



Outdoor Recreation Information Center Recreational User Study

Summer 2012 and Winter 2013

Natural Resource Report NPS/NRSS/EQD/NRR—2013/711



ON THE COVER

Outdoor Recreation Information Center staff assisting future visitors to Washington State public lands
Photograph courtesy of Paul Gordon Pictures

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Executive Summary

This report profiles a systematic random sample of visitors to the Outdoor Recreation Information Center (ORIC) at the REI store in Seattle, WA during summer 2012 and winter 2013. A total of 729 on-site ORIC visitors were approached and invited to participate in the survey, of which 599 completed the questionnaire, resulting in a response rate of 82%. A total of 167 phone-in ORIC users were invited to participate in the survey, of which 87 responded, for a response rate of 52%. Post-trip surveys were administered to 177 respondents, of whom 67 completed a questionnaire, resulting in a response rate of 38%.

PRE-TRIP SURVEY RESULTS SUMMARY

Group size and type – onsite	Forty-five percent of on-site respondents approached the ORIC desk alone and 34% were with family. Forty-three percent were in groups of two people.
Group size and type – phone-in	Seventy-three percent of respondents called ORIC to obtain information for themselves and 14% called on behalf of family.
State of residence	Seventy-eight percent of respondents were from Washington state, of which 60% were from Seattle.
Gender	Sixty-two percent of respondents were male and 38% were female. There was no significant difference in gender between on-site and phone-in respondents.
Age, ethnicity, race, educational level, and preferred language	Forty percent of respondents were ages 18-35 years. The average age of on-site respondents was 42 years and the average for phone-in respondents was 47 years. Three percent were Hispanic or Latino. Ninety-three percent of respondents were White and 7% were Asian. Ninety-eight percent of respondents preferred to use English.
Travel plans	Forty-seven percent of respondents planned to take a trip on the day of or on the day after contacting ORIC and 23% planned to travel within a week of contacting ORIC.
Reason for visiting REI – on-site	Fifty-six percent of respondents who completed an on-site questionnaire indicated that they came into REI store for shopping and obtaining information, 24% came in only to shop, and 20% came in only to obtain information.
Reason for calling ORIC – phone-in	Forty-two percent of respondents who completed the phone-in survey indicated that long travel distance was the reason why they called in rather than visited ORIC in person. Thirteen percent did not want to wait in line at the store.
Awareness of ORIC	Fifty-four percent of respondents indicated that they have used ORIC in the past, 19% did not know about ORIC's existence until coming in to shop at REI on the day of the survey, and 9% learned about ORIC through the Internet.

Executive Summary (continued)

Motivation for using ORIC	Fifty-seven percent of respondents indicated the main motivation for using ORIC was to obtain additional information. Nineteen percent preferred to obtain help from ORIC's staff over other information sources.
Recreational pass awareness and options	Sixty-five percent of respondents were aware of the different recreational pass options in Washington state. Forty-five percent of respondents contacted ORIC staff to inquire about recreational pass options, of which, 37% inquired about the Annual Northwest Forest Pass.
Improved level of understanding regarding passes	Sixty-six percent of respondents indicated that they now have a better understanding about pass options, while 18% indicated that they did not obtain any new information about the passes.
Type of information provided	Forty-five percent of respondents were seeking information about backpacking opportunities and 33% were seeking information about day hiking opportunities.
Information sources used prior to contacting ORIC	Seventy-nine percent of respondents indicated that they sought information about recreational areas from other sources prior to contacting ORIC.
Waiting time in line at ORIC	Seventy-eight percent of respondents did not wait in line. Of those who indicated that there was a waiting line when they first attempted to approach a ranger, 85% chose to wait in line, and most (91%) waited no longer than five minutes.
Waiting time on the phone	Eighty-one percent of respondents who completed the phone-in survey indicated that they were able to speak to a staff person on the first call.
Length of contact with ranger	Fifty-one percent of respondents had contact with a staff person of up to five minutes. On average, phone-in respondents spent a significantly longer amount of time speaking to a staff person at 9.5 minutes compared to 7.7 minutes for on-site contacts.
Interest in informational programs at ORIC	Forty-eight percent of respondents were interested in attending programs at ORIC.

POST-TRIP SURVEY RESULT SUMMARY

Influence of ORIC in decision making	Fifty-seven percent of respondents indicated that they had already decided on their destination, but the staff helped with the details of the visit. Twenty percent asked staff to help them decide where to go.
Group characteristics	Fifty percent of groups traveled with family and 27% traveled with friends. Forty-five percent traveled in groups of two and 27% traveled in groups of four or more.

Executive Summary (continued)

Length of trip	Sixty-seven percent of respondents went on a multiple-day trip and 33% took a day trip only.
Type of activity	Fifty-two percent of respondents participated in day hiking and 42% took a backpacking trip.
Likelihood of using ORIC again	Eighty percent of respondents indicated that they would likely use ORIC again.

Acknowledgements

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For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-2585 or the following website <http://www.psu.uidaho.edu>.

Introduction

This report describes the results of a Recreational User study at the Outdoor Recreation Information Center (ORIC) at the Recreation Equipment Inc. (REI) in Seattle, Washington at the request of Klondike Gold National Historical Park – Seattle. ORIC is an interagency ranger station providing information on public land recreation opportunities in Washington State. ORIC is a unique partnership between the National Park Service, U.S. Forest Service, Washington State Parks, REI, and Discover Your Northwest.

The survey was conducted during the summer season 2012 and winter season 2013. Recreation users who visited the REI store in person were given the choice of either completing the survey via an iPad or a paper questionnaire during summer 2012. Recreation users who visited the store in winter 2013 completed the survey via a paper questionnaire only. Recreation users who phoned the ORIC for information were offered a chance to complete the survey online.

After completing the pre-trip survey, either on-site or online, recreation users were given a chance to participate in a post-trip survey. The post-trip survey was offered online only. The survey was conducted by ORIC staff with supervision from the Park Studies Unit (PSU) at the University of Idaho.

Organization of the Report

This report is organized into three sections.

Section 1: Methods

This section discusses the procedures, limitations, and special conditions that may affect the study results.

Section 2: Results

This section provides a summary for each question in the questionnaire and includes visitor comments to open-ended questions. The presentation of the results of this study does not follow the order of questions in the questionnaire.

Section 3: Appendices

Appendix 1. *The Questionnaire*. A copy of the questionnaire distributed to respondents.

Presentation of the Results

Results are represented in the form of graphs (see Example 1), scatter plots, pie charts, tables, and text.

Key

1. The figure title describes the graph's information.
2. Listed above the graph, the "N" shows the number of respondents responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.

* appears when the total percentages do not equal 100 due to rounding.

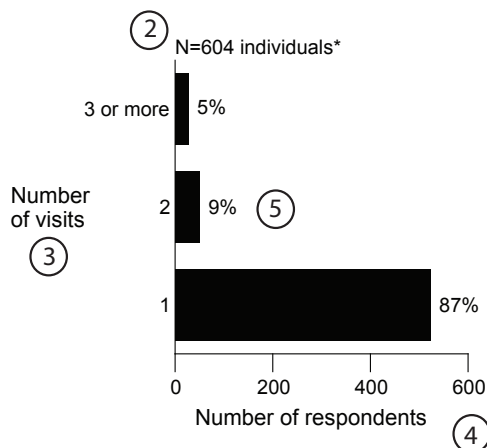
** appears when total percentages do not equal 100 because respondents could select more than one answer choice.

3. Vertical information describes the response categories.

4. Horizontal information shows the number or proportion of responses in each category.

5. In most graphs, percentages provide additional information.

Example 1



① **Figure 14.** Number of visits to the park in past 12 months

Methods

Survey Design and Procedures

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2007). Using this method, the sample size was calculated based on ORIC's visitation statistics of previous years.

Due to the nature of the study, eligible participants only included recreation users who visited ORIC in person or called the ranger station for information, and were at least 18 years of age. If a group approached the ranger desk and if there were more than one adult in the group we used the next birthday method to randomize survey participants. Upon the completion of the conversation with the ranger, selected individuals were offered a chance to complete a questionnaire on-site in the store or complete one online (if they called). Every participant was asked three questions and gender was noted for checking non-response bias:

1. Is it your first time using ORIC?
2. What is your zip code or name of country (if not U.S.)?
3. What is your age?

The information was recorded on a survey log. Reason for refusing to participate in the survey was also noted when appropriate. The surveys were distributed over two periods from June 7 to August 19, 2012 for the summer season and from January 5 to February 21, 2013 for the winter season.

Questionnaire design

The Outdoor Recreation Information Center questionnaire was developed through conference calls between ORIC staff and VSP staff to design and prioritize questions. Several iterations of the questionnaires were circulated among park staff and planning specialists. The final version of the questionnaire incorporated all comments from several editing rounds. A pilot of the survey instrument was conducted using a group of graduate students at the University of Idaho. The pilot group helped to refine the questions and improve clarity. Finally, the questionnaire was reviewed and approved by Office of Management and Budget (OMB).

The questionnaire included questions that are specific to different aspects of the services provided at ORIC and questions that help to establish demographics of recreation users. Many questions ask respondents to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended. The questionnaire was designed in booklet form of an appropriate size that would fit the lock box.

Survey procedure

The survey was conducted on-site by Outdoor Recreation Information Center and Klondike Gold Rush National Historical Park - Seattle Unit staff. Upon completion of the conversation with the rangers, respondents were greeted, briefly introduced to the purpose of the study, and asked to participate. If a group was encountered, they were asked which member (at least 18 years old) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. Since the questionnaire was completed on-site, follow-up was not necessary.

If a person called the ranger station for information instead of coming in to the REI store in person, the ranger offered them an opportunity to complete the questionnaire online after the call. If the person agreed to participate in the survey, the ranger noted the name and email address. An email with the link to the survey was sent to the participant, and follow-up reminder emails were sent one week and two weeks after the initial contact.

Upon the completion of the pre-trip survey, the participants were then asked if they would be willing to fill out another survey after their travel. The post-trip survey was only offered to people who planned to take the trip within two weeks. The post-trip survey was only offered in web-based format with two follow-up email reminders.

Data analysis

For the paper version of the questionnaire, visitor responses were entered twice and double-key validation was performed on numeric and short text responses. The remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software. For the online surveys, visitor responses were sent directly to the database. Responses to open-ended questions for paper and online versions were categorized and summarized prior to data analysis.

Numeric data were processed and statistics were calculated using Statistical Analysis Software® (SAS) and IBM SPSS Statistics®.

Limitations

As with all surveys, this study has limitations that should be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after their contact with ORIC staff, which may have resulted in poor recall. Thus, it is not possible to know whether their responses reflected actual behavior.
2. Respondents were given more than one option to complete the survey, which may have affected the response rate.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. When the sample size is less than 30, the word “**CAUTION!**” is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or respondents) when interpreting the results.

Checking non-response bias

Table 1 shows the response rates for each survey. Because fewer than 100% of participants completed the surveys, some part of the population may be underrepresented, which may cause some biases in the results. This bias is often referred to as non-response bias.

Table 1. Response rates

Survey	Number contacted	Completed	Response rate
On-site	729	599 (200 via iPad)	82%
Phone	167	87	52%
Post trip	177	67	38%

In order to determine the effect of non-response bias, three variables were used to determine the differences between respondents and non-respondents: age, gender, and place of residence. The non-hypotheses were that respondents and non-respondents were not significantly different from each other while comparing the three variables. An independent t-test was conducted to compare average age. Chi-square tests were conducted to compare respondents' gender and place of residence. The non-hypothesis would be rejected when the p-value is less than 0.05. Tables 2 - 4 show the results of non-response bias tests. There was not enough information recorded for the phone-in participants to perform non-response bias tests. The results for on-site and post-trip surveys show that respondents and non-respondents were not significantly different except for gender in post trip survey. It appeared that female participants were more responsive to post-trip surveys than male participants.

Table 2. Comparison of respondents and non-respondents by average age

Survey	Respondents	Non-respondents	p-value (t-test)
On-site	40.99 (N=445)	43.52 (N=125)	0.085
Post-trip	42.52 (N=60)	41.03 (N=103)	0.501

Table 3. Comparison of respondents and non-respondents by gender

Survey	Gender	Respondents	Non-respondents	p-value (chi-square)
On-site	Male	283 (63%)	76 (62%)	0.814
	Female	163 (37%)	46 (38%)	
Post-trip	Male	28 (45%)	67 (65%)	0.01
	Female	34 (55%)	36 (35%)	

Table 4. Comparison of respondents and non-respondents by place of residence

Survey	Place of residence	Respondents	Non-respondents	p-value (chi-square)
On-site	Seattle	281 (63%)	80 (63%)	0.971
	Other US	156 (35%)	44 (35%)	
	International	9 (2%)	3 (2%)	
Post-trip*	Seattle	33 (54%)	66 (67%)	0.112
	Other U.S	28 (46%)	33 (33%)	

* Too few internationals participated in post-trip surveys to make a comparison.

Results of pre-trip survey

Reason for coming to the REI store

Question 1 (on-site)

What was the primary reason you came into the REI store today?

Results

- 56% of respondents who completed the on-site questionnaire indicated that they came into the REI store for shopping and obtaining information (see Figure 1a).
- 24% came only to shop.
- 20% came only to obtain information.

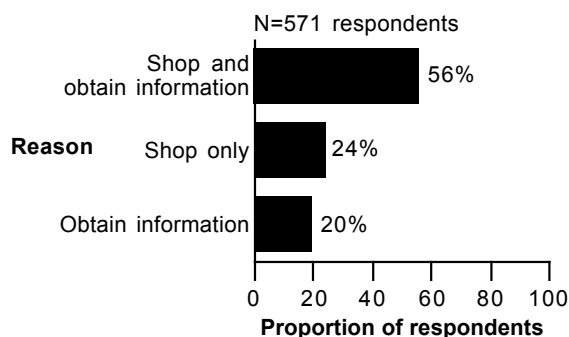


Figure 1a. Reason for coming into the REI store

Primary reason for calling ORIC

Question 1 (phone-in)

What was your primary reason for calling the Ranger Information Station at the Seattle REI today, instead of visiting it in person?

Results

- 42% of respondents who completed the phone-in survey indicated that long travel distance was the reason why they phoned-in rather than visiting ORIC in person (see Figure 1b).
- 13% did not want to wait in line at the store.
- “Other” reasons (41%) are listed in Table 5.

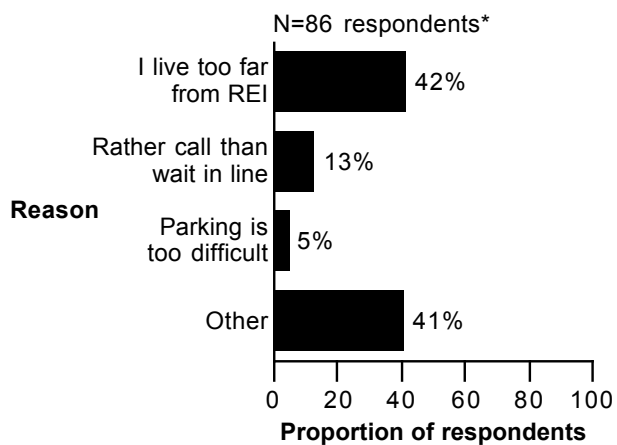


Figure 1b. Reason for calling rather than visiting ORIC in person

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 5. Reasons for calling ORIC instead of visiting in person
(N=35 comments)

Comment
At work all day but needed information
Calling was more convenient
Convenience
Had a quick question re: Sno-Park and Groomed Trails permits that were not clear from the state's website
I didn't know I was calling a ranger at REI, I just thought I was calling a ranger station.
I didn't know I was calling an REI ranger station. I thought I was just calling a ranger station.
I had a quick question and was not otherwise planning to visit REI, so calling was more convenient.
I live in MA and saw the phone number in an OR travel guide. I wanted to know if Golden Age Passport would get me into National Forests in OR.
I shop at REI and knew they would have knowledge/experience with some of the hikes.
I thought I was calling the forest service for recreation information.
I wanted information before visiting the store in regards to upgrading my pass.
I wanted information on the America the Beautiful Pass and this was the number listed. I did not know it was an REI store.
I was already at the SEATAC REI having just flown in from Wisconsin and was informed about the Ranger Information Station.
I was driving on vacation.
I was leaving for a hike (in the opposite direction).
It was the most convenient way to get information on multiple locations other than calling the individual ranger stations.
Just looking for information
Just need a quick report on a trail and ask about what pass is needed to park at the trailhead
Just needed some quick information
Live out of town
More convenient to call
More convenient, had other things to do and could call in between quickly
Much less time to call than come for the question I had
Needed an answer right away
Needed info on camping
No answer at Mt. Rainier
Not enough time to travel downtown
Prefer not to drive
Question about climbing Mt. Rainier
Quick question
REI store not as helpful as the station
That's where the call was routed
The Ranger Station in Skykomish was closed and that was the next area to get information from.
We did not know that this was where the ranger office number we called was located.
Week-end closure of Ranger Stations

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Awareness of ORIC

Question 2

How did you find out about the Ranger Information Station at the Seattle REI?

Results

- 54% of respondents indicated that they had used ORIC in the past (see Figure 2).
- 19% did not know ORIC existed until coming in to shop at REI on the day of the survey.
- 11% learned about ORIC through friends/relatives/word of mouth.
- 9% learned about ORIC through Internet websites which were:

America the Beautiful
 Crystal Mtn. page
 Federal sites
 Google search
 Mt. Rainier website
 Mt. Baker-Snoqualmie National Forest
 North Cascade park website
 Northwest Forest Pass website
 nps.gov
 recreation.gov
 REI
 rei.com
 Snow Parks website
 USDA
 USFS
 WTA (Washington Trails Association)

- 1% learned about ORIC through staff at a recreational area which were:

All camp/hike areas
 National forest
 North Cascades National Park

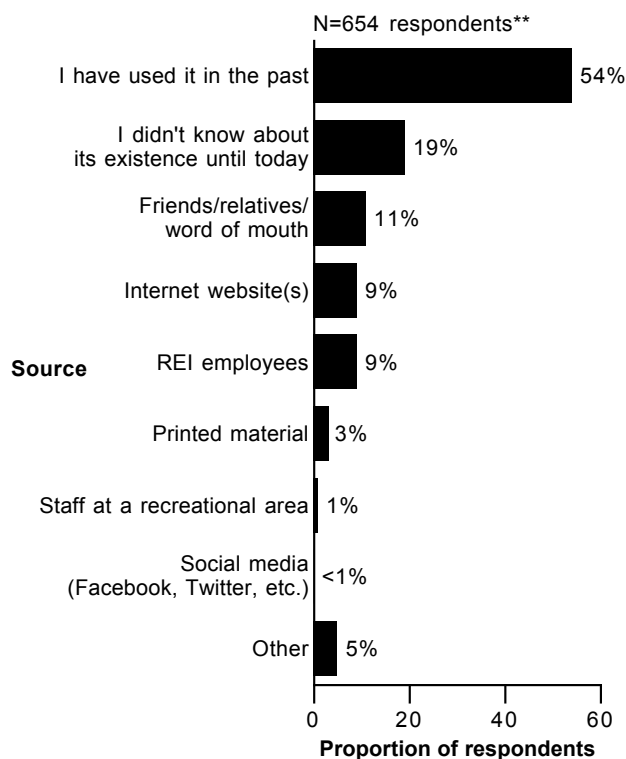


Figure 2. Awareness of ORIC

- "Other" sources of information (5%) were:
 - Called REI and was transferred
 - First thing popped up on Google search
 - Other customers at licensing venue
 - Saw it while shopping at REI in the past
 - Transfer from a staff member at REI
 - Used to work at REI
 - Washington state guidebook produced by AAA

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Motivation for using ORIC

Question 3

(on-site) What was your motivation for approaching the Ranger Station?

(phone-in) What was your motivation for calling the Ranger Information Station?

Results

- 57% of respondents indicated their main motivation for using ORIC was to obtain additional information (see Figure 3).
- 19% preferred to obtain help from the staff at ORIC over other information sources.
- Other motivations (15%) were:

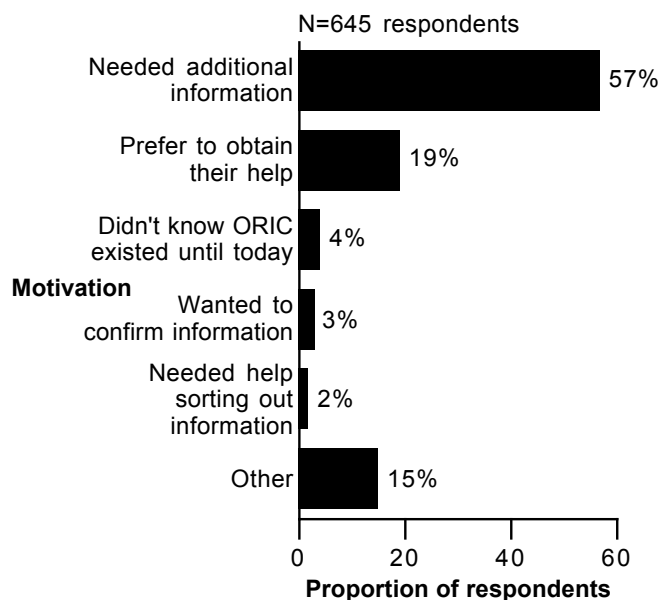


Figure 3. Motivation for using ORIC

Convenience while being in the store
 Going to Mt. Rainier for the first time tomorrow
 Having trouble finding information I needed online
 or in topo maps and couldn't get an answer
 at USFS numbers
 Humans are a good sources of information
 Just want to say hello
 Need information about trail conditions
 Need to purchase a pass
 Need week-end information services (other places closed)
 Needed information about where to go
 Needed information REI employees couldn't provide
 Planning a trip and wanted to talk about specific details with the rangers
 Referred by REI employee and I got great information
 So much easier to talk to someone
 Traveling through and thought it might help
 Wanted to talk to rangers about our plan

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Contacting ORIC prior to visiting in person

Question 4 (on-site only)

Did you call the Ranger Station at REI prior to visiting in person?

Results

- 5% of respondents who completed the on-site survey indicated that they called ORIC prior to visiting in person (see Figure 4).

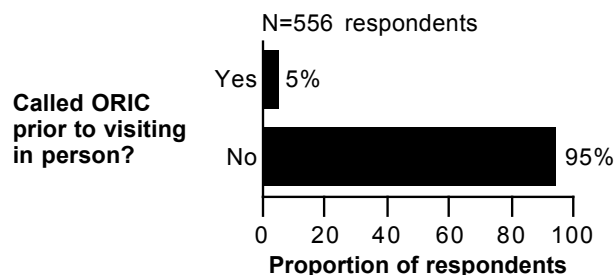


Figure 4. Respondents who called ORIC prior to visiting in person

Recreational areas

Question 4 (phone-in) and Question 5 (on-site)

Which recreational area were you seeking information about today?

Results

- 8% of respondents sought information about a specific recreational area (see Figure 5).
- The recreational areas for which respondents sought information are shown in Table 6.

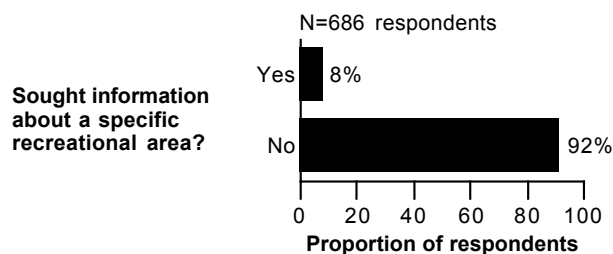


Figure 5. Respondents who sought information about a specific recreational area

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 6. Recreational areas for which respondents sought information
(N=156 comments)

Comment
GENERAL AREAS
Arizona
Around and north of Seattle
Artist Point Bellingham
Blue Mountains
Cabin Creek
Crystal Mountain
Crystal Springs
Discover Pass
Eastern Washington
Eatonville
Enchanted Valley
Goat
Hoh River
Hurricane Ridge
Icicle Creek
Keechelus Ridge
Knapsack Pass
La Push
Leavenworth
Marmot Pass
Mazama
Methow Valley
Middle Fork
Montana
Mount Baker
Necklace Valley
North Bend
North Fork
Okanagan
Olympic Peninsula
Oregon
Oyster Dome
Ozette
Pasayten
Pelton Basin
Puget Sound
Quinault River
Rattlesnake Ridge
Shi Shi Beach
Skagit Valley
Teanaway
Utah
Washington
Windy Ridge
Wyoming

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 6. Recreational areas for which respondents sought information (continued)

Comment
GENERAL AREAS (continued)
Snoqualmie
Spider Gap
Spider Meadows
Stehekin
Taylor River
Troublesome Creek
Twin Falls
Verlot
GENERAL INFORMATION ABOUT ACTIVITIES
4-wheeling
Backpacking
Bicycling
Camping/horse camping/family camping/campgrounds/car camping
Fishing
Hiking/kid-friendly hiking/hiking in the desert
Kayaking
Skiing/backcountry skiing/cross country skiing
Snowshoeing
GENERAL INFORMATION ABOUT PASSES
American Access passes
Interagency passes/America the Beautiful Pass
Needed a pass, but didn't know which one
Northwest Forest Pass
Parking pass
Passes access to BLM land
NATIONAL PARKS
All Washington state national parks
All west coast national parks
Badlands National Park
Crater Lake National Park
Glacier National Park
Grand Teton National Park
Lassen Volcanic National Park
Mount Rainier National Park
North Cascades National Park
Olympic National Park
Redwood National Park
Rocky Mountain National Park
Whitman Mission National Historic Site
Wind Cave National Park
Yellowstone National Park
Yosemite National Park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 6. Recreational areas for which respondents sought information (continued)

Comment
TRAILS
Cascade Pass
Cle Elum
Denny Creek
Dosewallips
Gold Creek
Hoh River
John Wayne Pioneer
Mount Baker Artist Point
Pacific Crest
Phelps Creek
Wonderland
LAKES
All wilderness lake areas
Alpine
Barclay
Chelan
Dorothy
Easton
Edna
Enchantment
Goat
Ingalls
Mowich
Mystic
Ozette
Ross
Ross
Seven
Spada
Summit
Trout
Wenatchee
WILDERNESS AREAS
Alpine
Barclay Creek
Boulder River
Brothers
Eagle Cap
Fremont
Glacier Peek
Goat Rocks
Olympic
Pasayten
Three Sisters

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 6. Recreational areas for which respondents sought information (continued)

Comment
OTHER PUBLIC LANDS AREAS
All Washington state recreational areas
Big Horn Mountains
Columbia Gorge
Deschutes Forest
Escalante National Monument
Gifford Pinchot National Forest
Gold Creek Sno-Park
Grand Staircase
Granite Mountain
Hyak Sno-Park
Lewis and Clark State Park
Mount Baker
Mount Shuksan
Mount St. Helens
Mount Tahoma
Mountain Loop Highway
North Cascades National Forest
Olympic National Forest
Ross Lake Recreation Area
Seven Lakes Basin
Snoqualmie National Forest
Umatilla National Forest
Valmie Sno-Park
Wenatchee National Forest
OTHER TOPICS
Just want to talk to ranger about our plan
Parking regulations
Road conditions
Rules/regulations
Safety information
Snow conditions

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Recreational pass options

Question 5a (phone-in) and Question 6a (on-site)

Prior to talking to Ranger Station staff, were you aware of different recreational pass options in Washington state?

Results

- 65% of respondents were aware of the different recreational pass options in Washington state (see Figure 6).

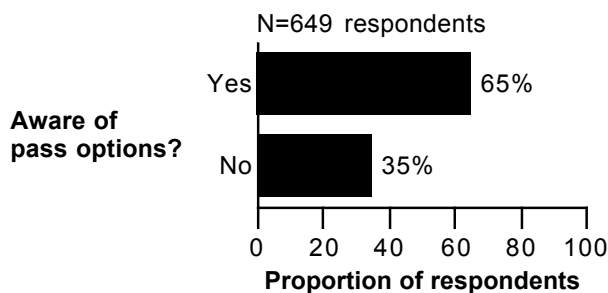


Figure 6. Awareness of different recreational pass options

Inquiry about recreational pass options

Question 5b (phone-in) and Question 6b (on-site)

Did you inquire about Washington state recreational pass options at the Ranger Station today?

Results

- 45% of respondents contacted ORIC staff to inquire about recreational pass options (see Figure 7).

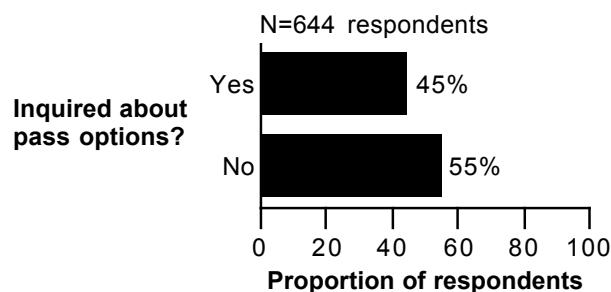


Figure 7. Respondents' who inquired about recreational pass options

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Recreational pass options

Question 5c (phone-in) and Question 6c (on-site)

If YES, which recreational pass(es) did you inquire about?

Results

- As shown in Figure 8, the most common recreational pass options inquired about included:
 - 37% Annual Northwest Forest Pass
 - 25% Annual Discover Pass
 - 22% America the Beautiful Pass
 - 21% Daily Northwest Forest Pass

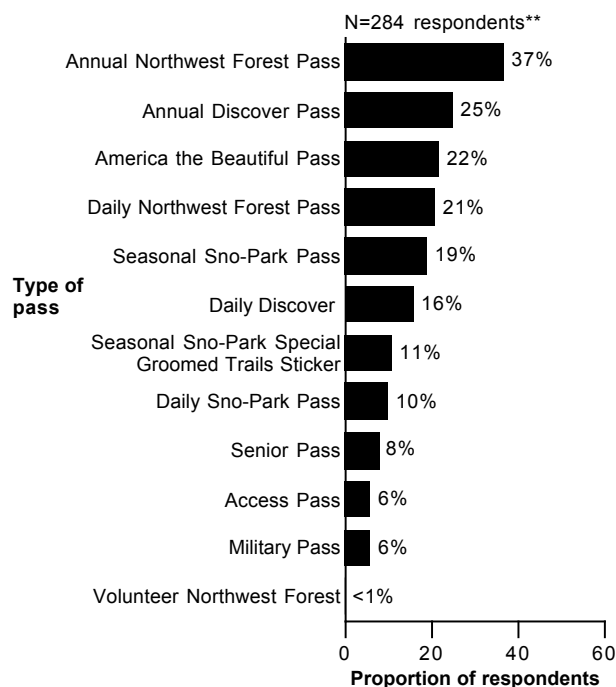


Figure 8. Recreational pass options

Level of understanding

Question 5d (phone-in) and Question 6d (on-site)

How would you rate your level of understanding about recreational passes in Washington state after contacting Ranger Station staff?

Results

- 66% of respondents indicated that they had a better understanding about pass options (see Figure 9).
- 18% indicated that they did not obtain any new information about the passes.

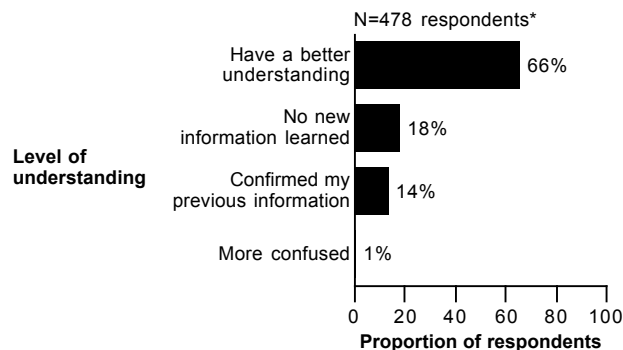


Figure 9. Level of understanding

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Type of information provided

Question 6 (phone-in) and Question 8 (on-site)

What kind of information about the recreational area(s) were you seeking today?

Results

- 45% of respondents sought information about backpacking opportunities (see Figure 10).
- 33% were seeking information about day hiking opportunities.
- The safety advice (7%) respondents sought was:
 - Avalanche/snow/road conditions
 - Bear safety
 - Bugs
 - Fire concerns/restrictions
 - Food safety on trails
 - Tides
 - Water porability
 - Weather
- The rules and regulatory information (6%) respondents sought was:
 - Bear canister/bear caution
 - Blueberry picking
 - Camping/camping on trails/campsites/winter camping
 - Fires
 - Overlapped of pass benefits
 - Park pass
 - Permit
 - Reservations
 - WA Discover Pass requirements
- The water activities information (2%) respondents sought was:
 - Fishing
 - Kayaking
 - Water sources

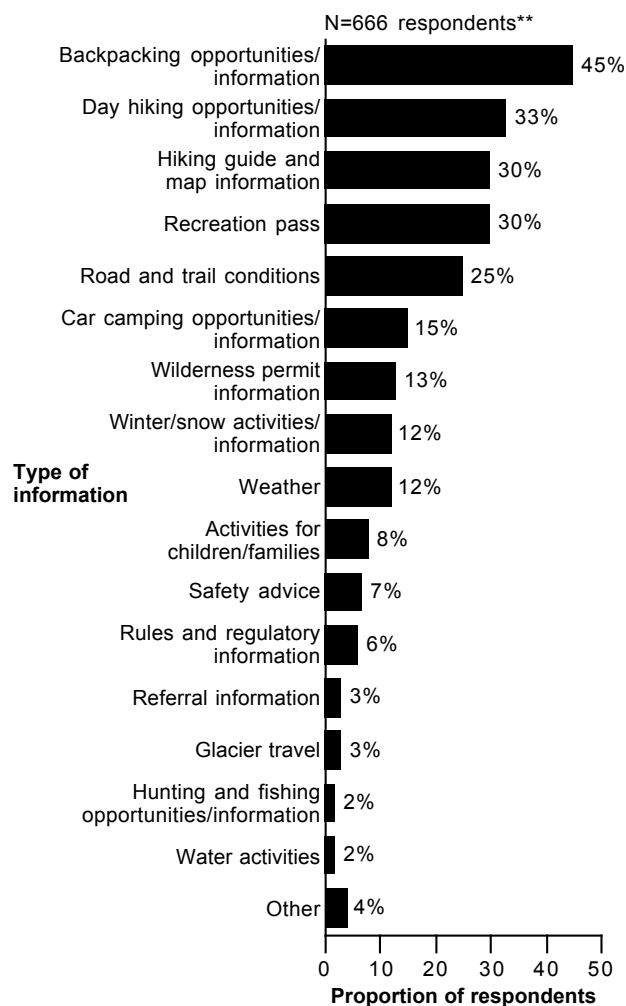


Figure 10. Type of information about recreational area

- “Other” types of information (4%) sought was:
 - Accommodations
 - Best entrance/road/access
 - Bicycling
 - Camping/Horse camp/RV
 - Horse trails
 - Passes/Parking permit
 - Salmon run
 - Seeking scenic adventure for guest from Norway
 - Sno-park
 - Wildflowers

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Information sources used prior to contacting ORIC

Question 7 (phone-in) question 9 (on-site)

Prior to contacting staff at the Ranger Information Station at the Seattle REI, which other sources did you use to learn about the information in the previous question?

Results

- 79% of respondents indicated that they sought information about recreational areas from other sources prior to contacting ORIC (see Figure 11).

- As shown in Figure 12, for those who used other sources of information prior to contacting ORIC, the most common sources used included:

36% General search on the Internet
 34% Books/magazines/printed materials
 28% Site-specific search on the Internet

- Other site-specific search on the Internet (28%) were:

cascadeclimbers.com
 fs.usda.gov
 General Google search
 greentrailsmaps.com
 Hanford Reach
 noaa.gov
 nps.gov
 nwhikers.net
 parks.wa.gov
 Permit site
 recreation.gov
 turns-all-year.com
 U.S. Forest Service
 wsdot.gov
 wta.org

- Outdoor clubs (4%) were:

Acme
 Baealps
 Montree
 Northwest hikers
 Skagit Audubon
 The Mountaineers
 Washington Trail Association

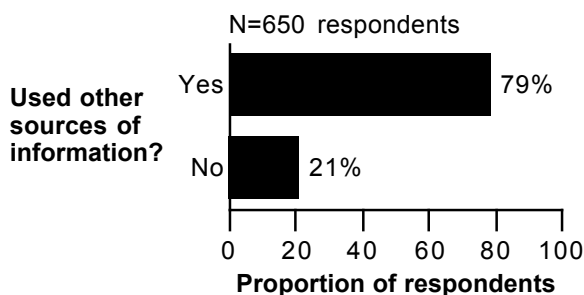


Figure 11. Respondents who sought information from other sources prior to contacting ORIC

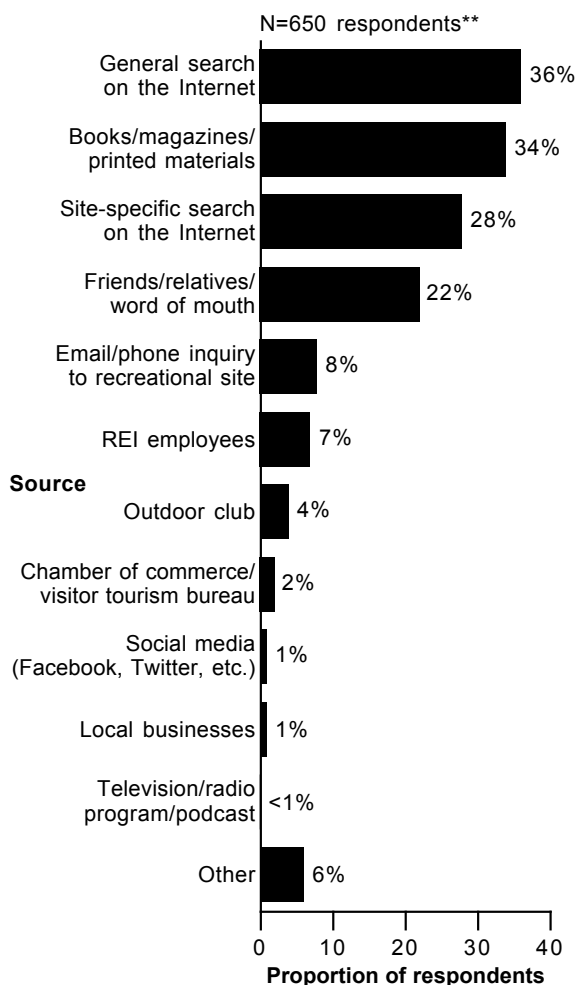


Figure12. Sources of information used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

- “Other” sources (6%) were:

- AAA
- Books
- Called forest service in Cle Elum
- Hiking with my brother
- Local knowledge
- Maps
- NPS and USFS ranger stations
- Ranger stations
- Snowshoeing guide
- The recreational license seller at Fred Meyer
- Topo maps - ONP Wilderness Guide

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Quality of information provided by ORIC staff

Question 8 (phone-in) Question 7 (on-site)

On a scale from 1-5, please rate the quality of the trip-planning services provided by Ranger Station staff at the Seattle REI?

Note: The respondents rated different aspects on a semantic differential scale, which only specifies two end points and does not have scale point descriptors in between.

Results

- Table 7 shows the ratings of the quality of information provided by the ORIC staff. All four aspects received a very high quality rating.

Table 7. Ratings of ORIC trip-planning services

Aspect	Scale	n	Average	Median	Minimum	Maximum
Staff's knowledge about the recreational area/ activity	1= Not knowledgeable 5= Extremely knowledgeable	654	4.69	5	1	5
Amount of information provided	1= Incomplete 5= Extremely thorough	657	4.58	5	1	5
Type of information provided	1= Not helpful 5= Very helpful	655	4.69	5	1	5
Staff's manner	1= Unfriendly 5= Very friendly	658	4.87	5	1.2	5

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Waiting time – on-site contact

Question 10a

Was there a waiting line when you approached the Ranger Station at the Seattle REI?

Results

- 22% of respondents indicated there was a waiting line to talk to a ranger (see Figure 13).

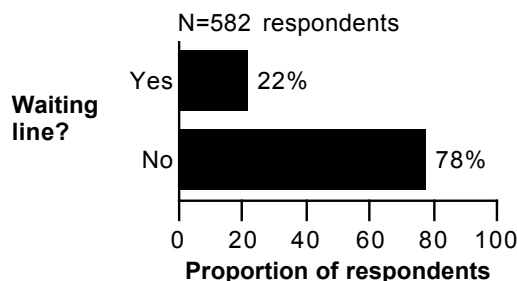


Figure 13. Waiting line to talk to a ranger

Question 10b

If YES, did you leave and return to the Ranger Station later?

Results

- Of those who indicated that there was a waiting line when they first attempted to approach a ranger, 15% of respondents left then returned later (see Figure 14).
- 85% chose to wait in line.

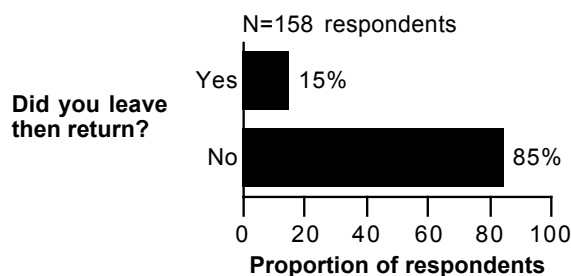


Figure 14: Respondents who left then returned to talk to a ranger rather than wait in line

Question 10c

Once you were in line, approximately how long did you have to wait

Results

- For those who had to wait in line to talk to a ranger, most (91%) waited no longer than five minutes (see Figure 15).
- The minimum wait time was one minute.
- The maximum wait time was 15 minutes.
- The average wait time was 3.4 minutes.

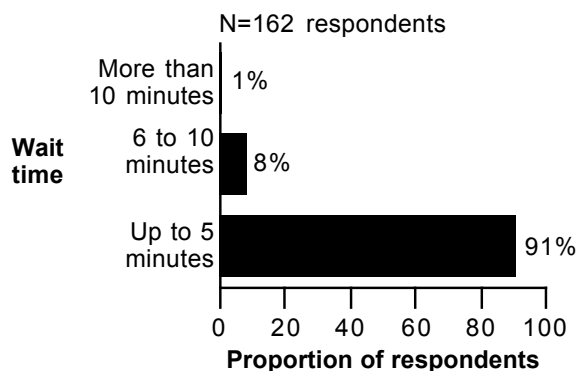


Figure 15. Amount of wait time to talk to a ranger

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Waiting time – phone-in contact

Question 9a

When you first called the Ranger Information Station at the Seattle REI, were you able to speak to a staff person?

Results

- 81% of respondents who completed the phone-in survey indicated that they were able to speak to a staff person on the first call (see Figure 16).

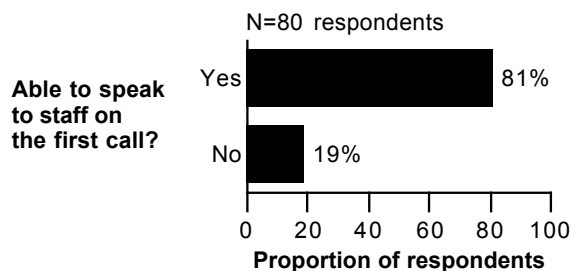


Figure 16. Ability to speak to staff on the first call

Question 9b

If NO, which of the following did you do?

Results – Interpret with **CAUTION!**

- Figure 17 shows actions respondents took if they were unable to reach a staff person on the first call.
- Less than 30 respondents answered this question, therefore data is not reliable.

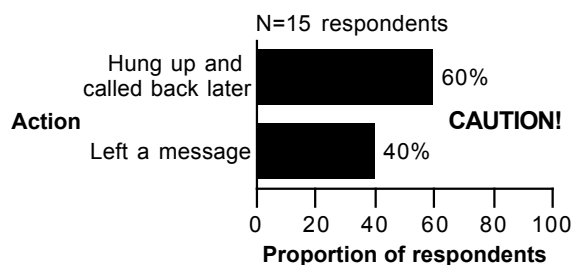


Figure 17. Action taken if unable to talk to a staff person on the first call

Question 9c

From the time you first called the Ranger Information Station at Seattle REI, approximately how long did it take before you were able to speak to a staff person?

Results – Interpret with **CAUTION!**

- A total of six people answered this question, which is too few to provide any statistically significant results.

Two people called back the day after
 One person waited 1 hour
 Two people waited 2 hours
 One person waited 4 hours

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Length of contact

Question 10 (phone-in) and Question 11 (on-site)

Approximately how much time did you spend talking with a staff person?

Results

- 51% of respondents had contact with a staff person for up to five minutes (see Figure 18).
- Table 8 shows the comparison of the length of contact between on-site and phone-in respondents.
- Although the on-site respondents have a wider range, on average, phone-in respondents spent significantly longer amounts of time speaking to a staff person, at 9.5 minutes, compared to 7.7 minutes for on-site respondents (p-value=0.002).

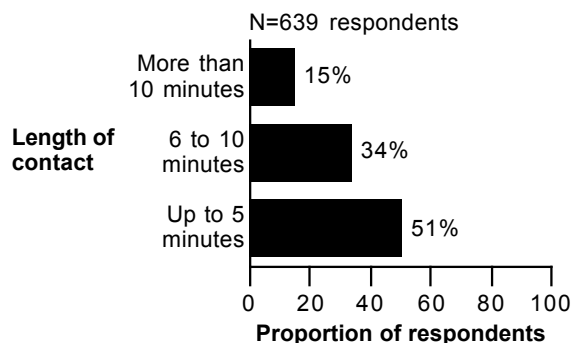


Figure 18. Length of contact with a staff person

Table 8. Comparison of contact time length

Survey	Number of respondents	Minimum (minutes)	Maximum (minutes)	Average (minutes)	p-value (T-test)
On site	560	1	45	7.73	0.002
Phone-in	79	1	25	9.54	

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Respondent demographics

Respondent age

Question 11 (phone-in) and Question 12 (on-site)

What is your age?

Results

- The minimum age requirement for participating in the survey was 18 years of age.
- 18% of respondents were between 26 to 30 years old (see Figure 19).
- Table 9 shows the comparison between phone-in and on-site respondents.
- On-site respondents varied greatly in age range. However, on average, phone-in respondents were significantly older ($p\text{-value} = 0.004$).

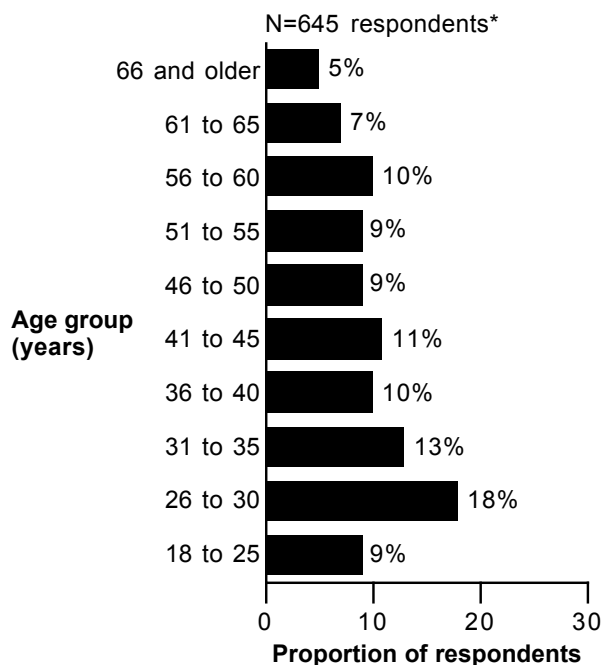


Figure 19. Respondent age

Table 9. Comparison of respondent age

Survey	Number of respondents	Minimum age (years)	Maximum age (years)	Average age (years)	p-value (T-test)
On site	566	18	86	41.78	0.004
Phone-in	79	19	75	46.53	

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Respondent gender

Question 12 (phone-in) and Question 16 (on-site)

What is your gender?

Results

- 62% of respondents were male and 38% were female (see Figure 20).
- Chi-square test was used to determine the differences between on-site and phone-in respondents. As shown in Table 10, no significant difference was found (p-value = 0.103).
- This indicates that males and females had no preferences for contacting ORIC via phone or in person.

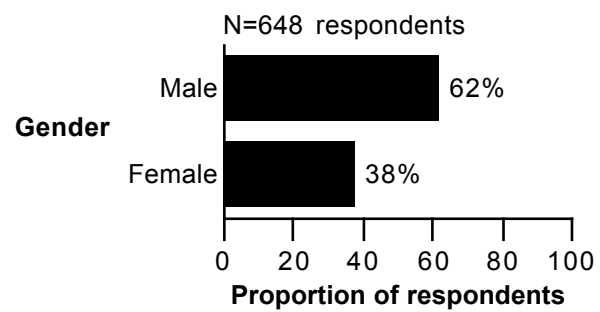


Figure 20. Respondent gender

Table 10. Comparison of respondents' gender

Gender	On-site (N=568)	Phone-in (N=80)	p-value (Chi-square)
Male	359 (63%)	53 (54%)	0.103
Female	209 (37%)	37 (46%)	

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Respondent place of residence

Question 13

What is your zip code or name of country (if not U.S)?

Results

- Tables 11 and 12 show respondents' place of residence.
- 78% percent of respondents were from Washington state, of which 60% were from Seattle.
- 2% of respondents were from international countries.

Table 11. Respondent place of residence

Place of residence	Number of respondents	Percent
Washington	508	78
California	21	3
Texas	11	2
Florida	8	1
Massachusetts	8	1
New York	8	1
Ohio	7	1
North Carolina	6	1
Oregon	5	1
Virginia	5	1
Colorado	4	1
Michigan	4	1
Washington, DC	4	1
Alabama	3	<1
Arizona	3	<1
Illinois	3	<1
Minnesota	3	<1
Pennsylvania	3	<1
Tennessee	3	<1
Kansas	2	<1
Maryland	2	<1
Montana	2	<1
Connecticut	1	<1
Delaware	1	<1
Georgia	1	<1
Idaho	1	<1
Kentucky	1	<1
Louisiana	1	<1
Maine	1	<1
Missouri	1	<1
Nevada	1	<1
New Hampshire	1	<1
New Jersey	1	<1
Oklahoma	1	<1
South Carolina	1	<1
Utah	1	<1
Wisconsin	1	<1
International	12	2
Total	650	100

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 12. International respondents by country of residence – **CAUTION!**

Country	Number of respondents	Percent
Germany	3	25
Switzerland	3	25
Canada	2	17
Australia	1	8
Japan	1	8
New Zealand	1	8
United Kingdom	1	8
Total	12	99*

Respondent ethnicity

Question 15a (phone-in) and Question 17a (on-site)

Are you Hispanic or Latino?

Results

- 3% of respondents were Hispanic or Latino (see Figure 21).
- There were not enough data to compare phone-in to on-site respondents.

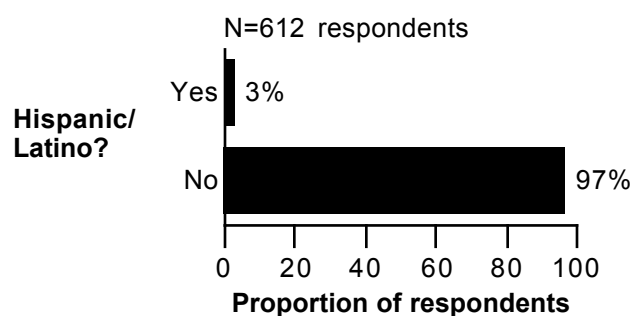


Figure 21. Respondent ethnicity

Respondent race

Question 15b (phone-in) and Question 17b (on-site)

What is your race?

Results

- 93% of respondents were White (see Figure 22).
- 7% were Asian.
- The total percentages do not equal 100% because respondents can be more than one race.

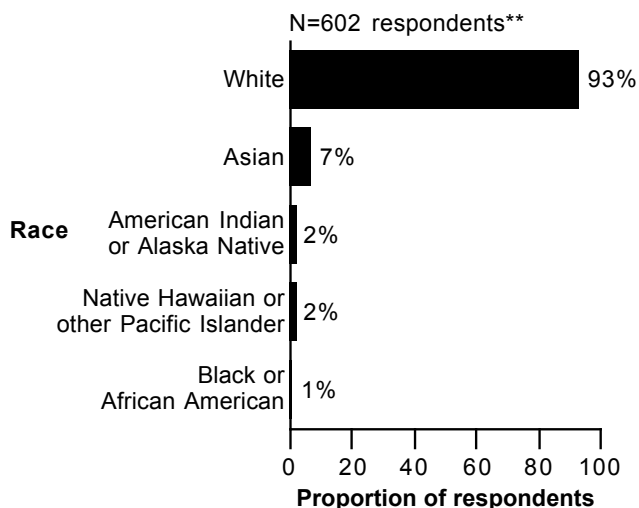


Figure 22. Respondent race

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferred language

Question 16 (phone-in) and Question 18 (on-site)

Which language(s) do you prefer to use?

Results

- 98% of respondents preferred to use English (see Figure 23).
- Other languages (1%) were:

Chinese
Dutch
French
German
Korean
Norwegian
Spanish
Tamil

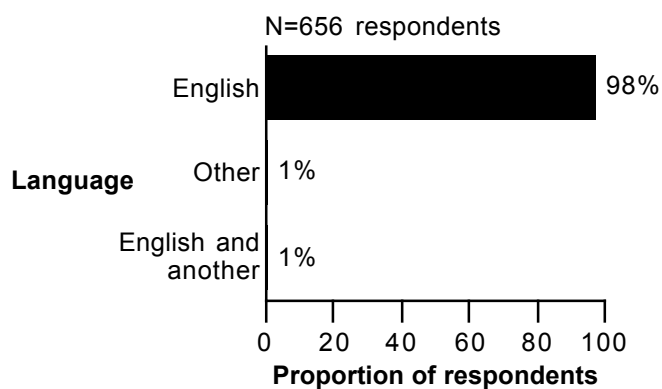


Figure 23. Preferred language

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Group type

Question 14 (on-site)

Which type of group are you with today?

Results

- 45% of on-site respondents came to ORIC alone (see Figure 24).
- 34% were with family.
- “Other” group types (1%) were:
Scout
Hiking group

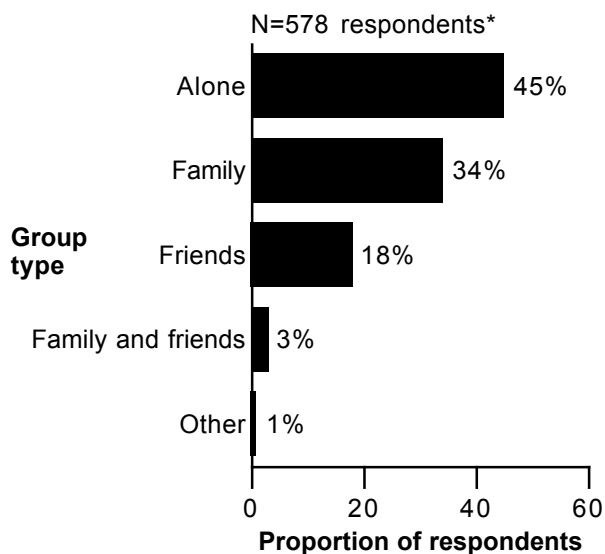


Figure 24. On-site respondent group type

Question 14 (phone-in)

- Did you call the Ranger Information Station to obtain information on behalf of a group?
- If YES, for which type of group did you call to obtain information?

Results

- 73% of respondents called ORIC to obtain information for themselves (see Figure 25).
- 14% called on behalf of the family.
- “Other” group type (5%) was:
Scout

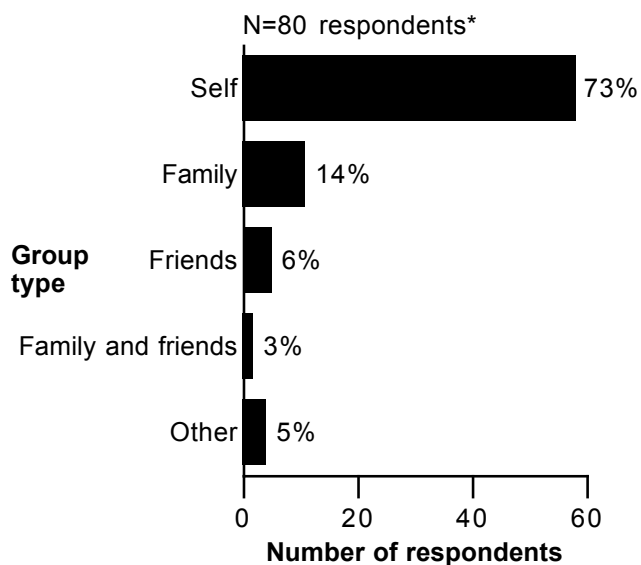


Figure 25. Phone-in respondent group type

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Group size – on-site

Question 15a

How many people are in your party today?

Results

43% of respondents had two people in their party (see Figure 26).

- 36% came alone.

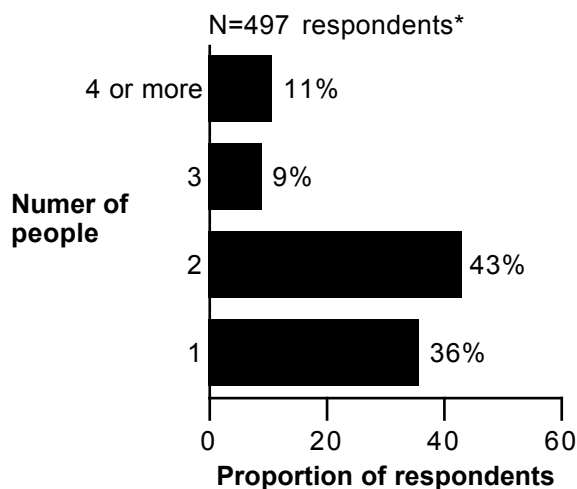


Figure 26. On-site respondent group size

Question 15b

How many people in your party are under 18?

Results

- 17% of respondents had people under 18 years of age in their group (see Figure 27).
- 9% had one person under 18 years of age.
- 6% had two people under 18 years of age.
- 83% had zero people under 18 years of age.

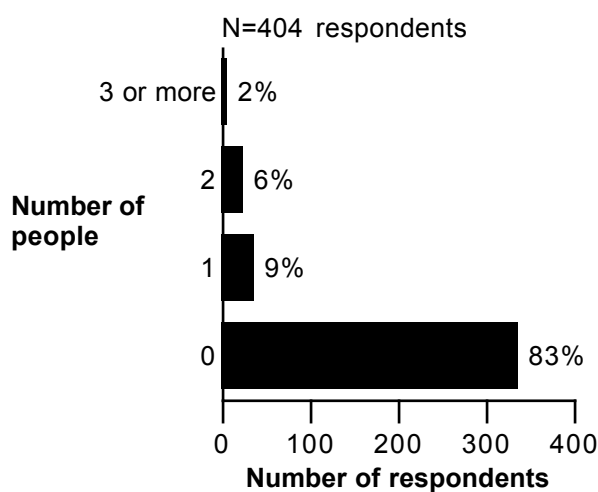


Figure 27. On-site groups with children under 18 years of age

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Group size – phone-in

Question 14c

If YES (called for a group), how many people are in the group?

Results

- 73% called to obtain information for themselves, indicating one person in the party (see Figure 28).
- 16% called to obtain information for a group of three or more people.

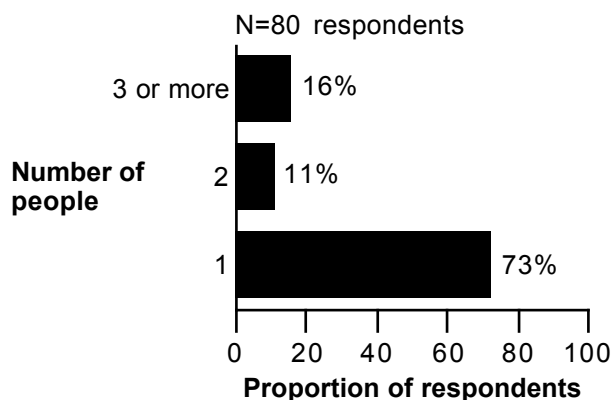


Figure 28. Phone-in respondent group size

Question 14d

If YES, how many people in the group are under 18?

Results – Interpret with **CAUTION!**

- 37% of respondents indicated that there were children under 18 in their group (see Figure 29).
- Less than 30 respondents answered this question, therefore, data is not reliable.

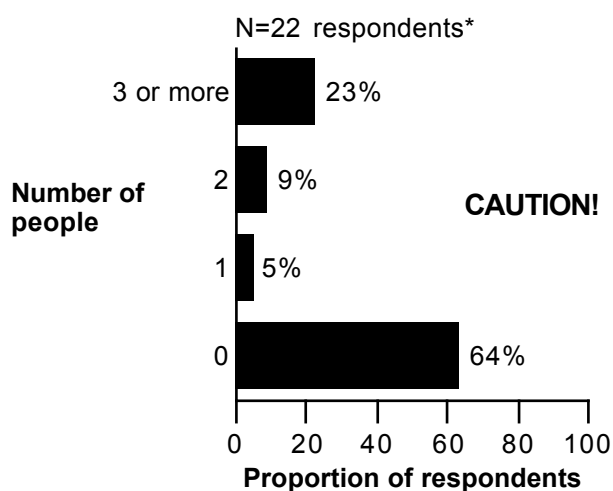


Figure 29. Phone-in respondents with children under 18 years of age

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Travel plans

Question 17 (phone-in) and Question 19 (on-site)

When do you expect to go on your trip?

Results

- 47% of respondents planned to take a trip on the day of or on the day after contacting ORIC (see Figure 30).
- 23% planned to travel within a week of contacting ORIC.

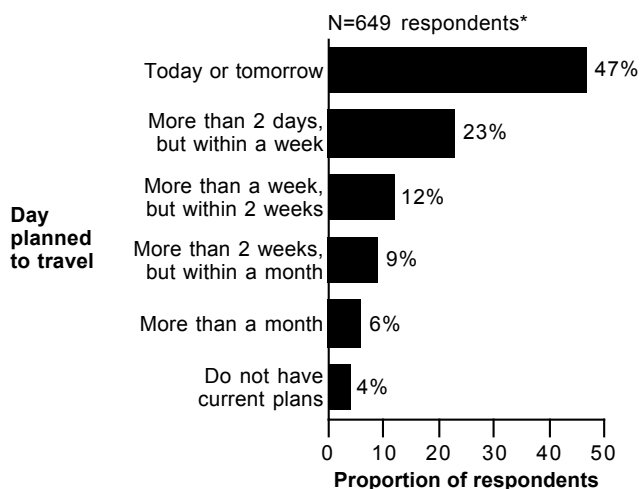


Figure 30. Travel plans

Interest in informational programs at ORIC

Question 18a (phone-in) and Question 20a (on-site)

Would you be interested in attending informational programs organized by Ranger Station staff at the Seattle REI?

Results

- 48% of respondents were interested in attending ranger programs at ORIC (see Figure 31).
- Table 13 shows the topics in which respondents were interested.

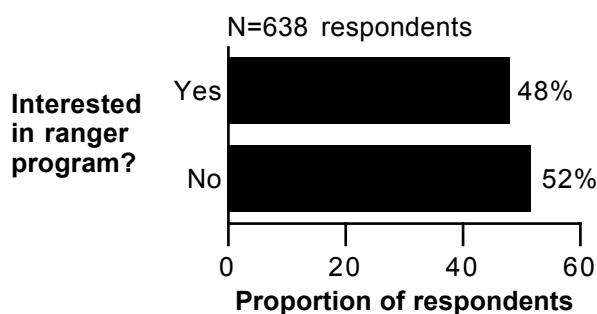


Figure 31. Respondents interested in ranger program

Table 13. Suggested topics for ranger programs

Topic	Number of times mentioned	Percent
Safety	63	15
History	54	13
Hiking	42	10
Equipment	39	10
Backpacking	27	7
Trail conditions	21	5
Wildlife	19	5
How to read compass/maps/navigation	14	3
Snowshoeing	11	3
All of the above	10	2

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 13. Suggested topics for ranger programs (continued)

Topic	Number of times mentioned	Percent
Backpacking with children	9	2
Camping opportunities	8	2
Trip planning	7	2
Avalanche safety	5	1
Bear/food safety	5	1
Geology of parks	5	1
Special park information	5	1
Survival skills	6	1
Beginner camping	4	1
Climbing/mountaineering	4	1
Leave No Trace principles	4	1
Skiing	4	1
Conservation	3	1
Fishing	3	1
Job opportunities	3	1
Outdoor options	3	1
Volunteer	3	1
Anything	2	<1
Canoe/paddling	2	<1
Climbing	2	<1
Environmental issues	2	<1
Native Americans	2	<1
Recreational opportunities	2	<1
Volunteer opportunities	2	<1
Wilderness Pass System	2	<1
Archeology	1	<1
ATV rules	1	<1
Bicycling	1	<1
Ecology	1	<1
Fire regulations/safety	1	<1
First aid	1	<1
Horse trails	1	<1
Hunting	1	<1
Non-toxic bug repellent	1	<1
Overnight snow camping tips	1	<1
Waterfalls	1	<1
Total	407	100

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Most valuable information received from ORIC**Question 19 (phone-in) and Question 21 (on-site)**

What is the most valuable information you received today from the ranger at ORIC?

Results

- 48% of respondents (N=329) answered this question.
- Table 14 shows the information that respondents felt was most valuable from their visit to ORIC. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 14. Most valuable information received from ORIC
(N= 732 comments; some respondents made more than one comment)

Comment	Number of times mentioned
Information about passes/permits/fees	125
Maps	58
Suggested hikes/trails/routes	48
Trail conditions	43
Campground locations/information	35
Snow conditions/levels	32
Trail information	29
Hiking information	27
Trip planning/logistics	23
Weather conditions	21
Road conditions	15
Park information	14
Backpacking information/destinations	12
Parking information	11
Personal experience	11
Purchase passes	11
Suggested destinations/activities	11
General information	9
Route information/options	8
Suggested day hikes	8
Travel information	7
Advice on activities for families/children	6
Avalanche conditions	6
Directions	6
Phone numbers/contact information	6
Road closures	6
Safety information	6
Backcountry campsites	5
Backcountry permit information	5
Current conditions	5
Recommendations	5
Rules/regulations/policies	5
Winter recreation information	5

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 14. Most valuable information received from ORIC (continued)

Comment	Number of times mentioned
Alternate plans	4
Backcountry water sources	4
Campground availability	4
Coastal hiking advice/information	4
Cross-country ski trails/maps	4
Park maps	4
Ranger station contact information/locations	4
Reservation information	4
Bear information/safety advice	3
Campfire/fire regulations	3
Climbing information	3
Current conditions at area parks	3
Everything	3
Literature/books/guidebooks	3
Trail maps	3
Backcountry conditions	2
Campground availability/reservations	2
Campground maps	2
Gear/equipment information/advice	2
Information on crowding/use levels	2
Pet policies	2
Phone numbers to call for current conditions	2
Snowshoeing recommendations	2
Tide tables/schedules	2
Trail closures	2
Trailhead parking information	2
Wildflowers	2
Other comments	26

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Topics for ORIC website

Question 23

Currently, ORIC (Outdoor Recreation Information Center) is considering creating a website. In your opinion, what are the three most important topics that should be included on the ORIC website?

Results

- 61% of respondents (N=416) answered this question.
- Table 15 shows a summary of respondents' suggestions for topics to include on the ORIC website. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 15. Suggestions for topics to include on ORIC website
(N=1,038 comments; some respondents made more than one comment)

Comment	Number of times mentioned
Trail conditions	123
Passes/permits/license information	107
Weather conditions	65
Safety information/warnings	41
Recommended hikes/trails	38
Trail descriptions/information	37
Road conditions	35
Maps	34
Current conditions	29
Which passes/permits are required where	26
Hiking information for the area	22
Campground information	21
Trail maps	19
Directions to trailheads	17
Closures	16
Trail/hiker reports/blogs	15
Directions	13
Recommended activities	13
Recommended equipment	13
Campground availability	11
Ranger station contact information	11
Backpacking information	10
Difficulty levels of trails/hikes	9
Park maps/information	8
Photographs	8
Snow conditions	8
Family activities	7
Links to NPS, USFS, WTA, other public lands	7
Snow level	7
Trip planning recommendations	7
Wilderness/Leave No Trace principles	7
Wildlife sightings/alerts	7

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 15. Suggestions for topics to include on ORIC website (continued)

Comment	Number of times mentioned
Activities	6
Campground reservation information	6
Purchase passes online	6
Recommended trips/destinations	6
Trip reports/reviews	6
Campground locations	5
Easy to use/navigate	5
FAQs	5
Fire conditions	5
Fishing information/policies/regulations	5
Parking information	5
Seasonal information	5
Water availability	5
Avalanche conditions	4
Biking opportunities/policies/regulations	4
Campground descriptions	4
Classes	4
Downloadable/printable maps	4
Hours of operation	4
Organized events/special programs	4
Trail guides	4
WTA website	4
Area information	3
Contact information	3
Fee information	3
General information	3
Locations of ranger stations	3
Pet policies/regulations	3
Reservation information	3
Tips	3
Transportation/ride share options	3
Accessibility	2
Bear safety	2
Bug/insect conditions	2
Burn bans	2
Conservation	2
Current trail/trip reports	2
Differences between NPS and USFS	2
How to purchase passes	2
Hunting regulations	2
Interactive informational maps	2
Links to other online sources	2
Loop hikes	2

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 15. Suggestions for topics to include on ORIC website (continued)

Comment	Number of times mentioned
Recommended training/conditioning	2
Outdoor skills/how-to	2
Points of interest	2
Regulations	2
Rental information	2
Services/facilities at various locations	2
Tide schedules	2
Topographic maps	2
Trail database	2
Trail use/crowdedness	2
Videos	2
Wildlife	2
Other comments	68

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Additional comments for pre-trip survey

Question 24

Is there anything else that you would like to tell us about your experience at the Ranger Station at the Seattle REI?

Results

- 41% of respondents (N=283) answered this question.
- Table 16 shows a summary of additional comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 16. Additional comments for pre-trip survey
(N=384 comments; some respondents made more than one comment)

Comment	Number of times mentioned
Staff was friendly/courteous	38
Staff was helpful	37
Staff was knowledgeable	26
Helpful	20
Thank you	20
Excellent resource	16
Good	13
Great location	13
Very helpful	13
Great service	11
Excellent experience	10
Convenient service	8
Excellent	8
Excellent customer service	8
Keep it available	8
Often use this service	7
Rangers are great	7
Good job	6
Good service to have	6
Love it	6
Enjoy speaking to a real person	5
All questions answered	4
Appreciate the service	4
Thank you for being here	4
Enjoyable	3
Love the rangers	3
Need to advertise this service	3
Survey is too long	3
Wonderful	3
Could not find ORIC phone number on REI website	2
Did not know about this service	2
Fast	2

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 16. Additional comments for pre-trip survey (continued)

Comment	Number of times mentioned
Good idea	2
Good information	2
Good place to get current information	2
Staff was kind	2
Staff was professional	2
Valuable service	2
Other comments	51

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Results of post-trip survey

Destination

Question 2

Where did you go on your trip?

Results

- 90% of respondents (N=60) answered this question.
- Table 17 shows respondent travel destinations.

Table 17. Travel destination

(N=83 comments; some respondents listed more than one destination)

Destination	Number of times mentioned
Mount Rainier National Park	13
Olympic National Park	6
Gold Creek	3
North Cascades	3
Snoqualmie	3
Yellowstone	3
Alpine Lakes	2
Boulder River	2
Enchanted Valley	2
Grand Teton	2
Lake Easton State Park	2
Mount Baker	2
Mount St. Helens	2
Olympic Peninsula	2
Banff National Park	1
Bear Lake	1
Bedal Campground	1
Bend, OR	1
Columbia River	1
Crater Lake National Park	1
Craters of the Moon National Monument	1
Eatonville	1
Elwha	1
Gifford Pinchot	1
Glacier National Park	1
Goat Lake	1
Grand Valley	1
Hells Canyon	1
Hurricane Ridge	1
Hyak Sno-park	1
Jasper	1
Joseph, OR	1
Kachess Ridge	1
Lake Serene	1
Lewis River	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 17. Travel destination (continued)

Destination	Number of times mentioned
Oregon coast	1
Oregon	1
Rialto Beach	1
Silver Springs Campground	1
Stehekin	1
Tacoma Creek	1
Third Beach	1
Trout Lake	1
Vancouver	1
Victoria	1
Washington coast	1
Walla Walla	1
Washington	1
Washington Backcountry Discovery Route	1
Whitman Mission	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Level of ORIC influence in decision-making

Question 3

Did the information you received at the Ranger Station influence your decision to visit the area?

Results

- 57% of respondents indicated that they had already decided on a destination, but the staff helped with the details of the visit (see Figure 32).
- 20% asked staff to help decide where to go.

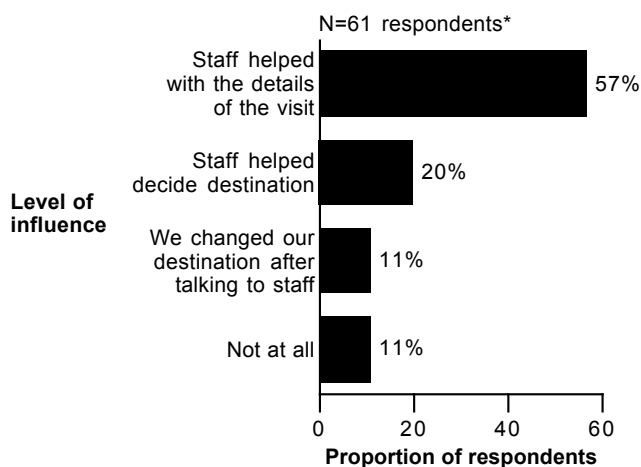


Figure 32. Level of rangers' influence on travel plan

Length of trip

Question 4.

How much time did you spend there?

Results

- 67% of respondents went on a multiple-day trip (see Figure 33).
- For those who took multiple-day trips, 37% took a four or more day trip (see Figure 34).
- The longest trip reported was 28 days.

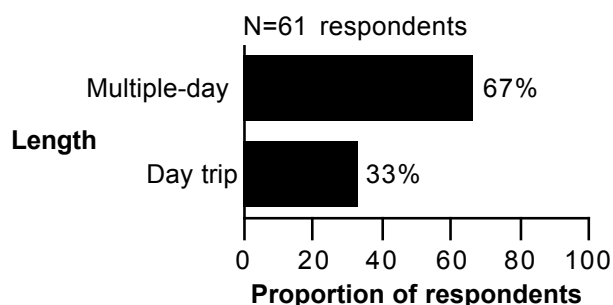


Figure 33. Trip length

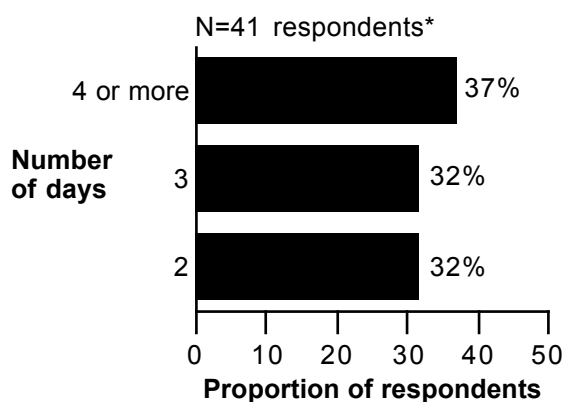


Figure 34. Number of days among multiple-day trips

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activities

Question 5

What recreational activities did you engage in?

Results

- 52% of respondent participated in day hiking (see Figure 35).
- 42% took a backpacking trip.
- Winter/snow activities (22%) were:

Cross country skiing
Glacier climbing
Ice walk on glacier
Snowshoeing

- Water activities (3%) were:

Boating
Kayaking
Swimming

- “Other” activities (7%) were:

Bird watching
Motorcycling
Photography
Sightseeing
Tree/plant identification
Wildflowers viewing

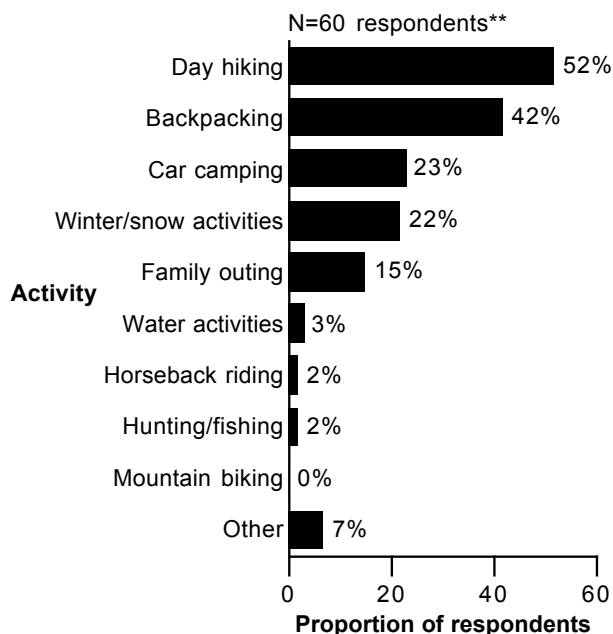


Figure 35. Activity

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overall quality of information provided

Question 6a

Overall please rate the information you received at the Ranger Station at the Seattle REI prior to this trip.

Note: Respondents were asked to rate the quality of information provided in terms of accuracy and thoroughness on a semantic differential scale. The scale only specifies the two end points and does not have scale descriptors in between. Since the questionnaire was completed online, the respondents could use the scale as a sliding ruler.

Results

- Table 18 shows respondents' rating of overall quality of information provided.

Table 18. Respondents' ratings of overall quality of information received at ORIC

Item	Scale	Number of respondents	Minimum	Maximum	Average
Accuracy	1= Not accurate 5= Very accurate	56	2	5	4.71
Thoroughness	1= incomplete 5= very thorough	56	1.7	5	4.47

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Inaccurate/incomplete/desired information

Question 6

- b) If there were any inaccuracies, what were they?
- c) If the information was incomplete, what was missing?
- d) Is there any information that you wish you'd had before this trip?
- e) If YES, please specify.

Results – Interpret with **CAUTION!**

- Table 19 shows respondents' comments regarding information that they felt was inaccurate or incomplete and information desired prior to trip.

Table 19. Inaccurate/incomplete/desired information – **CAUTION!**
(N=25 comments)

Comment
INFORMATION THAT WAS INACCURATE Available parking Snow conditions on the road Snow level Trail conditions
INFORMATION THAT WAS INCOMPLETE I think the rangers might have assumed we knew more than we did. The ranger at the park gave us excellent and specific advice of specific trails based on our circumstances and trail conditions. The REI Ranger was very general. The ranger was a bit short with me and didn't seem to have/want to spend a lot of time with me. However, he was so clear on where he thought I should go that I followed my gut (proven by past experience) and planned my trip according to his advice. I would have liked to stay and ask more questions/discuss day hike options, not just campground locations. There was only one handout available for snowshoe trips in the area, it was not very detailed in terms of what to expect from the hikes, and I have a feeling the list was not very comprehensive. We arrived at Lake Easton State Park in our own vehicle because we did not take the REI ski bus which had scheduled a cross-country all-day ski class for 10 February 2013 only to find out from the Lake Easton Park Ranger that the park has been closed for a month. The Ranger stated that the work went to "all sources" to inform them. The REI bus arrives and they are not aware of this situation. Thus we had to go to another nearby park. Ultimately REI and the Rangers stationed at Seattle REI were not aware, but apparently The Mountaineers of Seattle were aware. So where did the communication break down? We mentioned an interest in taking our son sledding, but it turned out that the sledding area was far up the trail. We would have started off differently (by taking the sled with us when we set out on snowshoes, rather than planning to return to it after snowshoeing). We were not aware that the ranger station at the North Cascades closed at 6 p.m.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 19. Inaccurate/incomplete/desired information (continued)

Comment
INFORMATION THAT SHOULD HAVE BEEN OBTAINED PRIOR TO THE TRIP
Campfire policies
Campsite availability
Details of trail conditions
Fines for not following permits
Hiking suggestions
How remote the area was
More information about destination in Canada
More information about the shuttle
More information on sledding places
More thorough information about avalanche risk
Ranger station hours
Snow level
Specific road conditions
Trail recommendation for hiking with small children

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Interest in additional services

Question 7

What additional services would you have liked the Ranger Information Station to provide?

Results – Interpret with **CAUTION!**

- Not enough respondents answered this question to provide reliable results (see Figure 36).

- Subjects for recreational classes (28%) were:

Backpacking how-to
How to rig a bear line
How to stay on trails

- Suggestions for additional handouts/materials (22%) were:

Hiking trails
Suggested backpacking routes

- Passes that are not currently available (22%) that participants were interested in purchasing were:

Campsite reservation
Canadian National Park Pass
Discover Pass
Pass for all areas in
Washington including federal,
state, and county
Sno-park passes

- Suggestions for additional hours (17%) were:

Earlier hours on the weekend
9 a.m. to 9 p.m.

- Other services (22%) were:

Bear canisters
Campsite reservations
Online chat to answer
questions

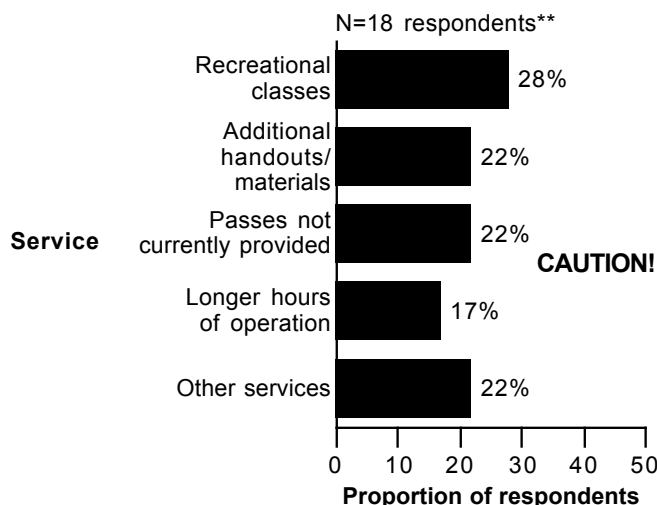


Figure 36. Additional services

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Group characteristics

Question 9

What type of group were you with?

Results

- 50% of respondents traveled with family (see figure 37).
- 27% traveled with friends.
- “Other” type of group (3%) was:
Scout

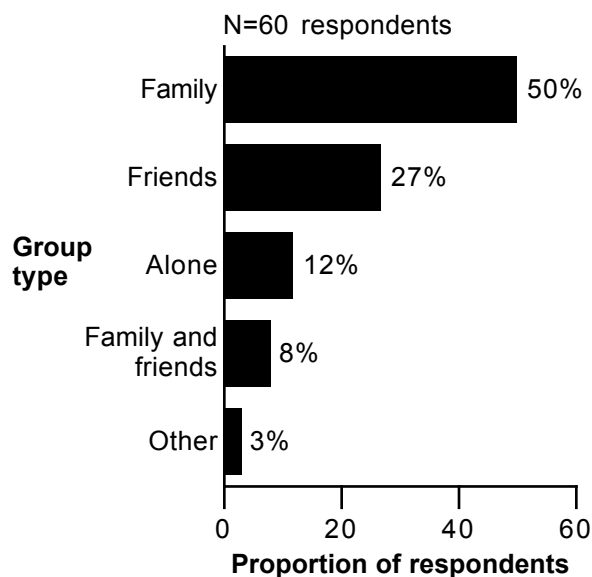


Figure 37. Group type

Question 8a

How many people were in your group on this trip?

Results

- 45% of respondents reported they traveled in groups of two people (see Figure 38).
- 27% had four or more people in their group.

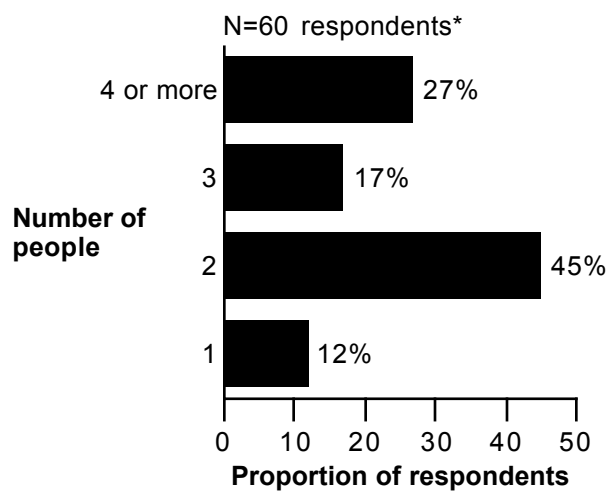


Figure 38. Group size

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 8b

How many children (under 18) were in your group on this trip?

Results

- 25% of respondents had children under 18 years of age in their group (see Figure 39).
- 18% had one person under 18 years of age.

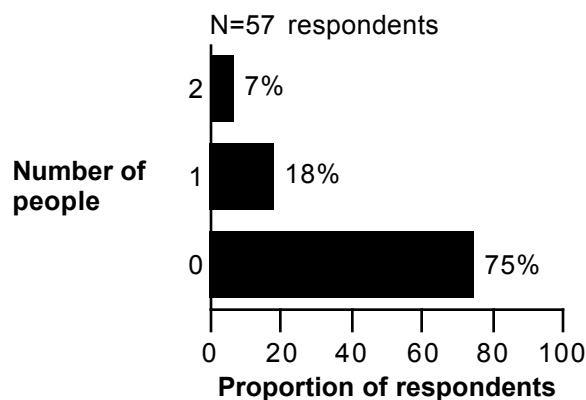


Figure 39. Respondents with children under 18 years of age

Likelihood of using ORIC to plan another trip

Question 10

If you were to plan another trip in the area, would you return to the Ranger Station at the Seattle REI for information?

Results

- 80% of respondents indicated that they would likely use ORIC to plan another trip (see Figure 40).

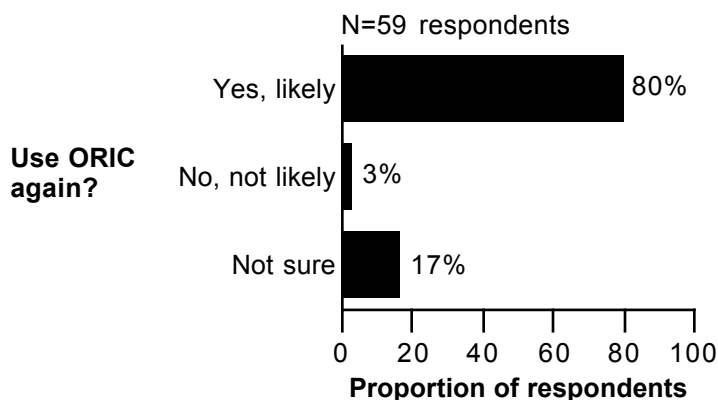


Figure 40. Likelihood of using ORIC to plan another trip

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Additional comments from post-trip survey

Question 12

Is there anything else you want to tell us about your experience with the Ranger Station at the Seattle REI?

Results – Interpret with **CAUTION!**

- 43% of respondents (N=29) answered this question.
- Table 20 lists additional comments from post-trip survey participants. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 20. Additional comments from post-trip survey
(N=69 comments; some respondents made more than one comment)

Comment	Number of times mentioned
Staff was friendly/courteous	10
Received helpful information	8
Staff was helpful	7
Staff was knowledgeable	7
Thank you	5
Did not receive helpful information	4
Excellent resource	4
Regular user of service	4
Didn't know about service prior to visit/call	3
Convenient	2
Enjoyed talking with rangers	2
Enthusiastic	2
Love the Ranger Station at REI	2
Other	9

Visitor Comments

This section contains respondents' comments to open-ended questions.

Question 19 (phone-in) and Question 21 (on-site)

What is the most valuable information you received today from the ranger at ORIC?

- A better understanding of what passes to use and where, and some back country condition status.
- A map the ranger printed out from the web
- Aasguard Pass should not be attempted
- About trail
- Access pass verification & KGRNHP contact information
- Advice about a backpacking route suitable for us
- Advice about good day hikes, weather conditions
- Advice on what are good options with children
- Age 62 senior pass
- All of it
- All of the information was valuable, especially the recommendations on which trails to choose for my particular interests and needs
- All the free opportunities I have to enjoy the USA
- All the options for different backpacking trips
- An age appropriate play area for my son
- Annual pass
- Area and travel
- Assistance with state and USFS lands, rules, trails and recreation options in areas where I'm not familiar; I know North Cascades NP very well
- Availability of campsites and the location
- Available camping locations and suggested area of Mt. Rainier to hike
- Avalanche conditions
- Avalanche conditions
- Avalanche handout
- Backpacking destinations, permit to information
- Backpacking recommendation; map finding; discussion of different route options
- Backpacking trail suggestions. Very good information.
- Backup plans
- Best place for me to go
- Best places to go snowshoeing, parking, other events happening that might affect parking/access
- Best routes
- Black bears only, don't worry about bear spray
- Blasting hours
- Bought forest pass
- Bought pass
- Campground recommendations
- Campsites
- Campground location band availability
- Campground maps and park maps
- Camping details
- Camping in rain (tips)
- Camping information
- Camping information and travel times between parks and if it was possible to hit both parks with our time allowed
- Camping information
- Camping options

- Camping options and general idea about how busy the area is
- Camping sites
- Camping spots
- Campsite availability
- Campsite information
- Campsite information, permit process
- Campsite registration
- Car camping information
- Cascade Volcano pass
- Choices of where to backpack
- Clarification on types of sno-park passes
- Clarified pass options, recommended good snowshoeing trail for us
- Clear idea of what to expect, very realistic view (time, distance)
- Clear information on passes.
- Conditions
- Conditions at several trailheads
- Conditions and openings of tunnels
- Confirm no snow on trail, pass cost
- Confirmation of campfire regulations
- Confirmation of water source, low impact places to set up camp advice about which lakes to visit on Necklace Valley trip
- Confirmed tidal logistics along the Olympic coastline. Confirmed permit requirements. Validated research on hikes and offered advice on logistics.
- Confirming that the areas I wanted to go to are beautiful and accessible this time of year. Pass information.
- Considerations on where to go and possibilities of backpack area
- Contact information for ranger stations nearest to out of state destination
- Contact with ranger from Baker Lake
- Correct phone numbers to call for the most update information
- Cost of pass/hiking information /trail map
- Cost of sno-park pass
- Current access road to trailhead is closed
- Current condition at North Cascades NP
- Current conditions at Sunrise and Paradise
- Current information on avalanche risk
- Current weather conditions at the Enchantments
- Day hike, camp site information
- Day hiking and snow conditions
- Describing the many different passes
- Details of sno-park pass
- Details on hiking routes, water availability and places to park car, snow levels, river crossings
- Difference between various parks
- Differences in camping in national park vs. national forest
- Different areas different passes are available
- Different kind of passes
- Different passes available
- Different types of passes
- Directions
- Directions
- Directions and pass information
- Discover pass information
- Discovery pass
- Do I need a permit and the answer is yes I can camp and yes a permit is needed but easy to get locally
- Easy hike for little kid
- Every little bit was valuable and great to know before we go into the woods

- Everything - suggested place to hike, camp, weather conditions, cabin information - very friendly and informational. Thanks!
- Everything! Got lots of ideas and he was very nice and helpful
- Exactly what i called for - snow/avalanche and safety conditions
- Facility condition and area interests
- Fact that there was still snow on Mt. Rainier trails
- Family day trip. Ranger station was awesome. So helpful.
- Family friendly backpacking trails
- Favorite trails of his.
- Fees and bear safety
- Fees at Mt. Rainier, about climbing the mountain
- Fire regulations
- First hand insight into the parks we were asking about
- Forest service pass, and trail condition information
- Found out the difference between different recreational passes.
- Gear information
- General camping information on camp Muir
- General clarification that I couldn't get from website
- General conditions, safety on snowshoe routes
- General information on options fir backpacking close to Seattle and available maps
- General overview of area we will be camping
- General trip information
- Good selection of trailhead options
- Good suggestions on loop hikes
- Got my forest pass
- Great deal on senior pass
- Guide to travels and weather conditions
- Having tag for senior pass, maps and descriptions of hikes at Mt. Baker
- He gave me great ideas where to go
- Help
- Help with my hike
- Help with planning hiking during trip
- Helpful & quick response to answers
- Hiking, pass information
- Hike advice
- Hike information
- Hike suggestions
- Hike trail ideas
- Hikes
- Hiking
- Hiking/navigation recommendations
- Hiking advice/maps
- Hiking condition
- Hiking destination
- Hiking information
- Hiking suggestions
- Hiking trail activities
- Hiking trail suggestion
- Hiking/camping information
- His knowledge about the process of getting permits and preparing for the trip.
Maps/brochures helpful.
- How to get reservations
- How to obtain permits
- How to use national parks pass
- How to use your pass.
- Human contact and advise

- I found out I could park my car at the trailhead for the length of time I needed
- I got my pass!
- I learned where to go, camp, and how long everything would take and recommended backup plans
- I may not need to buy a pass today.
- I only came in for information on good car camping spots for families with young kids and I got that in spades. He let me know I might need a trail parking pass, so I was happy to buy one.
- I was looking for a place to purchase the America The Beautiful Pass for an upcoming road trip. The ranger called my first destination to find out if they sold or accepted the pass there and they did not so he called me back and gave me the information that my second destination did sell and accept the pass. I was extremely surprised that he made the phone call for me instead of just giving me the number. WOW!!!
- I was told about a couple of specific hikes
- I will be able to enter National Forests in Oregon using my Golden Age Passport. That is the reason I called. I probably could have gotten more information but I did not realize what I was calling. I thought I was calling a National Forest office.
- Idea for a day trip
- Ideas of what hikes may be snow free in August
- Ideas on where to go camping / hiking in the area I wanted to go. Also information on the passes I need (which I didn't know about).
- Ideas to hike
- Information about discover pass, weather conditions
- Information about good hiking/camping sites
- Information about hikes and passes
- Information on desert hikes
- Information on Olympic
- Information on passes
- Information on permits, hiking locations
- Information about a specific hike
- Information about ascending the Enchantments and reminder of car and hiking passes needed for North Cascades
- Information about guided snowshoe hikes and pass information
- Information about new types of trail passes
- Information about obstacles (headlands, rivers) along the coast
- Information about passes.
- Information about snow levels in specific areas of the park.
- Information about the hike that I want to go on
- Information on day hikes near Seattle
- Information on snow conditions and equipment to purchase
- Information on the regulations about taking pet goats on NF trails in the area
- Interagency pass
- Is the pass open, obtained a map
- It's a great way to get specific detailed recommendations for camping either with one child (backpacking) or car camping with the whole family. These guys are fantastic.
- Just some basic hikes in the area
- Just the information I received on state/federal passes was very helpful
- Knowing that they are here and very accessible to the urban public
- Latest on passes available
- Laws of dispersed camping
- Learning about the area, since I'll be moving here
- Local knowledge of difficulty
- Local weather conditions/safety, recommendations for future trip
- Location and type of winter recreation areas.
- Location of cross country
- Location of sites

- Locations relative to current conditions
- Logistics - parking/passes
- Lots of different options for travel.
- Map
- Map
- Map
- Map and camping information
- Map and information or best trail for short trip
- Map and insider information, personal experience/suggestions
- Map and recommendations
- Map and route and hiking trails
- Map and suggestions
- Map directions
- Map information and permit information
- Map information and proposed trip loop
- Map information on different places and our pass
- Map of campgrounds
- Map of camping sites
- Map of hiking area in Quinault
- Map of park
- Map specification, road closure on Dosewallips, road/trail
- Maps
- Maps
- Maps
- Maps
- Maps
- Maps
- Maps
- Maps - marked. Suggestions - honest and candid.
- Maps & routes
- Maps and directions
- Maps and information
- Maps and information about trail conditions
- Maps and permit information
- Maps and safety information
- Maps and suggestions
- Maps and suggestions on where to go
- Maps and trail information
- Maps and trail information
- Maps and trails
- Maps and verbal instructions
- Maps for Mt. Rainier
- Maps trail information
- Maps, avalanche, trail
- Maps, reassurance of my goals
- Maps, recommendation on campsites
- Maps, safety, suggestions
- Maps, trail ways
- Maps, recommended routes, hiking trails, wildlife safety
- Maps!
- Maps/guides, hiking trails, campgrounds
- Maps/literature
- Maps/websites/contact information which are all current. Found it hard to find online.
- More information about the coast, tidal map, and accurate weather forecast
- Mosquito, maps, trail advice
- Mt. Rainier trail information

- My pass
- My pass - and options
- My pass
- N/A
- National park information
- Necessary maps and route options for trip, as well as required permits
- Need fun passes/where to get them, tides
- New route idea
- Nice places to camp that fit my needs and a cohesive trip plan
- No 4 wheel drive roads from I90 to Highway 2
- No snow at 4200'
- Nordic trail maps
- Nothing whatsoever...
- Number of viable options
- NW Forest pass brochure
- NW Forest pass information
- Ocean campsites
- Olympic National Park
- On where to park
- Opinion of what is a good hike
- Options for backpacking
- Options for trip
- Options for us to consider as good one night backpack trips to mountain lakes with 2 teenage kids
- Options of hikes available to date for hiking
- Other resources to contact re up-to-date trail condition information.
- Other station locations
- Park information
- Park information
- Park pass
- Park pass and snow shoe fees
- Park pass information
- Park passes when to go where
- Parking
- Parking information
- Parking information, wish to get more trail condition details
- Parking pass
- Parking pass rules
- Parking permit and camping restriction information
- Permits needed, safety issues
- Pass
- Pass
- Pass & trail status
- Pass and trail information
- Pass information
- Pass information
- Pass information
- Pass information
- Pass information
- Pass information hiking trails for day hiker
- Pass information
- Pass information
- Pass information
- Pass information
- Pass Information
- Pass information precision

- Pass options and road conditions
- Pass purchased
- Pass required and purchased, road condition and vehicle requirements
- Pass usage information
- Pass
- Passes
- Passes and information on trail conditions
- Passes and trails
- Passes needed.
- Perfect suggestion and assistance finding a snow free backpacking trip for memorial weekend.
Turned out great!
- Permit necessities
- Permits needed for various locations
- Personal experience of certain trails emailed to me!
- Personal favorite routes and a photo/webcam of one
- Personal knowledge of the ranger
- Personal knowledge, verification of information, map
- Personal likes to backcountry skiing
- Personal opinions
- Personal REI's
- Phone call and ranger maps
- Phone numbers to check on FS road closure to trailhead at Wallows
- Places to hike at Mt. Rainier with a map the ranger gave us.
- Places to see that I didn't know existed
- Prospective lakes to further investigate
- Purchased pass, trail suggestions
- Range
- Recent conditions
- Receiving my passes
- Recommendation for where to go
- Recommendations for day hikes. Information on parking passes.
- Recommendations on where to go backpacking.
- Recreation pass
- Recreation pass information - uses and parking
- Regional snow levels, trail locations and dog friendly locals
- Reservation line
- Reviewing map and routes with ranger
- Road and ferry information
- Road and trail conditions
- Road and trail information
- Road condition
- Road conditions
- Road conditions
- Road conditions
- Road conditions
- Road conditions are key - and snow levels. I don't want to drive for 4-5 hours and then find out
I can't make it to where I want to go!
- Road conditions to hikes
- Route information and selection
- Route information
- Route information
- Route options
- Route options.
- Route planning, permit information, snow closures, food storage, fire regulations
- Route planning, water access
- Route suggestions
- Safety check list

- Secluded hiking trails, passes
- Senior discover pass
- Senior pass
- Senior pass
- Show levels and trail information
- Site specific road/trail conditions, good information on other options from experienced staff
- Site specifics (trail update, etc.)
- Sno-park passes
- Sno-park permit only 1 car
- Snow and trail information
- Snow conditions in cascades
- Snow conditions
- Snow conditions
- Snow conditions. What trails are snow free and the length I am looking for
- Snow free hikes in June
- Snow level and conditions and parking pass
- Snow level, trip planning
- Snow levels, when trails will be hikable
- Sno-park/groomed sticks - pass
- Snow pass access
- Snow shoeing/hiking book.
- Specific camping/hiking option that i never knew about before
- Specific information on my trip
- Specific locations to camp/backpack
- Specific trail information concerning finding fields of wildflowers
- Specific trail/camping details
- Specific trails to hike for my ability. He also e-mailed me potential guides for fly-fishing in the Olympic Peninsula.
- Specifics about particular hiking routes
- Spots to go backpacking and campground information
- Senior pass, bears, government regulations
- Suggested hikes for isolation
- Suggested routes
- Suggestions for hikes based on scenery/beauty with emphasis on which were now accessible re: snow conditions
- Suggestions for loop backpacking trips
- Suggestions on sledding areas, where to sled for free, and when to arrive at busy snow parks to have a snowballs chance in hell of getting a parking spot
- That camp sites are on a first comes first serves basis
- That dispersed camping can occur anywhere. Gave good general stewardship information.
- That I can drink the water from Baker Lake
- That I could hike from Stuart Lake to the upper enchantments basin and still spend the night in the Stuart trail zone. I already had a permit before calling.
- That I could obtain a senior pass for \$10
- That I did not need a forest pass for my planned hike
- That I needed reservations and I thought I didn't
- That I needed to pay \$22 at Lake Toreson
- That the access road I need is open
- That the hike is too long for one day. There is snow on trail and the road is closed at the other end.
- That the passes are unnecessarily complex!
- That there are 4' of snow at rainy pass.
- That there is some snow on trail where I'm going, but it was vague
- That they are there
- That they don't have very much campground information

- That to hike to the Enchantments between June 15 - October 15 I need to go to the Leavenworth Ranger Station and enter in the lotto
- That we have well educated, dedicated individuals who love our national park and resources
- The area I am thinking to go on hiking in Olympic National Park
- The areas covered by the different types of sno-park passes - I got a map
- The differences between the different passes offered
- The explanation of how backcountry camping works in the Olympics and trail conditions
- The likelihood I have of finding a campsite at a campground that has sites on a first come, first serve basis only, at the time and on the date I am planning to go camping. Also, the ranger was able to explain the reason, and he knew about road conditions and the price of campsites.
- The location of a new area of public land with which I was otherwise unfamiliar.
- The personalness they add to the information. Its not just maps and fee tables but they can help you find what you are looking for.
- The phone number for a park in the area. It was exactly what I needed.
- The phone number for Metsker maps since the maps I am looking for are not here in any format. No quad maps, forest service maps, or computer printed maps.
- The ranger - to the best of his knowledge - clarified coverage of different park and recreational area passes. The knowledge was very useful and I was grateful to get it. The ranger was uncertain if the Discover Pass would cover rock climbing parking at Frenchman's Coulee. It just goes to show you how complicated it is to know what pass covers what.
- The ranger informed me that the hike we wanted to do was still covered in snow. He then provided a great alternative trail with details on where to get the backcountry permits and other details, like the fact that we wouldn't need a bear canister. Very helpful!
- The road is open to the trailhead. I need a NW Forest Pass and may not be able to get one at the trailhead. So, I went to get one today since I am leaving very early in the morning.
- The snow level
- They clarified the very confusing information about passes that exists in WA state that I could not discern on the state's website (despite the fact that I have a PhD and am a competent researcher for 30 years)
- This survey and how it can help
- Time and permits needed
- Time of operation
- Tip to try Taylor Creek Trail to other falls
- Tips about when and where to snowshoe as well as where to park
- Tips in best backpacking, Olympics
- To buy the green trails map of the area plus information on permits/passes
- Too crowded for camping this week
- Trail access and parking at Ross Dam
- Trail choices, conditions and regulations around desired activity (blueberry picking)
- Trail closures
- Trail condition information
- Trail conditions
- Trail conditions
- Trail conditions
- Trail conditions
- Trail conditions
- Trail conditions
- Trail conditions
- Trail conditions
- Trail conditions
- Trail conditions and general information about area we plan to backpack
- Trail conditions and route planning
- Trail conditions and suggestions
- Trail conditions and trip ideas
- Trail conditions, directions

- Trail conditions, permit information, best loop or trails for views to consider
- Trail conditions, route planning; snow levels/new trail openings
- Trail conditions, amount of snow, weather patterns
- Trail conditions/features
- Trail conditions/permit information, alternative trails/other safety information
- Trail conditions and alternative options
- Trail details, permit information
- Trail general information /conditions
- Trail information
- Trail information
- Trail information
- Trail information
- Trail information and pass information best cross country places to go
- Trail information, trail pass information
- Trail information.
- Trail locations
- Trail recommendations
- Trail recommendations - several options to choose from when planning a backpacking trip
- Trail specific information, conditions, reservation rules
- Trail suggestions
- Trail/road conditions
- Trailhead for our trip
- Transportation information
- Travel arrangements and destination
- Travel planning
- Travel times and information on area conditions
- Trip advice
- Trip information and alt routes
- Trip planning
- Trip planning for Devil's loop trail, specifically camping regulations
- Trip planning information camping/fishing
- Trip recommendations
- Trip tips
- Two maps, phone number, web for respective campsites
- Understand of area I want to hike
- Understanding the pass system.
- Up to date information about snow conditions on the trails we are considering for our next hikes
- Updated road conditions on FR 99 and FR 25. Ed was extremely helpful and explained the current conditions there and what to expect. He also called around on my behalf to get the most current information and called me back with that information. I was very surprised and appreciative of the high level of service I received from Ed.
- Updates on previously closed/washed out roads (Cascade River Road, Dosewallips)
- Updates re: Discover Pass
- Use of compass, uses/quality of different maps
- Use of pass, trail conditions
- Very - we were planning on camping in a hailstorm before coming here
- Very current conditions of my destination and road closures
- Very good recommendations
- Very helpful information about the passes and camping on forest land
- Very helpful to have the ranger station at REI, saved me from having to make phone calls or visit the local ranger station to get more information
- We can reference backcountry permits and sites
- Weather
- Weather and conditions of the trail
- Weather and personal account of hikes

- Weather and route information
- Weather and rules and regulations
- Weather and trail conditions
- Weather at hike
- Weather at ONP and recommended trails
- Weather conditions, trail suggestions
- Weather conditions/mudslides
- Weather information and ranger districts
- Weather, maps, trail condition
- What I need to do for my backpacking trip in terms of passes
- What I needed
- What is required for various areas (passes)
- What the backcountry conditions are currently (will be backpacking in mid June)
- What trail to go on
- What trails had snow and not accessible
- When to go
- Where all the certain types of passes take you. Otherwise great trail recommendations.
- Where and how I can camp in the forest along a highway
- Where to camp
- Where to camp
- Where to camp. Ranger provided a map!
- Where to get the maps on line that I wanted I live 150 miles from the closest REI store
- Where to go
- Where to hike and which pass I need
- Where to hike this month and passes needed to go
- Where to park at Shi Shi
- Where to ski this July
- Which areas would be closed either due to races or tree fall
- Which parks to visit on our trip. What the annual pass covers.
- Which pass to get, sense of trail we are headed to
- Which passes were required
- Which trails
- Who to contact about Oregon snow levels
- Wilderness permit fees and information
- Wilderness restrictions
- Wildflower opportunities
- Winter access to sno-parks
- Winter activity guide
- With so many different "passes" and permits at state and federal levels, it is confusing to me about which one's are needed

Question 23 (pre-trip survey)

Currently, ORIC (Outdoor Recreation Information Center) is considering creating a website. In your opinion, what are the three most important topics that should be included on the ORIC website?

- 10 best hikes in the area
- Access pass information
- Access pass information
- Activity recommendations
- Activities
- Activities
- Activities at parks
- Avalanche conditions
- Back-country safety and proper wilderness ethics
- Backcountry access information
- Backcountry conditions
- Backcountry/avalanche conditions (links?)
- Backpacking information
- Backpacking information
- Backpacking information
- Backpacking information
- Backpacking information
- Backpacking loops
- Bear safety information
- Best hikes for specific interests
- Best things to see/do in the area
- Biking
- Boating
- Boots
- Burn bans
- Buy passes via internet
- Campground availability
- Campground availability
- Campground availability
- Campground contact information
- Campground fees
- Campground information
- Campground locations
- Campground locations
- Campground locations
- Campground locations
- Campground locations
- Campground locations
- Campground reservation information
- Camping information
- Camping information
- Camping information
- Camping information
- Camping information
- Camping information
- Camping information
- Campsite availability
- Campsite availability
- Chats for more information
- Classes
- Clear information
- Closures

- Closures
- Closures
- Closures
- Contact information
- Costs
- Current conditions
- Current conditions
- Current conditions
- Current conditions
- Current conditions
- Current conditions
- Current conditions
- Current conditions
- Current conditions
- Current conditions
- Current road and trail conditions
- Current trail information, maps
- Current trip reports, recommended hikes for the current season, recommended backpacking destinations for the current season
- Current weather conditions, posting board for questions or personal trail updates when you return
- Current weather, updates for trails, suggestions on outdoor activities based on current seasons, caution if wildlife danger exists
- Current weather, trail conditions, and easy access to permit information
- Current weather/conditions for local hikes, trip reports and/or ability to plan trips with others, logistics information (where to park, how long it will take to climb, where to find trail maps)
- Database of trails that can be searched by various aspects, trail conditions, pass purchasing
- Day hikes
- Decent maps for camping in national parks
- Description of the scope of topics that are covered at the REI ranger station, including what is not covered. Include links to Forest Service rentals (lookouts, cabins, etc.).
- Destination suggestion based on how rigorous the trail, clear permit information
- Destinations (with descriptions, ratings, main attractions) and passes needed to go on trip.
- Detailed maps, permits and tide schedules
- Detailed pass information, open campsites (local), bear risk, recreational opportunities and restrictions, for example fishing and bicycling
- Direction, road conditions, recommendations
- Directions to trailheads
- Directions to trailheads
- Distance of trailheads from Seattle or other urban areas
- Do not know
- Don't have any specific recommendations
- Don't know - I like camping, pictures, hiking
- Don't know
- Driving directions
- Ease of use, links to relevant sites
- Ease of use, photographs, PDF lowlands
- Ease of use, up-to-date
- Easily searchable information links, online pass purchasing
- Easy information on trails
- Easy navigation
- Easy to use and simple but effective
- Equipment rental information
- Equipment, wildlife, weather

- Experience
- Explain all various passes (federal, state, forest, Discover, etc.)
- Explain the passes in detail
- Explanation of the various passes/licenses/permit
- Facilities
- Facilities
- Family activities, weather conditions
- Family day trip suggestions.
- Family outings, outings within specific distances from Seattle, clear information on necessary passes/permits for each item.
- FAQ
- FAQ
- Favorite activities in the Washington Wilderness, status of the different wilderness areas, off the beaten path: great places to backpack/camp that are hardly used, bear notices, fire notices, closure notices, tips on backpacking and camping in a minimal impact way
- Fee information
- Finding a hike, find a group
- Fire conditions
- Fire regulations, road/trail openings, fishing alpine lakes, ATV/4-wheel camping, backpacking
- Future of US Forest Service
- Gear recommendation, location sites
- General advice/information
- General advice/information
- General advice/information
- General park information and travel time inside the park
- General rules/guidelines, seasons, locations of ranger stations for information
- Good
- Great, but the live rangers are indispensable
- Hike recommendations, given the variables of time, views, fresh water, and time of year
- Hikers' experiences
- Hikes and current conditions
- Hikes and tips
- Hikes available, current conditions, safety
- Hikes rated by level of difficulty
- Hikes, permits
- Hiking and camp site conditions, burn ban information, road or trail closures
- Hiking guide, conservation information, trail work information.
- Hiking maps
- Hiking maps
- Hiking maps
- Hiking maps
- Hiking routes, passes required, conditions
- Hiking trails of the week, campground availability and reservation, mountain biking options
- Hiking trails, campground information, best of if any of you have one week!
- Hiking trails, hike conditions - weather, trail updates on regulations and online pass purchases
- Hiking, backpacking, biking
- Hiking, camping, driving routes
- Hiking/backpacking trail information, trail condition reports, safety information
- Hiking/camping/backpacking options, road/trail conditions, safety considerations and tips/practices on how to be a good trail user
- Hooray! Campsite availability.
- Horse camping, ability to make reservations, rules
- Hours, passes available and required, information available
- How to purchase passes

- ☐ I do lots of backpacking and day hiking, and mainly use wta.org for latest trip reports, trail conditions, and descriptions. There isn't a whole lot that site doesn't cover well, other than permit requirements. I assume you already plan to have a section covering that, which I would use.
- ☐ I had no idea where to look to see the weather conditions for the trail I wanted to take. It didn't occur to me that it might be snowed under still (it's July), but I had been wondering how cold it might get at night so we could pack accordingly (thus my stop at the information desk). Sorry. I have no other suggestions and my kids are waiting.
- ☐ I like in person
- ☐ I think this might be duplicative. Just refer people to the WTA website.
- ☐ I would want dates when trails are open
- ☐ Ideas for things to do, amount of use an area gets, how to's
- ☐ Information about current conditions at specific trails; weather/avalanche danger; how many people are using specific trails
- ☐ Information on parks, current weather, trail condition
- ☐ Information on the distance between the passes and where you need them
- ☐ Information attainable/services provided at that location, passes needed for certain types of activity, etc.
- ☐ Information for day hikers in Washington navigation using GPS
- ☐ Information for visitors on what is required in terms of forest passes, current road conditions, updated regularly, FAQs to answer questions we didn't know we had
- ☐ Information on all passes/licenses/permits
- ☐ Information on all passes/licenses/permits
- ☐ Information on all passes/licenses/permits
- ☐ Information on all passes/licenses/permits
- ☐ Information on all passes/licenses/permits
- ☐ Information on all passes/licenses/permits
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- ☐ Information on all passes/licenses/permits
- ☐ Information on all passes/licenses/permits
- ☐ Information on all passes/licenses/permits
- ☐ Information on all passes/licenses/permits
- ☐ Information on all passes/licenses/permits
- ☐ Information on camping and trails in the area, perhaps by category: "best of" quiet campgrounds, campgrounds that are good for children, ones for large groups. Also, opportunities to buy forest service passes and other passes on the website. Links to weather information, etc.
- ☐ Information on recreational passes, trip preparation, safety information
- ☐ Information on where the passes are accepted and sold and what each pass does
- ☐ Information regarding all hiking opportunities in the area (DNR also)
- ☐ Interactive maps, rules and regulations for each area, flora and fauna, current conditions
- ☐ Interesting places with points of interest, best ways to travel (guided, etc.)
- ☐ It would be nice to have a live help chat. That's the main reason I come - to ask specific questions. Route information/photos, weather, trip reports (similar to WTA).
- ☐ Laws to be aware of rules
- ☐ Links to all public lands, current conditions or links to current conditions, featured destinations that are time-specific (like, right now the wildflowers are great at X, or the skiing and snow shoeing are great at Y, or the fall colors are peaking this weekend at Z).
- ☐ Links to conditions, services that they provide, information on permits
- ☐ Links to national parks
- ☐ Links to WTA, maps and trail information, up to date trail Information, how to get there

- Listing trails/loops in various regions/areas with difficulty rankings and customer/visitor review, feedback (so I can read what recent visitors have to say)
- List of regulations about passes and permits, links to wilderness weather sites, links to trail conditions.
- Local area outdoor access and clubs
- Local conditions both land and roads - pull maps off website at kiosk scale
- Local hikes
- Local hikes, local flora, hidden gems of hikes
- Locations - where are good locations (trails/maintenance)
- Logistics, what kinds of passes/permits, required for national forest vs. national parks
- Lyme disease
- Map of recreational activities - Nordic skiing, climbing, biking
- Map that outlines ranger station district and list of phone numbers and websites
- Maps
- Maps
- Maps, current conditions on trails, safety on trail, what to pack, etc.
- Maps and trail closures and a page that tells me what kind of condition the roads to trails are like. Is it OK for a car or do you need a 4 wheel drive to get to a trailhead
- Maps - interactive and weather
- Maps and difference between national forest & national parks
- Maps including how to get there! (fly/drive/hike), travel tips, accommodation tips
- Maps of areas, and directions, photos, recreation pass information and details, and online purchase of them
- Maps of the parks, security advice, weather conditions
- Maps of trails that are printable where ranger stations are permits required
- Maps, easy family outings, closure dates
- Maps, parks
- Maps, permit information, hints/tips with weather
- Maps, permits, and maps.
- Maps, real time data (fire risk, road conditions), hike profiles - elevation/distance
- Maps, safety, weather/tide tables
- Maps, weather information
- Maps, weather, snow level
- Maps/fees
- Maps/trail suggestions, safety tips, links to trail conditions
- Mileages
- More information about recreational areas
- More specific road conditions
- Most recent trail conditions not more than 1-day-old, a good local ranger number nearest the mountain I am hiking, is a pass required?
- N/A
- National park information, hiking trails and weather conditions
- National park maps
- Navigation from GED location to GED location
- Necessary permits, trip planning information and reviews
- No opinion
- None
- Nope
- Not certain
- Not sure
- Not sure
- Not sure
- Not sure
- Not sure
- Not sure. Should have links to parks outside WA state.
- Not sure

- Office hours
- Oh no! That's a terrible question. Work with your web designer to figure this out.
- Online passes, current information
- Online sources for maps, reservations
- Operating hours/seasons
- Organization of information - the current sites are hard to navigate
- Orientation, side stops, photo points of interest
- Outdoor skills
- Park information, trail - hiking, fishing
- Park pass requirements, locations for activities, activities for kids
- Park passes
- Parking, parking, parking
- Parks and permits needed numbers for trail information, hikers up to date information
- Pass classification updates on trail conditions.
- Pass conditions, annual passes, bear safety, bug conditions, explain pass options
- Pass information since there are so many now, road and trail conditions, camping information
- Pass information, best parks depending on experience trail updates and conditions
- Pass information, camping advice, weather and trail conditions
- Pass information, weather information, pass schedules
- Pass information for Washington state trail openings/closures, FS road information
- Pass information, ranger location and contact information, map of other opportunities
- Pass information, reservation information, safety/warning
- Pass information, tips, I usually do all right with parks.wa.gov and wta.org. It should compliment those.
- Pass information
- Pass requirements, recreational options, maps
- Passes
- Passes, maps, current conditions
- Passes available, weather conditions, fire conditions
- Passes that cannot be used and passes that are accepted at trailheads, trail/campground conditions, fish report, weather conditions
- Passes trip information
- Passes, conditions, advisories
- Passes, conditions, directions
- Passes, current trail reports
- Passes, maps show trails and available facilities, road/trail conditions, reservation information
- Passes, trail conditions, trip ideas
- Passes, trail information and conditions
- Passes, trails available, directions/closures
- Passes/permits required
- Passes/permits, rules/regulations, recommendations on locations
- Permit/passes fees, houses, etc.
- Permits
- Permits and fees for all wilderness and national parks
- Permits and information, trail or area conditions/restrictions,
- Permits and passes, wilderness regulations, hunting seasons
- Permits, maps (where to go), guides for safety, what to bring
- Permits, trail conditions, maps
- Permits/access, local conditions, links to other local websites
- Permits/passes, maps (detailed), hiking/backpacking ideas
- Permitting, trail maps
- Permitting, trail maps, weather
- Pet regulations
- Photos
- Points of activity, directions, and conditions.
- Preparedness information

- Preservation
- Preservation/conservation
- Public transportation information
- Purchase passes, trail information and accessibility, weather/snow
- Range of outdoor opportunities, current locations
- Real time information on trails in the PNW
- Recommended hikes (length, features, seasons)
- Recommended hikes (length, features, seasons)
- Recommended hikes (length, features, seasons)
- Recommended hikes (length, features, seasons)
- Recommended hikes (length, features, seasons)
- Recommended hikes (length, features, seasons)
- Recommended hikes (length, features, seasons)
- Recommended hikes (length, features, seasons)
- Recreation activities, pass information
- Recreation options/maps/directions similar to WTA site, current trip reports from rangers (and perhaps a few well-qualified volunteer scouts), concise planning guide (box or tab) for destinations suggesting equipment, passes needed, shortcuts, highlights, etc.
- Recreation pass information; explaining different jurisdictions in our area (most people do not get it); connections to USFS & NPS road & trail reports
- Recreation pass information - area regulations etc., weather forecasts, trip/hike suggestions
- Regulations, weather conditions, directions to trails
- Reminders of what to bring
- Research on insect damage
- Reserve camping spots, print tree permit online, rec area current conditions
- Rideshare service/information
- River crossing information
- Road access information - is trailhead accessible, trail conditions/water source elevation/difficulty, best time of year to visit
- Road and trail conditions, campsite availability, and weather forecast
- Road and trail conditions, regional ranger station contact numbers, and a means for posting trip reports and photos
- Road conditions
- Road conditions
- Road conditions
- Road conditions
- Road conditions, volume of occupancy at campsites; how likely you may be to find a site when no reservations are accepted
- Road conditions, recreation passes, weather conditions
- Road conditions, sno-park/closures, roamed trails, which permits are needed and where
- Road/trail conditions, weather conditions, safety
- Rock climbing
- Routes complete with directions to specific activities
- Safety and geographics
- Safety information, specific trail/road information
- Safety information
- Safety information
- Safety tips, recommended locations (hiking, backpacking, day trips, kayaking, etc.), and information regarding costs of permits and rental equipment (bear cans, etc.)
- Safety warnings
- Safety, access, needed training or conditioning
- Safety, area interest, equipment
- Safety, directions to trailheads, restrictions i.e. bikes, dogs, etc.
- Safety, hikes, organized events

- Safety, level of difficulty for hikes, maps
- Safety, navigation, help
- Safety, precise directions including maps (topographical) and exact mileage and conditions status (snow, ice, temp, etc.)
- Safety, route updates (closures)
- Safety, suggested companies, training
- Safety - do & don't
- Safety, trail maps, permit requirements
- Same as in REI
- Scenery
- Seasonal information, special programs, information on all state and national parks
- Services available at location - passes, information, hours, current conditions at popular destinations, hike suggestions
- Services provided, free maps, trail conditions
- Should display news or classes not noted on the park service or forest service sites
- Smartphone app using geo-location indicate pass needed based on current location
- Snow, water, real time trail conditions
- Snow conditions
- Snow level information
- Snow level on trails
- Snow level, trail condition, trail options
- Snow levels, equipment needed, maps of different hikes/trails
- Snow levels, road closures, weather reports
- Snowshoe routes, areas reserved to shooting
- Something inspiring to help people appreciate wilderness area (photos, poetry, etc.), videos, safety - what to bring, packing out trash, taking care of their places
- Specific trail maps, ratings, and guides. What to know before you go section (i.e. how much will it cost?). Where to get more information.
- Specifics about passes, parking and permits necessary for various trailheads, links to local weather for various areas, trail conditions for most popular trails
- State parks, maps, conditions and reservations
- States of trailheads and highways and road, no trailhead
- Stewardship etiquette information for wilderness, weather conditions, seasonal outdoor destination highlights
- Suggested hikes and routes, trail road conditions, permit information
- Suggestions for hikes, maps, directions
- The website would help because I live too far away (Atlanta), backpacking trails, trail conditions, required permits
- Top hikes, top campground for families, dogs, rivers, etc.
- Topics i.e. hiking/camping/mountaineering/hunting/locations, geography, what you need to know get passes/permits
- Totally up to date trail conditions and trail crew reports, alternate backcountry campsites, hikers reports, trail access, safety, closures, weather conditions
- Trail and road conditions, needed permits
- Trail and road information
- Trail and user groups activity and maps
- Trail conditions, land management, seasonal information like avalanche danger
- Trail condition, weather, trail specification
- Trail condition/hazards, fees/permits needed, routes
- Trail conditions
- Trail conditions
- Trail conditions
- Trail conditions
- Trail conditions
- Trail conditions
- Trail conditions

- Trail conditions
- Trail conditions
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- Trail conditions
- Trail conditions, volunteer opportunities, information classes
- Trail conditions and details, road condition to trailhead
- Trail conditions and search function
- Trail conditions and/or trip reports, ranger station locations/phone numbers, passes required per area/trailhead
- Trail conditions winter and summer, closures/access to trails winter and summer
- Trail conditions, campsite availability, parking options
- Trail conditions, campsite reservations, safety
- Trail conditions, directions, map, pictures
- Trail conditions, FAQ, schedule
- Trail conditions, maps, cautions
- Trail conditions, pass information
- Trail conditions, passes required, wildlife/bear concerns
- Trail conditions, passes, directions to trailhead
- Trail conditions, permit requirements, gear recommendations
- Trail conditions, ranger station hours and contact
- Trail conditions, road conditions, camping information
- Trail conditions, route information, avalanche danger
- Trail conditions, rules (passes) links
- Trail conditions, snow conditions, road conditions.
- Trail conditions, trail information, directions
- Trail conditions, trail maps, ranger district showcases
- Trail conditions, trip ideas, weather
- Trail conditions, trip reports, gear review
- Trail conditions, weather and snow levels
- Trail conditions, weather updates, best unknown areas for backcountry hikes
- Trail conditions, weather, and safety
- Trail conditions, FAQ on passes and requirements, most popular trails for backpacking
- Trail conditions, fees, difficulty of hikes
- Trail descriptions
- Trail descriptions, conditions, and photos, recommended activities by region, recommended regions for selected activities
- Trail guide, what to bring
- Trail guides
- Trail guides with seasonal recommendations, loop trail suggestions
- Trail guides, safety, backpacking trips
- Trail head directions, reviews and camping sites

- Trail information directions/locations
- Trail information for wilderness areas and national forests, pass information, national park information
- Trail information, conditions
- Trail information, information about passes required
- Trail information, pass-recreational information, permits
- Trail information, safety
- Trail information, printable maps
- Trail information, weather conditions, maps
- Trail information, current photos of area, brief overview of area
- Trail information, snow information, transportation/licensing information
- Trail location fire levels safety tips
- Trail maps
- Trail maps
- Trail maps
- Trail maps, conditions, photos
- Trail maps, trail difficulty, trail condition
- Trail pass information, access to maps
- Trail reports and other news
- Trail reports, parking rules/ information, contact information
- Trail routes, road conditions, trail conditions
- Trail updates, weather expectations
- Trail use/crowdedness
- Trail, road, approach conditions, back country permit sign-ups, trip suggestions
- Trail/road conditions, pass types and information, where passes are to be used
- Trailhead options
- Trailhead options
- Trailhead transportation
- Trails/hike - open/closures, suggestions/details about hike from recent staff visits (i.e. lots of mosquitoes, only two campsites, snow/ice on lake, interesting sites, recent pictures), fish stocking at lakes
- Trails, trail conditions, and permits needed
- Trails, conditions, and maps.
- Trails, current information on trails, categorized trails
- Trails, maps and conditions.
- Trails, safety, death rate, talk to S&R, forum, social feedback
- Trails, trail condition, permit/requirements
- Trail/weather conditions, camping tips, permit information
- Trip options with video/pictures specific to the location
- Trip reports
- Trip reports (roads closed, trail conditions, other problems), suggestions for hikes (ranger pick of the week or something), information about which pass is for what
- Trip reports able to be posted by hikers (like WTA's website), which passes are needed for which area, ranger station contact information for each area in the state
- Trip reviews, current snow conditions, hikes searchable by information such as isolation length difficulty views etc.
- Trip routes, conditions, permit requirements
- Types of passes (for trail use), trail conditions/access, closures
- Up to date information about trail conditions for day hikes, location of hikes and how to get to the trailheads
- Up-to-date trail conditions for as many trails as possible, organized alphabetically and broken down by region - like the Washington Trail Associations Freshest Trip Reports, except more concise – "Pratt Lake, clear to two miles, then spotty snow. Some blow downs."
- Updated maps
- Updated maps, changes, weather, road conditions trail conditions
- Updated trail and snow information similar to WTA site, wildlife sightings

- Use of passes In other states
- Visitor information to parks, information for families, passes and fees
- Water availability
- Water potability
- Water source information
- Watersports
- Weather, maps, events
- Weather conditions
- Weather conditions
- Weather conditions
- Weather conditions
- Weather conditions
- Weather conditions
- Weather conditions
- Weather conditions
- Weather conditions and driving
- Weather conditions, pass information, necessary gear/equipment
- Weather conditions, recommended backpacking routes, safety information
- Weather conditions, recommended trips
- Weather conditions; trail conditions; safety
- Weather conditions/weather tracking, permit information, popular attractions
- Weather for specific areas or trails, trail information, and history of specific areas of the state.
- Weather related, trail conditions/snow conditions, which pass?
- Weather, adventure opportunities, safety recommendations for different hikes/areas (kind of like the safety information you get when you travel out of the country)
- Weather, hike recommendations, length of hike
- Weather, recent trip reports, road and trail conditions
- Weather, traffic, alerts to fires and usual happenings, things that are in bloom, things to look for
- Weather, trail condition, road condition
- Weather, trail conditions, and maps
- Weather, trail conditions, trail descriptions/distances
- Weather/snow cover on trails, flora/fauna reports, trail difficulty, elevation gain, length, parking passes, nearest ranger stations to trailheads
- Well-organized information
- What is offered at location (pamphlets, etc.) hours of operation
- What resources to use, outdoor conditions, use of passes in new places
- What to bring
- Where different passes are needed
- Where the different passes are useful – comparison, camping regulations in different areas, links to camping, hiking, ATV maps with descriptions and/or review options
- Where to buy passes
- Where to find a real, live, person to talk to, face-to-face
- Where to go, what to bring, permits etc. needed
- Which pass to use, when, at a particular trailhead. There are too many passes; agencies should consolidate.
- Which passes and which trails require.
- Which passes are needed per area
- Why would one be needed? Wouldn't it be redundant? Is this the first step to closing the REI location?
- Wilderness - leave no trace practices
- Wilderness leave no trace
- Wilderness survival, equipment selection
- Wildlife
- Wildlife sightings

Question 24 (pre-trip survey)

Is there anything else that you would like to tell us about your experience at the Ranger Station at the Seattle REI?

- A good service for REI to have
- A very useful service for hiking, backpacking, and camping
- Absolutely fabulous
- All good
- All good
- All tools at hand to answer all my questions
- Always a great job
- Always a pleasure
- Always helpful
- Always helpful to speak with a person instead of a computer
- Always very helpful
- Amazing
- Appreciate the ranger information here at this location
- Asking people for their email addresses to get a 2nd attempt at them completing the survey would be a good choice. Also offering a small incentive to completing the survey would help get more people to complete the survey. Very knowledgeable and helpful staff.
- Awesome - lot of great information
- Called the store to make sure Ranger Station was still here. Love the convenience
- Could not find the number on the REI website
- Dave is great! Very helpful and friendly!
- David was extremely helpful and very knowledgeable about the area I was interested in exploring. Very friendly.
- Ed Robinson was great. He is very knowledgeable about WA state trails. Went above and beyond to give me additional place numbers. I didn't have to check on road closure. Excellent customer service.
- Enjoyable! Thank you.
- Every time it is excellent. The rangers really know their stuff.
- Excellent experience
- Excellent help
- Excellent job. Keep it up!
- Excellent service! Thank you very much!
- Excellent to have resource
- Excellent work - they are informative, patient, and eager to help even though I am sure they are asked the same questions repeatedly. Excellent personal service. Thank you.
- Fabulous experience
- Fantastic resource and location. I received outstanding customer service.
- Fast, efficient, courteous, and accurate. Thank you.
- Friendly and knowledgeable staff
- Friendly service and very knowledgeable
- Friendly service and very knowledgeable
- Given that other ranger stations were closed, this was my only alternative in getting information for my hike. The ranger was very helpful and knowledgeable.
- Glad your here. Like getting passes here. Sometimes get good trail information. Love the National Park System!!
- Good
- Good idea
- Good resource in this location
- Good staff, knowledgeable on the ground, experienced
- Great
- Great attitude
- Great experience as always
- Great experience, very knowledgeable staff

- Great help
- Great help
- Great job
- Great job overall
- Great job! Keep it up.
- Great overall experience. Very helpful and friendly.
- Great place for current information. We have trail books but of course they do not have current information and that is important when contemplating between several hikes.
- Great place! Thank you.
- Great resource
- Great resource
- Great resource
- Great resource
- Great service
- Great service
- Great service
- Great service
- Great service. Makes it really easy for me to pick a new destination.
- Great stuff
- Great! Thanks!
- Great to have the information before heading to the parks
- Great to have this resource at REI
- Great to have this service in REI
- Great, friendly informative experience
- Great
- Great
- Great. Love having it available.
- He was very helpful and did not try to rush me off the phone. He gave me all the time I needed to ask the questions I wanted to ask and made sure I had all the information I needed to get what I needed from the web page he gave me.
- He was very knowledgeable
- Helpful and nice people
- Helpful, however an accompanying website would be better
- I always have a positive experience. I appreciate this service and use it frequently!
- I am always impressed with the professionalism and broad knowledge of each ranger I have spoken with over the years. I have never had a negative experience. Not only have they guided me toward exceptional outdoor experiences, they have been gracious and made the time very worthwhile. I admire and appreciate the ORIC staff.
- I am from Tacoma and this is not a convenient stop for me. I couldn't find a phone number to call--of course I was at the REI website.
- I am very please with the staff and the information given to me. Thank you information staff.
- I appreciate its availability
- I appreciated the prompt information and the time he spent with me
- I find it very refreshing and convenient speaking to a ranger. Often reminded of special conditions that one would not get researching alone.
- I have always gotten excellent service here. The rangers are knowledgeable about more than just this region, which I find helpful as I plan to use the national parks in other parts of the U.S.
- I have come by multiple times while shopping at REI. The staff is always extremely kind i.e. helpful and they look so healthy! Best promotion and encouragement to go out in nature.
- I have used it in the past for hiking/backpacking information - always friendly and helpful
- I love i.
- I love it! Everybody is extremely friendly and always helpful. Thank you.
- I love Ranger Don! My friend and I always consult him before our annual backpacking trip.
- I love the ranger station at REI! It is so convenient to be able to get information and shop at the same time. Thank you for this wonderful service!

- I love these rangers! Always very helpful!
- I need to know what they do here, what's available
- I really like having this service at REI
- I spoke with Bob and he was great. Exceeded my expectations!!
- I think I have told you several times already. (I am already an REI member.)
- I think it's a wonderful service and would like to see it kept up or expanded! Thank you!!!
- I thought he was especially kind and helpful. He was happy to answer all my questions. This has not been the case in the past. Last year a ranger told me I couldn't get a campsite this late and wasn't interested in helping me with the options.
- I use the ranger station at REI quite frequently and think they provide an invaluable service and love that it is so convenient
- I want your job
- I was aware of Ranger David answering questions and his respect for other USFS personnel and customers. Further volunteer Earl Collins and I shared stories of camping and hiking in Lake Tahoe, Silver Lake Campgrounds. Ravenna was delightful and asked questions about my favorite places to visit. Overall a very pleasant experience and will motivate me to use our USFS parks, lands, and resources.
- I wish I could have gotten my permits here rather than have to backtrack in the park. My trip March 2, but you had to punch my annual pass for February. You should let the pass for the next month if within 2 weeks.
- I wish the rangers had maps to give out
- I work across the street and use it pretty frequently - great resource in the neighborhood.
- I'd struggled with maps and websites all morning, and even though I had trouble getting through on the phone they immediately knew the answer to my question and had a great recommendation that I'm looking forward to pursuing.
- I've called the ORIC on several occasions. On each occasion, I've obtained no help.
- Twelve years ago my son and I paddled 2200 miles from Lake Bennett to St. Michael on the Bering Sea. Our route included the entire trip made by the Klondikers from Skagway across the Chilkoot Trail to Dawson, Yukon Territory, Canada. Following our trip our family visited the Klondike Gold Rush National Historic Park in Seattle. Sadly, both rangers had never visited Skagway nor hiked the Chilkoot Trail, etc.
- My biggest gripe is that rangers need to go into the backcountry, so they may serve as information sources. Otherwise, cut staff levels so that the remaining staff may speak from experience.
- In the past, rangers have been very helpful to us
- It has always been a very useful resource
- It has always been very helpful. We have spoken with them in person on several occasions.
- It is a great place to have a ranger station because it is handy to be able to find out any information you need before you outing.
- It is needed, please keep funding
- It is very convenient
- It is very nice to know REI is providing this service. Extremely helpful to be able to walk up to the ranger and ask about outdoor activities right at the store so I can make my purchase more relevant to what I'll be doing.
- It seems that the Ranger Station could use another person to help with transactions and information giving. I didn't have to wait long today, but I have been through here when the line was incredibly long and that discouraged me from seeing the rangers.
- It was a good resource to have available and met my needs
- It was awesome and very, very convenient
- It was excellent speaking to a knowledgeable person, to be able to ask questions and examine maps together. Thanks!
- It was fine! Thanks for being in the store. It is very helpful!
- It was good
- It was good. Thanks.
- It was great
- It was helpful

- It was positive
- It was pretty short & simple
- It was splendid! You guys are great!
- It was Tony the Tiger great
- It was very goo.
- It was very helpful! Very courteous.
- It was wonderful
- It would have been nice to know you guys have been here for a while before now. Could you put an announcement in the REI ads, i.e. newspaper, online site, etc.
- It's a great resource. Please keep it available.
- It's always a pleasure to visit this station in Seattle
- It's always excellent
- It's awesome. You the one!
- Just that having the desk at REI is wonderful
- Keep it available
- Keep it here, please
- Keep the area nice, detailed information
- Keep up the good work
- Keep working like that
- Knowledgeable friendly staff
- Lines are too long
- Lived in Seattle for 14 years, had not seen rangers before today
- Lots of helpful, nice representatives on the floor and two great rangers. Thanks!
- Love it - I tell others to come all the time
- Love it here, have a great weekend
- Love it
- Love it! Live had the best service, found the coolest hikes for six years or so.
- Love these guys and gals and all the work they do
- Loved it
- More advertisement that this location exists
- Need hats
- Need one for access to all land
- Nice
- Nice surprise to find them here
- No, but thank you and I look forward to traveling through the national parks
- No, but thank you for your help
- No, but actually I didn't call but, instead, went there in person. I live an hour north of Seattle and just happened to be in Seattle that day so I could stop by. Since that is not usually the case, I would like very much to get online information (all in one place/site).
- No, it was very helpful
- No, thanks
- No, they were very helpful
- No, very good experience
- No. Thank you.
- Nope, it was great
- Nope, you were great
- Nope. Very helpful service!
- ORIC rangers at REI are awesome
- Overall, good experience. Ranger knew his stuff, very friendly.
- Pleasant ranger with good customer service. However, I am not sure the information I received was accurate. I was told I could camp anywhere in national park boundaries. When I got to Lake Serene hike the information there told me camping was prohibited (in the current report information on the kiosk). I still am not sure if I was or was not allowed to camp there. If I was not, the ranger should have told me that there is exceptions to the camping rule or asked where I was going to camp.

- Please keep it going
- Please make a combined pass! We are happy to buy both but it's a hassle to have both. Also limiting the Discover Pass to two cars should be changed to be like to Forest Pass.
- Pretty awesome on a consistent basis! Awesome to have, it makes me proud of our parks!
- Ranger = awesome
- Ranger Michael was very professional and personable
- Ranger spent a lot of time with us
- Ranger was extremely helpful and friendly. Offered a lot of information.
- Ranger was helpful, even though he did not know area well, he was quick to access and provide materials
- Ranger was very patient and friendly and knowledgeable
- Rangers very knowledgeable
- Service was great
- So easy to get information
- So glad it exists as it prevents me from having to call several different rangers - it's all in one place
- So glad it was here
- So kind and helpful
- Staff very personable - thanks
- Staff was friendly and helpful
- Super helpful
- Surprised by it's existence, very pleased with the experience
- Survey is a little too long
- Thank you for having this station here. It is an invaluable source for information
- Thank you for the help
- Thank you for your help
- Thank you so much to Ed
- Thank you very much
- Thank you
- Thank you
- Thank You
- Thank you! Very friendly and helpful.
- Thanks
- Thanks
- Thanks a lot! I feel more informed and less stressed.
- Thanks for being here
- Thanks for being here
- Thanks for being there
- Thanks for your help
- Thanks so much for being available to all of us
- Thanks
- Thanks
- Thanks
- Thanks
- Thanks
- Thanks
- Thanks
- Thanks
- That the staff was incredibly helpful and knowledgeable. A wonderful resource that Seattle is very fortunate to have!
- The person I spoke with was very helpful. I felt like he listened to my questions and made sure I had all the information I asked for.
- The ranger I spoke with was fantastic. Very friendly, but efficient. Knowledgeable. I really appreciated being able to talk to someone to confirm the information I found online (which was a bit confusing). I wish I'd gotten his name so I can list it here. He was super!
- The ranger seemed to be very busy and not interested in exploring options with me

- The Ranger Station in the store is brilliant and the rangers working here were perfect for customer service
- The rangers were great! Thank you!
- The staff at ORIC stations especially Michael, Don, and David are the best
- The staff was extremely friendly and I appreciated all their help
- The two rangers with whom I spoke on two different occasions over the telephone, David and Ed, were extremely knowledgeable, helpful and polite
- These folks were great – thanks
- They are a great resource. Please keep them.
- They are always great. The best thing about having the flagship REI in Seattle. It would be much harder to figure out trip plans without this ranger station. I love it and I come here to chat with the ranger before every trip
- They are always helpful and friendly, with good suggestions for hikes
- They are always helpful
- They are great live, used them for years and depend on them. Thanks.
- They are very knowledgeable and helpful
- They can read upside-down maps
- They were awesome
- They were very friendly and helpful
- They were very helpful
- They were very helpful and friendly
- They were very helpful as all rangers usually are
- This is a great idea
- This is a huge benefit to REI customers and even the general public, so people know where they can come find a ranger to speak to before they head out to the woods. Lots of good information that is not just helpful, but good for safety.
- Totally awesome
- Unexpected. Very nice!
- Very convenient and timely for me
- Very friendly
- Very friendly
- Very friendly
- Very friendly and helpful
- Very friendly and helpful
- Very friendly and helpful, thanks
- Very friendly and informative
- Very friendly and knowledgeable
- Very friendly and knowledgeable
- Very friendly, looked up information he didn't know
- Very friendly, very helpful. Thanks!
- Very friendly
- Very glad it is here
- Very glad they are always here! I stop in regularly throughout the year for questions - they are always very helpful!
- Very handy. Great idea to have it located here in a busy recreation store.
- Very helpful
- Very helpful
- Very helpful
- Very helpful
- Very helpful
- Very helpful
- Very helpful
- Very helpful and fast service
- Very helpful and knowledgeable
- Very helpful rangers for a lot of other questions about federal parks in the NW region.
- Very helpful staff, thanks

- Very helpful to have a central urban location for information
- Very helpful
- Very helpful. Survey long.
- Very knowledgeable great experience
- Very nice and friendly. Good questions but this survey was a bit too lengthy!
- Very nice and helpful
- Very nice people
- Very nice staff
- Very nice. Helpful.
- Very polite, awesome, that it's right in downtown
- Very professional staff; very valuable service to the community; I'm glad that REI supports this role and that the NPS/USFS recognizes the value of this location for reaching visitors before they head into the back/front country.
- Very, very friendly, wonderful
- We received excellent service
- We stop here before every trip for the always helpful advice
- We support Washington State Forest Service
- We're glad they're here
- Will be calling again
- Wonderful!! Keep the rangers around, please.
- Yes - put a clear sign in the map section alerting people to your ranger station, because people (like me) think about maps and gear and easily forget permits
- Yes. He provided me with the phone number to call the ranger station in the area where I'll be visiting in order to make sure I receive a precise answer to my question when he was unable to answer it with complete certainty. I appreciated that.
- You are great for us. Anything we ask; you know and also give addition/better suggestions.
- You guys are nice
- You guys are swell
- You have a great staff - very courteous and helpful

Question 12 (post-trip survey)

Is there anything else you want to tell us about your experience with the Ranger Station at the Seattle REI? (Open-ended)

- Both rangers were very pleasant and helpful
- Both staff were very nice and helpful
- Fix survey so that it is easier to tap a 5 star
- Great friendly people - well-staffed
- I didn't actually go to REI to visit them - I was shopping for my trip and realized they were there, so it was a nice surprise
- I have always had a positive experience at the Ranger Station at REI. They have always been most helpful. On this particular visit, the person went out of his way to make sure I had the maps to the various sno-parks that I was interested in.
- I heart rangers
- I love it! Everyone is so helpful, knowledgeable, thorough, courteous, etc. And it is so convenient to be able to stop by when I'm already in the store stocking up for a trip. Please don't ever close this station! It is a great resource! Nice work, everyone!
- I love the Ranger Station at REI, thank you for your great service
- I telephoned a number in some travel literature about national forests. I did not know that I was calling the Ranger Station at the Seattle REI. The man who answered was helpful.
- I was really happy it was there. We went straight from the airport to REI to plan the backpacking trip, and the ranger was able to tell me right away that the trail I really wanted to take was still snowed under because of the heavy winter snowfall and cooler summer weather. If he hadn't told me, I probably wouldn't have found out until we stopped at the ranger station to get a backcountry pass on the day we planned to go. We would have been really disappointed, my daughter would have cried, and there wasn't a good alternative in that park, so we'd have been out of luck. I had been looking forward to doing a backpacking trip since last year, so my disappointment would have been huge. We almost always go to REI to buy maps and supplies, so it was really wonderful to talk to someone who could suggest a different, kid-appropriate hike in another area. We actually took his second recommendation because we'd already backpacked the first suggestion two years earlier. I was just glad he knew the parks well.
- I've been using the service since I returned to backpacking in 2006 or so. The rangers there are some of the best people I've had the good fortune to meet. They have sent me on adventures with my teenaged daughter that neither of us will ever forget. I send anyone who I think can benefit to that station as a result, and have sung their praises to all who will listen. They are very thoughtful about their recommendations, they tailor the hikes to the weather and the hikers' experience level, and they share my enthusiasm and have an even greater knowledge of the NW backcountry than my 45 years' worth. One of the best services provided by the federal government in my opinion. A valuable addition and a big draw to the REI store as well.
- It was nice to talk to someone face-to-face. I don't find the information on the website very useful for planning a day trip like ours.
- It's great to have this service in such a convenient location! It is much easier to get information this way than on the Internet. Thanks!
- Love having the resource
- Thank you!! Very friendly staff.
- Thank you. I often use this station, in person or over the phone, as an information hub before trips or deciding on where to go. They have good knowledge of trails and conditions across the region, where some other stations are limited to only their specific area. I would love to see a "live chat" area on the website, so I can limit going in person and can be done quicker than calling.

- The information and advice that we received was very helpful. I think if we had not gotten it we probably wouldn't have made it to our destination. The ranger provided us with a map and gave us additional information on how to get to where we wanted to go. He also advised us to leave early in order to do all the things we wanted to do. We were really pleased and thankful for all of that.
- The people there were very friendly, helpful and excited about my trip. It was a pleasure talking with them.
- The ranger acted like he really didn't have time for inexperienced hikers like us. He answered our questions but didn't add any extra information.
- They are so friendly and nice. They give you great advice. I really like how they listen to where you want to hike, and then they build on it with more or sometimes better/different advice. They have never once steered me wrong on a hike. I sometimes go there just to get a trail idea, for our upcoming hikes.
- They were able to give us a comprehensive overview of our alternatives including state and county parks, as opposed my call to the Cle Elum Ranger Station that was only able to help with their area.
- They were very nice men. The young woman that was doing an internship was a knock out.
- Very friendly and helpful staff
- Very friendly, and we got a general idea about good places to camp closer to Seattle due to weather on the other side of the mountains, but not much specific information.
- Very knowledgeable staff
- Very professional and knowledgeable. Enthusiastic.
- We asked a question about the National Forest and the ranger said he only had the information that was on the web
- Wish I had known of this service years earlier

Appendix 1: The Questionnaire



**U.S. Department of the Interior
National Park Service**

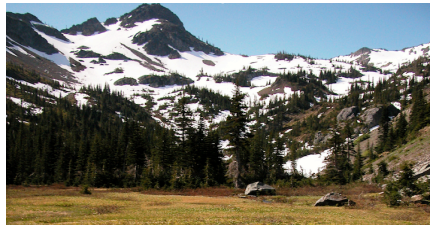
**Social Science Program
Visitor Services Project**



Dear Recreation User,

The Ranger Station at the REI store in Seattle (known as the Outdoor Recreation Information Center or "ORIC") is a multi-agency operation that provides information on recreation in the area. To improve the quality of services, the staff of ORIC would like to hear your opinions. We'd like to know how the Center is meeting visitors' needs, and how it can be improved. This short survey should take about 10 minutes to complete.

Please complete the following
place it in the drop box when you
information you provide is very
planning and management of
participation is greatly appreciated.



questionnaire and
are done. The
important in the
ORIC. Your

Results of this study will be
in 2013 and will be posted on the web at www.nps.gov/klse and www.psu.uidaho.edu. available to the public

If you have any questions, please contact Lena Le, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: lenale@uidaho.edu.

Jacqueline Ashwell
Superintendent, Klondike Gold Rush National Historical Park- Seattle Unit

Instructions:

For questions that use circles (O), please mark your answer by filling in the circle with **black or blue ink**.
Please do not use pencil!

Like this: ● Not like this: ☒ ☐ ☐ ☐

OMB No. 1040-0001
Expiration Date: 1/14/2013

1. What was the primary reason you came into the REI store today? Please mark (●) **one**.

- ☐ I came **only** to obtain information from the Ranger Station
- ☐ I came to shop at REI **and** to obtain information from the Ranger Station
- ☐ I came **only** to shop at REI, but decided to talk to the ranger at the desk

2. How did you find out about the Ranger Station at the Seattle REI? Please mark (●) **all** that apply.

- ☐ I didn't know about its existence until going in to shop at REI today
- ☐ I have used it in the past
- ☐ Friends/relatives/word of mouth
- ☐ Social media (Facebook, Twitter, etc.)
- ☐ REI employees
- ☐ Printed material (Senior center flyer, guide book, backside of Green Trails map, etc.)
- ☐ Internet website(s) (Which?) _____
- ☐ Staff at a recreational area (Which area?) _____
- ☐ Other (Specify) _____

3. What was your motivation for approaching the Ranger Station? Please mark (●) **one**.

- ☐ I didn't know it existed until today, just wanted to check it out
- ☐ I prefer to obtain their help rather than using other sources
- ☐ I had enough information, but wanted to confirm
- ☐ I needed information in addition to what I had
- ☐ I had too much information and needed help sorting it out
- ☐ Other (Specify) _____

4. Did you call the Ranger Station at REI prior to visiting in person?

- ☐ Yes
- ☐ No

5. Which recreational areas were you seeking information about today?
- ☐ Didn't have a specific area in mind, just looking for suggestions
- OR**, Please list all: _____
6. a) Prior to talking to staff at the Ranger Station, were you aware of the different recreational pass options in Washington state?
- ☐ Yes ☐ No
- b) Did you inquire about Washington state recreation pass options at the Ranger Station today?
- ☐ Yes ☐ No → Go on to question 7
- c) If YES, which recreation pass(es) did you inquire about? Please mark (●) **all** that apply.
- ☐ Daily Discover Pass ☐ Annual Discover Pass
- ☐ Daily Northwest Forest Pass ☐ Military Pass
- ☐ Annual Northwest Forest Pass
- ☐ Volunteer Northwest Forest Pass
- ☐ Annual National Parks and Federal Recreational Lands Pass (\$80 America the Beautiful Pass)
- ☐ Senior National Parks and Federal Recreational Lands Pass ("Senior Pass")
- ☐ Access National Parks and Federal Recreational Lands Pass ("Access Pass")
- ☐ Daily Sno-Park Pass (December thru April only)
- ☐ Seasonal Sno-Park Pass (December thru April only)
- ☐ Seasonal Sno-Park Special Groomed Trails Sticker (December thru April only)
- d) How would you rate your level of understanding about **recreation passes in Washington state** after contacting Ranger Station staff? Please mark (●) **one**.
- | | | | |
|------------------------|----------------------------------|--|----------------------------------|
| | | No new
information
learned, but I
confirmed my
previous
information | |
| I was more
confused | No new
information
learned | | I have a better
understanding |
| ☐ | ☐ | ☐ | ☐ |

7. On a scale of 1 to 5, please rate the quality of the trip-planning services provided by Ranger Station staff at the Seattle REI. Please mark (●) **one** number for each aspect.
8. What kind of information about the recreational area(s) were you seeking today? Please mark (●) **all** that apply.
- ☐ Activities for children/families
 - ☐ Backpacking opportunities/information
 - ☐ Car camping opportunities/information
 - ☐ Day hiking opportunities/information
 - ☐ Hiking guide and map information
 - ☐ Hunting and fishing opportunities/information
 - ☐ Glacier travel
 - ☐ Recreation pass
 - ☐ Referral information (contact phone numbers, hours, directions, etc)
 - ☐ Road and trail conditions
 - ☐ Rules and regulatory information (Specify) _____
 - ☐ Safety advice (Specify) _____
 - ☐ Water activities (Specify) _____
 - ☐ Weather
 - ☐ Wilderness permit information
 - ☐ Winter/snow activities/information
 - ☐ Other (Specify) _____

9. Prior to contacting staff at the Ranger Station at the Seattle REI, which other sources did you use to learn about the information in Question 8? Please mark (•) **all** that apply.

- ☐ None → **Go on to question 10**
- ☐ Books/magazines/printed materials
- ☐ Chamber of commerce/visitor tourism bureau/state welcome center
- ☐ Email/phone inquiry to recreational site
- ☐ Friends/relatives/word of mouth
- ☐ General search on the Internet
- ☐ Local businesses
- ☐ Outdoor club (Specify) _____
- ☐ REI employees
- ☐ Site-specific search on the Internet (List site) _____
- ☐ Social media (Facebook, Twitter, etc.)
- ☐ Television/radio program/podcast
- ☐ Other (Specify) _____

10. a) Was there a waiting line when you approached the Ranger Station at the Seattle REI?

- ☐ Yes ☐ No

b) If YES, did you leave and return to the Ranger Station later?

- ☐ Yes ☐ No

c) Once you were in line, approximately how long did you have to wait to speak with a ranger?

_____ Number of minutes

11. Approximately how much time did you spend talking with a ranger?

_____ Number of minutes

12. What is your age? _____

13. What is your ZIP code or name of country (if not U.S.)?

14. Which type of group are you with today? Please mark (●) **one**.

- ☐ Alone
- ☐ Family
- ☐ Friends
- ☐ Family and friends
- ☐ Other (Specify) _____

15. a) How many people are in your party today? _____

b) How many people are in your party are under 18? _____

16. What is your gender? ☐ Male ☐ Female

17. a) Are you Hispanic or Latino? ☐ Yes ☐ No

b) What is your race? Please mark (●) **all** that apply.

- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Black or African American
- ☐ Native Hawaiian or other Pacific Islander
- ☐ White

18. Which language(s) do you prefer to use?

- ☐ English ☐ Other (Specify) _____

19. When do you expect to go on your trip? Please mark (●) **one**.

- ☐ Today or tomorrow
- ☐ More than 2 days, but within a week
- ☐ More than a week, but within 2 weeks
- ☐ More than 2 weeks, but within a month
- ☐ More than a month
- ☐ Do not have current plans

20. a) Would you be interested in attending informational programs organized by Ranger Station staff at the Seattle REI?

☐ Yes ☐ No

b) If YES, what topics/subjects (such as safety, natural history, equipment, etc.) would you be interested in? Please be specific.

21. What is the most valuable information you received today from the Ranger Station at the Seattle REI?

22. We have a short (5 minute) Internet survey to obtain your opinion about your experience at the Ranger Station **after** your trip. Would you be interested in participating in the survey?

- ☐ No ➔ Thank you for your help today and have a great trip.
- ☐ Yes ➔ Please provide us your name and email address so that we can email you the link to the survey.

Name: _____

Email: _____

PLEASE CONTINUE ON THE NEXT PAGE ➔➔➔

23. Currently, ORIC (Outdoor Recreation Information Center) is considering creating a website. In your opinion, what are the three most important topics that should be included on the ORIC website? Please be specific.

24. Is there anything else that you would like to tell us about your experience at the Ranger Station at the Seattle REI?

Thank you for your help. Please place the completed questionnaire
in the drop box provided.

Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services cooperatively managed by Klondike Gold Rush Seattle Unit. Your response is voluntary. A Federal agency may not conduct or sponsor and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number. We estimate that it will take an average of 10 minutes to complete the survey associated with this collection of information. You may send comments concerning the burden estimates or any aspect of this information collection to Lena Le, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: lenale@uidaho.edu.



U.S. Department of the Interior
National Park Service

Social Science Program
Visitor Services Project



OMB No. 1040-0001
Expiration date: 1/14/2013

On-line questionnaire (Pre-trip)

Dear Recreation User,

The Ranger Information Station at the REI store in Seattle (known as the Outdoor Recreation Information Center or "ORIC") is a multi-agency operation that provides recreational information for the area. To improve the quality of services, the staff of the Ranger Information Station would like to hear your opinions. We'd like to know how the station is meeting visitors' needs, and how it can be improved.

Thank you for participating in this important study. This survey should only take about 10 minutes to complete. **Your opinion is greatly appreciated.**

Jacqueline Ashwell
Superintendent
Klondike Gold Rush National Historical Park- Seattle Unit

1. What was your primary reason for calling the Ranger Information Station at the Seattle REI today, instead of visiting it in person? Please mark (●) **one**.

- ☐ I live too far from the REI store
- ☐ I would rather call the Ranger Information Station than wait in line
- ☐ Traffic/parking in downtown Seattle is too difficult
- ☐ Other (Specify) _____

2. How did you find out about the Ranger Information Station at the Seattle REI? Please mark (.) **all** that apply.

- ☐ Have used it in the past
- ☐ Referred to by friends/relatives/REI employees/word of mouth
- ☐ Social media (Facebook, Twitter, etc.)
- ☐ Printed materials (senior center flyer, guide book, backside of Green Trails map, etc.)
- ☐ Internet website (Specify) _____
- ☐ Referred to by staff at a recreational area (Specify) _____
- ☐ Other (Specify) _____

3. What was your motivation for calling the Ranger Information Station? Please mark (●) **one**.

- ☐ I didn't know about its existence until the day I called; I just wanted to check it out
- ☐ I prefer to get information from the Ranger Information Station rather than using other sources
- ☐ I had enough information; I just wanted to confirm
- ☐ I needed information in addition to what I already had
- ☐ I had too much information and needed help sorting it out
- ☐ Other (Specify) _____

4. Which recreational areas were you seeking information about when you called?

- ☐ Didn't have a specific area in mind; looking for suggestions

OR, Please list all _____

5. a) Prior to talking to Ranger Station staff, were you aware of the different recreational pass options in Washington state?

- ☐ Yes ☐ No

b) During your call to the Ranger Station, did you inquire about recreation pass options?

- ☐ Yes ☐ No → Go on to question 6

c) If YES, which recreation pass(es) did you inquire about? Please mark (●) all that apply.

- | | |
|---|--|
| ☐ Daily Northwest Forest Pass | ☐ Military Pass |
| ☐ Daily Discover Pass | ☐ Annual Discover Pass |
| ☐ Annual Northwest Forest Pass | |
| ☐ Volunteer Northwest Forest Pass | |
| ☐ Annual National Parks and Federal Recreational Lands Pass (\$80 America the Beautiful Pass) | |
| ☐ Senior National Parks and Federal Recreational Lands Pass ("Senior Pass") | |
| ☐ Access National Parks and Federal Recreational Lands Pass ("Access Pass") | |
| ☐ Daily Sno-Park Pass (December thru April only) | |
| ☐ Seasonal Sno-Park Pass (December thru April only) | |
| ☐ Seasonal Sno-Park Special Groomed Trails Sticker (December thru April only) | |

d) How would you rate your level of understanding about **recreation passes in Washington state** after contacting Ranger Station staff? Please mark (●) **one**.

- | | | | |
|------------------------|----------------------------------|---|----------------------------------|
| | | No new
information
learned but I
confirmed my
previous
information | |
| I was more
confused | No new
information
learned | | I have a better
understanding |
| ☐ | ☐ | ☐ | ☐ |

6. What kind of information about the recreational area(s) were you seeking when you called? Please mark (●) **all** that apply.

- ☐ Activities for children/families
- ☐ Backpacking opportunities/information
- ☐ Car camping opportunities/information
- ☐ Day hiking opportunities/information
- ☐ Hiking guide and map information
- ☐ Hunting and fishing opportunities/information
- ☐ Glacier travel
- ☐ Recreation pass
- ☐ Referral information (contact phone numbers, hours, directions, etc)
- ☐ Road and trail conditions
- ☐ Rules and regulatory information (Specify) _____
- ☐ Safety advice (Specify) _____
- ☐ Water activities (Specify) _____
- ☐ Weather
- ☐ Wilderness permit information
- ☐ Winter/snow activities/information
- ☐ Other (Specify) _____

7. Prior to calling the staff at the Ranger Information Station at the Seattle REI which other sources did you use to learn about the information in the previous question? Please mark (●) **all** that apply.

- ☐ None → **Go on to question 8**
- ☐ Books/magazines/printed materials
- ☐ Chamber of commerce/visitor tourism bureau/state welcome center
- ☐ Email/phone inquiry to recreational site
- ☐ Friends/relatives/word of mouth
- ☐ General search on the Internet
- ☐ Local businesses
- ☐ Outdoor club (Specify) _____
- ☐ REI employees
- ☐ Site-specific search on the Internet (List site) _____
- ☐ Social media (Facebook, Twitter, etc.)
- ☐ Television/radio program/podcast
- ☐ Other (Specify) _____

8. On a scale of 1 to 5, please rate the quality of the trip-planning information provided by Ranger Information Station staff at the Seattle REI. Please select **one** (●) for each criterion.

		1	2	3	4	5	
Staff's knowledge about the recreational area/activity	Not knowledgeable	☐	☐	☐	☐	☐	Extremely knowledgeable
Amount of information provided	Incomplete	☐	☐	☐	☐	☐	Extremely thorough
Type of information provided	Not helpful	☐	☐	☐	☐	☐	Very helpful
Staff's manner	Unfriendly	☐	☐	☐	☐	☐	Very friendly

9. a) When you first called the Ranger Information Station at the Seattle REI, were you able to speak to a staff person ?

☐ No ☐ Yes → **Go to Question 10**

- b) If NO, which of the following did you do? Please mark (●) **one**.

☐ Left a message ☐ OR ☐ Hung up and called back later

- c) From the time you first called the Ranger Information Station at the Seattle REI, approximately how long did it take before you were able to speak to a staff person?

_____ hours _____ minutes

10. Approximately how much time did you spend talking with a staff person?

_____ Number of minutes

11. What is your age? _____

12. What is your gender? ☐ Male ☐ Female

13. What is your ZIP code or name of country (if not U.S.)? _____

14. a) Did you call the Ranger Information Station to obtain information on behalf of a group?

☐ Yes, I called on behalf of a group ☐ No, I called for myself only
→ **Go to Question 15**

- b) If YES, for which type of group did you call to obtain information? Please mark (●) **one**.

☐ Family ☐ Friends
☐ Family and friends ☐ Other (Specify) _____

- c) If YES, how many people are in the group? _____

- d) If YES, how many people in the group are under 18? _____

15. a) Are you Hispanic or Latino? ☐ Yes ☐ No

b) What is your race? Please mark (.) **all** that apply.

- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Black or African American
- ☐ Native Hawaiian or other Pacific Islander
- ☐ White

16. Which language(s) do you prefer to use?

- ☐ English ☐ Other (Specify) _____

17. When do you expect to go on your trip? Please mark (●) **one**.

- ☐ Today or tomorrow
- ☐ More than 2 days, but within a week
- ☐ More than a week, but within 2 weeks
- ☐ More than 2 weeks, but within a month
- ☐ More than a month
- ☐ Do not have current plans

18. a) Would you be interested in attending informational programs organized by Ranger Information Station staff at the Seattle REI?

- ☐ Yes ☐ No

b) If YES, what topics/subjects (such as safety, natural history, equipment, etc.) would you be interested in? Please be specific.

19. What is the most valuable information you received from the Ranger Information Station at the Seattle REI during the phone call?

20. **After** your trip, would you be willing to take a short (5 minute) online survey about your opinion of your experience with the Ranger Information Station?

- ☐ No → Thank you for your help today and have a great trip
- ☐ Yes → Please provide us your name and email address so that we can email you a link to the online survey

Name: _____

Email: _____

21. Currently, ORIC (the Outdoor Recreation Information Center at the Seattle REI) is considering creating a website. In your opinion, what are the three most important topics that should be included on the ORIC website? Please be specific.

22. Is there anything else that you would like to tell us about your experience with the Ranger Information Station at the Seattle REI?

Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services provided at the Ranger Information Station at the REI store in Seattle (known as the Outdoor Recreation Information Center). Your response is voluntary. At the completion of this collection all personal information will be destroyed and in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number. We estimate that it will take an average of 10 minutes to complete the survey associated with this collection of information. You may send comments concerning the burden estimates or any aspect of this information collection to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.



**U.S. Department of the Interior
National Park Service**

**Social Science Program
Visitor Services Project**



Post trip questionnaire (on-line and only applicable for those who will travel in within 2 weeks)

**OMB approval # 1040-0001
Expiration date 01/14/2013**

Dear Recreation User,

About two weeks ago, you contacted the Ranger Station at the REI store in Seattle (known as the Outdoor Recreation Information Center, or 'ORIC') to obtain recreational information to prepare for your trip. During this time you completed a survey. You also provided us with your contact information for a follow-up survey in which you agreed to participate.

This survey is very important for determining the quality of the information you received at ORIC. The results of this study will help the National Park Service (the agency responsible for the operation of ORIC) to plan for recruitment and employee training. Only a small number of participants was selected, at random, to complete this survey. Your opinion is very important to us.

Jacqueline Ashwell
Superintendent
Klondike Gold Rush National Historical Park- Seattle Unit

Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services provided at the Ranger Station at the REI store in Seattle (known as the Outdoor Recreation Information Center). Your response is voluntary. At the completion of this collection all personal information will be destroyed and in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number. We estimate that it will take an average of 10 minutes to complete the survey associated with this collection of information. You may send comments concerning the burden estimates or any aspect of this information collection to Lena Le, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email lenale@uidaho.edu.

The following questions are about the trip that you were preparing for when you spoke to the staff at the Ranger Station at the REI store in Seattle.

1. After speaking to the Ranger Station staff, did you take the trip on the date that you had planned?

- ☐ No; we haven't taken the trip yet → **Thank you for your help**
- ☐ No; we changed the date, but have already taken the trip
- ☐ Yes, we took the trip as planned

2. Where did you go on that trip? _____

3. Did the information you received at the Ranger Station influence your decision to visit that area? Please mark (●) **one**.

- ☐ Not at all
- ☐ We didn't have a plan; the staff helped us decide where to go
- ☐ We had another destination, but changed our mind after talking to staff
- ☐ We didn't change our destination, but staff helped with the details of the visit (trails, campgrounds, etc.)

4. How much time did you spend there?

- ☐ Day trip
- ☐ Multiple day trip _____ Number of days

5. What recreational activities did you engage in? Please mark (●) **all** that apply.

- ☐ Day hiking
- ☐ Backpacking
- ☐ Car camping
- ☐ Family outing
- ☐ Hunting/fishing
- ☐ Mountain biking
- ☐ Horseback riding
- ☐ Scenic driving
- ☐ Winter/snow activities (Specify) _____
- ☐ Water activities (Specify) _____
- ☐ Other (Specify) _____

6. a) Overall, please rate the information you received at the Ranger Station at the Seattle REI prior to this trip. Please mark (●) **one** for each criterion.

Accuracy:	Not accurate	1 ○	2 ○	3 ○	4 ○	5 ○	Very accurate
Thoroughness:	Incomplete	1 ○	2 ○	3 ○	4 ○	5 ○	Very thorough

b) If there were any inaccuracies, what were they?

c) If the information was incomplete, what was missing?

d) Is there any information that you wish you'd had before this trip?

☐ Yes ☐ No

e) If YES, please specify _____

7. What additional services would you have liked the Ranger Information Station to provide? Please mark (●) **all** that apply.

- ☐ Passes that are not currently provided (Which one?) _____
- ☐ Recreational classes (What subject?) _____
- ☐ Additional handouts/materials (Specify) _____
- ☐ Longer hours of operation. From what time _____ to what time _____?
- ☐ Other services (Specify) _____

8. a) How many people were in your group on this trip? _____

b) How many children (under 18) were in your group on this trip? _____

9. What type of group were you with? Please mark (●) **one**.

- ☐ Alone ☐ Friends
- ☐ Family ☐ Family and friends
- ☐ Other (Specify) _____

10. If you were to plan another trip in the area, would you return to the Ranger Station at the Seattle REI for information? Please mark (●) **one**.

- ☐ Yes, likely
- ☐ No, not likely
- ☐ Not sure

11. Is there anything else you want to tell us about your experience with the Ranger Station at the Seattle REI?

The Department of the Interior protects and manages the nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island Communities.

NPS 909/122398, September 2013

National Park Service
U.S. Department of the Interior



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