



# Visitor Experiences and Preferences at M. James Gleason Memorial Boat Ramp and Broughton Beach

Final Report

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Although several people assisted with this project, any errors, omissions, or typographical inconsistencies in this final report are the sole responsibility of the author. All content in this report was written by the author, represents views of the author based on the data, and does not necessarily represent views of the funding agency or others who assisted with this project.

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## ***EXECUTIVE SUMMARY***

### **Objectives**

Broughton Beach and M. James Gleason Memorial Boat Ramp are located across from Portland International Airport on the south shore of the Columbia River just east of Portland, Oregon. Objectives of this project were to understand visitors': (a) overall satisfaction with their visit and satisfaction with the amenities, conditions, management, and maintenance at this area; (b) reasons for visiting; (c) trip characteristics (e.g., activity participation, group size) and past visitation; and (d) demographic characteristics (e.g., age, gender, race, residential location).

### **Methods**

Data were obtained from questionnaires administered onsite (i.e., face-to-face) to people visiting in the summer of 2015 (July to September). Questionnaires were available in English, Spanish, Russian, Vietnamese, and Chinese, and were administered on both weekdays and weekends. In total, questionnaires were completed by  $n = 162$  visitors with an overall response rate of 46%. Results should be treated with caution because this sample size only allows generalizations about the population of visitors at the 95% confidence level with a margin of error of  $\pm 7.7\%$ , which does not meet the conventional  $\pm 5\%$  standard accepted in most recreation research. As a result, management recommendations based on this sample size are not provided because data from this sample may not be representative of the entire population of visitors at this area.

### **Results**

#### ***Visit Characteristics***

- In total, 69% of respondents had visited Gleason Boat Ramp / Broughton Beach before, whereas 31% had not. The highest proportions of these repeat visitors made 2 to 3 (27%) or 6 to 10 (27%) previous trips.
- On average, respondents spent 3 hours visiting, with the largest proportions spending less than 2 hours (25%), 2 to 2.5 hours (25%), or 3 to 3.5 hours (18%).
- The largest proportions of respondents traveled 5 to 9 miles (26%), 10 to 14 miles (22%), or 30 or more miles (19%) from home to visit.
- The most popular activities while visiting were swimming or wading (61%), relaxing on the beach (61%), and hiking or walking on the beach (28%) and trails (19%). The least popular activities were non-motorized boating (e.g., canoe, kayak; 5%), running or jogging on the beach (5%), and fishing (6%).
- Respondents were then asked to specify the one main activity in which they participated while visiting. The most common main activities were relaxing on the beach (31%) and swimming or wading (17%). The least common were photography (1%), picnicking or barbequing (1%), fishing (2%), and non-motorized boating (2%).
- The most important reasons why respondents visited were to have fun and excitement (90%), experience nice weather (90%), get away from the daily routine and demands of life (88%), be in the outdoors close to nature (86%), rest or relax (85%), and view the natural scenery (85%). Least important were to participate in a special event (e.g., race, wedding, company picnic; 24%), teach recreation skills to others (30%), and develop skills or get better at an activity (39%).

- The average group size among respondents was 3 people with most consisting of just 1 person (i.e., visiting alone; 28%), 3 to 4 people (27%), or 2 people (24%).
- In total, 66% of respondents were visiting without any children (age 14 and younger). Most of the remaining respondents were visiting with 1 child (13%), 2 children (9%), or 3 to 5 children (10%).

### ***Perceptions of Experiences and Conditions***

- Overall satisfaction was high, as 95% of respondents were satisfied and few (2%) were dissatisfied. A relatively high proportion was “very satisfied” (38%). In addition, 90% were likely to return in the future with 55% being “very likely.” These results, however, are not surprising because overall satisfaction and likely future visitation are almost always uniformly high in recreation settings. High overall satisfaction and repeat visitation does not mean: (a) respondents are satisfied with everything, (b) there is nothing problematic with the setting or experience, and (c) there is no reason to make improvements. Instead, it is important to examine other attributes.
- Respondents considered the most important characteristics at this area be the absence of litter (93%), overall cleanliness (90%), condition of the natural environment (90%), well-maintained facilities and services (89%), available vehicle parking (87%), safe facilities and services (87%), personal safety (87%), clean facilities and services (86%), beach / swimming area (85%), and absence of animal waste or excrement (85%). Least important were the wait time to launch boats at the ramp (35%), number of benches (41%), number of picnic tables (42%), space at the boat ramp for non-motorized boats (43%), available parking for boat trailers (43%), and boat launch / ramp (46%).
- Respondents were most satisfied with the availability of vehicle parking (85%), condition of the natural environment (84%), beach / swimming area (82%), overall cleanliness (81%), personal safety (81%), wait time for access to vehicle parking (80%), absence of animal waste or excrement (80%), signs with directions inside the area (77%), safe facilities and services (76%), availability of parking for boat trailers (75%), cleanliness and condition of permanent toilets / bathrooms (75%), and clean facilities and services (75%). Respondents were most dissatisfied with the number of picnic tables (32% dissatisfied) and park benches (29% dissatisfied).
- In total, only 33% of respondents felt crowded (18% slightly, 11% moderately, 4% extremely crowded), suggesting crowding in this area can be considered “suppressed” where crowding is limited and low density experiences are offered.
- Most (84%) respondents observed dogs during their visit, and almost all (92%) believed that dogs should be allowed.
- Most respondents (79%) did not observe any evidence of beach fires, but 63% believed that beach fires should be allowed.
- The majority of respondents (54%) had observed alcohol consumption or drug use in the area (18% observed once or twice, 24% sometimes, 12% many times).
- Most respondents (72%) believe people follow the rules when visiting. The most common rules that respondents have seen others breaking are dogs off-leash (9%), alcohol / drug use (7%), littering / breaking glass in sand (6%), and illegal fires (4%). The majority (56%), however, would not know who to contact if they saw someone breaking the rules, but 69% would feel comfortable contacting someone about what they had seen if rules were broken.

- The best attributes described by respondents were the beach and water, cleanliness, close proximity, minimal crowding, and opportunities for quietude. Respondents considered the worst attributes to be the broken glass and bottles in the sand, parties or groups of loud intoxicated people, not enough shade, rocks in the sand, other litter, parking fees, and dogs off-leash.
- Parking fees for visiting are \$5 for a vehicle and \$7 for a van or bus. In total, 87% of respondents were not willing to pay higher fees. Of the 13% who would be willing to pay more, the average maximum amounts were \$7 for a vehicle and \$10 for a van or bus.
- The automated ticketing machines for paying the parking fee functioned properly for 66% of respondents, but did not function properly for 34% of respondents.
- The majority of respondents (68%) did not think there should be an hourly rate for parking, and only 12% were supportive of this idea.
- Metro offers annual passes for \$40 per year (\$30 for seniors). In total, 63% of respondents did not have a pass or would not consider getting one, whereas 37% did have a pass or would consider getting one. Of those who have a pass or would consider getting one, the average maximum amount they would be willing to pay is \$40.

### *Demographic Characteristics*

- In total, 60% of respondents were female, 38% were male, and 3% were transgender persons.
- The average age of respondents was 35 years of age with the largest proportion between 20 and 29 (32%). In addition, 19% of respondents were between 30 and 39 years of age, and 16% were 40 to 49 years old.
- The largest proportion of visitors surveyed (66%) were White (Caucasian), followed by Hispanic / Latino (10%), Black / African American (9%), Asian (8%), American Indian / Alaskan Native (3%), and Native Hawaiian / Pacific Islander (2%).
- The largest proportion of visitors surveyed (86%) spoke English most often in their homes, followed by Spanish (5%), Chinese (3%), Vietnamese (2%), and Russian (1%).
- In total, 92% of respondents lived in Oregon, 4% were from Washington, 1% lived in California, and 3% were from other locations. The largest proportion of respondents lived in Multnomah County (87%). The most common cities and towns where these visitors lived were Portland (62%), Fairview (5%), and Troutdale (5%).

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## ***INTRODUCTION AND OBJECTIVES***

Metro has evolved into a major public landowner and manager in the Portland, Oregon metropolitan region. Bond measures have focused on land acquisitions to provide natural areas that protect streams and rivers, wildlife habitats, trail corridors, and iconic landscapes. Many, but not all, of these areas also provide opportunities where people can connect with nature and recreate in the outdoors. Most of these acquisitions have given priority to sensitive habitats before they are developed or increase dramatically in price. With these acquisitions coupled with their existing parks, Metro has now increased the Portland metropolitan region's amount of publicly owned natural areas, greenspaces, and parklands by more than 40%, providing residents with greater opportunities for exploring and experiencing nature in the wildland-urban interface.

As this portfolio of natural areas and protected lands continues increasing, Metro faces important questions associated with visitor experiences in existing parks and also public demand for the use of these and other natural areas. Little reliable and representative data, however, have been collected on visitor experiences and public needs associated with Metro's parks and other natural areas. Baseline information is needed on visitor experiences and behaviors to help provide a foundation for current management and lay the groundwork for future decisions about Metro's role as a regional landowner and steward of these natural areas, greenspaces, and parklands.

One of Metro's properties is Broughton Beach and M. James Gleason Memorial Boat Ramp, located across from Portland International Airport on the south shore of the Columbia River just east of Portland, Oregon. This area encompasses a long stretch of beach; paths for walking, running, and bicycling; a boat ramp; and parking for vehicles and boat trailers. Objectives of this project were to describe current visitors':

- Overall satisfaction with their visit and satisfaction with the amenities, conditions, management, and maintenance (e.g., parking, toilets, fees, litter, informational signs, staff / personnel, crowding).
- Motivations and reasons for visiting.
- Trip characteristics (e.g., activity participation, group size) and past visitation.
- Demographic characteristics (e.g., age, gender, race, residential location).

This report addresses these objectives by summarizing responses from an onsite survey of people visiting Broughton Beach and M. James Gleason Memorial Boat Ramp in the summer of 2015.

Results improve understanding of visitors and their preferences, and can be used for informing decision making and management, including current and future master planning processes.

## ***METHODS***

Data were obtained from questionnaires (Appendix A) administered onsite (i.e., face-to-face) randomly to people visiting Broughton Beach and M. James Gleason Memorial Boat Ramp in the summer of 2015 (July to September). Questionnaires were administered by Metro personnel on both weekdays and weekends at multiple locations within this area. Visitors were approached in person and asked to complete the questionnaire onsite. Onsite questionnaires were necessary because personal contact information (e.g., mail and email addresses, telephone numbers) required for alternative approaches such as telephone or mail surveys was not currently available from all visitors, as Metro does not regularly collect this information. Questionnaires were printed on both sides of one legal sized (8 ½ x 14) page and took most respondents approximately 15 minutes to complete. Respondents were provided with a clipboard and pen to complete the questionnaire onsite. Questionnaire versions were available in English, Spanish, Russian, Vietnamese, and Chinese.

In total,  $n = 162$  questionnaires were completed by visitors with an overall response rate of 46%. Results should be treated with caution because this sample size only allows generalizations about the population of visitors at the 95% confidence level with a margin of error of  $\pm 7.7\%$ , which does not meet the conventional  $\pm 5\%$  standard accepted in most recreation research (Salant & Dillman, 1994; Vaske, 2008). As a result, management recommendations based on this sample size are not provided because data from this sample may not be representative of the entire population of visitors at this area.

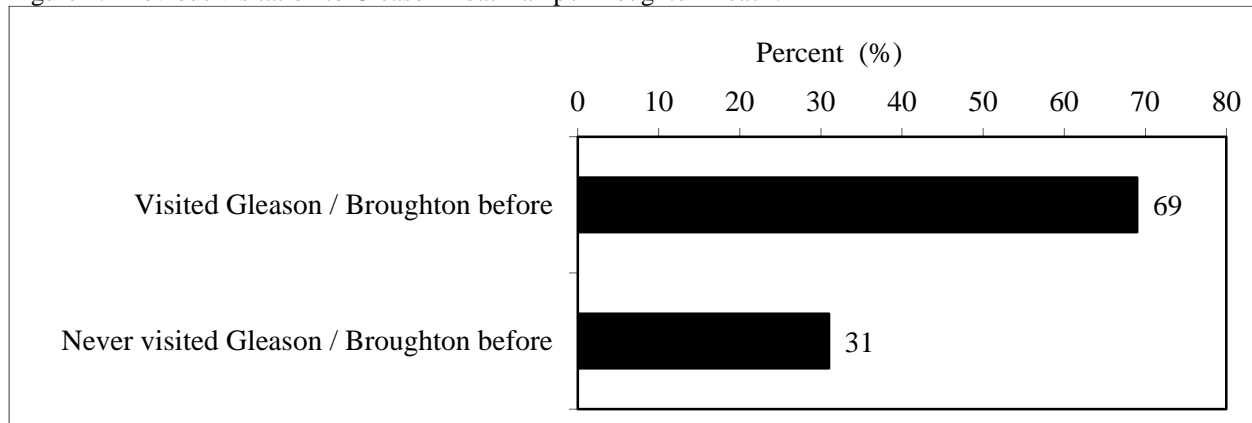
The questionnaire included questions on a range of topics such as activity participation, prior visitation, satisfaction, crowding, and demographic characteristics. Results in this report are grouped into subsections according to project objectives and questionnaire items. Within each subsection, statistical analyses are conducted to reveal responses across respondents. To highlight findings, some data were recoded into major response categories (e.g., satisfied, dissatisfied), but descriptive results and percentages of all uncollapsed questions (e.g., strongly, slightly) are provided in Appendix B.

## RESULTS

### Visit Characteristics

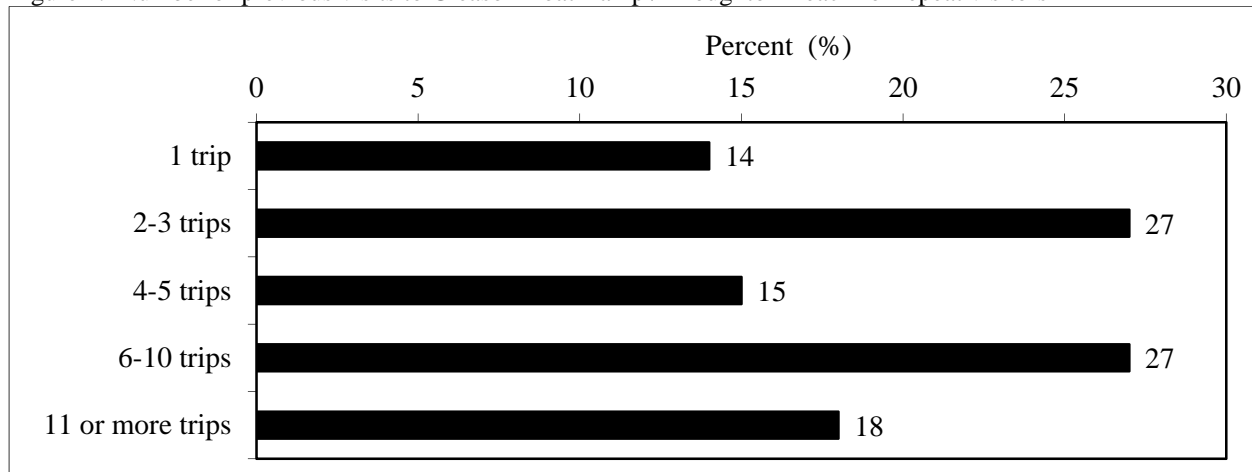
**Previous Visitation.** Respondents were asked if they had ever visited Gleason Boat Ramp / Broughton Beach before. Figure 1 shows that 69% of respondents had visited before, whereas 31% had not visited previously.

Figure 1. Previous visitation to Gleason Boat Ramp / Broughton Beach.



Respondents who had visited previously were then asked how many trips they had made to this area. Figure 2 shows that the highest proportions of respondents had made or 2-3 (27%) or 6-10 previous trips (27%). Fewer respondents had visited 11 or more times (18%), 4-5 times (15%), or just once before (14%).

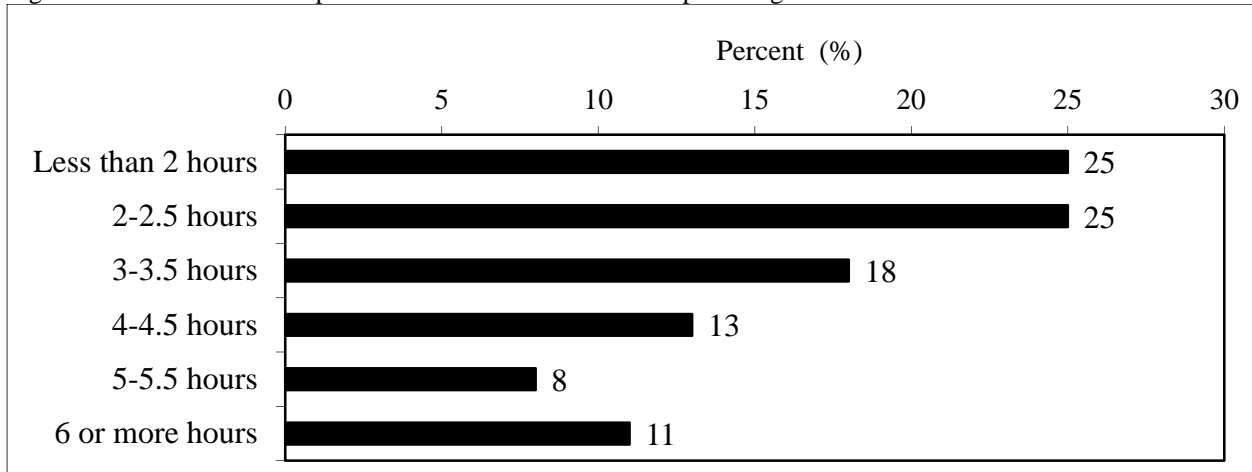
Figure 2. Number of previous visits to Gleason Boat Ramp / Broughton Beach for repeat visitors



**Duration of Visit.** Respondents were asked to report how many hours they were planning to spend at Gleason Boat Ramp / Broughton Beach on the day they were surveyed. Figure 3 shows

that, on average, respondents spent 3 hours, but the largest proportions spent less than 2 hours (25%) or 2 to 2.5 hours (25%). Fewer respondents spent 3 to 3.5 hours (18%) or 4 to 4.5 hours (13%). The majority of respondents (50%) spent less than 3 hours.

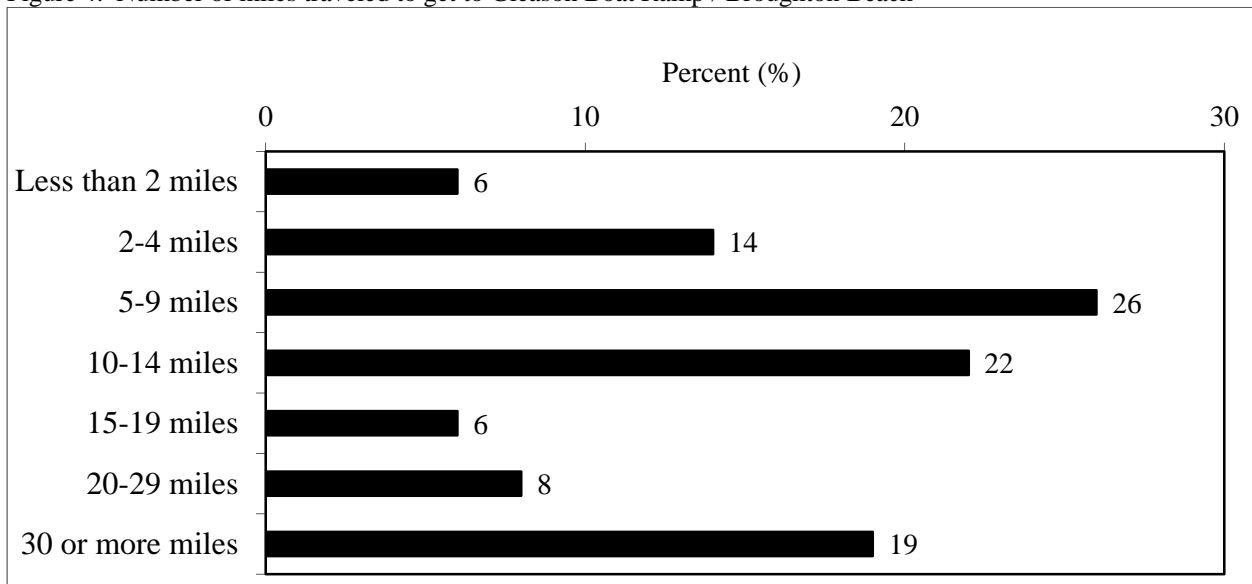
Figure 3. Number of hours spent on visit to Gleason Boat Ramp / Broughton Beach <sup>1</sup>



<sup>1</sup> Average = 3 hours.

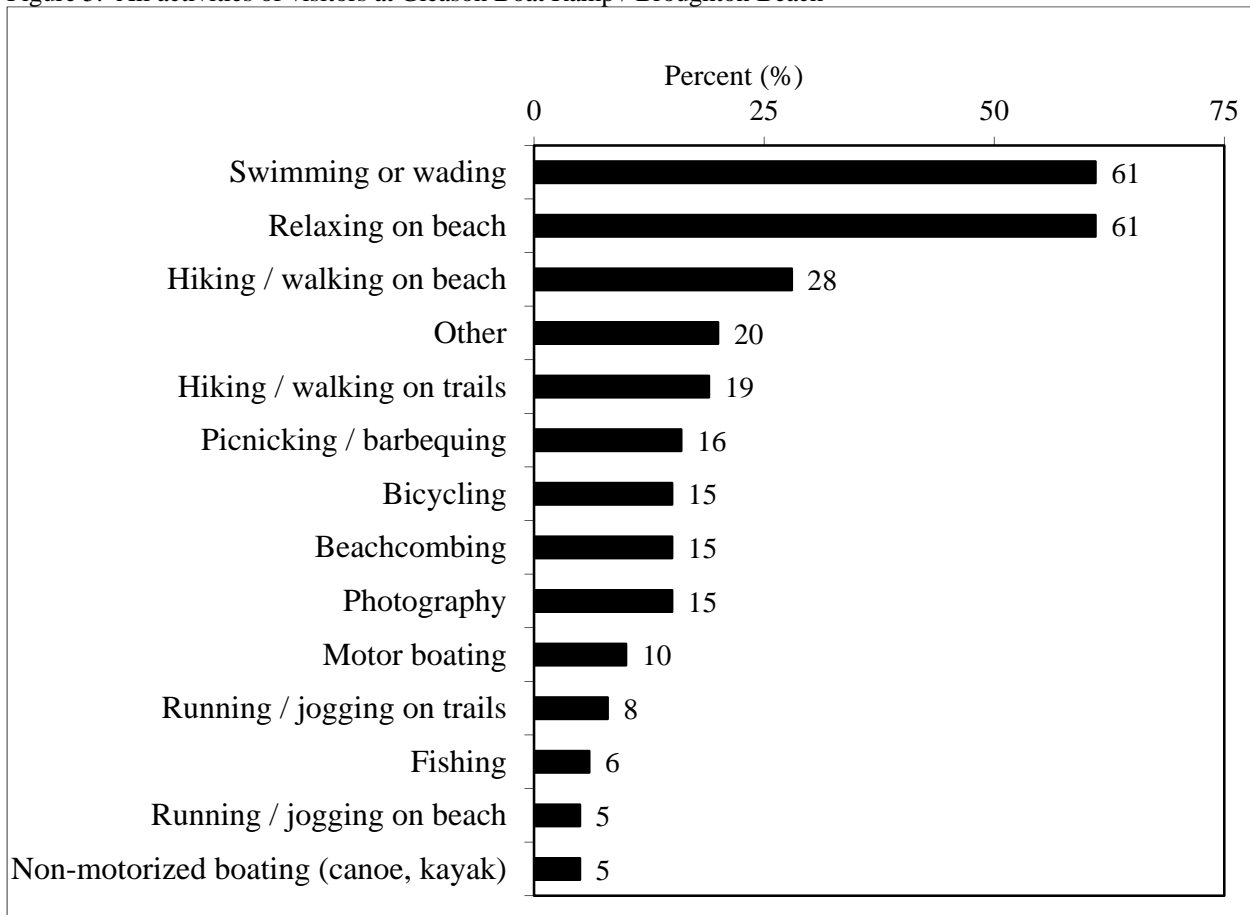
**Distance Traveled.** The questionnaire also asked respondents how many miles from their homes they traveled to get to Gleason Boat Ramp / Broughton Beach on the day they were surveyed. Figure 4 shows that the largest proportions of respondents traveled 5 to 9 miles (26%) or 10 to 14 miles (22%). A large proportion of respondents traveled from more than 30 miles away (19%), whereas few (6%) traveled from less than 2 miles away.

Figure 4. Number of miles traveled to get to Gleason Boat Ramp / Broughton Beach



**Activity Participation.** Respondents were asked to check all of the activities in which they were participating at Gleason Boat Ramp / Broughton Beach on the day they were surveyed. Figure 5 shows that the most popular activities among respondents were swimming or wading (61%) and relaxing on the beach (61%). Other somewhat popular activities were hiking or walking on the beach (28%) and trails (19%). The least popular activities were non-motorized boating (e.g., canoe, kayak; 5%), running or jogging on the beach (5%), and fishing (6%).

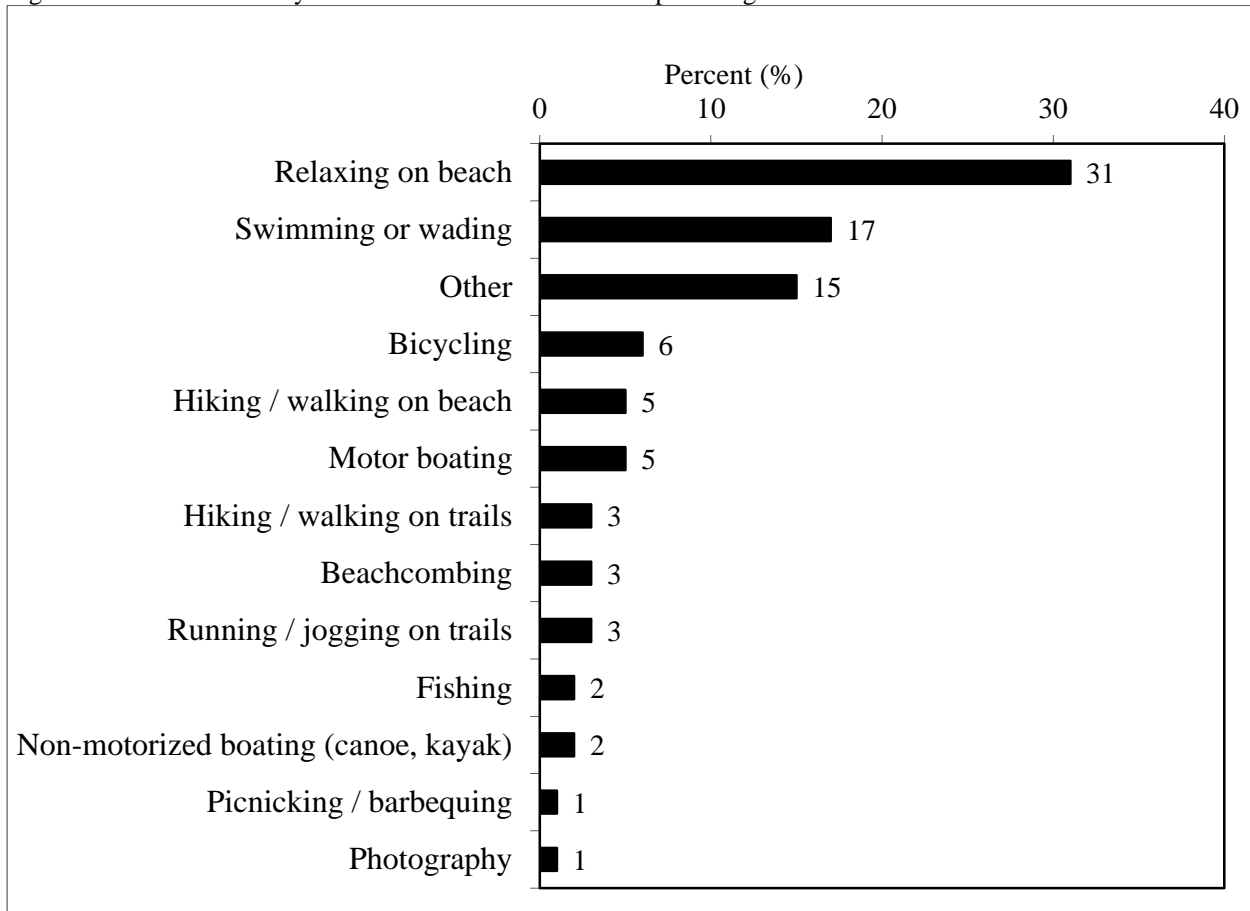
Figure 5. All activities of visitors at Gleason Boat Ramp / Broughton Beach<sup>1</sup>



<sup>1</sup> Percentages do not sum to 100% because respondents could select more than one activity in which they were participating during their visit. Most popular “other” activities are: walking dogs / playing with dogs (10%), floating / tubing (3%), watching airplanes (1%), and working (1%).

Respondents were then asked to specify the one main activity in which they participated at Gleason Boat Ramp / Broughton Beach during their visit. Figure 6 shows that the most common main activities among respondents were relaxing on the beach (31%) and swimming or wading (17%). The least common main activities were photography (1%), picnicking or barbequing (1%), fishing (2%), and non-motorized boating (e.g., canoe, kayak; 2%).

Figure 6. One main activity of visitors at Gleason Boat Ramp / Broughton Beach<sup>1</sup>



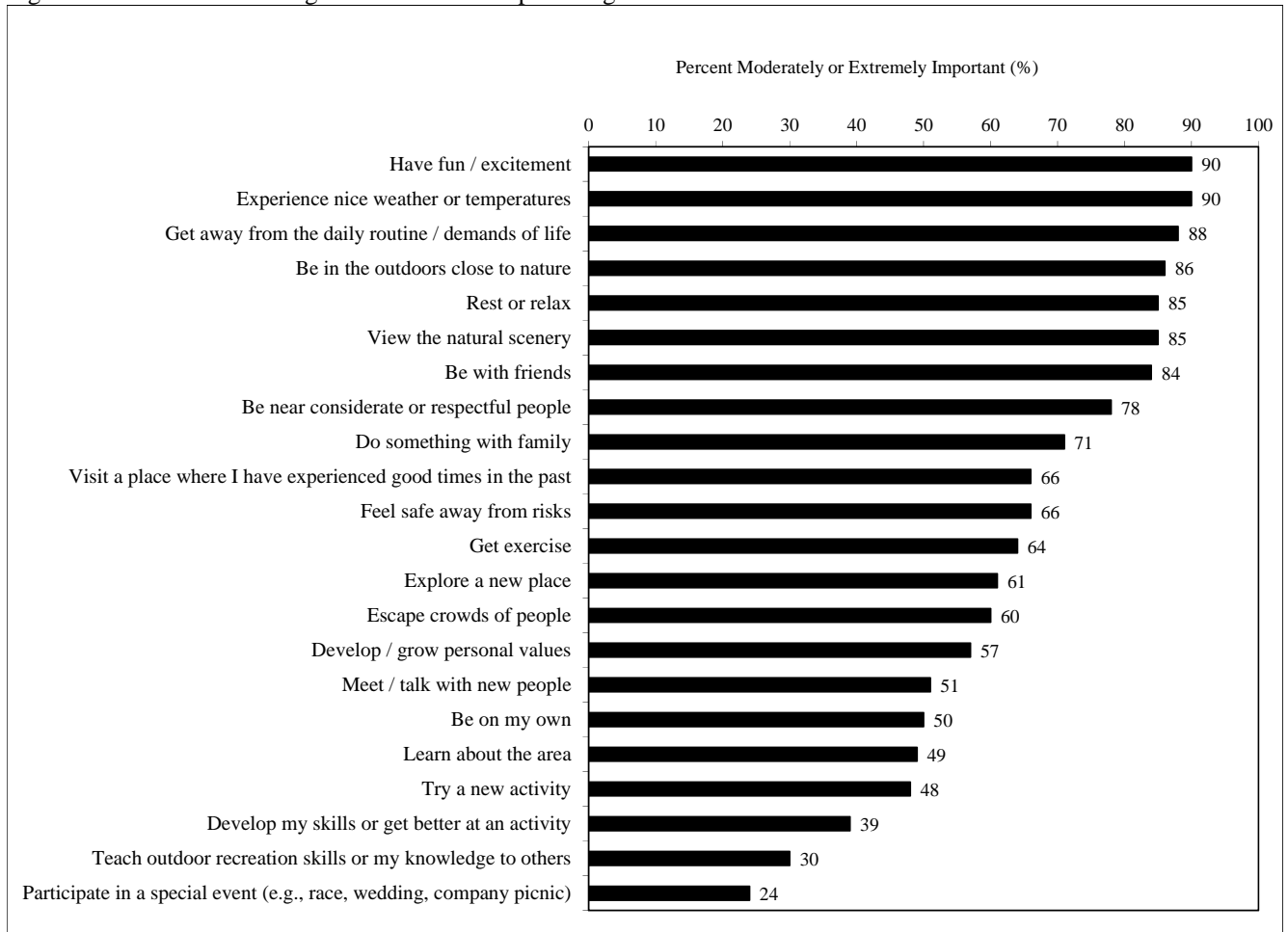
<sup>1</sup> Most popular “other” activities are: walking dogs / playing with dogs, floating / tubing, watching airplanes, and working.

**Motivations for Visiting.** A leisure or recreation motivation is a reason for visiting an area or participating in an activity at a given time (Manning, 2011; Needham, Haider, & Rollins, 2016). Researchers often provide respondents with lists of “push” and “pull” reasons (i.e., motivations), and ask them to rate the importance of each for their participation in activities or visitation of a particular site or location. Forces that push people to engage in certain activities or visit particular sites are concerned with what arouses or activates recreation behavior at a particular site. Forces may also pull people to select certain activities or settings over others. In this study, for example, people may visit Gleason Boat Ramp / Broughton Beach because they are being pushed by internal factors such as the need to “get away from the daily routine” or “be in the outdoors close to nature.” They may also be pulled by beliefs that this is a good place to visit because of “nice weather or temperatures” or it offers opportunities to “escape crowds of people.” This study measured 22 push and pull motivations for visiting Gleason Boat Ramp / Broughton Beach on 4-point scales of 1 “not important” to 4 “extremely important.” These items

are from the Recreation Experience Preference (REP) scales (Manfredo, Driver, & Tarrant, 1996; Manning, 2011).

Figure 7 shows that the most important reasons why respondents visited were to have fun and excitement (90% moderately or extremely important), experience nice weather (90%), get away from the daily routine and demands of life (88%), be in the outdoors close to nature (86%), rest and relax (85%), and view the natural scenery (85%). The least important reasons for visiting were to participate in a special event (e.g., race, wedding, company picnic; 24%), teach recreation skills to others (30%), and develop skills or get better at an activity (39%).

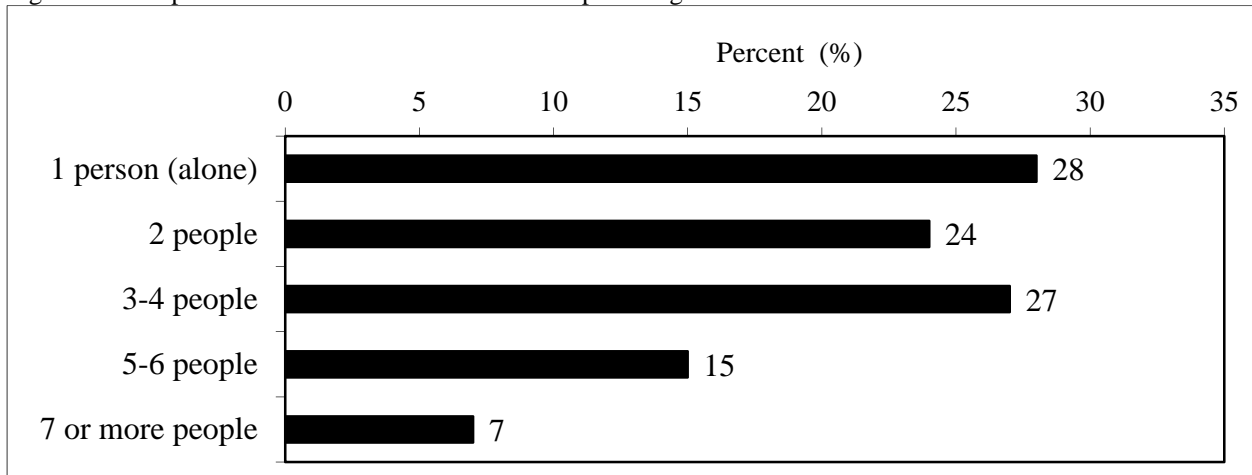
Figure 7. Reasons for visiting Gleason Boat Ramp / Broughton Beach



**Group Size.** Respondents were asked to report how many people, including themselves, accompanied them at Gleason Boat Ramp / Broughton Beach on the trip when they were surveyed. Figure 8 shows the average group size was 3 people with groups most commonly consisting of just 1 person (i.e., visiting along; 28%), 3 to 4 people (27%), or 2 people (24%).



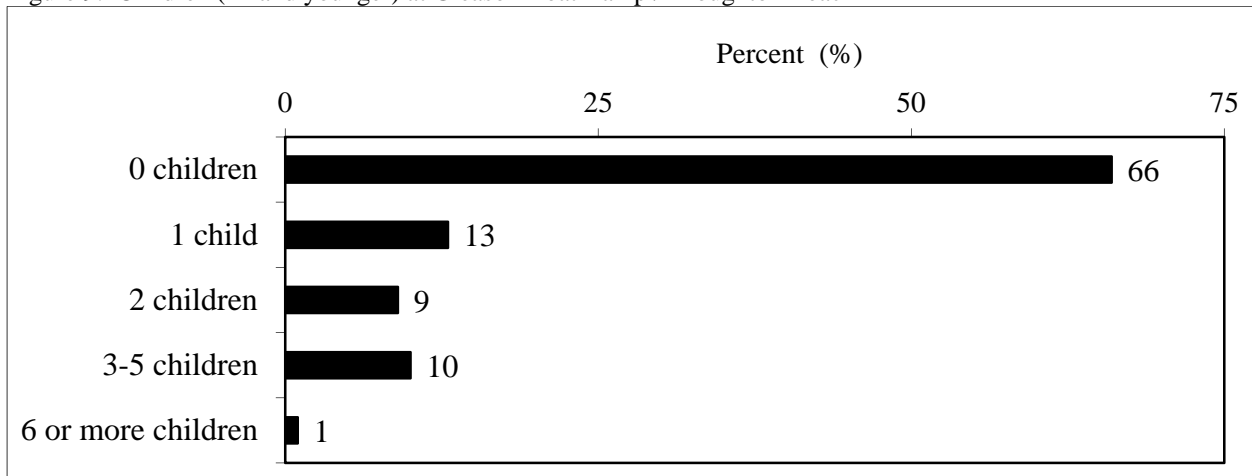
Figure 8. Group size of visitors to Gleason Boat Ramp / Broughton Beach <sup>1</sup>



<sup>1</sup> Average = 3 people.

In total, 66% of those surveyed were visiting without any children age 14 and younger (Figure 9). The remaining respondents were visiting with 1 child (13%), 2 children (9%), 3 to 5 children (10%), or 6 or more children (1%).

Figure 9. Children (14 and younger) at Gleason Boat Ramp / Broughton Beach



**Section Summary.** Taken together, results in this section showed:

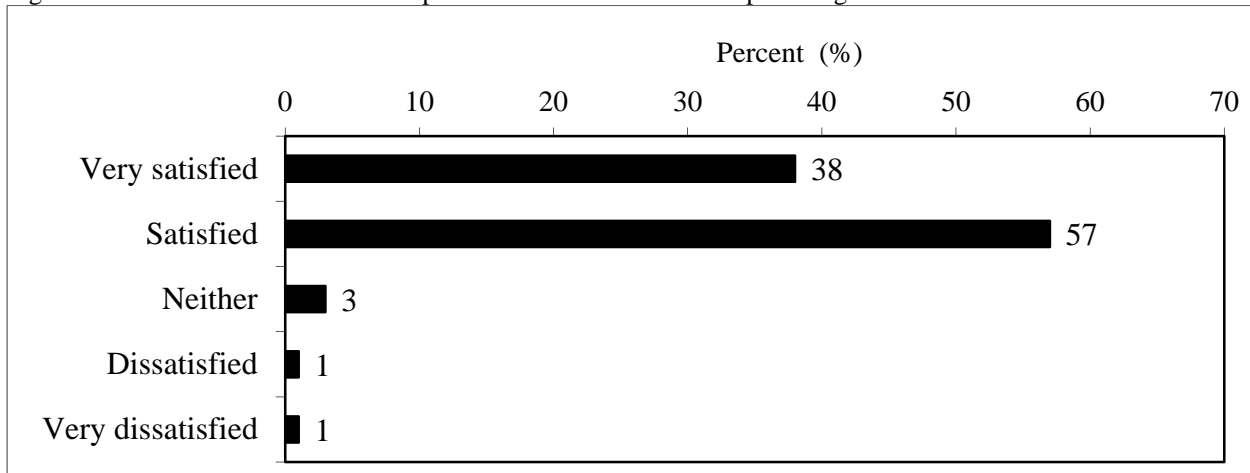
- In total, 69% of respondents had visited Gleason Boat Ramp / Broughton Beach before, whereas 31% had not. The highest proportions of these repeat visitors made 2 to 3 (27%) or 6 to 10 (27%) previous trips.
- On average, respondents spent 3 hours visiting, with the largest proportions spending less than 2 hours (25%), 2 to 2.5 hours (25%), or 3 to 3.5 hours (18%).

- The largest proportions of respondents traveled 5 to 9 miles (26%), 10 to 14 miles (22%), or 30 or more miles (19%) from home to visit.
- The most popular activities while visiting were swimming or wading (61%), relaxing on the beach (61%), and hiking or walking on the beach (28%) and trails (19%). The least popular activities were non-motorized boating (e.g., canoe, kayak; 5%), running or jogging on the beach (5%), and fishing (6%).
- Respondents were then asked to specify the one main activity in which they participated while visiting. The most common main activities were relaxing on the beach (31%) and swimming or wading (17%). The least common were photography (1%), picnicking or barbequing (1%), fishing (2%), and non-motorized boating (2%).
- The most important reasons why respondents visited were to have fun and excitement (90%), experience nice weather (90%), get away from the daily routine and demands of life (88%), be in the outdoors close to nature (86%), rest or relax (85%), and view the natural scenery (85%). Least important were to participate in a special event (e.g., race, wedding, company picnic; 24%), teach recreation skills to others (30%), and develop skills or get better at an activity (39%).
- The average group size among respondents was 3 people with most consisting of just 1 person (i.e., visiting along; 28%), 3 to 4 people (27%), or 2 people (24%).
- In total, 66% of respondents were visiting without any children (age 14 and younger). Most of the remaining respondents were visiting with 1 child (13%), 2 children (9%), or 3 to 5 children (10%).

### **Perceptions of Experiences and Conditions**

**Overall Satisfaction.** Respondents were asked “how dissatisfied or satisfied are you with your overall experience at Gleason Boat Ramp / Broughton Beach today?” Figure 10 shows that overall satisfaction was high, as 95% of visitors surveyed were satisfied and few (2%) were dissatisfied. In addition, a relatively high proportion reported being “very satisfied” (38%).

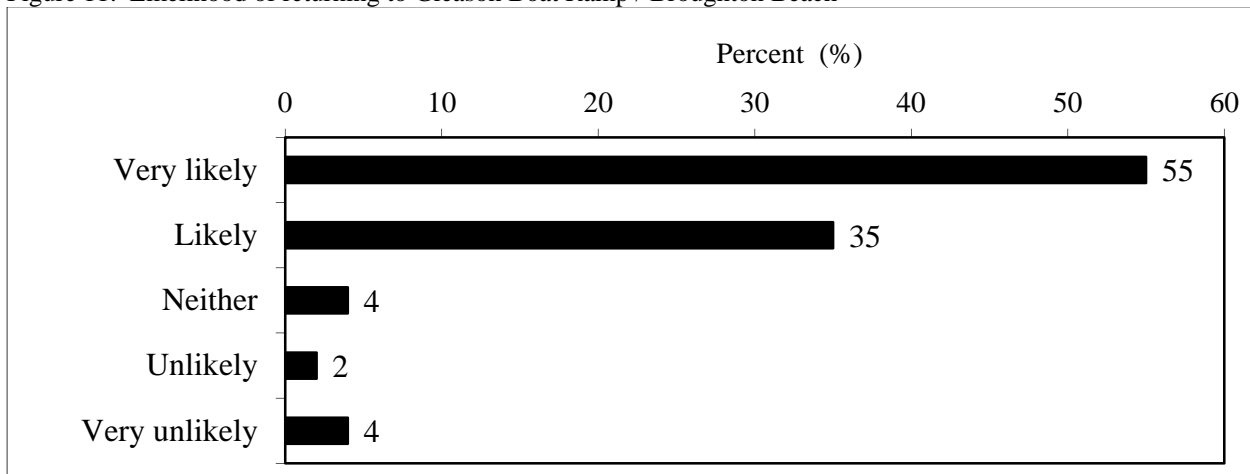
Figure 10. Satisfaction with overall experience at Gleason Boat Ramp / Broughton Beach <sup>1</sup>



<sup>1</sup> Total percent satisfied = 95%.

**Likelihood of Returning.** Similar to overall satisfaction, respondent likelihood of returning to Gleason Boat Ramp / Broughton Beach was also high. Figure 11 shows that 90% of respondents reported they were likely to return in the future, with 55% being “very likely.” These results, however, are not surprising because overall satisfaction and related concepts such as repeat visitation are almost always uniformly high in recreation with most studies reporting that more than 80% of recreationists are typically satisfied (Manning, 2011). High overall satisfaction and repeat visitation does not mean: (a) respondents are satisfied with every aspect of their experience, (b) there is nothing problematic with the setting or experience, and (c) there is no reason to make improvements. Instead, it is important to examine other aspects of the setting and experience (e.g., safety, crowding) to inform management.

Figure 11. Likelihood of returning to Gleason Boat Ramp / Broughton Beach <sup>1</sup>



<sup>1</sup> Total percent likely to return = 90%.

***Importance and Satisfaction Regarding Conditions and Amenities.*** Research has also shown that although recreationists may be satisfied with an aspect of the setting or their experience, it may not be important to them that this characteristic is actually provided or available (Manning, 2011). Visitors, for example, may be satisfied with information provided about an area, but feel that educational information is not an important characteristic of quality experiences in the setting. This project, therefore, first measured respondent expectations by asking them the extent they believed that several attributes of Gleason Boat Ramp / Broughton Beach were important to them (e.g., personal safety, absence of litter, available parking, signs). Then, respondents reported their satisfaction with these same attributes to measure performance.

Figure 12 shows that respondents considered the most important characteristics at Gleason Boat Ramp / Broughton Beach to be the absence of litter (93% moderately or extremely important), overall cleanliness of the area (90%), condition of the natural environment (90%), well-maintained facilities and services (89%), available parking for vehicles (87%), safe facilities and services (87%), personal safety (87%), clean facilities and services (86%), the beach / swimming area (85%), and absence of animal waste or excrement (85%). The least important characteristics were the wait time to launch boats at the ramp (35%), number of benches (41%), number of picnic tables (42%), space at the boat ramp for non-motorized boats (43%), available parking for boat trailers (43%), and boat launch / ramp (46%).

Figure 13 shows that the majority of respondents were satisfied with most of these characteristics at Gleason Boat Ramp / Broughton Beach. Respondents were most satisfied with the availability of parking for vehicles (85% satisfied), condition of the natural environment (84%), beach / swimming area (82%), overall cleanliness of the area (81%), personal safety (81%), wait time for access to vehicle parking (80%), absence of animal waste or excrement (80%), signs with directions inside the area (77%), safe facilities and services (76%), availability of parking for boat trailers (75%), cleanliness and condition of permanent toilets / bathrooms (75%), and clean facilities and services (75%). Respondents were most dissatisfied with the number of picnic tables (32% dissatisfied) and park benches (29% dissatisfied).

Figure 12. Importance of characteristics at Gleason Boat Ramp / Broughton Beach

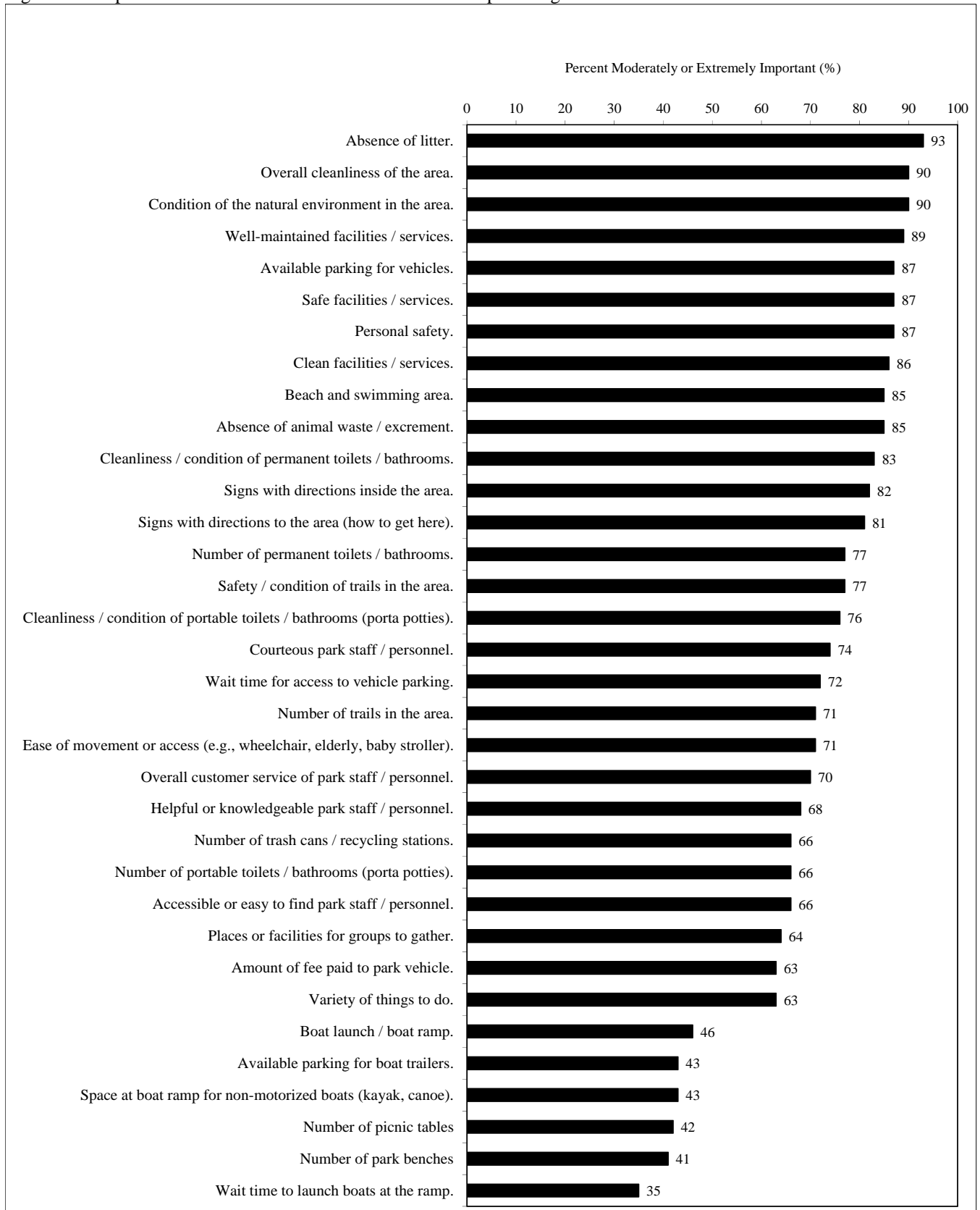
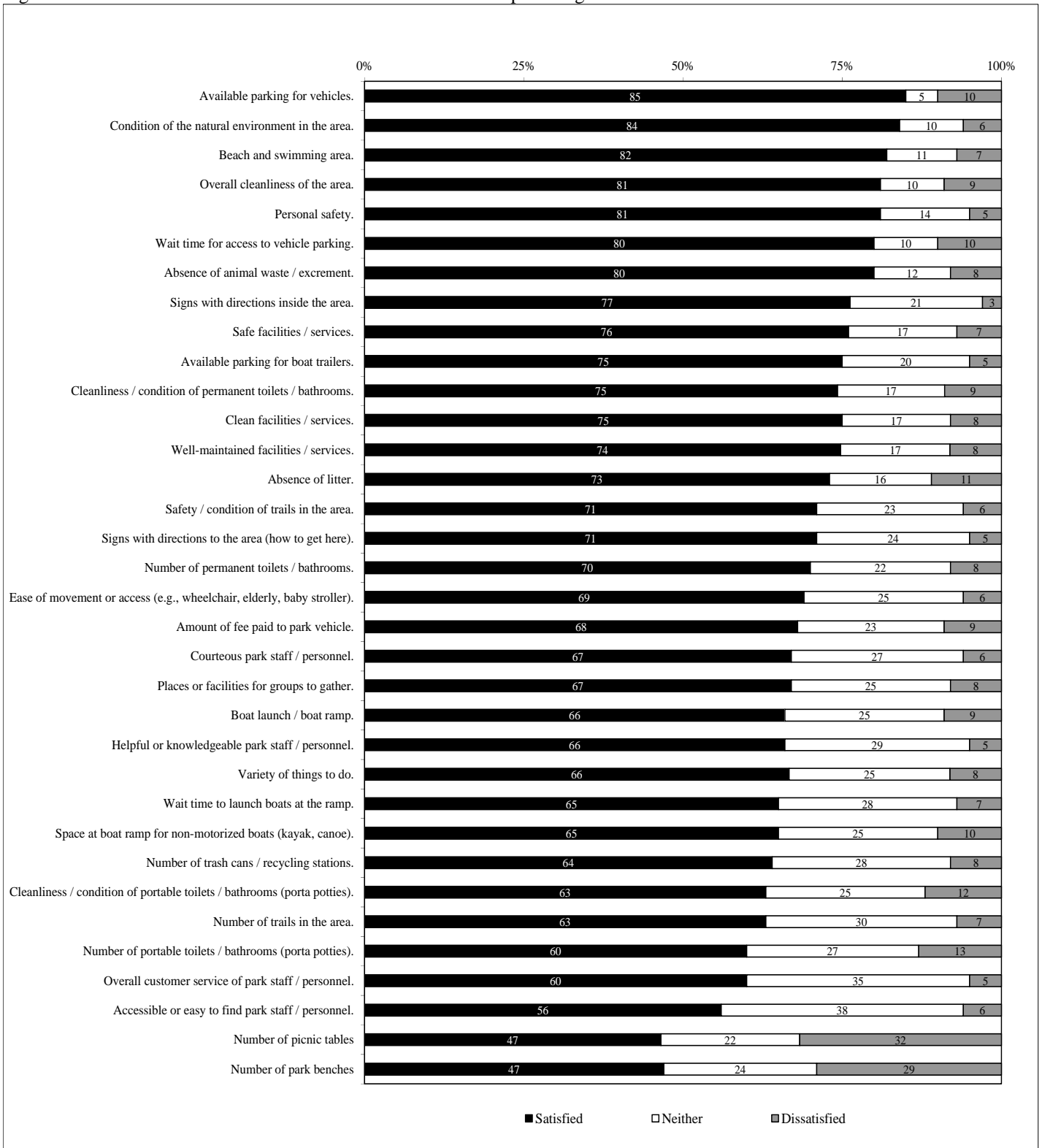


Figure 13. Satisfaction with characteristics at Gleason Boat Ramp / Broughton Beach <sup>1</sup>

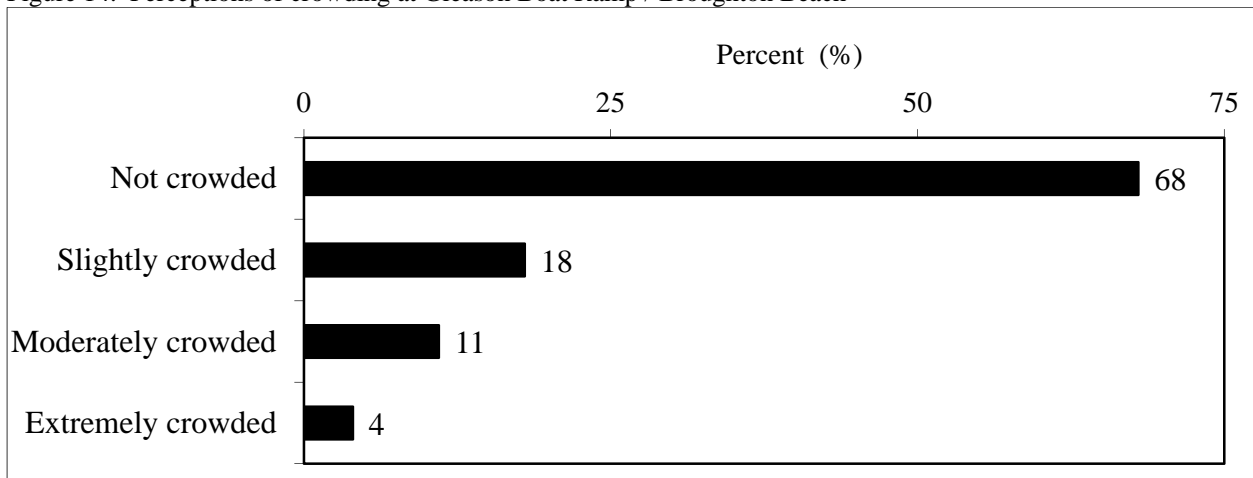


<sup>1</sup> Respondents who answered “I did not use” were excluded from these percentages.

**Perceptions of Crowding.** Perceived crowding is a subjective and negative evaluation that the reported number of encounters or people observed in an area is excessive (Shelby, Vaske, &

Heberlein, 1989; Vaske & Shelby, 2008). The questionnaire measured this concept using the 9-point perceived crowding scale of 1 “not at all crowded” to 9 “extremely crowded” that has been used extensively and tested rigorously (Manning, 2007, 2011; Shelby et al., 1989; Vaske & Donnelly, 2002; Vaske & Shelby, 2008). Figure 14 shows that only 33% of respondents felt crowded (3-9 on scale) at Gleason Boat Ramp / Broughton Beach (18% slightly, 11% moderately, 4% extremely crowded). Based on the typology by Shelby et al. (1989) and Vaske and Shelby (2008), these results suggest crowding conditions can be considered as “suppressed” where the area has not exceeded its capacity. In fact, crowding is likely limited by management, situational factors, or natural factors that provide unique low-density experiences in this area.

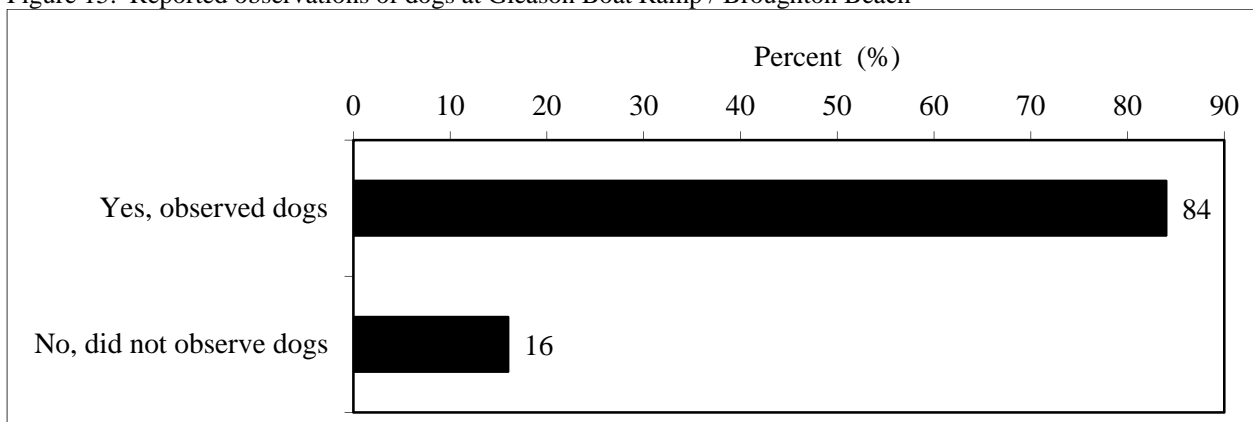
Figure 14. Perceptions of crowding at Gleason Boat Ramp / Broughton Beach <sup>1</sup>



<sup>1</sup> Total percent feeling crowded = 33%.

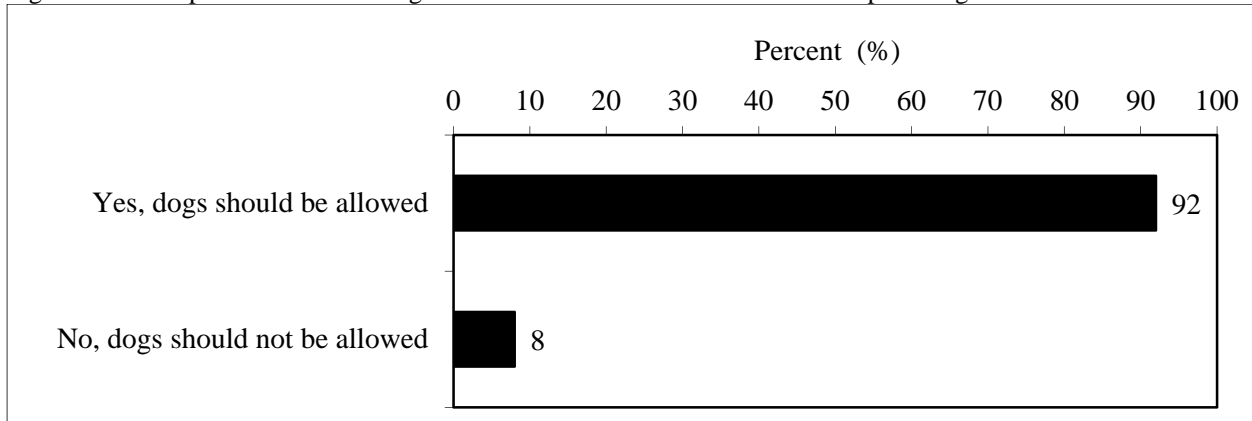
**Attitudes Toward Dogs.** The questionnaire asked respondents “did you observe any dogs at Gleason Boat Ramp / Broughton Beach today?” Figure 15 shows that 84% of respondents observed dogs during their visit, whereas only 16% did not observe dogs.

Figure 15. Reported observations of dogs at Gleason Boat Ramp / Broughton Beach



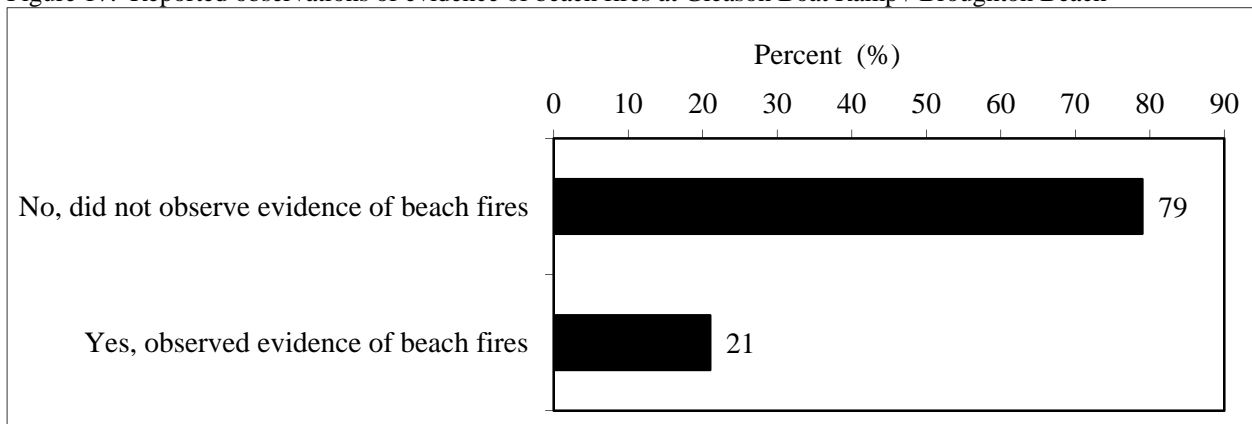
Respondents were then asked “do you think dogs should be allowed at Gleason Boat Ramp / Broughton Beach?” Figure 16 shows that almost all (92%) respondents believed that dogs should be allowed and only 8% felt that dogs should not be allowed.

Figure 16. Perceptions of whether dogs should be allowed at Gleason Boat Ramp / Broughton Beach



**Attitudes Toward Beach Fires.** The questionnaire also asked respondents “did you observe any evidence of beach fires at Gleason Boat Ramp / Broughton Beach?” As shown in Figure 17, most respondents (79%) did not observe any evidence of beach fires and only 21% did observe evidence of these fires.

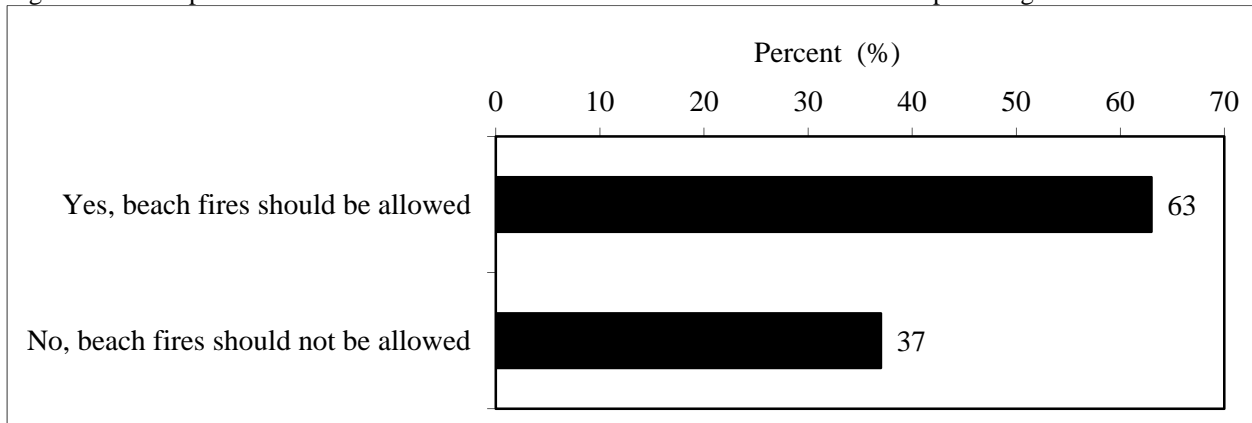
Figure 17. Reported observations of evidence of beach fires at Gleason Boat Ramp / Broughton Beach



Respondents were then asked “do you think beach fires should be allowed at Gleason Boat Ramp / Broughton Beach?” Figure 18 shows that 63% of respondents believed that beach fires should be allowed and 37% thought these fires should not be allowed.

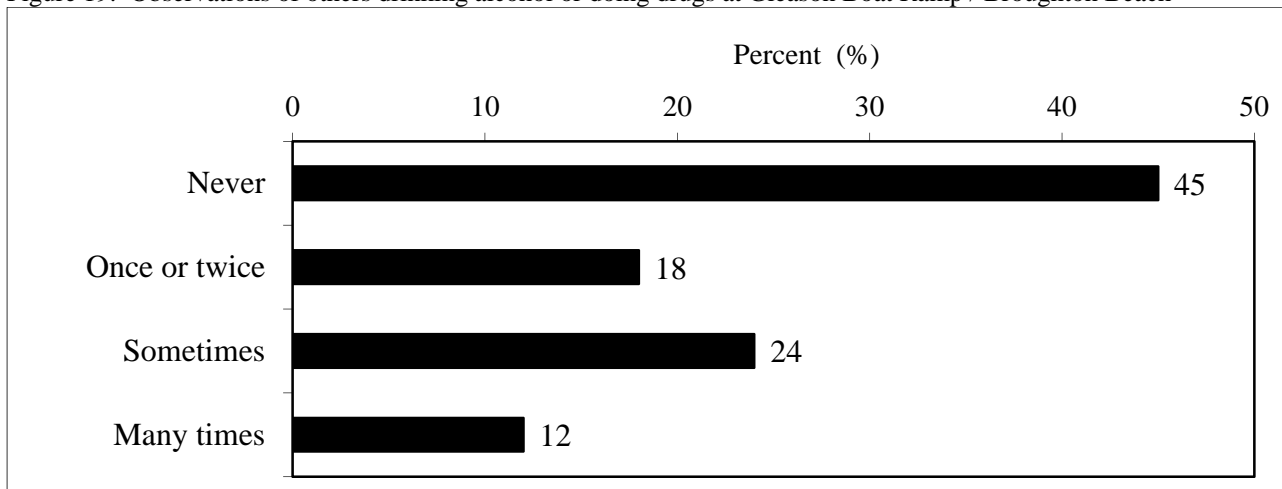


Figure 18. Perceptions of whether beach fires should be allowed at Gleason Boat Ramp / Broughton Beach



**Observations of Alcohol and Drug Use in the Area.** The questionnaire also asked respondents “how often have you seen others drinking alcohol or doing drugs at Gleason Boat Ramp / Broughton Beach?” As shown in Figure 19, the majority of respondents (54%) had observed alcohol consumption or drug use at Gleason Boat Ramp / Broughton Beach (18% observed once or twice, 24% sometimes, 12% many times).

Figure 19. Observations of others drinking alcohol or doing drugs at Gleason Boat Ramp / Broughton Beach <sup>1</sup>

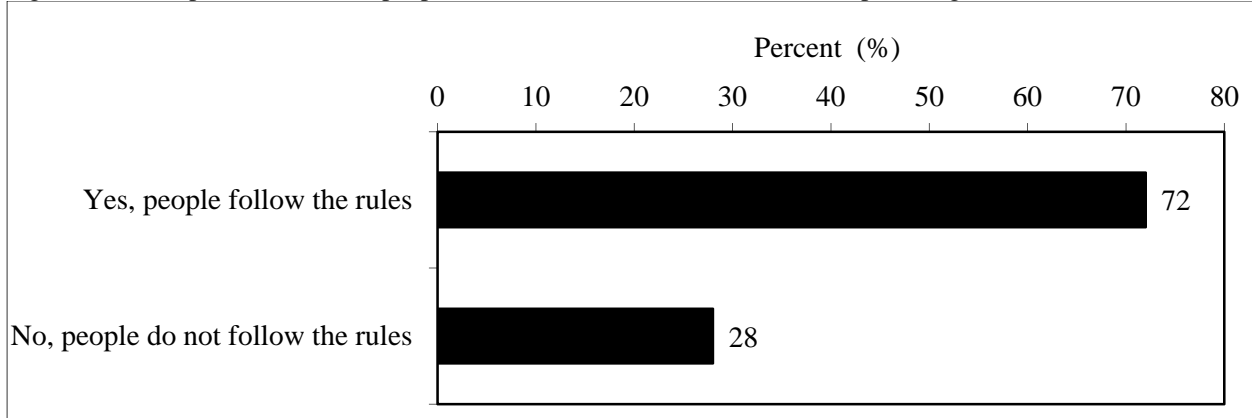


<sup>1</sup> Total percent observed = 54%.

**Compliance with Rules and Regulations.** The questionnaire asked respondents “do you believe that people follow the rules at Gleason Boat Ramp / Broughton Beach?” Figure 20 illustrates that 72% of respondents believed that people follow the rules, whereas 28% felt that people do not follow the rules. The most common rules that respondents saw others breaking are dogs off-leash (9%), alcohol / drug use (7%), littering / breaking glass in sand (6%), and illegal fires (4%). The majority of respondents (56%), however, would not know who to contact if they saw someone

breaking the rules at Gleason Boat Ramp / Broughton Beach (Figure 21), but 69% would feel comfortable contacting someone about what they saw if rules were broken (Figure 22).

Figure 20. Perceptions of whether people follow the rules at Gleason Boat Ramp / Broughton Beach <sup>1</sup>



<sup>1</sup> Most common rules visitors have seen others breaking are: dogs off-leash (9%), alcohol / drug use (7%), littering / breaking glass in sand (6%), illegal fires (4%).

Figure 21. Visitor knowledge of who to contact if they observed someone breaking the rules at Gleason Boat Ramp / Broughton Beach

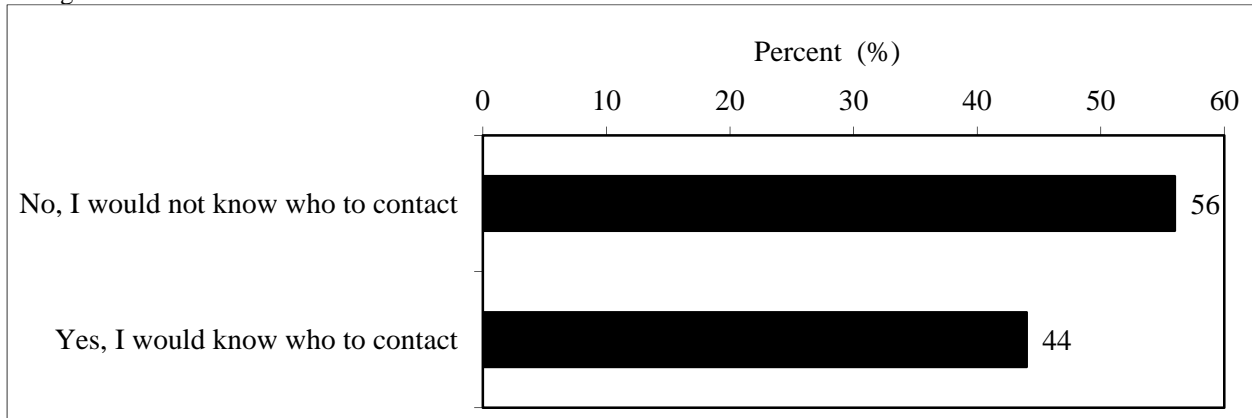
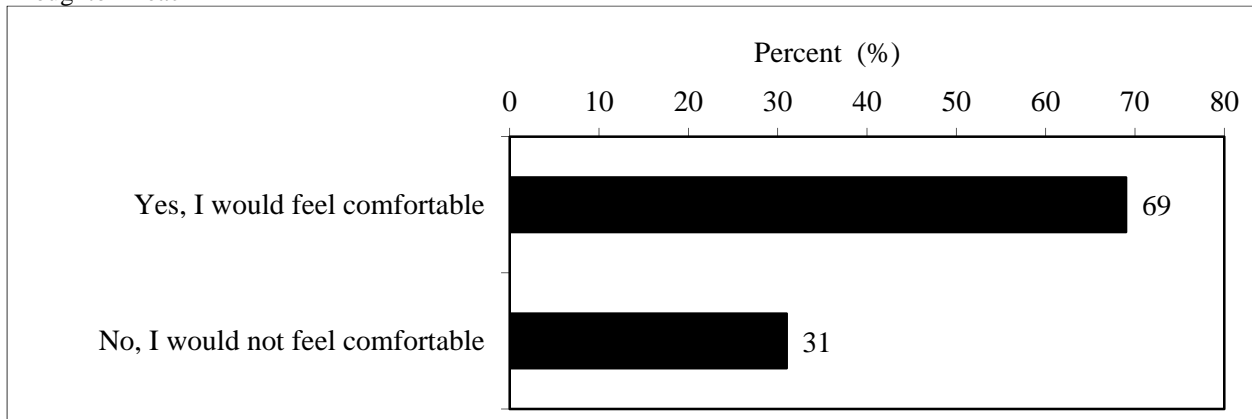


Figure 22. Comfort in contacting someone about what was observed if rules were being broken at Gleason Boat Ramp / Broughton Beach



**Best and Worst Attributes.** The questionnaire included two short open-ended (i.e., fill-in-the-blank) questions asking respondents “what are the best things about Gleason Boat Ramp / Broughton Beach” and “what are the worst things about Gleason Boat Ramp / Broughton Beach?” Responses were coded into themes using content analysis. Table 1 shows that the best attributes described by respondents were the beach and water, cleanliness, close proximity, minimal crowding, and opportunities for quietude. Table 2 shows that respondents considered the worst attributes to be the broken glass and bottles in the sand, parties or groups of loud intoxicated people, not enough shade, rocks in sand, other litter, parking fees, and dogs off-leash.

Table 1. Best attributes of Gleason Boat Ramp / Broughton Beach

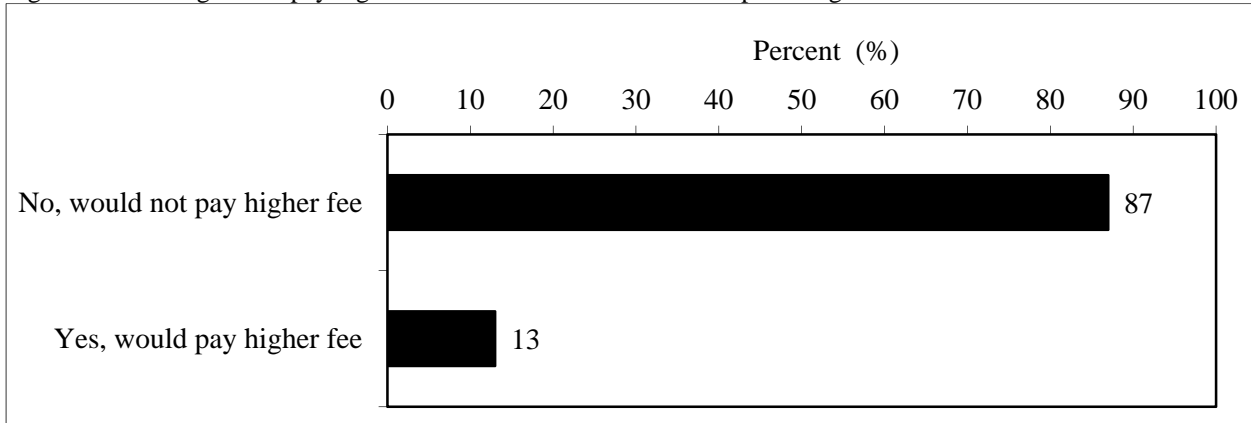
| Main themes from open-ended text response | Percent mentioned (%) |
|---|-----------------------|
| Beach / water                             | 28                    |
| Cleanliness                               | 10                    |
| Close proximity to my house               | 8                     |
| Quiet and not much crowding               | 8                     |
| Nice place to take dogs                   | 7                     |
| Boat ramp                                 | 6                     |
| Views of river and nature                 | 6                     |
| Running and cycling trails                | 4                     |
| Lots of room / space                      | 4                     |

Table 2. Worst attributes of Gleason Boat Ramp / Broughton Beach

| Main themes from open-ended text response                              | Percent mentioned (%) |
|--|-----------------------|
| Broken glass / bottles in the sand                                     | 17                    |
| Parties / groups of loud intoxicated people, especially in the evening | 8                     |
| Not enough shade   | 6                     |
| Rocks in the sand  | 5                     |
| Other litter   | 5                     |
| Parking fees   | 5                     |
| Dogs off leash   | 5                     |
| Dirty river water  | 4                     |
| No benches or places to sit  | 2                     |
| Crowded  | 2                     |

**Perceptions of Fees.** Daily parking fees for visiting Gleason Boat Ramp / Broughton Beach are \$5 for a personal vehicle, and \$7 for a van or bus (12 or more people). Respondents were asked if they would be willing to pay higher fees to visit. Figure 23 shows that almost all respondents (87%) were not willing to pay higher fees, and only 13% were willing to pay more. Of the 13% who would be willing to pay a higher fee, the average maximum amounts were \$7 for a vehicle and \$10 for a van or bus.

Figure 23. Willingness to pay higher fees to visit Gleason Boat Ramp / Broughton Beach<sup>1</sup>



<sup>1</sup> The question asked: “Daily fees for Gleason Boat Ramp / Broughton Beach are \$5 for a personal vehicle, and \$7 for a van or bus (12 or more people). Would you be willing to pay a higher fee to visit?” Of those who would be willing to pay a higher fee, the average maximum amounts are \$7 for a vehicle and \$10 for a van or bus.

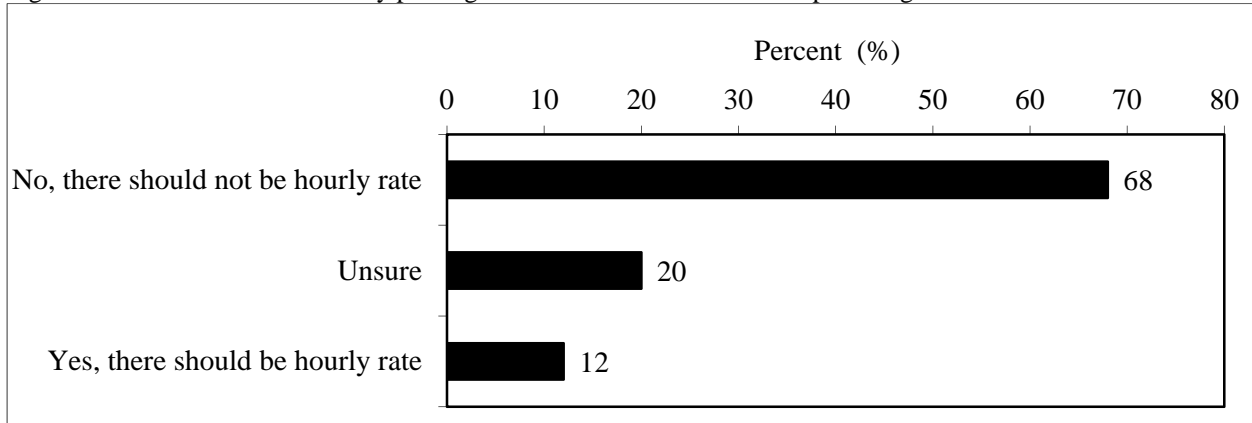
The questionnaire also asked respondents “did the automated ticketing machines for paying the parking fee function properly for you?” Figure 24 shows that the automated ticketing machines for paying the parking fee functioned properly for 66% of respondents, but did not function properly for 34% of respondents.

Figure 24. Whether the automated ticketing machines for paying parking fees functioned properly at Gleason Boat Ramp / Broughton Beach



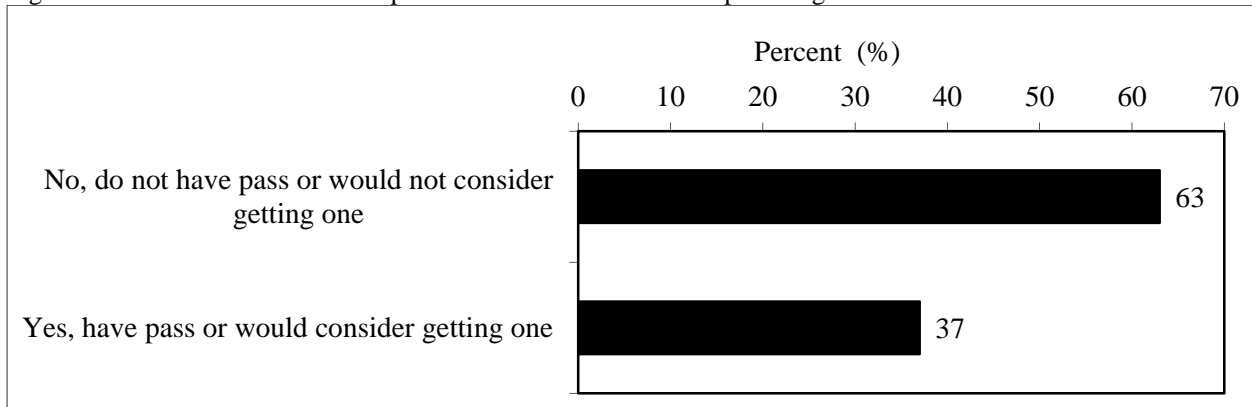
Respondents were also asked if they believed there should be an hourly rate for parking at Gleason Boat Ramp / Broughton Beach. Figure 25 shows that the majority of respondents (68%) did not think there should be an hourly rate, and only 12% were supportive of this idea.

Figure 25. Preference for an hourly parking rate to visit Gleason Boat Ramp / Broughton Beach



Metro also offers annual passes for \$40 per year (\$30 for seniors). Respondents were asked if they have a pass or would consider getting one. Figure 26 shows that 63% of visitors surveyed did not have a pass or would not consider getting one, whereas 37% did have a pass or would consider getting one. Of those who have a pass or would consider getting one, the average maximum amount they would be willing to pay for a pass is \$40.

Figure 26. Possession of an annual pass to visit Gleason Boat Ramp / Broughton Beach<sup>1</sup>



<sup>1</sup> The question asked: “Annual passes are \$40 per year (\$30 for seniors). Do you have a pass or would you consider getting one?” Of those who have a pass or would consider getting one, the average maximum amount is \$40.

**Section Summary.** Taken together, results in this section showed:

- Overall satisfaction was high, as 95% of respondents were satisfied and few (2%) were dissatisfied. A relatively high proportion was “very satisfied” (38%). In addition, 90% were likely to return in the future with 55% being “very likely.” These results, however, are not surprising because overall satisfaction and likely future visitation are almost always uniformly high in recreation settings. High overall satisfaction and repeat visitation does not mean: (a) respondents are satisfied with everything, (b) there is

nothing problematic with the setting or experience, and (c) there is no reason to make improvements. Instead, it is important to examine other attributes.

- Respondents considered the most important characteristics at this area be the absence of litter (93%), overall cleanliness (90%), condition of the natural environment (90%), well-maintained facilities and services (89%), available vehicle parking (87%), safe facilities and services (87%), personal safety (87%), clean facilities and services (86%), beach / swimming area (85%), and absence of animal waste or excrement (85%). Least important were the wait time to launch boats at the ramp (35%), number of benches (41%), number of picnic tables (42%), space at the boat ramp for non-motorized boats (43%), available parking for boat trailers (43%), and boat launch / ramp (46%).
- Respondents were most satisfied with the availability of vehicle parking (85%), condition of the natural environment (84%), beach / swimming area (82%), overall cleanliness (81%), personal safety (81%), wait time for access to vehicle parking (80%), absence of animal waste or excrement (80%), signs with directions inside the area (77%), safe facilities and services (76%), availability of parking for boat trailers (75%), cleanliness and condition of permanent toilets / bathrooms (75%), and clean facilities and services (75%). Respondents were most dissatisfied with the number of picnic tables (32% dissatisfied) and park benches (29% dissatisfied).
- In total, only 33% of respondents felt crowded (18% slightly, 11% moderately, 4% extremely crowded), suggesting crowding in this area can be considered “suppressed” where crowding is limited and low density experiences are offered.
- Most (84%) respondents observed dogs during their visit, and almost all (92%) believed that dogs should be allowed.
- Most respondents (79%) did not observe any evidence of beach fires, but 63% believed that beach fires should be allowed.
- The majority of respondents (54%) had observed alcohol consumption or drug use in the area (18% observed once or twice, 24% sometimes, 12% many times).
- Most respondents (72%) believe people follow the rules when visiting. The most common rules that respondents have seen others breaking are dogs off-leash (9%), alcohol / drug use (7%), littering / breaking glass in sand (6%), and illegal fires (4%). The majority (56%), however, would not know who to contact if they saw someone breaking

the rules, but 69% would feel comfortable contacting someone about what they had seen if rules were broken.

- The best attributes described by respondents were the beach and water, cleanliness, close proximity, minimal crowding, and opportunities for quietude. Respondents considered the worst attributes to be the broken glass and bottles in the sand, parties or groups of loud intoxicated people, not enough shade, rocks in the sand, other litter, parking fees, and dogs off-leash.
- Parking fees for visiting are \$5 for a vehicle and \$7 for a van or bus. In total, 87% of respondents were not willing to pay higher fees. Of the 13% who would be willing to pay more, the average maximum amounts were \$7 for a vehicle and \$10 for a van or bus.
- The automated ticketing machines for paying the parking fee functioned properly for 66% of respondents, but did not function properly for 34% of respondents.
- The majority of respondents (68%) did not think there should be an hourly rate for parking, and only 12% were supportive of this idea.
- Metro offers annual passes for \$40 per year (\$30 for seniors). In total, 63% of respondents did not have a pass or would not consider getting one, whereas 37% did have a pass or would consider getting one. Of those who have a pass or would consider getting one, the average maximum amount they would be willing to pay is \$40.

### Demographic Characteristics

The questionnaire contained several demographic questions. Figure 27 shows that 60% of respondents were female, 38% were male, and 3% were transgender persons.

Figure 27. Gender of visitors to Gleason Boat Ramp / Broughton Beach

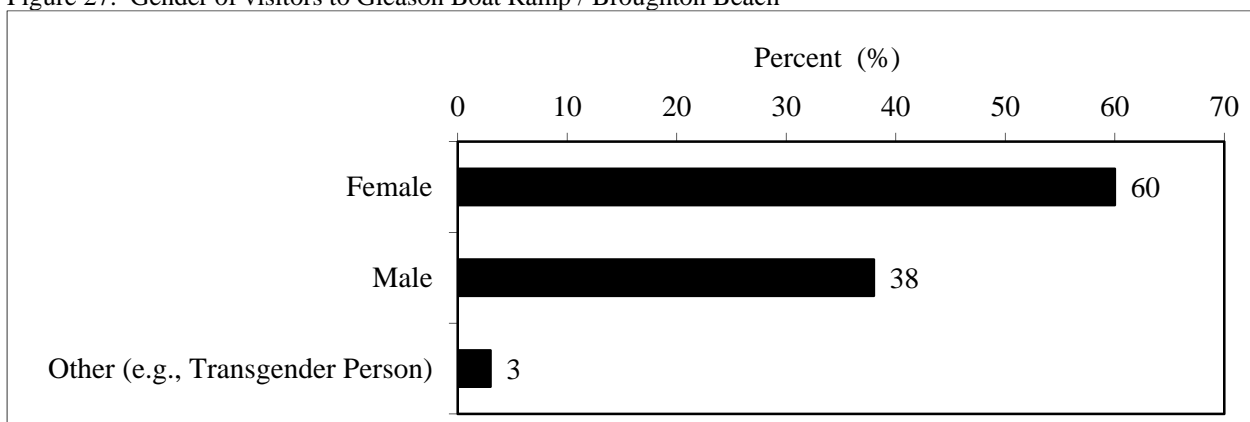
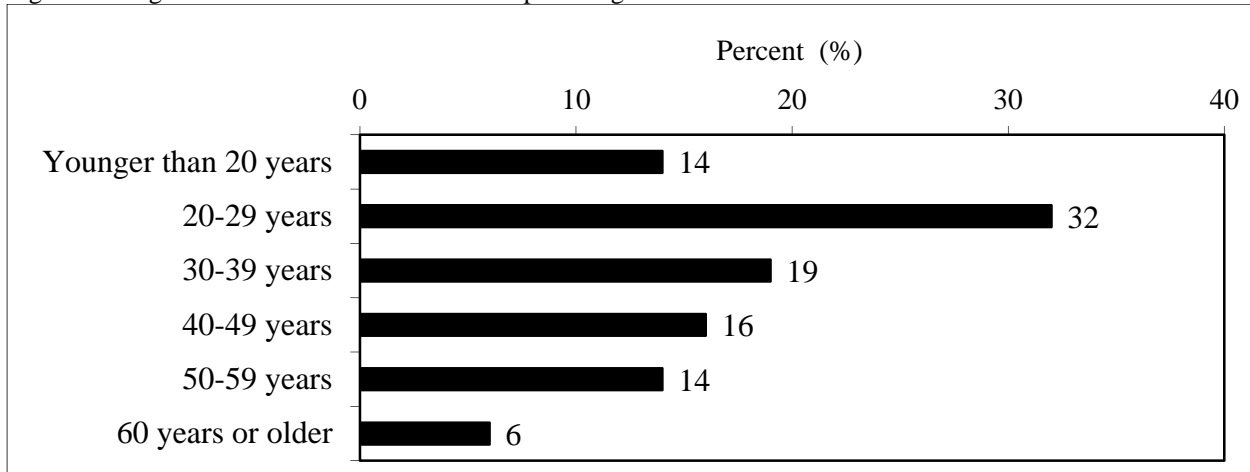


Figure 28 shows that the average age of respondents was 35 years old with the largest proportion between 20 and 29 (32%). In addition, 19% of respondents were between 30 and 39 years of age, and 16% were 40 to 49 years old.

Figure 28. Age of visitors to Gleason Boat Ramp / Broughton Beach<sup>1</sup>



<sup>1</sup> Note that children and youth were not surveyed due to human subject regulations; only adults were surveyed. Average = 35 years.

Figure 29 shows that the largest proportion of visitors surveyed (66%) were White (Caucasian), followed by Hispanic / Latino (10%), Black / African American (9%), Asian (8%), American Indian / Alaskan Native (3%), and Native Hawaiian / Pacific Islander (2%).

Figure 29. Race of visitors to Gleason Boat Ramp / Broughton Beach

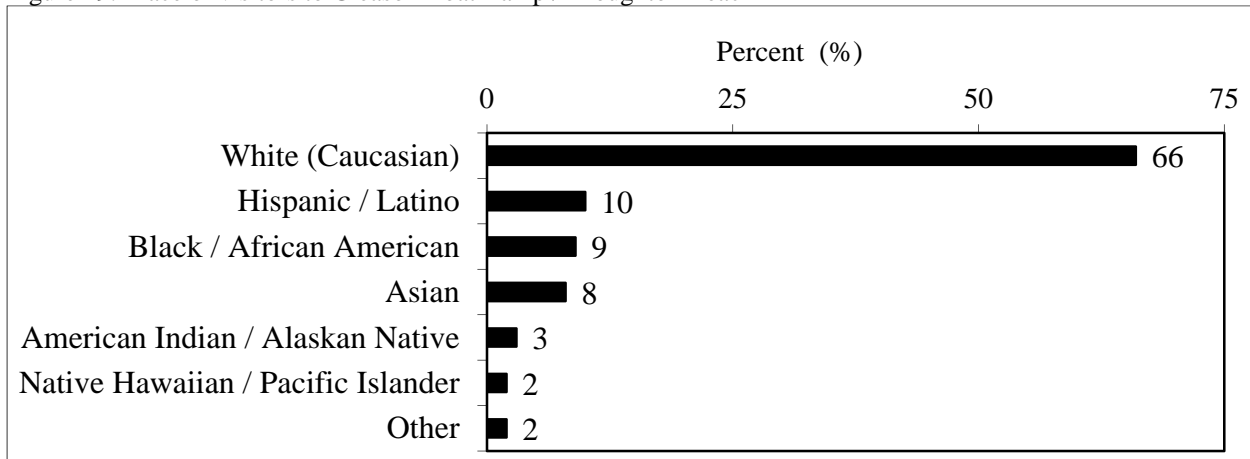
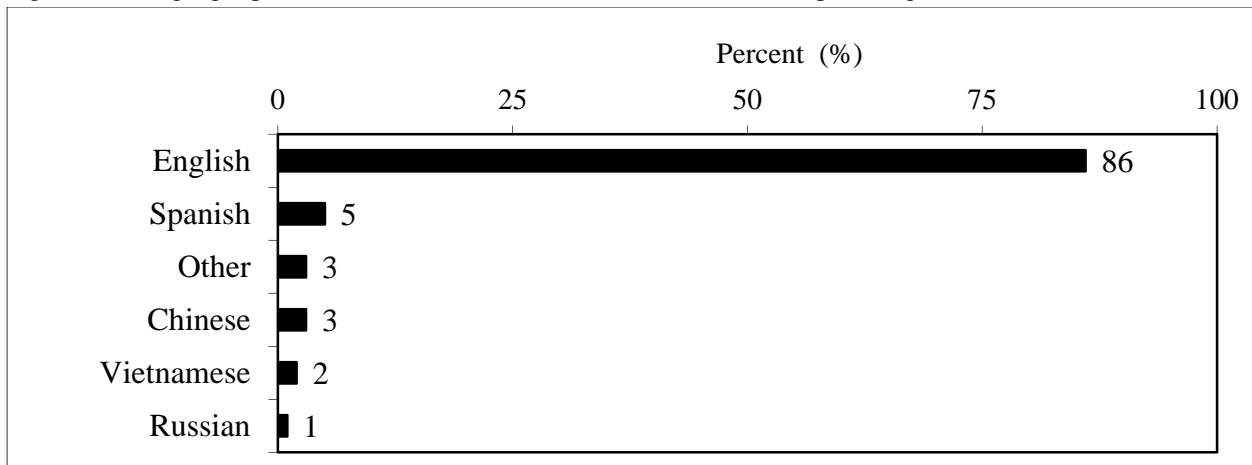


Figure 30 shows that the largest proportion of visitors who were surveyed (86%) spoke English most often in their homes, followed by Spanish (5%), Chinese (3%), Vietnamese (2%), and Russian (1%).



Figure 30. Language spoken most at home of visitors to Gleason Boat Ramp / Broughton Beach



Finally, Table 3 shows that 92% of respondents lived in Oregon, 4% were from Washington, 1% lived in California, and 3% were from other locations. The largest proportion of respondents lived in Multnomah County (87%), and the most common cities and towns where these visitors lived were Portland (62%), Fairview (5%), and Troutdale (5%).

Table 3. Location of residence for visitors to Gleason Boat Ramp / Broughton Beach

|                    | Percent (%) |
|--------------------|-------------|
| <b>State</b>       |             |
| Oregon             | 92          |
| Washington         | 4           |
| California         | 1           |
| Other              | 3           |
| <b>County</b>      |             |
| Multnomah          | 87          |
| Clackamas          | 6           |
| Linn               | 2           |
| Other              | 5           |
| <b>City / town</b> |             |
| Portland           | 62          |
| Fairview           | 5           |
| Troutdale          | 5           |
| Gresham            | 4           |
| Other              | 24          |

**Section Summary.** Taken together, results in this section showed:

- In total, 60% of respondents were female, 38% were male, and 3% were transgender persons.

- 
- The average age of respondents was 35 years of age with the largest proportion between 20 and 29 (32%). In addition, 19% of respondents were between 30 and 39 years of age, and 16% were 40 to 49 years old.
  - The largest proportion of visitors surveyed (66%) were White (Caucasian), followed by Hispanic / Latino (10%), Black / African American (9%), Asian (8%), American Indian / Alaskan Native (3%), and Native Hawaiian / Pacific Islander (2%).
  - The largest proportion of visitors surveyed (86%) spoke English most often in their homes, followed by Spanish (5%), Chinese (3%), Vietnamese (2%), and Russian (1%).
  - In total, 92% of respondents lived in Oregon, 4% were from Washington, 1% lived in California, and 3% were from other locations. The largest proportion of respondents lived in Multnomah County (87%). The most common cities and towns where these visitors lived were Portland (62%), Fairview (5%), and Troutdale (5%).

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## APPENDIX A: QUESTIONNAIRE

### Your Opinions about M. James Gleason Memorial Boat Ramp and Broughton Beach

We are conducting this survey to learn about your experiences at M. James Gleason Memorial Boat Ramp and Broughton Beach. Your input is important and it will assist managers and planners. *Please complete this survey and return it to the researcher.*

1. **Before today**, had you ever visited Gleason Boat Ramp / Broughton Beach? (check ONE)
  - No
  - Yes → if yes, how many trips have you made here in the past 12 months? (write number) \_\_\_\_\_ trip(s)
2. How many **hours** do you plan to spend at Gleason Boat Ramp / Broughton Beach today? (write number) \_\_\_\_\_ hour(s)
3. About how many miles from your home did you travel to get here? (write number) \_\_\_\_\_ mile(s)
4. Please check **all** activities in which you are participating at Gleason Boat Ramp / Broughton Beach today. (check ALL THAT APPLY)
 

|   |  |  |
|---|--|--|
| <input type="checkbox"/> A. Hiking or walking on trails     | <input type="checkbox"/> F. Swimming or wading       | <input type="checkbox"/> K. Fishing                              |
| <input type="checkbox"/> B. Hiking or walking on the beach  | <input type="checkbox"/> G. Relaxing on the beach    | <input type="checkbox"/> L. Motor boating                        |
| <input type="checkbox"/> C. Running or jogging on trails    | <input type="checkbox"/> H. Beachcombing             | <input type="checkbox"/> M. Non-motorized boating (canoe, kayak) |
| <input type="checkbox"/> D. Running or jogging on the beach | <input type="checkbox"/> I. Picnicking or barbecuing | <input type="checkbox"/> N. Other (write response) _____         |
| <input type="checkbox"/> E. Bicycling                       | <input type="checkbox"/> J. Photography              | _____  |
5. From Question 4 above, what **ONE primary activity** are you participating in at Gleason Boat Ramp / Broughton Beach today? (write ONE letter)  
 Letter for today's primary activity \_\_\_\_\_
6. How important was each of the following reasons for visiting Gleason Boat Ramp / Broughton Beach today? (circle one number for EACH)

| <i>I visited today to:</i>  | Not Important | Slightly Important | Moderately Important | Extremely Important |
|---|---------------|--------------------|----------------------|---------------------|
| Be in the outdoors close to nature.                                       | 1             | 2                  | 3                    | 4                   |
| View the natural scenery.   | 1             | 2                  | 3                    | 4                   |
| Explore a new place.  | 1             | 2                  | 3                    | 4                   |
| Learn about the area.   | 1             | 2                  | 3                    | 4                   |
| Have fun / excitement.  | 1             | 2                  | 3                    | 4                   |
| Be with friends.  | 1             | 2                  | 3                    | 4                   |
| Do something with family.   | 1             | 2                  | 3                    | 4                   |
| Meet / talk with new people.  | 1             | 2                  | 3                    | 4                   |
| Be near considerate or respectful people.                                 | 1             | 2                  | 3                    | 4                   |
| Get exercise.   | 1             | 2                  | 3                    | 4                   |
| Rest or relax.  | 1             | 2                  | 3                    | 4                   |
| Get away from the daily routine / demands of life.                        | 1             | 2                  | 3                    | 4                   |
| Develop / grow personal values.   | 1             | 2                  | 3                    | 4                   |
| Visit a place where I have experienced good times in the past.            | 1             | 2                  | 3                    | 4                   |
| Be on my own.   | 1             | 2                  | 3                    | 4                   |
| Escape crowds of people.  | 1             | 2                  | 3                    | 4                   |
| Try a new activity.   | 1             | 2                  | 3                    | 4                   |
| Develop my skills or get better at an activity.                           | 1             | 2                  | 3                    | 4                   |
| Teach outdoor recreation skills or my knowledge to others.                | 1             | 2                  | 3                    | 4                   |
| Participate in a special event (e.g., race, wedding, fishing tournament). | 1             | 2                  | 3                    | 4                   |
| Feel safe away from risks.  | 1             | 2                  | 3                    | 4                   |
| Experience nice weather or temperatures.                                  | 1             | 2                  | 3                    | 4                   |
| Other (write response) _____  | 1             | 2                  | 3                    | 4                   |

7. How dissatisfied or satisfied are you with your **overall experience** at Gleason Boat Ramp / Broughton Beach **today**?

- Very Dissatisfied       Dissatisfied       Neither       Satisfied       Very Satisfied

8. To what extent have you felt crowded at Gleason Boat Ramp / Broughton Beach **today**? (circle a number)

|                    |   |                  |   |   |                    |   |                   |   |
|--------------------|---|------------------|---|---|--------------------|---|-------------------|---|
| 1                  | 2 | 3                | 4 | 5 | 6                  | 7 | 8                 | 9 |
| Not at all Crowded |   | Slightly Crowded |   |   | Moderately Crowded |   | Extremely Crowded |   |

9. How **important** to you is each of the following at Gleason Boat Ramp / Broughton Beach? (circle one number for EACH)

|  | Not Important |   | Neither |   | Extremely Important |
|--|---------------|---|---------|---|---------------------|
| Available parking for vehicles.  | 1             | 2 | 3       | 4 | 5                   |
| Available parking for boat trailers.                                     | 1             | 2 | 3       | 4 | 5                   |
| Wait time for access to vehicle parking.                                 | 1             | 2 | 3       | 4 | 5                   |
| Amount of fee paid to park vehicle.                                      | 1             | 2 | 3       | 4 | 5                   |
| Wait time to launch boats at the ramp.                                   | 1             | 2 | 3       | 4 | 5                   |
| Number of picnic tables  | 1             | 2 | 3       | 4 | 5                   |
| Number of park benches   | 1             | 2 | 3       | 4 | 5                   |
| Number of trash cans / recycling stations.                               | 1             | 2 | 3       | 4 | 5                   |
| Number of permanent toilets / bathrooms.                                 | 1             | 2 | 3       | 4 | 5                   |
| Cleanliness / condition of permanent toilets / bathrooms.                | 1             | 2 | 3       | 4 | 5                   |
| Number of portable toilets / bathrooms (porta potties).                  | 1             | 2 | 3       | 4 | 5                   |
| Cleanliness / condition of portable toilets / bathrooms (porta potties). | 1             | 2 | 3       | 4 | 5                   |
| Beach and swimming area.   | 1             | 2 | 3       | 4 | 5                   |
| Boat launch / boat ramp.   | 1             | 2 | 3       | 4 | 5                   |
| Space at boat ramp for non-motorized boats (kayak, canoe).               | 1             | 2 | 3       | 4 | 5                   |

10. Now, how **dissatisfied or satisfied** are you with each of the following at Gleason Boat Ramp / Broughton Beach? (circle one number for EACH)

|  | Very Dissatisfied | Dissatisfied | Neither | Satisfied | Very Satisfied | I Did Not Use            |
|--|-------------------|--------------|---------|-----------|----------------|--------------------------|
| Available parking for vehicles.  | 1                 | 2            | 3       | 4         | 5              | <input type="checkbox"/> |
| Available parking for boat trailers.                                     | 1                 | 2            | 3       | 4         | 5              | <input type="checkbox"/> |
| Wait time for access to vehicle parking.                                 | 1                 | 2            | 3       | 4         | 5              | <input type="checkbox"/> |
| Amount of fee paid to park vehicle.                                      | 1                 | 2            | 3       | 4         | 5              | <input type="checkbox"/> |
| Wait time to launch boats at the ramp.                                   | 1                 | 2            | 3       | 4         | 5              | <input type="checkbox"/> |
| Number of picnic tables  | 1                 | 2            | 3       | 4         | 5              | <input type="checkbox"/> |
| Number of park benches   | 1                 | 2            | 3       | 4         | 5              | <input type="checkbox"/> |
| Number of trash cans / recycling stations.                               | 1                 | 2            | 3       | 4         | 5              | <input type="checkbox"/> |
| Number of permanent toilets / bathrooms.                                 | 1                 | 2            | 3       | 4         | 5              | <input type="checkbox"/> |
| Cleanliness / condition of permanent toilets / bathrooms.                | 1                 | 2            | 3       | 4         | 5              | <input type="checkbox"/> |
| Number of portable toilets / bathrooms (porta potties).                  | 1                 | 2            | 3       | 4         | 5              | <input type="checkbox"/> |
| Cleanliness / condition of portable toilets / bathrooms (porta potties). | 1                 | 2            | 3       | 4         | 5              | <input type="checkbox"/> |
| Beach and swimming area.   | 1                 | 2            | 3       | 4         | 5              | <input type="checkbox"/> |
| Boat launch / boat ramp.   | 1                 | 2            | 3       | 4         | 5              | <input type="checkbox"/> |
| Space at boat ramp for non-motorized boats (kayak).                      | 1                 | 2            | 3       | 4         | 5              | <input type="checkbox"/> |

11. How ***important*** to you is each of the following at Gleason Boat Ramp / Broughton Beach? (**circle one number for EACH**)

|  | Not Important |   | Neither |   | Extremely Important |
|--|---------------|---|---------|---|---------------------|
| Courteous park staff / personnel.                                      | 1             | 2 | 3       | 4 | 5                   |
| Helpful or knowledgeable park staff / personnel.                       | 1             | 2 | 3       | 4 | 5                   |
| Accessible or easy to find park staff / personnel.                     | 1             | 2 | 3       | 4 | 5                   |
| Overall customer service of park staff / personnel.                    | 1             | 2 | 3       | 4 | 5                   |
| Clean facilities / services.   | 1             | 2 | 3       | 4 | 5                   |
| Well-maintained facilities / services.                                 | 1             | 2 | 3       | 4 | 5                   |
| Safe facilities / services.  | 1             | 2 | 3       | 4 | 5                   |
| Absence of litter.   | 1             | 2 | 3       | 4 | 5                   |
| Absence of animal waste / excrement.                                   | 1             | 2 | 3       | 4 | 5                   |
| Overall cleanliness of the area.                                       | 1             | 2 | 3       | 4 | 5                   |
| Condition of the natural environment in the area.                      | 1             | 2 | 3       | 4 | 5                   |
| Number of trails in the area.  | 1             | 2 | 3       | 4 | 5                   |
| Safety / condition of trails in the area.                              | 1             | 2 | 3       | 4 | 5                   |
| Ease of movement or access (e.g., wheelchair, elderly, baby stroller). | 1             | 2 | 3       | 4 | 5                   |
| Places or facilities for groups to gather.                             | 1             | 2 | 3       | 4 | 5                   |
| Variety of things to do.   | 1             | 2 | 3       | 4 | 5                   |
| Personal safety.   | 1             | 2 | 3       | 4 | 5                   |
| Signs with directions inside the area.                                 | 1             | 2 | 3       | 4 | 5                   |
| Signs with directions to the area (how to get here).                   | 1             | 2 | 3       | 4 | 5                   |

12. Now, how ***dissatisfied or satisfied*** are you with each of the following at Gleason Boat Ramp / Broughton Beach? (**circle one number for EACH**)

|   | Very Dissatisfied | Dissatisfied | Neither | Satisfied | Very Satisfied |
|---|-------------------|--------------|---------|-----------|----------------|
| Courteousness of park staff / personnel.                          | 1                 | 2            | 3       | 4         | 5              |
| Helpfulness or knowledge of park staff / personnel.               | 1                 | 2            | 3       | 4         | 5              |
| Ease of accessing or finding park staff / personnel.              | 1                 | 2            | 3       | 4         | 5              |
| Overall customer service of park staff / personnel.               | 1                 | 2            | 3       | 4         | 5              |
| Cleanliness of facilities / services.                             | 1                 | 2            | 3       | 4         | 5              |
| Maintenance of facilities / services.                             | 1                 | 2            | 3       | 4         | 5              |
| Safety of facilities / services.                                  | 1                 | 2            | 3       | 4         | 5              |
| Absence of litter.  | 1                 | 2            | 3       | 4         | 5              |
| Absence of animal waste / excrement.                              | 1                 | 2            | 3       | 4         | 5              |
| Overall cleanliness of the area.                                  | 1                 | 2            | 3       | 4         | 5              |
| Condition of the natural environment in the area.                 | 1                 | 2            | 3       | 4         | 5              |
| Number of trails in the area.                                     | 1                 | 2            | 3       | 4         | 5              |
| Safety / condition of trails in the area.                         | 1                 | 2            | 3       | 4         | 5              |
| Ease of movement or access (e.g., wheelchair, elderly, stroller). | 1                 | 2            | 3       | 4         | 5              |
| Places or facilities for groups to gather.                        | 1                 | 2            | 3       | 4         | 5              |
| Variety of things to do.  | 1                 | 2            | 3       | 4         | 5              |
| Personal safety.  | 1                 | 2            | 3       | 4         | 5              |
| Signs with directions inside the area.                            | 1                 | 2            | 3       | 4         | 5              |
| Signs with directions to the area (how to get here).              | 1                 | 2            | 3       | 4         | 5              |

13. Did you observe any dogs at Gleason Boat Ramp / Broughton Beach ***today***? (**check ONE**)  No  Yes

14. Do you think dogs should be allowed at Gleason Boat Ramp / Broughton Beach? (**check ONE**)  No  Yes

15. Did you observe any evidence of beach fires at Gleason Boat Ramp / Broughton Beach? (**check ONE**)  No  Yes
16. Do you think beach fires should be allowed at Gleason Boat Ramp / Broughton Beach? (**check ONE**)  No  Yes
17. How often have you seen others drinking alcohol or doing drugs at Gleason Boat Ramp / Broughton Beach? (**check ONE**)  
 Never  Once or Twice  Sometimes  Many Times
18. Do you believe that people follow the rules at Gleason Boat Ramp / Broughton Beach? (**check ONE**)  
 Yes  
 No → if no, what rules have you seen people breaking here? (**write response**) \_\_\_\_\_
19. Would you know who to contact if you saw someone breaking the rules at this area? (**check ONE**)  No  Yes
20. Would you feel comfortable contacting someone about what you had seen if rules were being broken?  No  Yes
21. What are the **best** things about Gleason Boat Ramp / Broughton Beach? (**write response**) \_\_\_\_\_
22. What are the **worst** things about Gleason Boat Ramp / Broughton Beach? (**write response**) \_\_\_\_\_
23. How unlikely or likely are you to return to Gleason Boat Ramp / Broughton Beach in the future? (**check ONE**)  
 Very Unlikely  Unlikely  Neither  Likely  Very Likely
24. Daily fees for Gleason Boat Ramp / Broughton Beach are \$5 for personal vehicle, and \$7 for van or bus (12 or more people). Would you be willing to pay a higher fee to visit? (**check ONE**)  
 No  
 Yes → if yes, what is the **maximum** you would be willing to pay? Vehicle: \$\_\_\_\_\_ Van / Bus: \$\_\_\_\_\_
25. Did the automated ticketing machines for paying the parking fee function properly for you? (**check ONE**)  No  Yes
26. Do you think there should there be an hourly rate for parking? (**check ONE**)  No  Yes  Unsure
27. Annual passes are \$40 per year (\$30 for seniors). Do you have a pass or would you consider getting one? (**check ONE**)  
 No  
 Yes → if yes, what is the **maximum** you would be willing to pay for an annual pass? (**write number**) \$\_\_\_\_\_
28. **Including yourself**, how many people are accompanying you here **today**? (**write number**) \_\_\_\_\_ person(s)
29. How many children (age 14 and younger) are accompanying you here **today**? (**write number**) \_\_\_\_\_ children
30. Are you: (**check ONE**)  Male  Female  Other (e.g., Transgender Person)
31. What is your age? (**write age**) \_\_\_\_\_ years old
32. Which of the following best describes you? (**check ONE**)  
 White (Caucasian)  Hispanic / Latino  American Indian / Alaskan Native  Other (write response)  
 Black / African American  Asian  Native Hawaiian / Pacific Islander \_\_\_\_\_
33. What language is spoken most often at your home? (**check ONE**)  
 English  Spanish  Russian  Vietnamese  Chinese  Other (write response) \_\_\_\_\_
34. Where do you live? (**write responses**) City / town \_\_\_\_\_ State \_\_\_\_\_ County \_\_\_\_\_ Zip \_\_\_\_\_

Thank you! **Please return this survey to the researcher immediately.** Day: M T W Th F Sat Sun Time: \_\_\_\_:\_\_\_\_

## APPENDIX B: UNCOLLAPSED TOTAL PERCENTAGES

### Your Opinions about M. James Gleason Memorial Boat Ramp and Broughton Beach

We are conducting this survey to learn about your experiences at M. James Gleason Memorial Boat Ramp and Broughton Beach. Your input is important and it will assist managers and planners. *Please complete this survey and return it to the researcher.*

1. **Before today**, had you ever visited Gleason Boat Ramp / Broughton Beach? (check **ONE**)
  - 31% No
  - 69% Yes → if yes, how many trips have you made here **in the past 12 months**? (write number) see report trip(s)
2. How many **hours** do you plan to spend at Gleason Boat Ramp / Broughton Beach **today**? (write number) see report hour(s)
3. About how many miles from your home did you travel to get here? (write number) see report mile(s)
4. Please check **all** activities in which you are participating at Gleason Boat Ramp / Broughton Beach **today**. (check **ALL THAT APPLY**)
 

|  |  |   |
|--|--|---|
| 19% <b>A.</b> Hiking or walking on trails    | 61% <b>F.</b> Swimming or wading       | 6% <b>K.</b> Fishing                              |
| 28% <b>B.</b> Hiking or walking on the beach | 61% <b>G.</b> Relaxing on the beach    | 10% <b>L.</b> Motor boating                       |
| 8% <b>C.</b> Running or jogging on trails    | 15% <b>H.</b> Beachcombing             | 5% <b>M.</b> Non-motorized boating (canoe, kayak) |
| 5% <b>D.</b> Running or jogging on the beach | 16% <b>I.</b> Picnicking or barbecuing | 20% <b>N.</b> Other (write response) _____        |
| 15% <b>E.</b> Bicycling                      | 15% <b>J.</b> Photography              | _____   |
5. From Question 4 above, what **ONE primary activity** are you participating in at Gleason Boat Ramp / Broughton Beach **today**? (write **ONE** letter)  
 Letter for **today's** primary activity see report
6. How important was each of the following reasons for visiting Gleason Boat Ramp / Broughton Beach **today**? (circle one number for **EACH**)

| <b><i>I visited today to:</i></b>   | Not Important | Slightly Important | Moderately Important | Extremely Important |
|---|---------------|--------------------|----------------------|---------------------|
| Be in the outdoors close to nature.                                       | 3%            | 11%                | 30%                  | 56%                 |
| View the natural scenery.   | 3             | 12                 | 33                   | 52                  |
| Explore a new place.  | 14            | 25                 | 33                   | 28                  |
| Learn about the area.   | 25            | 27                 | 25                   | 23                  |
| Have fun / excitement.  | 5             | 5                  | 25                   | 66                  |
| Be with friends.  | 11            | 5                  | 23                   | 61                  |
| Do something with family.   | 22            | 7                  | 27                   | 44                  |
| Meet / talk with new people.  | 30            | 20                 | 28                   | 23                  |
| Be near considerate or respectful people.                                 | 12            | 11                 | 30                   | 47                  |
| Get exercise.   | 17            | 19                 | 28                   | 37                  |
| Rest or relax.  | 8             | 7                  | 27                   | 58                  |
| Get away from the daily routine / demands of life.                        | 5             | 7                  | 23                   | 65                  |
| Develop / grow personal values.   | 19            | 25                 | 28                   | 28                  |
| Visit a place where I have experienced good times in the past.            | 23            | 12                 | 27                   | 39                  |
| Be on my own.   | 33            | 17                 | 25                   | 25                  |
| Escape crowds of people.  | 20            | 20                 | 33                   | 27                  |
| Try a new activity.   | 30            | 23                 | 25                   | 23                  |
| Develop my skills or get better at an activity.                           | 35            | 26                 | 19                   | 20                  |
| Teach outdoor recreation skills or my knowledge to others.                | 50            | 20                 | 14                   | 16                  |
| Participate in a special event (e.g., race, wedding, fishing tournament). | 62            | 14                 | 13                   | 11                  |
| Feel safe away from risks.  | 14            | 20                 | 28                   | 38                  |
| Experience nice weather or temperatures.                                  | 4             | 6                  | 33                   | 57                  |



7. How dissatisfied or satisfied are you with your **overall experience** at Gleason Boat Ramp / Broughton Beach **today**?  
 1% Very Dissatisfied      1% Dissatisfied      3% Neither      57% Satisfied      38% Very Satisfied

8. To what extent have you felt crowded at Gleason Boat Ramp / Broughton Beach **today**? (circle a number)

|                    |                  |                    |                   |    |    |    |    |    |
|--------------------|------------------|--------------------|-------------------|----|----|----|----|----|
| 42%                | 26%              | 11%                | 7%                | 5% | 3% | 3% | 2% | 2% |
| Not at all Crowded | Slightly Crowded | Moderately Crowded | Extremely Crowded |    |    |    |    |    |

9. How **important** to you is each of the following at Gleason Boat Ramp / Broughton Beach? (circle one number for EACH)

|  | Not Important |    | Neither |     | Extremely Important |
|--|---------------|----|---------|-----|---------------------|
| Available parking for vehicles.  | 5%            | 3% | 5%      | 30% | 57%                 |
| Available parking for boat trailers.                                     | 37            | 5  | 15      | 17  | 27                  |
| Wait time for access to vehicle parking.                                 | 8             | 5  | 15      | 34  | 38                  |
| Amount of fee paid to park vehicle.                                      | 13            | 7  | 17      | 30  | 33                  |
| Wait time to launch boats at the ramp.                                   | 37            | 6  | 23      | 16  | 19                  |
| Number of picnic tables  | 30            | 7  | 22      | 16  | 26                  |
| Number of park benches   | 28            | 8  | 23      | 16  | 26                  |
| Number of trash cans / recycling stations.                               | 9             | 9  | 17      | 22  | 43                  |
| Number of permanent toilets / bathrooms.                                 | 5             | 6  | 13      | 33  | 44                  |
| Cleanliness / condition of permanent toilets / bathrooms.                | 4             | 3  | 10      | 31  | 52                  |
| Number of portable toilets / bathrooms (porta potties).                  | 7             | 7  | 20      | 30  | 36                  |
| Cleanliness / condition of portable toilets / bathrooms (porta potties). | 6             | 4  | 13      | 30  | 47                  |
| Beach and swimming area.   | 3             | 4  | 7       | 29  | 57                  |
| Boat launch / boat ramp.   | 26            | 10 | 18      | 19  | 27                  |
| Space at boat ramp for non-motorized boats (kayak, canoe).               | 25            | 9  | 23      | 17  | 25                  |

10. Now, how **dissatisfied or satisfied** are you with each of the following at Gleason Boat Ramp / Broughton Beach? (circle one number for EACH)

|  | Very Dissatisfied | Dissatisfied | Neither | Satisfied | Very Satisfied | I Did Not Use |
|--|-------------------|--------------|---------|-----------|----------------|---------------|
| Available parking for vehicles.  | 2%                | 7%           | 5%      | 30%       | 45%            | 11%           |
| Available parking for boat trailers.                                     | 1                 | 1            | 11      | 20        | 23             | 43            |
| Wait time for access to vehicle parking.                                 | 1                 | 7            | 8       | 26        | 40             | 18            |
| Amount of fee paid to park vehicle.                                      | 2                 | 5            | 19      | 30        | 27             | 17            |
| Wait time to launch boats at the ramp.                                   | 1                 | 3            | 14      | 18        | 14             | 51            |
| Number of picnic tables  | 9                 | 7            | 11      | 14        | 10             | 48            |
| Number of park benches   | 8                 | 8            | 14      | 18        | 9              | 44            |
| Number of trash cans / recycling stations.                               | 1                 | 5            | 22      | 30        | 20             | 21            |
| Number of permanent toilets / bathrooms.                                 | 1                 | 5            | 17      | 32        | 23             | 23            |
| Cleanliness / condition of permanent toilets / bathrooms.                | 1                 | 6            | 13      | 31        | 28             | 21            |
| Number of portable toilets / bathrooms (porta potties).                  | 2                 | 7            | 19      | 25        | 17             | 31            |
| Cleanliness / condition of portable toilets / bathrooms (porta potties). | 1                 | 7            | 17      | 24        | 19             | 31            |
| Beach and swimming area.   | 1                 | 5            | 10      | 33        | 42             | 9             |
| Boat launch / boat ramp.   | 1                 | 3            | 12      | 16        | 17             | 51            |
| Space at boat ramp for non-motorized boats (kayak).                      | 2                 | 3            | 12      | 16        | 14             | 53            |

11. How **important** to you is each of the following at Gleason Boat Ramp / Broughton Beach? (circle one number for EACH)

|  | Not Important |    | Neither |     | Extremely Important |
|--|---------------|----|---------|-----|---------------------|
| Courteous park staff / personnel.                                      | 4%            | 6% | 16%     | 37% | 37%                 |
| Helpful or knowledgeable park staff / personnel.                       | 5             | 4  | 23      | 31  | 38                  |
| Accessible or easy to find park staff / personnel.                     | 6             | 7  | 22      | 38  | 27                  |
| Overall customer service of park staff / personnel.                    | 6             | 4  | 20      | 39  | 31                  |
| Clean facilities / services.   | 2             | 2  | 10      | 40  | 46                  |
| Well-maintained facilities / services.                                 | 1             | 1  | 9       | 40  | 48                  |
| Safe facilities / services.  | 1             | 1  | 10      | 37  | 50                  |
| Absence of litter.   | 1             | 0  | 7       | 34  | 59                  |
| Absence of animal waste / excrement.                                   | 4             | 1  | 11      | 30  | 55                  |
| Overall cleanliness of the area.                                       | 1             | 1  | 7       | 33  | 57                  |
| Condition of the natural environment in the area.                      | 1             | 2  | 8       | 38  | 52                  |
| Number of trails in the area.  | 2             | 2  | 25      | 37  | 34                  |
| Safety / condition of trails in the area.                              | 1             | 1  | 21      | 32  | 45                  |
| Ease of movement or access (e.g., wheelchair, elderly, baby stroller). | 6             | 3  | 20      | 33  | 38                  |
| Places or facilities for groups to gather.                             | 7             | 4  | 26      | 31  | 33                  |
| Variety of things to do.   | 8             | 2  | 27      | 34  | 29                  |
| Personal safety.   | 3             | 0  | 10      | 32  | 55                  |
| Signs with directions inside the area.                                 | 6             | 1  | 12      | 35  | 47                  |
| Signs with directions to the area (how to get here).                   | 4             | 2  | 13      | 34  | 47                  |

12. Now, how **dissatisfied or satisfied** are you with each of the following at Gleason Boat Ramp / Broughton Beach? (circle one number for EACH)

|   | Very Dissatisfied | Dissatisfied | Neither | Satisfied | Very Satisfied |
|---|-------------------|--------------|---------|-----------|----------------|
| Courteousness of park staff / personnel.                          | 1%                | 5%           | 27%     | 36%       | 30%            |
| Helpfulness or knowledge of park staff / personnel.               | 1                 | 5            | 29      | 36        | 30             |
| Ease of accessing or finding park staff / personnel.              | 2                 | 5            | 38      | 31        | 24             |
| Overall customer service of park staff / personnel.               | 2                 | 4            | 35      | 33        | 27             |
| Cleanliness of facilities / services.                             | 1                 | 7            | 17      | 44        | 31             |
| Maintenance of facilities / services.                             | 1                 | 8            | 17      | 42        | 32             |
| Safety of facilities / services.                                  | 0                 | 7            | 17      | 42        | 34             |
| Absence of litter.  | 0                 | 11           | 17      | 37        | 36             |
| Absence of animal waste / excrement.                              | 0                 | 8            | 12      | 44        | 36             |
| Overall cleanliness of the area.                                  | 1                 | 8            | 10      | 46        | 35             |
| Condition of the natural environment in the area.                 | 0                 | 6            | 10      | 48        | 36             |
| Number of trails in the area.                                     | 0                 | 7            | 30      | 37        | 26             |
| Safety / condition of trails in the area.                         | 0                 | 6            | 23      | 44        | 27             |
| Ease of movement or access (e.g., wheelchair, elderly, stroller). | 0                 | 6            | 25      | 42        | 27             |
| Places or facilities for groups to gather.                        | 2                 | 6            | 25      | 40        | 27             |
| Variety of things to do.  | 2                 | 7            | 25      | 39        | 28             |
| Personal safety.  | 1                 | 4            | 14      | 49        | 32             |
| Signs with directions inside the area.                            | 0                 | 3            | 21      | 42        | 34             |
| Signs with directions to the area (how to get here).              | 1                 | 5            | 24      | 38        | 33             |

13. Did you observe any dogs at Gleason Boat Ramp / Broughton Beach **today**? (check ONE) 16% No 84% Yes

14. Do you think dogs should be allowed at Gleason Boat Ramp / Broughton Beach? (check ONE) 8% No 92% Yes

15. Did you observe any evidence of beach fires at Gleason Boat Ramp / Broughton Beach? (**check ONE**) 79% No 21% Yes
16. Do you think beach fires should be allowed at Gleason Boat Ramp / Broughton Beach? (**check ONE**) 37% No 63% Yes
17. How often have you seen others drinking alcohol or doing drugs at Gleason Boat Ramp / Broughton Beach? (**check ONE**)  
 45% Never 18% Once or Twice 24% Sometimes 12% Many Times
18. Do you believe that people follow the rules at Gleason Boat Ramp / Broughton Beach? (**check ONE**)  
 72% Yes  
 28% No → if no, what rules have you seen people breaking here? (**write response**) see report
19. Would you know who to contact if you saw someone breaking the rules at this area? (**check ONE**) 56% No 44% Yes
20. Would you feel comfortable contacting someone about what you had seen if rules were being broken? 31% No 69% Yes
21. What are the **best** things about Gleason Boat Ramp / Broughton Beach? (**write response**) see report
22. What are the **worst** things about Gleason Boat Ramp / Broughton Beach? (**write response**) see report
23. How unlikely or likely are you to return to Gleason Boat Ramp / Broughton Beach in the future? (**check ONE**)  
 4% Very Unlikely 2% Unlikely 4% Neither 35% Likely 55% Very Likely
24. Daily fees for Gleason Boat Ramp / Broughton Beach are \$5 for personal vehicle, and \$7 for van or bus (12 or more people). Would you be willing to pay a higher fee to visit? (**check ONE**)  
 87% No  
 13% Yes → if yes, what is the **maximum** you would be willing to pay? Vehicle: \$ see report Van / Bus: \$ see report
25. Did the automated ticketing machines for paying the parking fee function properly for you? (**check ONE**) 34% No 66% Yes
26. Do you think there should there be an hourly rate for parking? (**check ONE**) 68% No 12% Yes 20% Unsure
27. Annual passes are \$40 per year (\$30 for seniors). Do you have a pass or would you consider getting one? (**check ONE**)  
 63% No  
 37% Yes → if yes, what is the **maximum** you would be willing to pay for an annual pass? (**write number**) \$ see report
28. **Including yourself**, how many people are accompanying you here **today**? (**write number**) see report person(s)
29. How many children (age 14 and younger) are accompanying you here **today**? (**write number**) see report children
30. Are you: (**check ONE**) 38% Male 60% Female 3% Other (e.g., Transgender Person)
31. What is your age? (**write age**) see report years old
32. Which of the following best describes you? (**check ONE**)  
 66% White (Caucasian) 10% Hispanic / Latino 3% American Indian / Alaskan Native 2% Other (write response)  
 9% Black / African American 8% Asian 2% Native Hawaiian / Pacific Islander \_\_\_\_\_
33. What language is spoken most often at your home? (**check ONE**)  
 86% English 5% Spanish 1% Russian 2% Vietnamese 3% Chinese 3% Other (write response) \_\_\_\_\_
34. Where do you live? (**write responses**) City / town see report State see report County see report Zip see report

Thank you! **Please return this survey to the researcher immediately.** Day: M T W Th F Sat Sun Time: \_\_\_\_:\_\_\_\_

