had incomes from $10,000 to $19,999 (24%) and $30,000 to $49,999 (22%). Visitors to TouVelle State Recreation Site are less wealthy than the Oregon population at large (Oregon median household income in 2010 was $51,994).

- Most respondents were white (i.e., Caucasian; 71%) with many Hispanics/ Latinos (22%), and some Hawaiian Native or Pacific Islanders (2%), Asians (2%), American Indians or Alaskan Natives (1%) and Black, African Americans (1%).

- Most users (93%) considered English as the primary language spoken in their homes, while 6% spoke Spanish.

- Almost all users resided in the United States (99%) with less than 1% residing in France. Furthermore, 94% of users resided in Oregon and 5% resided in California. Among park users, 90% resided in the Southern region of Oregon (http://www.guidetooregon.com/regions/map.html), 2% resided in the Portland Metro region, and 2% resided in the Willamette Valley region of the state.

- In total, 70% of users said that nobody in their group had a disability, whereas 30% had at least one group member with a disability. Of those who had a disability, 22% were associated with walking, 7% hearing, 6% other, 4% learning, and 3% with sight.

Recommendations

Management Recommendations

- Most users (92%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for the quality and amount of educational information (51-53%), and information related to hazards or conditions (56%). Managers may wish to evaluate these services to users to ensure they are meeting visitor needs.
- Given that 20% of park visitors were over the age of 60 and 30% of users had disabilities (22% with disabilities related to walking), managers may want to consider evaluating access throughout the park and perhaps even obtaining a current ADA or related audit.
- Most users (99%) were able to find the information they needed when planning their visit to this park, and the few (1%) who did not find it, some wanted information about swimming opportunities. Managers may want to consider adding information about available swimming opportunities on the TouVelle State Recreation Site website.
- Approximately 57% of day users felt crowded at the park. These results suggest that crowding in this park is in the "high normal" range, where carrying capacity may not be exceeded, but may be trending in that direction. Monitoring and management of park use levels is needed, especially given that 70% of day use users supported the provision of more opportunities for escaping crowds.
- Users most strongly supported strategies designed to provide more opportunities for viewing wildlife (72%), more opportunities for escaping crowds (70%), more trash cans (68%), and more recycling containers (64%). Managers may want to consider some or all of these strategies.
- An Importance – Performance analysis showed that all park attributes were in the "keep up the good work" category, indicating that users thought that staff were doing a good job managing conditions and experiences. There were, however, five attributes that were important to day users which fell into the "concentrate here" category, indicating that users were only slightly satisfied with these important attributes. Therefore, managers should consider monitoring attributes such as the cleanliness/ condition of toilets/ bathrooms, value for park fee paid, opportunities for escaping crowds of people, number of toilets/ bathrooms, and variety of things to do.
- The largest proportion of users depended on official internet websites (e.g., Oregon State Parks, Travel Oregon; 33%) as the first primary source of obtaining information about parks such as TouVelle State Recreation Site. Given these findings, it is imperative for staff to ensure that agency and park internet websites are easy to navigate, up to date, and provide comprehensive information.
- Users also provided 114 verbatim open ended comments on what they found to be the most outstanding features or things to do at TouVelle State Recreation Site. The most common outstanding features or things to do involved: (a) barbecue or picnic areas; (b) fishing; (c) the river; and (d) scenery. This information could be added to the TouVelle

State Recreation Site website to inform future visitors regarding what other visitors feel are the most outstanding features at this park.

- Users provided 84 verbatim open ended positive and negative comments, and suggestions for possible improvement of TouVelle State Recreation Site and other park related issues. The most common concerns raised involved: (a) easier access to the river; (b) limiting jet boats; (c) dredging the boat ramp; and (d) providing dog waste bags.

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INTRODUCTION AND OBJECTIVES

The Oregon State Parks system provides public access to a collection of the state's outstanding natural, cultural, scenic, and outdoor recreation resources. Understanding the opinions of park users regarding issues such as the quality of facilities, recreational opportunities, social and resource conditions, and how they use these parks is critical to providing effective facilities, programs, and services. Project objectives were to describe day user activities, demographic characteristics, and opinions about conditions and management at this park and provide recommendations for maintaining or improving conditions at this park.

METHODS

Data were obtained from questionnaires (see Appendix B) administered to randomly selected sample of day users at TouVelle State Recreation Site between July and August 2014. An on-site (face to face) survey method was used. A respondent was only allowed one opportunity to complete a questionnaire.

Onsite Survey of Day Users

Day users 18 years of age and older who visited TouVelle State Recreation Site between July 4 and August 10, 2014 were approached in person (face to face) and asked to complete the seven page questionnaire onsite at this park. Day users were asked if they would be willing to complete the questionnaire and asked to immediately complete and return the full length questionnaire onsite. Questionnaires were printed on both sides of two legal sized (8 ½ x 14) pages and folded into a small booklet, and took most respondents approximately 15 to 20 minutes to complete. Respondents were provided with a clipboard and pen to complete the questionnaire. A number of volunteers (e.g., Camp Hosts) administered these questionnaires to reduce costs.

Sample Sizes and Response Rates

As shown in Table 1, the total number of completed questionnaires was n = 196 with an estimated total response rate of 57%.

Table 1. Sample sizes and response rates

	Initial contacts	Completed surveys (n)	Response rate (%)
Day Users	345	195	57

The sample size allows generalizations about the population of day users at TouVelle State Recreation Site at a margin of ± 7.0%, at the 95% confidence level.

Questionnaires included questions on a range of topics such as prior visitation, activity participation, visitor spending, satisfaction, support of management, and demographic characteristics. To highlight key findings, data were often recoded into major response categories (e.g., agree, disagree; support, oppose), but basic descriptive findings of uncollapsed questions (i.e., strongly, slightly agree) are provided in Appendix C.

RESULTS

Personal and Visit Characteristics

Activity Groups. The questionnaires asked respondents to check all of the activities in which they participated at TouVelle State Recreation Site on their most recent trip. Table 2 shows that the most popular activities at this park were picnicking or barbecuing (71%), hiking or walking (42%), and sightseeing (33%). The least popular activities were running or jogging (9%), playing horse shoes (13%), and boating (motor, canoe, kayak; 9%).

Table 2. Day user recreation activities at the park

Activity	Participation (%) [a]
Picnicking or barbecuing	71
Hiking or walking	42
Sightseeing	33
Other [b]	27
Fishing	23
Outdoor photography	21
Dog walking	21
Bird or wildlife watching	19
Rafting	17
Boating (motor, canoe, kayak)	14
Horse shoes	13
Running or jogging	9

[a] Cell entries are percentages (%) of users who reported participating in the activity at the park on their most recent visit. Percentages do not sum to 100% because respondents could check more than one activity from the list.

[b] The most popular "other" activities were swimming, group gatherings, and playing frisbee.

Respondents were then asked to specify the one primary activity in which they participated most often during their recent visit to TouVelle State Recreation Site. Table 3 shows that the most

common primary activity group was picnicking or barbecuing (45%). The least common activity groups were running or jogging (1%), sightseeing (1%), and bird or wildlife watching (1%).

Table 3. Primary day-use activities at the park

Activity	Day Users (%)
Picnicking or barbecuing	45
Other	25
Hiking or walking	9
Fishing	7
Rafting	5
Dog walking	4
Boating (motor, canoe, kayak)	3
Running or jogging	1
Sightseeing	1
Bird or wildlife watching	1

Duration of Visit. Day users were asked to report how many *hours* they spent at TouVelle State Recreation Site on their recent trip. Table 4 shows that, on average, day users spent around four hours in the park, with only 11% of users spending only one hour in the park. The largest proportion of day users (34%), however, spent five or more hours in the park.

Table 4. Duration of visit at the park [a]

1 hour	11
2 hours	14
3 hours	23
4 hours	19
5 or more hours	34
Mean / average hours	4.05

[a] Cell entries are percentages (%) unless specified as means / averages

Distance Traveled. Respondents were also asked to report about how far from home they traveled to get to the park. Table 5 shows that 92% of visitors were local (driving 30 miles or less to reach the park) and another 2% originated 31 to 60 miles from the park. Approximately 3% of respondents traveled 251 to 500 miles to reach the park. Day users, on average, traveled approximately 25 miles to visit the park.

Table 5. Day user distance traveled to the park [a]

30 miles or less	92
31 to 60 miles	2
61 to 90 miles	1
91 to 120 miles	0
121 to 150 miles	0
151 to 250 miles	2
251 to 500 miles	3
Mean/average	24.94

[a] Cell entries are percentages (%) unless specified as means / averages

Previous Visitation. Users were asked if they had ever visited TouVelle State Recreation Site before their most recent trip. Table 6 shows that 75% of respondents had visited this park before, whereas 25% had not visited previously.

Table 6. Day user previous visitation to the park

	Day Users (%)
Yes, visited park before	75
No, not visited park before	25

Users who had previously visited this park were then asked how many trips they had made to this park in the past 12 months. Table 7 shows that users had visited an average of approximately seven and one half times in the past 12 months. The highest proportion (32%) had visited the park between six and twelve times, with 23% visiting between three and five times in the past year.

Table 7. Day user number of previous visits to the park in the last 12 months [a]

	Day Users (%)
0 Trips	9
1 Trip	11
2 Trips	12
3 to 5 Trips	23
6 to 12 Trips	32
13 to 20 Trips	10
More than 20 Trips	4
Mean / average trips	7.46

[a] Cell entries are percentages (%) unless specified as means / average

Group Size. Respondents were asked to report how many people, including themselves, accompanied them at TouVelle State Recreation Site on their most recent trip. Table 8 shows that the average group size was eleven people. Groups most commonly consisted of five or more people (60%). Fewer users visited in groups of three (8%), or one person (8%).

Table 8. Day user group size at the park [a]

	Day Users (%)
1 Person (alone)	8
2 People	13
3 People	8
4 People	11
5 or more people	60
Mean / average	11.10

[a] Cell entries are percentages (%) unless specified as means / average

Bringing Dogs to the Park. The questionnaires asked respondents if they or anyone else in their group brought dog(s) with them to TouVelle State Recreation Site. Table 9 shows that 28% of park users brought dogs with them and 72% did not bring dogs.

Table 9. Day users bringing dogs with them to the park

	Day Users (%)
No, did not bring dog(s)	72
Yes, brought dog(s)	28

Transportation to the Park. Respondents were asked how they got to TouVelle State Recreation Site on their most recent trip. Table 10 shows that the majority of all users arrived at the park in their family's personal vehicle (88%), 10% arrived in somebody else's vehicle, and another 2% arrived in another form of transportation. Motorcycle, public transit, and walking were the most popular "other" ways people reached the park. On average, there were 3.87 people in each personal family vehicle, 5.00 people in somebody else's vehicle, and 2.17 people in other forms of transportation. For all day use vehicles, there was an average of 4.01 people in the vehicle.

Table 10. Day user transportation to the park

	Day Users (%)
My family's personal vehicle [a]	88
Somebody else's personal vehicle [b]	10
Other [c]	2

[a] Number of people in vehicle: mean / average = 3.87
[b] Number of people in vehicle: mean / average = 5.00
[c] Number of people in vehicle: mean / average = 2.17

Reasons for Visiting. Visitors were asked if this park was the main reason for their trip. Table 11 shows that 76% of users indicated that this park was their main destination for recreational activities, whereas 6% of users did not consider this park their main destination for recreational activities.

Table 11. Day users in whether the park was their main destination [a]

	Day Users (%)
Primarily for recreation – this park was main destination	76
Primarily for business, family, or other reasons – park was side trip	12
Primarily for recreation- my main destination was not this park	6
Some other reason	6

Alternatives to Visit. Respondents were then asked what things they would have considered doing if they were not able to go to TouVelle State Recreation Site for this visit. As shown in Table 12, most users responded that, if unable to go to the park for this visit, they would have gone somewhere else for the same activity (49%) or stayed home (21%). Furthermore, if unable to visit the park, day users reported that they would have traveled approximately 21 miles for the same activity and 18 miles for a different activity.

Table 12. Day user alternatives to park visit

	Day Users (%)
Going somewhere else for the same activity [a]	49
Stayed home	21
Something else (none of these)	14
Come back another times	12
Gone somewhere else for different activity [b]	3
Gone to work at my regular job	2

[a] If gone somewhere else for same activity, how far from home is the place you would have gone instead: mean / average = 20.74 miles.
[b] If gone somewhere else for different activity, how far from home is the place you would have gone instead: mean / average = 17.80 miles.

Respondents were also asked to specify what other park they would consider going to if they had not been able to go to TouVelle State Recreation Site. They indicated that they would go to Applegate Lake, Cantrall Buckley County Park, Shady Cove, or Joseph H. Stewart SRA.

Section Summary. Taken together, results in this section showed that:

- The most popular activities were picnicking or barbecuing (71%), hiking or walking (42%), and sightseeing (33%). The least popular activities were running or jogging (9%), playing horse shoes (13%), and boating (motor, canoe, kayak; 9%).
- The most common primary activity group was picnicking or barbecuing (45%). The least common activity groups were running or jogging (1%), sightseeing (1%), and bird or wildlife watching (1%).
- Day users spent an average of around four hours in the park, with only 11% of users spending only one hour in the park. The largest percentage of day users (34%), however, spent five or more hours in the park.
- Most visitors were local (92%) driving 30 miles or less to reach the park) and another 2% originated 31 to 60 miles from the park. Approximately 3% of respondents traveled 251 to 500 miles to reach the park. Day users, on average, traveled approximately 25 miles to visit the park.
- In total, 75% of respondents had visited this park before, whereas 25% had not visited previously.

- Users had visited an average of approximately seven and one half times in the past 12 months. The highest proportion (32%) had visited the park between six and twelve times, with 23% visiting between three and five times in the past year.
- Average group size was eleven people. Groups most commonly consisted of five or more people (60%). Fewer users visited in groups of three (8%), or one person (8%).
- In total, 28% of park users brought dogs with them and 72% did not bring dogs.
- Most users arrived at the park in their family's personal vehicle (88%), 10% arrived in somebody else's vehicle, and another 2% arrived in another form of transportation. Motorcycle, public transit, and walking were the most popular "other" ways people reached the park. On average, there were 3.87 people in each personal family vehicle, 5.00 people in somebody else's vehicle, and 2.17 people in other forms of transportation. For all day use vehicles, there was an average of 4.01 people in the vehicle.
- Many users indicated that this park was their main destination for recreational activities (76%), whereas 6% of users did not consider this park their main destination for recreational activities.
- If they had been unable to go to TouVelle State Recreation Site for this visit, most park visitors would have either gone somewhere else for the same activity (49%) or stayed home (21%). Furthermore, if unable to visit the park, day users reported that they would have traveled approximately 21 miles for the same activity and 18 miles for a different activity.
- If they had been unable to go to TouVelle State Recreation Site for this visit, many day users indicated that they would visit Applegate Lake, Cantrall Buckley County Park, Shady Cove, or Joseph H. Stewart SRA.

Physical Activity and Other Health Benefits

Day users were asked their extent of participation in moderate physical activity (e.g., walking, bicycling, canoeing at a moderate pace), and vigorous physical activity (e.g., jogging, walking, or bicycling at a vigorous pace, breaking a sweat, heart beating rapidly) during their trip to TouVelle State Recreation Site (Table 13). 45% of visitors indicated that they participated in moderate physical activity, while 20% indicated participating in vigorous physical activity. Visitors who indicated participating in moderate and vigorous physical activity spent an average

of approximately 67 minutes participating in moderate physical activity and 36 minutes participating in vigorous physical activity.

Table 13. Day user participation in moderate and vigorous physical activity during visit [a]

Moderate Physical Activity	
No	55
Yes	45
Avg (min)	67.29
Vigorous Physical Activity	
No	80
Yes	20
Avg (min)	36.38

[a] Cell entries are percentages (%) of users who reported participating in physical activity unless otherwise specified as average minutes participating in moderate or vigorous physical activity.

Furthermore, 45% of all visitors indicated that their level of physical activity during their visit to TouVelle State Recreation Site was about the same as their daily life, whereas 37% indicated it was more, and 18% indicated it was less (Table 14).

Table 14. Comparison of day user level of physical activity at park to daily life

	Day Users (%)
Physical activity ABOUT THE SAME as daily life	45
Physical activity MORE than daily life	37
Physical activity LESS than daily life	18

Park visitors were asked to rate the degree that their visit to TouVelle State Recreation Site had improved their mental and physical health. Table 15 shows that, overall, park visitors reported their visit helped to reduce stress (86%), reduce anxiety (79%), and improve mental health (79%). Fewer users indicated that their visit improved their level of physical fitness (53%) or improved their physical health (49%).

Table 15. Day user physical and mental health benefits related to park visitation

	Day Users (%) [a]
Reducing stress	86
Reducing anxiety	79
Improving mental health	79
Improving physical health	53
Improving level of physical fitness	49

[a] Cell entries are percentages (%) of users who reported benefiting "much" or "a great deal" from visit to park.

Section Summary. Taken together, results in this section showed that:

- 45% of visitors indicated that they participated in moderate physical activity, while 20% indicated participating in vigorous physical activity. Visitors who indicated participating in moderate and vigorous physical activity spent an average of approximately 67 minutes participating in moderate physical activity and 36 minutes participating in vigorous physical activity.

- 45% of all visitors indicated that their level of physical activity during their visit to TouVelle State Recreation Site was about the same as their daily life, whereas 37% indicated it was more, and 18% indicated it was less.

- Park visitors reported their visit helped to reduce stress (86%), reduce anxiety (79%), and improve mental health (79%). Fewer users indicated that their visit improved their level of physical fitness (53%) or improved their physical health (49%).

Visitor Spending

Park visitors were asked to estimate how much they and the other members of their party spent on their trip within 30 miles of TouVelle State Recreation Site on eight spending categories. The information included in this section of the report summarizes basic visitor spending results from the survey. A more extensive visitor spending analysis will be conducted by Oregon State University and available in a separate report.

For this analysis, "local" visitors are defined as those visitors reporting traveling 30 miles or less from home to get to the park. "Non-local" visitors are those respondents living 31 or more miles from the park. All foreign visitors were classified as "non-local" visitors. Visitor responses were excluded under the following conditions:

- The number of nights spent away from home in the local area was greater than 30,
- The reported size of the group was greater than 10 individuals,

- Spending per day/night was greater or equal to $500 or spending on recreation and equipment rental was greater or equal to $500 in total.

Table 16 includes the percentages of all park day users that are local and non-local visitors. Most visitors to the park are local (living 30 or less miles from the park; 91%).

Table 16. Day users, local / non-local

	Day Users (%)
Local	91
Non-Local	9

Table 17 shows the proportion of total spending for local and non-local day users and reported on a party trip basis. The largest percentage of local day users reported spending $1-$25 (29%), while the largest percentage of non-local day users reported spending $151-$350 (33%). The largest percentages of all day users reported spending $1-$25 (27%) or spending $51-$150 (25%).

Table 17. Local and non-local day user total local spending in dollars per party per trip

	Local (%)	Non-local (%)	All (%)
Spent no money	0	0	0
$1 - $25	29	0	27
$26 - $50	17	14	15
$51 - $150	26	25	25
$151 - $350	17	33	18
$351 - $500	5	17	6
$501- $1000	6	11	9

Table 18 includes the proportion of visitor parties that reported spending any dollars on the eight spending categories (e.g., motel, camping, restaurants and bars, groceries, etc.). For local day use visitors, most reported spending some money on park entry, parking, or recreation fees (82%), gasoline and oil (80%), and groceries (76%).

Table 18. Local and non-local day user party spending of any dollars in eight spending categories

Spending Categories	Local (%)	Non-local (%)	All [a] (%)
Gasoline and oil	80	83	81
Park entry, parking, or recreation fees	82	33	78
Groceries	76	50	74
Restaurants	21	67	25
Recreation and equipment rental	24	0	22
Lodging, motel, cabin	15	67	19
Souvenirs, clothing, other	15	50	18
Camping	17	0	15

Respondents were asked to indicate if they were staying away from home within 30 miles of TouVelle State Recreation Site, and the number of nights they were staying if they were. Table 19 shows that 17% of visitors were staying away from home within 30 miles of the park. Of those users staying away from home within 30 miles of the park, respondents indicated staying an average of five nights.

Table 19. Day user nights staying away from home within 30 miles of park

	Day Users
Staying away from home [a]	17
Mean number of nights [b]	5.25

[a] Cell entries in this row are percentages (%) of visitors staying away from home within 30 miles.
[b] Cell entries in this row are mean (avg) nights staying away from home within 30 miles.

Section Summary. Taken together, results in this section showed that:

- Most visitors to the park are local (living 30 or less miles from the park; 91%).
- The largest percentage of local day users reported spending $1-$25 (29%), while the largest percentage of non-local day users reported spending $151-$350 (33%). The largest percentages of all day users reported spending $1-$25 (27%) or spending $51-$150 (25%).
- For local day use visitors, most reported spending some money on park entry, parking, or recreation fees (82%), gasoline and oil (80%), and groceries (76%).

- 17% of visitors were staying away from home within 30 miles of the park. Of those users staying away from home within 30 miles of the park, respondents indicated staying an average of five nights.

Obtaining Information about the Parks

The questionnaires contained several questions examining how users obtained information about state parks such as TouVelle State Recreation Site and whether they were able to obtain the information they needed. Table 20 shows that most users (99%) were able to find the information they needed when planning their visit to this park, and the few (1%) who did not find the information they needed would like information about opportunities for swimming.

Table 20. Whether day users found the information needed about the park

	Day Users (%)
Yes, found the information needed	99
No, did not find the information needed [a]	1

[a] The most popular information needed was: information about opportunities for swimming.

Respondents were also presented with a list of 16 possible sources for finding information and asked how often they obtained information from these sources when thinking about visiting a park such as TouVelle State Recreation Site. Table 21 shows that the most heavily used sources of information were friends and family (72%), previous visits (69%), highway signs (51%), and official internet websites (e.g., Oregon State Parks, Travel Oregon; 49%). The least used sources were health care providers (21%) and videos / DVDs (24%). The most popular other ways users obtained information about the park was by passing by.

Table 21. Day user use of information sources [a]

	Day Users (%) [a]
Friends or family members	72
Previous visits	69
Highway signs	51
Official internet websites (OPRD)	49
Social media websites	40
Brochures	40
Other [b]	37
Newspapers	34
Television	33
Radio	33
Community organization or church	33
Magazines	29
Work	27
Books	27
Videos / DVDs	24
Health care providers	21

[a] Cell entries are percentages (%) of users who used the information source "sometimes" to "often."
[b] The most popular "other" ways were: passing by.

Respondents were then asked to specify from this list of information sources what one source they would first use when obtaining information about a park such as TouVelle State Recreation Site. Table 22 shows that official internet websites (e.g., Oregon State Parks, Travel Oregon; 33%) were the first primary source used by most respondents, followed by friends or family members (30%) and previous visits (13%). Few people used other sources when obtaining information.

Table 22. Day user's primary information sources

	Day Users (%)
Official internet websites (OPRD)	33
Friends or family members	30
Previous visit	13
Brochures	5
Radio	4
Work	4
Social media websites	3
Other	2
Newspapers	1
Television	1
Health care providers	1
Community organization or church	1

Section Summary. Taken together, results in this section showed that:

- Most users (99%) were able to find the information they needed when planning their visit to this park, and the few (1%) who did not find it, some wanted information about the opportunities for swimming.

- The most heavily used sources of information were friends and family (72%), previous visits (69%), highway signs (51%), and official internet websites (e.g., Oregon State Parks, Travel Oregon; 49%). The least used sources were health care providers (21%) and videos / DVDs (24%). The most popular other ways users obtained information about the park was by passing by.

- Official internet websites (e.g., Oregon State Parks, Travel Oregon; 33%) were the first primary source used by most respondents, followed by friends or family members (30%) and previous visits (13%). Few people used other sources when obtaining information.

Satisfaction with Experiences and Conditions

Overall Satisfaction. Respondents were asked "overall, how dissatisfied or satisfied were you with your *overall experience* at TouVelle State Recreation Site?" Table 23 shows that overall satisfaction was high, as 92% were satisfied and (8%) were dissatisfied. In addition, the highest proportion of users was "satisfied" (48%).

Table 23. Day user overall satisfaction

	Day Users (%)
Very Satisfied	44
Satisfied	48
Dissatisfied or Neutral	8

Satisfaction and Expectations with Specific Characteristics. Although almost all users were satisfied with their overall visit at TouVelle State Recreation Site, this does not indicate that they were satisfied with every aspect of this park. This project, therefore, first measured respondent *expectations* by asking them the extent they believed that several attributes of TouVelle State Recreation Site were *important* to their visit (e.g., absence of litter, personal safety, signs, parking). Then, respondents reported their *satisfaction* of these same attributes at this park to measure *performance* of these attributes.

Table 24 shows that the most important characteristics were the park's absence of litter (92%), overall cleanliness (e.g., graffiti, lawn care; 91%), and cleanliness/ conditions of toilets/ bathrooms (87%). The least important attributes were the amount and quality of educational information (49%, to 53%).

Table 24. Day user specific *expectations* at the park

	Day Users (%) [a]
Absence of litter	92
Overall cleanliness of park (e.g., graffiti, lawn care)	91
Cleanliness/ conditions of toilets/ bathrooms	87
Courteousness of park rangers/ personnel	80
Good value for the fee paid at the park	79
Opportunities to escape crowds of people	79
Personal safety	79
Variety of things to do	78
Number or toilets/bathrooms	77
Parking for vehicles	77
Availability of group facilities	73
Conditions of trails	71
Ease of movement/access (wheelchair, elderly, stroller)	70
Directional signs to the park	69
Information related to conditions or hazards	65
Presence of park rangers and personnel	65
Number of trails	65
Directional signs within the park	64
Quality of information / education programs	53
Number of information/ education Programs	49

[a] Cell entries are percentages (%) of users who rated the characteristic as "somewhat" or "extremely important."

Table 25 shows that the majority of users were satisfied with most of these characteristics at TouVelle State Recreation Site. Users were most satisfied with the park's overall cleanliness (e.g., graffiti, lawn care; 80%), parking for vehicles (80%), absence of litter (77%), and courteousness of park rangers/ personnel (77%). Users were least satisfied with the quality and amount of educational information (51%, to 53%), and information related to hazards or conditions (56%).

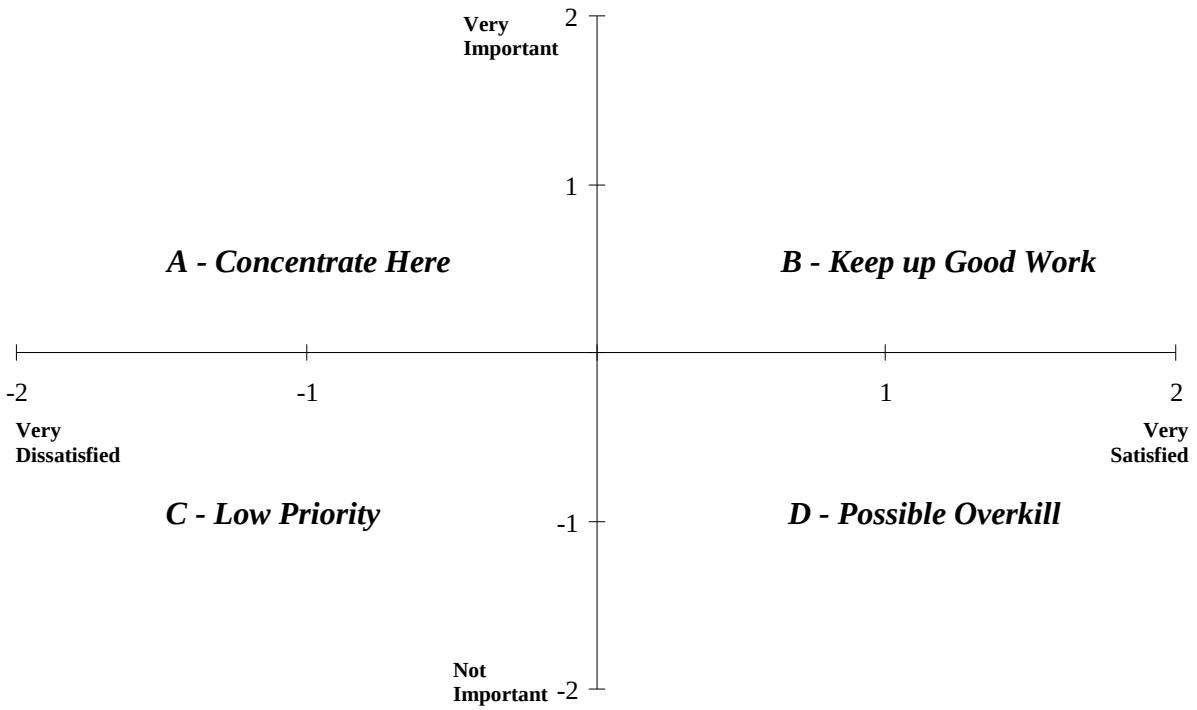
Table 25. Day user specific *satisfactions* at the park

	Day Users (%) [a]
Overall cleanliness of park (e.g., graffiti, lawn care)	80
Parking for vehicles	80
Absence of litter	77
Courteousness of park rangers/ personnel	77
Personal safety	75
Presence of park rangers/personnel	74
Availability of group facilities	72
Number of toilets/ bathrooms	71
Opportunities to escape crowds of people	70
Being a good value for the fee paid at the park	69
Cleanliness of toilets/ bathrooms	67
Directional signs within the park	67
Directional signs to the park	67
Variety of things to do	66
Number of trails	64
Conditions of trails	63
Ease of movement/access (wheelchair, elderly, stroller)	63
Information related to conditions or hazards	56
Number of information or education programs	53
Quality of information or education programs	51

[a] Cell entries are percentages (%) of users who rated the characteristic as “satisfied” or “very satisfied.”

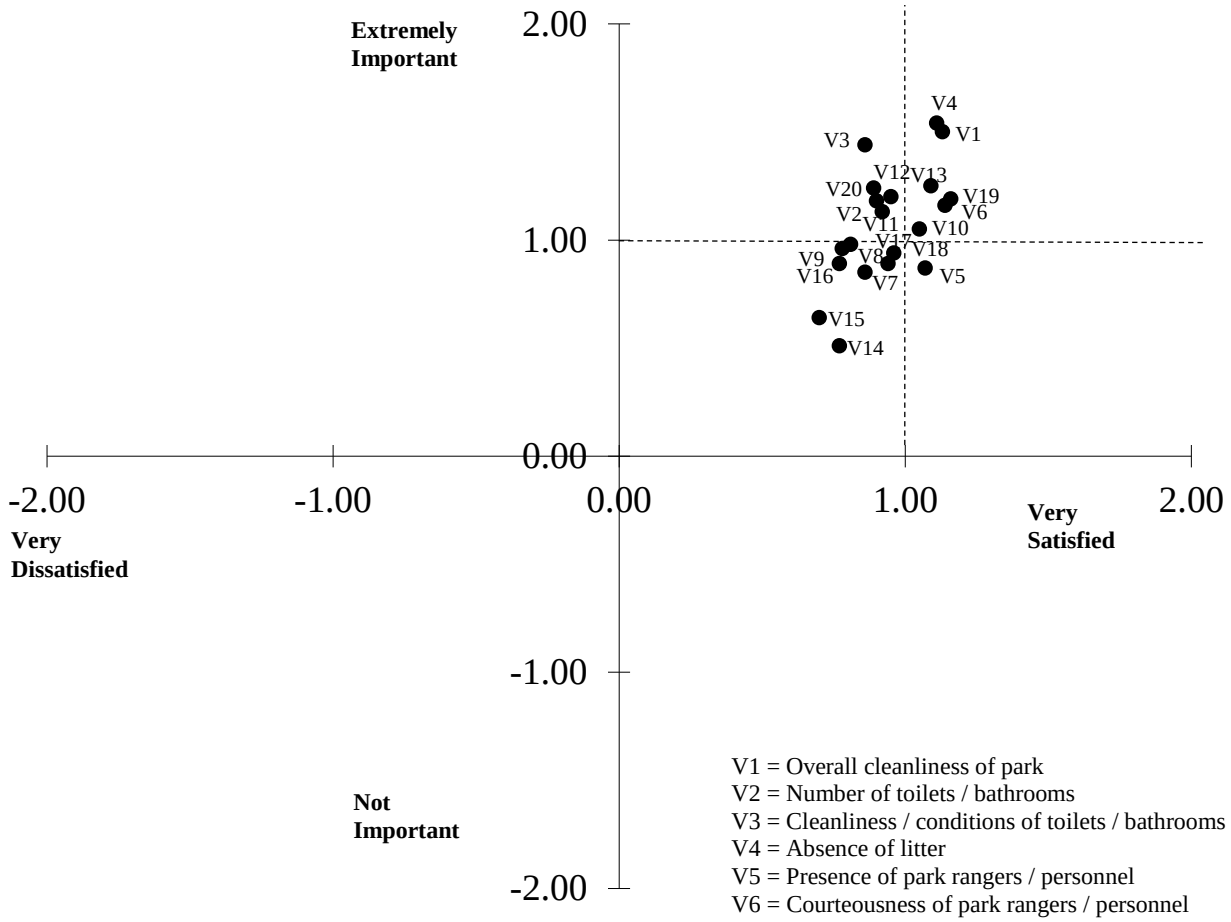
***Importance – Performance Analysis*.**

Figure 1. Importance-performance (I-P) analysis matrix



One approach for visualizing relationships between expectations (i.e., importance of attributes) and satisfaction (i.e., performance of these attributes) is Importance – Performance (I-P) analysis (Figure 1). Importance or expectations are represented as averages (i.e., means) on the vertical axis (i.e., *y*-axis) and average performance or experiences (i.e., satisfaction) are measured on the horizontal axis (i.e., *x*-axis). When combined, these axes intersect and produce a matrix of four quadrants that can be interpreted as "concentrate here" (high importance or expectation, low satisfaction or poor experiences; Quadrant A), "keep up the good work" (high importance or expectation and high satisfaction or good experiences; Quadrant B), "low priority" (low importance or expectation and low satisfaction or poor experiences; Quadrant C), and "possible overkill" (low importance or expectation, high satisfaction or good experiences; Quadrant D). This matrix provides managers with an easily understandable picture of the status of services, facilities, and conditions as perceived by users, and reveals conditions that may or may not need attention (Bruyere, Rodriguez, & Vaske, 2002; Vaske, Beaman, Stanley, & Grenier, 1996).

Figure 2. Importance-performance (I-P) analysis matrix for day users



V1 = Overall cleanliness of park
V2 = Number of toilets / bathrooms
V3 = Cleanliness / conditions of toilets / bathrooms
V4 = Absence of litter
V5 = Presence of park rangers / personnel
V6 = Courteousness of park rangers / personnel
V7 = Number of park trails
V8 = Conditions / maintenance of park trails
V9 = Ease of movement or access
V10 = Facilities for groups to gather
V11 = Variety of things to do
V12 = Opportunities for escaping crowds of people
V13 = Personal safety
V14 = Number of information / educational materials
V15 = Quality of information / educational materials
V16 = Information about conditions or hazards in the park
V17 = Signs with directions in the park
V18 = Signs with directions to the park
V19 = Parking for vehicles
V20 = Value for park fee paid

Figure 2 is the I-P matrix for day users. The matrix shows that all attributes were in the "keep up the good work" quadrant, indicating that users thought that park staff were doing a good job managing conditions and experiences at TouVelle State Recreation Site. For this state park visitor survey project, we are also taking a closer examination of I-P scores in the "keep up the good work" quadrant within the dashed lines included in Figure 2. These results show that managers should consider monitoring attributes such as the cleanliness/ condition of toilets/ bathrooms (V3), value for park fee paid (V20), opportunities for escaping crowds of people (V12), number of toilets/ bathrooms (V2), and variety of things to do (V11).

Respondents were asked several additional questions about their satisfaction with TouVelle State Recreation Site, including this park's natural environment, facilities and services, and fees. Users were also asked how likely they would return to this state park. Table 26 shows high user satisfaction with the natural environment (89%), but less satisfaction with the facilities and services (75%). 71% of visitors were satisfied with the park fee. In total, 95% of respondents said they were likely to return to this park in the future.

Table 26. Day user likelihood of returning and satisfaction with the park facilities and environment

	Day Users (%)
Satisfaction with natural environment [a]	89
Satisfaction with facilities and services [a]	75
Satisfaction with fee that was paid	71
Likelihood of returning [b]	91

[a] Cell entries are percentages (%) of users who rated the characteristic as "satisfied" or "very satisfied."
[b] Cell entries are percentages (%) of users who said they were "likely" or "very likely" to return to the park in the future.

Table 27 shows that most visitors (98%) to TouVelle State Recreation Site would recommend the park to their friends or family, while few (2%) would not recommend it. Those who responded that they would not recommend TouVelle State Recreation Site to their friends or family cited lack of good swimming and easy access.

Table 27. Day user recommendation of park to friends and family

	Day Users (%)
Yes, recommend park	98
No, would not recommend park	2

Outstanding Features. Users also provided 114 verbatim open ended comments on what they found to be the most outstanding features or things to do at TouVelle State Recreation Site. The most common outstanding features or things to do involved: (a) barbecues or picnic areas; (b) fishing; (c) the river; and (d) scenery.

Perceived Crowding. *Perceived crowding* is a subjective and negative evaluation that this reported number of encounters or people observed in an area is too many. Research suggests that when users perceived an area to be crowded, they likely encountered more than their maximum acceptance (i.e., their norm) of impacts (e.g., use levels) for the particular setting (Manning, 2010; Needham & Rollins, 2009).

Table 28 shows that, on average, day users felt slightly crowded. More specifically, 57% of all park users felt some degree of crowding on their visit. According to Shelby, Vaske, and Heberlein (1989), and Vaske and Shelby (2008), these results suggest that crowding in this park is in the "high normal" range, where carrying capacity may not be exceeded, but may be trending in that direction.

Table 28 Day user crowding evaluations

	Day Users
Perception of crowding [a]	3.65
Reported feeling crowded (%)[b]	57

[a] Mean on 9 point crowding scale of 1-2 "not at all crowded" to 3-4 "slightly crowded" to 5-7 "moderately crowded" to 8-9 "extremely crowded." (Median = 3, Mode = 1).

Section Summary. Taken together, results in this section showed that:

- Overall satisfaction among users was high, as 92% were satisfied and (8%) were dissatisfied. In addition, the highest proportion of users was "satisfied" (48%).
- Users considered the most important characteristics at this park were the absence of litter (92%), overall cleanliness (e.g., graffiti, lawn care; 91%), and cleanliness/ conditions of toilets/ bathrooms (87%). The least important attributes were the amount and quality of educational information (49%, to 53%).
- Users were most satisfied with the park's overall cleanliness (e.g., graffiti, lawn care; 80%), parking for vehicles (80%), absence of litter (77%), and courteousness of park

rangers/ personnel (77%). Users were least satisfied with the quality and amount of educational information (51%, to 53%), and information related to hazards or conditions (56%).

- An Importance – Performance analysis showed that all park attributes were in the "keep up the good work" category, indicating that users thought that staff were doing a good job managing conditions and experiences. There were, however, five attributes that were important to day users which fell into the "concentrate here" category, indicating that users were only slightly satisfied with these important attributes. Therefore, managers should consider monitoring attributes such as the cleanliness/ condition of toilets/ bathrooms, value for park fee paid, opportunities for escaping crowds of people, number of toilets/ bathrooms, and variety of things to do.
- Most respondents were satisfied with the natural environment (89%), but less satisfaction with the facilities and services (75%).
- 71% of visitors were satisfied with the park fee.
- Most respondents (95%) said they were likely to return to this park in the future.
- Almost all visitors (98%) to TouVelle State Recreation Site would recommend the park to their friends or family.
- The most commonly reported outstanding features and things to do at TouVelle State Recreation Site involved: (a) barbecues or picnic areas; (b) fishing; (c) the river; and (d) scenery.
- Day users felt slightly crowded, with 57% of all park users feeling some degree of crowding on their visit. These results suggest that crowding in this park is in the "high normal" range, where carrying capacity may not be exceeded, but may be trending in that direction.

Attitudes About Programs and Management Strategies

Let's Go Program Interest. The questionnaires asked respondents to indicate if they, or their family members, would consider participating in a weekend program (i.e., Let's Go program) for beginners to learn basic outdoor skills and to identify all of the skills they would be interested in learning about. Table 29 indicates that 61% of day users would consider participating in such a

program at a nearby park. From those who indicated overall interest in Let's Go programs, the most popular programs were rafting (37%), fishing (34%), camping (30%) and canoeing (30%). The least supported Let's Go programs were geocaching (12%), bicycling on local roads (15%), disc golf (17%) and birding (17%). The most popular "other" programs were swimming, survival skills, volleyball, and jet boating.

Table 29. Day user consideration of participating in "Let's Go" programs

	Day Users (%) [a]
Overall Interest	
Yes	61
Specific Program Interest	
Rafting	37
Fishing	34
Camping	30
Canoeing	30
Hiking	29
Kayaking	25
Horseback riding	24
Rock climbing	22
Mountain biking	22
Stargazing	21
Birding	17
Disc golf	17
Scenic bicycling on roads	15
Geocaching	12
Other [b]	7

[a] Cell entries are percentages (%) of users who reported interest in "Let's Go" programs. Percentages do not sum to 100% because respondents could check more than one program from the list.
[b] The most popular "other" programs were: swimming, survival skills, volleyball, and jet boating.

Attitudes About Management Strategies. Several items in the questionnaire examined user attitudes about possible management strategies at TouVelle State Recreation Site. Users were asked, for example, the extent they opposed or supported several potential new strategies for this park. Table 30 shows that the most strongly supported strategies were to provide opportunities for viewing wildlife (72%), more opportunities for escaping crowds (70%), more trash cans (68%), and more recycling containers (64%). The least supported strategies were to close the park to all recreation and tourism activities (26%), and limit the number of large groups allowed per day (27%).

Table 30. Day user attitudes about management at the park

	Day Users (%) [a]
Opportunities for viewing wildlife	72
Opportunities for escaping crowds	70
More trash cans	68
More recycling containers	64
More opportunities for hiking	62
More group picnic areas	61
Make the park more pet friendly	59
Improve maintenance or upkeep of facilities and services	59
Require all dogs be kept on leash at all times	57
More information and education	54
Provide natural buffers to block views of development	53
More enclosed shelters	51
More paved trails	50
Do not change anything	47
Wireless internet access within the park	47
Restore it to historical conditions	46
Download mobile phone applications	43
More programs led by rangers	43
Food for sale	41
Limit the number of people allowed per day	30
Limit the number of large groups allowed	27
Close this park to all recreation/ tourism activities	26

[a] Cell entries are percentages (%) of users whose response was "support" or "strongly support" management action.

Park users were also asked the extent that they would oppose or support possible service reductions at TouVelle State Recreation Site. Table 31 shows overall low support for service reductions with the highest support for fewer ranger-led programs (24%), and fewer ranger patrols (17%). The least supported service reductions were for fewer hours open (12%), reduced janitorial services (12%), reduced ground maintenance (13%), and scaled down facilities (e.g., restrooms, shelters; 14%).

Table 31. Day user support of possible service reductions at the park

	Day Users (%)
Fewer ranger-led programs	24
Fewer ranger patrols	17
Scaled down facilities	14
Reduced ground maintenance	13
Reduced janitorial services	12
Fewer hours open	12

[a] Cell entries are percentages (%) of users whose response was "support" or "strongly support."

Section Summary. Taken together, results in this section showed that:

- Over half (61%) of day users would consider participating in a Let's Go program. Programs with the most interest were rafting (37%), fishing (34%), camping (30%) and canoeing (30%). The least supported Let's Go programs were geocaching (12%), bicycling on local roads (15%), disc golf (17%) and birding (17%). The most popular "other" programs were swimming, survival skills, volleyball, and jet boating.
- Users most strongly supported management strategies designed to provide more opportunities for viewing wildlife (72%), more opportunities for escaping crowds (70%), more trash cans (68%), and more recycling containers (64%). The least supported strategies were to close the park to all recreation and tourism activities (26%), and limit the number of large groups allowed per day (27%).
- There was overall low support for service reductions in the park. The highest support was for fewer ranger-led programs (24%), and fewer ranger patrols (17%). The least supported service reductions were for fewer hours open (12%), reduced janitorial services (12%), reduced ground maintenance (13%), and scaled down facilities (e.g., restrooms, shelters; 14%).

Sociodemographic Characteristics of Users

Table 32 shows demographic characteristics of users. There were more female (53%) than male (47%) users at TouVelle State Recreation Site. The average age of respondents was 41 years old, and the largest proportion of users were 20 to 29 years old (23%). Most respondents were white (i.e., Caucasian; 71%) with many Hispanics/ Latinos (22%), and some Hawaiian Native or Pacific Islanders (2%), Asians (2%), American Indians or Alaskan Natives (1%) and Black, African Americans (1%). The average annual household income before taxes of respondents was approximately $47,800, and the largest proportions of users had incomes from $10,000 to $19,999 (24%) and $30,000 to $49,999 (22%). Visitors to TouVelle State Recreation Site are generally less wealthy than the Oregon population at large (Oregon median household income in 2010 was $51,994). Most users (93%) considered English as the primary language spoken in their homes, while 6% spoke Spanish.

Table 32. Day user demographic characteristics

	Day Users [a]
Gender	
Male	47
Female	53
Age	
Less than 20 years old	9
20 – 29 years	23
30 – 39 years	22
40 – 49 years	15
50 – 59 years	11
60 – 69 years	13
70 – 79 years	4
80+ years old	3
Average age (mean years)	41
Household income (before taxes)	
Less than $10,000	17
$10,000 – $29,999	13
$30,000 – $49,999	22
$50,000 – $69,999	17
$70,000 – $89,999	14
$90,000 – $109,999	4
$110,000 – $129,999	3
$130,000 – $149,999	0
$150,000 – $169,999	6
$170,000 or more	4
Average income (mean dollars)	67,798
Ethnicity	
White (Caucasian)	71
Hispanic/ Latino	22
Other	4
Asian	2
Native Hawaiian or Pacific Islander	2
Black/ African American	1
American Indian or Alaskan Native	1
Language spoken most often at home	
English	93
Spanish	6
Other	1
Russian	1

[a] Cell entries are percentages (%) unless specified as means or averages.

Table 33 shows that almost all users resided in the United States (99%) with the remaining 1% residing in France. Furthermore, 94% of users resided in Oregon and 5% resided in California. Among park users, 90% resided in the Southern region of Oregon (http://www.guidetooregon.com/regions/map.html), 2% resided in the Portland Metro region, and 2% resided in the Willamette Valley region of the state.

Table 33. Day user location of residence

	Day Users (%)
Country	
USA	99
France	<1
State	
Oregon [a]	94
California	5
South Dakota	1

[a] In total, 90% of park users resided in the Southern region of Oregon, 2% resided in the Portland Metro region, and 2% resided in the Willamette Valley region of Oregon.

Table 34 shows that 70% of users said that nobody in their group had a disability, whereas 30% had at least one group member with a disability. Of those who had a disability, 22% were associated with walking, 7% hearing, 6% other, 4% learning, and 3% with sight.

Table 34. Day user disabilities

	Day Users (%)
Disability in group	
No	70
Yes [a]	30

[a] Types of disabilities: walking = 22%, hearing = 7%, other = 6%, learning = 4%, and sight = 3%.

Section Summary. Taken together, results in this section showed that:

- There were more female (53%) than male (47%) users at this park.
- The average age of respondents was 41 years old, and the largest proportion of users were 20 to 29 years old (23%).
- The average annual household income before taxes of respondents was approximately $47,800, and the largest proportions of users had incomes from $10,000 to $19,999 (24%) and $30,000 to $49,999 (22%). Visitors to TouVelle State Recreation Site are less wealthy than the Oregon population at large (Oregon median household income in 2010 was $51,994).
- Most respondents were white (i.e., Caucasian; 71%) with many Hispanics/ Latinos (22%), and some Hawaiian Native or Pacific Islanders (2%), Asians (2%), American Indians or Alaskan Natives (1%) and Black, African Americans (1%).
- Most users (93%) considered English as the primary language spoken in their homes, while 6% spoke Spanish.
- Almost all users resided in the United States (99%) with less than 1% residing in France. Furthermore, 94% of users resided in Oregon and 5% resided in California. Among park users, 90% resided in the Southern region of Oregon (http://www.guidetooregon.com/regions/map.html), 2% resided in the Portland Metro region, and 2% resided in the Willamette Valley region of the state.
- In total, 70% of users said that nobody in their group had a disability, whereas 30% had at least one group member with a disability. Of those who had a disability, 22% were associated with walking, 7% hearing, 6% other, 4% learning, and 3% with sight.

RECOMMENDATIONS

Management Recommendations

Based on these results from surveys of day and overnight users, the following recommendations, in no particular order, are proposed for management of TouVelle State Recreation Site:

- Most users (92%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for the quality and amount of educational information (51-53%), and information related to hazards or conditions (56%). Managers may wish to evaluate these services to users to ensure they are meeting visitor needs.
- Given that 20% of park visitors were over the age of 60 and 30% of users had disabilities (22% with disabilities related to walking), managers may want to consider evaluating access throughout the park and perhaps even obtaining a current ADA or related audit.
- Most users (99%) were able to find the information they needed when planning their visit to this park, and the few (1%) who did not find it, some wanted information about swimming opportunities. Managers may want to consider adding information about available swimming opportunities on the TouVelle State Recreation Site website.
- Approximately 57% of day users felt crowded at the park. These results suggest that crowding in this park is in the "high normal" range, where carrying capacity may not be exceeded, but may be trending in that direction. Monitoring and management of park use levels is needed, especially given that 70% of day use users supported the provision of more opportunities for escaping crowds.
- Users most strongly supported strategies designed to provide more opportunities for viewing wildlife (72%), more opportunities for escaping crowds (70%), more trash cans (68%), and more recycling containers (64%). Managers may want to consider some or all of these strategies.
- An Importance – Performance analysis showed that all park attributes were in the "keep up the good work" category, indicating that users thought that staff were doing a good job managing conditions and experiences. There were, however, five attributes that were important to day users which fell into the "concentrate here" category, indicating that users were only slightly satisfied with these important attributes. Therefore, managers should consider monitoring attributes such as the cleanliness/ condition of toilets/

bathrooms, value for park fee paid, opportunities for escaping crowds of people, number of toilets/ bathrooms, and variety of things to do.

- The largest proportion of users depended on official internet websites (e.g., Oregon State Parks, Travel Oregon; 33%) as the first primary source of obtaining information about parks such as TouVelle State Recreation Site. Given these findings, it is imperative for staff to ensure that agency and park internet websites are easy to navigate, up to date, and provide comprehensive information.
- Users also provided 114 verbatim open ended comments on what they found to be the most outstanding features or things to do at TouVelle State Recreation Site. The most common outstanding features or things to do involved: (a) barbecue or picnic areas; (b) fishing; (c) the river; and (d) scenery. This information could be added to the TouVelle State Recreation Site website to inform future visitors regarding what other visitors feel are the most outstanding features at this park.
- Users provided 84 verbatim open ended positive and negative comments, and suggestions for possible improvement of TouVelle State Recreation Site and other park related issues. The most common concerns raised involved: (a) easier access to the river; (b) limiting jet boats; (c) dredging the boat ramp; and (d) providing dog waste bags.

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APPENDIX A: OPEN-ENDED COMMENTS

Positive Comments

- All good.
- Good for now
- I say keep up what you're doing here, I like it.
- It's pretty good as is
- Keep it the same
- Leave it alone
- Leave it as is
- My husband and I like the parks it is, natural setting, clean, easy access, not crowded, very refreshing.
- Nothing.
- You're doing an awesome hob. Keep it up.
- Enjoy all Jackson city park.

Negative Comments and / or Issues for Improvement

- Alcohol allowed in certain areas or with more regulation. Music
- Better maintenance of grounds
- Better tables and less fees
- Better trails for wheelchairs and river access
- Bigger grills, pool, playground, better/ cleaner restrooms, Mexican food store, dog park, hotel, grass, free wi-fi, better tables, rental options (boats, poles), electrical connections, life jackets, water park, trail paths, snake protection.
- By making a little play area for kids on one area of the park would be nice. More picnic tables and benches. Planting more wild life. A nice trail or walk steps. Charge by the time people send such as a meter parking in the parking area.
- Campsites, bike trails, more restrooms, learning programs for children, more tables, maintenance, restaurants, or food, rental of rafts or other equipment.
- Cheaper entrance fees, more area available for privacy, keep litter picked up.
- Clean out boat ramp so boats can launch and take out easily.
- Clean out bushes, more tables, more volleyball courts, you have plenty of room for lots of things. Don't waste property. This is a very popular park but sometimes seating is limited. Lots more barbecue pits. Open up the beach area so we can drive cars out there.
- Cleaning the bathrooms and providing soap.
- Have dogs remain on leash at all times. Have a designated area for dogs only. Clean the bathrooms more. Make it worth $5 parking fee. More swimming spots.
- Day use needs to be marked on grass.
- Dog post with bags and actual bathrooms with sinks. More cleared out spots to lay in the sun.
- Dog bags to pick up after animals. More bathrooms that are bigger and cleaner.
- Don't allow speed boats to idle in the area.
- Dredge boat ramp.
- Easier wheelchair disabled access to the water. More sites on water's edge
- Entrance fee should be more than $3 dogs can be off leash

- Expand the land by the river and picnic areas so people are not crowded. Improve the landscaping. Have a potty area for dogs and have the owners pick up after them. Have frequent patrols to reinforce people to pick up after themselves. Improve the bathrooms with actual toilets.
- I am in a wheel chair and the paths are rough/ hard to move. There is not enough wheel chair access to path along river to parking lot. Wheelchair access to bathrooms is very bad.
- Boat ramp needs to be dredged because it is really shallow. Thanks.
- IDK. Just wish there were more swimming spots around. Ashland not your fault though!
- If a wedding photographer is coming with a group for 1 hour or less they should get a flat fee for those people and their cars not a five dollar per car
- Jet boats are bad for fishing. Provide a fish cleaning station and better access to boat ramps.
- Love it here. Would be nice to fix the area where it is like a beach front. Love it at the spot. Only don't go to the other part where everyone goes for party. It's more homie over the other side where the boats go.
- Make it to where people can't come in our space when they want to. More disable stuff more bathrooms and more handicap parking. Maybe some benches near the water of areas to sit near the water. For us disabled people I can't sit on the ground.
- Make TouVelle a spot more to relax and allow drinking without reservation. And allow parties with live music. Disturbances. Need to make a swimming hole.
- More paths, fire pits, food, better restrooms, this things is too long
- More river access spots (trails) from picnic areas. The one we're at today quickly became overcrowded by other people's kids that were unsupervised because their parent's spot was not nearby.
- Need some kind of playground for children of all ages
- Needs more wheelchair access
- No fishing near where people are swimming. Able to play music.
- No fishing while people are swimming. Let people play music
- Overnight camping area
- Please keep bathrooms cleaner! Empty them every day! Have hand sanitizer and dispensers in them!
- Please sweep the cinder off the road surface on the bridge. Pick up trash twice daily. Restock restrooms twice daily on weekends.
- Reducing the entrance fee to $3 or having free days every once in a while.
- Replace the wood at picnic tables but don't replace the concrete bases. Litter pick up is better this year. Maybe more trashcans. Overall a good little spot for a trip to the river.
- Safer river access for young kids. The sides are steep.
- Shade in F site
- This was our first visit. Not sure yet. Sprinklers were operating during the day on Saturday. Limited our activities and flooded the women's restroom.
- Stop allowing other people to take over other peoples space
- Fish guts should not be left in river- fishers should dispose of themselves.
- This park needs to be a lot cleaner. Other than that the park is great place to relax and enjoy the day.
- Ban jet boats from the river which degrade the habitat and endanger swimmers and waders

- To improve, maybe more friendly terrain. Cleaner restrooms. Thank you
- Water the grass more to make the park greener.
- You must stop the jet boat traffic on this stretch of the Rogue during river flows at or below 1500cfs. Both above and below TouVelle Park

APPENDIX B: QUESTIONNAIRES

Day Visitor Experiences and Perceptions at TouVelle State Recreation Site

Please Complete this Survey and Return it as Soon as Possible

Participation is Voluntary and Responses are Anonymous

Thank You for Your Participation

A Study Conducted by:

OREGON STATE PARKS

Nature HISTORY *Discovery*

We are conducting this survey to learn about your experiences at TouVelle State Recreation Site. Your input is important and will assist managers improve your experiences at this park. ***Once you have completed this survey, please return it as soon as possible.***

1. Before this trip, had you ever visited TouVelle State Recreation Site? **(check *ONE*)**
   - ☐ No
   - ☐ Yes → if yes, how many day trips have you made to this park in the past 12 months? **(write number)** _____ trip(s)

2. How many hours did you spend at TouVelle State Recreation Site on this trip? **(write number)** _____ hour(s)

3. Please check ***all*** recreation activities you did at TouVelle State Recreation Site on this trip. **(check ALL THAT APPLY)**
   - ☐ ***A***. Hiking or walking
   - ☐ ***B***. Dog walking
   - ☐ ***C***. Running or jogging
   - ☐ ***D***. Sightseeing
   - ☐ ***E***. Picnicking or barbecuing
   - ☐ ***F***. Bird or wildlife watching
   - ☐ ***G***. Fishing
   - ☐ ***H.*** Playing horseshoes
   - ☐ ***I.*** Rafting
   - ☐ ***J***. Boating (motor, canoe, kayak)
   - ☐ ***K***. Outdoor photography
   - ☐ ***L***. Other (write response) _____ _____

4. From activities in Question 3 above, what ***ONE primary activity*** did you do at TouVelle State Recreation Site on this trip? **(write a letter that matches your response)**
   Letter for primary activity _____

5. Which of the following best describes the purpose of your trip? **(check *ONE*)**
   - ☐ Primarily for recreation – this park was my main destination
   - ☐ Primarily for recreation – my main destination was NOT this park
   - ☐ Primarily for business, family, or other reasons – this park was a side trip
   - ☐ Some other reason

6. About how far from your home did you travel to get to this park? **(write number of miles)** _____ mile(s)

7. Overall, how dissatisfied or satisfied were you with your ***overall experience*** at TouVelle State Recreation Site? **(check *ONE*)**
   ☐ Very Dissatisfied ☐ Dissatisfied ☐ Neither ☐ Satisfied ☐ Very Satisfied

8. How dissatisfied or satisfied were you with the ***natural environment*** at TouVelle State Recreation Site? **(check *ONE*)**
   ☐ Very Dissatisfied ☐ Dissatisfied ☐ Neither ☐ Satisfied ☐ Very Satisfied

9. How dissatisfied or satisfied were you with the ***facilities / services*** at TouVelle State Recreation Site? **(check *ONE*)**
   ☐ Very Dissatisfied ☐ Dissatisfied ☐ Neither ☐ Satisfied ☐ Very Satisfied

10. How dissatisfied or satisfied were you with the ***rates that you paid*** at TouVelle State Recreation Site? **(check *ONE*)**
    ☐ Very Dissatisfied ☐ Dissatisfied ☐ Neither ☐ Satisfied ☐ Very Satisfied

11. How unlikely or likely are you to return to TouVelle State Recreation Site in the future? **(check *ONE*)**
    ☐ Very Unlikely ☐ Unlikely ☐ Neither ☐ Likely ☐ Very Likely

12. How ***important*** is it to you that each of the following is at TouVelle State Recreation Site? **(circle one number for *EACH*)**

	Not Important		Neither		Extremely Important
Overall cleanliness of park (e.g., graffiti, lawn care).	1	2	3	4	5
Number of toilets / bathrooms.	1	2	3	4	5
Cleanliness / conditions of toilets / bathrooms.	1	2	3	4	5
Absence of litter.	1	2	3	4	5
Presence of park rangers / personnel.	1	2	3	4	5
Courteousness of park rangers / personnel.	1	2	3	4	5
Number of park trails.	1	2	3	4	5
Condition / maintenance of park trails.	1	2	3	4	5
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	1	2	3	4	5
Facilities for groups to gather.	1	2	3	4	5
Variety of things to do.	1	2	3	4	5
Opportunities to escape crowds of people.	1	2	3	4	5
Personal safety.	1	2	3	4	5
Number of information / education programs or materials.	1	2	3	4	5
Quality of information / education programs or materials.	1	2	3	4	5
Information specifically about conditions or hazards in the park.	1	2	3	4	5
Signs about directions within the park.	1	2	3	4	5
Signs about directions to the park.	1	2	3	4	5
Parking for vehicles.	1	2	3	4	5
Good value for the rates that I paid at the park.	1	2	3	4	5

13. Now, how ***dissatisfied or satisfied*** were you with the following at TouVelle State Recreation Site? **(circle a number for *EACH*)**

	Very Dissatisfied	Dissatisfied	Neither	Satisfied	Very Satisfied
Overall cleanliness of park (e.g., graffiti, lawn care).	1	2	3	4	5
Number of toilets / bathrooms.	1	2	3	4	5
Cleanliness / conditions of toilets / bathrooms.	1	2	3	4	5
Absence of litter.	1	2	3	4	5
Presence of park rangers / personnel.	1	2	3	4	5
Courteousness of park rangers / personnel.	1	2	3	4	5
Number of park trails.	1	2	3	4	5
Condition / maintenance of park trails.	1	2	3	4	5
Ease of movement or access (e.g., wheelchair, elderly, stroller).	1	2	3	4	5
Facilities for groups to gather.	1	2	3	4	5
Variety of things to do.	1	2	3	4	5
Opportunities to escape crowds of people.	1	2	3	4	5
Personal safety.	1	2	3	4	5
Number of information / education programs or materials.	1	2	3	4	5
Quality of information / education programs or materials.	1	2	3	4	5
Information specifically about conditions or hazards in the park.	1	2	3	4	5
Signs about directions within the park.	1	2	3	4	5
Signs about directions to the park.	1	2	3	4	5
Parking for vehicles.	1	2	3	4	5
Good value for the rates that I paid at the park.	1	2	3	4	5

14. To what extent do you ***oppose or support*** each of the following possible management actions at TouVelle State Recreation Site? **(circle one number for *EACH*)**

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Provide more opportunities for escaping crowds of people.	1	2	3	4	5
Provide more opportunities for viewing wildlife.	1	2	3	4	5
Food for sale (restaurants, snack shops, etc.)	1	2	3	4	5
Provide more group picnic areas.	1	2	3	4	5
Provide more opportunities for hiking.	1	2	3	4	5
Provide more paved trails.	1	2	3	4	5
Provide more trash cans.	1	2	3	4	5
Provide more recycling containers.	1	2	3	4	5
Provide more information / education about nature, history, or archeology.	1	2	3	4	5
Provide more programs led by park rangers.	1	2	3	4	5
Provide wireless internet access within the park.	1	2	3	4	5
Provide downloadable mobile phone applications.	1	2	3	4	5
Provide more enclosed shelters.	1	2	3	4	5
Improve maintenance or upkeep of facilities / services.	1	2	3	4	5
Require all dogs be kept on leash at all times.	1	2	3	4	5
Make the park more pet friendly.	1	2	3	4	5
Provide natural buffers to block views of development outside the park.	1	2	3	4	5
Restore it to historical conditions (e.g., replace non-native with native plants)	1	2	3	4	5
Limit the number of people allowed per day.	1	2	3	4	5
Limit the number of large groups allowed (e.g., no more than 10-20 people).	1	2	3	4	5
Close this park to all recreation / tourism activities.	1	2	3	4	5
Do not change anything / keep things as they are now.	1	2	3	4	5

As agency budgets for management of this park decrease over time, we may be faced with difficult decisions related to service reductions. Before making any changes, however, we feel that it is important to know what changes would be supported or opposed by current visitors. As a result, the following questions list various hypothetical changes that managers could make in the future. Please indicate your level of opposition or support to these possible changes.

15. To what extent would you ***oppose or support*** each of the following possible service reductions at TouVelle State Recreation Site?
(circle one number for *EACH*)

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Fewer hours open.	1	2	3	4	5
Fewer ranger patrols.	1	2	3	4	5
Fewer ranger-led programs.	1	2	3	4	5
Scaled down facilities (e.g., fewer restrooms, picnic shelters).	1	2	3	4	5
Reduced janitorial services.	1	2	3	4	5
Reduced ground maintenance (e.g., mowing, landscaping).	1	2	3	4	5

16. To what extent did you feel crowded at TouVelle State Recreation Site on this trip? **(circle a number)**

1	2	3	4	5	6	7	8	9
Not at all Crowded		Slightly Crowded			Moderately Crowded		Extremely Crowded	

17. ***Including yourself***, how many people accompanied you at TouVelle State Recreation Site on this trip? _____ person(s)

18. Did you or anyone in your group bring dog(s) with you to TouVelle State Recreation Site? **(check *ONE*)** ☐ No ☐ Yes

19. Did anyone in your group have a disability?
   - ☐ No
   - ☐ Yes → if yes, what are these disabilities? **(check ALL THAT APPLY)** ☐ Hearing ☐ Sight ☐ Walking ☐ Learning ☐ Other _____

20. When you were thinking about visiting an Oregon State Park such as TouVelle State Recreation Site, about how often did you obtain information from each of the following sources when making your decision? **(circle one number for *EACH*)**

	Never		Sometimes		Often
A. Official internet websites (e.g., Oregon State Parks, Travel Oregon).	1	2	3	4	5
B. Social media internet websites (e.g., Facebook, Twitter).	1	2	3	4	5
C. Brochures.	1	2	3	4	5
D. Newspapers.	1	2	3	4	5
E. Magazines.	1	2	3	4	5
F. Books.	1	2	3	4	5
G. Television.	1	2	3	4	5
H. Videos / DVDs.	1	2	3	4	5
I. Radio.	1	2	3	4	5
J. Community organization or church.	1	2	3	4	5
K. Health care providers.	1	2	3	4	5
L. Work.	1	2	3	4	5
M. Friends or family members.	1	2	3	4	5
N. Highway signs.	1	2	3	4	5
O. Previous visit.	1	2	3	4	5
P. Other (write response) _____	1	2	3	4	5

21. From the list of sources in question 20 above, which ***ONE*** would you use ***FIRST*** when obtaining information about an Oregon State Park? **(write letter)**

   Letter _____

22 When planning your visit to TouVelle State Recreation Site, were you able to find the information you needed? **(check *ONE*)**
   - ☐ Yes
   - ☐ No → if no, what additional information did you need? **(write response)** _____

23. How did you get to TouVelle State Recreation Site on this trip? **(check *ONE*)**
   - ☐ My family's personal vehicle → how many total people were in the vehicle? _____ person(s)
   - ☐ Somebody else's personal vehicle → how many total people were in the vehicle? _____ person(s)
   - ☐ Other (write response) _____
     _____ → how many total people were in the vehicle? _____ person(s)

24. If you had NOT been able to go to TouVelle State Recreation Site for this visit, what would you have done? **(check *ONE*)**
   - ☐ Gone somewhere else for the same activity → how far from home is the place you would go instead? _____ miles(s)
   - ☐ Gone somewhere else for a different activity → how far from home is the place you would go instead? _____ miles(s)
   - ☐ Come back another time
   - ☐ Stayed home
   - ☐ Gone to work at my regular job
   - ☐ Something else (none of these)

25. If you had NOT been able to go to TouVelle State Recreation Site for this visit, what other park(s) would you have considered going to instead? **(list park names)**

_____

_____

26. Would you recommend a TouVelle State Recreation Site visit to friends or family members? **(check *ONE*)**

☐ Yes

☐ No→ if no, why not? **(write response)** _____

27. What do you feel are the most outstanding features or things to do at TouVelle State Recreation Site? (write response)

_____

_____

28. If Oregon State Parks offered weekend programs for beginners to learn basic outdoor skills, would you/your family consider participating in such a program at a nearby park?

☐ No

☐ Yes → if yes, what types of activities would you/your family be interested in learning about? **(check ALL THAT APPLY)**

☐ Birding ☐ Disc golfing ☐ Hiking ☐ Mountain biking ☐ Scenic bicycling on roads

☐ Camping ☐ Fishing ☐ Horseback riding ☐ Rafting ☐ Stargazing

☐ Canoeing ☐ Geocaching ☐ Kayaking ☐ Rock climbing ☐ Other _____

29. Did you participate in any moderate physical activity during this trip (for example walking, bicycling, canoeing at a moderate pace)? **(check *ONE*)**

☐ No

☐ Yes → if yes, how much time did you spend in moderate physical activity for this trip? _____ minutes

30. Did you participate in any vigorous physical activity during this trip (for example jogging, walking, or bicycling at a vigorous pace, breaking a sweat, heart beating rapidly)? **(check *ONE*)**

☐ No

☐ Yes → if yes, how much time did you spend in vigorous physical activity for this trip? _____ minutes

31. Is your level of physical activity at TouVelle State Recreation Site more than, less than, or about the same as your level of physical activity in your day-to-day life? **(check *ONE*)**

☐ My physical activity is MORE at TouVelle State Recreation Site than my daily life.

☐ My physical activity is LESS at TouVelle State Recreation Site than in my daily life.

☐ My physical activity is ABOUT THE SAME at TouVelle State Recreation Site as it is in my daily life.

32. To what degree did this TouVelle State Recreation Site visit result in the following health benefits for you? **(circle one number for *EACH*)**

	Not at all				A great deal
A. Reducing your stress.	1	2	3	4	5
B. Improving your level of physical fitness.	1	2	3	4	5
C. Improving your physical health.	1	2	3	4	5
D. Improving your mental health.	1	2	3	4	5
E. Reducing your anxiety.	1	2	3	4	5

33. For each of the following categories, please estimate how much you and other members of your party spent and plan to spend on this trip both inside the Park and within **30 miles** of TouVelle State Recreation Site. ***Please round off to the nearest dollar***.

Motel, lodge, cabin, B&B, other lodging:	$_____.00
Camping:	$_____.00
Restaurants and bars:	$_____.00
Groceries:	$_____.00
Gasoline and oil:	$_____.00
Park entry, parking, or recreation use fees:	$_____.00
Recreation and equipment (guide fees, equipment rental):	$_____.00
Souvenirs, clothing, and other miscellaneous:	$_____.00

34. Are you staying away from home either inside the Park or within 30 miles of TouVelle SRS on this trip? **(check *ONE*)**

☐ No

☐ Yes → if yes, how many nights are you staying away from home inside the Park or within 30 miles of this Park? _____ night(s)

35. Are you: **(check *ONE*)** ☐ Male ☐ Female

36. How old are you? **(write response)** _____ years old

37. Which of the following best describes you? **(check *ONE*)**

☐ White (Caucasian) ☐ Hispanic / Latino ☐ American Indian or Alaskan Native ☐ Other (write response)
☐ Black / African American ☐ Asian ☐ Native Hawaiian or Pacific Islander _____

38. What language is spoken most often at your home? **(check *ONE*)**

☐ English ☐ Spanish ☐ Russian ☐ Other (write response) _____

39. Where do you live? **(write responses)** City / town _____ State _____ Country _____ Zipcode _____

40. Which of these broad categories best describes your ***current annual household income before taxes***? **(check ONE)**

☐ Less than $10,000
☐ $10,000 to $29,999
☐ $30,000 to $49,999
☐ $50,000 to $69,999
☐ $70,000 to $89,999
☐ $90,000 to $109,999
☐ $110,000 to $129,999
☐ $130,000 to $149,999
☐ $150,000 to $169,999
☐ $170,000 or more

Please tell us how we can improve TouVelle State Recreation Site:

Thank you, your input is important! ***Please return this survey as soon as possible.***

APPENDIX C: UNCOLLAPSED PERCENTAGES

Day Visitor Experiences and Perceptions at TouVelle State Recreation Site

Please Complete this Survey and Return it as Soon as Possible

Participation is Voluntary and Responses are Anonymous

Thank You for Your Participation

A Study Conducted by:

OREGON STATE PARKS

Nature
HISTORY
Discovery

We are conducting this survey to learn about your experiences at TouVelle State Recreation Site. Your input is important and will assist managers improve your experiences at this park. ***Once you have completed this survey, please return it as soon as possible.***

1. Before this trip, had you ever visited TouVelle State Recreation Site? **(check *ONE*)**
   25% No
   75% Yes → if yes, how many day trips have you made to this park in the past 12 months? **(write number)** M=7.46 trip(s)

2. How many hours did you spend at TouVelle State Recreation Site on this trip? **(write number)** M=4.05 hour(s)

3. Please check ***all*** recreation activities you did at TouVelle State Recreation Site on this trip. **(check ALL THAT APPLY)**

42% ***A***. Hiking or walking	19% ***F***. Bird or wildlife watching	14% ***J***. Boating (motor, canoe, kayak)
21% ***B***. Dog walking	23% ***G***. Fishing	21% ***K***. Outdoor photography
9% ***C***. Running or jogging	13% ***H.*** Playing horseshoes	27% ***L***. Other (write response) See report
33% ***D***. Sightseeing	17% ***I.*** Rafting	
71% ***E***. Picnicking or barbecuing		

4. From activities in Question 3 above, what ***ONE primary activity*** did you do at TouVelle State Recreation Site on this trip? **(write a letter that matches your response)**
   Letter for primary activity See report

5. Which of the following best describes the purpose of your trip? **(check *ONE*)**
   76% Primarily for recreation – this park was my main destination
   6% Primarily for recreation – my main destination was NOT this park
   12% Primarily for business, family, or other reasons – this park was a side trip
   6% Some other reason

6. About how far from your home did you travel to get to this park? **(write number of miles)** M=24.94 mile(s)

7. Overall, how dissatisfied or satisfied were you with your ***overall experience*** at TouVelle State Recreation Site? **(check *ONE*)**

2% Very Dissatisfied	2% Dissatisfied	4% Neither	48% Satisfied	44% Very Satisfied

8. How dissatisfied or satisfied were you with the ***natural environment*** at TouVelle State Recreation Site? **(check *ONE*)**

3% Very Dissatisfied	3% Dissatisfied	5% Neither	49% Satisfied	40% Very Satisfied

9. How dissatisfied or satisfied were you with the ***facilities / services*** at TouVelle State Recreation Site? **(check *ONE*)**

5% Very Dissatisfied	3% Dissatisfied	17% Neither	46% Satisfied	29% Very Satisfied

10. How dissatisfied or satisfied were you with the ***rates that you paid*** at TouVelle State Recreation Site? **(check *ONE*)**

5% Very Dissatisfied	7% Dissatisfied	17% Neither	44% Satisfied	27% Very Satisfied

11. How unlikely or likely are you to return to TouVelle State Recreation Site in the future? **(check *ONE*)**

3% Very Unlikely	2% Unlikely	3% Neither	37% Likely	55% Very Likely

12. How ***important*** is it to you that each of the following is at TouVelle State Recreation Site? **(circle one number for *EACH*)**

	Not Important		Neither		Extremely Important
Overall cleanliness of park (e.g., graffiti, lawn care).	1%	2%	6%	29%	38%
Number of toilets / bathrooms.	3	5	16	25	51
Cleanliness / conditions of toilets / bathrooms.	1	2	10	27	60
Absence of litter.	0	2	6	27	65
Presence of park rangers / personnel.	4	7	24	29	36
Courteousness of park rangers / personnel.	1	3	15	36	44
Number of park trails.	5	4	27	32	33
Condition / maintenance of park trails.	4	3	22	33	38
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	2	5	23	34	36
Facilities for groups to gather.	1	6	19	33	40
Variety of things to do.	1	4	17	37	41
Opportunities to escape crowds of people.	1	2	18	33	46
Personal safety.	1	3	17	28	51
Number of information / education programs or materials.	8	9	35	23	2
Quality of information / education programs or materials.	7	5	35	22	26
Information specifically about conditions or hazards in the park.	3	3	29	32	33
Signs about directions within the park.	2	5	28	29	35
Signs about directions to the park.	3	5	23	33	36
Parking for vehicles.	1	4	19	32	44
Good value for the rates that I paid at the park.	2	3	16	29	51

13. Now, how ***dissatisfied or satisfied*** were you with the following at TouVelle State Recreation Site? **(circle a number for *EACH*)**

	Very Dissatisfied	Dissatisfied	Neither	Satisfied	Very Satisfied
Overall cleanliness of park (e.g., graffiti, lawn care).	1%	7%	12%	38%	42%
Number of toilets / bathrooms.	7	8	14	31	40
Cleanliness / conditions of toilets / bathrooms.	6	11	16	26	42
Absence of litter.	1	6	17	36	41
Presence of park rangers / personnel.	3	1	22	36	39
Courteousness of park rangers / personnel.	2	3	18	32	45
Number of park trails.	3	5	28	33	32
Condition / maintenance of park trails.	3	6	28	33	30
Ease of movement or access (e.g., wheelchair, elderly, stroller).	3	9	25	32	31
Facilities for groups to gather.	1	5	22	34	39
Variety of things to do.	1	3	30	33	33
Opportunities to escape crowds of people.	2	7	22	34	36
Personal safety.	3	2	21	33	42
Number of information / education programs or materials.	2	2	44	22	31
Quality of information / education programs or materials.	2	4	43	23	28
Information specifically about conditions or hazards in the park.	1	5	38	26	30
Signs about directions within the park.	1	3	28	34	33
Signs about directions to the park.	1	4	28	33	34
Parking for vehicles.	3	1	16	38	42
Good value for the rates that I paid at the park.	6	6	19	33	37

14. To what extent do you ***oppose or support*** each of the following possible management actions at TouVelle State Recreation Site? **(circle one number for *EACH*)**

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Provide more opportunities for escaping crowds of people.	1%	2%	27%	35%	35%
Provide more opportunities for viewing wildlife.	1	2	25	34	38
Food for sale (restaurants, snack shops, etc.)	15	13	32	20	21
Provide more group picnic areas.	3	4	33	39	22
Provide more opportunities for hiking.	1	3	33	34	28
Provide more paved trails.	6	8	37	26	24
Provide more trash cans.	3	3	36	31	27
Provide more recycling containers.	2	3	31	30	34
Provide more information / education about nature, history, or archeology.	2	3	40	31	24
Provide more programs led by park rangers.	5	7	45	25	19
Provide wireless internet access within the park.	15	7	32	19	28
Provide downloadable mobile phone applications.	14	11	32	20	23
Provide more enclosed shelters.	6	5	38	31	20
Improve maintenance or upkeep of facilities / services.	2	3	36	37	22
Require all dogs be kept on leash at all times.	9	10	24	26	31
Make the park more pet friendly.	2	5	34	30	28
Provide natural buffers to block views of development outside the park.	3	4	40	30	23
Restore it to historical conditions (e.g., replace non-native with native plants)	10	4	40	24	22
Limit the number of people allowed per day.	19	19	32	15	15
Limit the number of large groups allowed (e.g., no more than 10-20 people).	27	16	30	14	13
Close this park to all recreation / tourism activities.	34	15	25	10	16
Do not change anything / keep things as they are now.	7	11	36	18	28

As agency budgets for management of this park decrease over time, we may be faced with difficult decisions related to service reductions. Before making any changes, however, we feel that it is important to know what changes would be supported or opposed by current visitors. As a result, the following questions list various hypothetical changes that managers could make in the future. Please indicate your level of opposition or support to these possible changes.

15. To what extent would you ***oppose or support*** each of the following possible service reductions at TouVelle State Recreation Site?
(circle one number for *EACH*)

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Fewer hours open.	45%	26%	16%	7%	5%
Fewer ranger patrols.	26	22	35	10	7
Fewer ranger-led programs.	21	15	40	15	9
Scaled down facilities (e.g., fewer restrooms, picnic shelters).	38	26	23	6	7
Reduced janitorial services.	46	26	17	5	7
Reduced ground maintenance (e.g., mowing, landscaping).	42	25	20	7	6

16. To what extent did you feel crowded at TouVelle State Recreation Site on this trip? **(circle a number)**

31%	12%	16%	6%	6%	16%	2%	3%	9%
Not at all Crowded		Slightly Crowded			Moderately Crowded		Extremely Crowded	

17. ***Including yourself***, how many people accompanied you at TouVelle State Recreation Site on this trip? M=11.10 person(s)

18. Did you or anyone in your group bring dog(s) with you to TouVelle State Recreation Site? **(check *ONE*)** 72% No
28% Yes

19. Did anyone in your group have a disability?

70% No

30% Yes → if yes, what are these disabilities? **(check ALL THAT APPLY)** 7% Hearing 3% Sight 22% Walking
4% Learning 6% Other See report

20. When you were thinking about visiting an Oregon State Park such as TouVelle State Recreation Site, about how often did you obtain information from each of the following sources when making your decision? **(circle one number for *EACH*)**

	Never		Sometimes		Often
A. Official internet websites (e.g., Oregon State Parks, Travel Oregon).	43%	8%	23%	8%	19%
B. Social media internet websites (e.g., Facebook, Twitter).	52	8	21	7	13
C. Brochures.	49	11	22	9	9
D. Newspapers.	53	13	21	6	7
E. Magazines.	56	15	16	6	7
F. Books.	58	16	12	8	7
G. Television.	58	9	16	8	9
H. Videos / DVDs.	63	13	10	5	9
I. Radio.	55	12	16	8	10
J. Community organization or church.	57	10	19	5	9
K. Health care providers.	66	13	11	3	6
L. Work.	60	14	10	8	9
M. Friends or family members.	22	5	22	18	32
N. Highway signs.	32	17	17	15	20
O. Previous visit.	22	8	14	18	37
P. Other (write response) ____see report _____	51	12	10	14	13

21. From the list of sources in question 20 above, which ***ONE*** would you use ***FIRST*** when obtaining information about an Oregon State Park? **(write letter)**

Letter See report

22 When planning your visit to TouVelle State Recreation Site, were you able to find the information you needed? **(check *ONE*)**

99% Yes

1% No → if no, what additional information did you need? **(write response)** See report

23. How did you get to TouVelle State Recreation Site on this trip? **(check *ONE*)**

88% My family's personal vehicle → how many total people were in the vehicle? M=3.87 person(s)
10% Somebody else's personal vehicle → how many total people were in the vehicle? M=5.00 person(s)
2% Other (write response) See report → how many total people were in the vehicle? M=2.17 person(s)

24. If you had NOT been able to go to TouVelle State Recreation Site for this visit, what would you have done? **(check *ONE*)**

49% Gone somewhere else for the same activity → how far from home is the place you would go instead? M=20.74 miles(s)

3% Gone somewhere else for a different activity → how far from home is the place you would go instead? M=7.80 miles(s)

12% Come back another time

21% Stayed home

2% Gone to work at my regular job

14% Something else (none of these)

25. If you had NOT been able to go to TouVelle State Recreation Site for this visit, what other park(s) would you have considered going to instead? **(list park names)**

See report

26. Would you recommend a TouVelle State Recreation Site visit to friends or family members? **(check *ONE*)**

98% Yes

2% No→ if no, why not? **(write response)** See report

27. What do you feel are the most outstanding features or things to do at TouVelle State Recreation Site? (write response)

See report

28. If Oregon State Parks offered weekend programs for beginners to learn basic outdoor skills, would you/your family consider participating in such a program at a nearby park?

39% No

61% Yes → if yes, what types of activities would you/your family be interested in learning about? **(check ALL THAT APPLY)**

17% Birding	17% Disc golfing	29% Hiking	22% Mountain biking	15% Scenic bicycling on roads
30% Camping	34% Fishing	24% Horseback riding	37% Rafting	21% Stargazing
30% Canoeing	12% Geocaching	25% Kayaking	22% Rock climbing	7% Other See report

29. Did you participate in any moderate physical activity during this trip (for example walking, bicycling, canoeing at a moderate pace)? **(check *ONE*)**

55% No

45% Yes → if yes, how much time did you spend in moderate physical activity for this trip? M=67.29 minutes

30. Did you participate in any vigorous physical activity during this trip (for example jogging, walking, or bicycling at a vigorous pace, breaking a sweat, heart beating rapidly)? **(check *ONE*)**

80% No

20% Yes → if yes, how much time did you spend in vigorous physical activity for this trip? M=36.38 minutes

31. Is your level of physical activity at TouVelle State Recreation Site more than, less than, or about the same as your level of physical activity in your day-to-day life? **(check *ONE*)**

37% My physical activity is MORE at TouVelle State Recreation Site than my daily life.

18% My physical activity is LESS at TouVelle State Recreation Site than in my daily life.

45% My physical activity is ABOUT THE SAME at TouVelle State Recreation Site as it is in my daily life.

32. To what degree did this TouVelle State Recreation Site visit result in the following health benefits for you? **(circle one number for *EACH*)**

	Not at all				A great deal
A. Reducing your stress.	3%	1%	10%	31%	55%
B. Improving your level of physical fitness.	13	6	32	23	27
C. Improving your physical health.	11	4	33	24	29
D. Improving your mental health.	3	4	14	34	44
E. Reducing your anxiety.	5	1	15	30	48

33. For each of the following categories, please estimate how much you and other members of your party spent and plan to spend on this trip both inside the Park and within **30 miles** of TouVelle State Recreation Site. ***Please round off to the nearest dollar***.

Motel, lodge, cabin, B&B, other lodging:	$__ see report _____.00
Camping:	$___ see report _____.00
Restaurants and bars:	$___ see report _____.00
Groceries:	$___ see report _____.00
Gasoline and oil:	$___ see report _____.00
Park entry, parking, or recreation use fees:	$___ see report _____.00
Recreation and equipment (guide fees, equipment rental):	$___ see report _____.00
Souvenirs, clothing, and other miscellaneous:	$___ see report _____.00

34. Are you staying away from home either inside the Park or within 30 miles of TouVelle SRS on this trip? **(check *ONE*)**
83% No
17% Yes → if yes, how many nights are you staying away from home inside the Park or within 30 miles of this Park?
M=5.25 night(s)

35. Are you: **(check *ONE*)** 47% Male 53% Female

36. How old are you? **(write response)** M=41.49 years old

37. Which of the following best describes you? **(check *ONE*)**

71% White (Caucasian)	22% Hispanic / Latino	1% American Indian or Alaskan Native	4% Other (write response)
1% Black / African American	2% Asian	1% Native Hawaiian or Pacific Islander	See report

38. What language is spoken most often at your home? **(check *ONE*)**
93% English 6% Spanish 1% Russian 1% Other (write response) See report

39. Where do you live? **(write responses)** City / town See report State See report Country See report Zipcode See report

40. Which of these broad categories best describes your ***current annual household income before taxes***? **(check ONE)**

17% Less than $10,000	4% $90,000 to $109,999
13% $10,000 to $29,999	3% $110,000 to $129,999
22% $30,000 to $49,999	0% $130,000 to $149,999
17% $50,000 to $69,999	6% $150,000 to $169,999
14% $70,000 to $89,999	4% $170,000 or more

Please tell us how we can improve TouVelle State Recreation Site:

See report

Thank you, your input is important! ***Please return this survey as soon as possible*.**