



Appendix C: Trail User Survey

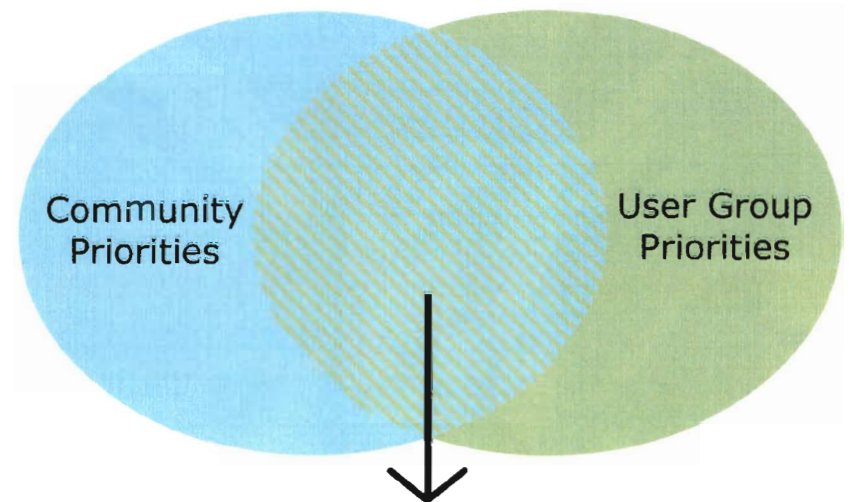
INTRODUCTION

In February 2012, Celilo Planning Studio distributed the online Trail User Group Survey. This survey aimed to collect data about how various recreation users experience the Columbia River Gorge: what they purchase, where they stop, and what they do. The responses from the survey were an important factor in the development of the recommendations in *Connect Cascade Locks*.

Although trail user priorities were critical in the development of recommendations, this was balanced against community priorities. Community priorities were identified by the Community Survey (Appendix D), public workshops (Appendix E), the public open house (Appendix F), and other community meetings and played an important role in determining the recommendations as well.

In total, the results of 1,102 respondents are analyzed in this report. An additional 189 individuals responded to the survey after the deadline and are not included in this report. Those responses may be included in future data analyses.

The survey was distributed through user group listservs and was advertised in several news sources, including *The Hood River News*, *The Oregonian*, and *BikePortland.org*. There is no response rate because we do not know how many individuals saw but chose not to take the survey.



Trail-related

- Trailheads in town
- More wayfinding signs
- Hiker/biker campgrounds

Business-related

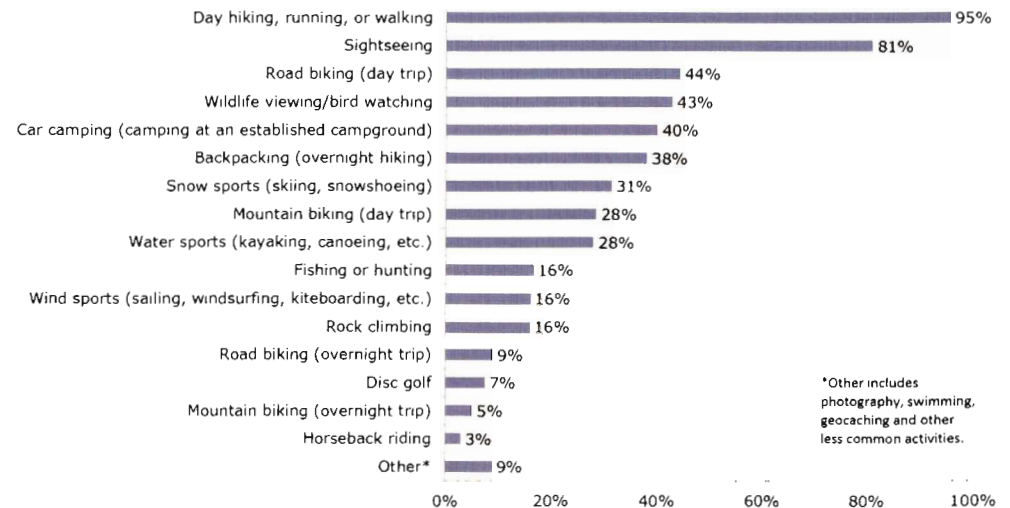
- Better web presence
- More visitor information
- Eating & drinking options
- Snack food options

ACTIVITIES

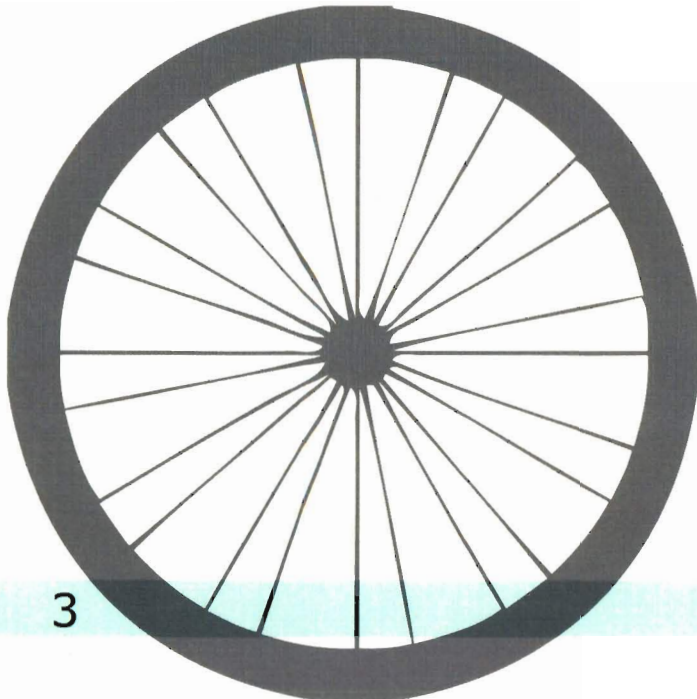
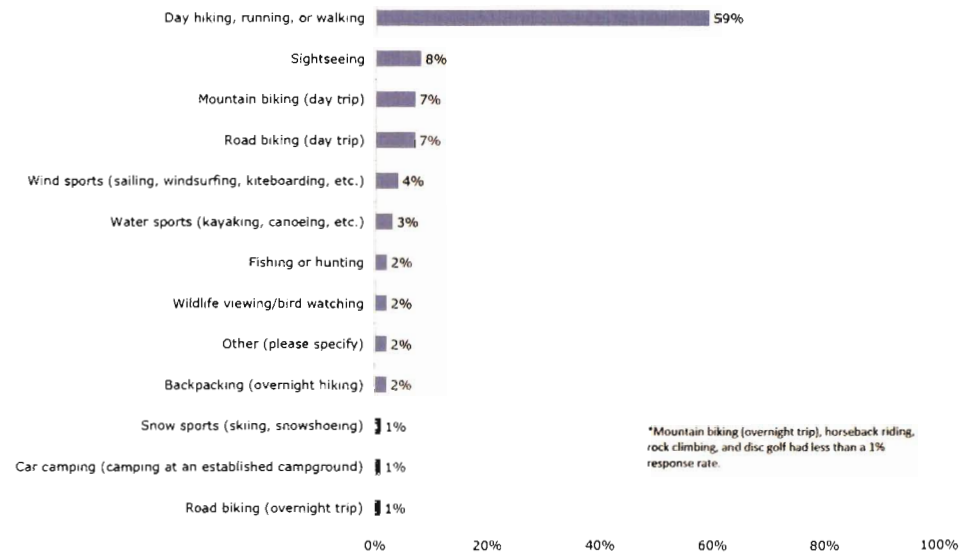
The respondents participate in numerous recreational activities, with hiking, sightseeing, and road biking being the three most common.

When asked which activity they most commonly participate in, respondents overwhelmingly chose hiking, running, or walking. Other activities, such as sightseeing, mountain biking, and road biking are also frequent activities.

Which of the following activities have you ever done in the Gorge?
[Select all that apply] (n=1,050)



Which recreational activity do you MOST FREQUENTLY do when you travel in the Columbia River Gorge? [Select one] (n=1,057)

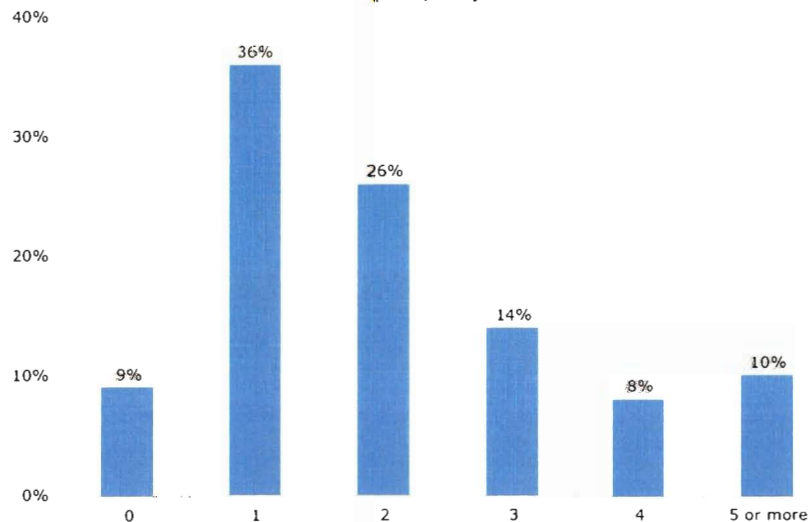


ACCOMMODATIONS & TRAVEL BEHAVIOR

Visitors to the Columbia River Gorge enjoy a diversity of accommodations. Half of the respondents stated they had stayed in a campground in the Columbia River Gorge. More than a quarter have stayed at economy or mid-range hotels.

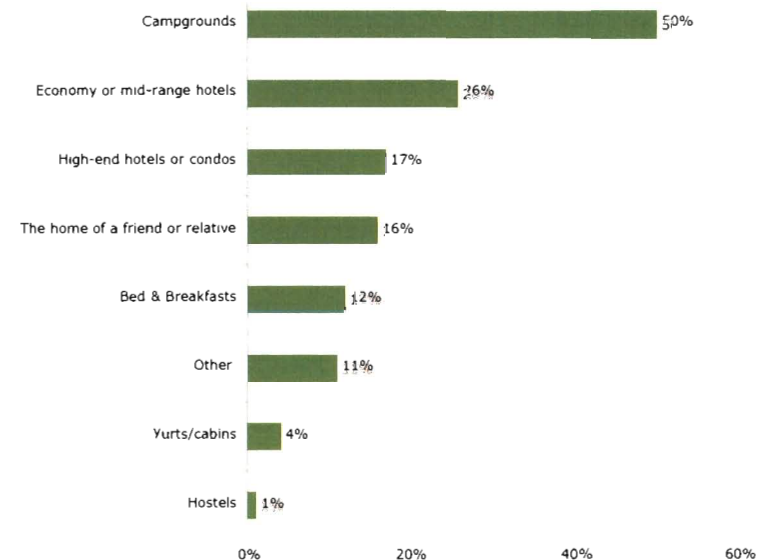
Nine out of ten people who visit the Columbia River Gorge travel with other people. Groups of two and three are the most common.

How many people (in addition to yourself) did you travel with on your last recreational activity in the Columbia River Gorge? (n=1,043)

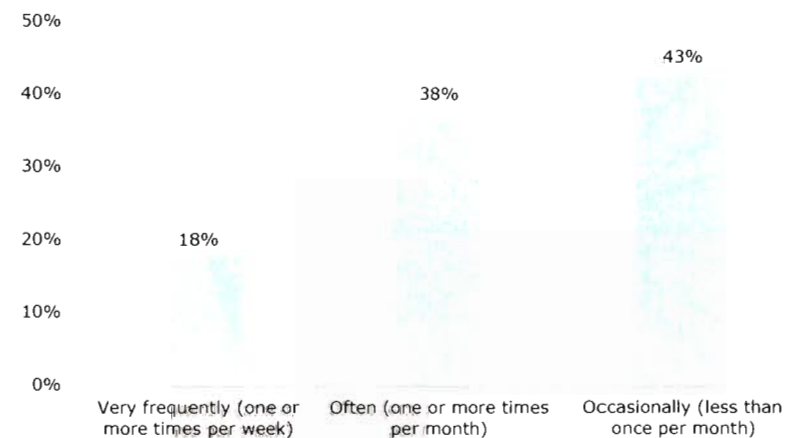


The respondents are frequent visitors to the Gorge. More than half of respondents reported that they visit the Gorge on a monthly basis.

If you have ever stayed overnight in the Gorge, what kind of accommodations did you use? [Select all that apply] (n=836)



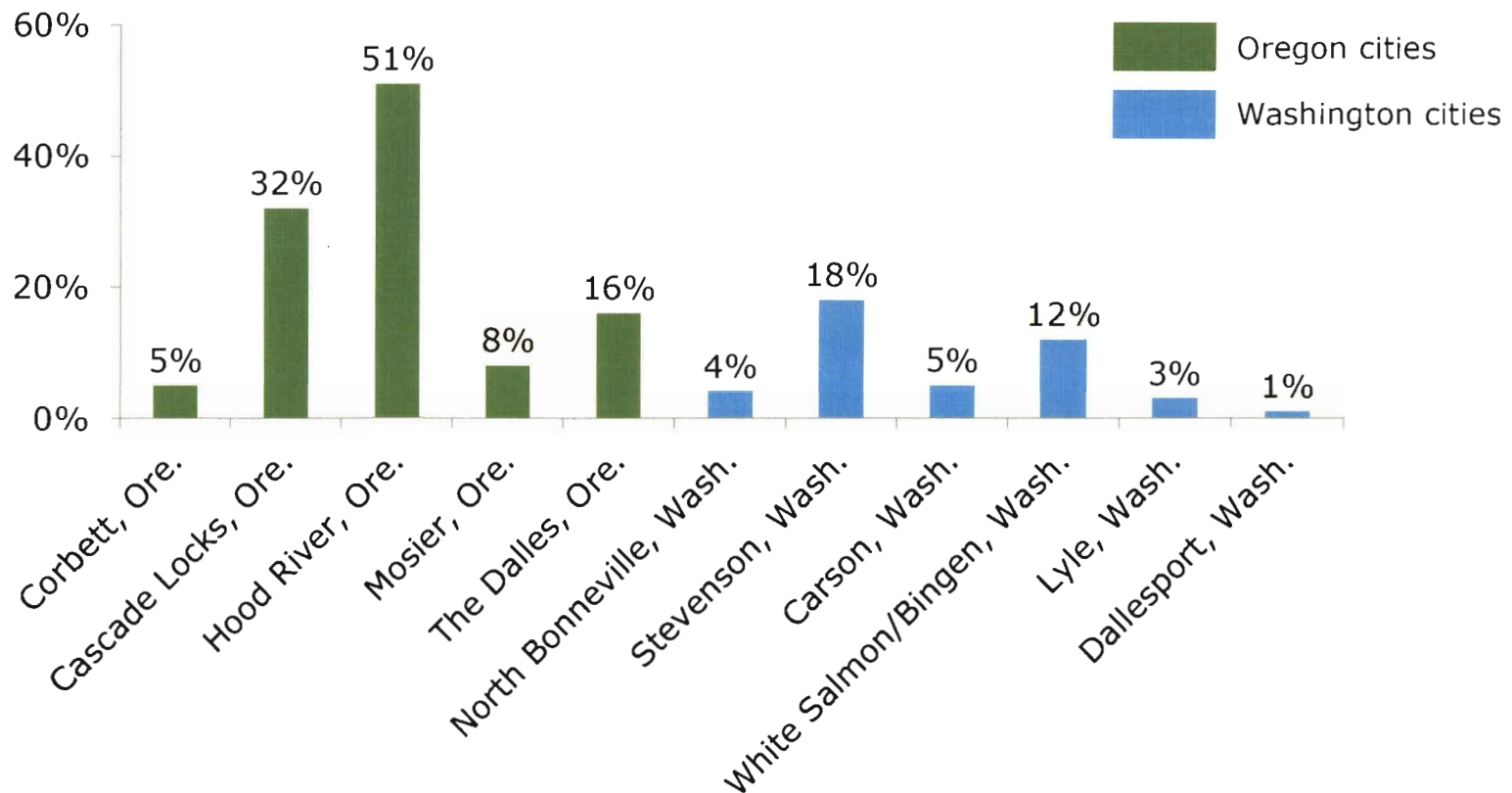
How often do you participate in recreational activities in the Columbia River Gorge? (n=1,045)



TRAVEL BEHAVIOR

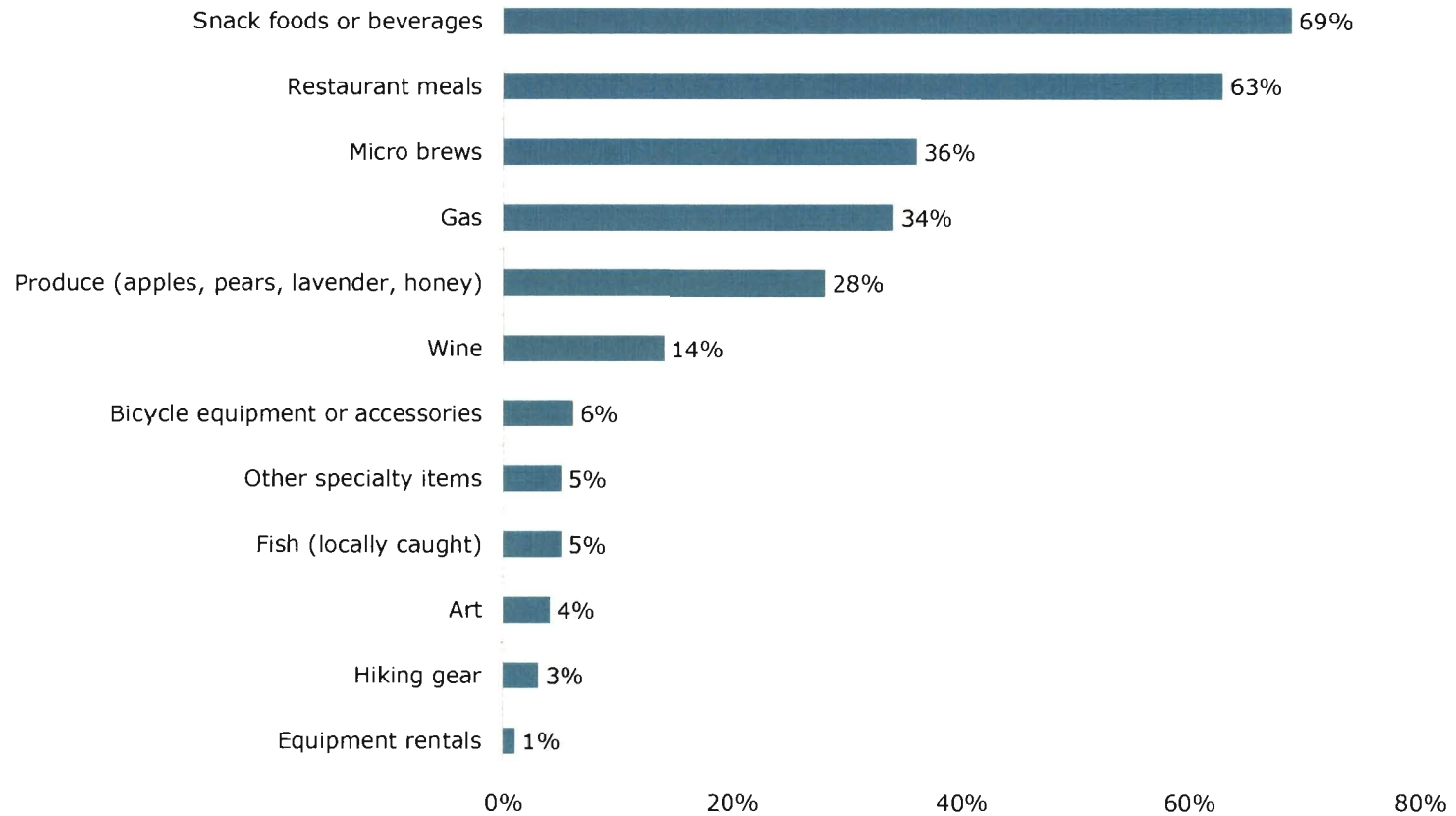
After the city of Hood River, Cascade Locks is the most common place for visitors to stop for a purchase. The respondents tend to stop more in cities on the Oregon side of the Columbia River than on the Washington side. Our results could be skewed because of the large number of respondents who live in the Portland Metropolitan area. For those respondents, I-84 is the most convenient route to the Gorge and may explain why so many of the respondents stopped for purchases on the Oregon side of the river and not the Washington side.

Where did you stop for purchases on your most recent recational trip in the Gorge? [Select all that apply] (n=1,045)



PURCHASES

What kinds of goods did you purchase on your last recreational trip in the Columbia River Gorge? [Select all that apply] (n=868)



Food and drink are the most common purchases in the Gorge. Sixty-three percent of respondents purchased restaurant meals and 36% purchased microbrews. Produce and wine were also included among the most common purchases.

POTENTIAL MARKET

For several activities, more individuals said they would like to do the activity in the coming year than have done the activity in the past. This suggests that the interest in recreational activities is growing, particularly among the sports that need trails. For instance, in a previous question, 38% stated they have backpacked in the Gorge before. According to this question, 47% of respondents said they would like to go backpacking in the Gorge in the coming year. This suggests that the Gorge could attract roughly ten percent more of the respondents this year.

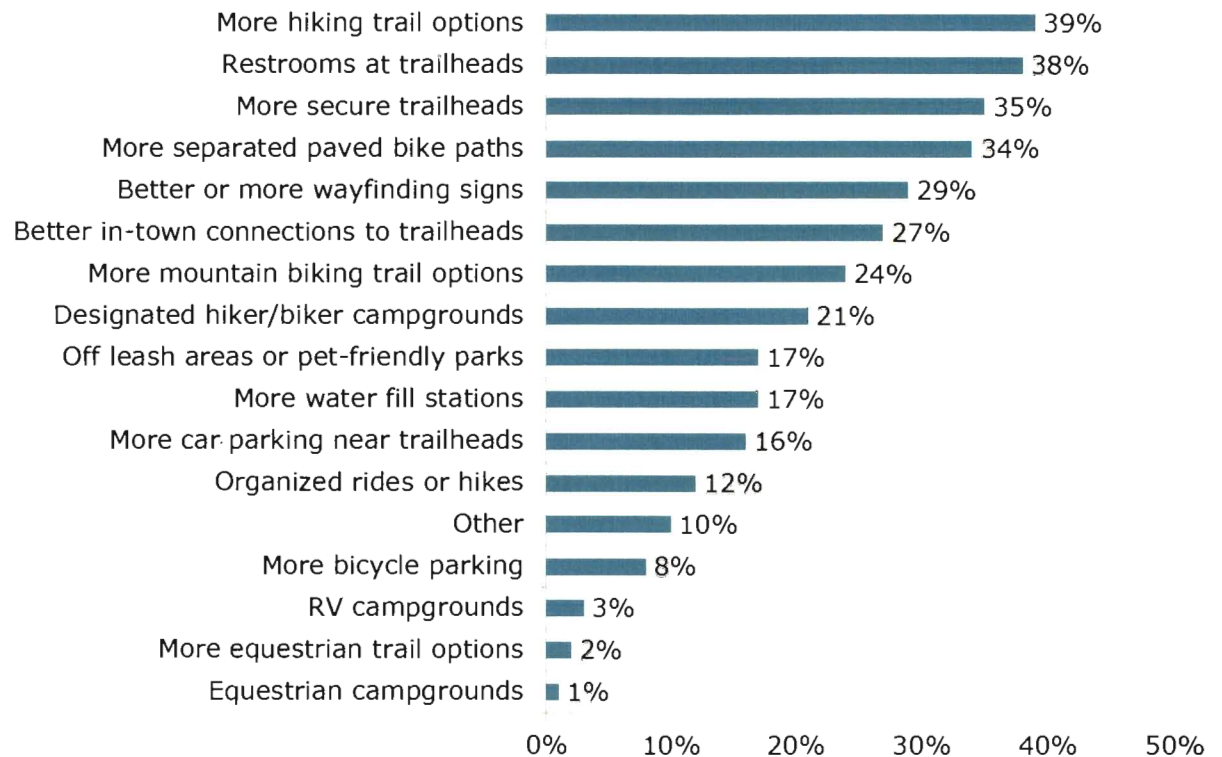
In the next year, which of the following recreational activities would you consider doing in the Columbia River Gorge? [Select all that apply]
(n=1,017)



TRAIL AMENITIES

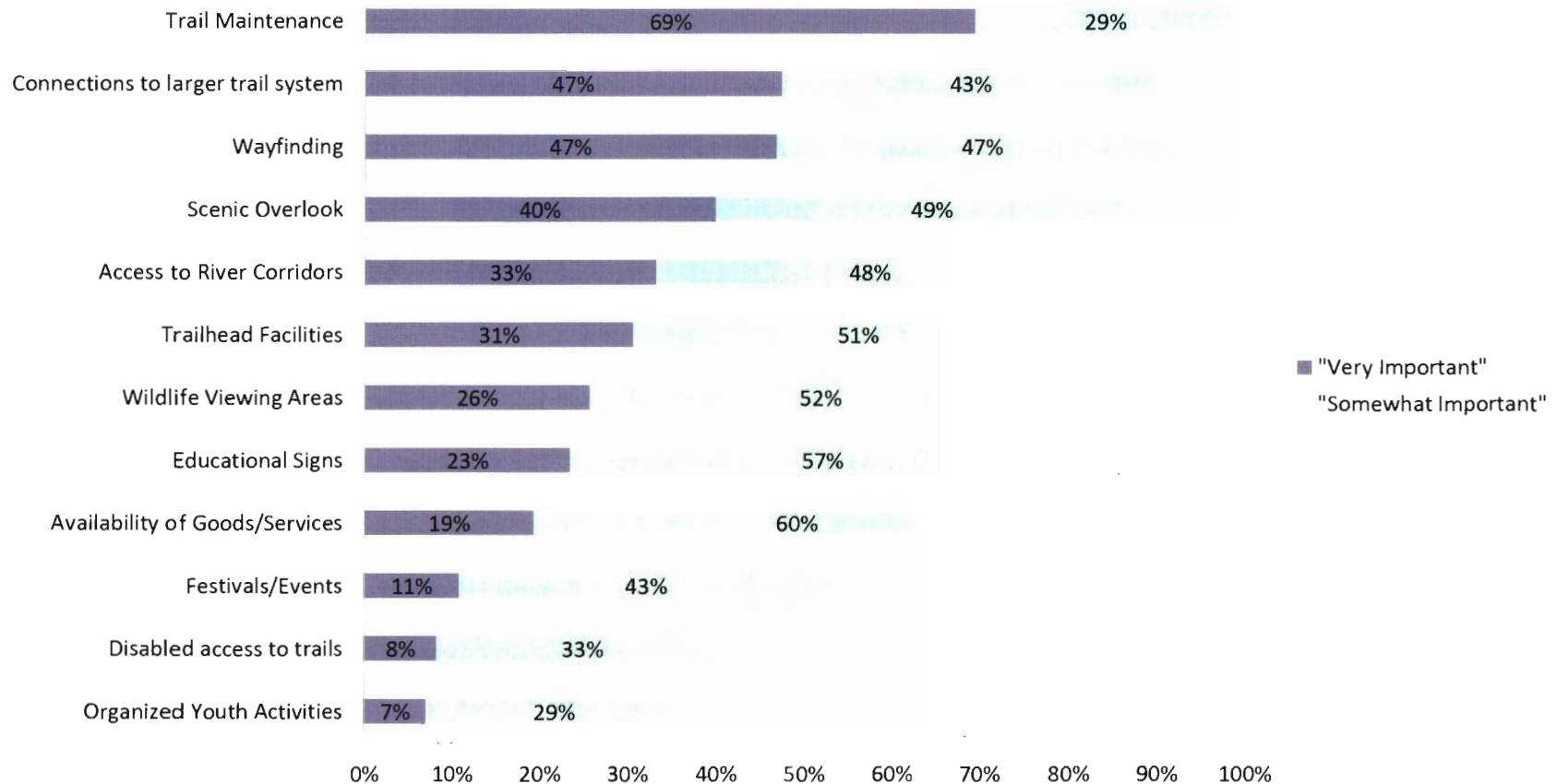
To attract more trail users to the Gorge, Cascade Locks should provide more trail options and trailhead amenities. Hiking trail options and restrooms at the trailhead top the list. Security, separated bike paths, and way-finding signage are also important to the respondents.

What parks and trails amenities would make you more likely to use the trails in the Gorge? [Select all that apply] (n=981)



TRAIL AMENITIES

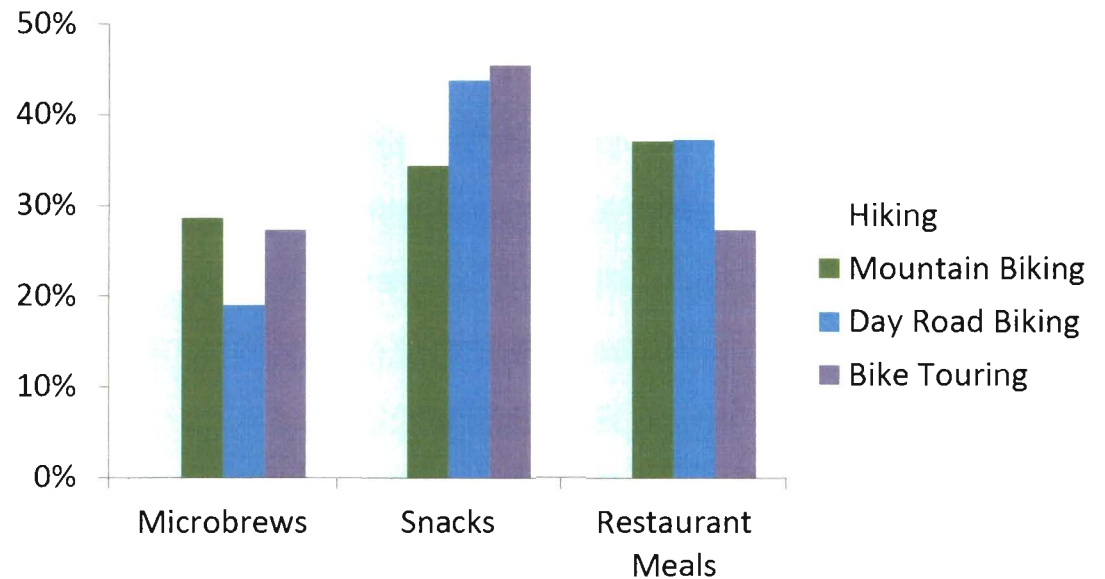
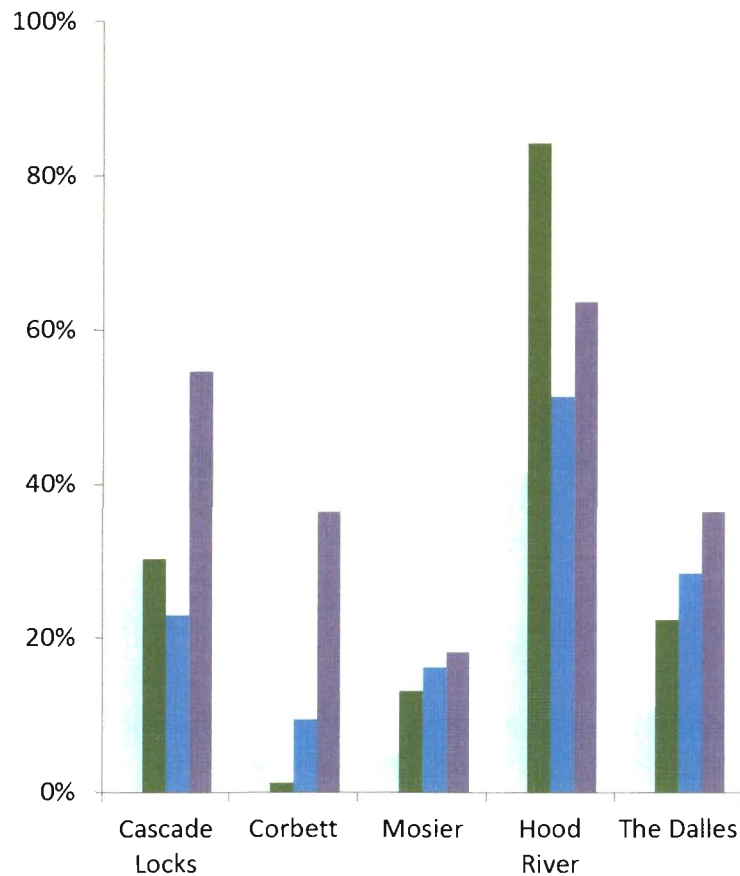
Please rate the following resources and amenities in terms of importance to your overall enjoyment of the Columbia River Gorge



Almost every respondent stated that trail maintenance is important to their enjoyment of the Columbia River Gorge. Connections to a larger trail system, wayfinding, and scenic overlooks are also very important among visitors and residents alike.

TRAIL USER PURCHASES

Trail users buy microbrews, snacks and restaurant meals at a high rate. For instance, more than 40% of hikers and road bikers purchased a snack on their last visit to the Gorge. This is a higher rate than many other visitors to the Gorge.

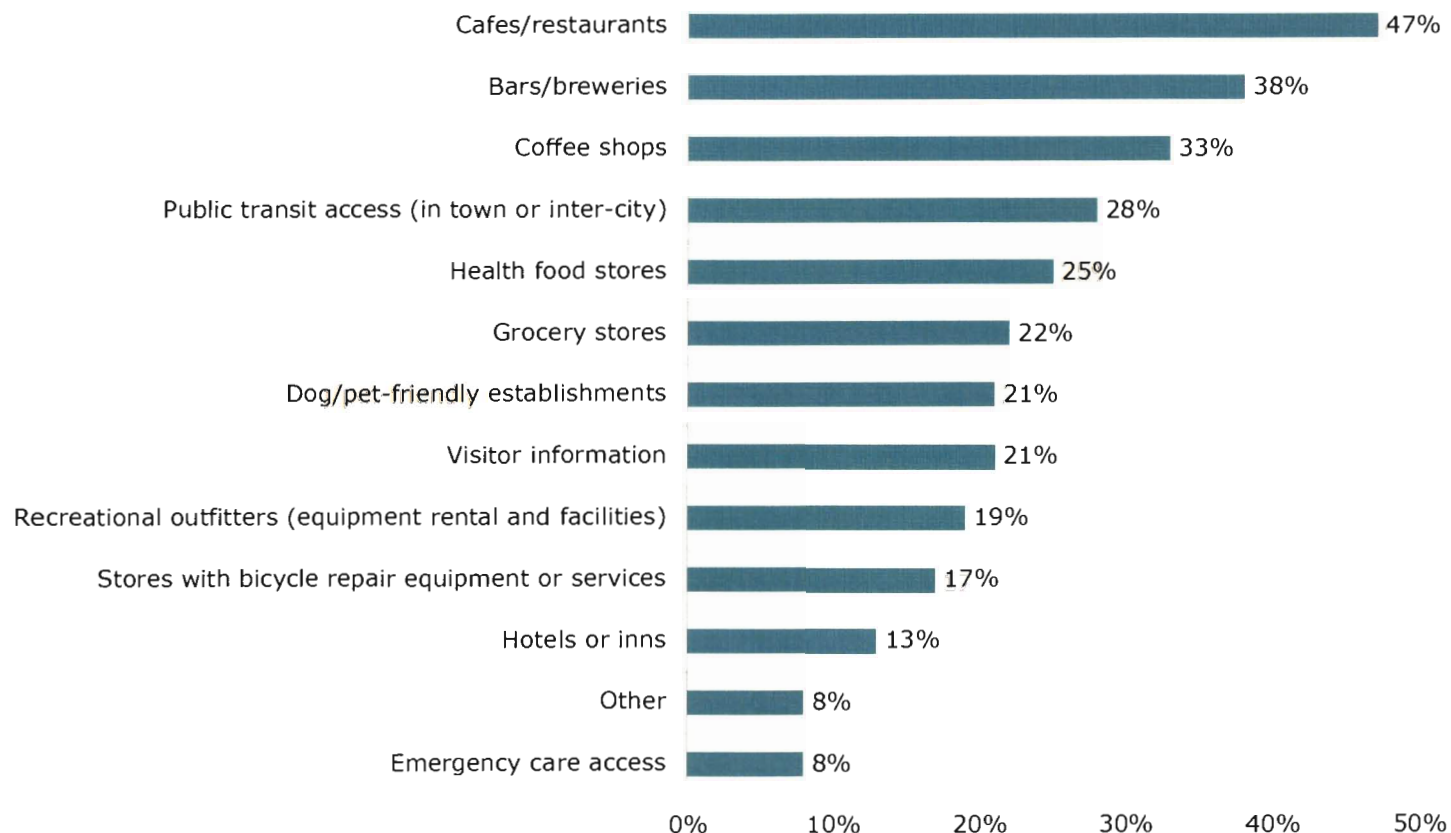


Not only do trail users shop in the Gorge, they shop in small towns along the way. For instance, more than half of overnight bicycle tourists stopped for a purchase in Cascade Locks.

When compared with people who participate in other recreation activities, trail users are more likely to stop in small towns in the Gorge and just as likely to stop in larger ones like Hood River.

BUSINESS OPPORTUNITIES

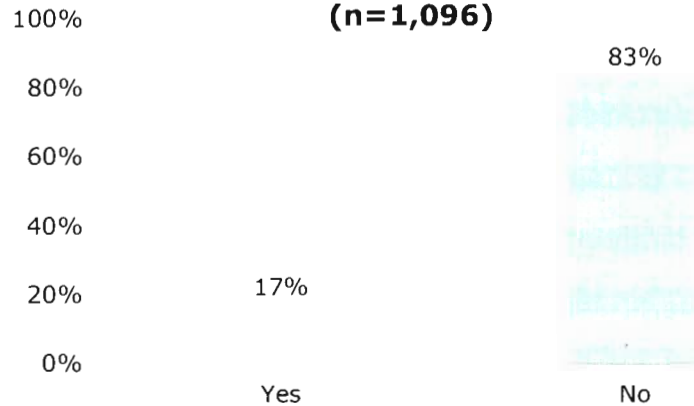
What in-town amenities would you like to see more of when enjoying recreational activities in the Gorge? [Select all that apply] (n=841)



Considering the high frequency that trail users purchase food and drink, it is not surprising that they hope to see more cafes, restaurants, bars, breweries, and coffee shops in the Columbia River Gorge. Public transit access, health food stores, and grocery stores are some of the other in-town amenities visitors hope to see.

RESPONDENT DEMOGRAPHICS

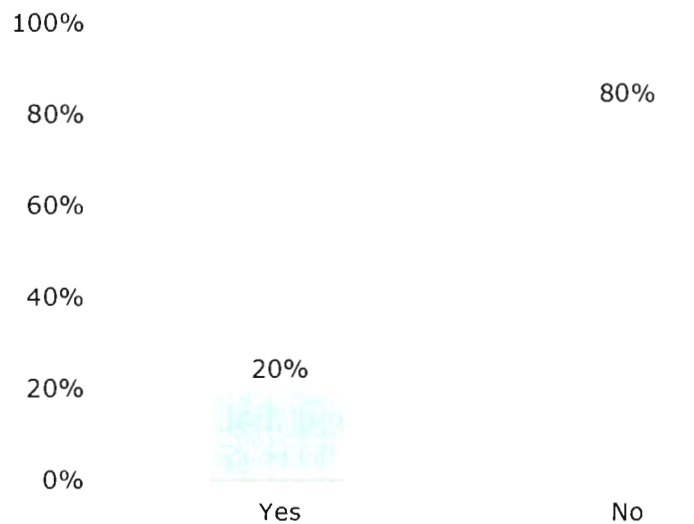
Do you live in the Gorge year round?
(n=1,096)



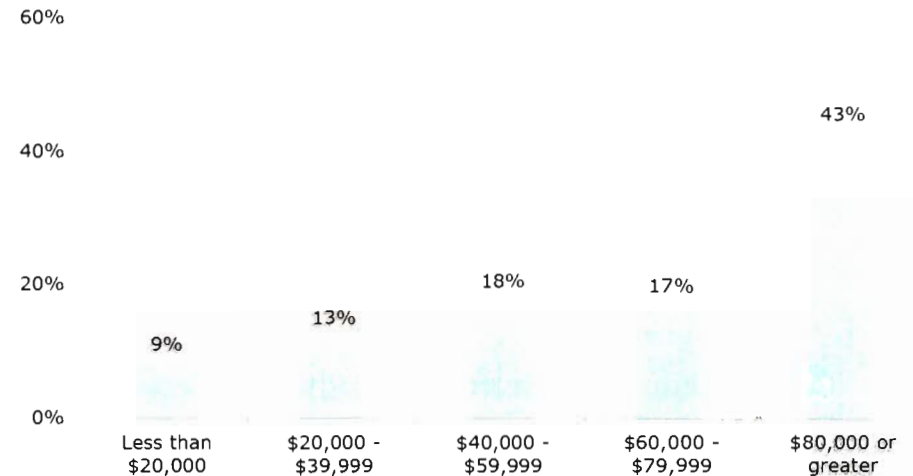
When looking at the survey results, certain considerations should be taken into account. More than 80% of the respondents do not live or own property in the Gorge.

The respondents have higher household incomes than the average resident of Cascade Locks, Portland, and the State of Oregon.

Do you own property in the Gorge?
(n=1,096)



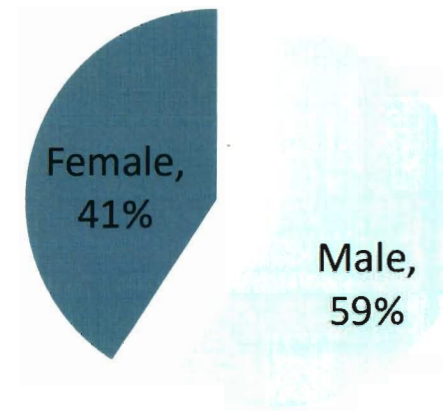
Annual household income of survey respondents
(n=1,014)



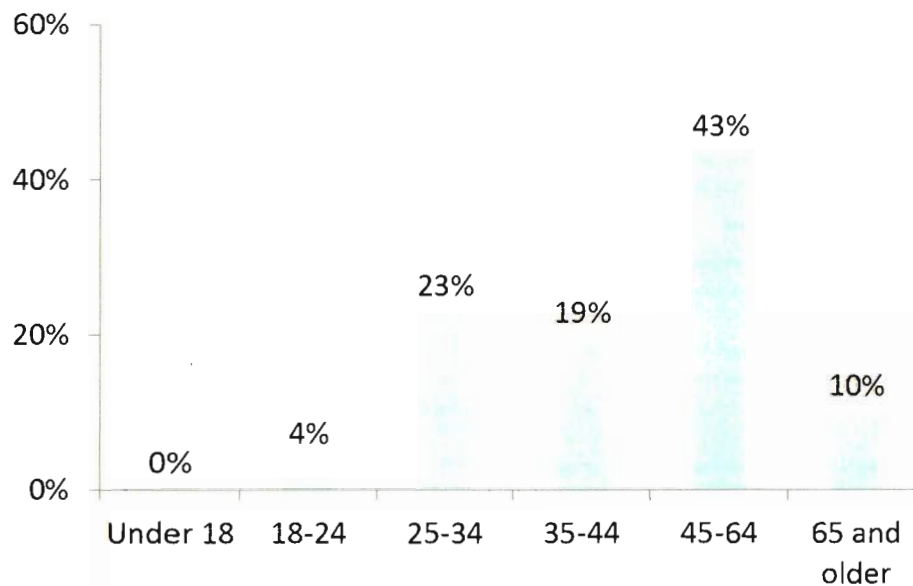
RESPONDENT DEMOGRAPHICS

Moreover there were more male respondents than female respondents, and more than half of all respondents were over the age of 45. Although these are considerations, they are not necessarily inaccurate. Gorge visitors may mimic these demographic characteristics.

Gender of survey respondents (n=1,001)



Age of survey respondents (n=998)



Default Question Block**Connect Cascade Locks Survey**

Thank you for volunteering to participate in the Connect Cascade Locks survey. The purpose of this 5-10 minute survey is to capture the needs and wants of outdoor recreationists in the Columbia River Gorge National Scenic Area. This survey is part of a larger planning process that will lead to greater recreation and economic opportunities in the community of Cascade Locks, Oregon.

If you have additional comments you feel were not captured by your responses to the survey question, a comment box is at the end of the survey.

This survey is being conducted by Celilo Planning Studio, comprised of Portland State University graduate planning students. If you have any questions or would like to be more involved in the planning process, please e-mail celilopanning@gmail.com.



Do you live in the Columbia River Gorge?

- ☐ Yes, and I live in the Columbia River Gorge year round.
- ☐ Yes, but I do NOT live in the Columbia River Gorge year round.
- ☐ No
- ☐ I would rather not say.

Which of the following recreational activities have you ever done in the Columbia River Gorge? [Select all that apply]

- | | |
|---|---|
| <input type="checkbox"/> Day hiking, running, or walking | <input type="checkbox"/> Water sports (kayaking, canoeing, etc.) |
| <input type="checkbox"/> Backpacking (overnight hiking) | <input type="checkbox"/> Wind sports (sailing, windsurfing, kiteboarding, etc.) |
| <input type="checkbox"/> Road biking (day trip) | <input type="checkbox"/> Rock climbing |
| <input type="checkbox"/> Road biking (overnight trip) | <input type="checkbox"/> Wildlife viewing/bird watching |
| <input type="checkbox"/> Mountain biking (day trip) | <input type="checkbox"/> Snow sports (skiing, snowshoeing) |
| <input type="checkbox"/> Mountain biking (overnight trip) | <input type="checkbox"/> Disc golf |
| <input type="checkbox"/> Car camping (camping at an established campground) | <input type="checkbox"/> Fishing or hunting |
| <input type="checkbox"/> Sightseeing | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Horseback riding | <input type="checkbox"/> I have not done any of these activities in the Columbia River Gorge. |

Which recreational activity do you MOST FREQUENTLY do when you travel in the Columbia River Gorge? [Select one.]

- | | |
|--|--|
| <input type="radio"/> Day hiking, running, or walking | <input type="radio"/> Water sports (kayaking, canoeing, etc.) |
| <input type="radio"/> Backpacking (overnight hiking) | <input type="radio"/> Wind sports (sailing, windsurfing, kiteboarding, etc.) |
| <input type="radio"/> Road biking (day trip) | <input type="radio"/> Rock climbing |
| <input type="radio"/> Road biking (overnight trip) | <input type="radio"/> Wildlife viewing/bird watching |
| <input type="radio"/> Mountain biking (day trip) | <input type="radio"/> Snow sports (skiing, snowshoeing) |
| <input type="radio"/> Mountain biking (overnight trip) | <input type="radio"/> Disc golf |
| <input type="radio"/> Car camping (camping at an established campground) | <input type="radio"/> Fishing or hunting |
| <input type="radio"/> Sightseeing | <input type="radio"/> Other (please specify) |
| <input type="radio"/> Horseback riding | <input type="radio"/> I have not done any of these activities in the Columbia River Gorge. |

If you have ever stayed overnight in the Columbia River Gorge, what kind of accommodations did you use? [Select all that apply]

- ☐ Campgrounds
- ☐ Yurts/cabins
- ☐ Hostels
- ☐ Economy or mid-range hotels
- ☐ High-end hotels or condos
- ☐ Bed & Breakfasts
- ☐ The home of a friend or relative
- ☐ Other (please specify):

☐ I have not spent the night in the Columbia River Gorge

How many people (in addition to yourself) did you travel with on your last recreational activity in the Columbia River Gorge?

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 or more

How often do you participate in recreational activities in the Columbia River Gorge?

- ☐ Very frequently (one or more times per week)
- ☐ Often (one or more times per month)
- ☐ Occasionally (less than once per month)

How do you get information about recreational opportunities in the Columbia River Gorge? [Select all that apply]

- | | |
|---|---|
| <input type="checkbox"/> Visitor information station or Chamber of Commerce | <input type="checkbox"/> Websites (please indicate which websites) |
| <input type="checkbox"/> Book | <input type="checkbox"/> Event calendars |
| <input type="checkbox"/> Paper map | <input type="checkbox"/> Travel Oregon |
| <input type="checkbox"/> Magazines or brochures | <input type="checkbox"/> Group listserve or e-mail list (please indicate which groups): |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Word of mouth |
| <input type="checkbox"/> Blogs | <input type="checkbox"/> Other (please specify): |
| <input type="checkbox"/> Twitter | |

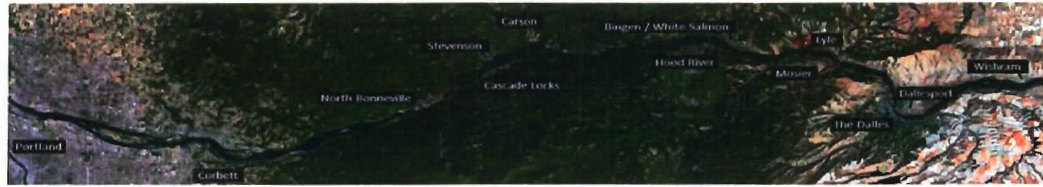
Do you ever use Groupon, LivingSocial, Google Offers, or related online coupons or deals?

- ☐ Yes
- ☐ No

Where did you stop for purchases on your most recent recreational trip in the Columbia River Gorge? [Select all that apply]

- | | |
|--|--|
| <input type="checkbox"/> Corbett, Ore. | <input type="checkbox"/> White Salmon/Bingen, Wash. |
| <input type="checkbox"/> Cascade Locks, Ore. | <input type="checkbox"/> Lyle, Wash. |
| <input type="checkbox"/> Hood River, Ore. | <input type="checkbox"/> Dallesport, Wash. |
| <input type="checkbox"/> Mosier, Ore. | <input type="checkbox"/> Wishram, Wash. |
| <input type="checkbox"/> The Dalles, Ore. | <input type="checkbox"/> I did not stop for purchases on my most recent trip |
| <input type="checkbox"/> North Bonneville, Wash. | <input type="checkbox"/> I stopped for purchases but do not remember where |
| <input type="checkbox"/> Stevenson, Wash. | <input type="checkbox"/> Other (please specify): |
| <input type="checkbox"/> Carson, Wash. | |

Please refer to the map below.



What kinds of goods did you purchase on your last recreational trip in the Columbia River Gorge? [Select all that apply]

- | | |
|---|---|
| <input type="checkbox"/> Snack foods or beverages | <input type="checkbox"/> Produce (apples, pears, lavender, honey) |
| <input type="checkbox"/> Restaurant meals | <input type="checkbox"/> Wine |
| <input type="checkbox"/> Bicycle equipment or accessories | <input type="checkbox"/> Micro brews |
| <input type="checkbox"/> Hiking gear | <input type="checkbox"/> Other specialty items |
| <input type="checkbox"/> Equipment rentals | <input type="checkbox"/> Art |
| <input type="checkbox"/> Fish (locally caught) | <input type="checkbox"/> Gas |

In the next year, which of the following recreational activities would you consider doing in the Columbia River Gorge? [Select all that apply]

- | | |
|---|---|
| <input type="checkbox"/> Day hiking, running, or walking | <input type="checkbox"/> Water sports (kayaking, canoeing, etc.) |
| <input type="checkbox"/> Backpacking (overnight hiking) | <input type="checkbox"/> Wind sports (sailing, windsurfing, kiteboarding, etc.) |
| <input type="checkbox"/> Road biking (day trip) | <input type="checkbox"/> Rock climbing |
| <input type="checkbox"/> Road biking (overnight trip) | <input type="checkbox"/> Wildlife viewing/birdwatching |
| <input type="checkbox"/> Mountain biking (day trip) | <input type="checkbox"/> Snow sports (skiing, snowshoeing) |
| <input type="checkbox"/> Mountain biking (overnight trip) | <input type="checkbox"/> Disc golf |
| <input type="checkbox"/> Car camping (camping at an established campground) | <input type="checkbox"/> Fishing or hunting |
| <input type="checkbox"/> Sightseeing | <input type="checkbox"/> Other (please specify): |
| <input type="checkbox"/> Horseback riding | <input type="checkbox"/> I would not consider doing any of these activities in the next year. |

What parks and trails amenities would make you more likely to use the hiking, biking, or equestrian trails in the Columbia River Gorge? [Select all that apply.]

- | | |
|---|---|
| <input type="checkbox"/> Better or more wayfinding signs | <input type="checkbox"/> Organized rides or hikes |
| <input type="checkbox"/> More hiking trail options | <input type="checkbox"/> Better in-town connections to trailheads |
| <input type="checkbox"/> More equestrian trail options | <input type="checkbox"/> More car parking near trailheads |
| <input type="checkbox"/> More mountain biking trail options | <input type="checkbox"/> Designated hiker/biker campgrounds |
| <input type="checkbox"/> More separated paved bike paths | <input type="checkbox"/> RV campgrounds |
| <input type="checkbox"/> More bicycle parking | <input type="checkbox"/> Equestrian campgrounds |
| <input type="checkbox"/> More water fill stations | <input type="checkbox"/> Off leash areas or pet-friendly parks |
| <input type="checkbox"/> Restrooms at trailheads | <input type="checkbox"/> Other (please specify): |
| <input type="checkbox"/> More secure trailheads | <input type="checkbox"/> I would not consider using trails in the Columbia River Gorge. |

What in-town amenities would you like to see more of when enjoying recreational activities in the Columbia River Gorge? [Select all that apply.]

- | | |
|--|---|
| <input type="checkbox"/> Hotels or inns | <input type="checkbox"/> Stores with bicycle repair equipment or services |
| <input type="checkbox"/> Grocery stores | <input type="checkbox"/> Visitor information |
| <input type="checkbox"/> Health food stores | <input type="checkbox"/> Emergency care access |
| <input type="checkbox"/> Cafes/restaurants | <input type="checkbox"/> Public transit access (in town or inter-city) |
| <input type="checkbox"/> Coffee shops | <input type="checkbox"/> Dog/pet-friendly establishments |
| <input type="checkbox"/> Bars/breweries | <input type="checkbox"/> Other (please specify): |
| <input type="checkbox"/> Recreational outfitters (equipment rental and facilities) | |

Please rate the following resources and amenities in terms of importance to your overall enjoyment of the Columbia River Gorge.

| | Very Important | Somewhat Important | Not Important |
|---|-----------------------|-----------------------|-----------------------|
| Trail maintenance | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Connections to larger trail system | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Disabled access to trails | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Trailhead facilities (restrooms, water fountains, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Wayfinding (maps, directional signs) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Educational signs (history, natural sciences, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Availability of goods or services in town | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Wildlife viewing areas | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Scenic overlooks | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Access to river corridors | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Organized youth activities | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Festivals/Events | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

What is the zip code of your residence? (What zip code do you typically travel from when visiting the Columbia River Gorge?)

[Please enter 5-digit zip code.]

The following demographic questions will help us see how different characteristics are associated with different recreational activities.

What is your gender?

- ☐ Male
- ☐ Female
- ☐ I would rather not say.

What is your annual household income?

- ☐ Less than \$20,000
- ☐ \$20,000 - \$39,999
- ☐ \$40,000 - \$59,999
- ☐ \$60,000 - \$79,999
- ☐ \$80,000 or greater
- ☐ I would rather not say.

What is your age?

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-64
- ☐ 65 and older
- ☐ I would rather not say.

Please provide any additional comments that can help us improve hiking, road biking, mountain biking or other trail-related recreation in the Columbia River Gorge.

Thank you for your participation in the survey. Please click the forward arrow to submit your responses.

If you have any questions regarding how this survey is used or would like to get involved with the project, feel free to contact Celilo Planning Studio at celiloplanning@gmail.com

Recreation

Trails

- Trailhead
- Mountain Biking
- Cycling
- Equestrian

Water Trails

- Water Access
- Kayaking
- Sailing
- Windsurfing

Camping

- Campground
- RV Camping
- Equestrian Camping

Areas of Interest

- Marina
- Museum
- Tourist Information
- Fishing
- Bird Watching
- Hatchery
- Waterfall

Businesses

- Dining
- Lodging
- Shopping
- Services
- Trail Hub - Overlook Park
- Existing Trail
- Proposed Trail
- Roads
- Railroad
- Streams



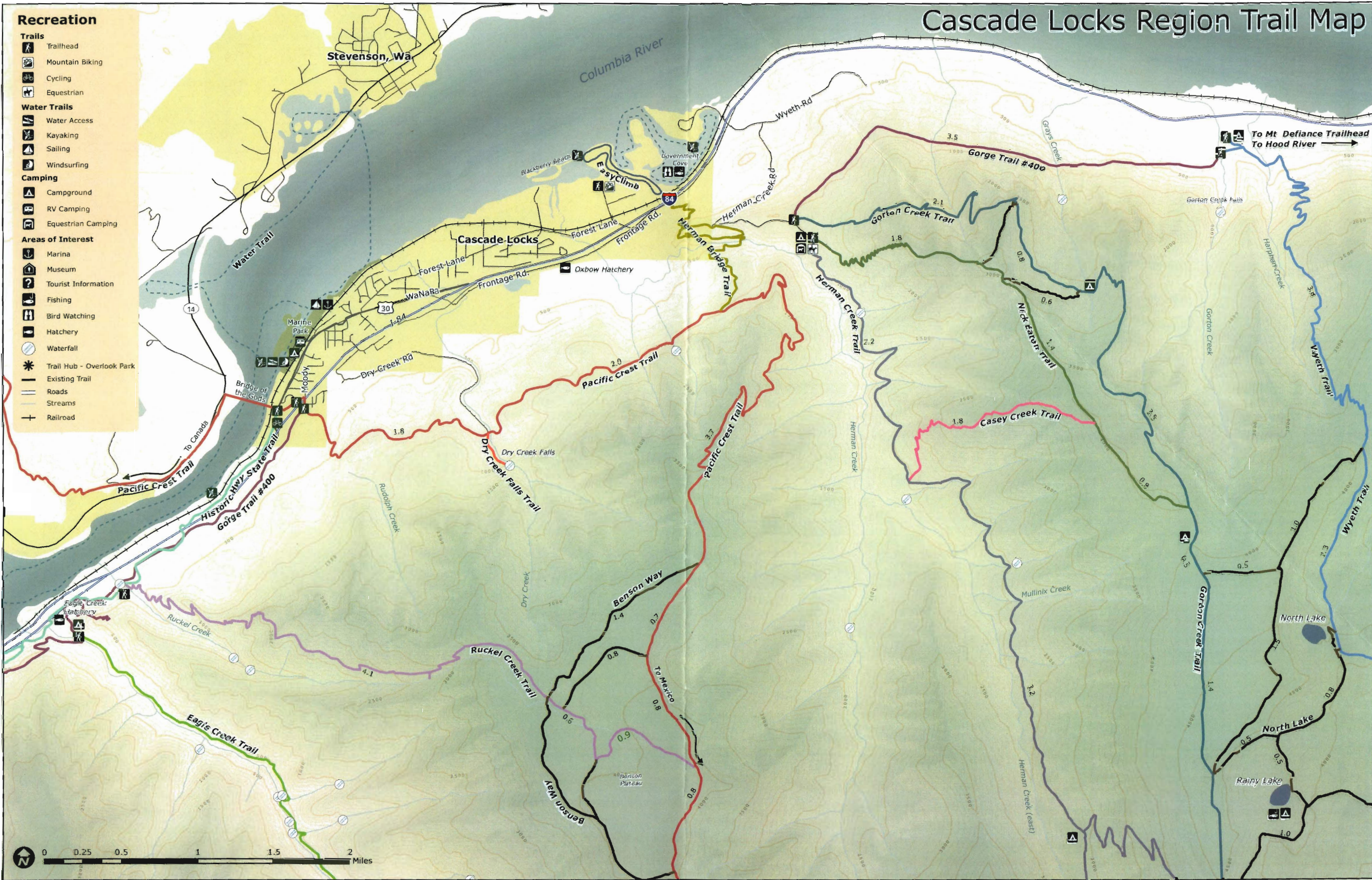
Cascade Locks Downtown Walking Map



Cascade Locks Region Trail Map

Recreation

- Trails**
- Trailhead
 - Mountain Biking
 - Cycling
 - Equestrian
- Water Trails**
- Water Access
 - Kayaking
 - Sailing
 - Windsurfing
- Camping**
- Campground
 - RV Camping
 - Equestrian Camping
- Areas of Interest**
- Marina
 - Museum
 - Tourist Information
 - Fishing
 - Bird Watching
 - Hatchery
 - Waterfall
 - Trail Hub - Overlook Park
 - Existing Trail
 - Roads
 - Streams
 - Railroad



Recreation

Trails

- Trailhead
- Trailhead (proposed)
- Mountain Biking
- Cycling
- Equestrian

Water Trails

- Water Access
- Kayaking
- Sailing
- Windsurfing

Camping

- Campground
- Campground (proposed)
- RV Camping
- Equestrian Camping

Areas of Interest

- Marina
- Museum
- Tourist Information
- Fishing
- Bird Watching
- Hatchery
- Waterfall
- Trail Hub - Overlook Park

Legend

- Existing Trail
- Proposed Trail
- Roads
- Streams
- Railroad

Cascade Locks Region Trail Map

Existing and Proposed Trails

