

*Outdoor Recreation in Oregon:
The Changing Face of the Future*

January 2008

Chapter Four
An Increasingly Diverse Oregon
Population



Prepared by the Oregon Parks and Recreation Department

Issue Introduction: An Increasingly Diverse Oregon Population

The face of Oregon is changing. According to the Portland State University Population Research Center’s Barry Edmonston, “Oregon is becoming more diverse.” Census data shows that Oregon’s minority populations are growing at a rate well above total statewide population growth. People of Hispanic and Asian-American origins are among the fastest growing population groups in Oregon.

Table 27 includes Oregon’s historic and projected populations grouped by major ethnic category through the year 2020⁵⁷. Oregon’s Hispanic population is currently the largest minority population in the state and will continue in this position in the upcoming years. From 2000 to 2020, Oregon’s Hispanic population will double to 551,314, an increase from 8% to 13.1% of the state’s population. Asian-Pacific Islander population will increase 77% to 252,750. A similar, but slower growth pattern is projected with Oregon’s African-American population — the third largest minority population in the state.

Table 27: Oregon population projections: Hispanic, Asian-Pacific Islander, African-American, and total statewide¹

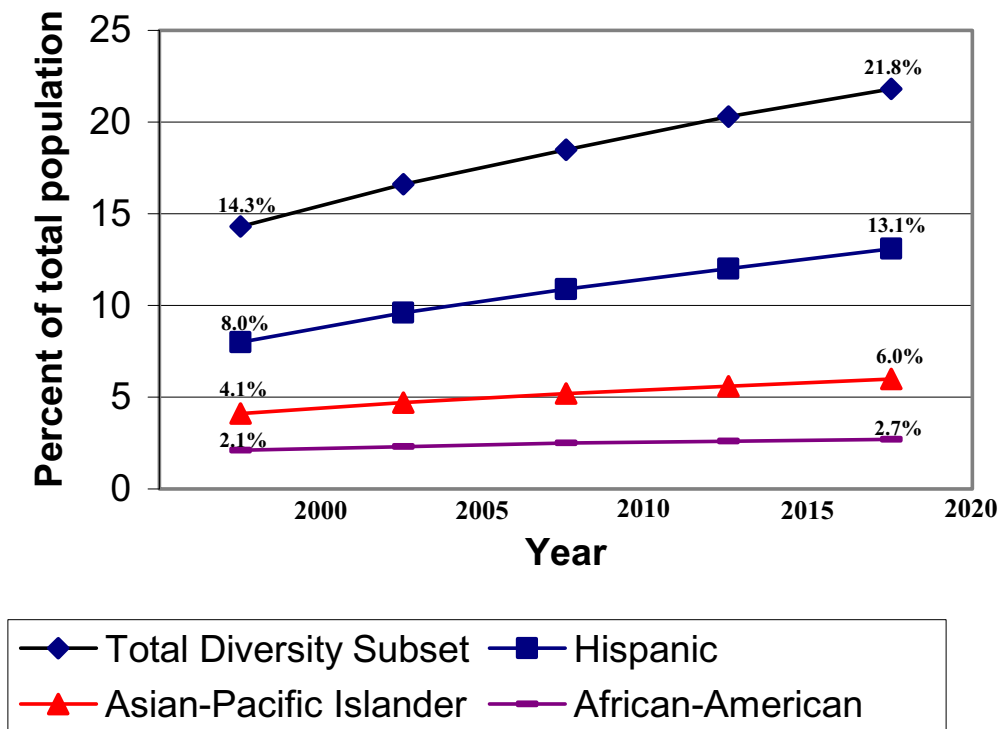
Year	Hispanic		Asian - Pacific Islander		African - American		Subtotal		Oregon Population
	Total	% of Oregon Total Pop	Total	% of Oregon Total Pop	Total	% of Oregon Total Pop	Total	% of Oregon Total Pop	Total
2000	275,314	8.0%	142,564	4.1%	72,204	2.1%	490,082	14.3%	3,436,750
2005	348,425	9.6%	171,708	4.7%	83,534	2.3%	603,666	16.6%	3,631,440
2010	416,192	10.9%	198,722	5.2%	94,036	2.5%	708,950	18.5%	3,826,130
2015	483,959	12.0%	225,736	5.6%	104,537	2.6%	814,232	20.3%	4,020,820
2020	551,726	13.1%	252,750	6.0%	115,039	2.7%	919,515	21.8%	4,215,510



The trend lines shown in Figure 33 reinforce Barry Edmonston’s assertion that Oregon is becoming more diverse. Combined, these ethnic populations are projected to make up over 1 in 5 Oregonians in the year 2020.

⁵⁷ Although there are other minority populations in Oregon, the SCORP planning budget limitations led to a decision to focus efforts on the three fastest growing populations in the state — the Hispanic, Asian-Pacific Islander, and African-American populations. In this chapter, the term “diversity” will be used to describe these three populations. The term “under-represented population” will be used to describe when these diversity populations are participating in outdoor recreation activities and programs at lower levels than the overall Oregon population.

Figure 33: Percent of total Oregon Population, Hispanic, Asian-Pacific Islander, African-American



Park and recreation professionals have long responded to demographic diversity by providing a range of services and facilities that cater to different recreation styles. Despite these efforts, minorities are less likely than whites to participate in outdoor recreation in the U.S.⁵⁸, and this limits the benefits both to the minority population and to the natural areas where outdoor recreation occurs. Minorities forego the health, social, and other benefits of outdoor recreation.

As stated in the 1997 U.S. National Park Service Strategic Plan, the low participation of minorities "is an important cultural and social issue...and many parks do not attract and offer park experiences meaningful to visitors from varied ethnic backgrounds, or have not yet made their park values relevant

⁵⁸ Cordell, H.K., C. Betz, and G.T. Green. (2002). Recreation and the environment as cultural dimensions in contemporary American society. *Leisure Sciences*, 24, 13-41.

to them⁵⁹." Similarly, Driver et al.⁶⁰ observe that "if public land managers are to be responsive to the changing needs and values of an increasingly multicultural citizenry in management planning, they must work toward a fuller understanding of those needs and values."

This population trend and context raises a key question: How can Oregon's recreation providers prepare to help an increasingly diverse population have satisfying outdoor recreational experiences? As Oregon's population continues to change, it is critical to

⁵⁹ Noted in Floyd, M. 1999. Race, ethnicity and use of the National Park System. *National Park Service Social Science Research Review*, 1(2), 1-24.

⁶⁰ Driver, B.L., D. Dustin, T. Baltic, G. Elsner, and G. Peterson. 1996. Nature and the human spirit: Overview. In B.L. Driver, D. Dustin, T. Baltic, G. Elsner, and G. Peterson (eds.), *Nature and the human spirit: Toward an expanded land management ethic*. State College, PA: Venture.

understand how different ethnic groups participate in outdoor recreation activities, and the constraints that limit their participation. The intent of this SCORP chapter is to begin the process of answering these critical questions.

Outdoor Recreation Participation and Under-represented Populations

Various explanations for low minority participation in outdoor recreation have been proposed, with marginality and ethnicity being common explanations. The central tenet of marginality is that low levels of non-white participation are caused by lack of socioeconomic resources. Lower income hinders the ability of non-whites to participate given the costs involved in visiting parks, as well as the related issue of lack of transport. The ethnicity (subcultural) hypothesis explains differing participation rates as a result of differing norms, value systems, and socialization practices. These differences may involve preferences for recreational experiences and style of park use in terms of location, social group, activity, desired facilities, and so on.

Research suggests several themes associated with variation in recreation and park use. These include:

- Minorities may prefer different physical settings than whites, including traditional park landscapes, urban proximate locations, and areas that allow for extended and multiple family gatherings. These preferences may be due to a combination of economic (e.g., transport) and cultural reasons.
- Many members of minority groups regard some outdoor recreation activities as culturally irrelevant and may have little interest in them.
- Minorities may prefer different social settings, including a greater emphasis on

socializing than solitude, and park staff and information content that more fully reflect the minority population (i.e., that is not dominated by white employees).

- Minorities may perceive discrimination and, in general, feel less safe and comfortable than whites in outdoor recreation/park settings.
- Information about outdoor recreation and park opportunities may be less accessible to minorities than to whites in terms of content and distribution channels.
- Minorities may have had less socialization and exposure to outdoor recreation/parks, a self-reinforcing cycle. This may reflect the absence of parental or other role models and support for engaging in outdoor recreation.

Physical Activity and Minority Populations

In the U.S., the health status of racial and ethnic minorities lags far behind that of non-minority populations. As a result, the burden of many chronic diseases and conditions — especially high blood pressure, diabetes and cancer — varies widely by race and ethnicity. As mentioned in the aging chapter, lack of physical activity is an important contributor to many of the most important chronic diseases facing Oregonians including heart disease, diabetes, colon cancer, and high blood pressure.

During the period from 2004-2005, 59% of Oregon's White, Non-Latino population were meeting the CDC physical activity guidelines of moderate intensity physical activities for at least 30 minutes on five or more days a week (Table 28). However, at that time only 42% of Oregon's Hispanic population was meeting these physical activity guidelines (a statistically significant difference in comparison to the White, Non-Latino population rate). Almost 1 in 4 (23%) of Hispanic adults in Oregon were reporting no physical activity during their leisure time activities.

Table 28: Extent of Physical Activity Among Oregon Adults, by Race/Ethnicity and Gender, 2004-2005

	Meets CDC Physical Activity Recommendations	No Leisure Time Activity
White, Non-Latino	59.0	7.5
African-American	63.9	12.1
Asian/Pacific Islander	54.6	8.6
Latino	42.1**	22.7
** Statistically significant difference compared to White, Non-Latino		

Approximately 31% of Oregon’s adult Hispanics are identified as being obese (Table 29). Another minority population with higher levels of obesity in Oregon is African-American females, with 41% reported as obese. Recreation providers serving the needs of the Hispanic and African-American communities should consider targeting these two populations when developing strategies related to increasing physical activity within their service areas.

Table 29: Percent of Oregon Adults who are Overweight or Obese, by Race/Ethnicity and Gender, 2004-2005

	Overweight			Obese		
	Male	Female	Total	Male	Female	Total
White, Non-Latino	43.6	28.4	35.5	23.7	24.8	24.2
African-American	39.7	35.8	40.0	17.5	40.8	28.7
Asian/Pacific Islander	35.4	21.3	28.1	21.4	10.3	14.7**
Latino	42.6	31.0	38.6	28.7	31.7	30.9**
** Statistically significant difference compared to White, Non-Latino						

Research Project: A Growing Minority Population and Outdoor Recreation in Oregon

Project introduction

In preparation for this planning chapter, OPRD contracted with Oregon State University to conduct a statewide survey of Oregon’s Hispanic and Asian populations (conducted by Kreg Lindberg of Oregon State University) and a separate study designed to explore the opinions and thoughts directly from under-represented populations in a series of focus group meetings (conducted by Robert Burns of West Virginia University, Alan Graefe of The Pennsylvania State University, and Libby Covelli of The Pennsylvania State University).

Statewide Survey of Oregon Hispanic and Asian Populations

The survey was conducted using a random sample of Oregon Hispanic and Asian households. Survey recipients were obtained from a commercially provided list of Hispanic and Asian households in Oregon. For all correspondence, persons in the Hispanic sample were sent versions in both English and Spanish (e.g., English and Spanish cover letters, English and Spanish surveys). Surveys were mailed to a 3,595 recipients. Adjusting for undeliverables, the response rates were 17% for Hispanics and 21% for Asians. In total, 522 completed surveys were received. However, 164 respondents did not classify themselves as Hispanics or Asians. These respondents were

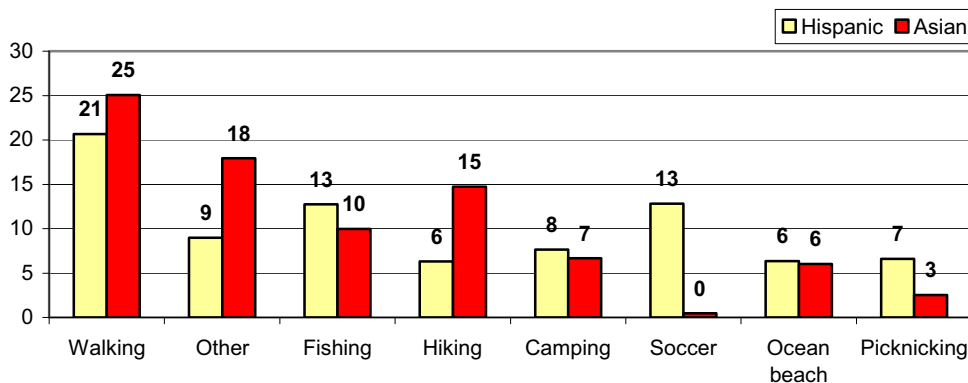
included in the “by group” analysis, but not in the other analyses⁶¹. The remaining 358 respondents were included in all analyses. Census data on gender and educational attainment were used to weight responses and reduce the potential for non-response bias. The sample almost exactly matched the statewide geographic distribution across Portland metro versus elsewhere in the state, so responses were not weighted by location. A brief phone survey of non-respondents was used to assess potential non-response bias; there was no indication of systematic bias.

Outdoor Recreation Participation

Respondents started by reporting their favorite outdoor recreation activity in an open-ended question format. Figure 34 shows the most popular activities, in percent of all respondents who reported at least one activity (sorted by the average of Hispanic and Asian percents).

Walking for pleasure was the most common favorite activity for both Hispanics and Asians, with fishing and soccer being the next most common for Hispanics and hiking and fishing the next most common for Asians.

Figure 34: What is your favorite activity? By group, percent



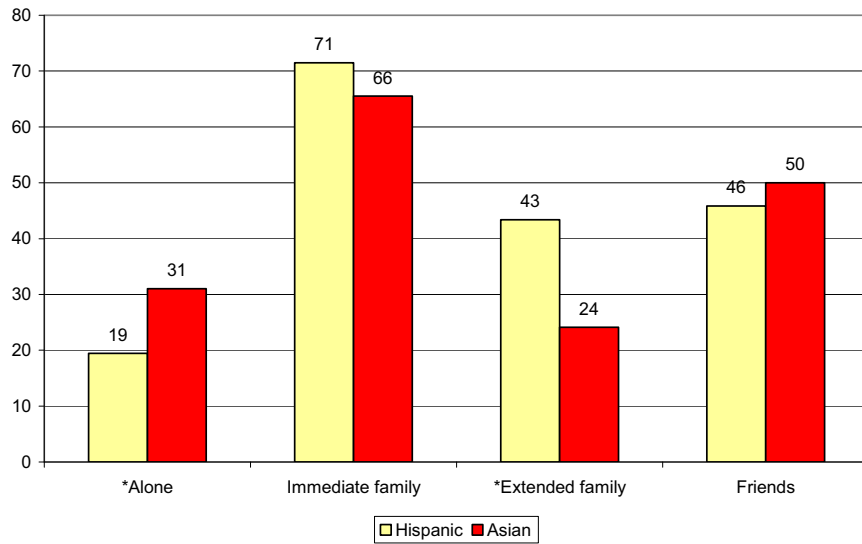
In addition to the mail survey sample described above, efforts were made to distribute surveys via churches and 4-H programs with high numbers of Hispanics. Due to the smaller sample size and the different sampling strategy, the results from these surveys are presented in Appendix B of the full survey report (see web link below). A full survey report is included on the OPRD SCORP planning web site at: http://egov.oregon.gov/OPRD/PLANS/docs/scorp/Diversity_Survey_Report.pdf. The following is a summary of key findings from the statewide survey of Hispanic and Asian households in Oregon.

Respondents next reported who they like to do this activity with and where they most often do the activity. Note that these “with whom” and “where” responses relate only to each respondent’s favorite activity, not to outdoor recreation activities in general.

For the “with whom” question, multiple responses were allowed, so the sum across categories (alone, immediate family, etc.) is greater than 100 (Figure 35). Hispanics were least likely to engage in the activity alone and most likely to engage with extended family. Seven percent also selected “Other,” with dogs and co-workers/business associates being the most common responses.

⁶¹ Responses for these 164 respondents are included in the full report, but not in the summary of group analysis findings in this chapter.

Figure 35: With whom do you do your favorite activity? By group, percent



As shown in Figure 36, respondents who had lived abroad differ from those who had not with respect to participation with extended family and with friends. The experience of living abroad does not necessarily mean respondents are immigrants, but decreased engagement with extended family would be expected for immigrants who have not moved to the United States with their extended family. Likewise, immigrants may have a smaller network of friends relative to respondents who have always lived in the country.

Figure 36: With whom do you do your favorite activity? By whether lived abroad, percent

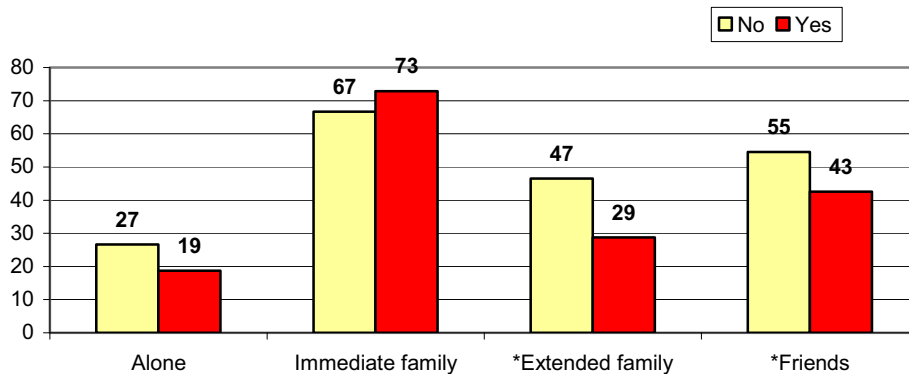
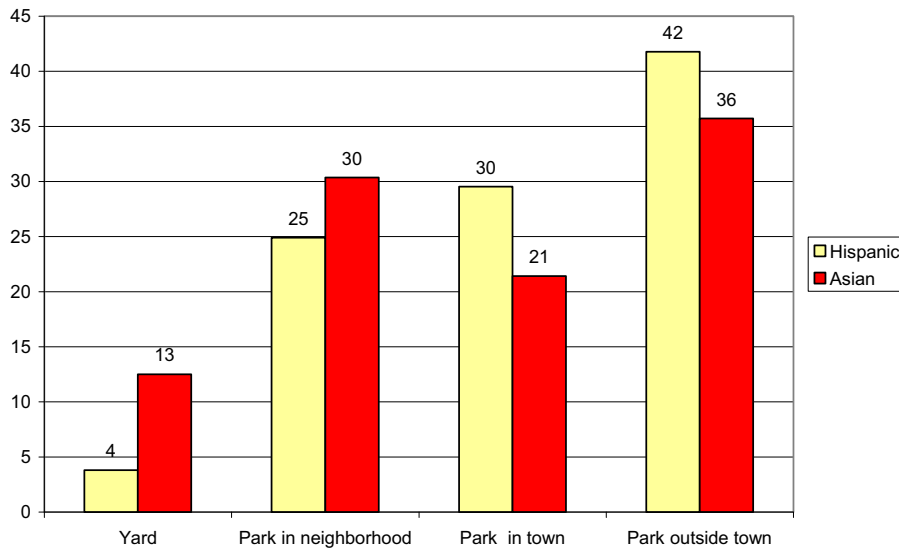


Figure 37 shows where respondents most often did their favorite activity, by group. The most common location for each group was a park or other area outside one's town or city. Males were more likely than females to engage in their favorite activity further from home.

Figure 37: Where do you do your favorite activity? By group, percent (SS)



As shown in Figure 38, older respondents generally were more likely to engage in their activities in their yard, and less likely to do so in parks outside town. Though the relationship between age and location is statistically significant, it is irregular.

Those who have lived abroad were more likely than others to engage in their favorite activity in neighborhood parks and less likely to have done so in parks located further away.

Figure 38: Where do you do your favorite activity? By age, percent (SS)

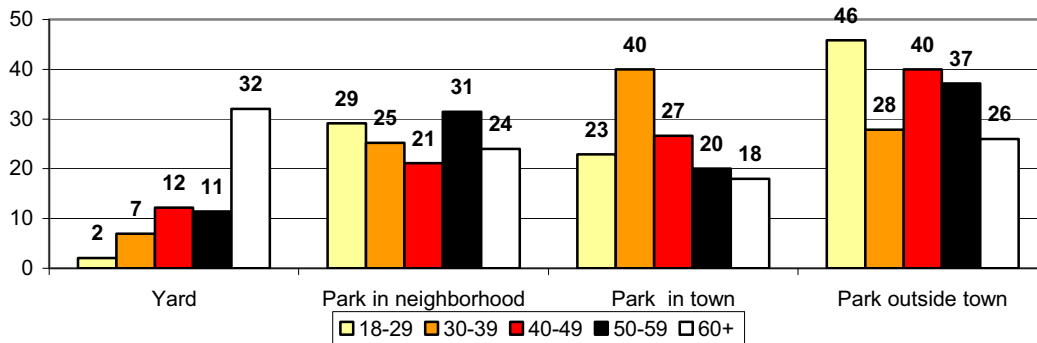
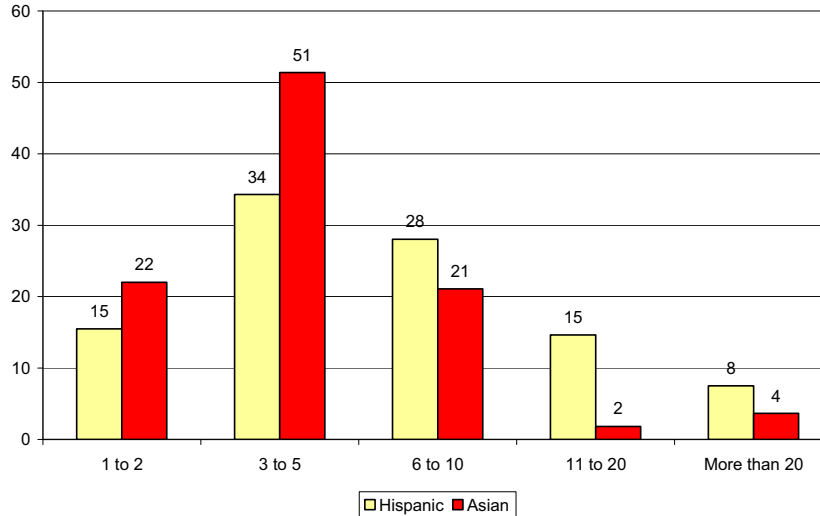


Figure 39 shows how “typical group size” varied across groups. Hispanics were more likely than Asians to be in large groups when visiting parks, though group sizes of five or fewer dominated for both groups.

Figure 39: Typical group size in parks by groups, percent



A key question in the survey was to examine if Oregon data supports the national findings that minorities engages in outdoor recreation less than the general population. To answer this question, respondents were asked how many days in the past year they engaged in a set of 26 specific outdoor recreation activities.

Table 30: Activity participation intensity by group, mean days

	Hispanic	Asian	Average	Parents	% Diff.
Walking for pleasure	60	61	60	63	-4
*Jogging or running for exercise	24	12	20	15	32
*Day hiking on trails	11	5	9	9	-1
*Picnicking and family gatherings	15	5	11	8	51
Relaxing, hanging out, etc.	23	15	20	25	-20
Bicycling on paved roads / paths	9	7	8	12	-32
Mountain biking	2	1	1	2	-45
Horseback riding	0	0	0	2	-86
OHV (4-wheelers, dirt bikes, quads)	3	4	3	4	-23
Camping (tents, cabins, or RVs)	3	2	3	6	-52
Hunting	3	1	2	4	-34
*Fishing	9	4	7	6	28
Motorized boating	3	1	2	3	-35
Floating / paddling (kayaking, rafting, etc.)	1	1	1	2	-67
Rock climbing / mountaineering	0	0	0	0	42
Ocean / freshwater beach	6	3	5	7	-33
Skiing / sledding / snowshoeing	1	1	1	1	-53
*Viewing natural features	21	9	17	26	-33
*Visiting a nature center	7	2	5	3	78
*Visiting historic sites	5	2	4	3	43
Outdoor photography, painting, etc.	3	1	3	6	-54
Nature study	1	0	1	3	-66
Gathering mushrooms, berries, etc.	4	2	3	4	-16
Driving for pleasure on roads	14	9	12	16	-21
Outdoor sports and games	21	13	18	12	55
Swimming in an outdoor pool	8	3	6	7	-11

Table 30 shows the average number of days (participation *intensity*) that respondents engaged in each of 26 activities in the past year, by group (full wording for each activity is presented in the survey in Appendix A of the full report). The table includes the Hispanic/Asian average and “parents” participation from the SCORP survey of parents and youth. The parents’ data are from a “family-intense” sample of the general population, but not all respondents in that survey (or the diversity survey) were parents. The parents’ data provide a useful reference point, but the samples may differ in characteristics beyond ethnicity.

There is large variability in participation within groups, so apparently large differences across groups are not always statistically significant (e.g., for relaxing/hanging out). Statistical differences relate to the Hispanic versus Asian results, not the parent results. For example, the statistical significance of Jogging/running indicates confidence that there were differences between Hispanics and Asians in the general population with respect to participation in this activity. Statistical differences between the diversity sample and the parents sample were not assessed because the two data sets are broadly, but not directly, comparable.

All activity-group combinations with averages of at least 20 days are bolded in red. Walking for pleasure was the most popular activity for each group. Asians did not engage in any other activity 20 days or more on average, whereas Hispanics engaged in several other activities at that level, including jogging or running for exercise; relaxing, hanging out; viewing natural features; and outdoor sports and games. For all the activities with statistically significant differences, Hispanics engaged more intensely than Asians in: jogging/running, day hiking, picnicking, fishing, viewing natural

features, visiting nature centers, and visiting historic sites.

Comparing the diversity average to the parent results, the last column shows differences in percentage terms, with parents as the base and percents 50 or greater bolded. Thus, the diversity average participation intensity for picnicking (11 days) was 51% higher than the parent average (8 days).⁶² Conversely, the diversity average for horseback riding was 86% lower. Overall, negative percents were more common than positive percents, indicating that the diversity sample tended to engage less intensely in outdoor activities. However, for several activities the diversity sample engaged more intensely than the parent sample.

Table 31 shows the percent of respondents who engaged in each activity (participation *rate*). For this table, participation rates of 60 percent or higher were bolded in red. Walking remains the “top” activity, with several additional activities having overall participation rates of 60 percent or higher.

In terms of statistically significant differences, Hispanics were more likely to participate in day hiking, picnicking, relaxing/hanging out, hunting, outdoor sports, and swimming in outdoor pools. Asians were more likely to participate in Off-Highway Vehicle (OHV) use and snow sports.

Turning to differences between the diversity sample and the parents sample, there were fewer differences of 50% or greater. In other words, there were more dramatic differences between the diversity and parent samples with respect to participation intensity than with respect to participation rates. However, the overall trend holds: parents were more likely to have higher (rather than lower) rates relative to the diversity sample

⁶² Table 30 shows rounded figures, but the percentages were calculated on actual figures (to 12 decimal points).

Table 31: Activity participation rate by group, percent

	Hispanic	Asian	Average	Parents	% Diff.
Walking for pleasure	77	80	78	74	6
Jogging or running for exercise	42	33	39	24	63
*Day hiking on trails	50	36	45	57	-21
*Picnicking and family gatherings	74	63	70	69	1
*Relaxing, hanging out, etc.	67	53	63	56	13
Bicycling on paved roads / paths	32	30	31	43	-26
Mountain biking	8	5	7	13	-44
Horseback riding	3	2	2	12	-80
*OHV (4-wheelers, dirt bikes, quads)	10	18	12	22	-44
Camping (tents, cabins, or RVs)	38	35	37	57	-35
*Hunting	17	5	13	18	-29
Fishing	31	30	31	41	-26
Motorized boating	16	10	14	27	-47
Floating / paddling (kayaking, rafting, etc.)	16	13	15	29	-49
Rock climbing / mountaineering	6	4	5	5	-6
Ocean / freshwater beach	56	52	55	67	-17
*Skiing / sledding / snowshoeing	15	24	18	29	-37
Viewing natural features	62	56	60	60	0
Visiting a nature center	51	47	50	53	-7
Visiting historic sites	47	44	46	53	-14
Outdoor photography, painting, etc.	16	21	18	23	-21
Nature study	7	10	8	12	-35
Gathering mushrooms, berries, etc.	27	29	27	36	-24
Driving for pleasure on roads	45	48	46	52	-10
*Outdoor sports and games	49	38	45	40	12
*Swimming in an outdoor pool	31	20	28	37	-26

Table 32 shows participation as measured by overall days and number. Days were the sum of days across all activities for each respondent. Number was the count of all activities that each respondent participated in for at least one day during the past year. Overall, Hispanics spent significantly more days engaged in outdoor activities than did Asians. Parents spent more days than either diversity group, though the difference between parents and Hispanics was not large in percentage terms. Parents engaged in more activities than either Hispanics or Asians.

Table 32: Activity participation by group, overall days and number of activities

	Hispanic	Asian	Average	Parents
*Days	252	163	222	264
Number	9	8	9	12

In summary, the comparison between the diversity and parents samples is limited by potential differences in factors other than ethnicity. This was not a direct comparison between Hispanics, Asians, and the general population. Given this caveat, results did suggest that the diversity sample engaged in outdoor recreation less than the general population. With respect to days of participation (intensity), this was especially true for Asians. With respect to number of activities,

this was true for both Hispanics and Asians. As one would expect, there were differences across individual activities. For example, Table 28 shows that differences across groups for the most popular activity (walking) were modest, but Hispanics engaged in outdoor sports more intensively than either Asians or parents, while parents engaged in horseback riding more intensively than either Hispanics or Asians.

When asked whether there was any activity they would like to start doing or to do more often, 61% of respondents said yes. Those saying yes then indicated the activity of interest and what would help them engage in the activity. Figure 40 presents percentages for all respondents that reported an activity. Differences across groups are apparent, with camping being most popular for Hispanics and walking for pleasure and “other” most popular for Asians. The other category included various activities, such as gardening, sightseeing, and unspecified sports or games. Camping includes tent and RV/trailer camping. Biking includes road biking and mountain biking.

Figure 40: Would like to do this activity more often, percent

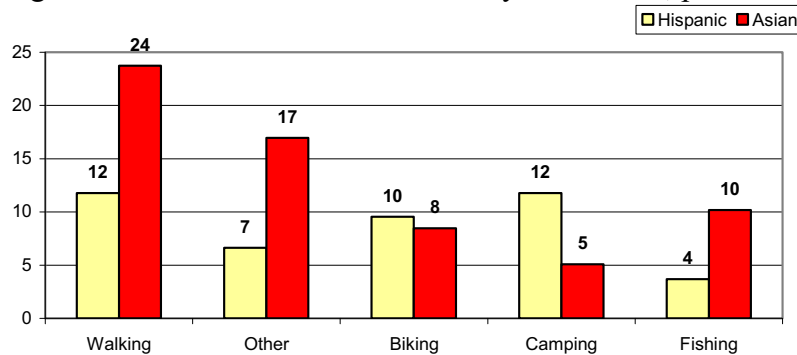
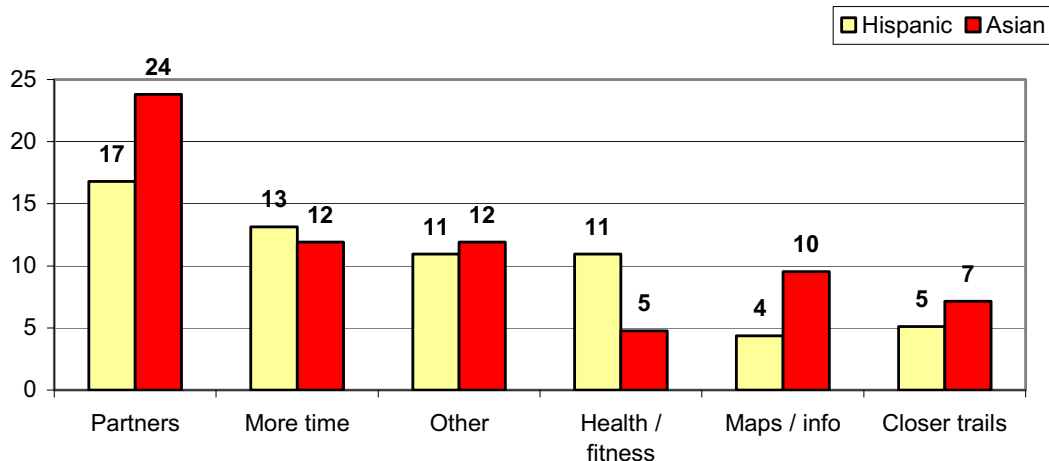


Figure 41 shows what would help, with percentages of all those who noted a specific “help” factor. Someone to do the activity with would be the most important facilitator for both Hispanic and Asians, though it is particularly important for the latter group.

Asians were more likely than Hispanics to be helped by additional information, whereas Hispanics more commonly noted health or fitness (e.g., improved health). The “other” category for this question reflected very diverse and individual-specific responses.

Figure 41: Would help to do activity more often, percent



Respondents reported whether they had lived in a country other than the United States and, if so, the specific country. They then indicated whether they engaged in outdoor recreation in that country and, if so, what their favorite activity was. The majority (69%) have lived in another country. Amongst Hispanic respondents that have lived in another country, the majority (84%) lived in Mexico. Amongst Asians, the plurality (23%) lived in Japan, followed by Vietnam (16%) and China, including Hong Kong (15%). Eighty-one percent of those having lived in another country engaged in outdoor recreation in that country. The most popular activity was walking (13% of those listing an activity), followed by day hiking, soccer, outdoor court games, and going to the beach.



Recreation Motivations

Respondents were asked to rank the importance of each of 17 motivations or reasons for engaging in outdoor activities. A scale of 1=not all important to 5=very important was used. Figure 42 shows ratings of 4 or 5, with items sorted in decreasing importance. Several motivations grouped with the highest ratings, including being in the outdoors, having fun, relaxing, reducing tension, and being with family and friends.

Summary of Key Findings: Hispanic and Asian Outdoor Recreation Participation in Oregon

1. Walking for pleasure was the most common favorite activity for both Hispanics and Asians, with fishing and soccer being the next most common for Hispanics and hiking and fishing the next most common for Asians.
2. Both Hispanic and Asian respondents most commonly did their favorite activity with members of their immediate family. Asians were more likely than Hispanics to do activities alone, as were older respondents relative to younger respondents.
3. The most common location for Hispanic and Asian respondents to do their favorite activity was in a park or other area outside one's town or city. Males were more likely than females to have engaged in their favorite activity further from home.
4. Survey results suggest that both the Hispanic and Asian populations in Oregon engaged in outdoor recreation less than the general population. With respect to days of participation (intensity), this is especially true for Asians. With respect to number of activities, this was true for both Hispanics and Asians.
5. Walking for pleasure was also the activity respondents spent the most days engaged in during the past year. Hispanics engaged more intensely than Asians in jogging/running, day hiking, picnicking, fishing, viewing natural features, visiting nature centers, and visiting historic sites.
6. The most common activities respondents would like to do more often, or start doing were walking for Asians and walking and camping for Hispanics. The factor that would most help make this happen was availability of partners, followed by more time.
7. Most of the Hispanic and Asian respondents have lived in another country and engaged in outdoor recreation in that country. The specific activities varied widely, with walking being the most common, followed by day hiking.

Figure 42: Motivations, percent of 4 or 5 ratings on 5-point scale (5 = very important)

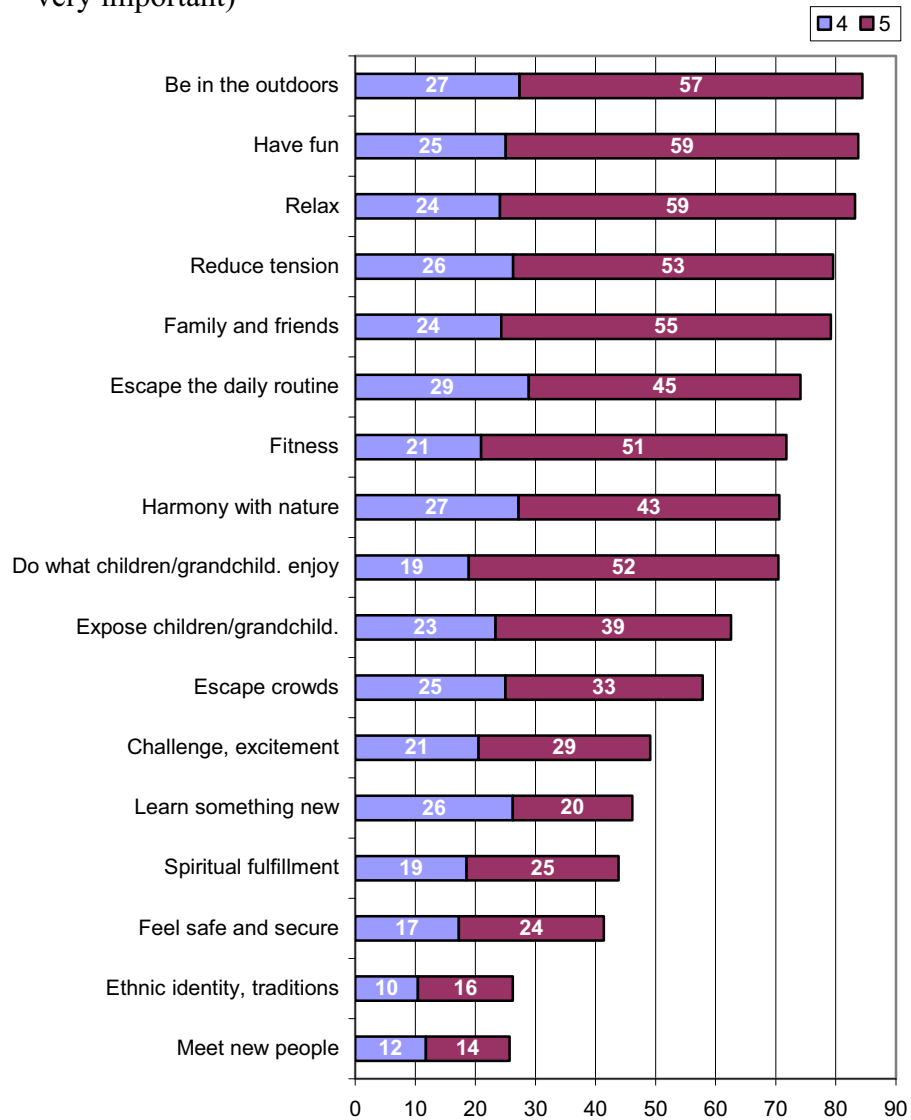


Table 33 showed results by group including mean ratings from the same 1 to 5 scale. Highest ranking motivations for Hispanic respondents include being in the outdoors, relaxing, and having fun. For Asian respondents top motivations were relaxing, fitness, and having fun.

Table 33: Recreation motivations, by group, mean rating

Motivation / reason	Hispanic	Asian
Relax	4.5	4.3
Fitness	4.1	4.1
Challenge, excitement	3.5	3.4
Have fun	4.5	4.1
Meet new people	2.6	2.3
Family and friends	4.3	4.0
Activity children, grandchildren enjoy	4.1	3.4
Maintain ethnic identity, traditions	2.4	2.0
Learn something new	3.3	3.0
Expose children, grandchildren to something new	3.8	3.1
Escape the daily routine	4.3	3.6
Escape crowded situations	3.8	3.4
Be in the outdoors	4.6	4.0
Harmony with nature	4.2	3.7
Spiritual fulfillment	3.2	3.0
Feel safe and secure	3.2	2.9
Reduce tension	4.4	3.8
Average across all motivations	3.8	3.4

There were a few differences in motivations for those that have lived abroad relative to those who have not. Those having lived abroad placed less importance on challenge and having fun. Conversely, they placed more importance on maintaining ethnic identity and traditions.

This motivational information should be considered when developing marketing strategies to encourage outdoor recreation among under-represented populations in the coming years.

Summary of Key Findings: Outdoor Recreation Motivations

1. For the Hispanic population, being in the outdoors, relaxing and having fun were the most important motivators.
2. For the Asian population, relaxing, fitness, and having fun were the top motivators.

Management Actions for Increasing Outdoor Recreation Participation

Respondents rated 13 potential agency actions with respect to the effect on their participation in outdoor recreation. A three-point scale was used, with 1=no effect, 2=lead to a small increase, and 3=lead to a large increase. Figure 43 shows percentages of responses 2 and 3. Provision of clean and well-maintained parks and facilities were clearly the most important actions. This was similar to results from the survey of Baby Boomers and Pre-Boomers. The importance of expanding facilities is consistent with the literature on minority recreation preferences. It was not a high priority for parks to have more staff members from minority ethnic groups or to provide programs tailored to specific ethnic groups.

Figure 43: Effects of management actions on recreation participation, percent of 2 or 3 ratings on a 3-point scale (3=large increase)

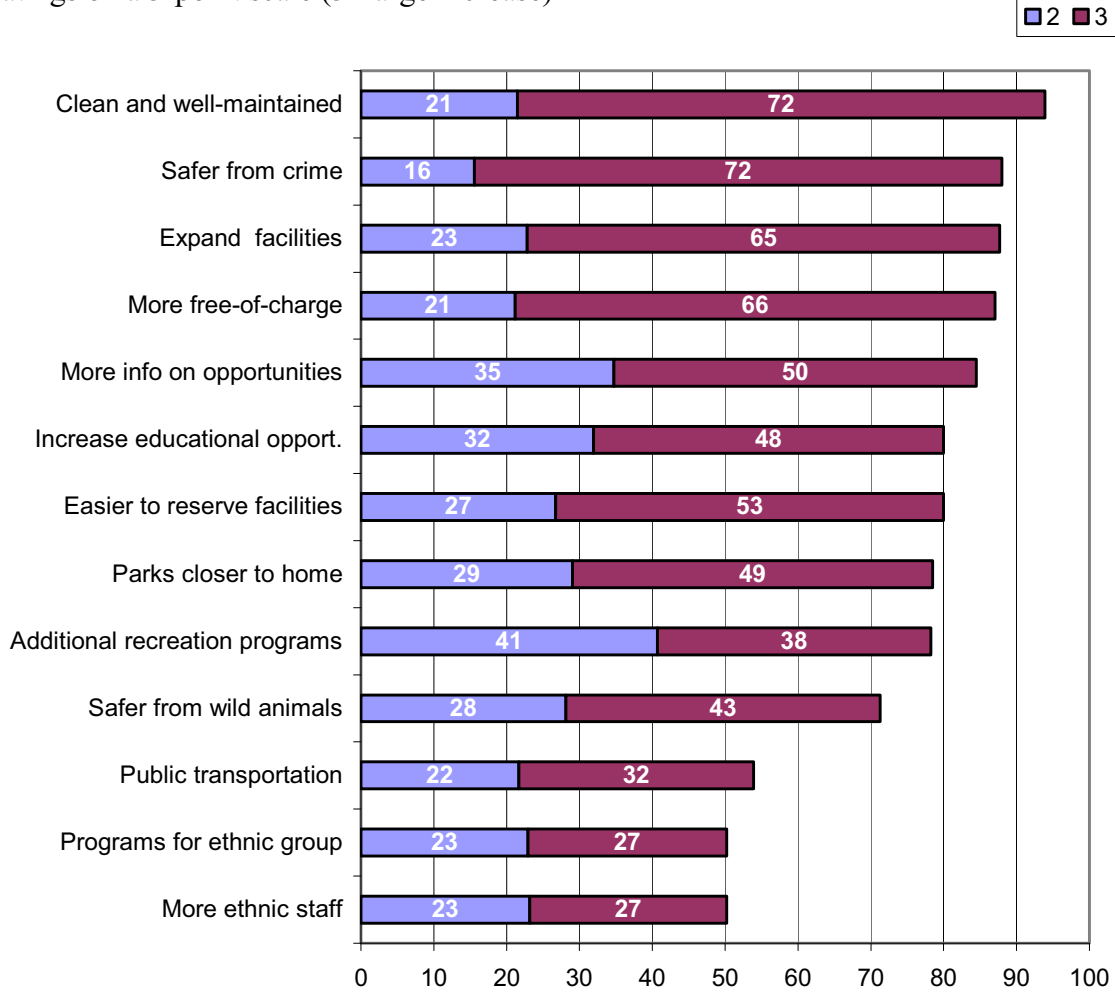


Table 43 includes means for each group, by action item. For Hispanic respondents provision of clean and well-maintained parks and facilities was the most important action, followed by providing more free-of-charge recreation opportunities, making parks safer from crime, providing more information on parks and recreation opportunities, and expanding park facilities such as picnic tables, barbeques, pavilions, restrooms, restaurants, and lodging.

For Asian respondents provision of clean and well-maintained parks and facilities was also the most important action, followed by making parks safer from crime, providing more free-of-charge recreation opportunities, expanding park facilities, and developing parks closer to your home.

Table 34: Effect of management actions on recreation participation by group, mean ratings using a 3-point scale with 1=no effect, 2= small increase, and 3= large increase

Action	Hispanic	Asian
Develop parks closer to your home	2.4	2.2
Provide more information on parks / recreation opportunities	2.5	2.0
Provide public transportation to parks	1.9	1.5
Make parks safer from crime	2.6	2.4
Make parks safer from wild animals	2.1	1.9
Develop additional recreation programs	2.3	1.9
Expand park facilities (picnic tables, barbeques, etc.)	2.5	2.2
Provide clean and well-maintained parks and facilities	2.7	2.5
Make it easier to reserve facilities (soccer fields, picnic areas, etc.)	2.4	1.9
Provide more free-of-charge recreation opportunities	2.6	2.3
Increase educational opportunities in parks	2.3	1.8
Employ more park staff from your ethnic group	1.8	1.5
Develop programs specifically for people in your ethnic group	1.8	1.4
Average across all actions	2.3	2.0

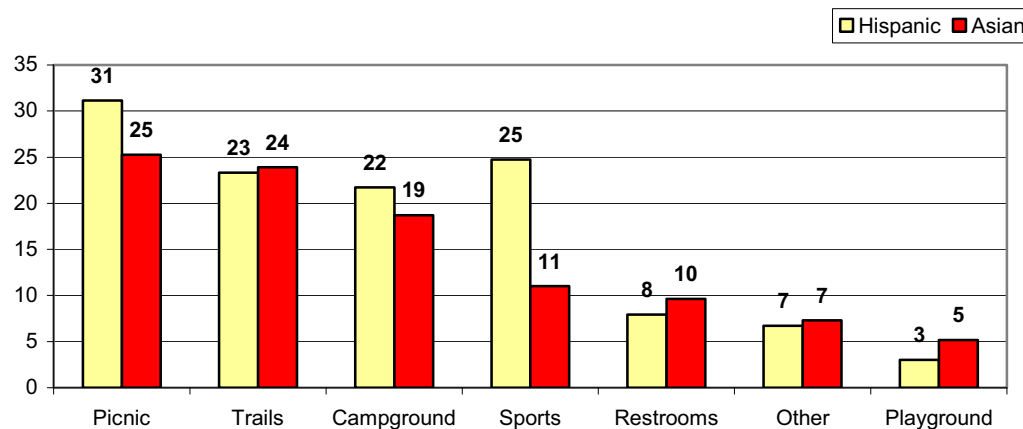
Results by residence are shown in Table 35. They suggest that crime was a more important issue in the Portland Metro area (PDX) than elsewhere in the state. To a lesser degree, maintenance was as well. The ethnic composition of park staff also would have a larger impact in the Portland Metro region.

Table 35: Effect of management actions on recreation participation by residence, mean, ratings using a 3-point scale (1=no effect, 2= small increase, and 3= large increase)

Action	Elsewhere	PDX
Develop parks closer to your home	2.1	2.3
Provide more information on parks / recreation opportunities	2.2	2.4
Provide public transportation to parks	1.8	1.9
*Make parks safer from crime	2.4	2.7
Make parks safer from wild animals	2.1	2.1
Develop additional recreation programs	2.1	2.2
Expand park facilities (picnic tables, barbeques, etc.)	2.4	2.6
*Provide clean and well-maintained parks and facilities	2.6	2.7
Make it easier to reserve facilities (soccer fields, picnic areas, etc.)	2.2	2.4
Provide more free-of-charge recreation opportunities	2.5	2.5
Increase educational opportunities in parks	2.3	2.3
*Employ more park staff from your ethnic group	1.6	1.8
Develop programs specifically for people in your ethnic group	1.6	1.8
Average across all actions	2.1	2.3

Respondents were asked in an open-ended format, what types of facilities they would like to see developed in parks. Additional picnic areas were most desired, followed by trails and campgrounds (Figure 44). The “sports fields” category was noticeably more popular for Hispanics than for Asians, but otherwise the differences are modest. The “trails” category included hiking trails and unspecified trails. In addition, some respondents noted biking and horse trails. The “restrooms” category included some specific suggestions, such as restrooms at trailheads and restrooms with showers. The “other” category included various facilities. Some respondents encouraged more development, others encouraged less development (of campgrounds or parks generally).

Figure 44: Desired facilities, percent of all respondents in group



Half of the respondents (50%) reported other things park agencies could do to facilitate participation in outdoor activities. Responses were very diverse, with the most common being increased security (noted by 14% of those responding to this question). This was followed by additional information (6%). Other suggestions included more sports fields, cleaner parks, more parks, increased staffing (including staff speaking Spanish), more facilities, larger campgrounds, and more campgrounds that do not require reservations.

Summary of Key Findings: Management Actions to Increase Outdoor Recreation Participation

1. Ensuring clean and well-maintained parks and facilities was the most important management action followed by keeping parks safe from crime, providing more free-of-charge recreation opportunities and expanded facilities.
2. Keeping parks safer from crime was a more important issue in the Portland Metro area than in the rest of the state.
3. The most commonly recommended facilities for development in parks were picnic tables, followed by trails and campgrounds. There were some differences across groups, with Hispanics being more likely than Asians to suggest additional sports fields.

Recreation Information

Respondents reported in an open-ended format what information would be most useful and, how that information should be provided. Figure 45 shows the information desired by respondents, with information on activities and facilities being the most popular. That type of information was particularly important for Asians, whereas location information was relatively important for Hispanics. The “other” category included diverse types of information, such as opening hours, rules and regulations (including how to keep parks clean and whether dogs allowed), trail conditions, transport options, weather information, and safety information (especially relating to children). Reservation information included facility

availability (e.g., whether campsites are full). Only two percent of Hispanic respondents specifically requested information in Spanish. However, keep in mind that a much larger percentage of the Hispanic respondents completed the survey in Spanish rather than in English, presumably reflecting stronger ability in that language.

Figure 46 shows suggested information outlets, with web/internet, newspaper, and TV being the most popular. The “other” category included outlets such as direct mail, libraries, grocery stores, etc. There are differences across the two groups, with Asians more clearly favoring the web. Suggestions by Hispanics were more evenly spread, and they were much more likely than Asians to suggest radio and magazines.

Figure 45: Type of information desired, percent of all respondents in group

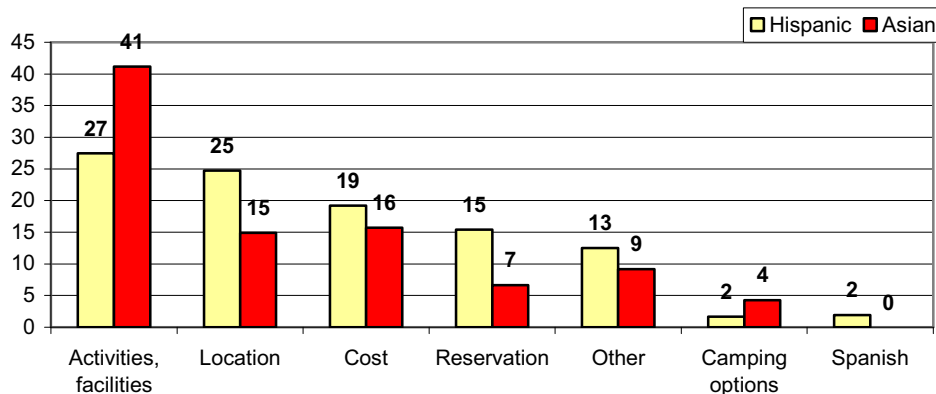
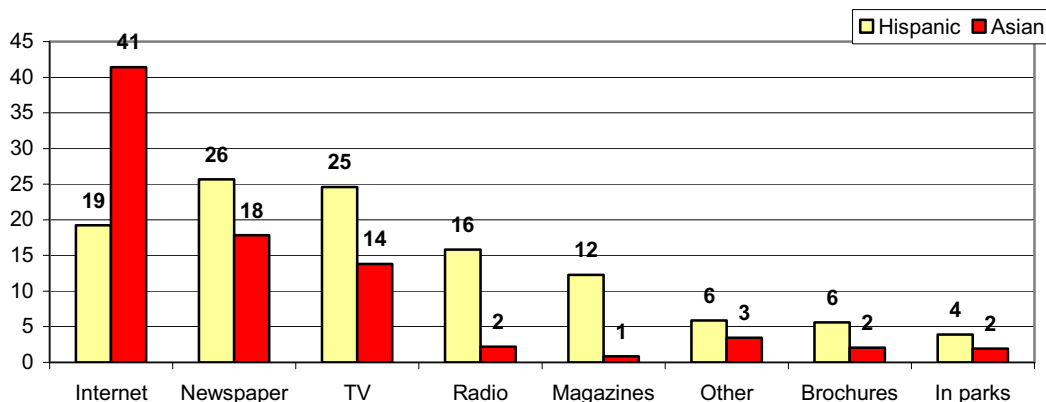


Figure 46: Information outlet desired, percent of all respondents in group



Summary of Key Findings: Information

1. In terms of information sought by respondents, practical information on activities, facilities, and location were the most common response, followed by information about cost.
2. Overall, the internet was most frequently noted as the desired information outlet.
3. Asians clearly preferred the internet, followed by newspapers and TV. Hispanics preferred newspapers and TV, followed by the internet.

The following are specific suggestions:

- Internet: link to Oregon newspaper web sites, create oregonparks.com, Yahoo.com.
- TV: Univision, Channel 6, Channel 21, Fox News 39, OPB (noted multiple times).
- Radio: 1520, 940, 107.5, 1150.
- Yellow Pages under "what to do in Oregon."
- Local social service providers (including those involving children); clinics, schools (including school newsletters).
- Stores where Latinos go, sporting goods stores.
- Direct mail, including city/county mailings.
- "El programa hispano" (503-669-8350), Spanish church mass.
- Magazine: "El Latino de Hoy."

Youth Recreation Programs

Respondents were asked several questions about programs designed to help children engage in outdoor recreation outside of school class time (see survey in Appendix A of the full report for full wording of items).

Respondents without children skipped these questions, and there was also substantial item non-response⁶³.

As shown in Table 36, 59% of respondents reported that their child has participated in outdoor sports programs, with 38% also participating in day camps and multi-day camps. Turning to likelihood of participating in the future, outdoor sports programs was again the most popular. This was followed by programs designed to help youth use their free time more productively, natural history programs, and day camps.



⁶³ On average, there were 207 responses to the "has participated?" questions and 190 responses to the "likely to participate?" questions.

Table 36: Past and potential participation in outdoor recreation programs

Type of program	Has participated, percent	Likely to participate in future? Percent		
		Not likely	Some-what likely	Very likely
Outdoor sports programs	59	9	38	54
Outdoor adventure trips	26	25	54	21
Outdoor activity skills courses / clinics / workshops	21	30	45	25
Natural history or environmental education programs	33	17	45	38
Day camps, including multi-day camps but not overnight	38	19	43	38
Multi-day camps involving overnight away from home	38	31	37	32
One-on-one mentoring programs	26	31	37	32
Programs to help youth use their free time productively	33	12	40	48

As shown in Table 37, weekends were the most common “good times” for children to participate in such programs (multiple responses allowed). Summer weekends and summer weekdays were the next best periods.

Table 37: Preferred program participation times, percent

Weekdays, after school	35
Weekends	72
Summer, weekdays	47
Summer, weekends	55
Summer, full week or longer	24
School holidays (weekdays off during school year)	36

Respondents were then asked about constraints to participating in such programs, with 1=not important, 2=somewhat important, and 3=very important. Percentages of 2 and 3 responses are shown in Figure 47. The primary reported constraints were lack of information and cost.

Figure 47: Importance of constraint to program participation, percent 2 or 3 rating on 3-point scale (3=very important)

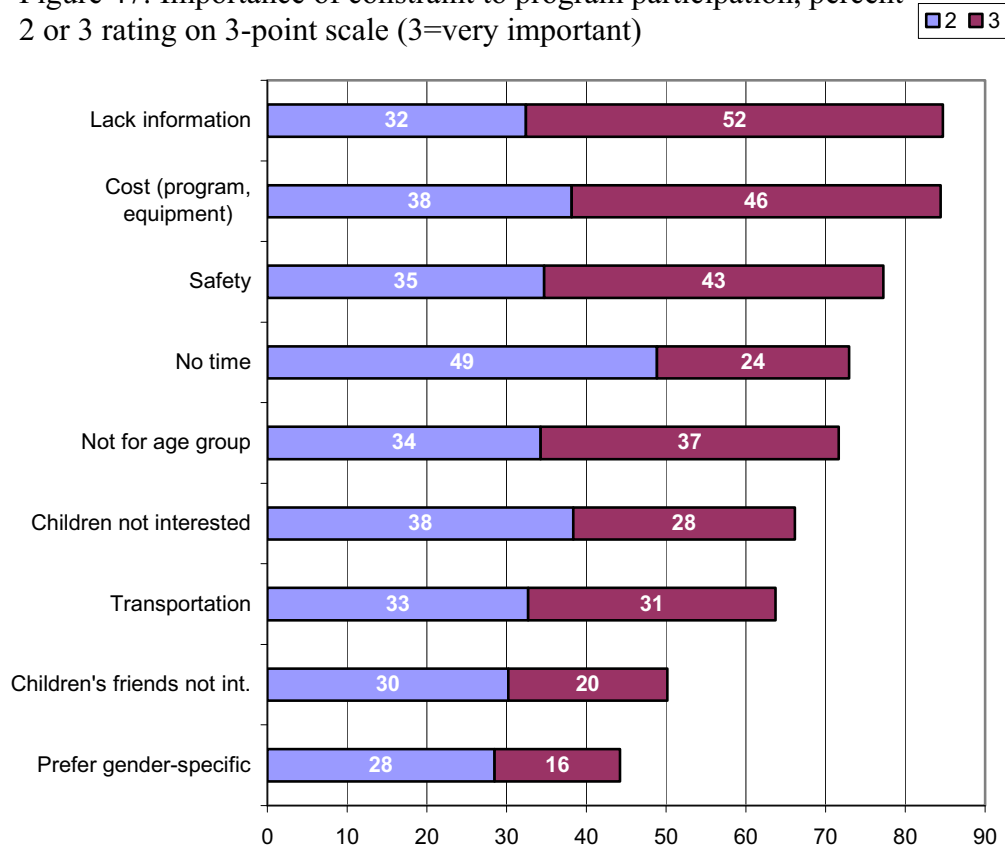


Table 38 shows constraints by group. Top constraints for Hispanics included lack of information, and cost. For Asians, top constraints included lack of information, safety concerns and age/gender-appropriate programs. Overall, Hispanics report that constraints were more important, relative to Asians.

Table 38: Importance of constraints by group, mean, 3=very important

Constraint	Hispanic	Asian
We cannot afford the cost of the program and equipment needed	2.4	1.9
Transportation is a problem – my children can not get to where the programs are offered	2.0	1.7
We have not heard about these types of programs or do not have enough information about them	2.5	2.1
My children are not interested in these types of programs	1.9	1.9
My children’s friends are not interested in these types of programs	1.7	1.7
We do not have enough time for these programs	1.9	1.9
We have safety concerns about these programs	2.2	2.1
These programs are not for my children’s age group	2.2	2.1
We prefer girls-only or boys-only programs, but they are not available	1.6	1.4
Average across all constraints	2.1	1.9

Respondents rated the importance of several potential priorities when considering programs for children to participate in outside class time. As shown in Figure 48, most of the priorities were rated as somewhat or very important. Staying safe and out of trouble received the most “very important” ratings, while providing parents’ time without their kids was the least important.

Figure 48: Importance of program priorities, percent 2 or 3 rating on 3-point scale (3=very important)

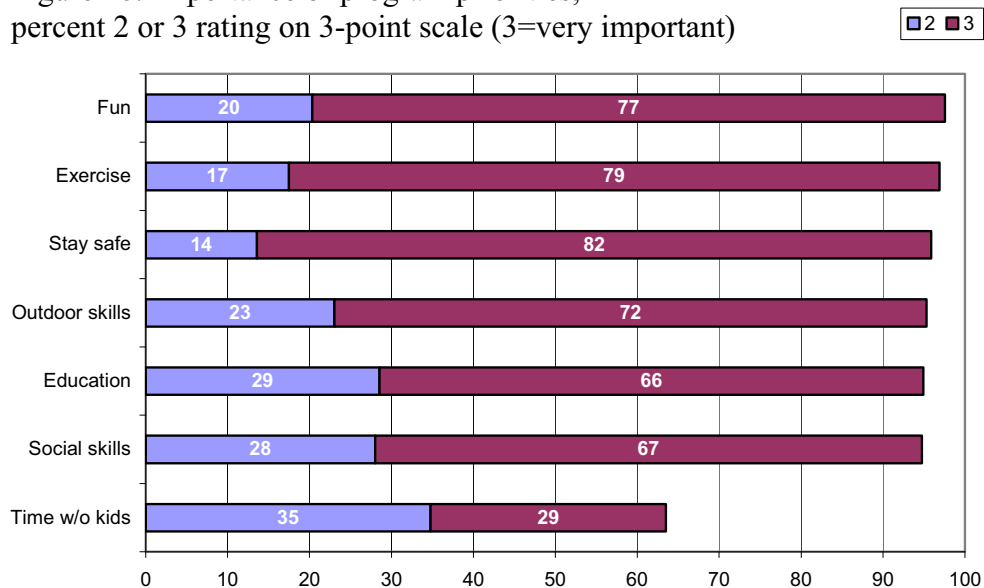


Table 39 shows differences across groups. Hispanic parents placed highest priority on staying safe and out of trouble and getting physical exercise. Asian parents placed the highest priority on getting physical exercise and having fun.

Table 39: Importance of priorities by group, mean, 3=very important

Priority	Hispanic	Asian
Education / reinforce class lessons	2.6	2.6
Physical activity / exercise	2.9	2.7
Having fun	2.8	2.7
Learning outdoor skills	2.8	2.5
Improving social skills	2.7	2.4
Providing parents time without their kids	2.0	1.7
Staying safe and out of trouble	2.9	2.5
Average across all priorities	2.7	2.4

Summary of Key Findings: Youth Recreation Programs

1. With respect to youth outdoor programs, the majority (59%) of respondents with children indicated that their children have participated in outdoor sports programs. Close to forty percent also indicated participation in day camps or multi-day camps.
2. Outdoor sports programs were the activity that children were most likely to participate in the future, followed by programs to help youth use their free time productively.
3. Weekends were the most popular times for participation in youth outdoor programs, followed by summer weekends and weekdays.
4. Lack of information and cost were reported as the main constraints to participation in such programs.
5. Top constraints for Hispanics included lack of information, and cost. For Asians, top constraints included lack of information, safety concerns and age/gender-appropriate programs.
6. When considering programs for children to outside of class time, Hispanic parents placed highest priority on staying safe and out of trouble and getting physical exercise. Asian parents placed the highest priority on getting physical exercise and having fun.



Ethnicity Focus Group Report

The purpose of the study was to understand ethnic minorities' interests and needs related to outdoor recreation, and how agencies such as Oregon Parks and Recreation Department, the U.S. Forest Service, and local recreation providers can better respond to these non-traditional users. Current and previous recreation experiences, benefits sought, constraints, media, and specific information about parks were the major focus of this exploration.

A series of four focus group meetings occurred during the summer of 2006, two taking place in the city of Portland (one African and one Asian-American), and one each in Hermiston (Hispanic) and Woodburn (Hispanic). Specifically, this research effort was designed to understand the perceptions of racial/ethnic minorities in Oregon. The focus group interviews were designed to ascertain residents' perceptions about what recreation activities, services, facilities and experiences are appropriate at various lands on public lands Oregon. The full report is included on the OPRD SCORP planning web site at:

<http://egov.oregon.gov/OPRD/PLANS/docs/scorp/OregonSCORPMinorityFocusGroupReport.pdf>

Current and Previous Recreation Experiences

Participants were asked to describe their outdoor recreation experiences and interests, including the types of activities they currently or previously have participated in. Probing questions were asked to understand the setting in which these activities took place and with whom they participated during the activity.

Asian-Americans

Comments themes included:

- Improved amenities: overnight facilities and places to eat
- Access to facilities
- Recreation areas with water features
- Dislike camping in tents
- Enjoy visiting areas with entire family including elders and children
- Safety and protection

Amenities were mentioned several times throughout the focus group interviews. Especially during the Asian-American discussion, participants explained that they sought areas with amenities. This included places to eat (restaurants) and indoor overnight facilities. Along with amenities there were concerns over actually accessing these facilities. Repeated concerns were mentioned about online reservation systems and not being able to locate overnight facilities on both the state and federal level.

Participants indicated that they enjoyed visiting areas with water features. This included places like the Columbia River Gorge, Crater Lake, and the Willamette River in Portland.

A theme that emerged throughout the focus group meeting was recreating with family, especially with children. Participants explained that they prefer to recreate with their children. They want to experience outdoor recreation with their children and not send them to participate in a program by themselves, like the boy scouts. Additionally, participants explained that they usually recreate with their extended family including elders. This has implications for the types of areas they visit and also dictates the types of activities they participate in.

Issues surrounding safety and protection were identified as important to the Asian-American group. Participants preferred to recreate in areas that “feel” safe. This was achieved by going on shorter hikes and being close to areas with people. Reflections of childhoods from participants explained that they were not allowed to recreate or leave the apartment due to safety concerns, which may be why more Asians do not recreate outdoors.

Hispanic/Latino-Americans

Comments themes included:

- Facilities large enough for extended families
- Prefer local areas over traveling distances
- Information needs
- Places for youth

Participants discussed frustration with visiting areas that do not have enough room for large, extended families. Often Hispanic/Latinos enjoy celebrating a children’s birthday, or having a family party in an outdoor setting. However, the setting or facility does not accommodate the group size. Additionally, many local areas are often busy or full and require a reservation system that Hispanics/Latinos are unaware of. Areas with gazebos or pavilions are also preferred settings.

According to the participants, Hispanic/Latinos are dependent upon their jobs, which often require long hours and are also concerned with the price of gasoline. This prevents them from traveling long distances to recreation areas. They would like to see more local recreation facilities including campgrounds.

The Hispanic/Latino community looks for new places to visit; however they have had problems accessing information from the local chamber of commerce. Participants agreed that their community would enjoy going to outdoor areas, but they are often constrained by not knowing where to go.

Participants explained that children are an important component of the Hispanic/Latino community. They prefer settings that accommodate children. Additionally, they were not as interested in educational programs, but rather desired places for the child to play and be free.

African-Americans

Comments themes included:

- Dislike remote locations
- Aesthetics
- Often stereo-typed

Participants in the African-American focus group preferred to recreate in locations that were not off the beaten path. They preferred controlled areas that were close to urban areas and places that were well maintained with clean amenities. They find comfort in knowing that, in case of an emergency they can leave an area and get help.

Aesthetically pleasing areas were important features for African-Americans as well. Places with a view, water or green spaces were identified as ideal. Participants like being able to look back at the hike and see the “reward” of climbing a mountain.

African-Americans discussed how stereotypes often prevent people from recreating in outdoor settings. They explained that their own group stereotypes themselves along with other media sources. They confirmed that, yes, African-Americans are interested in outdoor recreation.

Benefits Sought

Participants were asked to identify what types of benefits they hope to get from recreating in an outdoor activity.

Asian-Americans

Comment themes included:

- To be in nature and see wildlife
- To get away from it all
- Education

For the Asian-American group, three general benefits were sought. One of these involved experiencing nature and viewing animals. A participant explained that Asians place a high value on animals and they visit areas in hopes to see wildlife. Scenery and fresh air were also important benefits.

Along with nature, Asian-Americans identified “getting away from it all” as a major benefit. They enjoyed outdoor recreation because they were able to get away from home and spend time with family.

Educational opportunities were also identified as a benefit to participating in outdoor recreation. Participants indicated that they looked for areas where they could learn something. The Bonneville Dam was mentioned as an example of the type of educational experience that they looked for.

Hispanic/Latino-Americans

Comment themes included:

- Spend time with family
- To get away from it all
- Education

Participants identified that they often recreate to spend time with family and friends. They enjoy going to places where they can have big parties and socialize with each other. Areas that have pavilions and barbeque areas are ideal settings.

They are also interested in going to areas to get away from the stress of everyday life. They like to go to places that are free of pollution and free of cost. Focus group participants said that many Hispanic/Latinos cannot afford to go to expensive places. Additionally, they want to go to areas that will build memories for their families.

Educational programs that help promote self-esteem for youth in the community would be welcomed. Parents want to be able to take their children to a place where they can learn and explore.

African-American

Comment themes included:

- Solitude
- Spending time with family and friends

Participants identified that solitude and spiritual healing were reasons for participating and benefits that they hope to gain through outdoor recreation. The benefit of self-renewal was also important.

Being with family and friends was an important benefit that African-Americans sought. They enjoyed connecting with family and meeting new people. Children are an important component of family; however they often preferred to go to places where children were well behaved.

Constraints

Participants were asked about their perceived constraints, or factors that prevent or decrease their participation in outdoor recreation.

Asian-Americans

Comment themes included:

- Lack of information
- Safety concerns
- Culture

A constraint that was noted for the Asian-American group was lack of information. This included information about where to recreate, safety and the reservation system for state parks. Asian-Americans often will only go to places that they have visited before and know are safe, familiar and convenient. They were also concerned that, when they do want to visit an area or stay overnight, the reservation system for Oregon State Parks was not adequate.

In general, there is a lack of understanding about the benefits of outdoor recreation among the Asian-Americans. Culture plays a role in the type of activities that Asian-Americans have traditionally participated in. Generally, indoor activities are preferred. Additionally, participants explain that darker skin is associated with peasants and the working class, which prevents many Asian-Americans from recreating outdoors.

Additional cultural constraints were concerned with children and education. Although the Asian-American group would enjoy more programs devoted to outdoor recreation and survival skills, they are still reluctant to send their children to classes alone. They explain that they enjoy recreating with their children and do not like to send just the child to a class focused on outdoor recreation. Participants explained that while parents want to participate with their child, they also want programs that are focused on academic enhancement. Instead of an outdoor recreation program, a program that takes children into the woods to learn about archeology is more appealing to the parents.

Hispanic/Latino-Americans

Comment themes included:

- Distance to recreation areas
- Lack of information
- Fear of new places
- Signage
- Different activity styles
- Transportation

Distance is a factor that prevents Hispanic/Latino participants from visiting outdoor recreation areas. Many cannot afford to travel long distances due to gasoline prices. Participants explained that people within their community also do not like to go to remote locations and prefer more front country settings.

According to the participants, lack of information is a major reason for not recreating at outdoor recreation areas. Either they do not know where to go or they cannot find information about recreation sites. Participants see the benefit of recreating outdoors; however they do not know where to go or who to contact about opportunities.

Along with not being aware of recreation opportunities, there is a fear amongst immigrants of new areas. Often Hispanic/Latino immigrants do not go to areas that other people in their community have not visited. There is also uncertainty when actually arriving at the site of where to go and what the rules are.

Although many communities on the local level have moved toward universal or Spanish/English signs, there are still many areas that have not altered their signage. Many Hispanic/Latinos may not be able to read a sign in English that informs them of the recreation fee or that an area may be restricted, which could result in a dangerous situation.

Many of the participants explained that Hispanic/Latinos do not recreate in the same fashion as traditional users. They often recreate in large groups and expect to have more amenities, like a place for barbecues and food.

Transportation is a major constraint to recreation for the Hispanic/Latino community. Often many people are already paying a high price to live in the United States and driving to a recreation area takes more money than they can afford.

African-Americans

Comment themes included:

- Facilities
- Cleanliness

Participants felt that many recreation areas are not large enough for their outdoor recreation interests. They would like to see more areas with picnic tables and places to barbecue. Also, outdoor recreation areas should include facilities with basketball hoops and bathrooms.

Other constraints included cleanliness of facilities. Participants would be more inclined to recreate if there were more trash receptacles and cleaner restrooms. According to the participants, dirty areas are considered a turnoff.

Media and Recreation Opportunities

Participants were asked about how they learned of outdoor recreation opportunities. This included what types of media sources they currently used and what types of media sources could be used to reach more people in their group.

Asian-Americans

Comment themes included:

- Information in multiple languages
- Asian organizations

- Using key informants to build trust
- Publicizing benefits

According to the participants, having literature and information in multiple Asian languages would help encourage use at outdoor recreation areas. Mandarin Chinese is a language that is understood by many Chinese along with Vietnamese. There was also a suggestion to recruit a more diverse staff in outdoor recreation settings.

Participants all agreed that utilizing existing Asian-American organizations as a media to inform the community about recreation opportunities would be helpful. This includes using social service agencies, Asian restaurant associations, churches and schools. One suggestion was to hang fliers and posters in Asian restaurants and stores.

The issue of trust within the community is important to acknowledge. Participants suggested that outdoor recreation agencies need to create trust with key informants within the community to pass along the benefits of outdoor recreation. This may be achieved by going to Asian community fairs and using social service agencies.

Participants also suggested publicizing the benefits of recreation to the community. Some benefits that may be appealing to the Asian-American community include health, culture and education.

Hispanic/Latino-Americans

Comment themes included:

- Lack of information
- Information in multiple languages
- Information sent home with children
- Using Hispanic/Latino media sources
- Calendar of events
- Hispanic/Latino organizations

The theme of not knowing or receiving information about recreation opportunities

was evident throughout the Hispanic/Latino focus group meetings. Participants were concerned with how local, state and federal agencies inform their community about outdoor recreation. Participants often felt that they were “left out” of receiving information and felt frustrated with not knowing where to look to find outdoor opportunities.

Participants agreed that disseminating information in Spanish would be a good way to reach their community. In many Hispanic/Latino families, it is the children who speak or read English and have to translate for the adult. If the child does not find the information interesting, then they will not inform the parent. Using both English and Spanish in information campaigns and literature is ideal.

Participants identified youth as a resource to communicate to adults. Sending information to households through the school system is a potential method of communication. As one participant put it, “children are a way into the household.” Information that is brought home from school is considered important and is more likely to be read by parents or translated to them by the children.

Participants identified that many Hispanic/Latinos watch television, especially Univision (Hispanic channel). Advertising and informing the public through this media would be a useful way to inform the Hispanic/Latino community. Participants suggested making commercials with Hispanic/Latinos as advertisements for outdoor areas. There are also all Spanish newspapers that would be useful sources for informing the community, including the paper La Conexion.

Participants agreed that they would like to see some form of a calendar put together by local, state and federal agencies listing the different recreation events that are occurring in the area. Along with a calendar, a list of resources with

corresponding phone numbers would be a helpful way to find out about potential recreation opportunities.

Utilizing Hispanic/Latino organizations to disseminate information is another potential way to inform the community about recreation opportunities. These organizations can include farm workers associations, local health clinics, community centers and small businesses.

African-Americans

Comment themes included:

- African-American organizations
- More information

African-American participants were hopeful that more people would visit outdoor recreation areas if local, state and federal agencies utilized local businesses to inform the public about recreation opportunities. These organizations could include barber/hair shops, restaurants and public health offices. They also identified the need to have more readily accessible information. The use of local radio stations and African-American newspapers like the Scanner and Observer (Portland) could help inform this segment of the public of outdoor recreation opportunities.

Specific Information about Parks

Participants were asked if they had noticed any changes in the service or facilities of their parks and forests within their Oregon community. These changes could be either negative or positive. This section also covers any additional areas that may not have been covered in previous sections.

Asian-Americans

Common themes included:

- Increased signage
- Facility improvements
- Web site improvements

Participants have noticed an increase in signage and interpretive displays in the recreation areas they visit. However, some site specific improvements are still needed, including repairing poor railings and stairs. They would like to see recreation areas where they can bring the elders in their family.

Accessing information on the internet is useful. Participants have visited both the Oregon State Parks and U.S. Forest Service web sites. The state parks web site was considered more user-friendly and resulted in visitations to Oregon State Parks. The participants were less impressed with the U.S. Forest Service web site, claiming it was hard to navigate and they could never find the information they were looking for.

Hispanic/Latino-Americans

Comment themes included:

- Facility improvements
- National Forests
- Parent/youth involvement

Participants have recognized improvements in facilities on the local level. They have seen improvements in safety and feel that local parks are much safer than before. They also believe that their tax money is well spent with regards to local parks.

Participants discussed National Forests and what they have to offer. A participant asked the question, "Why go to a national forest? What is there for me and my family? There is just open space." These are questions that go back to lack of information about opportunities and the need to reach out to the Hispanic/Latino community.

Participants discussed the importance of using youth to target adults. Many Hispanic/Latino children assimilate at a quicker rate than their parents. The school system provides opportunities for youth to experience the outdoors. Participants agree that it is harder to get the parent to be part of field trips or

programs outside of school. Often Hispanic/Latino parents are most concerned with working and providing for the family.

African-Americans

Comment themes included:

- Making health links
- Free is key

Participants agreed that, with current issues of obesity and health in America, people are more willing to participate in recreation. If outdoor recreation agencies could make the link between outdoor recreation and health, more people would be willing to go to outdoor facilities.

The African-American community would like to see more free recreation opportunities. The group was informed that Oregon State Parks offers a free recreation day at their sites; however the participants were unaware this existed.

Conclusions

The social context is a very important aspect of recreation among minorities. The family group is especially important. A lot of free time is devoted to family activities, and often involves the extended family spending time together. For example, if the older generation is not interested in going to parks, no one goes to the parks. The younger generation is more likely to participate in outdoor recreation with groups of friends. When families go to parks, they prefer nearby areas with modern facilities and plenty of space for their extended groups.

Safety is a major concern affecting outdoor recreation participation and includes two elements: personal safety and safety for children. Many minority individuals consider parks dangerous, with the degree of danger varying for different types of parks and outdoor areas. While members of all cultures

are concerned for the safety of their children, Asian parents are especially protective of their children. They often will not allow their children to go to parks, especially if they are places for risky activities, such as skate parks, or far away outdoor areas.

Ethnic minorities have little awareness of the recreation opportunities available to them on public lands. Few understand the differences between the many federal, state, and local areas and managing agencies. Better information is needed to facilitate greater participation by these groups. Efforts such as multi-lingual materials and reaching out through community groups are necessary to deliver the needed information to the minority populations.

Ethnic minorities are interested in outdoor recreation, but their extent and type of participation are related to the degree of acculturation. For example younger Asian-Americans born here have interacted with Caucasians all of their lives and have been introduced to parks and outdoor recreation, often through the schools. Older generations generally are less interested in outdoor recreation; they have no interest in camping and do not like camping food. They would rather do other things with the family

(including community gardening or other outdoor or indoor activities). In general, interests in outdoor recreation activities and areas become more similar to the majority population as ethnic minorities become more assimilated within America.

Ethnic minorities are not all alike. There is variation within the three groups studied as well as between them. Like the majority population, minorities in Oregon are split into two groups, rich and poor. These groups have very different interests in outdoor recreation. A common denominator for both groups, however, is support for the children's education. Often, even the poorest will put all

that they have to help their kids advance in life through a better education. Minority kids do not usually join groups like boy or girl scouts – their parents do not support it. They might support it more if it were considered more educational.

Summer is the best time to get the minority youth outdoors, as they have 11 weeks with no school. But most minority parents do not want to send their kids away. They would rather participate with their children, but are unable due to work obligations. They might send kids to close to home programs while they are working, especially if the programs are educational.

Key Planning Recommendations for an Increasingly Diverse Oregon Population

Following completion of the research studies, the Oregon Diversity Advisory Committee met to develop a final set of planning recommendations for assisting recreation providers across the state to help an increasingly diverse Oregon population have satisfying outdoor recreational experiences. During the March 16, 2007 Advisory Committee meeting, committee members identified the following set of key recommendations based on a thorough review of existing literature related to the issue, SCORP research findings, and members' practical experience and knowledge regarding the issue. Copies of meeting notes and planning recommendations were sent to each Advisory Committee member for review following the Advisory Committee meeting. Key recommendations are divided into two categories; statewide recommendations and local recommendations. Statewide recommendations are relevant for all recreation providers across the state of Oregon. Because the distribution of under-represented populations is not uniform across

the state, local recommendations apply to those high-priority counties and communities in the state which are projected to experience higher increases in Hispanic, Asian, or African-American populations in the coming years.

Statewide Recommendation #1: Encourage organizational culture change within public recreation agencies/ organizations to effectively address the diversity issue.

As mentioned in the issue introduction, the face of Oregon is changing. By the year 2020, 1 in 5 Oregonians will be a Hispanic, Asian, or African-American. This trend is increasingly significant from an outdoor recreation perspective as SCORP research has shown that these groups presently participate in outdoor recreation activities at lower rates than non-minorities in Oregon. This will mean that the tax base for Oregon's natural resource and recreation agencies/organizations may increasingly fall on groups who have not traditionally participated in outdoor recreation activities.

The focus group findings indicate that strategies such as recruiting a more diverse staff, targeting information at ethnic groups in appropriate media and languages, developing a multi-lingual recreation web site, and creating trust with key informants within these communities were critical in order to better serve the outdoor recreation needs of Oregon's under-represented populations. Several committee members felt that they would have great difficulty carrying out such strategies within the providers' current cultural structure. Committee members felt that to properly address such strategies and for any long-term diversity efforts to succeed, the impetus for necessary cultural change within natural resource and recreation agencies/ organizations must come from the very top of the organizational structure.

According to a recent report on diversifying the conservation movement⁶⁴, “in order for diversity efforts to be sustainable, organizational leaders need to view diversity as a top priority.” The authors state that diversity needs to be worked on “in many areas and interwoven throughout organizational operations, such as programs, projects, initiatives, mission and policy statements, recruitment, staff retention, partnerships and collaborations, outreach, and work experiences for young people.” In addition, “most organizations fall short in devoting adequate staff, time, money and resources to improving the diversity of their respective organizations.”

Advisory Committee members recommended that a set of recommendations be developed to encourage organizational cultural change within public recreation agencies/ organizations to effectively address the diversity issue within the state of Oregon.

Statewide Recommendation #2: Create a pilot project to identify how to increase under-represented population access to outdoor sports fields.

The statewide survey of Hispanic and Asian households identified that with respect to youth outdoor programs, the majority (59%) of respondents with children indicated that their children have participated in outdoor sports programs. Outdoor sports programs were also the activity that most of these children were most likely to participate in the future. Lack of information and cost were

⁶⁴ M. Bonta and C. Jordan. 2007. Diversifying the conservation movement. Special Report: The future of land conservation in America. Land Trust Alliance. Online at: http://www.lta.org/publications/exchange/special_issue/diversifying_conservation.pdf

reported as the main constraints to participate in such activities. When considering programs for children to participate in outside class time, Hispanic parents place highest priority on staying safe and out of trouble and getting physical activity. Asian parents place highest priority on getting physical activity and having fun.

According to Advisory Committee members, soccer is a gateway outdoor activity for Oregon’s Hispanic youth population. However, many low-income under-represented families lack the necessary financial resources to pay fees associated with participation in traditional youth soccer programs. As a result, many of Oregon’s children are missing out on the opportunity to connect with local park and recreation programs and getting more physically active. Research has identified that being overweight as a child significantly increases the risk for coronary heart disease in adulthood as early as age 25. This health threat is of particular concern with the Hispanic and African-American populations with relatively higher levels of overweight and obesity. In addition, damage to public soccer fields often occurs when Hispanic youth have no option but to join in on pick-up soccer games using fields not scheduled or maintained for such use.

Non-profit organizations such as Oregon State University’s 4-H Youth Development Program have attempted to fill the youth soccer service void, by providing low-cost opportunities for Hispanic youth to participate in youth soccer leagues in the Willamette Valley. However, such non-profit groups often experience difficulties in making arrangements with park and recreation providers to access public soccer fields because of high liability insurance costs. Advisory Committee members felt that there were ways to address the liability issue through partnership agreements between non-profit organizations and park and recreation departments where the department becomes the

sponsor for the soccer program. They felt that many park and recreation departments were simply not aware of how to structure such legal arrangements to cover liability insurance requirements.

Advisory Committee members recommended that a pilot project be developed and tested to remove barriers for under-represented population sports clubs to access public outdoor sports fields managed by local park and recreation departments in Oregon. The pilot project should include model partnership language for local park and recreation providers to use to reduce the high liability insurance costs associated with sports clubs using their sports fields; and a method for providing limited funding for under-represented population outdoor sports teams in Oregon.

Statewide Recommendation #3: Develop recommendations for addressing language barriers to encourage under-represented population use of outdoor recreation facilities and programs.

Oregon SCORP research clearly reinforces the understanding that information about outdoor recreation and park opportunities is less accessible to minorities than to whites in terms of context and distribution channels. A key focus group report finding was that although many communities on the local level have moved toward universal or Spanish/English signs, there are still many areas that have not altered their signage. Census data show that in Oregon, about 293,000 people speak Spanish at home and 152,900 report to speaking English less than very well. As a result, many Hispanic/Latinos may not be able to read a sign in English that informs them of the recreation fee or that an

area may be restricted, which could result in a dangerous situation.

According to Advisory Committee members, the language barrier issue is very similar to the accessibility issue and universal design. In park settings, rather than having directional and regulatory signage posted in a number of languages, we may instead consider using international symbols that all people will understand. A recent test at Metro's Blue Lake Regional Park (with a highly diverse clientele), examined the differences between translating informational signs into four different languages and using universal symbol signs. The test concluded that universal symbol signs were much more effective in relaying information and were much more aesthetically pleasing. They are now working on the self-pay fee booth during the off-season when the booth is not staffed.

Another promising method is providing visitors with an opportunity to push a button on a sign allowing them to hear a message translated in their language (e.g., on interpretive signs). Informational flyers and brochures can be translated into a variety of languages for general distribution.

Discussions about translation of information can be very controversial among members of the general public during site-specific master planning efforts. From a planning perspective, it is very inefficient to deal with this issue on a park-by-park basis.

Advisory Committee members recommended that a set of specific recommendations for addressing language barriers be developed to encourage under-represented population use of outdoor recreation facilities and programs. Recommendations should include a model agency policy for addressing language barriers and innovative methods for removing language

barriers within park and recreation agencies/organizations products and services.

**Statewide Recommendation #4:
Create a customer service training module related to serving the outdoor recreation needs of an increasingly diverse population.**

According to focus group findings, along with not being aware of recreation opportunities, there is a fear amongst immigrants of new areas. Focus group participants told researchers that Hispanic immigrants do not go to areas that other people in their community have not visited. According to Gobster⁶⁵, “interethnic user conflict is a part of a large problem for minorities who use parks, namely discrimination.” Gobster argues that “in its mildest form, discrimination can make users feel uncomfortable and lower their enjoyment of their recreation experience.” However, “at higher levels it can generate anger and physical violence, and result in user displacement or nonuse by some groups altogether.”

It would be unrealistic to expect that policies alone would stop all interethnic visitor user conflict. However, managers can help to reduce real or perceived fear that under-represented populations experience when visiting Oregon’s public parks by insuring that park staff interactions with all visitors are consistently fair and equitable. Advisory Committee members feel that it is essential that park managers and supervisors should educate themselves and their staffs of the possibilities that their language and actions can discriminate against certain groups. To

⁶⁵ Gobster, P.L. (2002). Managing Urban Parks for a Racially and Ethnically Diverse Clientele. *Leisure Sciences*, 24, 143-149.

be effective, customer service training for under-represented populations should not be a one-time basis, but rather at intervals.

Committee members suggested the development of a customer service training module related to better serving the outdoor recreation needs of Oregon’s under-represented populations. Training could focus on a variety of items such as cultural understanding, prejudices and stereo-types, and skills development to deal effectively with a diverse clientele in the kinds of programs and services offered.

Local Recommendation #1: Greater priority for developing group-day use facilities, recreational trails, outdoor sports fields, close-to-home camping and alternative camping opportunities in OPRD-administered grant programs.

SCORP Hispanic and Asian survey respondents were asked to identify what types of facilities they would like to see developed in parks. Additional picnic areas are most desired, followed by recreational trails, campgrounds and sports fields. Oregon’s Hispanic and Asian-American populations also reported more group outdoor recreation participation than solitary participation — more often recreating with groups of family and friends. Asian group size is typically 3-5 people, while Hispanic group sizes often range from 3-20 people. Hispanic focus group participants also reinforced the need for recreation facilities large enough for extended families. African-American focus group participants also felt that many recreation areas are not large enough and would like to see more areas with picnic tables, places to barbeque, and with basketball hoops and restrooms.

The Advisory Committee identified a need for greater priority for developing group-day use facilities, recreational trails, outdoor sports fields, close-to-home camping and alternative camping opportunities in OPRD-administered grant programs to encourage outdoor participation by under-represented populations in Oregon.

Because the level and distribution of diversity within the population will not be uniform across the state, grant funding to develop these types of facilities should be directed towards high-priority counties and cities in the state which are projected to experience higher levels of increases in their population of Hispanics, Asian and African-Americans in the coming years. These high-priority counties and cities include:

- Hispanic. Counties identified as “high priority” based on an increase in population diversity for Hispanic ethnicity include: Clackamas, Deschutes, Lincoln, Marion, Morrow, Multnomah, Sherman, Tillamook, Washington and Wheeler. High-priority cities include Albany, Beaverton, Bend, Boardman, Canby, Cornelius, Corvallis, Eugene, Fairview, Forest Grove, Gervais, Gresham, Hermiston, Hillsboro, Hood River, Hubbard, Irrigon, Keizer, Lafayette, Madras, McMinnville, Medford, Milton-Freewater, Newberg, Ontario, Portland, Salem, Springfield, Stanfield, Tigard, Tualatin, Umatilla, Wilsonville, Wood Village and Woodburn.
- Asian/Pacific Islander. Counties identified as “high-priority” based on an increase in population diversity for Asian/Pacific Islander race include: Clackamas, Deschutes, Jackson, and Washington. High-priority cities include: Beaverton, Bend, Corvallis, Eugene, Fairview, Forest Grove, Gresham, Happy Valley, Hillsboro, Keizer, Lake Oswego, Medford, Portland, Salem, Sherwood,

Springfield, Tigard, Troutdale, Tualatin, West Linn, and Wilsonville.

- African-American. Counties identified as “high-priority” based on an increase in population diversity for African American (Black) include: Deschutes, Washington and Multnomah. High-priority cities include: Albany, Ashland, Beaverton, Cornelius, Eugene, Fairview, Gladstone, Gresham, Hermiston, Hillsboro, Keizer, McMinnville, Medford, Milwaukie, Monmouth, Oregon City, Portland, Salem, Springfield, Tigard, Troutdale, Tualatin, Umatilla and Wilsonville.

This investment will strategically focus resources towards appropriate facilities in specific areas of the state where needed.

Local Recommendation #2: Develop and implement a strategic regional marketing model designed to deliver outdoor recreation information to under-represented populations in Oregon.

As previously mentioned, Oregon SCORP research clearly reinforces the understanding that information about outdoor recreation and park opportunities is less accessible to under-represented populations in terms of content and distribution channels. A key SCORP focus group finding was that ethnic minorities in Oregon have little awareness of the recreation opportunities available to them on public lands. According to Hispanic focus group participants, lack of information is a major reason for not recreating at outdoor recreation areas. Participants felt they were “left out” of receiving information and felt frustrated with not knowing where to look for find outdoor opportunities. A similar theme ran through the focus group findings for Asian and African-American populations — they have little

awareness of the recreation opportunities available to them on Oregon's public lands.

Oregon SCORP research has identified a number of key findings related to the informational needs of under-represented populations.

- Provide practical information on activities, facilities, location and cost.
- Provide information in multiple languages.
- For information delivery, Asians clearly prefer the internet, followed by newspapers and TV. Hispanics prefer newspapers and TV, followed by the internet.
- Use existing Hispanic, Asian, and African-American organizations as media to inform the community about recreation opportunities.
- For Hispanics, disseminating information in both English and Spanish would be a good way to reach their community.
- Send outdoor recreation information home with Hispanic children through the school system. Information that is brought home from school is considered important and more likely read by parents or translated to them by children.
- Advertise and inform the Hispanic community through media such as Univision, Spanish-speaking radio, and Hispanic newspapers such as La Conexión.
- Advertise and inform the African-American community through the use of local radio stations and African-American newspapers like the Scanner and Observer (Portland).
- For the Hispanic population, being in the outdoors, relaxing and having fun are the most important motivators.
- For the Asian population, relaxing, fitness, and having fun are top motivators.

Advisory Committee members felt that each local area should examine its own specific set of demographic circumstances to identify how they can use these research findings to best inform their under-represented populations. To assist recreation providers in taking a more local approach for information delivery to under-represented populations, Advisory Committee members recommended that a strategic regional marketing model be designed to deliver outdoor recreation information to under-represented populations in Oregon. This model can be tested and adapted for use in other areas of the state.

Local Recommendation #3: Develop and implement a regional youth framework to encourage under-represented youth participation in outdoor recreation activities through partnerships and investments in school-based recreation clubs.

The original question we began with in this chapter was, how can Oregon's recreation providers prepare to help an increasingly diverse population have satisfying outdoor recreational experiences? In response to this key question, Advisory Committee members have recommended a number of critical strategies including:

- Creating organizational cultural change;
- Removing participation barriers;
- Providing appropriate outdoor recreation facilities;
- Improving customer service; and
- Improving delivery of outdoor recreation information.

These are all critical strategies that should be implemented in this plan's five-year planning horizon to better serve the needs of an increasing diverse Oregon population. However, there is one final long-term recommendation that is needed to insure a

sustainable effort to better serve the outdoor recreation needs of our under-represented populations.

When looking at the faces of people attending any statewide park and recreation or resource management meetings or conferences in Oregon, one thing is clearly evident — people of color are simply not adequately represented in the public parks and recreation workforce in the state of Oregon. According to an article in *Parks and Recreation* magazine⁶⁶, “the importance of diversity as an issue for professionals in the field of parks and recreation is undeniable—and this “issue” has been the subject of considerable discussion for over a decade.” According to the authors, “while there is certainly an assortment of organizations in America that are multicultural in nature, many parks and recreation organizations and agencies are still primarily in the state of contemplating the “lack of people of color” and lack specific plans of action to alter this situation.”

Many parks and natural resource organizations in the state that rely on typical recruitment practices for attracting under-served job candidates often fail to recruit qualified candidates. The traditional method of recruiting minorities into the field of is to attract them in their college years to study in a college recreation or resource management program. Committee members felt that this method has also had little success in Oregon, because by this time these youth have already decided on a career choice. Members stated that to bring a successful recreation or natural resource student into the field in Oregon,

these youth must have already formed a strong connection to the outdoors to relate to and understand coursework. As a result, they felt that the effort to build a more diverse workforce in this field must start at a much earlier age — in grade school and junior high years.

To assist recreation providers in taking a more local and proactive approach in diversifying the workforce, Advisory Committee members recommended that a regional youth framework be developed to encourage under-represented youth participation in outdoor recreation activities through partnerships and investments in school-based outdoor recreation clubs. The framework could include scholarship and internship opportunities for under-represented populations to help these youth get a leg up into a career in the field of natural resource/outdoor recreation management.

This recommendation is complementary to statewide youth recommendation #1, which includes developing a statewide youth outdoor programming framework and funding source to focus on youth programming efforts. Development and implementation funding for school-based recreation clubs could be tied to the Oregon Youth Outdoors Consortium grant program.

⁶⁶ Roberts NS, and Outley C. Innovation and resourcefulness: recruit and retain a diverse staff in the 21st century – research update. *Parks and Recreation*, April 2002. Online at: http://findarticles.com/p/articles/mi_m1145/is_4_37/ai_85882881.

