

Outdoor Recreation

Social and Economic Opportunities
and Impacts for the Sierra Cascades



Session at a Glance

- Demographic & Lifestyle Change
- Outdoor Recreation and Access
 - Users
 - Activities
- Benefits
 - To People
 - To Nature
 - To Gateway Communities
- Opportunities and Ideas



Demographic and Lifestyle Change

Demographic Trends

- More People
- Living Longer
- Rich Diversity

Lifestyle Trends

- Urban Assets
- Social Media
- Time Constraints

Societal Trends

- New Media; New Gatekeepers
- Environmental & Social Justice



Forest Recreation – Visitor Profile

USDA Forest Service National Visitor Use Monitoring, Round 3, Region 5

Visitor Profile

- Age
 - Under 20 ranged 8 – 30%
 - Over 60 ranged 9 – 23%
- Gender
 - Male ranged 58 – 80%
 - More balance at TBMU, Inyo
- Race/Ethnicity
 - NHW ranged 77 – 100%
 - Latinos greater ANF, SeqNF
 - Asians greater on ANF

Household Income

53% had HHI of \$75K or more; 75% had \$50K or more.

Category	% Visits
Under \$25,000	8.3
\$25,000 to \$49,999	17.3
\$50,000 to \$74,999	21.4
\$75,000 to \$99,999	17.5
\$100,000 to \$149,999	18.3
\$150,000 and up	17.2
Total	100.0

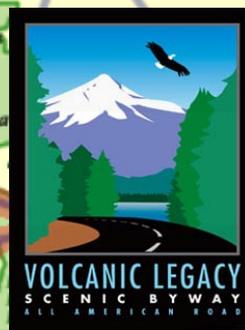
Forest Recreation – Trip Profile

USDA Forest Service National Visitor Use Monitoring, Round 3, Region 5

Trip Characteristics

- Distance
 - 52% less than 100 miles
 - 11% were 100 – 200 miles
 - 36% more than 200 miles
- Stay Varied w/ Site Type
 - Day Use – 2 – 4 hours
 - O’night Devel: 40 – 70 hours
- Frequency of Visit
 - 52% visited 1 – 5
 - 20% visited 6 - 20
 - 28% visited 20+ times

11%
visited
100-300+
times a
year



Outdoor Uses – Activity Participation

USDA Forest Service National Visitor Use Monitoring, Round 3, Region 5

Top Types of Activity Participation

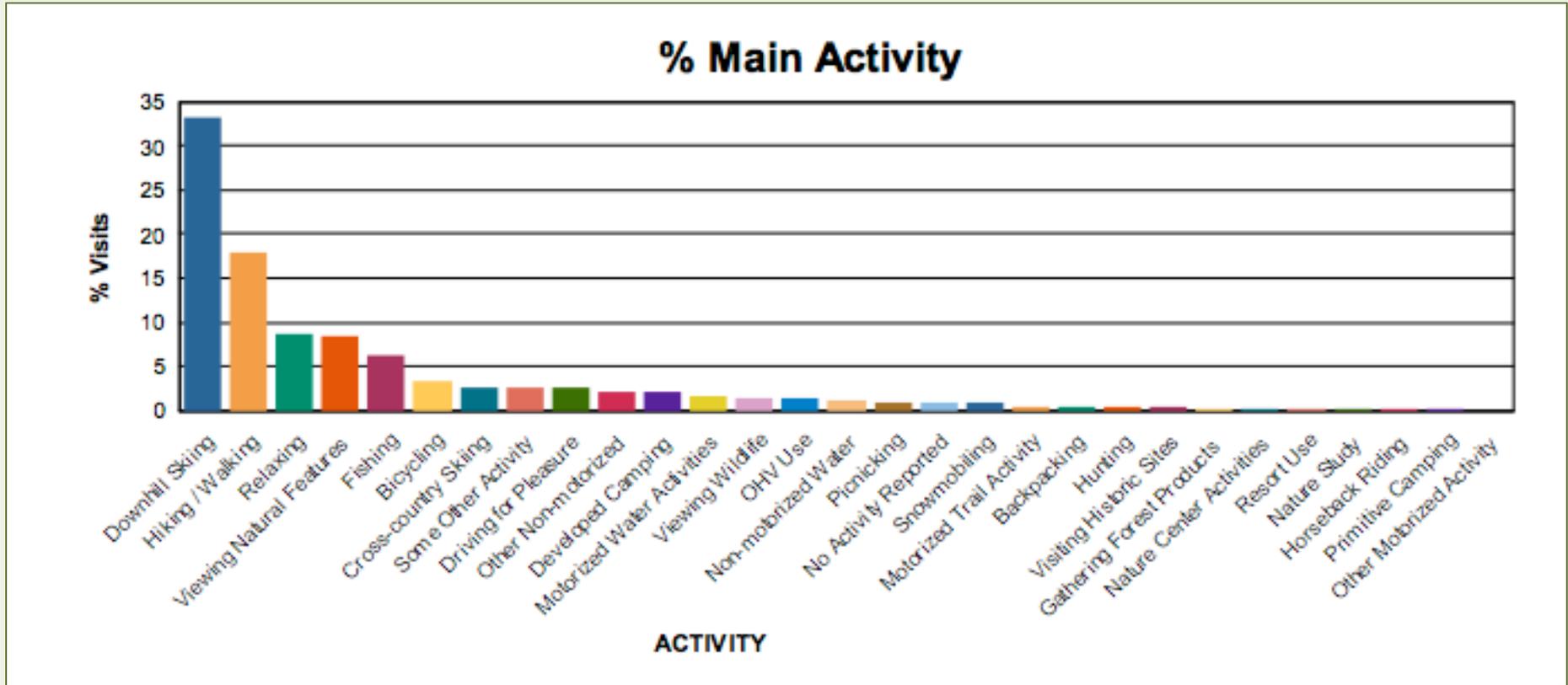
- Relaxing (52%)
- View Nat. Features (52%)
- Hike/Walk (47%)
- View Wildlife (37%)
- Downhill Skiing (36%)
- Drive for Pleasure
- Picnicking
- Fishing
- Nature Center Activities
- Visiting Historic Sites

Top 5 Main Reason

- Downhill Skiing (33%)
- Hike/Walk (18%)
- Relax (9%)
- View Nat Features (9%)
- Fishing (12%)

Outdoor Uses – Activity Participation

USDA Forest Service National Visitor Use Monitoring, Round 3, Region 5



Special Facilities or Areas

USDA Forest Service National Visitor Use Monitoring, Round 3, Region 5

Nearly 50% of all forest visits included use of at least one of these ten special facilities or areas.

Messaging Opportunity

Special Facility or Area	% of National Forest Visits†
Developed Swimming Site	10.4
Scenic Byway	30.9
Visitor Center or Museum	14.0
Designated ORV Area	4.1
Forest Roads	4.0
Interpretive Displays	8.0
Information Sites	9.0
Developed Fishing Site	8.9
Motorized Single Track Trails	2.2
Motorized Dual Track Trails	2.5
None of these Facilities	52.1



Activity	% Participation*	% Main Activity‡	Avg Hours Doing Main Activity
Relaxing	51.8	8.8	13.4
Viewing Natural Features	51.6	8.6	5.3
Hiking / Walking	47.0	17.9	4.0
Viewing Wildlife	37.5	1.4	5.0
Downhill Skiing	36.3	33.2	7.9
Driving for Pleasure	24.8	2.5	3.1
Picnicking	12.1	1.0	7.3
Fishing	11.8	6.3	6.8
Nature Center Activities	11.7	0.1	2.1
Visiting Historic Sites	11.5	0.3	3.1
Other Non-motorized	10.5	2.1	3.6
Developed Camping	10.0	2.1	41.0
Nature Study	8.6	0.1	3.6
Bicycling	8.3	3.3	3.3
Resort Use	7.5	0.1	53.7
Cross-country Skiing	7.0	2.7	3.9
Motorized Water Activities	5.9	1.7	4.6
Some Other Activity	4.8	2.6	3.7
Non-motorized Water	4.2	1.0	6.3
Gathering Forest Products	4.0	0.3	10.3
Snowmobiling	3.1	0.8	2.8
OHV Use	2.8	1.4	3.2
Backpacking	2.6	0.4	40.5
Motorized Trail Activity	2.0	0.5	3.9
Primitive Camping	1.9	0.1	19.6
Horseback Riding	1.0	0.1	5.2
No Activity Reported	0.9	0.9	
Other Motorized Activity	0.8	0.0	8.3
Hunting	0.6	0.3	11.1

Trip Spending and Lodging

USDA Forest Service National Visitor Use Monitoring, Round 3, Region 5

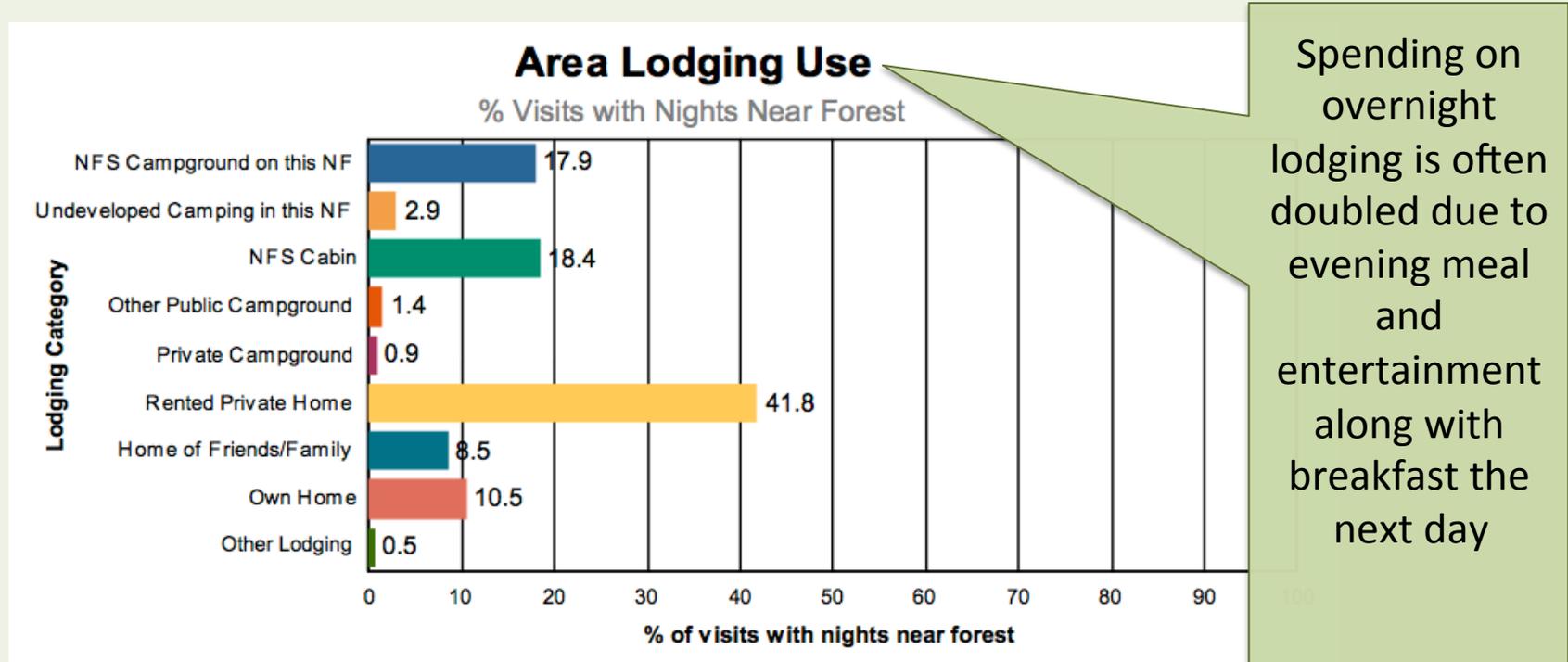
Trip Spending	Value
Average Total Trip Spending per Party	\$629
Median Total Trip Spending per Party	\$123
% NF Visits made on trip with overnight stay away from home	50.0%
% NF Visits with overnight stay within 50 miles of NF	48.5%
Mean nights/visit within 50 miles of NF	5.1
Area Lodging Use	% Visits with Nights Near Forest
NFS Campground on this NF	17.9%
Undeveloped Camping in this NF	2.9%
NFS Cabin	18.4%
Other Public Campground	1.4%
Private Campground	0.9%
Rented Private Home	41.8%
Home of Friends/Family	8.5%
Own Home	10.5%
Other Lodging	0.5%

Forest Recreation essential to gateway community vitality

NFS CGs & cabins renters; home rentals and second home owners prime audiences

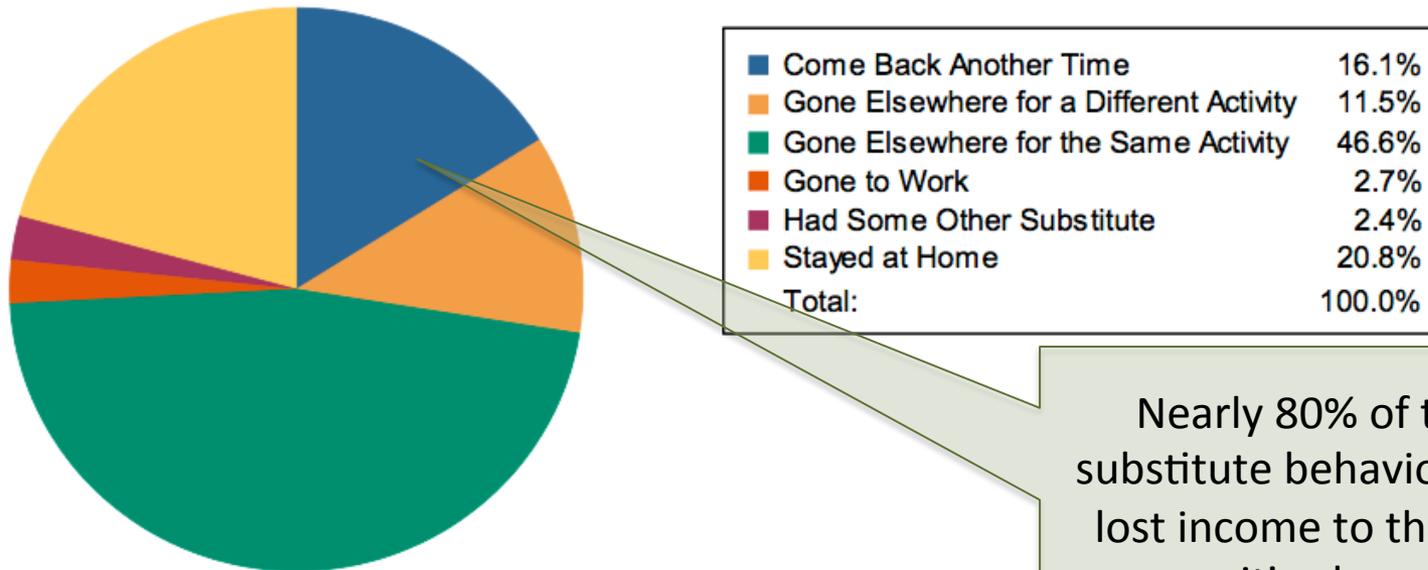
Trip Spending and Lodging

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Substitute Behavior Choices

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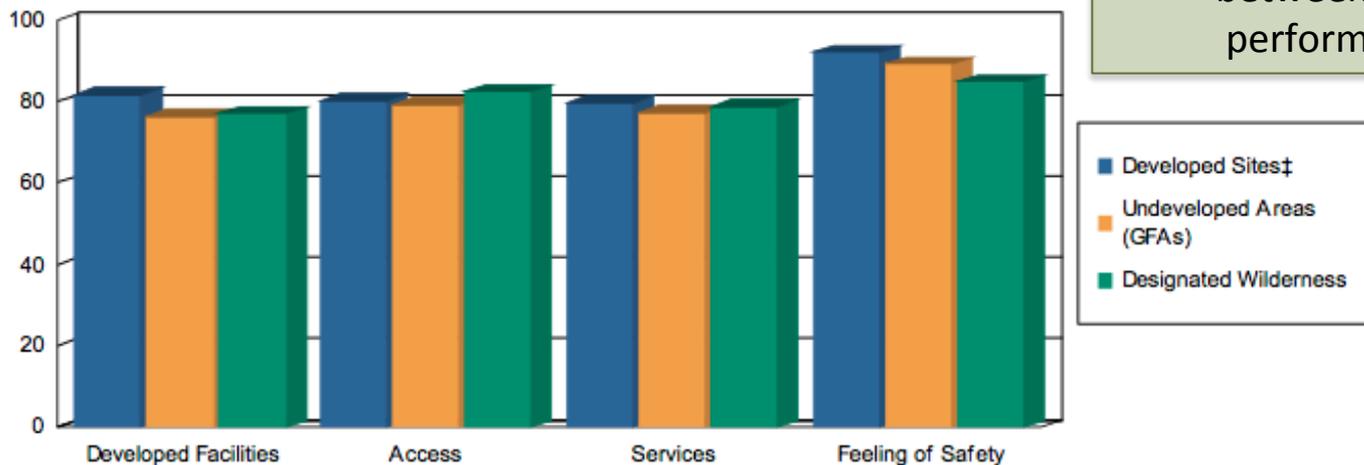


Nearly 80% of the time substitute behavior results in lost income to the gateway communities because folks go elsewhere or stay home.

Satisfaction (*IP-Meets Expectations*)

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Figure 6. Percent Meets Expectations Scores*



Folks are mostly satisfied with their experiences as measured by “fit” between I-P (importance performance) measures

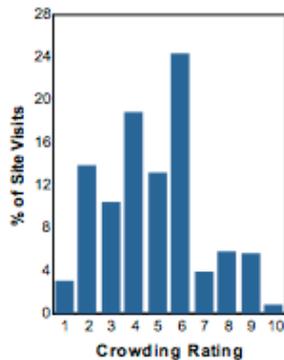
* “Percent Meet Expectations (PME)” is the proportion of satisfaction ratings in which the numerical satisfaction rating for a particular element is equal to or greater than the importance rating for that element. This indicator tracks the congruence between the agency’s performance and customer evaluations of importance. The idea behind this measure is that those elements with higher importance levels must have higher performance levels. Lower scores indicate a gap between desires and performance.

Visitor Perceptions of Crowding

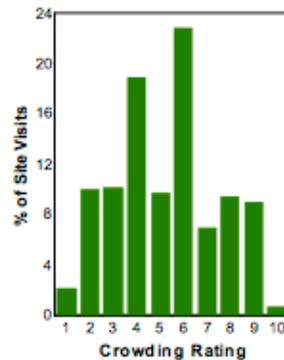
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Crowding Rating†	Site Types (% of Site Visits)			
	Day Use Developed Sites	Overnight Use Developed Sites	Undeveloped Areas (GFAs)	Designated Wilderness
10 - Overcrowded	0.8	0.6	1.1	1.7
9	5.6	9.0	3.8	4.4
8	5.8	9.5	4.3	2.5
7	4.0	7.0	2.6	5.9
6	24.4	22.9	25.6	23.2
5	13.3	9.8	6.2	18.0
4	18.8	18.9	13.4	16.6
3	10.4	10.2	12.8	14.2
2	13.8	10.0	29.0	11.4
1 - Hardly anyone there	3.1	2.2	1.2	2.2
Average Rating	4.8	5.3	4.3	4.8

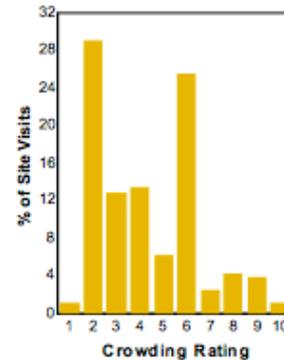
Day Use Developed Sites



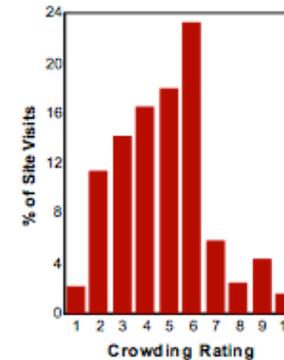
Overnight Use Developed Sites



Undeveloped Areas (GFAs)



Designated Wilderness



Benefits from the Lands That Sustain

To People

- Legacy
 - Camping, Hike, Hunt, Fish, Ski
- Emerging
 - Amenity, Adventure, EE, Spiritual
- Hoped For
 - Human Restoration

To Gateway Communities

- Legacy
 - Commodity Values
- Emerging
 - Amenity Values, Recr & Retire
- Hoped For
 - Vitality and Resilience

To Nature and Natural Systems

- Hoped For
 - Social, Environmental and Economic Sustainability
 - National of Citizen Stewards



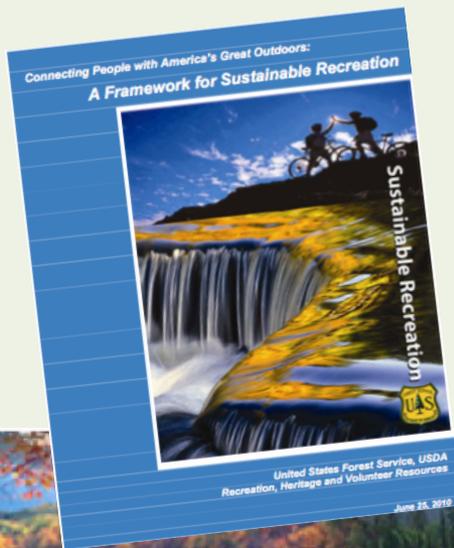
Sustainable Recreation

Our Goals

- Provide Diverse Opps
- Protect Resources
- Partner to Provide
- Perform Well

Areas of Focus

- Restore and Adapt Recr Settings
- Implement “Green” Ops
- Enhance Communities
- Invest in Special Places
- Forge Strategic Partnerships
- Promote Citizen Stewardship
- Know Our Visitors, Community Stakeholders & Other Providers
- Provide the Right Info
- Develop Sustainable Financial Fdtn
- Develop Our Workforce



Ideas to Action

Three Prime Opportunities

- Recapture the Boomers
- Connect with Families
- Engage the Millennials

