

- Economic development
- Tourism
- Raise land values in surrounding communities

Which are important to communities? Which are important to users of the park? Which are important for communities far away from a park? Which are important to people in other states?

Activity 4: *Who is Your Audience?*

Summary: It is important to identify the “users” and “potential users” of public lands and to assess their profile and needs. Knowing your audience is imperative before developing services. This activity involves the development of surveys and researching the needs and wishes of the audiences. It provides a basis for the types of services that parks could provide for present and future generations while managing for the conservation of the natural resources.

Question: Who are the visitors to public lands? What services do they want? What services will they use? How can public lands better meet the needs of the audiences?

Preparation

- Develop groups.
- Provide examples of survey questions.
- Provide clipboards, writing materials, surveys.

Procedure

1. How can we determine the audience and their needs?
Your group will be a team of “Park Planners” involved in developing a park and recommending land use sug-

gestions for adjacent communities. Your first task will be to develop a survey (questionnaire and an opinionnaire) to gather firsthand information about your site. By developing surveys, participants will gather information from people who use the park and compile the data so that it becomes useful to make decisions. People who work at the park, people who use the park and people living near the park have important perceptions that will help to define actions.

2. There are different types of surveys. According to Dr. Harold Hungerford, a questionnaire is a special kind of survey which collects factual information through a carefully written set of questions about a subject that is given to a selected population. The questions in a questionnaire collect facts. (How many people in your family hike this trail?) The questions in an opinionnaire collect perspectives on beliefs or opinions. (Where should the bike path be developed to avoid sensitive areas of the park?)

Participants will work in groups and develop questions that will help them design their park based on input from users, neighbors and employees of the park. They could develop one type or a mixture of both.

3. The task is to develop a survey with about 12 questions that will gather information and opinions from people to guide you in park development decisions. You will compile the data so that it is summarized in a useable, visual format.

Here are some rules to follow when developing and administering the survey:

- 1. Keep questions simple, direct and useful to your goal.**
- 2. Introduce yourself and be polite.**
- 3. Do not argue or disagree.**
- 4. Record accurately.**

Sample Survey Questions:

Assess if the interviewee is a

Visitor Employee Neighbor

1. *How far do you travel to get here and if visiting, how often do you come to the park?*

2. *Why do you come to this park? Did you have a history of coming here as a child or with family? How often did you visit? What nearby facilities or services do you use when visiting the park (e.g. retail store, restaurant, gas station, etc)?*

3. *What are the important natural resources and natural features in the park that are important to you and why? What historic resources are in the park?*

4. *How should the park protect the natural resources that are important to you? The historic resources?*

5. *What recreational activities do you do when you are here?*

6. *What activities would you like to see developed at the park and where should they be located?*

7. *What facilities in the park need to be improved?*

8. *What facilities would you like to see added and where?*

9. *How should lands surrounding the state park be protected or developed?*

10. *How could the communities adjacent to state parks improve or enhance the state park?*

11. *How does the state park enhance the community?*

12. *What is the relationship of state parks to local municipalities?*

13. *How can municipalities enhance their resources to be compatible as a gateway to a state park?*

4. *After participants develop their survey, they are to administer the survey.* They are to summarize the data so that it is visually presented in written and/or graph form. They are to develop concluding statements that summarize the information. Groups will assess the information and present their findings to the class. They will demonstrate how the survey will be applied to the development project.

Activity 5:

Developing a Public Park Project

Summary: Your task is to apply the information learned in the program and develop a public park or greenway. Using the example provided, participants develop planning strategies for the development of a state park. Participants will utilize information to make decisions about its recreational uses and impacts to the natural resources. Participants will provide recommendations to the community to enhance the visitor experience to the park.

Questions: What are the main concepts that emerged in the design of the project? What factors are involved in successfully applying your design?

Preparation

- Develop teams for group activity and review the procedures for working in groups.
- Provide a base map and information for the park or greenway.
- Provide participants with markers and oak tag. Distribute available maps to each group.
- Make copies and be prepared to distribute the following:
 - Assessment Worksheet (p 196)
 - Bald Eagle Map (p 197) and Map Icons (pp 198-199)