



National SCORP Writers Forum

May 15, 2018 1 pm ET / 10 am PT

EXPERIENCE
YOUR
AMERICA

Demographic research as part of Statewide Comprehensive Outdoor Recreation Plan (SCORP) Supply and Demand Analysis

(530) 777-5548, no pin required

Facilitator: Martha Droge, NPS martha_j_droge@nps.gov





National SCORP Writers Forum

May 15, 2018 1 pm ET / 10 am PT

Why include demographic research in SCORP updates?

- A core purpose of the SCORP is to evaluate how the supply of public recreation resources in the State will meet the needs (the 'demand') of the population over the next 5+ years.
- In addition to surveying the public and recreation providers about current recreation preferences and future needs, it's also important to ask, "*Who are the people to be served over the next 5+ years?*" In other words, who are we planning for? This requires basic demographic information about the people in the State.
- Questions to ask include: Is the overall population increasing or decreasing? What about different age or ethnic groups? Are certain parts of the State experiencing more or less of any of these demographic changes? Why? What does it mean for how recreation resources should grow / change to meet the needs of the population in the future?



National SCORP Writers Forum

May 15, 2018 1 pm ET / 10 am PT

Sources of demographic information

- US Census Bureau – there are multiple portals. One easy way to start is to search by state, county, city, etc. at:
https://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml
- One or more entities within your State government already monitor demographics and make population projections. Contact State departments of development, labor, planning, commerce, health, economic development, or tourism (will vary by state).
- Academic institutions focusing on demographics through various departments (population studies, demography, sociology, etc. – varies by institution)

Demographic influences ~ trends vary by age group

“Since 2003, Oregon’s **elderly population** (65 years and older) **growth has outpaced the overall population growth** rate due to cohort change and cumulative effect of net migration ... the implications of increasing recreational participation on park and recreation providers are substantial. **To address this trend, a statewide SCORP survey was conducted** in 2007 using a random sample of Oregon residents born between 1946 and 1964 (boomers) and between 1926 and 1945... **Key study findings include:**

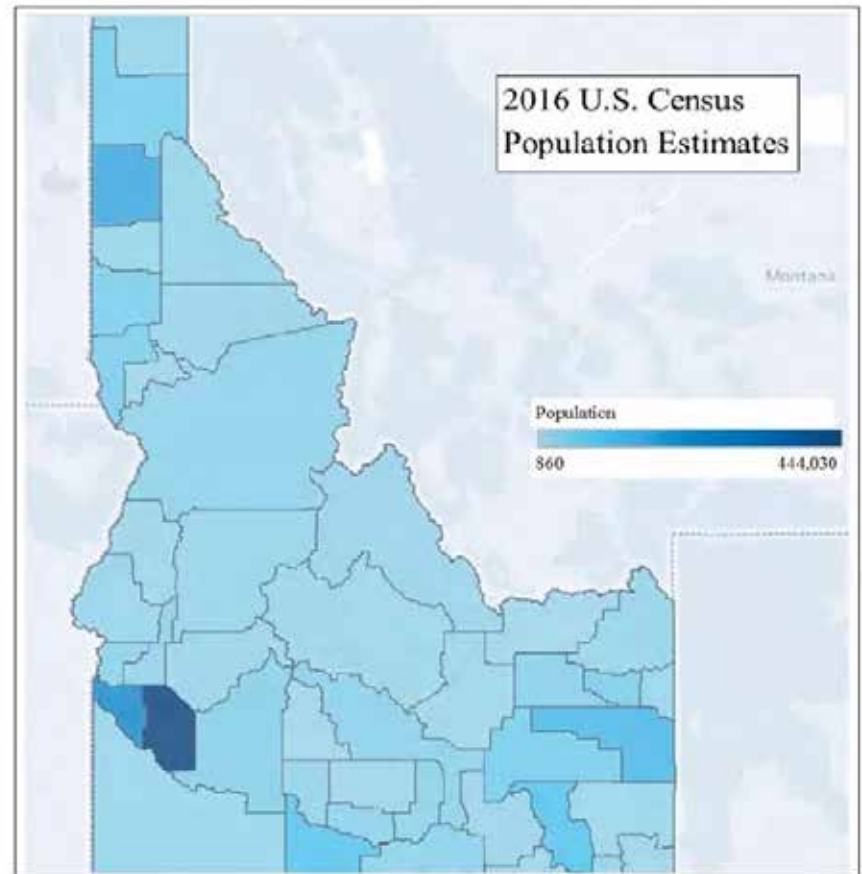
- The **most popular** outdoor recreation activities for Oregonians between the ages of 42 and 80 included **walking, picnicking, sightseeing, visiting historic sites and ocean beach activities.**
- ... **Walking is the top activity across all age** categories (40-79); jogging is a top activity between the ages of 40-59, ...
- Ensuring **clean and well-maintained parks and facilities** was the most important management action that will lead to a large increase in recreation followed by **developing walking/hiking trails closer to home** and providing more **free-of-charge recreation opportunities.**
- **Boomers placed more importance than Pre-Boomers on developing trails and parks closer to home ...**”

Figure 10. Oregon Population Change by County (2000-2012)



Demographic influences ~ trends vary by urban vs. rural

“The growth of the state’s overall population, as well as demographic change within that overall growth impacts the demand for outdoor recreation. Idaho’s population is **estimated to grow 13% from 2015 to 2025**, with the total population approaching 2 million (1,908,684) by the end of this ten year span (**ID Department of Labor**). This growth will be concentrated in the urban areas ... As Idaho’s urban areas continue to grow, **the demand for urban outdoor recreation opportunities will increase, and much of that burden will fall on local governments** to provide the appropriate facilities and programs within these areas. Additionally, **public lands and open space adjacent to these urban areas will continue to see increased pressure** on the existing facilities and resources, challenging land managers to balance opportunities with the preservation of the natural resources. Inversely, the **rural areas seeing a decline in population will be faced with challenge of maintaining and providing parks and other recreational facilities for their residents as their tax base is reduced.**”



Demographic influences ~ trends vary by ethnic group



“Hispanics are one of Idaho’s fastest growing demographic groups. While the state’s Hispanic population is below the national average, Idaho saw significant growth (13 percent increase) in this population between 2010 and 2015. ... **Idaho counties with the largest percentage of Hispanic population** are Clark, Jerome, Lincoln, Minidoka, Power, Cassia and Canyon – **mostly in the southern portion of the state** (Idaho Department of Labor; US Census Bureau).

... During leisure time, **participation in activities is often driven by a commitment to family and friends**, reflecting the strong family and community values held by the Hispanic population. ... The study also found that **Hispanic youth**, the fastest growing and largest segment of the Hispanic population, **have positive attitudes towards outdoor recreation and show interest in gateway activities, such as camping, biking, trail running and hiking.** (Source: *The Hispanic Community and Outdoor Recreation*, UCLA 2006)

Recreation **providers should review if they offer facilities that provide close to home family gathering opportunities such as shelters, grills and adjacent open space.”**



National SCORP Writers Forum

May 15, 2018 1 pm ET / 10 am PT

Demographic influences ~ in SCORP Priorities & Implementation Plan

PLAN IMPLEMENTATION MATRIX	
Health and Wellness: Promoting Healthy Living Through Outdoor Connections	
Recommendations and Action Steps	Implementing Partners
1. Reconnect people to the outdoors through recreation opportunities and experiences.	
e. Identify partner organizations to spearhead at least five programs that encourage participation in outdoor recreation opportunities by diverse populations with guidance from the Governor's advisory commissions on African American, Asian American and Latino affairs.	DCNR, Advisory Commissions
2. Continue to strengthen connections between outdoor recreation and health in communities for people of all ages and abilities.	
d. Identify and work with five pilot communities, representing specific population groups, to develop and distribute materials that highlight available outdoor amenities and correlating fitness benefits.	DCNR, DOA, DOH, PDC, LVCIL



National SCORP Writers Forum

May 15, 2018 1 pm ET / 10 am PT

EXPERIENCE
YOUR
AMERICA

Thank you!

