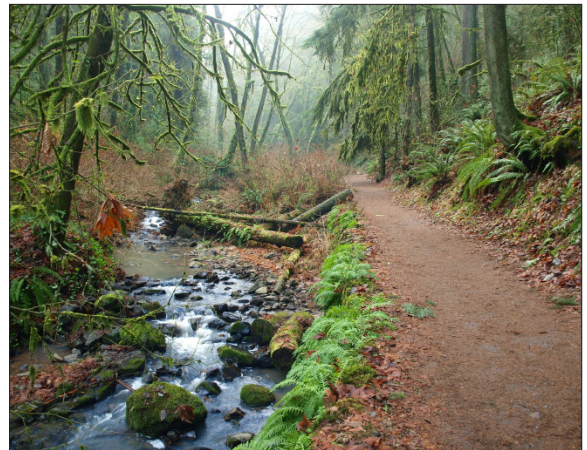


Forest Park Recreation Survey



PORTLAND PARKS & RECREATION

Healthy Parks, Healthy Portland



February 2012

Forest Park Recreation Survey

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Portland Parks & Recreation

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Executive Summary



In 2010 and 2011 Portland Parks & Recreation (PP&R) contracted with PSU's Survey Research Lab (SRL) to conduct an intercept survey at Forest Park. The purpose of the surveys is to better understand preferences, motivations, frequency of use, and satisfaction of park users. A total of 2,277 people responded to surveys conducted in the park on six separate Saturdays and one Wednesday during the months of May, June, February, and August. Major findings are as follows:

- Forest Park is visited predominately by individuals in the 25-54 age range, who are overwhelmingly white, have slightly higher than average household incomes, and have substantially higher levels of education, when compared to the Portland Metropolitan Area population.
- 68% of respondents were from Multnomah County, and 19% were from Washington County. The remaining were from other Oregon counties (6%) and out of state visitors (7%).
- Nearly 75% of respondents indicated that they visit Forest Park once a month or more. 57% of respondents indicated that they typically visit the park on weekends.
- The Thurman Street gate is by far the most popular entrance point to the park, followed by the Macleay & Upshur St. and the Saltzman Rd. & Highway 30 trailheads.
- *Exercise/Fitness* (49%) and *Enjoy Nature and Be Outdoors* (28%) were cited as the most popular motivations for visiting Forest Park.
- *Hiking/Walking* (38%), *Jogging/Running* (25%), and *Walking the Dog* (14%) were identified as the first, second, and third most popular activities to engage in while at the park, followed by *Plant/Wildlife Viewing* (10%) and *Cycling* (8%).

Executive Summary

- *Trails, Forests, Native Plants, and Wildlife* were viewed as the most important Natural Area features by survey respondents.
- *Trails, Trees/Plants, and Forest Health* were rated as Forest Park features with the highest quality.
- *Increasing Cycling Trails, Adding Restrooms, Maps, and Signage* were most often noted as actions that will help improve people's experience at Forest Park.
- There is little seasonal variation in results. The major exception is that a higher percentage of respondents indicated using the park for *Exercise and Fitness* during winter.



Forest Park aerial view

Introduction



Forest Park is a 5,158-acre natural area park located entirely within the City of Portland. The park is renowned as a unique resource located at the center of a major metropolitan area. With a vast network of trails as well as abundant wildlife and plant communities, the park provides important recreation and ecological value to the region.

In 2010 and 2011 PP&R contracted with PSU to conduct intercept surveys at Forest Park. Intercept surveys were chosen as the survey mode because they are particularly effective at capturing perceptions of park users as they occur in the park and allow for immediate reporting of experiences, attitudes, and behaviors before the effects of time have lessened reactions. The purpose of the survey is to better understand preferences, motivations, frequency of use, and satisfaction of park users. This research meets an objective of the 1995 Forest Park Management Plan, which identified the need to collect baseline data on recreation use in the park.

METHODOLOGY

Questions for the survey were developed by PP&R with guidance from staff at the PSU Survey Research Lab (SRL). The questions were written to better understand who uses the park, timing of use, where they are coming from, motivations for using the park, perceptions about park quality, and preferences for future improvements.

A total of 2,277 people responded to surveys conducted in the park over a 15-month period. SRL staff engaged potential respondents at several locations throughout the park to ensure that a variety of locations and activities were represented (See Table 1 next page). Maps with the trailhead locations are in Appendix D of this report.

Introduction

All interviewers who worked on the project received training conducted by the SRL Interview Coordinators, including a contextual overview of the background and purpose of the study. Expanded detail about the methodology is included in Appendix B of this report.

Table 1: Trailhead Location (n = 2,277)

Trailhead Location	Number of Completed Surveys	Park Management Unit
Macleay Park & NW Upshur	632	South
Thurman Gate	626	South
NW Saltzman Rd. & Highway 30	241	Central
NW Germantown Rd. & Leif Erikson Trail	217	Central
NW Germantown Rd. & Wildwood Trail	169	North
NW Saltzman Rd. & Skyline	164	Central
NW Newton Rd. & Skyline	88	North
NW Springville Rd. & Skyline	86	Central
NW Newberry Rd. & Wildwood Trail	54	North
Total	2,277	

Demographics



Although it is located within the City of Portland boundaries, visitations to Forest Park are from the entire Portland region. For analysis purposes demographic data was compared to results from the 2010 Census and the US Census Bureau's American Community Survey 2005-09 estimates for the Portland Metropolitan Statistical Area. When compared to the Portland region, Forest Park is visited by a higher level of individuals in the 25-54 age range, who are overwhelmingly white, have higher than average household incomes, and have substantially higher levels of education. Almost 80% of survey respondents indicated having a four-year college degree or more. For comparison, 33% of people within the Portland metro region report having a four-year college degree or more.¹ The detailed demographic characteristics of the 2,277 survey participants are included in Appendix A.

COUNTY OF RESIDENCE

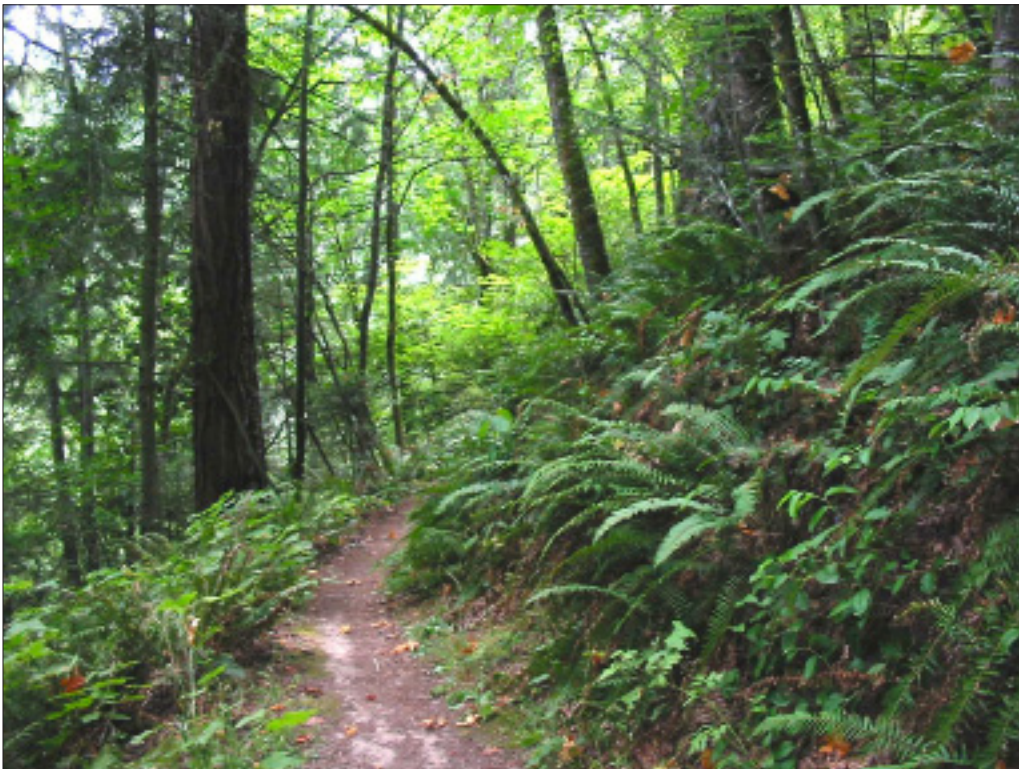
Due to its location within the Portland city limits, the management of Forest Park is funded primarily from City of Portland taxpayers through PP&R, which is part of the City of Portland. However, the park appears to be used by a large number of residents throughout the region:

- 68% of survey respondents identified themselves as residents of Multnomah County, which encompasses 99.5% of the City of Portland population.
- 19% of survey respondents were from Washington County.
- 3.8% were from Clackamas County.
- 2.1% of respondents identified themselves as being from other Oregon counties.
- 6.5% identified themselves as being from out of state.

¹ This is consistent with previous national studies that found education levels for wilderness users to be much higher than the general U.S. population. See http://www.fs.fed.us/rm/pubs_other/rmrs_1989_watson_a001.pdf

ZIP CODE OF RESIDENCE

Visitations to Forest Park originate from zip codes throughout the entire Portland Metro region, with the highest number of people from zip codes adjacent to the southern and central sections of the park. Appendix E includes a map that identifies the count of park visits by zip code based on survey responders' home zip codes. Appendix E also includes a map that shows visits relative to each zip code's population size. Zip codes which are directly north and east of the park represented the largest proportion of visitors to the park as a percentage of their total population.



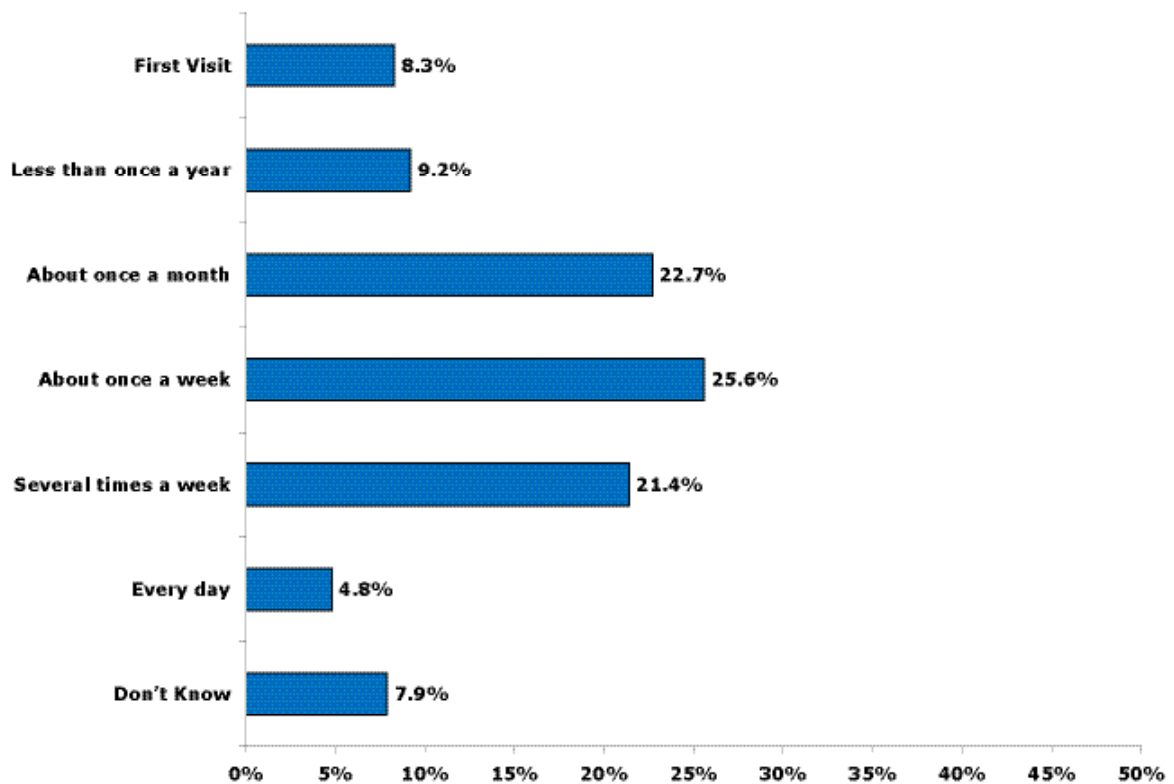
Forest Park Maple Trail

Frequency and Timing of Park Visit

Respondents were asked to identify how often and what times they typically visit Forest Park. Nearly 75% of respondents indicated that they visit Forest Park once a month or more. About 8% identified this as their first visit (Figure 1). Regarding specific days and times, weekend mornings and weekend afternoons are identified as the most typical times to visit the park. Weekend evenings were cited as the least typical time to visit the park (Figure 2).

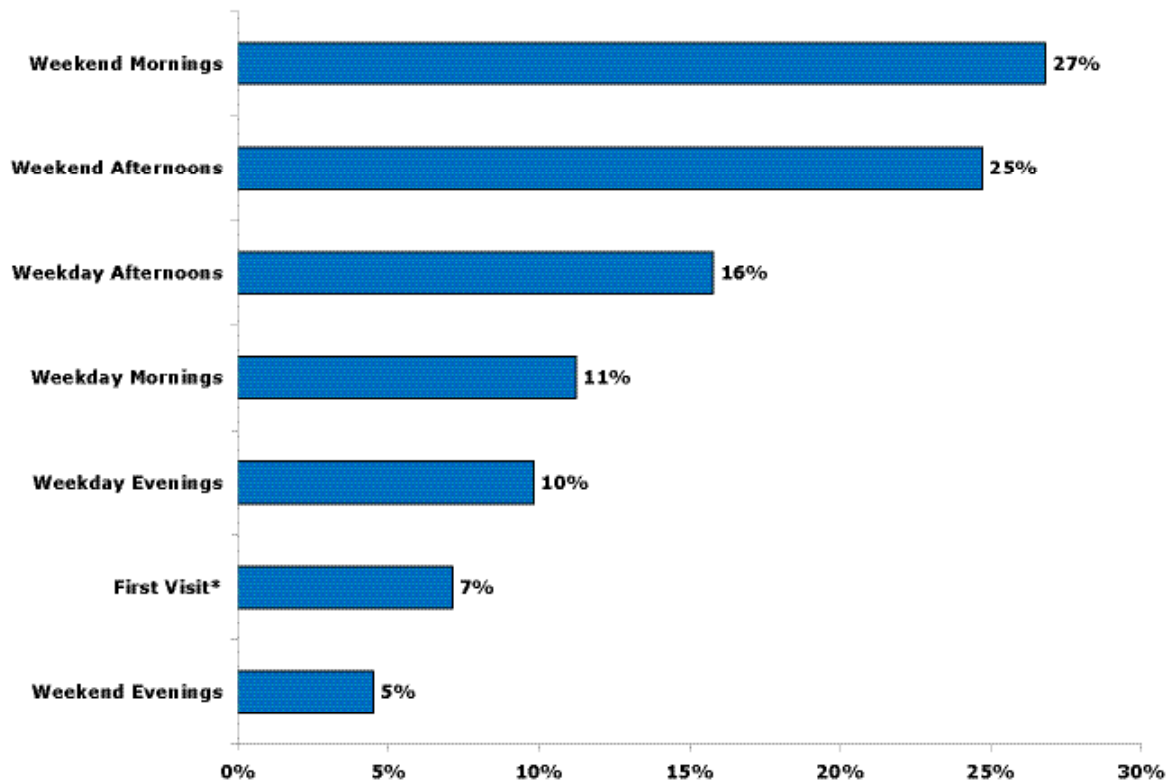


Figure 1: Frequency of Park Visit



Frequency and Timing of Park Visit

Figure 2: Specific Day and Timing of Park Visit



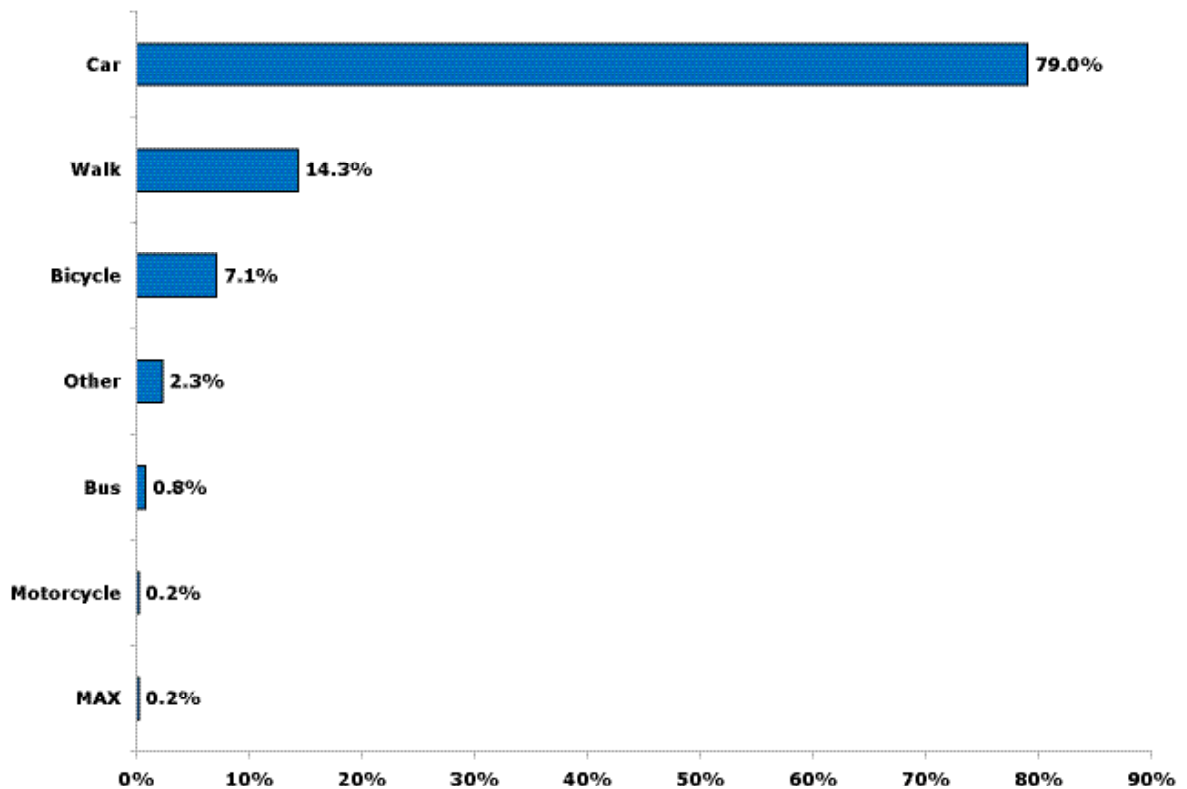
Forest Park –
healthy forest and
undergrowth

Transportation to the Park

Nearly 80% of respondents identified *Car* as their mode of transportation to the park. *Walking* was the second most popular mode of transportation (14%) followed by *Bicycle* (7%).



Figure 3: Mode of Transportation to the Park





Forest Park Leif Erikson Trail

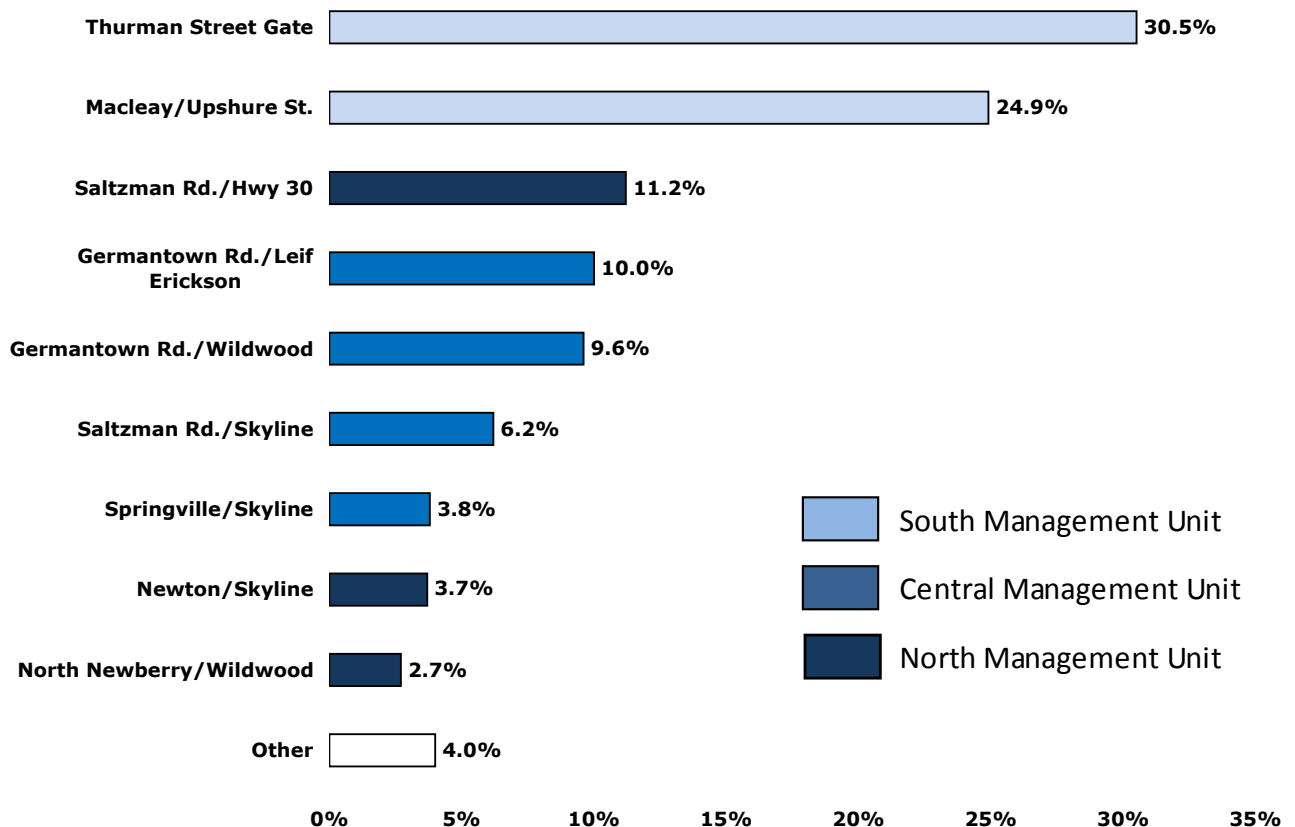
Characteristics of the Current Park Visit



ENTRANCE POINT TO THE PARK

The Thurman Street gate and Macleay & Upshur St. trailheads, both located within the southern management unit of the park, were cited as the first and second most popular locations to enter Forest Park. For the remaining entrance points the volume of use drops off substantially, which highlights the high level of use that occurs within the southern unit of the park.

Figure 4: Entrance Point to the Park



Characteristics of the Current Park Visit

GROUP SIZE AND DOGS

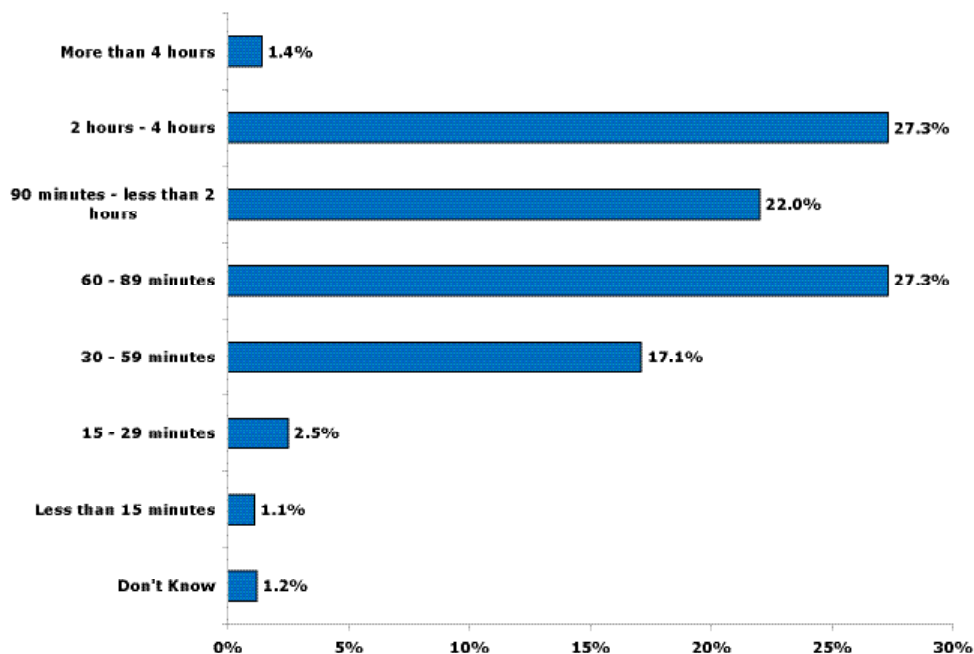
Respondents were asked to identify the number of adults and youth within their group as well as if they were visiting the park with a dog.

- 64% of adults identified being with another adult at the time
- 11% of adults identified being with one or two youth under the age of eighteen
- 27% of survey respondents reported visiting Forest Park with a dog
- 36% of survey respondents reported visiting Forest Park alone.

LENGTH OF VISIT

Respondents were asked how long they were planning to stay in the park. When combining the three highest categories, 76% of respondents indicated they were planning to be in the park for one hour or more.

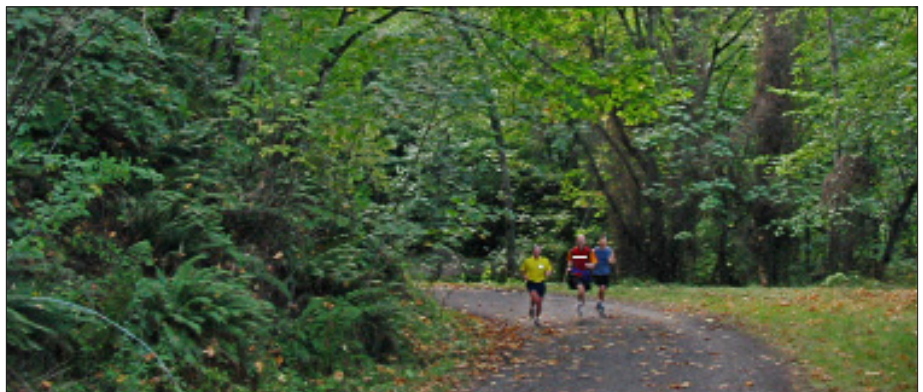
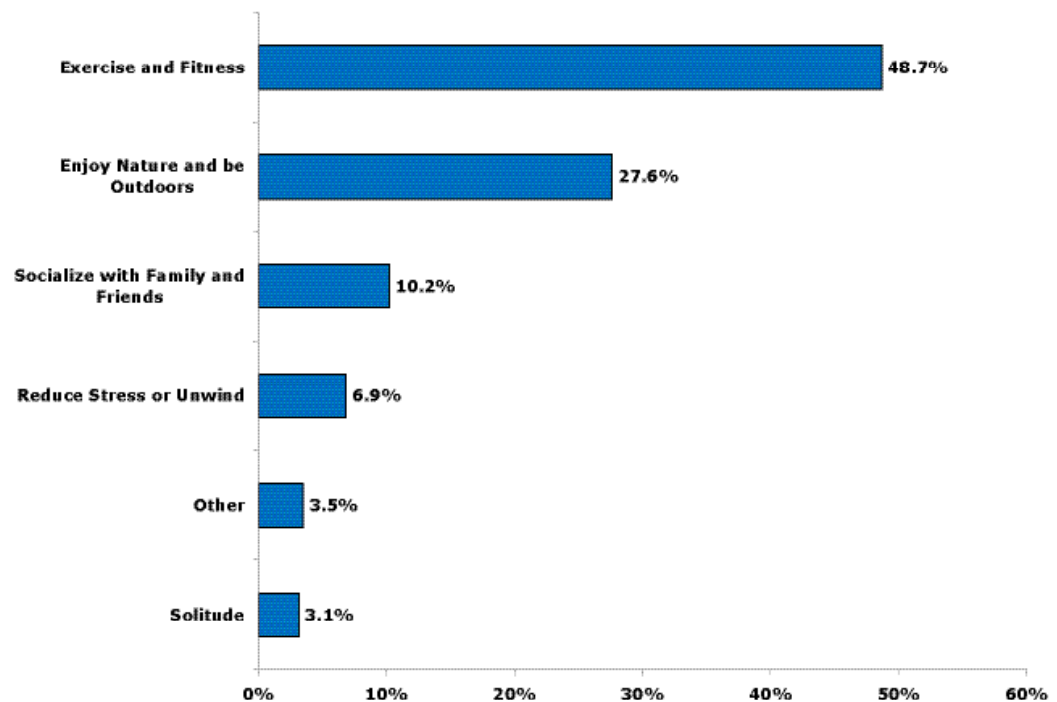
Figure 5: Length of Visit



PRIMARY MOTIVATION FOR VISITING

When asked about their primary motivation for visiting Forest Park, 49% of respondents indicated *Exercise and Fitness*. 28% of respondents indicated their primary motivation was to *Enjoy Nature and be Outdoors*, followed by *Socialize with Family and Friends* (10%) and *Reduce Stress or Unwind* (7%). A few (4%) respondents chose to write in a motivating factor that was not listed. *Walking the Dog* was noted as the most common write-in response.

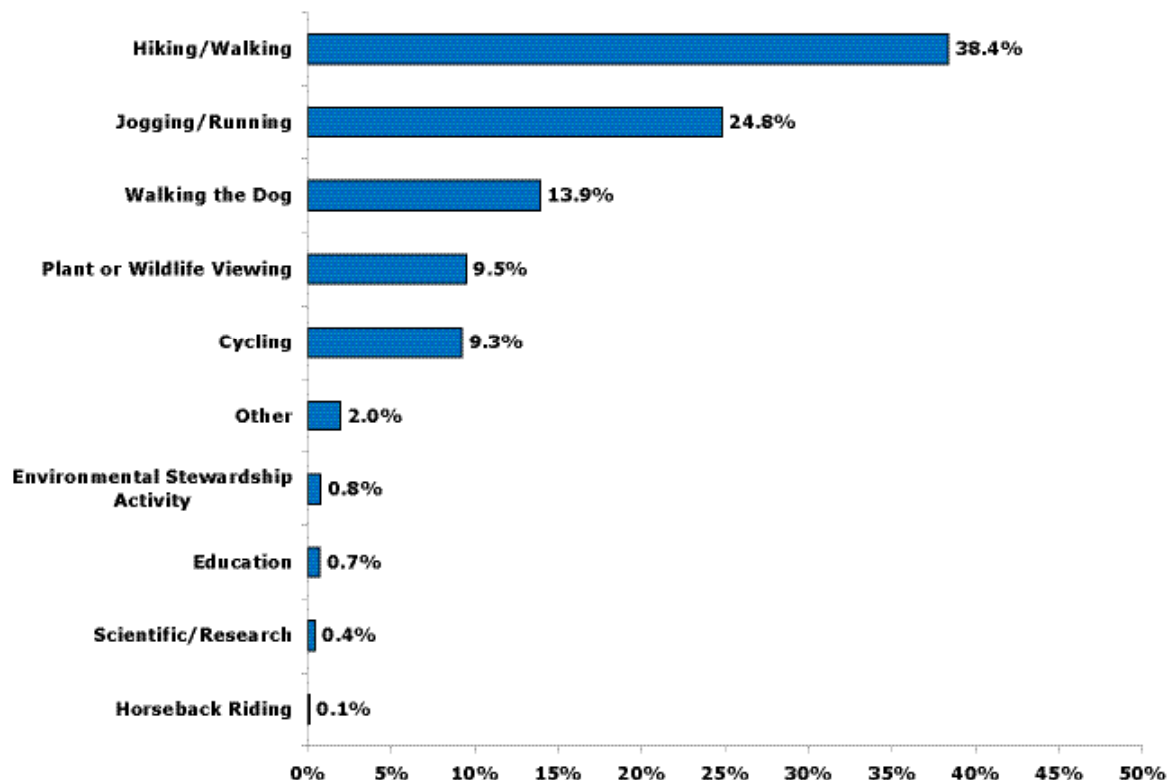
Figure 6: Primary Motivation for Visit



ACTIVITIES ENGAGED IN WHEN VISITING

Respondents were asked to identify up to three activities that they do when visiting Forest Park. Ten response choices were provided to select from, including an *Other* category that allowed for a write-in option. *Hiking/Walking* was the most common activity chosen by 38% of respondents. *Jogging/Running* (25%) was the second most common activity followed by *Walking the Dog* (14%), *Plant or Wildlife Viewing* (9.5%), and *Cycling* (9%) (Figure 7).

Figure 7: Activities engaged in when visiting Forest Park



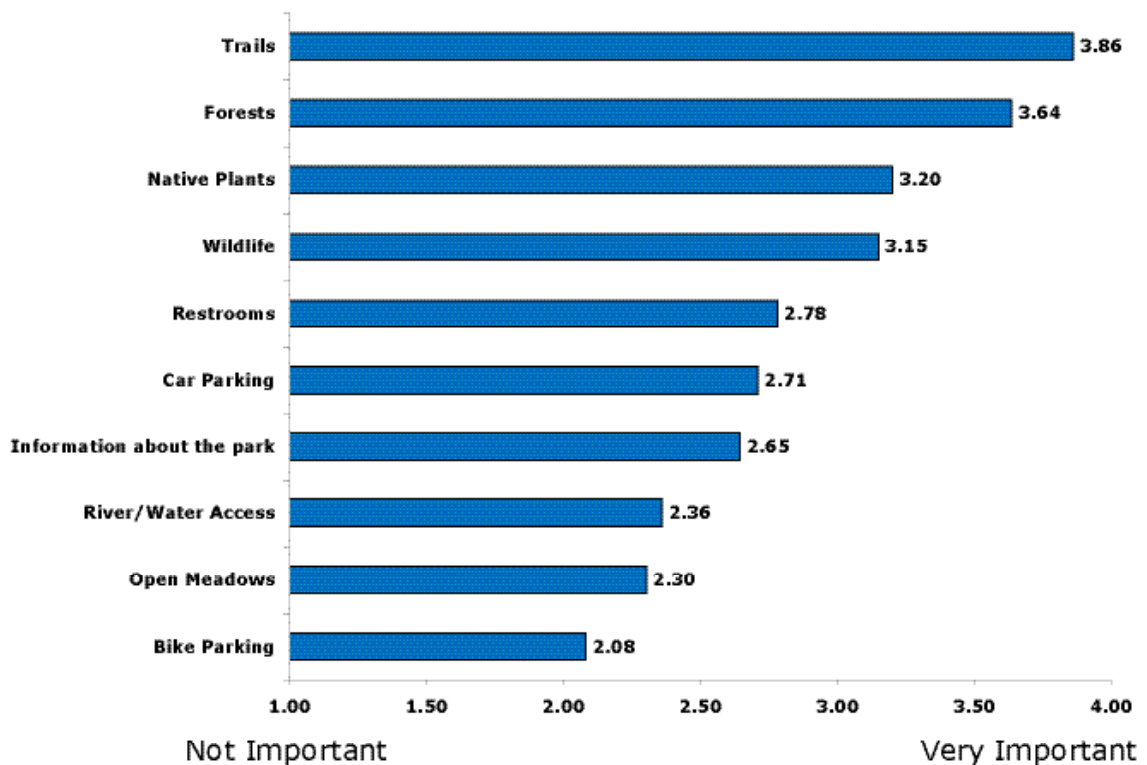
Ratings of Park Features



IMPORTANCE OF PARK FEATURES

Respondents were asked to rate the importance of commonly found natural area park features on a four point scale (1 = Not Important to 4 = Very Important). This question differed slightly from other questions in that it asked respondents to rate these features for *all* natural area parks in *general*, not just the current park that they were visiting. The following charts show the results by first calculating an average score using the 1-4 quality rating (Figure 9). Among the total 2,277 survey respondents *Trails* had the highest average score at 3.86. *Forests*, *Native Plants*, and *Wildlife* had the second, third, and fourth highest average scores at 3.64, 3.20, and 3.15, respectively (Figure 8).

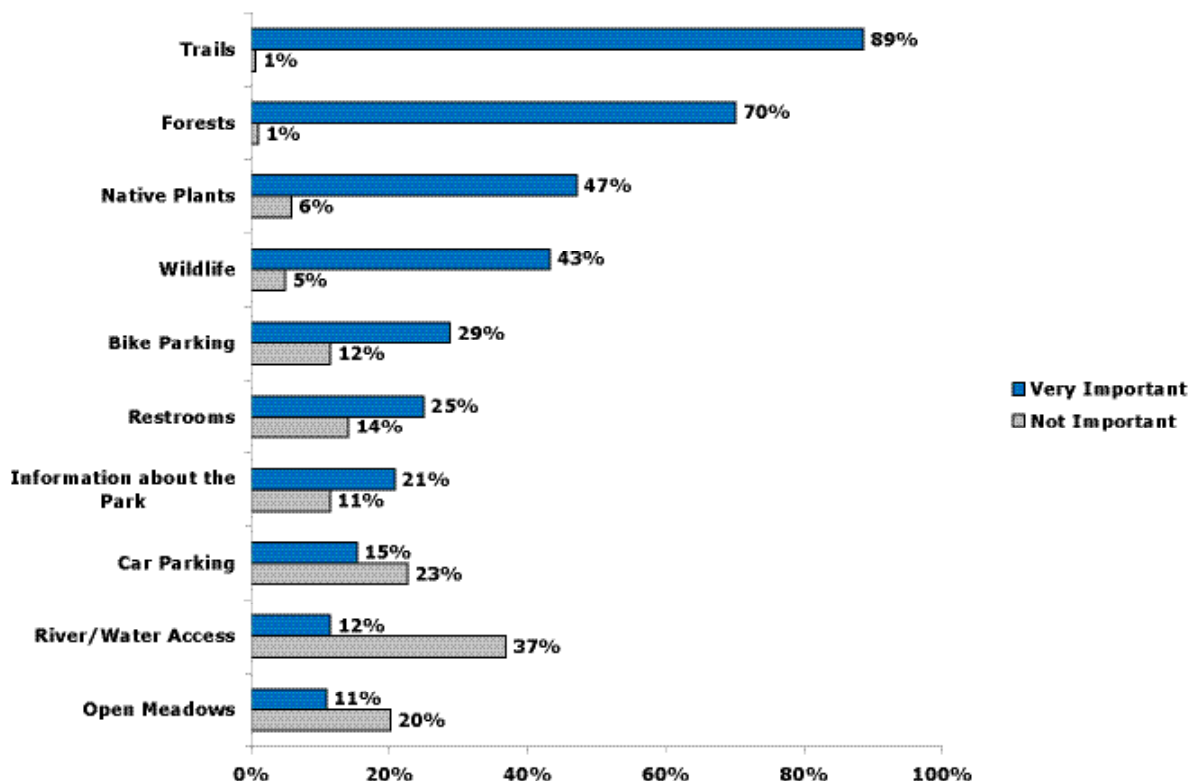
Figure 8: Average Importance Ratings of Natural Area Park Features



Ratings of Park Features

Another way to interpret the results is to look at the difference between the percentage of respondents indicating “very important” and the percentage of respondents indicating “not important” for each natural area park feature (Figure 9). The large difference between people rating *Trails* as very important (89%) versus people rating *Trails* as not important (1%) suggests that it is a highly valued feature of a natural area park. This look at the data is particularly interesting for features like *Car Parking*, *Restrooms*, and *Information about the Park*, which show small differences between people who view them as a very important park feature versus people that view them as not important.

Figure 9: Very Important and Not Important Ratings for Natural Area Park Features

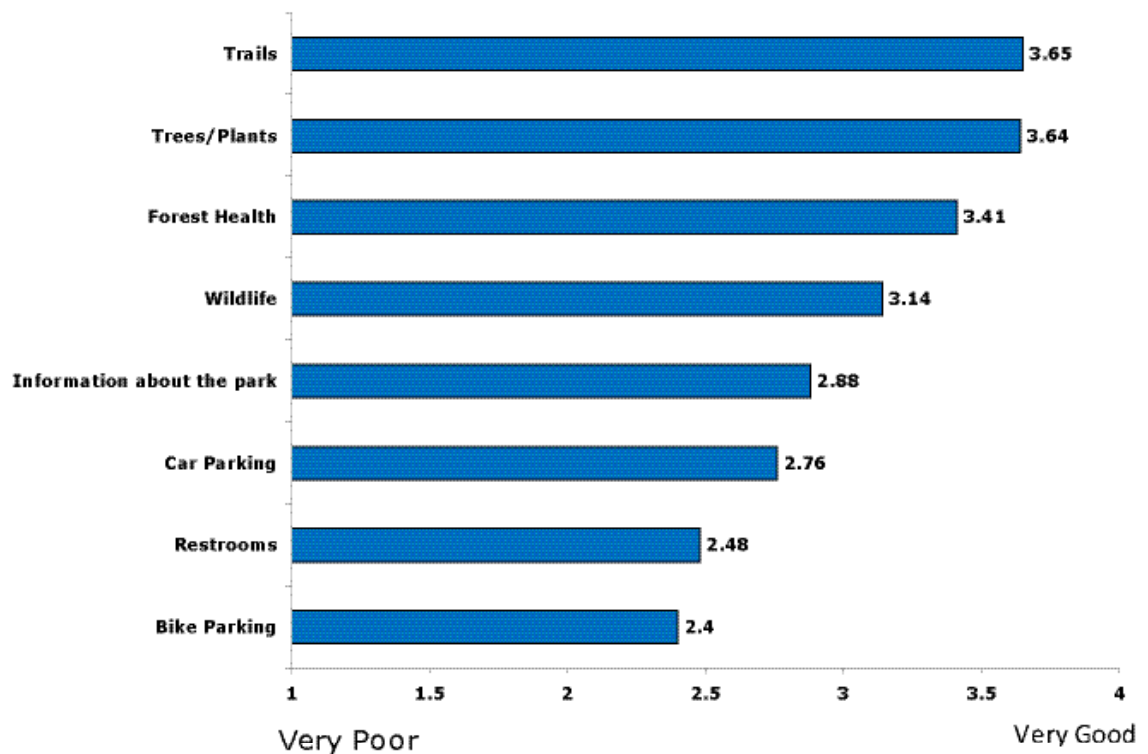


QUALITY

Respondents were asked to rate the quality of eight features commonly found within Forest Park using a four point scale, with 1 meaning “very poor” and 4 meaning “very good.”

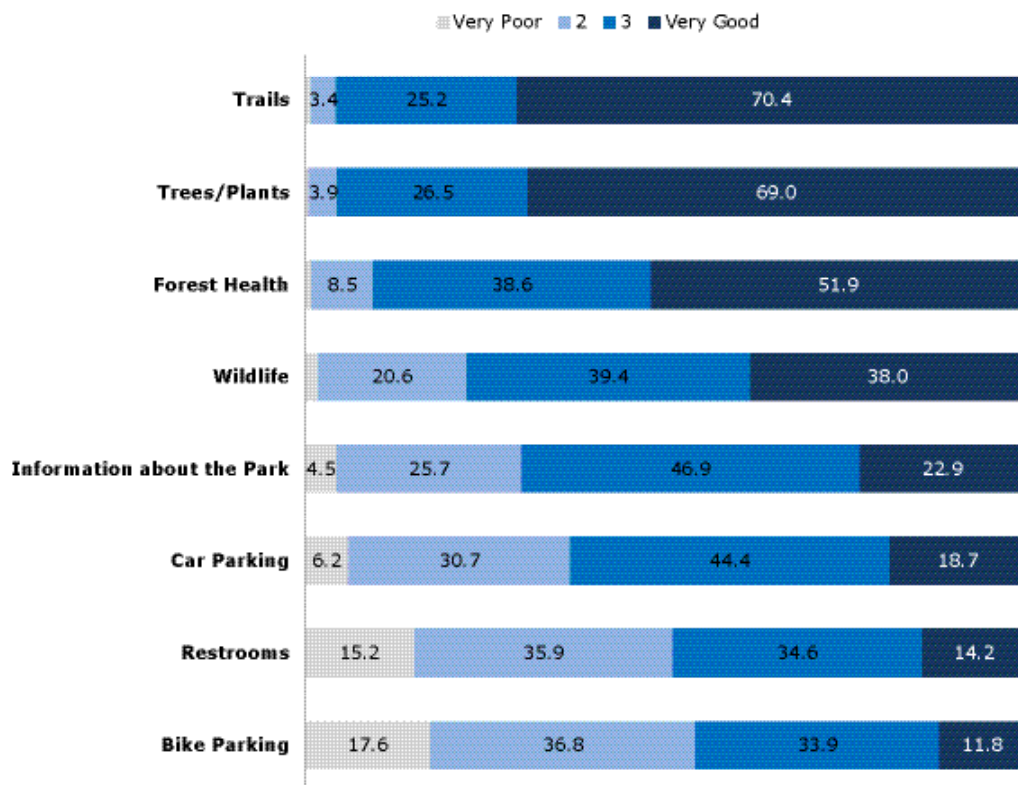
Figure 10 shows an average rating for various features found in Forest Park. Figure 11 shows the specific percentage of each rating for every park feature. For example, the chart shows that 70% of respondents rated the quality of *Trails* as very good. Overall, *Trails* was rated by respondents as having the highest quality followed closely by *Trees/Plants*. *Restrooms* and *Bike Parking* were rated as having the lowest quality among the various parks features.

Figure 10: Average Quality Rating for Forest Park Features



Ratings of Park Features

Figure 11: Quality Rating for Forest Park Features



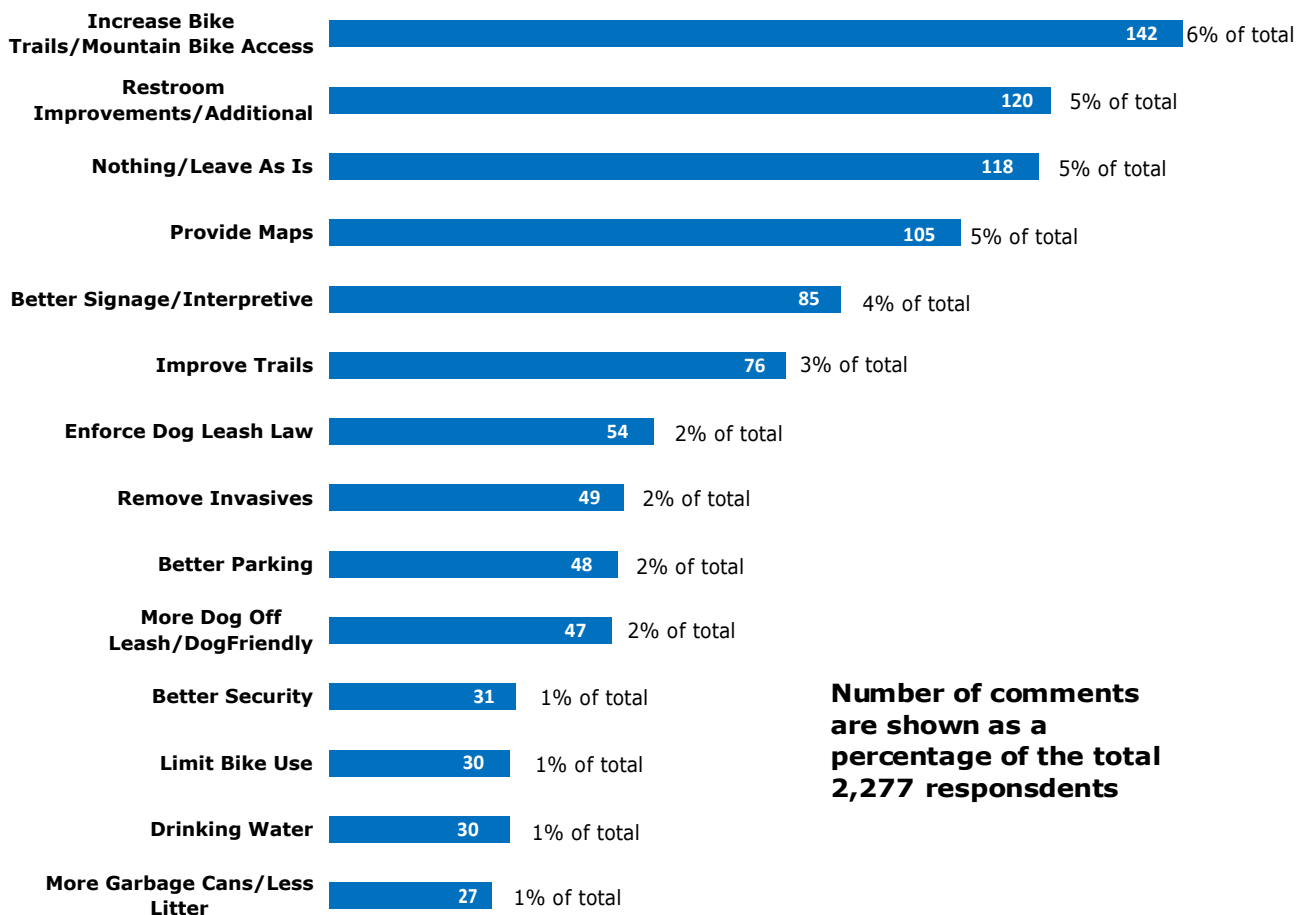
PREFERRED PARK IMPROVEMENTS

Respondents were asked to identify what could be done to improve their experience at Forest Park. The question was an open-ended, write-in format. Of the 2,277 surveys completed, 1,284 included specific comments about preferred park improvements. The most common responses have been grouped into broad categories for analysis. *Increase Bike Trails* is the category most often cited as a preferred improvement, with 142 total comments. Within the *Increase Bike Trails* category many comments focused specifically on

improving mountain bike access or single track opportunities, while other comments noted bike trails in general. The second highest number of comments referred to the need for *Additional Restrooms*. In many cases respondents felt that nothing was needed or that the park was good as is. Additional *Maps* and better *Signage* were identified as the fourth and fifth most frequent comments. The *Improve Trails* category includes comments related to trail maintenance (in many cases mud or drainage) or the development of more trails. Interestingly, in the case of both bicycles and dogs there were strong proponents and opponents for either increasing or decreasing access.

The chart below indicates the number of comments per category as well as the percentage of total respondents per category. The total will not equal the total number of surveys as many respondents did not complete this question.

Figure 12: What can be done to improve your experience at Forest Park?



SEASONAL VARIATIONS

Overall, there was very little seasonal variation in the survey findings. Regarding time of use, winter respondents indicated using the park less during weekday evenings and afternoons compared to the spring and summer. This is not surprising considering the shorter length of winter days. As far as weekend use, winter respondents indicated more morning use while summer users indicated less afternoon use. The percentage of people bringing dogs to the parks appears to be lower in the summer months. Overall, *Exercise and Fitness* (48%) is the biggest motivator for park users (see above). This is even more pronounced among winter users, where 67% of users noted *Exercise and Fitness* as their primary motivation for using the park. Not surprisingly, people in the summer survey indicated traveling a longer distance to visit the park when compared to the winter and spring surveys.

ESTIMATING ANNUAL VISITATIONS

Information from the Forest Park Intercept survey provides a starting point to begin deriving estimates of annual visitation counts throughout the park. Based on information currently available, PP&R estimates that Forest Park receives approximately 475,000 annual visits. These estimates are derived using trail counts from logs kept by the SRL interviewers at the various trail head locations. Weekdays were assumed to have a visitation rate substantially less than weekends. This is assumed by comparing the August 17 weekday sample with the August 13 and 20 weekend samples.

Because most users are engaged in hiking, jogging, or biking it is impossible to assign visitation data to any one management unit with confidence. However, based on information from the trail count logs, the south management unit receives the largest amount of visits.

Interpreting the Results



Findings from the 2010-11 Forest Park Intercept surveys offer a new level of information related to park use, preferences, and motivations. Many of the findings are consistent with what is already known anecdotally. In other cases, the survey provides new information that can help to guide future funding and management strategies.

The results from the intercept survey represent only the perceptions of those who participated and should not be interpreted to represent all park system users or the general public. Without having reliable data related to the total population of individuals visiting Forest Park, it is nearly impossible to design a scientific intercept survey that can be generalized to all park users. Nonetheless, the methodologies used in these surveys are sound and provide important information about park use patterns and preferences.

Special care was taken to minimize the potential for bias in the Forest Park Intercept survey. Survey locations and timing were unannounced to the public; alternating days and times of day were chosen to minimize weather impacts, and interviewers were given preparatory training sessions to ensure consistency in how the survey was presented to potential respondents.

Within the next ten years a follow up intercept survey should occur at Forest Park to assess changes in preferences and use patterns.



View of the St Johns Bridge and north Portland from Forest Park trail

Appendix A : Demographic Characteristics of Survey Respondents

	N = 2,277
GENDER	
MALE	50%
FEMALE	49%
MISSING/REFUSED	1%
AGE	
15 TO 19	1.8%
20 TO 24	6.5%
25 TO 34	30.6%
35 TO 44	27.6%
45 TO 54	18.3%
55 TO 64	11.6%
65 TO 74	2.6%
75 TO 84	0.4%
85 OR OVER	0.4%
MISSING/REFUSED	0.2%
RACE/ETHNICITY	
WHITE	90.2%
BLACK OR AFRICAN AMERICAN	1.2%
AMERICAN INDIAN	1.5%
ASIAN	3.5%
NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	0.6%
HISPANIC OR LATINO	3.5%
SOME OTHER RACE	2.2%
MISSING/REFUSED	2.2%
HOUSEHOLD INCOME	
LESS THAN \$10,000	5.2%
\$10,000 - \$14,999	2.5%
\$15,000 - \$24,999	4.9%
\$25,000 - \$34,999	6.3%
\$35,000 - \$49,999	11.6%
\$50,000 - \$74,999	16.8%
\$75,000 - \$99,999	15.9%
\$100,000 OR MORE	30.7%
MISSING/REFUSED	6.1%
EDUCATION	
GRADE SCHOOL OR SOME HIGH SCHOOL	1.1%
HIGH SCHOOL GRADUATE	5.1%
TECHNICAL/VOCATIONAL SCHOOL/SOME COLLEGE (2YR DEGREE)	10.9%
COLLEGE GRADUATE (4YR DEGREE)	36.9%
SOME GRADUATE SCHOOL	6.9%
GRADUATE/PROFESSIONAL DEGREE	37.9%
MISSING/REFUSED	1.1%



Appendix B: Survey Methodology Reports

RESPONDENT SAMPLING

Interviewers conducted surveys in the park at nine locations over a 15-month period. Interviewers were placed in pairs to administer the survey at locations throughout the park. These locations were chosen to ensure accurate sampling of park users across the whole park, and to connect with users as they passed trailheads upon entering or exiting the park. Maps that were provided to interviewers with the trailhead locations can be found in Appendix D of this report.

In addition to locations noted in the tables below, a few other locations were identified as back-up options, where interviewers could move to in the event their first location had little or no usage. However, these back-up locations did not need to be used.

In order to reduce cost, two of the lowest visited trailhead sites (Springville Rd./Skyline & Newberry Rd./Wildwood Trail) were not used in the winter version of the survey. Surveys were conducted at Thurman Gate and Macleay Park during one weekday in the month of August to test if there were differences with weekend surveys. The differences were minor and were likely related to the specific locations as opposed to timing.

Interviewers were instructed in how to recruit individuals to take the survey, by approaching every individual park user who appeared to be 18 years or older as they passed the trailhead on their way into or out of the park. In the event that there were large numbers of park users passing through or if there was a large group visiting together, interviewers were instructed to randomly select users to take the survey by only approaching every third individual.

As they collected surveys throughout the day, each pair of interviewers tracked the number of park users they

were unable to approach and the reason they were unable to approach them. One interviewer from each pair was designated to track the number of users they could not approach on a tally sheet. Interviewers also recorded all refusals they received from park users who were unwilling to complete the survey, noting the individual's gender and an estimated age. Interviewers also noted, where possible, the individual's reason for refusing and the activity they were engaged in when approached.

SURVEY RESPONSE RATES

Spring 2011

A total of 564 surveys were completed by park users across both Saturdays, with 220 surveys completed on Saturday, May 22nd, and 345 surveys completed on Saturday, June 5th. It is worth noting a few events that occurred on both days that may have affected the number of surveys that were collected. During the first Saturday, the weather was unseasonably wet and cold, with a heavy amount of rain during the last few hours that interviewers were collecting surveys. This weather may have reduced the number of people using the park than would normally be the case on a Saturday in late May. On the same day, a large training for a marathon was held in the park, starting early in the day at the Thurman Gate trailhead. Interviewers stationed there estimated that a few hundred runners participated. This event may have increased the number of individuals at Thurman Gate in particular, compared to other Saturdays. The second day of the survey, on June 5th, also coincided with Rose Festival events in downtown Portland. This event draws large numbers of people to downtown Portland and it is unknown how this might have affected the usage of Forest Park that day.

Out of the 629 park users who were approached to take the survey, about 10% refused to do so, resulting in an overall response rate of 89.7%. An additional four surveys were taken by respondents but were excluded from the data and response rate calculations because less than 50% of the applicable questions had been answered. A little over half of those individuals who refused to complete the survey were male (57%). Those who refused had an average estimated age of 38, with just over half estimated to be 25 – 34 years old (29%) or 35 – 45 years old (28%). The location at NW Springville Rd. & Skyline had the highest refusal rate at 25.6%, while the location at NW Newberry Rd. & Wildwood Trail had the lowest refusal rate, with no refusals out of the 27 individuals approached to take the survey at that trailhead. The primary reason park users gave for not completing the survey was that they were too busy (63%). Table 1 presents the number of completed surveys, the response rates, and the refusal rates by each survey location.

Response and Refusal Rate by Trailhead Location (N=629)

SPRING 2011

TRAILHEAD LOCATION	NUMBER OF COMPLETED SURVEYS	RESPONSE RATE	REFUSAL RATE
THURMAN GATE	137	86.2%	13.8%
MACLEAY PARK & NW UPSHUR	133	91.7%	8.3%
NW SALTZMAN RD. & SKYLINE	56	88.9%	11.1%
NW GERMANTOWN RD. & LEIF ERIKSON TRAIL	53	93.0%	7.0%
NW GERMANTOWN RD. & WILDWOOD TRAIL	47	92.2%	7.8%
NW SALTZMAN RD. & HIGHWAY 30	47	94.0%	6.0%
NW NEWTON RD. & SKYLINE	35	92.1%	7.9%
NW SPRINGVILLE RD. & SKYLINE	29	74.4%	25.6%
NW NEWBERRY RD. & WILDWOOD TRAIL	27	100.0%	0.0%
TOTAL	564	89.7%	10.3%

Winter 2011

A total of 705 surveys were completed by park users across both Saturdays, with 359 surveys completed on Saturday, February 19th, and 346 surveys completed on February, 26th. It is worth noting a few events occurred on February 26th that affected the number of surveys collected. The weather was unseasonably cold, with a moderate amount of snow on the ground while interviewers were conducting surveys. This weather may have reduced the number of people using the park than would normally be the case on a Saturday in late February. While attempting to drop off interviewers to work at the Newton/Skyline trailhead, the SRL encountered seasonal difficulties that resulted in the project manager canceling data collection for that location. The last 30 meters of the road going to the trailhead parking lot were covered in several inches of ice, preventing the SRL from safely dropping off and picking up interviewers. The survey coordinator's vehicle was briefly stuck on the ice and required assistance from a random passerby to tow the car to a safe part of the road. The SRL had two interviewers scheduled for that location. One of the interviewers was relocated to assist at the Germantown/Wildwood trailhead.

Out of the 801 park users who were approached to take the survey about 11% refused, resulting in an overall response rate of 88%.

Four surveys were returned by respondents but were excluded from the completed surveys count because less than 50% of the applicable questions had been answered and another two surveys were excluded due to questionable survey validity. In terms of the refusal rate, more females (42%) than males (40%) refused to complete the survey. Of the people who refused, the most frequently estimated age groups they belonged to were 35 – 44 years old (34%) and 25 – 34 years old (32%). The location at NW Germantown Road & Leif Erikson Trail had the highest refusal rate at 14.5%, while the location at NW Newton Road & Skyline had the lowest refusal rate, with no refusals out of the 29 individuals approached to take the survey at that trailhead. The primary reason park users gave for not completing the survey was that they were too busy (42%). Table 1 presents the number of completed surveys, the response rates, and the refusal rates by each survey location.

Response and Refusal Rates By Trailhead Location (N=801)

WINTER 2011

TRAILHEAD LOCATION	NUMBER OF COMPLETED SURVEYS	RESPONSE RATE	REFUSAL RATE
THURMAN GATE	208	86.3%	13.3%
MACLEAY PARK & NW UPSHUR	176	88.9%	10.1%
NW SALTZMAN RD. & SKYLINE	52	88.1%	11.9%
NW GERMANTOWN RD. & LEIF ERIKSON TRAIL	71	84.5%	14.3%
NW GERMANTOWN RD. & WILDWOOD TRAIL	58	89.2%	10.8%
NW SALTZMAN RD. & HIGHWAY 30	112	89.6%	9.6%
NW NEWTON RD. & SKYLINE	28	96.6%	0.0%
TOTAL	705	88.0%	11.2%

Summer 2011

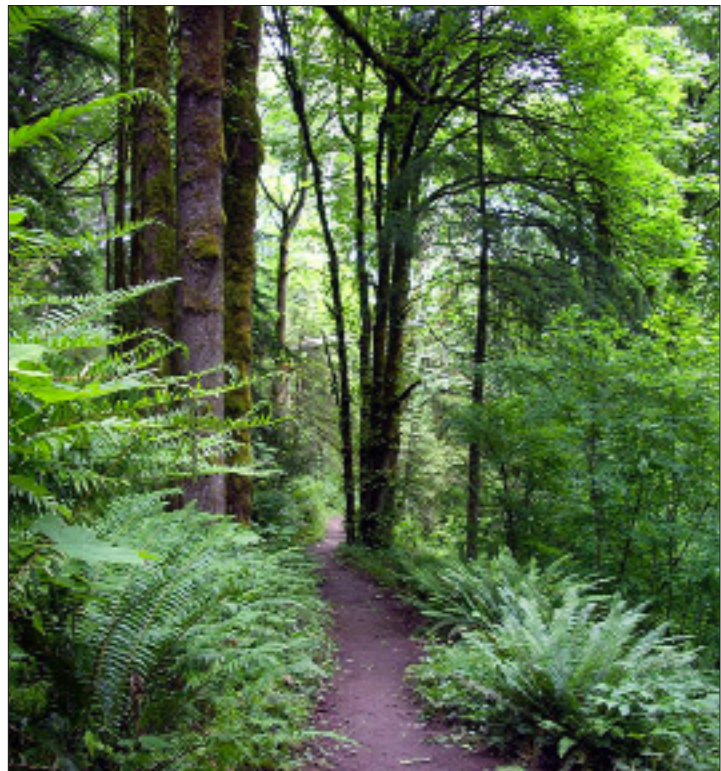
A total of 1,008 surveys were completed by park users across the three data collection episodes, with 393 surveys completed on Saturday, August 13th, 388 surveys completed on August, 20th and 227 surveys completed at Thurman Gate and Macleay Park on Wednesday August 17th.

Out of the 1,229 park users who were approached to take the survey, 215 (17%) refused, resulting in an overall response rate of 82%. Six surveys were returned by respondents, but were excluded from the completed surveys count because less than 50% of the applicable questions had been answered. About the same number of females (52%) and males (48%) refused to complete the survey. Of the people who refused, the majority were 35 to 44 years old (34%) or 25 to 34 years old (32%). The highest refusal rate occurred at Newberry Road and Wildwood Trail (25%), while no one approached at the NW Newton Road & Skyline location refused to complete the survey. The primary reason park users gave for not completing the survey was that they were too busy (45%). Table 1 presents the number of completed surveys, the response rates, and the refusal rates by each survey location.

Response and Refusal Rate by Trailhead Location (N=1,229)

SUMMER 2011

TRAILHEAD LOCATION	NUMBER OF COMPLETED SURVEYS	RESPONSE RATE	REFUSAL RATE
THURMAN GATE	281	80.0%	20.0%
MACLEAY PARK & NW UPSHUR	323	77.0%	22.0%
NW SALTZMAN RD. & SKYLINE	56	89.0%	11.0%
NW GERMANTOWN RD. & LEIF ERIKSON TRAIL	93	89.0%	11.0%
NW GERMANTOWN RD. & WILDWOOD TRAIL	64	91.0%	9.0%
NW SALTZMAN RD. & HIGHWAY 30	82	87.0%	13.0%
NW NEWTON RD. & SKYLINE	57	90.0%	10.0%
NW SPRINGVILLE RD. & SKYLINE	27	75.0%	25.0%
NW NEWBERRY RD. & WILDWOOD TRAIL	25	100.0%	0.0%
TOTAL	1008	89.7%	10.3%



Wildwood Trail in Forest Park

QUESTIONNAIRE ADMINISTRATION

All interviewers who worked on the project attended a project training conducted by the SRL Interview Coordinators. The Interview Coordinators provided interviewers with an overview of the background and purpose of the study, in order to provide them with the context in which the survey was being conducted. This overview was followed by a round-table review of the entire survey in order to familiarize interviewers with the survey items, discuss idiosyncratic issues related to the population being surveyed, and to clarify the investigators' data needs. Interviewers were also trained on how to properly sample and approach individuals to take the survey, as well as appropriate responses to questions or refusals from park users. Interviewers were provided with documents outlining key points about how to conduct the survey, suggestions for refusal conversations, as well as cards for respondents with information on how to contact PP&R or the PSU Human Subjects Research Review Council if they had questions about the survey or their rights as participants. Interviewers were given PSU identification badges and PP&R t-shirts and hats to wear when conducting the survey, in order to clearly identify them as official surveyors.

When conducting the survey, interviewers stayed at their designated trailhead locations to have access to park users as they entered or exited the park. After identifying a park user as a potential respondent, an interviewer would approach them to explain the survey and invite them to participate. The interviewer would first introduce him or herself as PSU staff and explain that they were conducting an anonymous survey of park users for Portland Parks & Recreation. They would then ask the park user if they would be willing to take two to three minutes to fill out the survey. Potential respondents would also be informed that the survey information would help Portland Parks & Recreation to better understand the current use of the park and plan for the future.

Respondents were given the option to either fill out the survey on their own, or to have the interviewer read the survey aloud and record their answers. After a survey was completed, the interviewer would review it to ensure all appropriate questions were completed, and then thank the respondent for their time and participation. The park location, time, and date were recorded on each completed survey. SRL Interview Coordinators provided supervision and monitoring on site and by phone during interviewing hours to ensure the highest quality data collection. The complete survey questionnaire can be found in Appendix C of this report.

Forest Park User Survey



PORTLAND PARKS & RECREATION
Healthy Parks, Healthy Portland



Portland State
UNIVERSITY

Interviewer #:	<input type="text"/>	<input type="text"/>
Survey Time:	<input type="text"/>	<input type="text"/>

Portland Parks and Recreation is conducting a random survey of park users to better understand why people use Forest Park and how the park could better meet your needs.

1. How often do you visit this park?

(MARK ONLY ONE)

- ☐ Every day ☐ Less than once a year
☐ Several times a week ☐ First Visit
☐ About once a week ☐ Don't Know
☐ About once a month

2. During the past two months, when have you typically visited this park?

(MARK ALL THAT APPLY)	MORNING	AFTERNOON	EVENING
WEEKDAYS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WEEKENDS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FIRST VISIT	<input type="radio"/>		
SPECIAL OCCASION (please describe)			

3. How did you get to the park today?

(MARK ALL THAT APPLY)

- ☐ Walk ☐ TriMet Bus
☐ Car ☐ MAX
☐ Bicycle ☐ Motorcycle
☐ Other (please describe): _____

4. At what entrance did you access the park?

- ☐ Mackay Park/Upham St. ☐ Thurman Street Gate
☐ Salzman Road/Hwy 30 ☐ Newton/Skyline
☐ Germantown Rd/Wildwood ☐ Salzman Rd/Skyline
☐ North Newberry/Wildwood ☐ Springville/Skyline
☐ Germantown Rd/Lail Erickson
☐ Other (please describe): _____

5. Including yourself, how many people are in your group?

<input type="text"/>	Adults (ages 18+)	<input type="text"/>	Youth (less than 18)
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6. Are you visiting the park with a dog?

- ☐ Yes ☐ No

7. How long are you planning to stay in the park today?

(MARK ONLY ONE)

- ☐ Less than 15 minutes ☐ 60 minutes - less than 2 hours
☐ 15 - 29 minutes ☐ 2 hours - 4 hours
☐ 30 - 59 minutes ☐ More than 4 hours
☐ 60 - 89 minutes ☐ Don't Know

8. What are the primary activities you do when visiting Forest Park?

(MARK UP TO 3)

- ☐ Plant or Wildlife Viewing ☐ Scientific/Research
☐ Cycling ☐ Education
☐ Hiking/Walking ☐ Environmental Stewardship Activity
☐ Walking the Dog ☐ Horseback Riding
☐ Jogging/Running
☐ Other (please describe): _____

9. What was your primary motivation for visiting the park today?

(MARK ONLY ONE)

- ☐ Exercise and fitness
☐ Socialize with family or friends
☐ Enjoy nature and be outdoors
☐ Reduce stress or unwind
☐ Solitude
☐ Other (please describe): _____

10. The following is a list of features that you generally find in natural area parks. Please rate how important they are to you when you visit a park, using a scale of 1 to 4 where 1 means "Not at all important" and 4 means "Very important."

PLEASE NOTE: THIS IS ABOUT NATURAL AREA PARKS IN GENERAL.

	How important is this to you?			
	Not Important (1)	(2)	(3)	Very Important (4)
Information about the Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Car Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bike Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
River/Water Access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open Meadows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Plants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Forests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please describe):	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please Turn Over

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11. Please rate the quality of each of the following features at this park, using a scale of 1 to 4, where 1 means "Very Poor" and 4 means "very Good."

Please Note: This is about Forest Park

	Rating of Quality			
	Very Poor (1)	(2)	(3)	Very Good (4)
Information about the Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Car Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bike Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trees/Plants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Forest Health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please describe):	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. What could be done to improve your experience at Forest Park?

Please tell us a little bit about yourself. We will combine this with the information we get from everyone who filled out the survey to describe the group of people who participated.

13. What is your gender?

☐ Female ☐ Male

14. What is the zip code of your residence?

15. What county do you live in?

- ☐ Multnomah
☐ Washington
☐ Clackamas
☐ Other Oregon County (please specify): _____

☐ Out of State

16. How far did you travel to get to the park today?

- ☐ Less than a mile
☐ 2-3 miles
☐ 4-5 miles
☐ 6-10 miles
☐ More than 10 miles

17. What is your age group?

- ☐ 15 to 19 ☐ 55 to 64
☐ 20 to 24 ☐ 65 to 74
☐ 25 to 34 ☐ 75 to 84
☐ 35 to 44 ☐ 85 or over
☐ 45 to 54

18. Which of the following best describes your household's total annual income for 2006?
[MARK ONLY ONE]

- ☐ Less than \$10,000 ☐ \$35,000 - \$49,999
☐ \$10,000 - \$14,999 ☐ \$50,000 - \$74,999
☐ \$15,000 - \$24,999 ☐ \$75,000 - \$99,999
☐ \$25,000 - \$34,999 ☐ \$100,000 or more

19. What best describes your race or ethnicity?
[MARK ALL THAT APPLY]

- ☐ White
☐ Black or African American
☐ American Indian
☐ Asian
☐ Native Hawaiian or Other Pacific Islander
☐ Hispanic or Latino
☐ Some Other Race (please specify): _____

20. Which of the following best describes your highest level of education?
[MARK ONLY ONE]

- ☐ Grade School or Some High School
☐ High School Graduate
☐ Technical/Vocational School/Some College (2 yr degree)
☐ College Graduate (4 yr degree)
☐ Some Graduate School
☐ Graduate/Professional Degree

Comments:

Thank you for taking the time to complete the survey!

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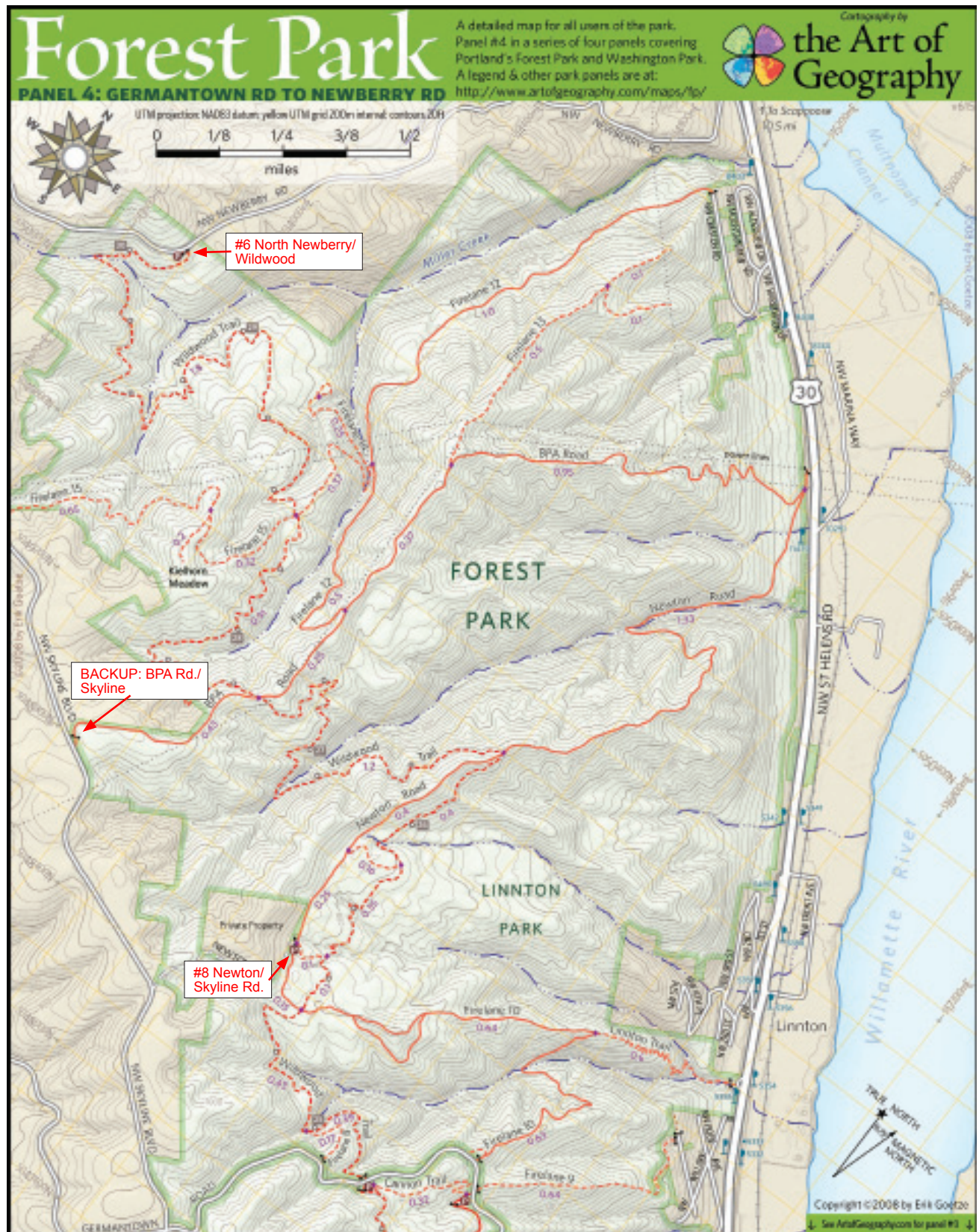
Appendix D: Park Trailhead Maps





Appendix D: Park Trailhead Maps





Appendix E: Zip Code Maps

