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The Economic Value of Forest Park Ecosystem Services: Results of Five Focus Groups Conducted in Spring 2016

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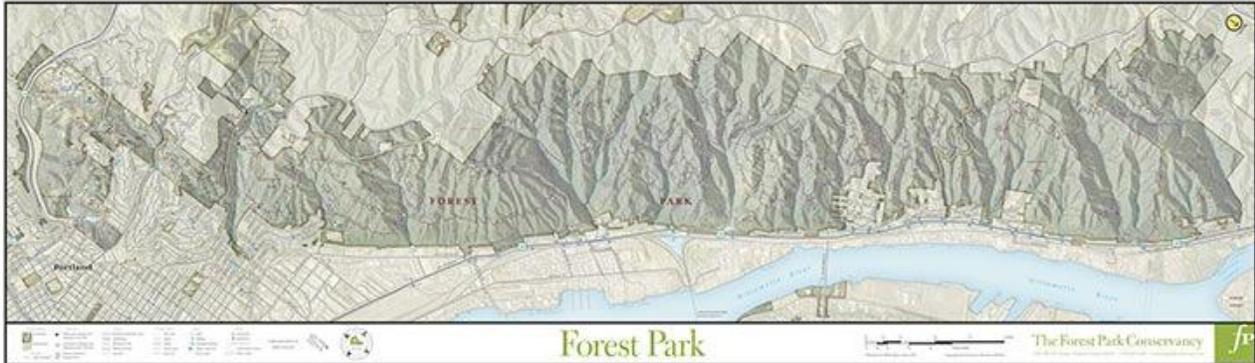
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THE ECONOMIC VALUE OF FOREST PARK ECOSYSTEM SERVICES



Results of Five Focus Groups Conducted in Spring 2016

Prepared for: Forest Park Conservancy

Prepared by: Pablo Barreyro, Jenny Dempsey Stein, Cody Kent, Antonia Machado

May 6, 2016

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This report is part of an ongoing joint study by Portland State University and Forest Park Conservancy (FPC) in order to understand the value of Forest Park ecosystem services to local residents in Portland, Oregon. The principal investigator is Professor Randy Bluffstone of the Department of Economics. A cross-disciplinary team of recent and current graduate and undergraduate students in the natural resources economics, policy & administration, urban studies and planning, sustainability and eco-psychology programs supported every phase of this project, including institutional review, literature review, planning and conducting focus groups, survey development, data analysis and report writing. The work conducted in this study is generously supported by a grant from PSU's Institute for Sustainable Solutions (ISS).

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1. EXECUTIVE SUMMARY

Objective

This initial phase of research lays the foundation for a survey using contingent valuation (CV) and choice experiment (CE) methods. We asked select Portland residents what they care about most in Forest Park, their willingness to pay (WTP) for improving ecosystem services and how they generally think about the value of those goods and services. These results will help us narrow the experimental design of the forthcoming CV/CE study.

Approach

We conducted a focus group in each of Portland's 5 "quadrants." We chose each location - Skyline, St. John's, Cully, Foster-Powell and Hillsdale - based on either its proximity to Forest Park or its centrality within each respective quadrant. All but one focus group (Cully) session consisted of two portions: a broad conversation about what participants value in Forest Park and a group appraisal of a "dummy" CE survey that we presented to each group. We had to rely on translators in Cully, because most of the participants were not conversant in English, which precluded us from discussing the survey. (For more see METHODS)

Results

Perspectives on the "most important" services differed across focus groups. Participants consistently identified top benefits were ecosystem health and recreational experiences, while prioritizing park access and educational opportunities less often. Our "dummy" survey drew questions about current ecological conditions, management goals and funding levels, which we use to inform our experimental design. While many participants were comfortable with an annual tax, almost every focus group considered the merits of alternative financing mechanisms. With the exception of Skyline participants, some of whom expressed higher values, most of the participants who shared their maximum WTP stayed within the range of values we presented - between \$20 and \$40 dollars. (For more, see NARRATIVE SYNTHESIS and FOCUS GROUP SUMMARIES)

Next Steps

Assuming that respondents to our future CV/CE study share some of the views expressed in these focus groups, our next step must be to construct our CE and CV scenario so that it provides a cogent and comprehensive narrative. This should consist of a serviceable baseline (including ecological condition, management context and funding streams) and attribute/outcome descriptions that adequately describe the following:

- The proposed set of interventions,
- The impact of those activities
- How those impacts might affect visitors or residents in general.

Acquiring this information will likely require additional consultation with managers and experts. More consultation and research may also be required in narrowing the range of tested WTP values. Due to the relatively limited number of possible outcomes that we can test in the CV/CE, it may worthwhile to construct internal narratives that help researchers and possibly participants clearly understand underlying tradeoffs. (For more see CONCLUSION)

2. INTRODUCTION

This project builds on and extends an on-going collaboration between the Institute for Sustainable Solutions (ISS) at Portland State University (PSU) and the Forest Park Conservancy (FPC) in the area of ecosystem services valuation. In previous work, under the direction of Professor of Economics Randy Bluffstone and FPC Executive Director Renee Meyers, with support from Fletcher Beaudoin, Assistant Director of ISS, two Economics classes conducted preliminary analyses of Forest Park ecosystem services values. This project seeks to more effectively address the issues identified during the preliminary work.

This is phase one of two phases with phase two dependent on availability of funding. The overall goal of this study is to provide policy makers with information about the economic value of the ecosystem services Forest Park provides. The goals of phase one of the project is to identify the ecosystem services Forest Park provides that are most highly valued by Portland residents and to test a draft survey instrument for clarity, relevance and salience. Phase two of the project will administer a survey based on the findings of phase one to a sample of Portland residents. The goals of the next phase will be to estimate the total economic value (in monetary terms) that average Portland area residents would receive each year from a suite of ecosystem service and other improvements in Forest Park and the differential willingness to pay for particular improvements. (For more see APPENDIX A, Phase 1 Work Plan)

Forest Park, located in Portland, OR, presents a unique research opportunity. Forest Park is the largest park in the United States located wholly within a city's boundaries. The park is considered the crown jewel of Portland's public park system and one of America's largest urban forest reserves. It spans 5,200 acres of old-growth and secondary forest, creating a green backdrop to downtown Portland. Over 112 bird and 62 mammal species call this place home. Its small tributaries create habitat for multiple fish, amphibian and invertebrate species, including small populations of salmon and trout. The area surrounding the park offers over 9,000 acres of additional wildlife habitat and corridors that connect Portland to the Coast Range.

Forest Park also provides unique services. Its trees remove climate change-causing carbon dioxide and other pollutants from the air. The undeveloped lands and vegetation clean the water that flows through the park into the Willamette River, as well as reduce the risk of local flooding by slowing rainwater runoff. The park also contains about 80 miles of recreational trails that can be used for jogging, hiking, biking, horseback riding, learning and quietly communing with nature. These benefits represent the ecosystem services this project is seeking to value.

The Forest Park Conservancy collaborates with Portland Parks & Recreation to restore ecological health, maintain recreational infrastructure, improve access and offer educational opportunities within Forest Park. Portland Parks & Recreation is primarily responsible for management of park infrastructure and resources like signs, parking and security. Additionally, Portland Parks & Recreation is involved in the design and implementation of trail projects, supervision of research efforts, oversight of environmental education programs and the creation of policies related to recreation and management. These activities are financed in part by the City's General Fund, as well as special funding from the State and Metro Governments. The Forest Park Conservancy supports this work through invasive species removal, habitat restoration, trail maintenance, outreach and advocacy. Its work is financed through a mix of public funding and private donations. Forest Park is protected in trust, but threats to its health include overuse, traffic congestion, air pollution, encroaching regional development, invasive plants and a shortage of maintenance money.

3. METHODS

Five focus groups were conducted, each in a different Portland neighborhood: Cully Hillsdale, Foster-Powell, Skyline and St. Johns. These neighborhoods were chosen to cover a broad geographic distribution and differing socioeconomic conditions.

Recruitment

Participants in the focus groups were part of a convenience sample of Portland residents. The research team reached out to neighborhood organizations in each neighborhood to recruit volunteers for a focus group about urban forests. Participants were also recruited through flyers posted around each neighborhood, as well as through social media, primarily www.craigslist.com and www.nextdoor.com. Recruiting was slow and difficult, even with offering participation incentives and so there was little opportunity to screen participants.

Incentives

Participants were offered incentives in the form of gift cards to conveniently located grocery stores and markets to compensate them for their time. For three of the focus groups (Foster-Powell, Cully and Hillsdale) the gift cards were \$20 per person. For one focus group (St. John's) the incentive was raised to \$40 to increase attendance. The Skyline focus group was recruited through the Forest Park Neighborhood Association and did not receive any incentive. Participants receiving an informed consent form were given the opportunity to leave and still receive the incentive. Nobody chose this option, although some participants did need to leave before the end of focus groups and each participant received the incentive as they left. Because of these human research subjects-related controls, we don't believe incentives impacted responses. (For more see APPENDIX B, Informed Consent)

Layout

The format and content of our focus groups were uniform, with the exception of Cully. Each focus group was facilitated by one researcher who followed a script. At least two other researchers assisted the facilitator and took notes during the discussion. Notes were coded to link participants' comments through the discussion while preserving anonymity. The discussions lasted approximately 90 minutes in two parts with a 10 minute break. At the end of each focus group participants were asked to complete a brief demographic survey. The protocol and survey information were slightly updated through the focus group process in order to provide additional clarity and focus for participants. Specifically, grammatical errors were corrected and references to the Greater Forest Park Conservation Initiative were removed to keep the central focus on Forest Park.

Gathering Basic Perspectives

The first part of the focus group consisted of a free form discussion guided by the facilitator. The facilitator asked questions about participants' knowledge of Forest Park, what they liked and disliked about the park. The facilitator then read participants a brief description of the park and note takers set up a map of Forest Park and a poster with pictures taken in Forest Park that highlighted benefits from Forest Park. The facilitator then asked which of the benefits that Forest Park provides were most important to them. They were asked how they valued those benefits, how they might contribute to their preservation or improvement, as well as the dollar amount they would be willing to pay annually for their preservation and improvement. By first asking questions about Forest Park before presenting any information about improvements, we ensured that we received unbiased

information. With detailed follow-up questions after the information was presented, we were able to identify specific information to help design and guide our subsequent research. (For more see APPENDIX C, Protocol)

Survey Appraisal

After the break, participants were presented with a “dummy” choice experiment survey, consisting of a draft introduction and survey table. Participants were asked to read through these materials and determine whether the information was clearly and completely presented. They were also asked to choose between the options presented and explain why they made their choice. Follow-up questions were asked about different facets of the survey - the hypothetical scenario, tested attributes, choice options, payment vehicle and any underlying barriers. Participants were then asked to share their maximum WTP and the price at which they thought most other people would be willing to pay for their chosen option. Finally, participants were asked to rank the attributes presented in the survey question in order of importance to them and write in attributes they thought were missing from the example. (For more, see APPENDIX D, Draft Survey)

4. NARRATIVE SYNTHESIS

The focus group participants expressed a wide range of experiences with Forest Park and opinions regarding Forest Park, the survey instrument and government and public funding. From this diversity a few key spheres of agreement emerged. Likewise, some areas of opposing viewpoints were also presented. Participants’ experiences with the park ranged from living adjacent to the park to not having heard of the park prior to the focus groups. Most of the participants had visited the park at some time in the past or currently visit it on a regular basis. One focus group, Cully, was made up entirely of people who had not visited the park and a few members of other focus groups also had not visited the park. The Skyline focus group was made up entirely of people who lived near the park.

Participants predominately most highly valued regulating ecosystem services. They cited the role Forest Park plays in cleaning Portland’s air and water of pollution. Participants also valued the cooling effects of trees during summer and valued Forest Park as habitat for wildlife. People recognized the trade-off between experiencing the park and making improvements for recreation and the impact this would have on the forest ecosystem. Participants in the Skyline focus group were extremely vocal in their advocacy for conservation over recreation and cited the 1995 Forest Park Natural Resources Management Plan as support for their position, but people in all of the focus groups consistently came down on the side of preservation of the ecosystem. This support did have some limits. Most participants also valued recreation in the park and some participants in more distant focus groups, including Cully and Foster-Powell, were very interested in improving access to the park.

Cultural ecosystem services were highly valued. Recreation was the most commonly valued cultural ecosystem service, followed by quiet and solitude. Most participants had visited the park at least once for recreation and they drew on this direct experience when discussing the value of the park. Several participants had also volunteered in the park pulling ivy or doing other restoration activities. Not surprisingly, improvements to trails as well as navigation and interpretive signs within the park received wide support. People also mentioned educational opportunities the park provides. Cultural ecosystem services were expressed in terms of civic or regional pride. People told stories of visiting other cities or regions of the country and contrasting the appearance of those areas with the beauty and quantity of green spaces in Portland. Preservation of natural spaces was described as a Pacific Northwest value. A number of people who did not express interest in hiking or otherwise spending time in Forest Park still valued the presence of the forest in the city. Connected to recreation in the park, access to the park through increased public transit, increased parking and signage were

considered moderately important. The importance of these improvements to participants was much more variable between participants and focus groups than conservation. Some members of the Skyline focus group felt access negatively impacted the park and their neighborhood and therefore opposed changes that could increase traffic.

Focus group members suggested a wide variety of financing vehicles. There was a general opposition to new taxes. A few people explicitly opposed any taxes, but this opposition usually presented itself as offering other payment ideas, such as volunteering time, fundraisers and special events. A minority of people did suggest taxation, because they felt the community shared the benefits of the park, so the cost should also be shared. People who opposed taxes explicitly often gave distrust of or dissatisfaction with government management as a reason. On the other hand, many participants also opposed imposing a user fee on park visitors. They often stated that a user fee would be inequitable as it would discourage lower income people from visiting the park. Others opposed the user fee, because it would imply that the park was for recreation and not conservation. This concern appears well founded as respondents who supported the user fee often stated that people who visit the park should pay for improvements to the park. A handful of participants stated that more intensive users, such as mountain bikers, should pay more for using the park.

When asked to state their maximum willingness to pay for upkeep and improvements to Forest Park most participants stated a value of \$20-40 per year, near the value we included in the draft survey. They generally resisted increasing this number even when asked to imagine their own personal ideal of improvements to the park. A small number of people stated they were unwilling or unable to spend any more money to support the park and a few members of the Skyline focus group said they would be willing to pay \$500 a year, although that number stipulated a much higher level of accountability by elected officials and a strict adherence to the management plan.

Participants' opinion of the draft survey instrument showed significant variation. Some focus group members stated that the survey was clear and they would have no problem taking it. A large middle ground had questions about the survey text and most people wanted to be able to choose individual improvements to attributes and the amount they wanted to spend for them. A minority of people, again principally at the Skyline focus group, opposed the entire content and structure of the survey. The opposition from the Skyline focus group was again connected to the management plan. A handful of participants at other focus groups also opposed answering the survey, because they felt they did not have enough choice. Outside of this opposition, several areas of improvement were identified, especially concerning the connection between the text of the introduction, the attributes and choices in the survey.

5. ATTRIBUTE RANKING

Participants were asked to rank the attributes presented in the draft contingent valuation/choice experiment scenario in order of importance. They were also asked to write down or share any important attributes they thought were missing from the draft. In total, 16 participants (out of a total of 32 attendees who received questionnaires) completed this ranking. The rest of the participants left without completing the survey or filled it out incompletely. The combined results of the completed surveys are shown below from highest to lowest:

1. Forest Restoration
2. Stream Restoration
3. Trail Restoration
4. Air Quality
5. Navigational Signs (within the park)
6. Interpretive Signs

-
7. Recreational Activities
 8. (tie) Number of Bus Stops
 8. (tie) Parking
 9. Bus Frequency

Additionally, participants wrote in or suggested the following attributes:

- Educational programs
- Enforcement of rules and laws within the park
- Ecological study
- Navigational signs at park entrances
- Disabled accessibility
- Gathering spaces or picnic tables

6. PARTICIPANTS

Key Demographics

We spoke to 41 individuals. Women made up roughly 63% of participants, as did individuals making less than \$60,000 a year. Approximately 70% of participants had previously visited Forest Park. Including an all-Latina focus group in Cully, 27% of participants were people of color.

7. FOCUS GROUP SUMMARIES:

(For details, see APPENDIX E, Focus Group Notes)

Cully

The Cully neighborhood is the farthest from Forest Park that we visited and in many ways presented the most barriers. Our focus group included nine Latina mothers, none of whom had ever visited and almost all of whom had never heard of the park. One participant indicated that her child may have visited Forest Park on a school trip, but that was the extent of her familiarity with the park.

The Cully focus group was conducted with the help of Verde NW, an NGO engaged in environmental outreach and advocacy. Verde NW recruited participants from Cully's Latino community and arranged a translator and space for the focus group. Held primarily in Spanish, the protocol was shortened and simplified to allow time for translation without extending the duration of the focus group. The "dummy" survey instrument was removed from the protocol and the first half of the discussion was extended to the full 90 minutes. We assumed that many would not have visited Forest Park and therefore asked them to describe their ideal park instead. We also asked them what they wanted to know about Forest Park and what prevented them from visiting.

Key Findings

Participants clearly distinguished between visiting a park and a forest. They described the benefits of forests as nature, silence, water and wildlife, while parks were more a place for kids to play. When asked how they would contribute to the benefits of the park, their responses focused on behavior in the park: staying on paths, recycling and teaching their kids how to preserve the park. In response to being asked how the benefits of the park should be paid for, they suggested that there may have to be a fee to enter to park or that money should come from their taxes. Participants seemed to feel that people who use the park should pay for its upkeep. They stated that they would be willing to pay \$3-5 for a single visit or \$10 for a yearly pass on the assumption they would visit two or three times a year.

Key Ecosystem Services

A major point brought up by the participants in this focus group was the importance of nature and Forest Park in particular as an educational opportunity, especially for children. Habitat and the experience of wildlife in nature were highly valued as was recreation in nature. Participants cited cabins, camping, BBQs and picnic areas, although there was debate about whether these facilities were appropriate for Forest Park. Many participants also noted the role forests play in addressing air pollution.

Additional Notes

Participants in this focus group were particularly interested in improved public transit access to Forest Park. They noted that many people don't have cars and having to take multiple modes of transit to visit the park was a barrier to access. Additionally, they wanted more information about the park, especially in their neighborhood and their language. Based on descriptions of the park they thought that way-finding signs and maps in the park were very important, as well as safety improvements and interpretive signs.

Examples of Quotes

"It's important to protect the forest. Maybe we should have a different park with tables and cabins. You might have to cut down trees to make room. It gives people permission to tear down the forest."

"In forests you expect kids to get dirty, to explore, to get hands-on, to see animals/deer. Parks are more of a place to play, not for nature."

"Streams, for example, are important to maintain, but we're focused on how to get to it."

Foster-Powell

The first focus group was conducted in the Foster Powell neighborhood in southeast Portland. This was one of the neighborhoods farthest from Forest Park that we visited. Eight people attended this focus group, all of which had visited the park.

Key Findings

Participants most valued wildlife habitat and trails, recognizing that there was a trade-off between the two. Most agreed that preservation should take priority over recreation. Participants also said that they were willing to have some portion of their property taxes pay for the park, but they also suggested voluntary donations, grants and a city tax on pollution. After viewing the "dummy" survey, several people expressed a preference for a user fee either as an annual pass or payment for parking. One person said any level of user fee would decrease how often they visited. Another said that it should be paid for by a general tax, because non-users also benefit from the park. Their expressed willingness to pay ranged from less than twenty to fifty dollars per year.

Key Ecosystem Services

Participants in the Foster-Powell Focus group valued Forest Park's role as habitat and a wildlife corridor, as well as its streams and clean air. They also appreciated the well maintained trail system and opportunities for exercise and quiet. This group was quite interested in access issues and valued Forest Park's accessibility for visiting with children and the educational opportunities it provides. They also mentioned that it gives an important economic boost to adjacent neighborhoods.

Additional notes

This focus group found park entrances difficult to find. Additionally, some stated that the lack of a direct transit routes was a barrier to visiting the park. Others said there was insufficient parking.

Survey Appraisal

Participants were confused by the use of the term "Greater Forest Park Conservation Initiative" and generally curious about how private lands factored into the scenario. Participants expressed concern about increased payments benefitting private landowners. They noted potential mismatches between attribute levels within choice options, seeming slightly unsure of the differences between choice options. Specifically, they were confused about Choice B, in which stream restoration increased relative to Choice A, but forest restoration did not increase. Participants also noted missing information regarding some of the attributes in the introduction. Notably, they wanted to know how urgent the improvements presented in survey were, suggesting that their willingness to pay for improvements was linked to the need for improvements.

Examples of Quotes

"[Forest Park] feels separate from the city. It is separate from the city. There's a residential buffer. The topography is difficult. I wish there was a more welcoming part of the city around the park or a gateway to the park."

"There's a trade-off between access and wildlife. I think they're important, but there's a balance to be struck."

"I'm mentally trying to make connections between changes in attributes. For example, would the smaller amount of forest restoration in choice B be focused around the streams and that's why there's more stream improvement?"

"There are a lot of accessibility issues for getting to Forest Park. I don't think you can charge that much for somewhere that hard to get to. Even \$20 seems high to me."

"Who would pay the tax? Just Multnomah County? What about Washington County or areas further west?"

HILLSDALE

Our fourth and smallest focus group took place in Hillsdale. Only four people attended, one who had never visited Forest Park and one of whom self-identified as disabled.

Key Findings

Participants emphasized that the park represents a regional attitude toward protecting the environment that they feel connected to and proud of. One person said they wouldn't have moved to Portland without access to nature places like Forest Park. When asked how they were willing to contribute to preserving or improving Forest Park, participants emphasized the volunteer work they had done or would be willing to do. They also suggested a day use fee or taxes, although they wanted taxes to go straight to the park and not be diverted. Two participants opposed a day use fee, because they felt it would restrict who could visit the park and they felt that would be unfair. A donation box or fundraising campaign was instead suggested. They also suggested a paid special event in the park with proceeds going to park improvements. When asked how much they personally would pay to preserve the park, responses were highly dependent on income. One person said \$20 per person for a special event. Another said she couldn't afford to pay anything. Generally \$10-20 per year was considered an acceptable contribution.

Key Ecosystem Services

Participants in this focus group valued several ecosystem services including the forest's role in providing clean air and water, the large habitat and connection to other habitats. Most participants had visited the park and appreciated the beauty of the forest and cited mental health benefits from nature. Many also expressed civic pride in the park and valued the opportunity to volunteer there.

Additional Notes

Participants in this focus group emphasized the difficulty of finding entrances to the park. They did not think information on access points was readily available or that access points were well marked from streets. They found it uncomfortable to be slowing down and holding up traffic to find entrances or to park near driveways near the park. Related to this, they wanted more way-finding within the park. This included better signs with maps, trail markers and distances.

Survey Appraisal

When asked to review the draft scenario and survey questions, participants had a lot of questions about the state of the park and the need for funds. They wanted to know how urgent improvements were and how the money would be used to make improvements. Human safety and species extinction were rated as more important to spend money on than routine maintenance or access improvements.

Examples of Quotes

“For native Portlanders, protecting Forest Park is in the same vein as other environmentalism. It’s part of Portland’s identity and values. Parks in general are.”

“I wouldn’t have moved here without nature nearby. I value the access to it. I value preserving land. It aligns with my morals.”

“I haven’t been in a long time, but I’m not sure where a good place to enter is. I’m not sure about the difficulty of each trail either. I don’t want to get half way down a trail and get stranded. Better visibility of the entries would be helpful.”

“Is it required versus would it be nice to improve? I’m more interested in dire situations across the board. We shouldn’t throw money at the park just because there’s money available. It’s not clear that the streams are in danger.”

“There’s no explanation about why you need my money. If you’re already getting public funds and donations, why do you need more?”

SKYLINE

The final focus group in the Skyline area bordering Forest Park included residents who live in several residential neighborhoods in the hilly and wooded western border of the park. This focus group was contentious and difficult to manage, primarily because larger community concerns and history with Forest Park overshadowed the guided yet informal structure of the discussion protocol and choice experiment.

Key Findings

Participants expressed strong attachments to Forest Park, with some having lived in the area for fifty years. Primary opinions included:

- The current natural resources management plan is not followed or funded and therefore increasing use without studying park carrying capacity is not advisable.
- Safety with illegal and/or single-track bicycles on the wrong trails is a concern.
- Lack of enforcement with only one ranger, particularly of off-leash dogs and bicycles, is a concern.
- Access on neighborhood roads (including Fire Lane 1) is limited due to inadequate maintenance, width of roads, little signage, few parking spots and use of private driveways. Park traffic affects neighborhood amenities like garbage pickup and emergency services.
- Clean air, water, carbon sequestration and hiking are all very important services.
- Explaining and following existing park legal requirements is very important.
- Larger groups are not always following permitting processes

When asked how much they would be willing to pay for their prioritized ecosystem services, most could not answer, because they had land management or fund accountability issues with the city or Forest Park Conservancy. Three attendees offered to pay \$500 each for these services, while one offered \$100 per person per year. Another mentioned that he was already paying through the lack of property usage in an E-zone designation. Another thought tax credits for in-kind work like tree maintenance would be a way to pay. Several people mentioned taxes.

Key Ecosystem Services

Participants in the Skyline Focus group were most focused on expressing their concerns regarding the management of the park than discussing its ecosystem services. Nonetheless, the participants said that they valued clean air, clean water, carbon sequestration and hiking. They also mentioned that they valued their proximity to Forest Park and the tranquility and quiet that it provides.

Survey Appraisal

Participants provided complicated feedback on the “dummy” survey, with most attendees not expressing any willingness to pay because they were undecided and/or unhappy about the choices. All agreed that wildlife research should be funded before anything else. They asked about existing park budgets, what people are paying now and for more detail on the scenario. Participants in this focus group cited the 1995 Forest Park Natural Resources Management Plan. Several people agreed that the law states that habitat preservation is the priority and that the law should be displayed at the survey's beginning. Another asserted that a survey could set the public up for disappointment and unrealistic expectations.

Other concerns presented included removing bus options and recreation entirely (not part of management plan), adding approximate costs for each amenity, allowing participants to check off individual preferences and adding enforcement/rangers as an attribute. One attendee commented that geocaching is illegal, but this is incorrect, because there are designated locations in Forest Park for this activity. Geocaching is a popular outdoor sport of searching for hidden objects by using Global Positioning System (GPS) coordinates posted on websites. Several thought a snow park, national park or Sauvie Island pass model with a nominal amount of ten dollars was possible, yet another commented that "you can't ask what people will pay when they don't know what things cost." He asserted that a state or regional tax would be better. One noted that a parking fee emphasized paying for recreation. An industrial tax on businesses that are benefitting from cleaner air was also mentioned.

Post-Script

Two participants contacted researchers afterward to inquire about our overall objectives and/or to provide additional survey feedback:

- Combine signage types into one category;
- Trail and parking improvements not linked to greater ecosystem services (for example-culvert repair and/or decreasing erosion) were worrisome;
- Invasive species removal could be separate or linked to restoration and several habitat services should be combined;
- Provide check off boxes with specific dollar amounts for each survey category.

Examples of Quotes

"Forest Park is a regional asset, not just a neighborhood or city asset. It's a state level resource!"

"I think we should apply science to the maintenance of the park, not political decisions. I'm for access and equity, but it's more important to preserve the park."

"Forest Park is guided by land use laws. People need to understand that we can't do everything."

"I love the natural resources management plan. Three goals of the law are ecological health, passive use only and a place for spiritual replenishment."

"The park meets our needs well, living on the edge of it. Lack of access for us is a blessing. MacLeay Park takes the pressure off of us."

"Yes the park provides services, even without visiting. But normal population growth is putting more pressure on Forest Park. Asking people what they want is the wrong thing to do. We need to preserve the forest first. The resource is valuable, if recreation threatens the resource, it can't happen."

"I didn't choose. I'm horrified by the package. Take the bus questions off. That's a Tri Met responsibility, not the city. The attributes have different magnitudes of cost that don't line up."

ST. JOHN'S

The second focus group was conducted in the St. John's neighborhood, located in North Portland directly across the Willamette River from Forest Park. Nine people attended this focus group, many who had recreational and volunteer experience in Forest Park. Two attendees had never been to Forest Park.

Key Findings

Approximately one third of participants indicated that they would prefer to contribute to preserving Forest Park's ecosystem services by volunteering. One participant also suggested a user fee for bikes on the grounds that they cause more destruction than hikers. When asked how upkeep and improvements for the park should be financed, participants suggested a wide variety of options, including charity events, voluntary contributions, park passes, an income tax and bonds. Participants' willingness to pay ranged from ten to forty dollars a year. They felt that accountability was important and they were willing to pay more for visible improvements.

Key Ecosystem Services

Participants in the St. John's focus group appreciated the Forest Park habitat. They also valued its role in providing clean water and air and liked the hiking trails and place for exercise and solitude.

Survey Appraisal

Most participants felt the "dummy" survey materials were mostly clear. Some individuals perceived a mismatch between the outcomes and their respective prices or costs. Participants were also unclear as to whether the cost was per person or per household, but the attributes and layout made sense. Bus transit ranked high as a survey attribute as many participants did not own cars.

Examples of Quotes

"It's uplifting. I just visited New Mexico. Everything there is grey and brown. I couldn't wait to get home. The greenery is beautiful."

"There are a lot of parks in the city, but it's the only place to walk for hours. And it makes you proud of the city and responsible."

"Buses are important here (St. John's) and service has been cut. Tying communications to a direct need is important. Localization is important for marketing."

"Seeing the benefit would make a difference. The road tax goes up and up, but the roads still deteriorate."

8. Conclusion

While communities may differ in their views regarding how conservation and management of the park should take place, most participants clearly value the ecosystem services of Forest Park and support protection of the ecosystem that provides those services. This was true for all groups, spanning from those who lived adjacent to the park all the way to residents who were unaware of its very existence.

Survey Design Implications

The focus groups provided rich information on participants' value of and experiences with Forest Park. They also highlighted issues with the draft survey instrument that need to be addressed before administering it to a wider audience. Generally, focus group members noted inconsistencies between the survey narrative and the survey questions. They often felt the narrative did not sufficiently introduce the survey question and gave irrelevant information. They also requested more information about the current funding and upkeep of Forest Park as a baseline against which to compare choices. Similarly, when asked to review the survey questions, participants were very sensitive to how ecosystem services are bundled and whether they make sense ecologically or logistically. Some focus group members, notably at Skyline, expressed opposition to the survey purpose. These members felt additional traffic to and in Forest Park threatened the park's habitat and imposed a burden on nearby neighborhoods. Such attitudes would likely result in a protest non-response from similar people receiving the questionnaire in our proposed follow-on research.

Focus group results and literature review findings point to the need for post-survey questions in order to address two central criticisms of stated preference methods. Such a questionnaire should check for comprehension of the scenario and for "protest" attitudes that would render responses invalid. For example, researchers might discard the survey of a respondent who agrees with the statement "my taxes shouldn't be raised to pay for this project because the government should pay for it." Choice experiment attributes that offer differences in access and/or amenities will generate varied WTP based on participants' current access levels, place attachment (identity and dependence) and proximity to the park. For these reasons, survey questions should also address the frequency of recreation in the park, use of transit, place identity and dependence on (or replaceability of) Forest Park for specific activities.

Park Management Implications

In addition to providing information relevant to this research project, the focus groups offered information about residents' behaviors, concerns and preferences, which are relevant to management. Focus group participants who live in the neighborhood closest to Forest Park (Skyline) were extremely vocal in their support of protection of the park and their belief that increased access could only harm the park. However, these attitudes are closely related to their negative experiences with current impacts from park users. A key complaint from members of this focus group was traffic and parking by park visitors blocking access to their homes. Similar complaints were shared by park users from other neighborhoods, including inadequate parking, insufficient entrance signage and poor transit access. Resolving these concerns simultaneously is possible, although reaching consensus on changes will likely be difficult. Concerns within the park related to safety, navigation and ecological impacts were shared across focus groups in different ways. Participants who had not previously visited the park or were occasional visitors were looking for guidance on how to behave in the park. Increased instructional or regulatory signage would help reduce conflicts between park users and between park users and conservation efforts. Increased enforcement presence could also decrease conflict. This includes parking enforcement, which may decrease conflicts between park users and surrounding neighborhoods.

The importance of increasing park connections and place attachment in sustaining urban parks, either through physical or monetary support, should not be underestimated. We found wide support for protection of natural spaces in general and Forest Park in particular. This support increased with connection to the park, which typically resulted from spending time recreating in it. However, the connection was also expressed as civic pride and this connection was often not dependent on frequent

visits to the park. Additionally, participants noted the educational value of Forest Park for themselves or for children. Some participants who had not visited the park had heard about it from their children's school trips and education is another way that people connect to the park.

Although support for ecological preservation was widespread, this did not translate into excessive or unrealistic willingnesses to pay for upkeep and improvements. Participants' stated willingnesses to pay hovered near the levels presented in the survey \$20 to 40 per person per year. When pushed, participants were seldom willing to agree to more and when the costs associated with the improvements were increased, participants often opted for fewer improvements at a lower price. When asked how the park should be paid for, many participants suggested donations or fundraising events rather than user fees or taxes. Opposition to user fees, including parking fees, was stated in terms of equity. Opposition to taxes was often stated in terms of distrust of government management. Mostly these participants felt funds would be diverted to other projects. Participants stated they would be more willing to pay if they saw the results. Public outreach demonstrating how funds are currently used would likely increase residents' support and possibly willingness to pay.

These focus groups identified perceived barriers to accessing Forest Park. Transportation issues were raised in many focus groups, including the need for more parking infrastructure for privately owned automobiles, as well as public transportation. Some of these issues are outside the authority of park managers and issues such public transportation trips requiring several changes may be insurmountable. Forest Park cannot be moved to a more central location in the city. However, inadequate information about the park and how to get there were also raised as significant barriers. These were particularly a problem for the non-English-speaking participants in the Cully focus group and increasing information availability in different languages, in different formats and tailored to specific neighborhoods would decrease such barriers to use of Forest Park. Participants in many focus groups had complaints about information access and language was not the only barrier.

APPENDIX A, Revised Work Plan

Forest Park Ecosystem Services Valuation Phase 1

Goal of Phase 1:

Conduct all activities necessary to complete the choice experiment design and be prepared for full data collection to value Forest Park ecosystem services differentiated by neighborhood/group.

Key activities:

1. Recruit advisory group
2. Conduct 5 focus groups;
3. Based on focus groups, develop list of 4-7 key ecosystem services to be valued;
4. Develop draft survey instrument;
5. Draft valuation scenario, choice sets and value range;
6. Get feedback on documents from advisory group
7. Conduct 2 pretests (total of 15 - 20 people) of survey, scenario, choice sets and value range;
8. Revise above based on pretests, circulate to advisory group for comment and finalize documents

Draft Schedule (January 1 - October 30, 2016):

1. January 2016: develop focus group protocols, recruit advisory group, schedule focus groups;
2. February 2016: Focus groups;
3. Near the end of February convene advisory group at ISS and get initial feedback on ecosystem service list and initial draft scenario/experiment;
4. Spring 2016: Draft focus group documents and circulate to advisory group for comments;
5. Summer 2016: Draft survey and scenario based on focus group findings and receive input from advisory group;
6. October: Hold public information event and conduct pretests. Finalize documents.

APPENDIX B, Informed Consent

Portland State University and Forest Park Conservancy Focus Group and Post-Discussion Questionnaire Informed Consent Form

Portland State University is conducting research to support Forest Park Conservancy in its work and also allow students and former students from PSU valuable experience with field research. The Forest Park Conservancy is a community-supported organization headquartered in Northwest Portland that partners with the City of Portland Department Parks and Recreation to protect and restore Forest Park. The Forest Park Conservancy helps protect and restore Forest Park through invasive species management, outreach and education programs and trail maintenance on over 50 miles of trail. In addition, the Forest Park Conservancy leads a coalition of partners known as the Forest Park Alliance, who develop and implement large-scale restoration projects efforts to protect the larger Forest Park ecosystem.

Portland State University and the Forest Park Conservancy are requesting your input to better understand Portland area residents' views on and uses of Forest Park. We would also like to ask for your reactions to a questionnaire scenario we plan to use in follow-on research. Your participation in this 90 minute research activity today is completely voluntary.

We will conduct an approximately 35 minute focus group discussion. You will be asked to introduce yourself, followed by a series of open-ended questions designed to understand your views. You are welcome to participate in the discussion as you feel is appropriate. A student will facilitate the discussion and another student will record key responses. Representatives of Portland State University are on hand to support the students, but do not anticipate taking any role in the focus group discussion. After a 10 minute break, we will begin the second half of our session focusing on your reactions to a questionnaire scenario. You will be asked to read this approximately one-page document and give your reaction during a second focus group discussion.

Though the discussion cannot be anonymous, because it is conducted in public, no names or identification of any kind will be attached to responses. The purpose of the focus group discussion is to better understand the overall views of the group rather than single responses.

After the focus group discussion is concluded, students will implement surveys with 6 questions that ask you about some details about you, your household and where you live. This survey is expected to take about 5 minutes. All questions provide the option not to answer. There is no information on the questionnaire that would identify you. In no circumstance will your participation take longer than 90 minutes.

After the survey is complete, you will be given a gift card for _____ in the amount of \$_____ as a thank you for participating. If you decide not to participate or discontinue your participation, you will still receive this gift for coming today. There is no penalty or loss of benefits for refusing to participate or leaving before the research is complete. You are responsible for all taxes associated with this thank you gift.

Results of the research will be available to you on the Institute for Economics and the Environment at Portland State University website at www.pdx.edu/econ/IEE approximately July 1, 2016 and if you have any questions, concerns or complaints you may contact Professor Bluffstone, who is the principle investigator for the project. You can also email him at bluffsto@pdx.edu.

For questions about your rights as a research subject, please contact the PSU Office of Research Integrity, 1600 SW 4th Ave., Market Center Building, Ste. 620, Portland, OR 97201; phone (503) 725-2227 or 1 (877) 480-4400.

You will receive a copy of this form for your records.

APPENDIX C, Protocol

Forest Park Conservancy Focus Group Guidance Document and Post-Discussion Questionnaire

February 2, 2016

Goals of the Focus Group and Survey (For Enumerators only)

- Gather a deeper understanding of how people perceive Forest Park
- Understand what people value most about Forest Park
- Know more about the degree to which people use Forest Park
- Identify potential barriers for people using the park
- Introduce ecosystem services valuation and gather preliminary valuation data
- Conduct pretest for future valuation survey

[FACILITATORS, PLEASE READ ALL MATERIAL BELOW EXCEPT THAT IN
BRACKETS VERBATIM]

Portland State University has partnered with the Forest Park Conservancy to support its work and also allow students at PSU to gain valuable experience in field research. The team conducting this evening's focus group consists entirely of students and recent graduates. My name is _____. My colleague(s) _____ will be taking notes and _____ will assist as needed. Supporting us from Portland State University/Forest Park Conservancy is/are _____ [point to each person in turn]. They will be on hand to support us in facilitating tonight's discussions, but will not be involved otherwise. The discussion will take a total of 90 minutes with a 10 minute break.

I would now like to introduce you to the Forest Park Conservancy

The Forest Park Conservancy, or FPC, is a community-supported non-profit that works with Portland Parks and Recreation to protect and restore Forest Park. This work ranges from invasive species management, to outreach and education programs, to trail maintenance on over 70 miles of trail. Additionally, the Forest Park Conservancy leads a coalition of partners known as the Forest Park Alliance, who develop and implement large-scale restoration projects that protect the Greater Forest Park ecosystem.

The Forest Park Conservancy is requesting your input today as part of a broader effort to understand the current value of its work and to help inform future decisions.

I would now like to discuss our activities today

Today's discussion will last approximately 90 minutes. We will provide a 10-minute break halfway through, and ask you to answer a questionnaire at the end. You are welcome to participate in any way you feel comfortable. Tonight's discussion is not anonymous, but we will not include your names with your responses.

Our first discussion will be a broad one, focusing on the specific features you value most in Forest Park. Your feedback will help us design a survey that asks the same basic question of a broad sample of Portland residents.

During our second discussion, you will have a chance to judge an early version of this survey. Your comments, questions and edits will help us ensure that the final product makes sense and elicits accurate responses. You are welcome to participate in any form and to any extent appropriate throughout these discussions.

After our second discussion has concluded, you will be asked to complete a brief questionnaire. There are 24 questions altogether, which should take no longer than 10 minutes to answer. You have the option of not answering any of the questions asked, and none of the information that you provide will identify you uniquely.

A summary of our focus group results, along with those from five other focus groups held in different neighborhoods, will be publically available on the website of the Institute for Economics and the Environment at Portland State University at www.pdx.edu/econ/IEE .

Do you have any questions about what I have said so far?

[Jenny: wait for any questions. If you cannot answer the questions, please bring in PSU or FPC representative to help]

Informed consent

*[Jenny: please be sure that before continuing all participants have received the informed consent form. Ask them to indicate their verbal consent to participate. Please thank any persons who came, but decided not to participate. Excuse them. **Assisting** or others will provide the incentive gift.]*

We will begin by introducing everyone in the room, followed by an introduction to Forest Park. (15min)

We will start by going around the room and introducing ourselves. Please tell everyone who you are, what you know about Forest Park and what your experiences with it are.

Thank you. Before I introduce Forest Park, let's discuss how you view it already.

- What do you like about Forest Park?
- What don't you like about Forest Park?
- Is there anything you wish was different about Forest Park?

Great. I would now like to introduce Forest Park.

[Assisting: *Place visual aids where participants can see them.*]

Forest Park is considered the crown jewel of Portland's public park system and one of America's largest urban forest reserves. You can see its location in NW Portland on the map here [*show map*]. It spans 5,200 acres of old- and second-growth forest, creating a green backdrop to downtown Portland.

Over 100 native bird species and 50 mammal species call this place "home". Its small tributaries create habitat for multiple fish, amphibian and invertebrate species, including small populations of salmon and trout. The ecosystem surrounding the park offers over 9,000 acres of additional wildlife habitat and corridors that connect Portland to the Coast Range.

Forest Park also provides unique services to local communities. Its trees remove climate change-causing greenhouse gases and pollutants from the air. They clean the water that flows through the park into the Willamette River, as well as reduce the risk of local flooding by slowing rainwater runoff [*show pictures from Forest Park*]. It also provides 70 miles of recreational trails that can be used for jogging, hiking, biking, horseback riding, learning and quietly communing with nature.

Our host, FPC, collaborates with Portland Parks & Recreation to restore ecological health, maintain recreational infrastructure, improve access and offer educational opportunities within the Forest Park. Parks & Rec is primarily responsible for upkeep, as well as managing resources like signs, parking and park security. These activities are financed in part by the City's General Fund, as well as special funding from the State and Metro governments. FPC supports this work through invasive species removal, habitat restoration, trail maintenance, outreach and advocacy. Its work is financed through a mix of public funding and private donations.

Forest Park is protected in trust but threats to its health include overuse, traffic congestion, air pollution, encroaching regional development, invasive plants, and a shortage of maintenance money. Occasional serious crimes and more frequent minor crimes have occurred in the park in the past.

Discussion One

[Jenny: *Touch on as many of the questions below as you can. Bundle them together as appropriate and be flexible to the flow of the conversation. Be sure to provide a welcoming environment for all to share freely.*]

I'd like to discuss what you think are the most important aspects of Forest Park, based on what you just heard and your own experiences.

- Does Forest Park provide services that are important to you?
 - Why? Why not?
 - Do you directly experience [the services that are important to you]?
 - Please describe any indirect services you experience.

-
- Are there services you would like to receive but do not?
 - What is preventing you from enjoying [those potential services]?
 - If asked, could you place a value on your top 4 or 5 services?
 - How should the preservation or improvement of your top services be paid for?
 - How much would you be personally willing to pay every year to see your top services improved?

Thank you. Now we will take a FIVE MINUTE BREAK. You will have a chance to stretch your legs, use the facilities and get more food during this time.

[Assisting: Pass out packets containing draft experimental materials and participant questionnaires.]

Discussion Two

We have given each of you a working draft of the survey that we plan to distribute throughout the Portland area. The purpose of the survey is to determine the value of individual services like those we discussed before the break. What we would like for each of you to do is evaluate the survey as it is and help us answer three questions:

1. What specific Forest Park services should be included in this survey?
2. What is the range of costs that should be presented in the survey? What values are too high or too low to be reasonable?
3. What is a reasonable and realistic method for presenting costs in this survey? For instance, would a user fee make more sense to people than a tax on say wages or property?

Your task today is not necessarily to complete this survey, but to put yourself in the shoes of someone who will. Please take 10 minutes to closely read and consider whether the materials are relevant, clear, and practical from your own perspective. Please consider important information that may be missing from the materials as well as what is presented. We have provided pens so that you may write directly on the document if you wish. After 10 minutes, I will ask you to pause and we will discuss the survey as a group.

*[Jenny: After ten minutes, make sure everyone has at least had a chance to read through the document(s). **Before opening the conversation, make sure everyone has chosen an option and then ask them to write down what they would be willing to pay for it.** As with the first discussion, touch on as many of the questions below as possible.]*

Guiding Questions:

SCENARIO

Let's start with the introduction -

- Did you understand all of the information presented in introduction?
- What was not clear to you?
- Is there anything missing that would have helped you understand the survey?

CHOICES

Let's discuss your preferences – [*refer to choice bundle/attribute follow ups*]

- Which option did you chose and why?
- Would removing some of these services or services change the way you answered?

COST

Now let's focus on cost –

- What were you willing to pay for your option?
- At what value do you think most everyone could agree to pay for your preferred option?
- What if we doubled the average WTP and presented those values?
- What is the absolute maximum you would be willing to pay per year for each set of services?
- What do you think about the tax? Is there another payment method that you would prefer?

OVERALL

Finally, we'd like to know what you think about the survey itself –

- Does it provide a realistic decision-making scenario?
- Do you view the decision you are being asked to make about payments as believable and compelling, or hypothetical and vague?

Follow-up Questions:

CHOICE BUNDLES

- Do they make simple sense to you?
- Are there clear tradeoffs present between these two options? What stands out most?
- How could we present them in a way that is easier to understand?
- Should people care about the differences presented between options?

ATTRIBUTES

- Are they described in a way that you can relate to?
- What is missing? What can we eliminate?
- What should definitely **NOT** be eliminated?

BARRIERS

Now, what factors may keep you from enjoying these services?

- Lack of public transportation
- High transportation costs
- Time to access Forest Park
- Parking availability
- Congestion by other users

Conclusion of Second Focus Group discussion after a total of approximately 90 minutes

Thank you for your helpful input during tonight's discussions. The last page of the packets in front of you contains a list of the attributes you saw in the sample survey, followed by a short questionnaire. Please fill this out, hand the entire packet to Assisting and collect your gift before leaving.

[Jenny: Please be sure to thank participants after the questionnaire is completed.]

Post-Discussion Individual Respondent Survey

[

Jenny: all surveys will be identified based on the focus group of origin, but will be kept completely anonymous.]

APPENDIX D, Draft Survey

In this survey, you will be presented with two *hypothetical* options for improving multiple attributes of Forest Park over the next 20 years. On the following page, you will be asked to choose which improvement option you would prefer. As you respond, please consider the value of each attribute and how much you would be willing to pay for improving some over others. You will also have the option of choosing neither improvement plan. Please assume that any missing attributes are unchanged. The following is an introduction to Forest Park:

Forest Park is a 5,200 natural area in Portland. It is home to over 100 native bird species and more than 50 species of mammals, several of which have special protective status under state and federal laws. Forest Park itself holds special status as the largest urban park in the U.S. Over 9,000 acres of additional public and private land connect the park to the Greater Forest Park ecosystem. Here is a map of Forest Park [see *map*].

Forest Park is an important feature of our regional landscape. It connects to a wildlife corridor that extends from the city to the Coast Range. The park itself hosts 80 miles of trails within city limits, open to hiking, jogging, bicycling, horse riding, bird watching, and enjoying nature. These trails contribute to human health and well-being but also provide space for quiet reflection, passive recreation, environmental research, and educational discovery [see *photos*].

In addition to providing direct benefits to users and wildlife, the Forest Park also delivers critical services to the Portland metropolitan area. Its trees clean our air and water, control stormwater runoff and limit the extent of local flooding. They also help protect our regional climate, by removing about 16,000 tons of carbon dioxide and other pollutants from the atmosphere annually (equal to 3000 cars off the road). By removing air pollutants like sulfur dioxide, Forest Park's trees also improve local air quality, the health benefits of which can be felt by populations nearby. It is also a vital part of the surrounding Greater Forest Park ecosystem, which is biologically and ecologically important to the region.

Forest Park is owned and managed by Portland Parks & Recreation in close partnership with the Forest Park Conservancy (FPC), a non-profit. Parks & Rec is primarily responsible for upkeep, as well as managing resources like signs, parking and park security. These activities are financed in part by the City's General Fund, as well as special funding from the State and Metro governments. FPC supports this work through invasive species removal, habitat restoration, trail maintenance, outreach and advocacy. Its work is financed through a mix of public funding and private donations.

Future management decisions that take place will likely affect Forest Park's various services differently, creating tradeoffs in some cases. For example, prioritizing wildlife habitat in the park may come at the cost of expanding recreational opportunities. Increasing access and visitation could put stress on parts of the park that are already heavily used. Some services, like carbon sequestration, reducing air pollution and providing a green backdrop to downtown Portland are compatible with other uses. Management decisions will also carry costs, in the form of new or diverted funds, which may be felt differently by different communities.

Forest Park Improvement Choice Survey			
Attribute	Improvement Plan A	Improvement Plan B	No change
Forest Restoration: remove ivy and other invasive plant species to improve habitat for native plant and animal species	Restore 2,000 acres over 15 years	Restore 1,000 acres over 15 years	Do not restore
Stream restoration: improve native habitat for aquatic organisms, such as trout, pacific giant salamanders and red-legged frogs	Restore 20 stream reaches (a stream reach is about as long as a football field)	Restore 50 stream reaches (a stream reach is about as long as a football field)	Do not restore
Air quality: manage tree and plant growth to improve air quality in neighborhoods near Forest Park	Minor improvement in air quality	Moderate improvement in air quality	No improvement
Trail Restoration: rebuild sections of trail that impact user experience and safety, as well as provide yearly maintenance	Improve 10 miles of trails and continue yearly maintenance	Improve 50 miles of trails and continue yearly maintenance	Continue yearly maintenance
Recreational activities: increase the types of recreation allowed in Forest Park	Biking and horseback riding allowed on all trails	Horseback riding allowed on all trails. Biking allowed on designated trails only.	Biking and horseback riding allowed only on designated trails
Navigational signs: add more trail markers and maps	Add trail markers every quarter mile , maps every half mile	Add trail markers every half mile , maps every mile	Existing signage only
Interpretive signs: add signs that give information about habitat, history, and native species	Add interpretive signs at every trailhead	Add interpretive signs at some trailheads	Existing signage only
Bus frequency: increase frequency with which TriMet buses stop near Forest Park	Buses stop 50% more often	Buses stop 20% more often	No change
Number of bus stops: add bus stop locations near Forest Park	1 new stop	3 new stops	No change
Parking: add parking spaces at key access points	Add 50 parking spaces	Add 30 parking spaces	No change
Annual cost per household: to be paid as a on-time annual tax.	\$	\$\$	No cost (\$0)
Please select one option that best represents the package of benefits and cost you prefer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

APPENDIX E, Focus Group Notes

CULLY

Cully Focus Group Notes

Note: These are notes taken while facilitating. They don't specify the individual responses of participants, only general responses.

This focus group consisted of a group of 9 predominantly Spanish-speaking women from the Cully neighborhood. Judging by their accents, most were of Mexican descent. The majority were mothers. Many knew each other, and have connections to Verde, the organization who helped us with outreach efforts and provided the meeting place. None of the participants had been to Forest Park before, but all were curious to know more about the park and its location. One woman believed that her son may have gone to Forest Park once on a school field trip.

What do you like about parks?

Walking, camping, places to eat, gather, and activities for children.

We especially like places where the children can swim.

It's important that it be accessible for us to get there.

The conservation of nature.

Are forests and parks different? How?

The participants were clear that parks and forests were different things, and had totally different uses.

"A park is somewhere nearby where can I walk to with my children, but a forest is a place where we go and spend all day, and we're ready to get dirty and walk and really get into the natural surroundings"

Forests: quiet, bird sounds, longer visit, longer trip, requires preparation, maybe see animals, places to camp

Park: close by, with children's activities such as a playground

Park Services

Air quality, place to exercise, place for children to learn about nature, preservation ("I think preservation is very important, I don't want them to cut down trees").

What prevents you from visiting?

Lack of information (I don't know how to get there, I imagine that it would take me three buses and if I do that, all my time is used up)

Access – I don't know how many buses it will take, or which ones to take.

Not knowing about the park and access – Not everyone knows how to drive and even those of us who do might feel nervous driving all the way over there. Especially those of us with children.

What kind of information would be useful?

Word of mouth, as not everyone is literate.

Informational meetings.

Signs on the sides of buses.

Flyers in community centers with maps of how to get there.

Information in Spanish (agreement all around)

Information about what is and isn't permitted, what animals and plants to see, what is dangerous.

Note: Interesting conversation happened in between these answers. One participant expressed that she was worried about whether we would cut down trees for recreational space if they said they wanted those things (camping, places to BBQ, tables, etc.). Others expressed the same feelings, and said they don't want trees to be cut down, and they thought it should be preserved as it is.

When asked whether access was necessary for them to value it, they said that no, it has value as a natural space but that they would be able to value it more if they could show it to their children, and if their children could see the animals and plants.

How would you contribute to pay for benefits?

Teaching children, recycling, teaching others how to care for the space

Note: Participants didn't perceive this as a question regarding monetary methods of payment.

How should we pay for these benefits? (This question was phrased in a clearly monetary way)

Taxes (note: participants phrased this as "some of our taxes should be taken aside to pay for these benefits", not necessarily that a separate tax should be put in place)

Entrance fee

Suggestion: family ticket

How much would you be willing to pay?

Not sure but I would buy a family pass of about \$10 to visit, and I'd probably visit twice in the year. (Two participants verbally agreed they would do so, some others nodded)

Money should benefit conservancy.

FOSTER-POWELL (by respondent number)

Introductions: Where do you live, how often do you visit Forest Park?

1. 79th St, visit about once per month
2. North of Powell, about 2 years since I visited Forest Park
I've biked the full length of Leif Erickson drive and hiked in the park.
3. Occasional hiking.
4. Visit every couple of months.
5. 78th St. Hike very occasionally, more when I lived on the west side.
6. Mt. Tabor, ran and hiked when I lived on the west side, visited for events. Haven't been in years.

Participants 7 and 8 came in after introductions.

What do you like about Forest Park?

4. It's well maintained and parts of it are accessible with children.
6. The quiet.
3. I've heard it's the largest park in a city.
6. It's nice to be able to get away from the city.
4. I've been lost on the trails (in a good way, and literally) I like that there's water (Streams) in the park.
1. The wildlife experience, frogs and salamanders.

What do you dislike?

4. The drive. It's hard to get to through the city, and the streets around it are small and congested.
3. The physical barriers. Steep hills on a bike. No direct public transit.
2. Travelling through the industrial area.
1. There needs to be more accessible access.
4. The lack of parking at the park.
2. The Audubon approach, the road is a commuter route, and there's no good bike route along it.
5. I feel like there's no room for error on the drive. It's easy to miss turns and I don't feel like I can slow down without being rude.
8. It's not a very forgiving drive.
4. Night or dusk visibility of the driving signs. More reflective signs would help finding the entrances.

What do you wish was different about the park?

2. It feels separate from the city. It is separate from the city. There's a residential buffer. The topography is difficult. I wish there was a more welcoming part of the city around the park or a gateway to the park.
7. Better parking especially by Upper Macleay. You feel like you're parking in people's driveways.

What are the benefits Forest Park provides direct users?

3. Exercise
8. Education, exposure to a forest and nature.
7. History, such as the Pittock mansion.
6. Quiet
8. Picnic areas.
2. Transport, people cut through the park on Leif Erickson. It's not very efficient, but it is pleasant.
4. Diversity, the park feels new every time you visit.
5. Size, and the novelty of the environments.
2. Learning about a wild place, seeing it change with the seasons. Local knowledge.

What are the benefits the park provides to indirect users?

6. Clean air filtered by the trees. Greenhouse gases.
8. Clean water
2. Local climate, it's more humid
4. It's beautiful.
3. Erosion control for people in the south hills.
1. Wildlife
8. Their air, water, and food are cleaner.
2. It's a natural wildlife corridor.
4. Small businesses near the park get income from people visiting the park.

Which of these benefits do you not experience?

3. Erosion control, since I don't live near it.
8. The natural corridor, the opportunity to escape the confines of the city. <I'm not sure if he meant that he didn't experience this, it seems out of place.>
2. The economic boost. There's more benefit to the west side.
8. The history. I like Oregon history, but I don't think a lot of it's very well publicized or easy to access.

How would you prioritize these benefits?

4. By surveying people?
3. Wildlife should be high.
6. Trails.
7. There's a tradeoff between access and wildlife. I think they're important, but there's a balance to be struck.
8. Preserve the beauty without limiting people. Especially the people living closest to the park, it wouldn't be fair to limit how often they can visit. But we need to preserve the park.

What if you could only preserve four of these benefits? What would they be/

1. Wildlife, trails, accessibility (for less able people, and different parts of town) lowest economic impact possible (economic sustainability).
2. Experience of nature (exposure, education), habitat, clean air/water, accessibility.
3. Habitat, pollution filtration, accessibility (it's a pain to get there).
4. Signage on the trails (I'd like to explore more, but it's intimidating. I've gotten lost, and I tend to stick to the trails I know now.), signage for access, outreach, education material? Signs maybe, I think brochures just get wasted.
7. Clean air/water, signage, maps are defaced, education (easier to get to, history of the park)
8. Education, accessibility, ecosystem, gathering places
5. Habitat, signage, education programs, trail accessibility
6. Low impact (clean air/water/habitat), signage

How should the park be paid for?

6. What do you mean? It shouldn't be paid for.
4. Is there a friends of Forest Park group? Maybe grants the park could get?
3. Property taxes.
1. Trade off tax, pollution or carbon tax on industry in the city.
6. How is it paid for now?

Survey Scenario

6. I've never heard of greater forest park. I don't understand what that is.
 3. Why is this area called Greater Forest Park? How did it become Greater Forest Park? Is it all operated by one entity?
-

-
8. Does that mean I'll be paying for someone's private land? Who's managing the land?
 3. If it's not just Portland, Portland shouldn't be the only one paying for it. People already visit the park from outside Portland to the west.
 3. How many people use the park now? What activities? From where?
 8. Getting to Forest Park. It's not in the scenario, but buses are in the survey. Ditto Horses.
 4. What is the situation now with horses and bikes on trails in the park?
 7. There's not enough alignment between the scenario and the survey.
 3. I'd like to know how dire or severe these improvements are. That would influence my decision. Would trail improvements be nice, or is there a safety risk?
 8. Where will streams be improved? Will we see them?
 7. What's more at risk? The streams or the forest?

Survey

4. What's the connection between the improvements and the current situation? What would be the impact to users of these changes?
7. Where would we get the biggest bang for our buck? What's worst off?
6. I don't know how many reaches of stream or acres of forest there are to restore.
4. Can the bus questions be combined? It's kind of confusing. Maybe just a single accessibility attribute?
3. There are weird tradeoffs. It's no clear why some areas are going up and others down between the options.
8. I'm mentally trying to make connections between changes in attributes. For example, would the smaller amount of forest restoration in choice B be focused around the streams and that's why there's more stream improvement?

What option would you choose?

1. B. There's more transport.
2. B. Confused by the number of tradeoffs though.
3. B. Except A has the signage we all want.
4. I think users should get a choice on each attribute and how much they'll pay.
7. A. All this for \$10, it's a deal.
8. A. It seems less exclusive.
5. A. Bus service is already pretty bad and I don't think this will help enough. People will drive anyway or get rides with people who own cars.
6. B

What do you think of the payment method?

3. The way the arts tax is collected and enforced is weird and I don't think it's effective. I think a property tax would be better.
6. I agree.
7. I agree
5. Day pass or an annual pass. Maybe a parking fee like some of the other parks.
8. I'd go less often if there was a fee. Just enough of a barrier to make me consider something else.
3. Everyone benefits from the park even if they don't use it, so I think a tax is better. But people need education on what they get from their taxes.

How much would you pay?

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- 3. The \$35 art tax is a benchmark for the benefits of living in Portland. I think people would pay that. For me personally \$45-50
 - 4. \$20 at most. It's only for one park. One people may not even use. Might be able to be higher if it went to all parks, but mostly to Forest Park.
 - 7. There are a lot of accessibility issues for getting to Forest Park. I don't think you can charge e that much for somewhere that hard to get to. Even \$20 seems high to me.
 - 3. Maybe an income tax, but you can't really piggy back on State taxes for the city.
 - 4. I think a voluntary fee, or an opt-in tax.
 - 7. Maybe something other than a tax?
 - 8. Vending machines or something in the park?
 - 3. A corporate tax? A tax on polluters in the city?
 - 7. Who would pay the tax? Just Multnomah County? What about Washington County or areas further west?

HILLSDALE (by respondent number)

Hillsdale Focus Group – April 5, 2016

Introductions:

1. No experience with Forest Park. I just moved to Portland.
2. I live in Collins view neighborhood. I used to go quite a bit to Forest Park with my dogs. I liked the feeling of being in the forest and being able to see the river from the viewpoints. I know it's huge and has lots of trails. It's also nice that it's close to downtown and.
3. I was forced to go pull ivy in Forest Park as a teenager as punishment. I started going on my own years later as an AmeriCorps volunteer. There are beautiful views and hiking. I'm currently disabled/injured, so I can't enjoy it now, but I hope to again in the future.
4. I just moved to Portland, to the Burlingame neighborhood. I've been a couple of times to the north end, and I love it.

What do you like about Forest Park?

2. It's so huge; you can get away from everything. It's quiet because it's huge. I think it's cool it's the biggest urban park in the country.
3. I second what 2. said. It's beautiful. It attracts tourists and people to move to Portland. It feels like a nature preserve in the city with the trees and forest animals. I like that it's a huge area not destroyed by urban development. I'm glad it exists even if I can't visit. It's part of Portland's personality.
4. Air quality in Portland is bad. The trees help and I'm glad they still exist. It's an escape from the city. I have a dog who doesn't like the city I like to take there. I'd like to learn more about the plant and animals in the park.

What don't you like about Forest Park?

2. It's hard to find trailheads. Maybe because it's so big. Tryon Park has tons of signs though and a handicap trail. I don't know if Forest Park has handicap trails, but it would be good it did.
3. I haven't been in a long time, but I'm not sure where a good place to enter is. I'm not sure about the difficulty of each trail either. I don't want to get half way down a trail and get stranded. Better visibility of the entries would be helpful.
4. I haven't seen markers of distance or elevation on any trails.
2. There aren't a lot of trail markers with names of trails trail crossings.
1. I've heard about Forest Park from friends and family. Some parks in LA have markers to falls or peaks worth seeing. It doesn't sound like Forest Park has those.

Introduction to Forest Park.

What do you think the most important benefits you receive from Forest Park are?

2. It cleans the air and water.
4. Wildlife habitat, the number of species living there.
3. The size of the park. It can support more variation.
2. We're trying to have a green way through the city, but in Forest Park there's more space for animals to move, they don't have to stay on a green way path.
3. I've taken high school students there to volunteer. I think service is a benefit. And the beauty, how could you give that up. We need 10 times more.
2. You can see the green expanse from around the city. Maybe tourists want to visit it and will want to move here.
1. It's a good escape into nature from the concrete. Mental health. In NYC, Central Park was very important to me.

How do you experience those benefits? What benefits don't you experience? What benefits do you experience indirectly?

3. For native Portlanders, protecting Forest Park is in the same vein as other environmentalism. It's part of Portland's identity and values. Parks in general are.
2. I'm proud to say I'm from Portland when I travel because of places like Forest Park.
4. It's part of Portland and the Pacific Northwest's personality. I'm from Seattle originally. The connection between wild places (wildlife connectivity) is important. The forest improves the city, even for people who don't visit Forest Park.

1. I was surprised that it cleaned the air and water, I didn't realize it helped those. I think clean air, water and habitat are important.

How valuable do you think those benefits are? How do you value them?

4. Really highly, I wouldn't have moved here without nature nearby. I value the access to it. I value preserving land. It aligns with my morals.

2. I think it's more and more valuable. Builders cut down every tree when they develop a block. We won't have any left without publicly held lands. It's part of why I moved here too. I'm disappointed to see what's happening with trees cut down.

Are you willing to contribute to protecting these benefits and if so how?

3. I already have by volunteering to pull invasives. I don't have much more capacity (financially or physically) but I encourage others to volunteer. I worry that if something happened to the park it would be permission to bulldoze everything.

2. I've helped fix trails and pull invasives. I vote for money to go to it. I figure it's in my city taxes.

4. Getting more people out, it gets more people involved in caring about the space. Knowledge leads to passion to protect it. Raises awareness to gather support to protect it.

1. I think people would probably donate to benches. Not me, but others. Knowing a specific place makes more sense to pay for than a whole forest.

How much would you pay for the benefits from the park?

3. If there was a special event there. Art or something like Shakespeare in the park. A date night type of event. \$20/person for a couple of hours.

Would my taxes go directly to the park? Is it adding to maintenance or to a new project?

2. Some sort of day use fee?

3. I don't like the idea of a day use fee. It would keep people out. Homeless people or other people who can't afford to pay still have a right to visit.

4. I agree. I feel it's just catering even more to people with money. Portland is already getting really expensive. A donation box for day use would be ok though. I'd donate to a fundraising campaign.

Scenario and Choice Experiment

Is there anything missing from the narrative? Do you think it's clear?

4. There's no explanation about why you need my money. If you're already getting public funds and donations, why do you need more? There's no sense of urgency. It felt a little manipulative to read all about the park then ask about money at the end. Provide an explanation of the survey (that it's hypothetical) earlier in the scenario. Be more straightforward that you just want peoples' opinions.

3. I want to know reading this if the park is under threat.

What do you think about the survey? Is what you're supposed to do clear?

3. What's the need? How crucial is it to the environment? Is it require versus would it be nice to improve? I'm more interested in dire situations across the board. Shouldn't throw money at the park just because there's money available. It's not clear that the streams are in danger.

2. Some information about a study of the streams with species dying out would be motivating.

3. How much does a stream cost to rehabilitate?

What if the baseline is a slow degradation and the costs are improvements from that?

2. Maybe, but maybe the yearly maintenance is working ok.

Are these questions that come up generally or because of the narrative?

3. I guess it's generally. A crisis is different. A species going extinct is never coming back. Safety (a murder) is never coming back. Trails and bus stops can be replaced.

Is it clear the bundles/options are connected?

4.,1. Yes.

2. Initially unclear. Some parts of A are clearly better, some parts of B. are better, but I figured it out.

Do the options create a clear story for you?

1. Not entirely, people parking won't care about buses.
2. I do. Even though I drive.
3. Better buses would encourage more people to ride the bus.
1. I ride the bus, but I assume most drivers won't care about buses.

What pops out first when you read the survey?

3. Why now? What's going on that Forest Park needs protection?

Which of the options did you choose?

3. B. I couldn't afford \$50. I can't afford my Arts tax. Right now I can afford \$0. I'd be willing to pay \$500 if I could. Most of my friends couldn't afford it either. Maybe \$20 as a price for everyone. My parents maybe \$200-300/year. They're in a different tax bracket. Maybe a tiered tax.
2. A Seems like a good deal. I'd need more information to pick B. If it was Tryon Park (closer to my house) I'd pay more. \$10.
1. C. Because I can't afford anything right now. Normally A. I think most people would pay \$10. In general for parks, more for myself.
2. If it was taxes, probably more. It's nice knowing everyone's contributing.
4. A. Except for the more parking. I've always been able to find parking. Is that space coming out of the forest? Otherwise all good environmental improvements. Access is secondary. People could contribute to ride shares without a tax if they cared. \$10-20 is possible.

What if the costs were closer together?

2. Forest and stream and trail restoration seem most important. I might consider B. if they were closer though. A park near us replaced a bridge. It could have been a recycled bridge, but then it turned out to be about double a new wood bridge. So I'm glad we got the figures before we decided.
4. What's a minor versus moderate improvement to air quality? Not a big sticking point though.
1. I doubt people will study it that closely.

SKYLINE (by Respondent Number)

Skyline Focus Group – Apr 7, 2016

Introductions:

1. Lives adjacent to Forest Park, former forester.
2. Lives adjacent to Forest Park. Likes Forest Park because it gives a reason for the neighborhood to stay rural since its part of the wildlife corridor to coast range.
3. Lives near skyline road. Lived in Portland 49 years. Haven't used Forest Park much, but love the idea of Forest Park and the existence of wilderness. I think we should apply science to the maintenance of the park, not political decisions. I'm for access and equity, but it's more important to preserve the park.
4. Lived here since the 1970's. Live near Forest Park. Road traffic to the park impacts me.
5. Married to 4. I think it's important not to do anything to harm the wildlife.
6. Own land bordered on two sides by Forest Park. Bought in 1964 and moved in in 1976. Use is important to us.
7. Married to 6. Enjoy walking in park, view, and wildlife.
8. Studied Forest Park in graduate school. 5th Generation Oregonian. "UWILD" five unique traits of Forest Park.
9. Live adjacent to Forest Park and want to preserve it. Lives with 10.
10. Doesn't think problems with the park are being addressed.
11. Working to protect park and land around it from development.

What do you like about the park?

8. Love the natural resources management plan. There are three goals of the law. Ecological health. Passive use only. A place for spiritual replenishment.
6. The tranquility, beauty, quiet, deer, trillium. Living nearby.
11. Wild life, recreation, ecosystem services.

What don't you like about the park?

10. We have a management plan, but its not be followed or funded and it's being worked around. Forest Park Conservancy is dropping the ball. We need a study of carrying capacity. People are trying to increase use without knowing what the park can take. There are no legal single track bike trails in the park. It's going from the philosophy of John Muir to Walt Disney. (Most of the table shares his concerns)
11. Off-leash dogs, bikes on the wrong trail. Lack of enforcement (all agree).
7. Access is a negative for me. Our road isn't owned by the park. We get traffic to the park, but no maintenance. People park everywhere and turn around in our driveway. We need signage. We see cars from out of state and local. It's dangerous. We have to haul our garbage to the next road because the garbage truck gets blocked. (All agree)
2. To clarify, 7 lives on Fire lane 1.
8. I worry about safety with illegal bikes. (Agreement)
11. There is inadequate parking around the park. (Agreement)
1. Some roads have been closed, but there's not enough parking.
7. We have classes from PSU and other schools that use the road. I don't think they're signing up properly. There's a permit process. I think people want to do the right thing, but they don't know what it is.

Introduction to Forest Park:

Which of these services is important to you?

10. Yes it provides services. Even without visiting. But normal population growth is putting more pressure on Forest Park. Asking people what they want is the wrong thing to do. Need to preserve the forest first. The resource is valuable, if recreation threatens the resource it can't happen.
9. What are you trying to get from this focus group?
4. The park meets our needs well. Living on the edge of it. Lack of access for us is a blessing. Macleay Park takes the pressure off of us.

-
6. A short distance away the experience is different. I have to wait in line to get home. We can't use services we pay for (garbage, etc.) Our lives are impacted by access.
 11. Clean air, water, carbon sequestration, hiking (All agree).
 8. Forest Park watersheds are the most pristine in the Portland Metro.

How do you value Forest Park?

(All place a high value on Forest Park)

1. Forest Park is a regional asset, not just a neighborhood or city asset.
11. State level resource.
6. Basic budgets are supposed to support... (didn't catch details)

How should services be paid for?

2. Many of us are involved in land use laws including laws about the streams which can be affected by development. We've manage to use the city to protect the forest. Taxes.
3. Taxes.
9. Have to have enforcement before fines can help pay for the park.

How much would you be willing to pay?

9. We need to have accountability for the funds first.
10. There is no accountability. There's one ranger. Politicians want to do new things not maintenance.
3. \$500 annually. (Three people)
11. \$100
6. I think there should be tax credits for in-kind work (removing downed trees on the road)
10. There's an e-zone on my property. I can't use it because of the park. I'm already paying.

Scenario

Is it relevant, clear, and practical?

11. Never really explained why you're doing the survey. (3-4 people agree)
10. The bottom paragraph is wrong. The law says habitat is the priority for the park. (3-4 people agree)
1. What do people pay now? Came up in reading the scenario.
7. Agree, what's the park budget now?
2. Need to provide funding for wildlife research before we do anything else. (All agree)
8. Forest Park is guided by land use laws. People need to understand that we can't do everything.
10. This mistake is being made constantly. Asking what people want without boundaries is wrong. It sets people up for disappointment.
1. Start the survey by stating the law. (Majority agree)
11. City does have the option to change the plan.
10. But they haven't, not legally.
11. Section at the beginning should come at the end. Start with why you're doing the survey, then introduce the park.
3. You're asking specifics to create a broader plan. But the options are all jumbled.

Choice experiment:

1. Undecided.
3. Undecided.
4. C. because it's the only one that doesn't have more impact.
5. No choice, don't like any of them. Can't choose C because the park needs restoration.
6. I didn't know what to do, it's just a jumble. We don't have buses up here.
7. I didn't do it.
9. I changed it. More restoration of habitat and trails. Scratched out recreation and didn't answer the bottom.
8. Remove recreation. It's not part of the management plan, and I think people would be more comfortable making a choice focusing on recreation.
10. I think most people at this table are thinking about preservation. I didn't choose. Need to do the studies first.

11. I didn't choose. Add the directions at the top. I'm horrified by the packaged. Take the bus questions off. That's a Trimet responsibility, not the city. Move the last row to the top. The attributes have different magnitudes of cost that don't line up.

4. Add a check box on each row so people can choose.

10. The management plan had approximate costs for each item.

7. Are we the only focus group adjacent to Forest Park?

4. I couldn't choose an attribute without a plan for input by nearby people.

7. I was thinking about the cost national park passes.

4. Something like the Sauvie island pass is an option.

10. The snow park pass is \$10. You can't ask what people will pay when they don't know what things cost. Switch the art tax over to the park.

Other suggestions?

10. There's nothing about rangers. We only have one part time ranger.

11. Need enforcement as an attribute.

10. Forest Park is managed for the resource for preservation, not recreation.

8. Bring it back to the law to reduce conflict and disappointment.

10. Add off leash dogs, geocaching and motorbikes on every trail if you want, but they're illegal.

11. I don't like a parking fee, because it changes to paying for recreation. That shifts the frame away from protecting the park.

3. It says air quality improvement near the park. I think air quality around the city is improved by the park.

10. Maybe it's not how much we pay, but who pays. A state or regional tax would be better.

3. Industrial tax on businesses who's air the park is cleaning.

ST. JOHN'S (By Respondent Number)

Focus Group 2 – St. John's Neighborhood, Mar. 22, 2016

Introductions:

6. St. John's, walk in Forest Park often, son pulled ivy in Forest Park. I know it provides oxygen and takes away greenhouse gasses.
8. I've explored both ends of the park.
7. St. John's, recently moved here, and I haven't explored Forest Park yet.
9. Hike in Forest Park every couple of weeks, I'm aware of the debate or conflict over use of the park.
1. Linton, visit Forest Park weekly to unplug mostly around the Salzman area
2. Next door neighbors with 1, hike together from time to time.
3. St. John's not too familiar with the area or Forest Park, recently moved here from California.
4. Lived in St. John's all my life. Helped clean trails. I spend more time there in summer with my daughter.
5. Moving into the neighborhood (St. John's) Used to take high school students to Forest Park, but not for 10 years now.

What do you like about Forest Park?

1. The quiet, and that it's quick to get to.
6. I like to hike, but it's not a lot of driving.
7. Having nature close by. It's quiet and peaceful.
1. I don't feel afraid, it's nice to have a few people around, but it's not crowded.
5. It's unique, the only natural environment in Northwest Portland. It's an opportunity for city people to be exposed to nature.
9. Trail are well kept and the signs are good.
8. The diversity of trails.

What don't you like about Forest Park?

8. I've heard stories of people breaking into hikers' cars.
2. I've seen a lot of broken car glass in the parking areas.
5. Safety for women. I've heard of some issues. Especially with people camping there.
4. People not following leash laws. I worry peoples' dogs will bite or scare kids.
7. I agree, I don't want dogs jumping on me.
9. Mountain bikers on trails. I've had close calls with them.
6. I've had close calls with mountain bikes too.

Are the rules for bikes and dogs clear?

9. Yes, people just aren't following them.
6. Maybe not. They're not continuous. You might start on a trail that's ok, but end up on one where it's not.

What do you wish was different about the park?

Introduction to the park.

What do you think the most important attributes of Forest Park are?

Habitat

Old trees (2nd growth)

Diverse people

6. Space without invasive species.

5. Education

1. Clean air and water.

7. Greenhouse gas removal

2. Encroachment. The size of the habitat seems important.

7. Agree, especially as we lose smaller green spaces.

What benefits do you experience, or not experience?

2. Hiking, and it seems cooler there. When you drive past with the window open, you can feel the cooler, cleaner air. You can feel the lack of pollution, the wilderness feel and smell.

3. You can tell difference in the air. Los Angeles smog versus Portland air. That's a direct benefit.

7. View for homes in the area. I'm sure it helps property values. (About five people agreed with this).

5. Seeing the park on your drive, it reduces your stress.

5. Clean air and water. The environmental factors improve quality of life near the park and away from park.

6. Exercise opportunities.

7. Relaxation.

How valuable are these benefits.

3. Valuable, it's not similar to a lot of places I've lived. The shade is really nice.

2. It's affordable to visit. There are a lot of parks in the city, but it's the only place to walk for hours. And it makes you proud of the city, and responsible. I'll pick up trash while I'm walking in the park.

1. Its accessible, easy and close to get to.

6. It's hard to imagine the absence. I think that would be a significant cost.

4. It's uplifting. I just visited New Mexico. Everything is grey and brown. I couldn't wait to get home, the greenery is beautiful.

8. I came from Fresno. There are a lot of farms and smog there. Nature was a draw to move to Portland, not Forest Park specifically, but in general. It's good to be able to avoid the summer heat in the woods too.

5. There's an economic value. Fresh air and water. Economists can value the cost with and without the park. People with low income can't visit Multnomah Falls, but this is close, and it improves their quality of life and health.

How much or how would you be willing to contribute to the park?

7. Volunteering to clean up. (About 3 to 4 people agreed with this).

6. My kids have done volunteering.

1. I clean up as I hike. Move sticks off the path, that kind of thing.

5. 50% of people who <didn't catch> don't contribute. I don't think volunteering is enough. Maybe not a tax, but bikes are more destructive. Maybe charge \$30/ year for them to use. A mandatory payment.

4. I think you'd be surprised how many people would support it. At Sauvie Island there are areas you can't use anymore because people didn't take care of them. Charging a bike fee would be unfair.

How do you think the park should be paid for?

8. Walk or run for charity. You'd raise funds and awareness for volunteer opportunities.

3. High school certificates for volunteering, that helps students get hired later.

What about monetarily?

6. A voluntary contribution similar to OPB. Maybe a tax, an income tax. Or a park bond.
5. Example, the art tax is a failure. Fee on more intensive users would be better.
6. At least here you know where it goes.
7. Fred Meyer rewards program linked to a selected charity.

How much would you pay? Per year?

7. \$10, not much but something.
4. \$10 per person adds up to a lot.
9. Option for a couple of off leash areas, I'd buy a \$30 park pass that included that.
7. I like that too.
6. I already buy recreation passes, Forest Park is closer, and so I'd pay more for that.
5. The Art Tax created a lot of resentment. I'd go with a fee, to a trust that only paid for Forest Park.
2. It's beautiful, it's a nice part of the city. I don't think people know enough about it. It's a money maker if you used it right. Put in a slide, have an annual event in the park. Create excitement. That would bring out people would volunteer and pay. I'd pay \$10 for an event held in the park.
7. That's appealing.

Read the scenario and choice experiment.

9. What is the time scale for these changes? Is everything happening all at once or in a single year?
6. Buses are important here (St. John's) and service has been cut. Tying communications to a direct need is important. Localization is important for marketing. If it doesn't apply to people, they'll tune it out. Jenny (Attendee pointed out that Sunday bus service had been reduced or cut across the St. John's Bridge in previous years, and so transit is a relevant community need (to FP usage). At least one did not own a car.)

Pablo asked does the scenario reflect underlying need.

6. St John's localization movement was mentioned, opportunity for better FP marketing.
9. I was thinking, safety, but I'm not sure what could be done practically.
Jenny: (Against vandalism, there could be signs, trailhead cameras... one could take the bus instead)

Pablo asked did the attributes make sense.

5. Education can be difficult in schools or to educate the public. There's always a resistance to tax because people don't understand the (future) value. An effort should be planned and not sporadic.
7. Seems self-explanatory (some assent from other members)

J –four said the choices make sense.

5. Forest Park is unique because it is a forest. Too much parking and signs will detract from that value, as in Gabriel Park, which has a small forested section.
 2. City funded and Forest Park Conservancy funded activities are on the same page. That's kind of confusing.
 6. One option is more expensive, but you seem to get less, 5000 vs 1000 acres. Question about that.
Pablo asked – What do you think about taxes? Payment method, annual cost? Once a year versus direct to the source?
One guy suggested a use fee. Someone mentioned a non-use tax.
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8. Straight to Forest Park seems pretty good, not too much. (I'm not sure what this means)
 5. People don't like taxes.
 6. I think taxes are good, makes you appreciate the value of things more. J - "People don't value it if they don't pay for it" they need to 'make an investment'. She'd find it "easier to pay \$10 than to pull ivy."
 8. I'd be more willing to donate directly.
 9. Household versus individual cost was confusing. People have different housing situations.

What if you cut the difference in half?

7. Wouldn't make a difference in my choice.
4. Seeing the benefit would make a difference. The road tax goes up and up, but the roads still deteriorate. 'I see the sinkholes up to 6 feet deep so the money is not being put to good use'. But he can take the family to see Forest Park – yes!

Concern about whether Beaverton would not pay, or pay less than City of Portland residents.

Max value you'd pay or think others would pay for your choice?

9. No change, \$20
8. B (for trails and streams), \$20 me, \$20 other people (the price of skipping dinner)
7. A (because of bus stops, no car), \$20 me, \$15 other people
6. B (more buses), \$20 me
5. B, \$20 me, \$40 if I biked more, \$0 if I just walked.

Suggested a low-income waiver or that one could volunteer instead, pulling ivy, 20/hours a year. Talked about how not all users pay tax. Taxes obstruct and create resentment. Wants fee based on use.

4. B, \$20-30 me, \$30
- Worth skipping a meal. Start with by the household, see how far it would go.
3. B (designated trails/bike), \$30, \$30 single/no kids.
2. \$20-30 me, others less.

Do not see some attributes as important. Some people have no WTP, with Portland's cost of living and taxes. Schools and parks.

1. B (forest and streams), \$20-25 me, \$5-10 other people.
- Rehab is most important, than signs or parking.

St. Johns 3/15 - Jenny's notes for second half (also added in above).

Survey comments summary:

Would the column of attributes be implemented all at once? What is the timeline?

Seemed to be resistance in WTP due to uncertainty of future values.

Some complaint about too many parking spaces/signs and favorably comparing FP to Gabriel Park.

Seeking clarity about city vs. privately funded attributes.

Some agreement with the expressed idea that people "don't value something if you don't pay for/invest in it"

Some preference to donate to a designated FP fund, as opposed to larger park fund.

Concern about charging for household vs. individuals, due to different lifestyles/housing sizes.

More WTP if public sees money put to use and making a difference. FP great visual to bring family to see and support, as opposed to poorly maintained roads/sinkholes. (This has implications for public relations - how the improvements to FP would be communicated to the public in order to demonstrate value of the investments by the public).

Concern about increasing cost of living and effects on the public... (People may talk about this in generalities - without getting into specific personal experiences of the economy and how effects WTP).