

Oregon Resident Outdoor Recreation Demand Analysis – Multnomah County Summary

2013-2017 Oregon Statewide Comprehensive Outdoor Recreation Plan Supporting
Documentation

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Background

In preparation for the 2013-2017 Oregon Statewide Comprehensive Outdoor Recreation Plan (SCORP), the Oregon Parks and Recreation Department (OPRD) contracted with Oregon State University (OSU) to conduct a statewide survey of Oregon residents regarding their 2011 outdoor recreation participation in Oregon, as well as their opinions about parks and recreation management. This report summarizes key findings of the survey for Multnomah County. For review of statewide survey results, please see the full survey report, Oregon Resident Outdoor Recreation Demand Analysis, online at: http://www.oregon.gov/oprd/PLANS/docs/scorp/2013-2018_SCORP/Demand_Analysis.pdf

Survey Methodology

The survey was conducted using a random sample of Oregon households. In order to generate sufficient responses for each county, the sample was stratified by county. Separate random samples were drawn from each county. Surveying Oregonians consisted of 50,150 mail outs, with 46,348 of the surveys deliverable (92%). Of those delivered, 8,860 completed surveys were obtained, for an overall response rate of 19%. This response rate is typical of statewide, general population surveys that are long and do not include token financial incentives. Sample data were weighted to represent county-level population proportions and statewide age-related proportions. For a detailed description of the survey methodology, please see the full survey report at the web link provided above.

Outdoor Recreation Activities

Based on previous SCORP outdoor recreation activity lists and input from the SCORP steering committee comprised of parks and recreation managers across Oregon, seventy (70) recreation activities were identified as important recreation activity types. These activities were grouped into eight (8) categories, including Non-motorized Trail Activities, Motorized Activities, Non-motorized Snow Activities, Outdoor Leisure / Sporting Activities, Nature Study Activities, Vehicle-based Camping Activities, Fishing / Hunting / Shooting Activities, and Non-motorized Water-based and Beach Activities.

User Occasions and Participation in Outdoor Recreation

User occasions (number of times people engage in an activity) and percent of the population that participates in an activity are presented for Multnomah County in the following tables. The top activities for Multnomah County both user occasions (based on where the activity occurred) and proportion of Multnomah County residents are included in Table 1. County totals for all seventy recreation activities are included in Table 2.

Table 1. Top Ten Activities in Multnomah County, 2011

User Occasions Where Activity Occurred		% Population Participating	
Activity	User Occasions	Activity	% Population Participating
Walking on local streets / sidewalks	119,544,889	Walking on local streets / sidewalks	74.8
Dog walking / going to dog parks / off-leash areas	37,293,501	Walking on local trails / paths	65.1
Walking on local trails / paths	33,631,567	Beach activities – ocean	56.7
Bicycling on roads, streets /sidewalks	32,721,855	Walking / day hiking on non-local trails / paths	55.4
Jogging / running on streets / sidewalks	27,528,213	Attending outdoor concerts, fairs, festivals	55.2
General play at a neighborhood park / playground	20,111,728	General play at a neighborhood park / playground	55.0
Jogging / running on trails / paths	11,248,598	Relaxing, hanging out, escaping heat / noise, etc.	55.0
Bicycling on paved trails	10,864,451	Sightseeing / driving or motorcycling for pleasure	51.3
Walking / day hiking on non-local trails / paths	6,725,626	Picnicking	47.0
Bicycling on unpaved trails	5,957,298	Visiting historic sites / history-themed parks	40.8

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

Activity	User Occasions	% Population Participating
Non-motorized Trail Activities		
Walking on local streets / sidewalks	119,544,889	74.8
Walking on local trails / paths	33,631,567	65.1
Walking / day hiking on non-local trails / paths	6,725,626	55.4
Long-distance hiking (back packing)	199,715	12.4
Jogging / running on streets / sidewalks	27,528,213	24.1
Jogging / running on trails / paths	11,248,598	20.4
Horseback riding	42,545	2.7
Bicycling on unpaved trails	5,957,298	11.4
Bicycling on paved trails	10,864,451	28.4
Bicycling on roads, streets / sidewalks	32,721,855	38.3
Bicycle touring on paved roads / paths (long day / multi-day rides)*		22.7
Motorized Activities		
Class I – All-terrain vehicle riding (3 & 4 wheel ATVs, straddle seat and handle bars)	81,638	1.5
Class II – Off-road 4-wheel driving (jeeps, pick-ups, dune buggies, SUVs)	108,302	4.9
Class III – Off-road motorcycling	21,875	1.3
Class IV – Riding UTVs / side-by-side ATVs (non-straddle seat, driver and passenger sit side-by-side in the vehicle, steering wheel for steering control)	<1,000	<1.0
Snowmobiling	1,637	3.0
Personal water craft – jet ski	239,324	2.1
Power boating (cruising / water skiing)	1,098,310	9.1
Non-motorized Snow Activities		
Downhill (alpine) skiing / snowboarding	236,992	19.6
Cross-country / Nordic skiing / skijoring on groomed trails	11,863	8.5
Cross-country / Nordic skiing / skijoring on ungroomed trails / off designated trails	<1,000	4.4
Snowshoeing	30,850	13.3
Sledding, tubing, or general snow play	234,157	22.1
Outdoor Leisure / Sporting Activities		
Sightseeing / driving or motorcycling for pleasure	4,755,828	51.3
Picnicking	3,813,902	47.0
General play at a neighborhood park / playground	20,111,728	55.0
Dog walking / going to dog parks / off-leash areas	37,293,501	35.0
Relaxing, hanging out, escaping heat / noise, etc.	1,318,295	55.0
Attending outdoor concerts, fairs, festivals	3,835,864	55.2
Tennis (played outdoors)	1,143,507	14.4
Outdoor court games other than tennis (basketball, beach volleyball, badminton, etc.)	2,540,562	11.9
Baseball / softball	1,095,078	5.7
Football, soccer, lacrosse, rugby, ultimate frisbee	2,591,889	10.8

Activity	User Occasions	% Population Participating
Golf	1,356,477	7.2
Disc golf	1,241,609	4.9
Skateboarding, inline skating, roller skating, roller skiing	1,061,726	5.0
Rock climbing, bouldering, mountaineering	68,294	3.4
Orienteering, geocaching	585,447	4.0
Hang gliding, sky diving, paragliding	21,354	2.8
Visiting historic sites / history-themed parks (history-oriented museums, outdoor displays, visitor centers, etc.)	2,213,680	40.8
Nature Study Activities		
Bird watching	1,677,679	12.2
Whale watching	-	10.5
Exploring tidepools	-	30.7
Other nature / wildlife / forest / wildflower observation	2,226,447	26.1
Visiting botanical gardens	899,101	16.7
Visiting nature centers	1,067,659	17.3
Outdoor photography, painting, drawing	1,649,290	15.9
Collecting (rocks, plants, mushrooms, berries)	1,181,812	20.8
Vehicle-based Camping Activities		
RV / motorhome / trailer camping	54,038	8.3
Car camping with a tent	222,848	38.6
Motorcycle camping with a tent	<1,000	<1.0
Yurts / camper cabins	7,226	8.8
Fishing, Hunting, Shooting Activities		
Fly fishing	93,712	6.4
Fishing from a boat (other than fly fishing)	1,086,831	7.0
Fishing from a bank or shore (other than fly fishing)	949,100	11.0
Crabbing	-	6.2
Shellfishing / clamming	-	3.1
Big game hunting with a gun	7,978	1.8
Big game hunting with a bow	65,913	<1.0
Waterfowl hunting	91,735	1.1
Upland bird or small game hunting	154,877	1.7
Target / skeet shooting / archery	100,425	5.1
Non-motorized Water-based and Beach Activities		
White-water canoeing, kayaking, rafting	155,777	9.2
Flat-water canoeing, sea kayaking, rowing, stand-up paddling, tubing / floating	1,173,062	11.7
Surfing / ocean stand-up paddling	-	2.1
Windsurfing / kiteboarding	<1,000	<1.0
Sailing	478,942	1.9
Beach activities – ocean	-	56.7
Beach activities – lakes, reservoirs, rivers	1,497,062	31.9
Swimming / playing in outdoor pools / spray parks	2,663,200	20.5
Snorkeling / SCUBA diving	9,316	<1.0

*Bicycle touring was asked as a separate question regarding participation only.

Camping Likelihood and Priority Needs

This set of questions asked people to rate various camping types using 5-point Likert scales according to the likelihood of using a type of camping when or if the individual went camping at an Oregon State Park campground (1 = Not at all likely to 5 = Very likely), and to rate their perceived need for more of each type of camping near the individual's community (1 = Lowest priority need to 5 = Highest priority need).

For Multnomah County residents, drive-in tent sites had the highest likelihood of use, while RV sites had the lowest likelihood of use (Table 3). Similarly, drive-in tent sites had the highest priority need, while RV sites had the lowest priority need.

Table 3. Likelihood and Priority Need for Camping Type, Multnomah County

Camping Type	How likely to use camping type in state park*	Level of priority need for camping type near your community*
RV sites	1.7	1.6
Cabins or yurts w/ heat, lights	3.2	2.7
Cabins or yurts w/ heat, lights, bathroom, kitchen	3.0	2.5
Drive-in tent sites	4.1	3.3
Hike-in tent sites	3.0	3.1
Hiker-biker sites	2.1	2.4
Other type	2.6	2.5

* Means scores for 5-point Likert Scale (1 = "Not at all likely" or "Lowest priority need" to 5 = "Very likely" or "Highest priority need")

Priorities for the Future

Survey participants were asked about their opinions on priorities for the future in and near their community. Respondents were asked to rate several items for investment by park and forest agencies using a 5-point Likert scale (1 = Lowest priority need to 5 = Highest priority need). Items were developed by the steering committee, representing several municipal-type areas and beyond.

Table 4 reports Multnomah County results, with items listed in descending order by mean priority ratings. The top priority needs for Multnomah County residents are soft surface walking trails, nature and wildlife viewing areas and access to waterways. Playgrounds with natural materials (Natural Play Areas), off-street bicycle trails, picnic areas for small groups and community gardens rated high as well. Off-highway vehicle trail / areas, tennis and basketball courts and baseball / softball fields rated the lowest on priority investments.

Table 4. Priorities for the Future, What Park and Forest Agencies Should Invest In, Multnomah County—Mean For 5-Point Likert (1 = “Lowest priority need” to 5 = “Highest priority need”)

Item	Mean
Dirt / other soft surface walking trails and paths	3.7
Nature and wildlife viewing areas	3.5
Public access sites to waterways	3.5
Children’s playgrounds and play areas made of natural materials (logs, water, sand, boulders, hills, trees)	3.4
Off-street bicycle trails and pathways	3.4
Picnic areas and shelters for <u>small</u> visitor groups	3.3
Community gardens	3.3
Off-leash dog areas	3.1
Designated paddling routes for canoes, kayaks, rafts, driftboats	3.0
Paved / hard surface walking trails and paths	2.8
Multi-use fields for soccer, football, lacrosse, etc.	2.8
Children’s playgrounds and play areas built with manufactured structures like swing sets, slides, and climbing apparatuses	2.7
Picnic areas and shelters for <u>large</u> visitor groups	2.6
Basketball courts	2.5
Baseball / softball fields	2.4
Outdoor tennis courts	2.4
Off-highway vehicle trails / areas	2.1

Value and Delivery for Benefits of Parks and Recreation Services

Multnomah County residents that participated in outdoor recreation activities were also asked their opinions related to the benefits provided by park and recreation agencies. First, respondents were asked to rate each benefit type based on how valued it is using a 5-point Likert scale (1 = Least valued to 5 = Most valued). Next, they were asked to rate how well park and recreation agencies are currently delivering each benefit type using a similar scale (1 = Currently does not deliver at all to 5 = Currently delivers extremely well).

Ranging from a mean score of 2.8 to 4.6 on the 5-point scale, preserve open space, improve physical health and community desirability rated the highest valued in Multnomah County. Lowest valued benefits in Multnomah County included promote tourism, help attract new residents / businesses and increase property values. Delivery of benefits ranged from a mean score of 2.9 to 3.7, with improving physical health, community desirability and preserve open space rated the highest delivered in Multnomah County. Lowest delivered benefits in Multnomah County included help reduce crime, promote tourism and help attract new residents / businesses.

Table 5. Value and Delivery for Benefits of Parks and Recreation Services, Multnomah County

Value For Benefits of Parks and Recreation Services—Mean for 5-point Likert (1 = "Least valued" to 5 = "Most valued")		Delivery of Benefits of Parks and Recreation Services—Mean for 5-point Likert (1 = "Currently does not deliver at all" to 5 = "Currently delivers extremely well")	
Benefit	Value Mean	Benefit	Delivery Mean
Preserve open space and the environment	4.6	Improve physical health and fitness	3.7
Improve physical health and fitness	4.4	Make your community a more desirable place to live	3.6
Make your community a more desirable place to live	4.4	Preserve open space and the environment	3.6
Improve mental health and reduce stress	4.2	Provide opportunities for social interaction	3.5
Enhance a sense of place and community	4.1	Enhance a sense of place and community	3.5
Help reduce crime	3.9	Improve mental health and reduce stress	3.3
Preserve historical features in your community	3.7	Increase property values in your community	3.1
Provide opportunities for social interaction	3.5	Preserve historical features in your community	3.1
Increase property values in your community	3.4	Help attract new residents and businesses	3.0
Help attract new residents and businesses	3.0	Promote tourism	3.0
Promote tourism	2.8	Help reduce crime	2.9