

2000 Route 66 State Park Visitor Survey

Project Completion Report

Submitted to

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Executive Summary

The purpose of this study was to describe visitors' socio-demographic characteristics, patterns of use, and satisfaction with park facilities, programs and services at Route 66 State Park (RSP).

An on-site survey of adult visitors to RSP was conducted July, August, September, and October 2000. One hundred ninety-eight (198) surveys were collected, with an overall response rate of 89%. Results of the survey have a margin of error of plus or minus 7%. The following information summarizes the results of the study.

Socio-demographic Characteristics

- RSP visitors were comprised almost equally of females (51%) and males (49%), and the average age of the adult visitor to RSP was 45.
- The largest percentage (55%) of visitors indicated a professional/technical occupation, while the second largest percentage (13%) of visitors indicated a service-based occupation.
- The largest percentage (35%) of visitors reported an annual household income of between \$50,000 and \$75,000, and most (35%) were married with children still living at home.
- The majority (51%) of RSP visitors indicated having completed a four-year college degree or an advanced graduate degree.

- The majority (95%) of visitors were White, 2% were Hispanic, 1.6% were African American, and 1.1% were Native American.
- Most (92%) of the RSP visitors were from Missouri, with the majority (93%) residing within the St. Louis MSA.

Use-Patterns

- The majority (94%) of visitors drove less than a day's drive (a day's drive is defined as less than 150 miles one way) to visit RSP. Of those driving 150 miles or less, half (51%) drove 15 miles or less to visit the park.
- Almost two-thirds (61%) of RSP visitors had visited the park before, with an average of 29 visits in the past year.
- The majority of RSP visitors visited the park with family and/or friends, and 7% brought a pet with them during their visit.
- The most frequent recreation activities in which visitors participated were bicycling, viewing wildlife, walking, and visiting the visitor center.

Satisfaction and Other Measures

 One hundred percent (100%) of RSP visitors were either satisfied or very satisfied overall with their visit. No visitors were dissatisfied.

- Of the five park features, the trails were given the highest satisfaction rating and the picnic areas were given the lowest satisfaction rating.
- Visitors gave higher performance ratings to the following park attributes: being free of litter and trash, care of the natural resources, upkeep of the facilities, and being safe.
- Visitors gave lower performance ratings to having clean restrooms.
- Only 19% of visitors to RSP felt some degree of crowding during their visit.
- Visitors who did not feel crowded had a significantly higher overall satisfaction rating compared to visitors who did feel crowded.
- Only a third (32%) of the visitors at RSP did not give park safety an excellent rating.
- Of those visitors responding to the open-ended opportunity to express their safety concerns (65% of those visitors not giving the park an excellent safety rating), 20% commented on what they perceived as a lack of park staff or park rangers patrolling the park.
- Although 42% of all visitors felt that nothing specific could increase their feeling of safety at RSP, 25% of all visitors did indicate that an increased visibility of park staff at RSP would increase their feeling of safety.

- Visitors who felt the park was safe were more satisfied overall, gave higher satisfaction ratings to all five of the park features, and gave higher performance ratings to the eight park attributes as well.
- The majority (65%) of visitors did not encounter a domestic animal during their visit and, of those who did, the majority (74%) described their encounters as positive or neutral experiences.
- The majority of visitors reported that word of mouth from friends and relatives is their primary source of information about RSP and other Missouri state parks.
- The majority of visitors placed a value of \$3.00 per day on a recreational opportunity offered in a visit to RSP. The researchers believe that our initial attempt at attributing an economic value perspective did not prove beneficial. A number of visitors were confused as to the interpretation of the question, preventing confidence in the reliability of the question.
- One-third (33%) of visitors provided additional comments and suggestions, 31% of which were comments about needing additional or improved facilities, services and/or trails in the park, and 30% of which were positive comments about the park and staff.

Acknowledgements

Conducting and successfully completing a study of this magnitude and complexity could not have been accomplished without the cooperation of many individuals. Almost 200 visitors to Route 66 State Park voluntarily agreed to provide the information upon which this report is based, many of whom willingly prolonged their stay in the various recreation areas within the park to complete a survey. It is clear from their input that these visitors care very much for the recreation resources in the Missouri State Park System. Their efforts will provide invaluable input into the planning process and providing for more effective and responsive management of these resources.

Many other individuals provided assistance during the 2000 Missouri State Parks Visitor Survey, without whom the study would not have been a success. The following expressions of gratitude are in acknowledgement of their contributions. Special acknowledgement goes to the staff at Route 66 State Park for their willingness to accommodate the survey crew during the study period. Many thanks also go to the research assistants and volunteers who assisted in data collection and the students at the University of Missouri who assisted in computer data entry of the questionnaires. They are: Dennis Stevenson, Debra Stevenson, Betty Grossi, and Licheng Lin.

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Introduction

NEED FOR RECREATION RESEARCH

With an estimated annual visitation of 18 million recreationists to Missouri's state parks and historic sites, research addressing such issues as recreation demand, visitor satisfaction, and resource degradation becomes an urgent necessity for natural resource recreation managers seeking to provide quality recreational experiences to their customers while at the same time protecting the natural environment. The task of providing quality visitor experiences and meeting recreation demand while maintaining an ecological equilibrium becomes even more difficult when combined with the complexities associated with measuring quality in outdoor experiences.

Ouality in outdoor recreation has often been measured in terms of visitor satisfaction (Manning, 1999), making visitor satisfaction a primary goal of natural resource recreation managers (Peine, Jones, English, & Wallace, 1999). Visitor satisfaction, however, can be difficult to define because satisfaction is a multidimensional concept affected by a number of potential variables, some under the control of management but many not (Manning, 1999). Visitor satisfaction is also subject to the varying socio-demographic characteristics of the visitor, their cultural preferences and levels of experience, as well as their widely ranging attitudes and motivations (Manning, 1999). This study attempts to overcome the difficulty in defining visitor satisfaction by gathering additional information about visitor satisfaction through questions regarding:

a) visitors' socio-demographic characteristics; b) visitors' satisfaction with programs, services and facilities; c) visitors' perceptions of safety; and d) visitors' perceptions of crowding.

STUDY PURPOSE

In 1973, a research paper entitled "Recreation Research - So What?" criticized recreation research for not addressing "real problems" and for not being applicable to practical situations (Brown, Dyer, & Whaley, 1973). Twenty years later, this criticism was echoed by Glen Alexander, chief of the Ohio Department of Natural Resources, when he wrote, "Customer surveys are a dime a dozen in the private sector and are beginning to get that way in the public sector (Alexander, 1993, p. 168)." Alexander's complaint was that survey data was being filed away and not being utilized, particularly by the front line management and operating people who could most benefit from such information.

A primary goal of this report is to provide practical and applicable customer data to those front line managers who most need this information during their daily operations. This report examines the results of the visitor survey conducted at Route 66 State Park (RSP), one of the seven parks and historic sites included in the 2000 Missouri State Parks Visitor Survey. Objectives specific to this report include:

1. Describing the use patterns of visitors to RSP during July, August, September, and October 2000.

- 2. Describing the socio-demographic characteristics of visitors to RSP.
- 3. Determining if there are differences in select groups' ratings of park attributes, satisfaction with park features, overall satisfaction, and perceptions of crowding.
- 4. Determining any differences in select characteristics of visitors who rated park safety high and those who did not.
- 5. Gaining information about selected park-specific issues.

STUDY AREA

One of the newest parks in Missouri's state park system, Route 66 State Park

offers a myriad of recreational opportunities to the day-user. Located along the Meramec River, Route 66 provides seven miles of trail for hiking, bicycling, and equestrian use, as well as a picnic area. The park's real claim to fame, however, is its visitor center, which houses exhibits relating the history of Route 66 as well as the history of Times Beach.

SCOPE OF STUDY

The population of the visitor study at RSP consisted of RSP visitors who were 18 years of age or older (adults), and who visited RSP during the study period of July through October 2000.

Methodology

SAMPLING PROCEDURES

A 95% confidence interval was chosen with a plus or minus 5% margin of error. Because Route 66 is such a new park, no previous visitation data was available on which to determine the required sample size. However, it was estimated that Route 66 experiences visitation of at least 50,000 visitors during July, August, September, and October. Therefore, with a 95% confidence interval and a plus or minus 5% margin of error, a sample size of 397 visitors was required for a population size of 50,000 visitors (Folz, 1996). A random sample of adult visitors (18 years of age and older) who visited RSP during the study period were the respondents for this study.

To ensure that visitors leaving RSP during various times of the day would have equal opportunity for being surveyed, four time slots were chosen for surveying. For the visitor center, the four time slots were as follows: Time Slot 1 = 9:00 - 11:00 a.m., Time Slot 2 =11:00 a.m. - 1:00 p.m., Time Slot 3 =1:00 - 3:00 p.m., and Time Slot 4 = 3:00- 5:00 p.m. For the day-use area, the four time slots were as follows: Time Slot 1 = 7:00 - 10:15 a.m., Time Slot 2 =10:15 a.m. - 1:30 p.m., Time Slot 3 =1:30 - 4:45 p.m., and Time Slot 4 = 4:45- 8:00 p.m. A time slot was randomly chosen and assigned to the first of the scheduled survey dates and survey areas. Thereafter, time slots were assigned in ranking order based upon the first time slot. Two time slots were surveyed during each survey day.

QUESTIONNAIRE

The questionnaire used in this study was based on the questionnaire developed by Fink (1997) for the Meramec State Park Visitor Survey. A copy of the questionnaire for this study is provided in Appendix A.

SELECTION OF SUBJECTS

The survey of visitors at RSP was administered on-site, to eliminate the non-response bias of a mail-back survey. Because two distinct areas exist in the park, both receiving two particular sets of visitors with very little overlap (D. M. Warhover, DNR, personal communication, June 15, 1999), it was determined that an on-site roving survey would be more feasible than an exit survey. This was to ensure visitors to both areas would have equal likelihood for being surveyed. The two areas were: Area 1 (the day-use area encompassing the trails and picnic area) and Area 2 (the visitor center). To ensure that visitors to the two areas would have an equal opportunity for being surveyed, surveying alternated between the areas. Only one area was surveyed during each time slot.

DATA COLLECTION

The surveyor was stationed in each of the assigned recreation areas during the selected time slot. At Area 1, the surveyor was stationed in the parking lot at the entrance into the day-use area. At Area 2, the surveyor was stationed inside the visitor center. A "Visitor Survey" sign was used at both areas to inform

visitors of the survey. During the selected time slot, the surveyor asked every visitor who was 18 years of age and older and in the assigned recreation area to voluntarily complete the questionnaire, unless he or she had previously filled one out.

To increase participation rates, respondents were given the opportunity to enter their name and address into a drawing for a prize package and were assured that their responses to the survey questions were anonymous and would not be attached to their prize entry form. Willing participants were then given a pencil and a clipboard with the questionnaire and prize entry form attached. Once respondents were finished, the surveyor collected the completed forms, clipboards, and pencils. Survey protocol is given in Appendix B and a copy of the prize entry form is provided in Appendix C.

An observation survey was also conducted to obtain additional information about: date, day, time slot, and weather conditions of the survey day; the number of adults and children in each group; and the number of individuals asked to fill out the questionnaire, whether they were respondents, non-respondents, or had already participated in the survey. This number was used to calculate response rate, by dividing the number of surveys collected by the number of adult visitors asked to complete a questionnaire. A copy of the observation survey form is provided in Appendix D.

DATA ANALYSIS

The data obtained for the RSP study was analyzed with the Statistical Packages

for the Social Sciences (SPSS) (SPSS, 1996).

Frequency distributions and percentages of responses to the survey questions and the observation data were determined. The responses to the open-ended questions were listed as well as grouped into categories for frequency and percentage calculations. The number of surveys completed by month, by day of week, by weekday versus weekend, by time slot, and by area was also determined.

Comparisons using independent sample t-tests for each group were also made to determine any statistically significant differences (p<.05) in the following selected groups' satisfaction with park features (question 6), ratings of park attributes (question 7), overall satisfaction (question 14), and perceptions of crowding (question 10). The selected groups include:

- 1. First time visitors versus repeat visitors (question 1).
- 2. Weekend visitors versus weekday visitors. Weekend visitors were surveyed on Saturday and Sunday, weekday visitors were surveyed Monday through Friday.

Other comparisons were made using independent sample t-tests to determine any statistically significant differences in visitors who rated the park as excellent on being safe versus visitors who rated the park as good, fair, or poor on being safe, for the following categories:

- 1. First time versus repeat visitors.
- 2. Weekend versus weekday visitors.

Differences between visitors who rated the park as excellent on being safe versus those who did not were also compared on the following questions: differences in socio-demographic characteristics, perceptions of crowding, measures of satisfaction with park features, measures of performance of park attributes, and overall satisfaction.

Additional comparisons include:

- 1. Multiple linear regression analyses to determine which of the satisfaction variables and which of the performance variables most accounted for variation in overall satisfaction.
- 2. An independent sample t-test comparing overall satisfaction between visitors who felt some degree of crowding and those who were not at all crowded during their visit.

Results

This section describes the results of the Route 66 State Park Visitor Survey. For the percentages of responses to each survey question, see Appendix E. The number of individuals responding to each question is represented as "n=."

SURVEYS COLLECTED & RESPONSE RATES

A total of 198 surveys were collected at RSP during the time period of July, August, September, and October 2000, with 102 collected in July (51.5%), 42 collected in August (21.2%), 28 collected in September (14.1%), and 26 collected in October (13.1%). Tables 1, 2, 3, and 4 show surveys collected by day of week, by time slot, by date, and by area respectively. Of the 198 surveys collected, 137 (69.2%) were collected on

weekends (Saturday) and 61 (30.8%) were collected on weekdays (Monday and Thursday). The overall response rate was 88.8%, with daily response rates ranging from a low of 66.7% to a high of 98.2%.

SAMPLING ERROR

With a sample size of 198 and a confidence interval of 95%, the margin of error is plus or minus 7%. For this study, there is a 95% certainty that the true results of the study fall within plus or minus 7% of the findings. For example, from the results that 51.3% of the visitors to RSP during the study period were female, it can be stated that between 44.3% and 58.3% of the RSP visitors were female.

Day of Week	Frequency	Percent
Monday	46	23.2%
Thursday	15	7.6%
Saturday	137	69.2%
Total	198	100.0%

Table 1. Surveys Collected by Day of Week

Table 2. Surveys Collected by Time Slot

Area	Time Slot	Frequency	Percent
Area 1 (Day-use area)	1. 7:00 - 10:15 a.m.	20	10.1%
	2. 10:15 a.m 1:30 p.m.	24	12.1%
	3. 1:30 - 4:45 p.m.	54	27.3%
	4. 4:45 - 8:00 p.m.	30	15.2%
Area 2 (Visitor center) 1. 9:00 - 11:00 p.m.		20	10.1%
	2. 11:00 a.m 1:00 p.m.	26	13.1%
	3. 1:00 - 3:00 p.m.	14	7.1%
	4. 3:00 - 5:00 p.m.	<u>10</u>	5.1%
	Total	198	100.0%

Table 3. Surveys Collected by Date

Date	Frequency	Percent
Saturday, July 22	56	28.3%
Monday, July 24	46	23.2%
Thursday, August 17	8	4.0%
Saturday, August 19	34	17.2%
Thursday, September 21	7	3.5%
Saturday, September 23	21	10.6%
Saturday, October 14	26	13.1%
Monday, October 16	0	0.0%_
Total	198	100.0%

Table 4. Surveys Collected by Area

Area	Frequency	Percent
Area 1 (Day-use area)	128	64.6%
Area 2 (Visitor center)	70	35.4%
Total	198	100.0%

SOCIO-DEMOGRAPHIC CHARACTERISTICS

Age

The average age of adult visitors to RSP was 44.5. When grouped into four age categories, 16.0 % of the adult visitors were between the ages of 18-34, 68.5% were between the ages of 35-54, 12.8% were between the ages of 55-64, and 2.7% were 65 or over.

Gender

Visitors to RSP were almost equally male and female. Female visitors comprised 51.3% of all visitors, and male visitors comprised 48.7% of all visitors.

Education

The majority (51.3%) of visitors to RSP indicated they had completed a four-year college degree or an advanced graduate degree. One-third (32.4%) of visitors indicated having completed vocational school or some college, while 16.2% indicated completing high school or less.

Occupation

The majority (55.0%) of visitors to RSP indicated a professional or technical occupation, while another large percentage (13.2%) of visitors to RSP indicated a service-based occupation. Ten percent (10.1%) of the visitors indicated they were self-employed, 8.5% were retired, 7.4% indicated a manufacturing-based occupation, 3.2% were homemakers, and 2.1% were

students. Less than one percent (0.5%) indicated an "other" occupation.

Household Composition

RSP visitors were asked to describe their household composition. The majority (35.3%) of visitors were married with children still living at home. Twenty-three percent (23.2%) were single with no children, 22.6% were married with children grown, 10.0% were married with no children, and 7.9% were single with children. One percent (1.1%) indicated having other types of household arrangements.

Income

The largest percentage (35.3%) of visitors to RSP reported an annual household income of between \$50,000 and \$75,000. The second largest percentage (29.4%) of visitors had an income of between \$25,000 and \$50,000. One-fourth (26.5%) of visitors indicated an annual household income of over \$75,000, while less than 10%

(8.8%) of visitors indicated an income of less than \$25,000.

Ethnic Origin

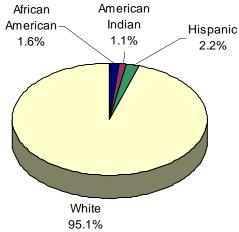
Figure 1 indicates the ethnic origin of RSP visitors. The vast majority (95.1%) of visitors was White. Two percent (2.2%) of visitors were Hispanic, 1.6% were African American, and 1.1% reported being of American Indian descent. There were no visitors of Asian descent.

Residence

Most (92.0%) of the visitors to RSP were from Missouri with only 8.0% of visitors coming from other states, including Illinois (4.3%). One visitor was from Germany. Of the Missouri visitors, the majority (93.1%) were from the St. Louis Metropolitan Statistical Area (MSA). Most (76.0%) of the visitors to RSP lived within 25 miles of the park. Figure 2 shows the residence of visitors by zip code.



Figure 1. Ethnic Origin of RSP visitors.



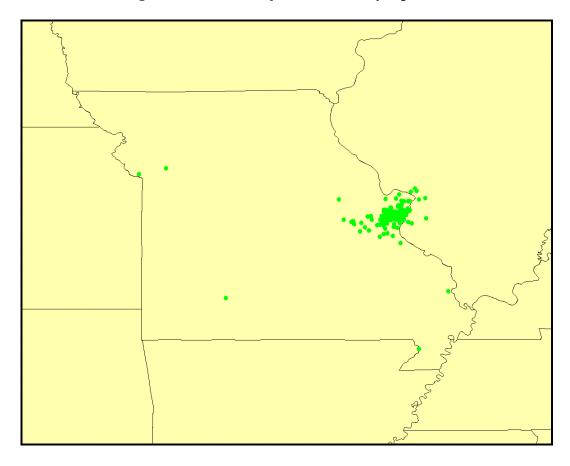


Figure 2. Residence of RSP Visitors by Zip Code

USE PATTERNS

Trip Characteristics

Based on zip code data, the majority (94.1%) of visitors to RSP traveled less than a day's drive to visit the park (a day's drive is defined as 150 miles or less, not exceeding 300 miles round trip). Half (50.5%) of RSP visitors traveled 15 miles or less to visit RSP. Most of the visitors traveling 15 miles or less were from Eureka (33.7%) and Fenton (19.0%). The average number of miles visitors traveled to RSP was 48.8 miles while the median number of miles visitors traveled was 15, indicating that half of the visitors traveled more than 15 miles and half traveled less than 15 miles.

Visit Characteristics

Sixty-one percent (60.9%) of the visitors to RSP were repeat visitors, with 39.1% of the visitors being first time visitors. There was a significant difference (p<.001) in the percentage of repeat visitors for the day-use area compared to the visitor center. The majority (76.4%) of visitors to the day-use area were repeat visitors, while the majority (67.1%) of the visitors to the visitor center were first time visitors. The average number of times all visitors reported visiting RSP within the past year was 29.3 times.

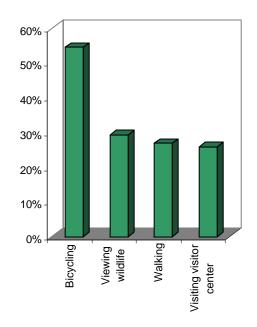
Over half (54.0%) of the visitors to RSP visited the park with family. Thirteen percent (13.2%) visited with family and friends, while 6.9% visited with friends. Over one-fifth (22.8%) of visitors. however, visited the park alone. Less than 4% (3.2%) of visitors indicated visiting the park with a club or organized group. About 7% (6.6%) of visitors reported bringing a pet with them during their visit. Visitors were also asked to report how many adults and children they brought with them in their personal vehicles. The average number of adults visitors brought with them was 1.8 and the average number of children visitors brought with them was 1.9, for an average group size of 3.6 people.

RECREATION ACTIVITY PARTICIPATION

Respondents to the survey were asked what activities they participated in during their visit to RSP. Figure 3 shows the percentage of visitor participation in the four most participated in activities. Bicycling was the highest reported (54.5%), viewing wildlife was second (29.3%), walking was third (26.8%), and visiting the visitor center (25.8%) was fourth.

RSP visitors reported engaging in other activities, including picnicking (10.6%), studying nature (8.1%), hiking (7.6%), running or jogging (4.0%), fishing (2.0%), and canoeing or boating (1.5%). Only 4.5% of visitors reported engaging in an "other" activity, including driving through the park and sightseeing.

Figure 3. Participation in Recreational Activities at RSP



SATISFACTION MEASURES

Overall Satisfaction

When asked about their overall satisfaction with their visit, there were no visitors who reported being dissatisfied or very dissatisfied with their visit. One hundred percent (100%) of visitors were either satisfied (24.7%) or very satisfied (75.3%). Visitors' mean score for overall satisfaction was 3.75, based on a 4.0 scale with 4 being very satisfied and 1 being very dissatisfied.

No significant difference (p<.05) was found in overall satisfaction between first time and repeat visitors. Nor was there any significant difference in overall satisfaction between weekend and weekday visitors.

Satisfaction with Park Features

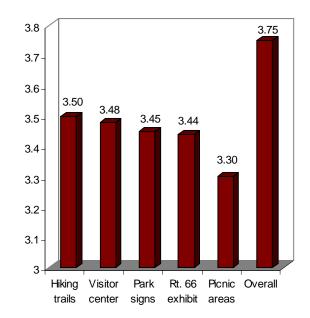
Respondents were also asked to express how satisfied they were with five park features. Figure 4 shows the mean scores for the five features and also for visitors' overall satisfaction. The satisfaction score for the trails (3.50) was the highest, with the other scores ranging from 3.48 (visitor center) to the lowest of 3.30 (picnic areas). A multiple linear regression analysis (r²=.22) of the five park features showed that all the variables combined to account for 22% of the overall satisfaction rating.

First time visitors were significantly (p<.05) more satisfied with the visitor center (3.65) and the Route 66 exhibit (3.59) in the visitor center than repeat visitors (3.38 and 3.35 respectively). Weekend visitors were significantly (p<.05) more satisfied with the Route 66 exhibit (3.51) than weekday visitors (3.25).

PERFORMANCE RATING

Visitors were asked to rate the park's performance of eight select park

Figure 4. Satisfaction with RSP Features



attributes: being free of litter and trash, having clean restrooms, upkeep of park facilities, having helpful and friendly staff, access for persons with disabilities, care of natural resources, providing informational displays, and being safe. Performance scores were based on a 4.0 scale, with 4 being excellent and 1 being poor.

Table 5. Mean Performance and Importance Scores for Park Attributes

	Mean Performance	Mean Importance
Attribute	Score*	Score*
A. Being free of litter/trash	3.80	3.88
B. Having clean restrooms	3.41	3.83
C. Upkeep of park facilities	3.63	3.80
D. Having helpful & friendly staff	3.74	3.61
E. Access for persons with disabilities	3.63	3.41
F. Care of natural resources	3.65	3.83
G. Providing informational displays	3.37	3.35
H. Being safe	3.62	3.83

^{*} 1 = Poor performance or low importance rating, 4 = excellent performance or high importance rating

First time visitors gave significantly higher (p<.05) performance ratings than repeat visitors regarding the park having clean restrooms (3.69 and 3.28 respectively). There were no differences between weekend and weekday visitors and their performance ratings. A multiple linear regression analysis $(r^2=.30)$ showed that the eight performance attributes combined to account for 30% of the variation in overall satisfaction.

IMPORTANCE-PERFORMANCE MEASURES

The Importance-Performance (I-P) Analysis approach was used to analyze questions 7 and 15. Mean scores were calculated for the responses of the two questions regarding visitors' ratings of the performance and importance of the eight select park attributes. Table 5 lists the scores of these attributes, which were

based on a 4.0 scale of 4 being excellent and 1 being poor, and 4 being very important and 1 being very unimportant. Figure 5 shows the Importance-Performance (I-P) Matrix. The mean scores were plotted on the I-P Matrix to illustrate the relative performance and importance rating of the attributes by park visitors.

The I-P Matrix is divided into four quadrants to provide a guide to aid in possible management decisions. For example, the upper right quadrant is labeled "high importance, high performance" and indicates the attributes in which visitors feel the park is doing a good job. The upper left quadrant indicates that management may need to focus on these attributes, because they are important to visitors but were given a lower performance rating. The lower left and right quadrants are less of a concern for managers, because they

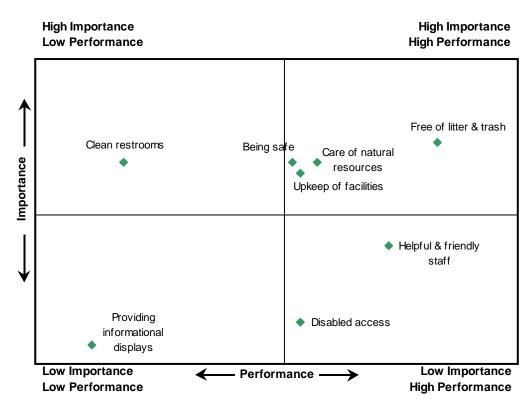


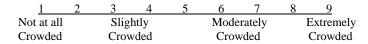
Figure 5. Importance-Performance Matrix of Park Attributes

exhibit attributes that are not as important to visitors.

RSP was given high importance and performance ratings for being free of litter and trash, being safe, caring for the natural resources, and maintaining upkeep of the facilities. The characteristic that visitors felt was important but rated RSP low on performance was having clean restrooms.

CROWDING

Visitors to RSP were asked how crowded they felt during their visit. The following nine-point scale was used to determine visitors' perceptions of crowding:



Visitors' overall mean response to this question was 1.4. Eighty-one percent (80.9%) of the visitors to RSP did not feel at all crowded (selected 1 on the scale) during their visit. The rest (19.1%) felt some degree of crowding (selected 2-9 on the scale) during their visit.

Visitors who indicated they felt crowded during their visit were also asked to specify where they felt crowded (question 11). Only 6 visitors (16.2% of those who reported feeling crowded) answered this open-ended question, and most of these felt crowded on the trails. No significant differences were found between first time and repeat visitors and between weekend and weekday visitors and their perceptions of crowding.

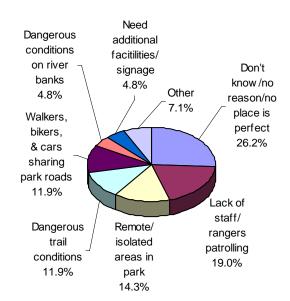
Crowding and satisfaction

A significant difference (p<.01) was found in visitors' mean overall satisfaction with their visit and whether they felt some degree of crowding or not. Visitors who did not feel crowded had a mean overall satisfaction score of 3.80, whereas visitors who felt some degree of crowding had a mean overall satisfaction score of 3.56.

SAFETY CONCERNS OF VISITORS

Only 32% of the visitors to RSP did not rate the park as excellent for safety. Of those, 64.9% noted what influenced their rating. Their comments were grouped into categories and are shown in Figure 6. Appendix F provides a list of the comments.

Figure 6. Comments from Visitors Not Rating RSP Excellent on Safety



One-fourth (26.2%) of the open-ended responses were from visitors who either had no reason for not rating safety excellent, or who felt that no place was

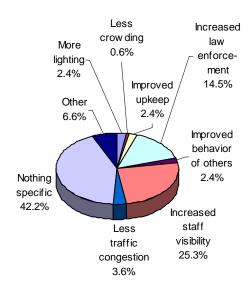
perfect and could always improve. About twenty percent (19.5%) of the open-ended responses, however, were from visitors who commented on what they perceived as a lack of park staff or park rangers patrolling the park.

Visitors were also given a list of nine attributes and were asked to indicate which of the nine would most increase their feeling of safety at RSP. Although instructed to select only one attribute, many visitors selected more than one; consequently, 166 responses were given by 140 visitors. Figure 7 shows the percentage of responses given by visitors. Most (42.2%) felt that nothing specific would increase their feeling of safety, but 25.3% felt that increased visibility of park staff would increase safety.

Visitors who felt that more lighting in the park would most increase their feeling of safety were asked to indicate where they felt more lighting was necessary. Four visitors answered this question, and their comments include more lighting along the trails and in the parking areas. Eleven visitors suggested "other" safety attributes that would most increase their feeling of safety, and their comments included providing better road and trail surfaces and providing additional facilities in the park.

There were no significant differences in the rating of safety by first time visitors versus repeat visitors or weekend versus weekday visitors. There were no differences in safety ratings by sociodemographic characteristics. To determine if there were differences in perceptions of crowding, satisfaction with park features, and overall satisfaction, responses were divided into

Figure 7. Percentage of Safety Attributes
Chosen by Visitors



two groups based on how they rated RSP on being safe. Group 1 included those who rated the park excellent, and Group 2 included those who rated the park as good, fair, or poor.

There were no significant differences in the perceptions of crowding between Group 1 and Group 2. However, Group 1 was significantly (p<.001) more satisfied overall than Group 2, with an overall satisfaction score of 3.87 whereas Group 2 had an overall satisfaction score of 3.55. Group 1 also had significantly (p<.01) higher satisfaction ratings for the five park features than Group 2, as well as significantly higher (p<.001) performance ratings for all eight of the park attributes.

VISITORS' DOMESTIC ANIMAL EXPERIENCES WITHIN THE PARK

Visitors were asked to report whether they encountered a domestic animal while visiting RSP, and whether the encounter was positive or negative. The majority (64.7%) of visitors reported no encounter with a domestic animal. Thirty-one percent (31.0%) reported experiencing a positive encounter with a domestic animal, while 4.3% reported a negative experience. Visitors were also asked to describe their encounters. Table 6 lists the frequency and percentages of their encounter descriptions.

VISITORS' SOURCES OF INFORMATION ABOUT MISSOURI STATE PARKS

RSP visitors were also asked to indicate how much information they receive from nine information sources regarding Route 66 or other Missouri state parks. Word of mouth from friends or relatives was the most frequently cited source of information, with 87.7% of the visitors responding to this question reporting they receive some or lots of information through this medium. The second most frequent source of information from which visitors receive information about Route 66 or other Missouri state parks is from brochures, pamphlets or other printed material. About three-fourths (72.6%) of visitors answering this question indicated receiving some or lots of information from this source. Magazines and newspapers were the third most frequently cited sources of information, with 66.2% and 66.1% respectively of the visitors responding to this question indicating they receive some or lots of information from magazines or newspapers. Visitors were also given the opportunity to indicate any other sources from which they receive information about Route 66 or other Missouri state parks. These other sources include seeing highway and road signs while driving by, and living locally.

Table 6. Visitors' Descriptions of Their Encounters of Domestic Animals

Category	Frequency	Percent
Positive/neutral comments	28	73.7%
Negative comments about		
equestrian use	4	10.5%
Dogs off leashes	4	10.5%
Barking or unruly dogs	_2	5.3%
Total	38	100.0%

Visitors were also asked how often they use the Internet when planning a trip or vacation. One-fourth (22.1%) indicated always using the Internet when planning a trip or vacation. Forty-one percent (40.7%) of visitors frequently use the Internet, 22.7% rarely use it, and 14.5% never use it when planning a trip or vacation.

HOW MUCH VISITORS VALUE ROUTE 66 STATE PARK

For the first time, the researchers have attempted to investigate the value that visitors attribute to a site visit. Literature has stated that the value a visitor places on a recreational opportunity is often difficult to measure with confidence and accuracy (Bergstrom & Loomis, 1999; Manning, 1999), and this difficulty is evidenced in the following results. Visitors were asked to place a value on the overall recreation opportunity offered in a visit to RSP (question 18), and were given four choices: \$3.00 a day, \$5.00 a day, \$7.00 a day, or any other value. There was some confusion as to the interpretation of this question with many visitors interpreting the question to mean how much they would be willing to pay a day to visit RSP.

The majority (67.7%) of visitors responding to this question indicated a value of \$3.00 a day, while 20.0% indicated \$5.00 a day, 5.8% indicated \$7.00 a day, and 6.5% indicated some other value. Ten percent (10.0%) of the visitors indicating some other value reported a value of \$0.00, while 30% indicated a value of \$1.00 a day, another 30% indicated a value of \$2.00 a day, and another 30% indicated a value of \$10.00 a day. Interestingly, 11.1% of the additional comments from visitors were made in response to this question, with the majority of visitors concerned that RSP would no longer be free and would begin to charge an entrance fee.

ADDITIONAL VISITOR COMMENTS

Respondents to the survey were also given the opportunity to write any additional comments or suggestions on how DNR could make their experience at RSP a better one (question 27). Thirty-three percent (33.3%) of the total

survey participants responded to this question, with 81 responses given by 66 respondents. The comments and suggestions were listed and grouped by similarities into 8 categories for frequency and percentage calculations. The list of comments and suggestions is found in Appendix G. Table 7 lists the frequencies and percentages of the comments and suggestions by category.

The majority (30.9%) of comments suggested needing additional or improved facilities, services, and/or trails. Thirty percent (29.6%) of the comments were general positive comments, such as: "Good park for bicycling", "Love the deer and other wildlife", and "Wonderful park". The rest of the comments were categorized based on similar suggestions or comments, such as comments made in response to question 18, and other suggestions not falling into any other category.

Table 7. Frequency and Percentage of Comments and Suggestions from RSP Visitors

	Category	Frequency	Percent
1.	Need additional/improved facilities, services &/or trails	25	30.9%
2.	General positive comments	24	29.6%
3.	Comments regarding question 18	9	11.1%
4.	Keep Route 66 as natural as possible	7	8.6%
5.	Need additional/improved signage	5	6.2%
6.	Better maintenance/upkeep	3	3.7%
7.	Increase patrol/park staff visibility	2	2.5%
8.	Other	6	7.4%
	Total	81	100.0%

Discussion

MANAGEMENT IMPLICATIONS

The results of this study provide relevant information concerning RSP visitors. However, the results should be interpreted with caution. The surveys were collected only during the study period of July, August, September and October 2000; therefore, visitors who visit during other seasons of the year are not represented in the study's sample. The results, however, are still very useful to park managers and planners, because much of the annual visitation occurs during this period.

Satisfaction Implications

Three-fourths (75.3%) of RSP visitors reported that they were very satisfied with their visit to the park. Williams (1989) states that visitor satisfaction with previous visits is a key component of repeat visitation. The high percentage of repeat visitation (60.9%) combined with their positive comments provide evidence that RSP visitors are indeed satisfied with their park experience. The overall satisfaction score also provides a benchmark in which to compare overall satisfaction of RSP visitors over a period of time.

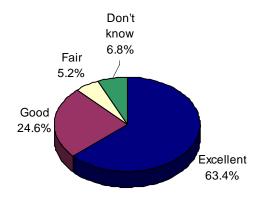
One cautionary note, however. It has been suggested that uniformly high levels of overall satisfaction can be of limited usefulness to recreation managers in understanding relationships between outdoor recreation opportunities and experiences, particularly because most visitors choose recreation opportunities in keeping with their tastes and preferences (Manning, 1999). In

other words, visitors to RSP may be recreating at RSP because it is the type of park they prefer, offering amenities and services that correspond with their taste in recreational opportunities, consequently contributing to high overall satisfaction ratings. For this reason, the following comments are provided in order to furnish further insight into visitor satisfaction with services, facilities, and opportunities provided at RSP.

Safety Implications

RSP managers should be commended for providing a park in which visitors feel relatively safe. Only 36.3% of visitors did not give an excellent rating regarding safety, and the majority of those not giving an excellent rating gave a good rating instead (Figure 8). Safety was also given a "high importance, high performance" rating on the I-P Matrix. In fact, a large percentage (42.2%) of visitors indicated that nothing specific

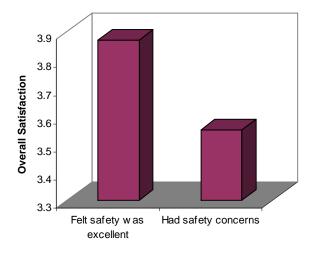
Figure 8. Safety Ratings of RSP.



would increase their feeling of safety at RSP.

There were some visitors, however, who did express safety concerns; and since visitors' perception of safety did affect their overall satisfaction of their visit at RSP (Figure 9), it behooves managers to give consideration to their concerns. Twenty percent (19.5%) of visitors with safety concerns responded to an openended question with comments regarding what they perceived as a lack of staff or park rangers patrolling the park. Out of a list of nine safety attributes, 25.3% of visitors selected an increased visibility of park staff as the attribute that would most increase their feeling of safety at RSP.

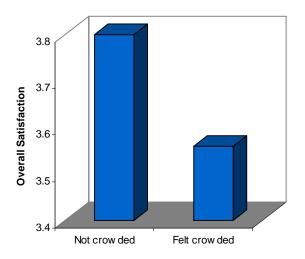
Figure 9. Levels of Satisfaction Ratings by Safety Concerns



Crowding Implications

Surprisingly, visitors' perceptions of crowding were not very high considering RSP's location near St. Louis. Eighty-one percent (80.9%) of visitors did not feel at all crowded, and the mean crowded score for visitors was only 1.4. However, visitors' perceptions of

Figure 10. Overall Satisfaction is Lower for Those Who Felt Crowded



crowding did influence their overall satisfaction at RSP, indicating that visitors' perceptions of crowding should be a management concern.

Crowding is a perceptual construct not always explained by the number or density of other visitors. Expectations of visitor numbers, the behavior of other visitors, and visitors' perception of resource degradation all play a significant role in crowding perceptions (Armistead & Ramthun, 1995; Peine et al., 1999). Visitors who felt crowded had a significantly lower overall satisfaction than visitors who did not feel crowded (Figure 10).

In addressing the issue of crowding, one option is to review comments relating to crowding and consider options that would reduce crowding perceptions. Further study could determine if crowding perceptions in the park are due to the number of people or perhaps the behavior of those visiting the park.

Performance Implications

Visitors felt that clean restrooms were very important but rated RSP's as needing attention. Restroom cleanliness is often given a lower rating by visitors to state parks (Fredrickson & Vessell, 1999), and in this case could be a result of the large number of daily visitors RSP experiences during peak season. Visitors' lower performance ratings regarding restroom cleanliness may also be a function of the type of visitor and where the restrooms are located. For instance, first time visitors gave restroom cleanliness a significantly higher performance rating than repeat visitors. However, the majority (67.1%) of first time visitors were visitors to the visitor center where flush toilets are provided, whereas the majority (76.4%) of repeat visitors were visitors to the day-use area where pit toilets are provided. The researchers realize the park is still under development and recommend providing running water and flush toilets in the day-use area.

Conclusion

RSP visitors are very satisfied with RSP, as evidenced by the high percentage of visitors who were repeat visitors, and also by their high satisfaction ratings. RSP visitors also gave high performance ratings to the park being free of litter and trash, caring for the natural resources, maintaining the park facilities, and being safe.

The results of the present study suggest some important management and planning considerations for RSP. Even though RSP visitors rated their visits and the park features relatively high and felt fairly safe, continued attention to safety, crowding, and facility upkeep and

maintenance can positively effect these ratings. Also, as the park continues to develop its facilities, satisfaction and performance scores will most likely increase.

Just as important, on-going monitoring of the effects of management changes will provide immediate feedback into the effectiveness of these changes. On-site surveys provide a cost effective and timely vehicle with which to measure management effectiveness and uncover potential problems.

RESEARCH RECOMMENDATIONS

The results of the present study serve as baseline visitor information of RSP. The frequency and percentage calculations of survey responses provide useful information concerning sociodemographic characteristics, use patterns, and satisfaction of RSP visitors. In addition, the "sub-analysis" of data is important in identifying implications for management of RSP. (The sub-analysis in the present study included comparisons using Chi-square and ANOVA between selected groups, multiple linear regression, and the Importance-Performance analysis.) Additional relevant information may be determined from further sub-analysis of existing data. Therefore, it is recommended additional sub-analysis be conducted to provide even greater insight to management of the park.

Data collection should be on a continuum (Peine et al., 1999), which is why additional visitor surveys at RSP should also be conducted on a regular basis (e.g., every three, four, or five years). Future RSP studies can identify changes and trends in sociodemographic characteristics, use

patterns, and visitors' satisfaction at RSP.

The methodology used in this study serves as a standard survey procedure that the DSP can use in the future. Because consistency should be built into the design of the survey instrument, sampling strategy, and analysis (Peine et al., 1999), other Missouri state parks and historic sites should be surveyed similarly to provide valid results for comparisons of visitor information between parks, or to measure change over time in other parks.

The present study was conducted only during the study period of July, August, September, and October 2000. Therefore, user studies at RSP and other parks and historic sites might be conducted during other seasons for comparison between seasonal visitors.

METHODOLOGY RECOMMENDATIONS AND CONSIDERATIONS FOR RSP AND OTHER PARKS

The on-site questionnaire and the methodology of this study were designed to be applicable to other Missouri state parks. Exit surveys provide the most robust sampling strategy to precisely define the visitor population (Peine et al., 1999); therefore, it is recommended that exit surveys be conducted at other state parks and historic sites if at all possible.

Survey Signage

It is recommended that adequate signage be utilized when collecting surveys onsite. A "Visitor Survey" sign was used in the present study to inform visitors that a survey was being conducted. Having the sign aided in the workability of the methodology, as many visitors voluntarily approached the survey station and willingly filled out a survey before being asked to do so.

Survey Administration

The prize package drawing and the onepage questionnaire undoubtedly helped attain the high response rate in the present study. Continued use of the onepage questionnaire and the prize package drawing is suggested.

Achieving the highest possible response rate (within the financial constraints) should be a goal of any study. To achieve higher response rates, the following comments are provided. The most frequent reasons that visitors declined to fill out a survey were because they did not have enough time or because of the heat. Most nonrespondents were very pleasant and provided positive comments about the park. Some even asked if they could take a survey and mail it back. One recommendation would be to have selfaddressed, stamped envelopes available in future surveys to offer to visitors only after they do not volunteer to fill out the survey on-site. This technique may provide higher response rates, with minimal additional expense. One caution, however, is to always attempt to have visitors complete the survey onsite, and to only use the mail-back approach when it is certain visitors would otherwise be non-respondents.

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2000 Rote	ite 66 Stati	e Park V	Visitor	Survey

Appendix A. Route 66 State Park Visitor Survey



Route 66 State Park



The Missouri Department of Natural Resources and the University of Missouri are seeking your evaluation of Route 66 State Park. This survey is voluntary and completely anonymous. Your cooperation is important in helping us make decisions about managing this park. Thank you for your time.

1. Is this your first visit to Route 66 State Park? (Check only one box.)

	☐ no If no, about how many times have you visited the park in the past year?							
2.	Who did you come to Route 66 State Park with during this visit? (Checonly one box.)							
		☐ family & friends☐ friends			☐ club or organized group☐ other (<i>Please specify.</i>)			
3.	3. If you did not arrive on a tour bus, please indicate the number of people you brought with you in your personal vehicle today. □ I came by tour bus □ I came by personal vehicle adults children							
4.	Did you bring a	pet with you	during	this visit	? □ ye	es 🗆	l no	
5.	Route 66 State F picnicking fishing hiking walking	eational activities are you eng tate Park? (Check all that appl g			ly.) ☐ visiting visitor center ☐ attending a special event			
6.	How satisfied ar			ne follow	ing at Rou	te 66 State	Park?	
	(Check one box f	or each leatu	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know	
a.	park signs							
	picnic areas							
c.	hiking trails							
d.	visitor center							
e	Route 66 exhibit							

7.	How do you rate Route 66 State Park on each of the following?
	(Chack and hav for each feature)

	(Check one box for each realare	·· <i>)</i>				Don't		
		Excellent	Good	Fair	Poor	Know		
a.	being free of litter & trash							
	having clean restrooms							
	upkeep of park facilities							
	having helpful & friendly staff							
	access for persons with disabilitie	es 🗆						
	caring for the natural resources							
	providing informational displays							
h.	being safe							
8.	If you did not rate the park as excellent on being safe, what influenced your rating?							
9.	Which of the following would most increase your feeling of being safe at Route 66 State Park? (Check only one box.) □ more lighting □ improved behavior of others □ increased visibility of park staff □ less crowding □ less traffic congestion □ improved upkeep of facilities □ nothing specific □ other (Please specify.)							
10	. During this visit, how crowded	d did you f	eel? (Ci	ircle on	e numbe	r.)		
	1 2 3 4	5 6	7	8	9			
No	t at all Slightly		oderately		Extrem	ely		
Cro	owded Crowded	C	rowded		Crowd			
11	. If you felt crowded on this vis	it, where d	lid you fe	eel cro	wded?			
	Have you had a positive or a r (dog, cat, horse, etc.) during y □ positive □ negative	our visit a □ no	t Route experience	66 Stat	te Park?			
	your experience.							







14. Overall, how satisfied are you with this visit to Route 66 State Park?				21. What is the highest level of education you have completed? (Check only			
(Check only one box.)		Von		one box.)			
Very	Dissortisfied	Very		☐ grade school ☐ vocational school ☐ graduate of 4-year college			
Satisfied Satisfied	Dissatisfied	Dissatisfied		☐ high school ☐ some college ☐ advanced graduate degree			
	Ш	Ш		20 What is seen primary accounting (Observants and Loud)			
45 When visiting any state n	ork how important is a	ach of these items t	a vau2	22. What is your primary occupation? (Check only one box.)			
15. When visiting any state p		ach of these items t	o you?	□ homemaker □ professional/technical			
(Check only one box for ea		Very	Don't	□ self-employed □ retired			
	Very Important Important Ui			□ service-based employee □ student			
a. being free of litter & trash				\square manufacturing-based employee \square other (<i>Please specify.</i>)			
b. having clean restrooms							
c. upkeep of park facilities							
d. having helpful & friendly staff				23. What is your household composition? (Check only one box.)			
e. access for persons with disabili				☐ single with no children ☐ married with children living at home			
f. caring for the natural resources				☐ single with children ☐ married with children grown			
g. providing informational displays				☐ married with no children ☐ other (<i>Please specify.</i>)			
h. being safe							
16. How do you typically reconstruction other Missouri state park information you receive f	s and historic sites? Pl	lease indicate how res:		24. What is your ethnic origin? (Check only one box.) ☐ African American ☐ Asian ☐ White ☐ American Indian ☐ Hispanic ☐ other (Please specify.)			
a. Internet							
b. magazines				25. What is your 5-digit zip code (or country of residence, if you live outside the			
c. newspapers				U.S.)?			
d. direct mail				0.3./!			
e. brochures, pamphlets, or otl	ner printed material			26. What is your annual household income? (Check only one boy.)			
f. radio				26. What is your annual household income? (Check only one box.) □ less than \$25,000 □ \$50,001 - \$75,000			
g. television							
h. word of mouth, relatives, frie	ends, etc.			□ \$25,000 - \$50,000 □ over \$75,000			
i. other (Please specify.)				27. Places write any additional comments about your newly visit or			
17. If you have access to the Internet, how often do you use the Internet when planning a trip or vacation? (Check only one box.) □ never □ frequently □ rarely □ always				27. Please write any additional comments about your park visit or suggestions on how the Missouri Department of Natural Resources can make your experience at Route 66 State Park a better one.			
18. What is the value of Miss asked this question. As y are funded through a one by the voters. We are into you place on the overall repark?	ou know, Missouri stat tenth cent Parks and S erested in what you thir	e parks and historic Soils sales tax appro nk. What value wou	sites oved Id				
□ \$3 per day □ \$5 per	r day □ \$7 per day	□ other \$					
19. What is your age?	20. Gender?	□ female □ n	nale				

THANK YOU FOR YOUR HELP.
YOU ARE ALWAYS WELCOME IN MISSOURI STATE PARKS.

Appendix B. Survey Protocol

Protocol for Route 66 State Park Visitor Survey

Hi, my name is _____, and I am conducting a survey of park visitors for Missouri state parks. The information that I am collecting will be useful for future management of Route 66 State Park.

The survey is one page, front and back side, and only takes about 3-5 minutes to complete. Anyone who is 18 or older may complete the survey, and by completing the survey, you have the opportunity to enter your name in a drawing for a prize package of \$100 worth of concession coupons. Your participation is voluntary, and your responses will be completely anonymous.

Your input is very important to the management of Route 66 State Park. Would you be willing to help by participating in the survey?

[If no,] Thank you for your time. Have a nice day.

[If yes,]

Here is a pencil and clipboard with the survey attached (for each respondent). Please complete the survey on both sides. When finished, return the survey(s), clipboard(s), pencils, and prize entry form(s) to me.

Thank you for taking time to complete the survey. Your help is greatly appreciated. Have a nice day.

Appendix C. Prize Entry Form

WIN A PRIZE PACKAGE OF CONESSION COUPONS WORTH \$100

Enter a drawing to win \$100 worth of concession gift certificates! These certificates are good for any concessions at any state park or historic site. Concessions include cabin rentals, canoe rentals, boat rentals, restaurant dining, horseback riding, etc.

You many enter the drawing by simply filling out the back of this entry form and returning it to the surveyor. Your name, address, and telephone number will be used only for this drawing; your survey responses will be anonymous. The drawing will be held January 1, 2001. Winners will be notified by telephone or by mail. Redemption of gift certificates is based on dates of availability through August 31, 2001.

Name:		
Address:		
Phone #:	()	
•	be interested in receiving a subscription to Misson	uri
residents?	magazine, a quarterly magazine free to Missouri ☐ yes ☐ no	

Appendix D. Observation Survey

Date	Day of Week	Time Slot
Weather _	Starting Temp.	Ending Temp

	Survey #	# of Adults	# of Children	Area*
1	•			
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
21				
22				
23				
24				
25				
26				
27				
28				
29				
30				

Time Slot Codes for day-use area:

1 = 7:00 - 10:15 a.m.

2 = 10:15 a.m. - 1:30 p.m.

3 = 1:30 - 4:45 p.m.

4 = 4.45 - 8.00 p.m. (or until dark for October)

Codes for Area:*

DU = day-use area

VC = visitor center

Time Slot Codes for visitor center:

1 = 9:00 - 11:00 a.m.

2 = 11:00 a.m. - 1:00 p.m.

3 = 1:00 - 3:00 p.m.

4 = 3:00 - 5:00 p.m.

2000 Route	66	Ctata	Daul	17:0:40.	C
ZUUU Route	nn.	State	Park	Visitor	Survey

Appendix E. Responses to Survey Questions

Route 66 State Park Visitor Survey

1. Is this your first visit to Route 66 State Park? (n=197)

yes 39.1% no 60.9%

If no, how many times have you visited this park in the past year? (n=115)

The responses from this open-ended question were grouped into the following 8 categories:

1	12.2%
2	12.2%
3-5	16.5%
6-10	15.7%
11-20	17.3%
21-50	9.5%
51-100	11.4%
101+	5.4%

The average # of times visitors visited the park in the past year was 29.3 times.

2. Who did you come to Route 66 State Park with during this visit? (n=189)

alone	22.8%	family & friends	13.2%	club or organized group	3.2%
family	54.0%	friends	6.9%	other	0.0%

3. If you did not arrive on a tour bus, please indicate the number of people you brought with you in your personal vehicle today. (n=188)

I came by tour bus 2.1% I came by personal vehicle 97.9%

The responses from this open-ended question were grouped into the following categories:

adults: 1	33.3%	children:	1	31.9%
2	59.1%		2	53.2%
3	5.3%		3	12.8%
4	2.3%		4	2.1%

The average # of adults visitors brought with them was 1.8, and the average # of children visitors brought with them was 1.9.

4. Did you bring a pet with you during this visit? (n=183)

yes 6.6% no 93.4%

5. Which recreational activities are you engaging in during your visit to Route 66 State Park? (n=198)

picnicking	10.6%	running/jogging	4.0%	visiting visitor center	25.8%
fishing	2.0%	canoeing or boating	1.5%	attending a special event	0.5%
hiking	7.6%	viewing wildlife	29.3%	other	4.5%

walking	26.8%	studying nature	8.1%
bicycling	54.5%	horseback riding	0.5%

9 visitors participated in an "other" activity. Their responses are as follows:

Driving through.

Driving.

Enjoying great weather.

Just checking out the park.

Photography.

Playing frisbee ball.

Seeing the leaves.

Sightseeing.

Leaf ride.

In addition to percentages of responses, a mean score was calculated for each feature in questions 6, 7, 14, and 15. The score is based on a 4.0 scale with 4 = very satisfied, 3 = satisfied, 2 = dissatisfied, and 1 = very dissatisfied (Q. 6 & 14); 4 = excellent, 3 = good, 2 = fair, and 1 = poor(Q, 7); and 4 = very important, 3 = important, 2 = unimportant, and 1 = very unimportant (Q. 15). The mean score is listed in parenthesis following each feature.

6. How satisfied are you with each of the following in Route 66 State Park?

	•	Very			Very	Don't	
		Satisfied	Satisfied	Dissatisfied	Dissatisfied	Know	
a.	park signs (3.45)	48.2%	44.0%	2.6%	1.0%	4.2%	n=191
b.	picnic areas (3.30)	34.2%	32.6%	7.1%	2.2%	23.9%	n=184
c.	hiking trails (3.50)	40.8%	32.4%	1.1%	1.1%	24.6%	n=179
d.	visitor center (3.48)	39.7%	32.6%	1.6%	1.1%	25.0%	n=184
e.	Route 66 exhibit (3.44)	35.1%	31.9%	2.2%	1.1%	29.7%	n=185

7. How do you rate Route 66 State Park on each of the following?

		Excellent	Good	Fair	Poor	Don't Know	
a.	being free of litter/trash (3.80)	77.7%	17.6%	1.0%	0.0%	3.6%	n=193
b.	having clean restrooms (3.41)	34.1%	24.9%	7.0%	0.0%	34.1%	n=185
c.	upkeep of park facilities (3.63)	58.6%	32.3%	1.1%	0.0%	8.1%	n=186
d.	having a helpful/friendly staff (3.74)	61.3%	17.3%	1.0%	0.5%	19.9%	n=191
e.	access for persons with disabilities (3.63)	34.3%	18.5%	0.6%	0.0%	46.6%	n=178
f.	care of natural resources (3.65)	59.1%	28.0%	1.6%	0.0%	11.3%	n=186
g.	providing informational displays (3.37)	41.9%	26.9%	7.5%	2.7%	21.0%	n=186
h.	being safe (3.62)	63.4%	24.6%	5.2%	0.0%	6.8%	n=191

8. If you did not rate this park as excellent on being safe, what influenced your rating?

37 visitors (64.9% of those who did not rate the park as excellent on being safe) responded to this question with 41 responses. The 81 responses were divided into 8 categories. Frequencies and percentages of responses in each category are listed.

		Frequency	Percent
1.	Don't know/no reason/no place is perfect	11	26.8%
2.	Lack of park staff/rangers patrolling the park	8	19.5%
3.	Remote/isolated areas in park	6	14.6%
4.	Dangerous trail conditions	5	12.2%
5.	Pedestrians, bicyclists, & cars sharing park roads	s 5	12.2%
6.	Dangerous conditions along river banks	2	4.9%
7.	Need additional facilities/signage	2	4.9%
8.	Other	_3	7.3%
	Total	41	100.0%

9. Which of the following would most increase your feeling of being safe at Route 66 State Park?

166 responses were given by 140 visitors.

		<u>Frequency</u>	<u>Percent</u>
1.	More lighting	4	2.4%
2.	Less crowding	1	0.6%
3.	Improved upkeep of facilities	4	2.4%
4.	Increased law enforcement patrol	24	14.5%
5.	Improved behavior of others	4	2.4%
6.	Increased visibility of park staff	42	25.3%
7.	Less traffic congestion	6	3.6%
8.	Nothing specific	70	42.2%
9.	Other	<u>11</u>	6.6%
	Total	166	100.0%

4 visitors reported where they felt more lighting was necessary. Their answers are as follows:

All trails. Parking lot. Along back section. Parking lot.

11 visitors reported what other attribute would most increase their feeling of safety. Their responses are as follows:

Better road surface. Place more picnic tables & benches in open areas. Better road surface. Real restrooms in park area. Drinking fountains.

Leveling out the thick gravel. Remove gravel.

More cut grass. Segment of trail common with vehicle road –

should be separate; dangerous, especially with

children.

More parking. Signs indicating distances on trails.

No parking under Hwy. 44.

10. During this visit, how crowded did you feel? (n=194)

On a scale of 1-9, with 1 = Not at all crowded and 9 = Extremely crowded, the mean response was 1.4.

11. If you felt crowded on this visit, where did you feel crowded?

6 visitors answered this open-ended question, and their responses are as follows:

On the bike path at certain points.

Saw one person on trail.

Walking path.

On trails.

Parking.

Parking.

12. Have you had a positive or a negative experience with a domestic animal (dog, cat, horse, etc.) during your visit at Route 66 State Park? (n=184)

positive 31.0% negative 4.3% no experience 64.7%

13. If you encountered a domestic animal during your visit, please describe your experience.

38 visitors answered this open-ended question. Their responses were grouped into the following 4 categories.

		<u>Frequency</u>	<u>Percent</u>
1.	Positive/neutral experiences	28	73.7%
2.	Negative comments about equestrian use	e 4	10.5%
3.	Dogs off leashes	4	10.5%
4.	Barking or unruly dogs	_2	5.3%
	Total	38	100.0%

14. Overall, how satisfied are you with this visit to Route 66 State Park?

	Very		Very		
	Satisfied	Satisfied	Dissatisfied	Dissatisfied	
(Mean score $= 3.75$)	75.3%	24.7%	0.0%	0.0%	n=190

15. When visiting any state park, how important are each of these items to you?

		Very			Very	Don't	
		Important	Important	Unimportant	Unimportant	Know	
a.	being free of litter/trash (3.88)	88.0%	12.0%	0.0%	0.0%	0.0%	n=191
b.	having clean restrooms (3.83)	83.2%	16.8%	0.0%	0.0%	0.0%	n=191
c.	upkeep of park facilities (3.80)	80.4%	19.6%	0.0%	0.0%	0.0%	n=189
d.	having a helpful/friendly staff (3.61)	62.8%	35.6%	1.0%	0.5%	0.0%	n=191
e.	access for disabled persons (3.41)	45.6%	33.0%	7.7%	1.1%	12.6%	n=182
f.	care of natural resources (3.83)	83.2%	16.3%	0.5%	0.0%	0.0%	n=190
g.	providing informational displays (3.35)	44.4%	48.7%	4.8%	2.1%	0.0%	n=189
i.	being safe (3.83)	82.5%	17.5%	0.0%	0.0%	0.0%	n=189

16. How do you typically receive information about Route 66 State Park or other Missouri state parks? Please indicate how much information you receive from the following sources:

		None	Some	Lots	Don't know	
a.	Internet	46.4%	34.6%	10.2%	9.8%	n=153
b.	magazines	27.4%	52.2%	14.0%	6.4%	n=157
c.	newspapers	28.2%	52.6%	13.5%	5.8%	n=156
d.	direct mail	70.1%	19.0%	3.4%	7.5%	n=147
e.	brochures, pamphlets, or other printed material	21.7%	47.1%	25.5%	5.7%	n=157
f.	radio	57.6%	29.8%	2.0%	10.6%	n=151
g.	television	47.4%	37.5%	4.6%	10.5%	n=152
h.	word of mouth, relatives, friends, etc.	9.9%	46.2%	41.5%	2.3%	n=171
i.	other (Please specify.)	0.0%	87.5%	12.5%	0.0%	n=8

15 respondents indicated an other source from which they receive information about Route 66 or other Missouri State Parks, and their responses are as follows:

Add in Sunday paper. Lived here.

Chamber of Commerce. Membership in conservation groups.

Drive by. Road signs.
Driving by. Saw the signs.
Exit sign on highway. Videos.
Highway signs. View from road.

Highway signs. View from road I drive by them. We live locally.

I was at work and saw it.

17. If you have access to the Internet, how often do you use the Internet when planning a trip or vacation? (n=172)

never 14.5% frequently 40.7% rarely 22.7% always 22.1%

18. What is the value of Missouri state parks and historic sites? We are often asked this question. As you know, Missouri state parks and historic sites are funded through a one-tenth cent Parks and Soils sales tax approved by the voters. We are interested in what you think. What value would you place on the overall recreation opportunity offered in a visit to this park? (n=155)

\$3 per day 67.7% \$7 per day 5.8% \$5 per day 20.0% other 6.5%

10 visitors indicated an other value on the overall recreation opportunity offered at RSP. The following is the frequency and percent of their responses.

	<u>Frequency</u>	<u>Percent</u>
\$0	1	10.0%
\$1	3	30.0%
\$2	3	30.0%
\$10	3	30.0%
Total	10	100.0%

19. What is your age? (n=187)

Responses were divided into the following 4 categories:

18-34 16.0% 35-54 68.5% 55-64 12.8% 65-85 2.7% (Average age = 44.5)

20. Gender? (n=187)

Female 51.3% Male 48.7%

21. What is the highest level of education you have completed? (n=191)

grade school	0.5%	vocational school	ol 5.2%	graduate of 4-year college	32.5%
high school	15.7%	some college	27.2%	advanced graduate degree	18.8%

22. What is your primary occupation? (n=189)

homemaker	3.2%	professional/technical	55.0%
self-employed	10.1%	retired	8.5%
service-based	13.2%	student	2.1%
manufacturing-based	7.4%	other	0.5%

23. What is your household composition? (n=190)

single with no children	23.2%	married with children living at home	35.3%
single with children	7.9%	married with children grown	22.6%
married with no children	10.0%	other	1.1%

24. What is your ethnic origin? (n=184)

African American	1.6%	Asian	0.0%	White	95.1%
American Indian	1.1%	Hispanic	2.2%	Other	0.0%

25. What is your 5-digit zip code (or country of residence, if you live outside the U.S.)? (n=188)

The states with the highest percentages of respondents were:

Missouri (92.0%)

Illinois (4.3%)

26. What is your annual household income? (n=170)

less than \$25,000	8.8%	\$50,001 - \$75,000	35.3%
\$25,000 - \$50,000	29.4%	over \$75,000	26.5%

27. Please write any additional comments about your park visit or suggestions on how the Missouri Department of Natural Resources can make your experience in Route 66 State Park a better one.

66 of the 198 visitors (33.3%) responded to this question. A total of 81 responses were given, and were divided into 8 categories. Frequencies and percentages of responses in each category are listed.

		Frequency	Percent
1.	Need additional/improved facilities, services, &/or trails	25	30.9%
2.	General positive comments	24	29.6%
3.	Comments regarding question 18	9	11.1%
4.	Keep Route 66 State Park as natural as possible	7	8.6%
5.	Need additional/improved signage	5	6.2%
6.	Better maintenance/upkeep	3	3.7%
7.	Increase law enforcement patrol/park staff visibility	2	2.5%
8.	Other	<u>6</u>	7.4%
	Total	81	100.0%

	2000 Route 66 State Park Visitor Survey
Appendix F. List of Responses for Safe	oty Concorns (O 8)
Appendix F. List of Responses for Sar	ety Concerns (Q 8)

Responses to Question #8

If you did not rate this park as excellent on being safe ($Question\ 7$, letter h.), what influenced your rating?

Don't know/no reason/no place is perfect and can always improve

- Appears to be safe and comfortable.
- Didn't see enough to really judge.
- Estimated influence.
- First visit here.
- Hard to be perfect.
- I don't think anywhere is excellent now.
- Lack of experience in the park (only here for less than 20 minutes).
- Never rate anybody excellent.
- Not enough information to know.
- Only been here once.

Lack of staff/park rangers patrolling

- Did not see any staff or park ranger.
- Feel isolated at times -- would like to see more patrolling. Single females feel awkward alone.
- Never saw any ranger.
- Remote areas not patrolled. Potential problem.
- Saw no park rangers.
- Security -- not much visible patrol by staff. I'm female and would like way to contact staff for help if needed.
- The lack of park rangers or security.
- When walking alone, I am leery of cars passing by. More park ranger vehicles needed.

Remote/isolated areas in the park

- Alone woman could be assaulted with the possibility of no one hearing or seeing.
- Feel isolated at times -- would like to see more patrolling. Single females feel awkward alone.
- Remote areas not patrolled. Potential problem.
- Security -- not much visible patrol by staff. I'm female and would like way to contact staff for help if needed.
- Some trails are way off path. Need more restrooms.
- Very isolated areas.

Dangerous trail conditions

- Roads for bicycling need to have better surface and more of them.
- Rocks and tree parts in the road, potentially unsafe for bikes.
- Smooth out rock on trails -- dangerous spots.
- Thick gravel sometimes impedes bike travel.
- Too much gravel on roads.

Pedestrians, bicyclists, and cars sharing park roads

- Car allowed on road with bicycles.
- Cars and bicycles on the same road.
- Cars driving around where bikers and hikers are.
- People riding bikes on vehicle drive through.
- Vehicle traffic through the center and west side of park.

Dangerous conditions along river banks

- Need some kind of barrier around some of the water spots.
- Some edges by river are a bit dangerous (no guard rails).

Need additional facilities/signage

- Better signage.
- Some trails are way off path. Need more restrooms.

Other

- Car and trucks parked under highway, sometimes with a man sitting or group of guys who appear to be drinking alcohol.
- Some trails end up on streets.
- Trail rules needed. Ride on the right or walk.

	2000 Route 66 State Park Visitor Survey
Appendix G. List of Responses for Addit	tional Comments (Q 27)

Responses to Question #27

Please write any additional comments about your park visit or suggestions on how the Missouri Department of Natural Resources can make your experience at Route 66 State Park a better one.

Need additional facilities, services, and/or trails

- A nice old-fashioned café would be a nice addition to the park that has burgers, milkshakes, etc.
- A playground and more restrooms on back side would be great.
- Could use more picnic areas.
- Have some trash cans available. Water fountains.
- I feel more picnic tables would benefit the park greatly.
- I would like more non-paved bike trails.
- Like to see more facilities, more picnic areas, maybe a playground, a paved trail off-road for rollerblading, etc., would be awesome.
- Longer bike trails.
- Longer trails. Bathroom facilities.
- Maps with detailed mileage if the trails. I would like to know the mileage I am walking. Overall, I think this place is great -- I love the deer and flowers.
- More johnnies are needed -- also wash units. Need more one-way signs along the road, people ignore the present ones.
- More water facilities.
- Need to put out trash cans next to picnic tables.
- Need trash can by picnic area. No parking under Hwy 44. Increase visibility of park employees monitoring trails -- maybe once/hour drive through. Increase paved trail end roads to connect to existing ones.
- Playground by picnic area and some camping areas.
- Please get more benches/tables near the parking lot in front of park.
- The more bicycle trails (lengthwise) the better.
- Very nice park. Come here every day a to walk for exercise. Love seeing all the wildlife. Provide more trash containers, I pick up trash about 2 times a week as I walk and take it home to dispose of.
- We all refer to this park as the "deer park" for obvious reasons. A restroom at the main parking lot would be real nice. Wonderful place to bring the kids. I am confident that as funding is made available that improvements such as additional rest areas along the trails will be made.
- We enjoy biking here in cool weather. Would enjoy some type of café restaurant. Weekend refreshments. Put box with maps on outside door of office, especially when it's closed
- We missed drinking fountains. The park needs accessible drinking water.
- What are the possibilities of providing a campground?
- Wish it was bigger for more bike trails.
- Would like to see access to water, i.e. water fountain or machine that sells bottled water.
- Would like to see water fountains, bathrooms, park needs river access with two or three beaches, boat ramp.

General positive comments

- Don't go commercial! Keep it natural and pristine. Keep up the good work.
- Good park for bicycling.
- Great for walking.
- I am thrilled to have equestrian trails close to home. Can't wait to bring my horse to ride!
- I like this park because there is not a lot of signs and other "human involvement". It is very natural.
- I really enjoyed the visit. I'd never been here before and I found it informative and fun.
- I think the experience was wonderful and we will be back for some more.
- I'm glad it's here.
- It's all great. Need more Route 66 signage along the old roadway.
- Lived here at one time. Can't find home site. Good park, however. We need more of them.
- Love the deer and other wildlife.
- Love the deer!
- Love the traffic-free biking and interaction with animals in wild. Beautiful and well-maintained roads.
- Love the wildlife, especially the deer.
- Maps with detailed mileage if the trails. I would like to know the mileage I am walking. Overall, I think this place is great -- I love the deer and flowers.
- Thanks for excellent horse and bike trails.
- Very good.
- Very nice park. Come here every day a to walk for exercise. Love seeing all the wildlife. Provide more trash containers, I pick up trash about 2 times a week as I walk and take it home to dispose of.
- We all refer to this park as the "deer park" for obvious reasons. A restroom at the main parking lot would be real nice. Wonderful place to bring the kids. I am confident that as funding is made available that improvements such as additional rest areas along the trails will be made.
- We enjoy biking here in cool weather. Would enjoy some type of café restaurant. Weekend refreshments. Put box with maps on outside door of office, especially when it's closed.
- We have traveled all and consider Missouri State Parks some of the finest in country.
- Wonderful park. I got my kicks.
- Wonderful place.
- Wonderful.

Comments regarding question 18

- Free.
- Free.
- I have already paid through taxes. It's existence depended on that.
- One tenth cent parks and soils tax.
- Parks are free.
- Should be free.
- Tax-paid, free.

- The park is paid for by taxes -- there should not be any additional revenue charged for enjoying the park.
- Yearly fee as well for frequent visitors.

Keep Route 66 State Park as natural as possible

- Don't "dress" it up too much. It is really naturally nice.
- Don't go commercial! Keep it natural and pristine. Keep up the good work.
- I like the idea of no trash cans -- not only does it save money but it seems cleaner.
- I like this park because there is not a lot of signs and other "human involvement". It is very natural.
- Keep park in a natural state, seeing the deer is a big attraction.
- Keep park in natural state. Do not need ballfields or other structures added.
- Keep Rte. 66 park as rough as it is now. No additional upgrades or improvements.

Need additional/improved signage

- It would be nice to have street signs where the streets used to be. But overall, we enjoyed being able to visit.
- It's all great. Need more Route 66 signage along the old roadway.
- More johnnies are needed also wash units. Need more one way signs along the road, people ignore the present ones.
- Need mileage signs for walking.
- Recommend trail markers with names and distances.

Better maintenance/upkeep

- Cut more grass more often.
- More parks. More upgrading of infrastructure. More security. More litter control. Less development near park entrances.
- The tires along the river bank were a sad sight. Otherwise, this is a lovely place.

Increase law enforcement patrol/park staff visibility

- More parks. More upgrading of infrastructure. More security. More litter control. Less development near park entrances.
- Need trash can by picnic area. No parking under Hwy 44. Increase visibility of park employees monitoring trails -- maybe once/hour drive through. Increase paved trail end roads to connect to existing ones.

Other

- Bug control.
- Don't like horse droppings in the road.
- More parks. More upgrading of infrastructure. More security. More litter control. Less development near park entrances.
- Mosquito control.
- Need to have more former residents to contribute photos, etc., to show how nice it was to live here.
- Need trash can by picnic area. No parking under Hwy 44. Increase visibility of park employees monitoring trails -- maybe once/hour drive through. Increase paved trail end roads to connect to existing ones.