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RECREATION & TOURISM

DIAMOND LAKE WINTER RECREATION ANALYSIS

Recreation and Tourism

Submitted to: Diamond Lake Resort

Date Submitted: 1991

Researchers: Kurt Bauer
John McPhearson

Diamond Lake Resort contracted Community Planning Workshop in January 1991 to perform an analysis of winter recreation in the Diamond Lake Composite Recreation Area. The Resort is operated under permit from the U.S. Forest Service. CPW used three methods to analyze winter recreation opportunities and use at Diamond Lake: (1) a winter recreation site inventory, (2) analysis of winter recreation use and trends, and (3) analysis of the Diamond Lake sample of the 1990 Crater Lake National Park market assessment survey.

The inventory of developed winter recreation sites included all sites within a 20-mile radius of Diamond Lake. The inventory included snowmobile trails, groomed cross country trails, snow play areas, snow parks, and downhill ski areas. Analysis of winter recreational trends showed significant growth potential for snowmobiling and cross country skiing. The survey analysis showed that persons who visit Diamond Lake during winter months primarily go to snowmobile.

The report concluded with a summary of recommendations aimed at attracting additional winter visitors to Diamond Lake Resort. Recommendations included strategies to increase weekday visits, and specific target populations.

KLAMATH FALLS WINTER RECREATION ANALYSIS

Recreation and Tourism

Submitted to: City of Klamath Falls

Date Submitted: 1991

Researchers: Kurt Bauer
John McPhearson

The City of Klamath Falls contracted Community Planning Workshop in January 1991 to perform an analysis of winter recreation in the Klamath Falls Region. The purpose of the project was to collect data for use in the Environmental Impact Statement for a proposed downhill ski area at Pelican Butte, located about 30 miles west of Klamath Falls. CPW used three methods to analyze winter recreation opportunities and use in the Klamath Falls region: (1) a winter recreation site inventory, (2) analysis of winter recreation use and trends, and (3) analysis of the 1990 Crater Lake National Park market assessment survey.

The inventory of developed winter recreation sites included all sites within a 60-mile radius of Klamath Falls. The inventory included snowmobile trails, groomed cross country trails, snow play areas, snow parks, and downhill ski areas. Analysis of winter recreational trends showed significant growth potential for snowmobiling and cross country skiing.

The report concluded with a summary of recommendations aimed at attracting additional winter visitors to the Klamath Falls region. CPW made specific recommendations for the primary, secondary and tertiary markets. Recommendations included strategies to increase weekday visits, and specific target populations.

PROMOTING VOLUNTARY LANDOWNER COOPERATION: PRIVATE LANDOWNER INCENTIVES ON WILD AND SCENIC RIVERS

Recreation and Tourism

Submitted to: U.S.D.A. Forest Service, Columbia Gorge Scenic Area

Data Submitted: 1991

Researchers: John Brennan
Kurt Bauer
Mary Coacher
Marshall Goldberg
Carol Lewis
Terry Lewis

In 1988, the Oregon Omnibus Wild and Scenic Rivers Act designated 40 new rivers as Wild and Scenic in Oregon. There are approximately 70,000 acres of private inholdings located within these rivers. Because federal agencies that manage Wild and Scenic Rivers have little authority over activities on private lands, the U.S. Forest Service contracted Community Planning Workshop to research existing incentive programs that could provide incentives to private landowners to comply with Wild and Scenic River Management Goals.

CPW performed a comprehensive literature review to identify incentive programs and to evaluate the characteristics that make an incentive program effective. The report includes a discussion of the theory of incentives, identifies types of incentives applicable to Wild and Scenic River management, and the attributes of a successful incentive program. We identified more than 60 federal, state, and local programs in Oregon and Washington.

CPW worked closely with the Interagency Rivers Discussion Group throughout this project. This group includes representatives from the Forest Service, Bureau of Land Management, state agencies, and conservation groups.

The Forest Service distributed the report to river managers in Oregon and Washington and will distribute a summary of the document to landowners and other interested parties.

1990 LINCOLN COUNTY SALMON SPORTS ANGLER PROFILE

Recreation and Tourism

Submitted to: City of Newport Economic Development Department

Date Submitted: 1991

Researchers: Terry Lewis
Carol Lewis
Debbie Johnson
Brenda McCray

This project for the City of Newport Economic Development Department was designed to assess the characteristics, attitudes, and expenditure patterns of salmon sports anglers in Lincoln County, Oregon. The primary research tool was a survey distributed to 810 anglers during the 1990 coastal salmon fishing season in Lincoln County.

The study found that salmon sports anglers spent between \$40 and \$75 per person per day in Lincoln County and participate in a wide variety of recreational activities while angling in Lincoln County. The study also found that a typical angler catches between 5 and 10 salmon per year from approximately 30 days of angler effort. The majority of individuals that salmon sports angle in Lincoln County come from the Willamette Valley. However, a number of respondents came from various states.

The study also includes an inventory of recreational facilities in Lincoln County, and recommends marketing strategies to attract additional salmon sports anglers to Lincoln County.

CITY OF CORVALLIS BOYS AND GIRLS CLUB RECREATIONAL NEEDS, ATTITUDES AND OPINIONS SURVEY REPORT

Recreation & Tourism

Submitted to: Corvallis Boys and Girls Club

Date Submitted: 1990

Researchers: Wellin Chen
Martin Lewis
Lou Tanselli

This market study was designed to help professional staff members of the Boys and Girls Club make decisions concerning existing programs, assessments of needs, deficiencies and opportunities, and strategies for future program development and implementation. In developing a strategy to determine various levels of service use and projected future needs, a number of survey research methods were reviewed. Based on review, the "mail-out and mail-back" survey questionnaire instrument design was selected.

Community Planning Workshop found that nearly all of those registered for the club were satisfied with it; however, most respondents were unaware of program offerings. Respondents thought that the recreational factors in Corvallis contributed greatly to the quality of life but indicated strong agreement for developing more recreational facilities, i.e. bicycle paths and other activities, especially to be offered in the evenings and year round.

OREGON TRAVEL AND TOURISM DIRECTORY

Recreation & Tourism

Submitted to: Oregon Tourism Division

Date Submitted: 1989

Researchers: Robert Parker
Matt Malone
Jim Lawrence

The purpose of this report was to quantify tourism establishments and facilities for the purpose of helping the State Tourism Division evaluate the current level of travel and tourism services in Oregon. The report was part of a larger study of the preferences, attitudes, and expenditure patterns of Oregon visitors prepared by Dean Runyan Associates.

The directory was the first comprehensive inventory of travel and tourism-related facilities in the State. The information was compiled in a computerized database system which can be periodically updated. The inventory includes motels, parks, campgrounds, wineries, festivals, charters and guides, theaters, galleries, etc. For the purpose of analysis, the state was divided into seven tourism regions. This allowed comparison of the relative level and distribution of tourism facilities in the state.

YAMHILL COUNTY WINE COUNTRY: VISITOR ANALYSIS

Recreation & Tourism

Submitted to: Yamhill County Wine Country Task Force

Date Submitted: 1989

Researcher: James Lawrence

The purpose of this study was to identify the characteristics of Yamhill County visitors. Demographics, preferences, destinations, and place of trip origin were described. This information was provided to help Yamhill County government and business better understand the characteristics of visitors to the area now and how best to develop future attractions and to attract additional visitors.

Characteristics of Yamhill County visitors were determined by surveying visitors to Yamhill County wineries and other selected visitor attractions. A simple, self-administered, pencil and paper survey was prepared for visitors to complete if they were interested in doing so.

Recommendations were developed that were intended to increase tourism revenue in Yamhill County. Based on the data, several suggestions were made for marketing strategies designed to promote tourism in the County, including targets for age, income, origination, and destination as well as suggestions for accommodations, amenities, and so forth.

WILLAMETTE NATIONAL FOREST RECREATION PROMOTION

Recreation & Tourism

Submitted to: Willamette National Forest

Date Submitted: 1986

Researchers: Glenn Lamb
Steve Oulman

The purpose of this study was to assist the Willamette National Forest with identification of ways to increase recreation visits to the forest and consequently promote improved economic conditions in the region.

The project addressed four needs: (1) information collection; (2) market assessment; (3) increasing public awareness of recreational opportunities; and (4) highway signage.

Community Planning Workshop conducted a district by district assessment of recreational opportunities. Sites with the capacity for increased recreational use were identified. A market assessment was made based on a survey mailed to 42 travel promotion and economic development groups. Twenty one surveys were returned and four groups expressed further interest in the study. New promotional activities, existing efforts, and sources of funding were identified.

The study recommended continued exchange with respondents who expressed an active interest in program development. It also found that additional highway signage to promote recreational access would be limited by the availability of funds.

RECREATION DEMAND FOR FRISCO CROSS COUNTRY SKI REPORT

Recreation & Tourism

Submitted to: Bill Koch and Associates, Inc.

Date Submitted: 1985

Researchers: Pat Cussick
Christine Johns
Steve Bunnell

This study assessed existing and future demand for cross-country skiing, other winter sports activities, and summer outdoor recreational activities for Frisco, Colorado. It was a preliminary study for the Frisco Cross County Ski Resort Master Plan prepared by Bill Koch & Associates, Inc. Primary emphasis was placed on cross-country skiing as the focus of future economic development and diversification for Frisco, a small town located 75 miles west of Denver in Summit County.

The report presents analysis of national skiing trends, comparison of downhill and cross-country skier characteristics, a Summit County recreation survey of visitors/users, various profiles of skiers, activities, and services. The study found that the interest in increasing cross-country experiences exceeded actual participation, primarily because of the emphasis in the county on downhill skiing.

The final report includes recommendations for siting and marketing expanded cross-country facilities and a plan extending through 1989-1990 outlining steps to implement the recommendations.

FALL CREEK RECREATION ASSESSMENT

Recreation & Tourism

Submitted to: Lowell Ranger District, Willamette National Forest

Date: Submitted: 1984

Researcher: John Stutesman

This study describes recreation sites and uses in the Fall Creek Viewshed, located about 20 miles east of Eugene. The report includes a discussion of forecasted recreational use for the next twenty years. It examines whether potential growth is compatible with existing developed and dispersed recreation sites and features.

A four part research program was developed to obtain the information necessary for this study. The program included a literature review, consultation with District and Forest Resource specialists, analysis of existing recreation information, and field trips to the Fall Creek drainage. Primary data collected concerned developed recreation sites, dispersed recreation sites, recreation activities, administration of sites and recreation user characteristics.

The study found that Lowell Ranger District is well-administered and that an adequate supply of developed recreation sites exist within the viewshed. It was recommended that the District use the 1977 Code-A-Site Inventory to aid in assessment of individual sites and that they study the feasibility of charging day user fees.

MARINE RECREATION IN THE TONGASS NATIONAL FOREST

Recreation & Tourism

Submitted to: Pacific Northwest Forest Sciences Lab and Tongass National Forest

Date Submitted: 1983

Researchers: Elizabeth Evans
Terry Bradfish
Jerry Kendall
Julia Roswall

This report explores the characteristics and issues of marine recreation patterns in southeastern Alaska, including the 16 million acre Tongass National Forest. Part I of the report discusses the twelve Ranger Districts separately. Part II is a comprehensive overview of the forest as a whole.

Pertinent data was derived from the Alaska Public Survey, a combined effort of three governmental land agencies and the State of Alaska. This study concentrates on parts of the survey dealing specifically with marine recreation and attitudes towards resource use which could potentially affect marine recreation patterns.

Researchers found that population increases in southeast Alaska are having an impact on the Tongass National Forest. The demand for recreational uses can impinge upon subsistence activities that supplement the livelihood of low income households. The study, which provides a discussion of recreation patterns to be used by the Forest Service as a management plan, was developed to balance timber harvesting with the integration of recreational uses of the forest and the subsistence demands of the resident public.

HILLS CREEK RESERVOIR RECREATION STUDY REPORT

Recreation & Tourism

Submitted to: Willamette National Forest

Date Submitted: 1983

Researchers: Diane Armpriest
Jerry Kendall
Chuck McGraw
John Stutesman

This study was an effort to help the city of Oakridge, Oregon identify strategies for developing the recreation and tourism industry as a means of economic development. The study examines the demand for recreation, existing facilities and amenities, and proposed recreational development in the Oakridge area.

The analysis included a literature review, interviews with resource specialists and business people, and field studies. Researchers developed an evaluation process that consisted of formulating development alternatives and evaluation of suggested alternatives.

The study found that extensive recreational development is feasible on the Hills Creek arm of the Hills Creek Reservoir, because demand for highly developed recreation facilities in the area is high.

SANTIAM PASS DISPERSED RECREATION MANAGEMENT PLAN

Recreation & Tourism

Submitted to: Willamette National Forest

Date Submitted: 1983

Researchers: Dolly Gudder
Donna Polkow
Dick VanderSchaaf
Susan Windman

This plan was prepared to provide direction to the Willamette National Forest (U.S. Forest Service) in managing the Santiam Pass region for recreational purposes. Recreational activities include cross-country and downhill skiing, hiking, off-road vehicle use, and water sports.

Data sources included population projections for the Santiam Pass "market area" and Forest Service projections of demand for a variety of recreational activities.

The report offers six management alternatives and selected one as the preferred alternative. The preferred alternative includes moderate regulation of recreational users and moderate development of facilities to support recreational use. The central finding was that significant increases in demand for recreational opportunities was likely for the planning period (1985-1995).

SANTIAM WAGON ROAD STUDY

Recreation & Tourism

Submitted to: Willamette National Forest

Date Submitted: 1983

Researchers: Robert Brodsky
Cynthia Guminski
Michael Gilmore

This study was prepared for the U.S. Forest Service to determine the historical significance of the Santiam Wagon Road, analyze its present condition, and provide management recommendations in regard to potential development possibilities. Scope of the study is focused on the trans-Cascade portion of the Road contained within National Forest boundaries.

A detailed historical overview and comprehensive site analysis describe past and present use and condition. Specific recommendations, based on research information and field investigations, are provided for developing the existing remains as a recreational trail. Such a strategy would enhance and preserve the old road while providing an additional leisure resource for the area.

A large section crossing the Pacific Crest Trail was proposed for nomination to the National Register of Historic Places. Sites at each end of the section contain significant artifacts and were recommended to be nominated and developed as interpretive examples.

Other remnants of the old road were recommended for further trail developments when possible. The entire road should be marked with explanatory signage. Overall, the study presents a plan designed to maximize potential benefits and uses at minimal cost and environmental impact.

A PROFILE OF BANDON'S SUMMER VISITORS

Recreation & Tourism

Submitted to: City of Bandon

Date Submitted: 1982

Researchers: Tom Durant
Teresa Lawler

The purpose of this study was to describe the characteristics, preferences, and attitudes of summer visitors to Bandon, Oregon. Analysis of the survey results identified two visitor groups: (1) first time visitors who visit attractions along Highway 101 and other attractions including the Ocean beaches and the cheese factory; and (2) return visitors who visit local attractions including the port, the jetty, and old town. Study findings indicate that 40 percent of the survey respondents were from Oregon, 31 percent from California, 9 percent from Washington, and 19 percent from other states and countries. Further, the report indicates that print media was more effective than television in promoting Bandon as a tourism destination. Finally, the report summarizes Bandon's strengths to include scenery, beaches, atmosphere, and friendly residents. Negative aspects included the weather, road conditions, and lack of shopping opportunities and nighttime entertainment.

TOURISM DEVELOPMENT IN COOS COUNTY, OREGON

Recreation & Tourism

Submitted to: Oregon Economic Development Department

Date Submitted: 1982

Researchers: Anne Bellows
Bob Lebens
Marci Melvin
Gwen Urey

The Coos County Economic Action Team commissioned this study as a market analysis tool to assist in developing the county's tourism industry. Two separate surveys were designed and employed to create a profile of visitor characteristics and needs specific to the area. One survey was conducted on-site at four State Park locations, while the other sampled overnight guests of lodging facilities by mail.

Results from both surveys were analyzed and compared. Findings present information on visitor's socio-economic characteristics, purpose of visit, local expenditures, points of origin and destination, frequency of visits, and attitudes toward the local area.

Recommendations aimed at encouraging visitor activity and enhancing the draw-potential of the area were developed and presented for implementation. Specific market areas based on visitor's point of origin, were identified and compared.

TOURISM DEVELOPMENT RESOURCE GUIDE

Recreation & Tourism

Submitted to: City of Sweet Home, Oregon

Date Submitted: 1982

Researchers: Alan A. Lew
Judith Basehore
Tom Durant
Anne Bellows

This study compiles information and guidelines for assessing the value of tourism as a part of future economic development. The goal of the study was to develop a town theme for promoting tourism.

Information sources included data on the current supply and demand of tourist activities and services in the Sweet Home area, and community and visitor surveys. The report includes case studies of other Oregon towns, ideas for financing downtown revitalization, implementation of design control mechanisms, and recommendations specifically for Sweet Home. The product is a step-by-step guide for developing a program for tourism promotion in Sweet Home.

BLUE RIVER/COUGAR RESERVOIRS: A RECREATION DEVELOPMENT PLAN

Recreation & Tourism

Submitted to: Blue River Ranger District, Willamette National Forest

Date Submitted: 1981

Researchers: Brian Litt
Keith McGowan
Meg Moorehead
Norine Quinones
Peter Spir

The purpose of this study was to develop a working document to be used for long-term planning by the U.S. Forest Service. The objective was to improve recreational use at Blue River and Cougar Reservoirs.

Community Planning Workshop developed and administered a survey of reservoir users to analyze usage patterns, market areas, and recreation development preferences. Other data included are physical descriptions of local climate, geological features, topography, wildlife, and fisheries. Management issues considered include land use constraints, and visual management options. A separate description of Terwilliger Hot Springs is provided.

The report describes three development scenarios:

- 1) Option A: No Growth;
- 2) Option B: Controlled Expansion; and
- 3) Option C: Expansion Dictated By Demand.

The report recommended B: Controlled Expansion. Option B included the following recommendations: (1) better signage; (2) boat ramp improvements; (3) increased presence of forest service personnel in the area; (4) additional managed parking; (5) participation of private concessionaires; (6) better facilities maintenance; (7) increased policing at hot springs; (8) increased picnic area maintenance; and (9) significant improvements at Mona campground and boat ramp.

SOCIAL SERVICES

RECREATION AND TOURISM: A FEASIBILITY STUDY FOR OAKRIDGE AND WESTFIR, OREGON

Recreation & Tourism

Submitted to: Oregon Department of Economic Development

Date Submitted: 1981

Researchers: Robin Bradley
Tom Durant
John Johnson
Brad Miller

This 1981 study examined highway tourism and recreational use of surrounding forests in Oakridge and Westfir, Oregon. It compared these towns with other small Oregon communities developing tourism.

Data included survey questionnaires of residents and business proprietors, traffic volume data, and Willamette National Forest data. The report found the slump in the community's tourism trade was directly related to highway traffic, especially during peak summer season. Lane and Douglas County residents are the primary users of nearby campgrounds, and utilization was expected to increase.

The study concluded that tourism can replace the diminishing forest products industry if both cities undertake joint promotional efforts with Willamette Pass Ski Area, develop local festivals, and increase parking facilities.

SCHOOL OF ARCHITECTURE AND ALLIED ARTS FACULTY RESEARCH SURVEY

Survey Research

Submitted to: A&AA Research Liaison Committee

Date Submitted: June, 1992

Researchers: Michael Walter
Larry Vasquez

This study sought to identify the general and specific areas of interest and creative work, and any factors that hinder their research. The survey is designed to help the Research Liaison Committee better understand: (1) conditions which help **promote** university-based research and creative work; and (2) conditions which may **discourage** faculty from engaging in research and creative work.

The primary research tool was a survey that was distributed to all faculty members within the School of Architecture and Allied Arts.

The survey results revealed a broad range of interests within the school. The faculty identified a lack of available time as the main hindrance to further pursuit of their professional interests.

The results of this study may be used by the Dean to identify ways to help promote faculty research.

DOUGLAS COUNTY HOUSING NEEDS ASSESSMENT

Housing Needs Assessment

Submitted to: Umpqua Community Action Network
Oregon Housing and Community Services Department

Date Submitted: August, 1992

Researchers: Elizabeth Gotelli
Lorna Baldwin Gibbons
Bob Iwerson
Steve Lewotsky
Eileen Marie
Megan Smith
Yukiko Sugiyama
Hong Nien Yick
Zhichao Yuan

Douglas County has been experiencing fluctuations in its demographic composition, as well as its economic base. These factors have had an impact on the affordability of housing in the area, especially for those with low and moderate incomes. The Umpqua Community Action Network and the Oregon Housing and Community Services Department requested assistance in developing a comprehensive housing needs assessment to determine housing needs, the affordability of housing as compared with incomes, the condition of the housing stock, and the amount of available and developable land for new residential construction.

Information was collected from a variety of sources, including U.S. Census information over the last twenty years, county assessor's data, interviews with local experts, and information from community comprehensive plans. The primary research instrument was a survey mailed to 1,500 low-income residents of eight study communities in Douglas County to determine housing needs, condition of housing, and barriers to securing adequate housing.

The information collected will assist the Umpqua Community Action Network and the Oregon Housing and Community Services Department in identifying housing needs in Douglas County and in applying for state and federal grants to increase and improve affordable housing.

BROOKINGS-HARBOR HEALTH DISTRICT HEALTH NEEDS ASSESSMENT

Social Services

Submitted to: Brookings-Harbor Health District

Date Submitted: 1991

Project Manager: Brenda McCray

Researchers: Lance Bailey
Heidi Simpson

Community Planning Workshop was contracted by the Brookings-Harbor Health District to identify the current and future health care needs in southern Curry County. Specifically the identification process included: a) demographic characteristics of the population; b) present and anticipated health care needs of the population; c) a description of existing health care facilities in the Brookings-Harbor Health District; and d) final recommendations based on the information obtained through the project.

The results of this project will provide an assessment of the current health care needs within the Brookings-Harbor Health District. In addition, this information can be used to develop and implement a program designed to meet the future health care needs of southern Curry County residents.

SOUTH COAST SENIORS NEEDS ASSESSMENT

Social Services

Submitted to: Coos/Curry Electric Cooperative, State Division of Senior and Disabled Services, State Division of Community Services

Date Submitted: 1990

Project Manager: Matt Malone

Researchers: Julie Cartwright
Bob Choquette
Debbie Johnson
Dan Moore
Paul Penner
Gil Wright

To address the lack of information on South Coast seniors, Community Planning Workshop was contracted to identify:

- 1) demographic, social, and economic characteristics of the senior population;
- 2) present and anticipated needs of this segment of the population as related to the provision of community, county, and state services such as long-term health care, housing, transportation, medical care, and leisure pursuits;
- 3) the likelihood that other seniors with similar needs will be attracted to the area; and
- 4) key similarities and differences between those over 55 years of age and the rest of the population with regards to service needs and attitudes towards regional development issues.

The study's principal research tool was a survey that was mailed to 2,400 individuals in Coos and Curry counties. The report contained an in-depth analysis of the data for the two counties in each of the following areas: (1) social and economic characteristics; (2) housing; (3) transportation; (4) recreation; (5) health; and (6) development issues.

EVALUATION OF OPPORTUNITIES FOR REVENUE - GENERATING PROGRAMS EMPLOYING THE HOMELESS

Social Services

Submitted to: Oregon State Community Services

Date Submitted: 1989

Researchers: Nancy Murphy Kincaid
Mike Farber
Mike Unger

This report is a planning tool for programs trying to provide long-term solutions for the homeless. It examines and compares agencies whose goal is increasing client employability, generating revenue for client services, or both. Telephone interviews were conducted with managers of 23 programs sponsored by 18 agencies. Programs were compared across several variables, including program descriptions, goals and objectives, client services provided, start-up and operation costs, projected or actual revenues, and successful job placements. The report found effective programs are those emphasizing skill building, job training, extensive networking with the business community, and ongoing client support services. Programs which include follow-up with both clients and businesses get longer lasting results.

The report's Appendices include A) a technical memorandum based on a literature review discussing the characteristics of the homeless population, B) write-ups of the interviews on which the study was based, C) a synopsis of the results of a separate study of the characteristics of Portland's Burnside Community Council's Job Corps clients, and D) descriptions of similar projects funded by federal Stewart B. McKinney funds.

A REPORT ON THE SOUTHERN DOUGLAS COUNTY SENIOR HOUSING SURVEY

Social Services

Submitted to: Umpqua Regional Council of Governments

Date Submitted: 1988

Researchers: Jie Chin
Lisa Minor

The purpose of this report was to determine the feasibility of a 40 unit housing complex proposed for construction in the City of Myrtle Creek, Oregon.

All the data in this report were generated from the "Southern Douglas County Senior Housing Survey" conducted by the Umpqua Regional Council of Governments (URCOG). The survey was mailed to 250 senior-headed households in July 1987. Survey questions asked for basic demographic information, current housing conditions, and preferences for future housing decisions.

The study found that: (1) the median annual income of the respondents was much lower than the median income reported by the U.S. 1980 Census for Douglas County; (2) the proportion of handicapped people was high; (3) respondents with an annual income of above \$7,961.00 preferred home ownership to renting.

CANBY SCHOOL DISTRICT 86 SCHOOL POPULATION FORECAST 1988-2000

Social Services

Submitted to: Canby Elementary School District 86, Canby, Oregon
Date Submitted: 1988
Researcher: Matt Malone

This report provided enrollment forecasts for Canby Elementary School District for the period between 1988 to 2000. Projected enrollment was derived using a cohort survival technique and a linear growth methodology.

CANBY SCHOOL DISTRICT 86: SCHOOL POPULATION FORECAST 1987-2000

Social Services

Submitted to: Robert L. Christiansen, Director of Curriculum and Special Services
for the Canby Elementary School District 86

Date Submitted: 1987

Researchers: Greg Wikler
Jie Chin

The purpose of this study was to forecast enrollments for the Canby Elementary School District for the period from 1987 to 2000. Projections were derived using a cohort survival technique and a linear growth methodology.

Findings of the report include: (1) enrollments grew rapidly in the 1970s, increased steadily in the 1980s, and are expected to continue a slow but steady growth pattern to the year 2000; (2) earlier studies estimate only a 2.2 percent increase for the study period; and (3) total student population is expected to reach 4,394 by the year 2000.

EVALUATION OF ALTERNATIVE FUNDING MECHANISMS FOR THE OREGON COMMUNITY RIGHT-TO-KNOW PROGRAM

Social Services

Submitted to: Oregon State Fire Marshal

Date Submitted: 1986

Researcher: Margaret Rittman
Kevin Masterson
Kee Hwang

This study describes alternative funding mechanisms for the state Community Right-to-Know Program and evaluates the advantages and disadvantages of these options. The purpose was to allow decision makers to narrow potentially numerous funding mechanisms to a few, viable options.

The Community Right-to-Know Program provides a means for obtaining information regarding hazardous substance manufacturing, storage, and transportation in Oregon communities. Information was gathered using three techniques: (1) a review of literature on public finance and taxation; (2) telephone interviews with administrators of Right-to-Know programs; and (3) interviews with Oregon state agency staff members.

SURVEY OF STUDENTS AT SELECTED OREGON COMMUNITY COLLEGES

Social Services

Submitted to: Oregon Department of Education

Date Submitted: 1984

Researchers: Dolly Gudder
Steven Bunnell
Joseph Edney
Elizabeth Evans
Rachel Grinberg
Bettina Jaekel
Rita Levy
Helen Morrison

This study was undertaken to assess community college student needs, with results to be used for planning statewide curriculum and for forecasting future demand for services at Oregon Community Colleges.

Community Planning Workshop surveyed students at seven community colleges. To ensure that respondents represented a broad cross-section of students, surveys were distributed by class subjects representing a variety of interests.

The survey found that: (1) the largest percentage of students are 18 to 25 years old (39 percent); (2) 22 percent are employed more than 36 hours a week; and (3) 39 percent earned less than \$2,500 a year while in school.

The study concluded that reasons for attending a community college included preparation for a four-year college degree program, proximity to home, and returning after a four-year degree for specific job skills. Many adult students gave the last reason.

The report recommended collecting additional information from high school students in order to best assess future needs for community college curricula and better marketing of college services to adult students.

EUGENE DOWNTOWN CHILD CARE NEEDS ASSESSMENT

Social Services

Submitted to: Lane County Community Coordinated Child Care Council

Date Submitted: 1981

Researchers: Cynthia Pappas
Norbert Behrens

The purpose of this report was to provide technical assistance to the Council in their effort to gather information about (1) employer interest in child care support to employees; and (2) employee needs and expectations for child care provision.

Community Planning Workshop field tested a survey instrument designed to assess employer and employee interests. Six employers were interviewed; none of them felt child care problems affected business. Of 10 randomly sampled employees, 4 had children, all of whom were cared for by neighbors. Only 4 of the employees felt employers had "some" responsibility towards providing child care.

The report provided the client with interview instruments for employers and employees and data collection guidelines for administering surveys and interviews. The study recommended acquiring additional authoritative sponsorship for the study to help overcome employer disinterest.

METHODOLOGIES FOR THE DELINEATION OF PRIMARY MEDICAL CARE MANPOWER SHORTAGE AREAS

Social Services

Submitted to: The Western Oregon Health Systems Agency

Date Submitted: 1978

Researchers: Michael Buckley
Rick Casey
Randall Hledik
Daniel Smit
Eric Wolfe

The Western Oregon Health Systems Agency (WOHSA) asked Community Planning Workshop to develop methodologies in western Oregon for applying newly revised federal regulations for officially designating areas with shortages in health manpower. Methodologies were developed to apply to federal regulations for delineating primary care service and shortage areas in subarea IV, western Oregon.

Primary care practitioners were located, travel time in all directions from such practitioners measured, and the distribution of population in the study area determined. A Manually Adjusted Methodology and a Computer-Assisted Methodology were developed to calculate practitioner to population ratios.

Recommendation was made to WOHSA to research the possibility of providing some type of health manpower assistance to unserved areas that do not qualify as "shortage" areas.

TRANSPORTATION

KLAMATH COUNTY SPECIAL TRANSPORTATION NEEDS ASSESSMENT

Transportation
Utility Management

Submitted to: Basin Transit Service

Date Submitted: 1992

Researchers: Bob Choquette
Mary Coacher
Mark Fancey
Elizabeth Gotelli
Monique Wahba

Expectations for continued growth of the senior population within Klamath County coupled with the need to provide additional services for people who cannot access current systems has made it necessary to evaluate the effectiveness of current transportation systems. These systems must be analyzed to determine whether or not they are meeting the present and future needs of these population groups.

In order to evaluate the current transportation modes available to senior and mobility-limited residents of Klamath County and to identify present and future travel needs of these populations, the University of Oregon's Community Planning Workshop was contracted by Basin Transit Service of Klamath Falls specifically to: a) identify all present private, public, and quasi-public transit systems within Klamath County; b) identify transportation patterns and needs of senior and mobility-limited residents of the county; 3) evaluate the success of current transit resources in meeting the transit needs of senior and mobility-limited residents; and d) identify any serious deficiencies in existing systems and recommend specific actions that would help to improve transportation services to better meet the needs of senior and mobility-limited residents.

In order to adequately evaluate current transportation modes and to assess present and future transportation needs among senior and mobility-limited populations, the project was divided into two essential tasks: (1) an inventory of existing transportation services for these populations within Klamath County; (2) an evaluation of data from a random survey of 577 senior and mobility-limited residents in Klamath County. The survey was designed to provide a variety of data regarding the transportation habits and needs of these populations. Respondents were asked to provide information regarding their modes and frequency of travel, their level of satisfaction with mass transit services (Basin Transit Service bus, Dial-A-Ride) currently operating within Klamath County, their need for assistance in accessing these services, and their receptiveness to an expanded Dial-A-Ride system.

CLATSOP COUNTY TRANSPORTATION NEEDS ASSESSMENT

Transportation

Submitted to: Clatsop County Public Transit Study Task Group

Date Submitted: 1991

Researchers: Bob Choquette
Marshall Goldberg
Elizabeth Gotelli
Makiko Hisatome
Blair Leist
Elizabeth McDowell
Andres Sedillo

Clatsop County, like many Oregon coastal counties, has been experiencing significant increases in tourism and population growth during the last five years. Given the county's proximity to Portland, and the expectation of continued growth along the North Coast, planning for transportation needs has become a high priority. Local policy makers have recognized the need for more information to evaluate the present and future needs of county residents.

To better understand the transportation needs of Clatsop County residents, the Clatsop County Public Transit Study Group contracted with the University of Oregon Community Planning Workshop to identify and evaluate: (1) all private, public and quasi-public transit systems within Clatsop County; (2) transportation patterns and needs of Clatsop County residents within the county; (3) transportation needs from Clatsop County to areas outside of the North Coast region; (4) the success of current transit resources in meeting the needs of Clatsop County residents; (5) alternative transportation systems connecting the communities in Clatsop County; (6) any serious deficiencies in existing systems; and (7) recommended actions to improve transportation service to meet the needs of Clatsop County residents.

The report made four recommendations for improved service within the county: 1) establishment of county-wide coordination of all transportation systems; 2) prioritization of services for senior citizens and senior citizens; 3) improved accessibility of the bus system; and 4) establish a transit district.

HIGHWAY 101 ACCESS STUDY: A PILOT PROJECT

Transportation

Submitted to: Oregon Department of Transportation, Highway Planning Section

Date Submitted: 1989

Researchers: Dan Garofalo
Leonard Bauer
Tracy Brown
Julie Fischer
Sam Litke
Dal Olleck

The purpose of the report was to describe a data collection and planning process which assured the continued convenient and safe use of the highway by residents of the coast as well as visitors to the coast. In the winter of 1989, the Oregon State Highway Division asked Community Planning Workshop to prepare a report for a pilot project which described ways to limit future highway access to assure a safe and continuous flow of traffic and maintain and enhance the scenic beauty of the highway corridor. Accomplishment of these goals required the local community planning and public works officials to work with the State Highway Division to produce a coordinated land use and highway access plan. The highway, showing existing access and present land uses, was mapped and recommendations for future development were presented for a forty mile section of the Highway 101 corridor

VALLEY RIVER CENTER BUS RIDERSHIP STUDY

Transportation

Submitted to: Lane Transit District

Date Submitted: 1987

Researcher: Gabe Onyeador

This report presented the findings and analysis of the Valley River Center Bus Ridership Study. The study was undertaken because of LTD's intentions to design and construct a new transit station at Valley River Center. The design of the study was to objectively assess the demographic, market, and travel characteristics of Valley River Center bus patrons. Information was collected through surveys handed out to bus riders inbound and outbound from Valley River Center.

Findings revealed support for the proposed project especially in light of new businesses moving into Valley River Center and the future probability that parking facilities will become insufficient.

TRANSIT USE PATTERNS AND PREFERENCES OF FACULTY, STAFF, AND STUDENTS OF THE UNIVERSITY OF OREGON AND LCC

Transportation

Submitted to: Lane Transit District

Date Submitted: 1984

Researchers: Robert Atkinson
Carol Hodges
Maria Elena Puente

This study was conducted to identify ways to increase ridership for the Lane Transit District (LTD) by students, faculty, and staff of the two schools.

Information was collected through the completion of almost 1,300 questionnaires regarding the study group's travel behavior, knowledge and use of LTD services, unmet transportation needs, response to proposed changes, and additional demographic information.

The researchers found that only nine percent of the 27,000 people at these institutions regularly use the bus service to commute to these campuses. The report suggests that ridership can be increased.

A STUDY OF NON-URBAN BUS SERVICE

Transportation

Submitted to: Lane Transit District

Date Submitted: 1983

Researchers:

Lane Transit District established bus service to communities outside the Eugene/Springfield area in 1975. In 1983, LTD provided service Monday through Friday to the outlying communities of McKenzie Bridge, Lowell, Veneta, Junction City, and Coburg. This service has been reduced due to declining local tax revenue. At the time, LTD offered an average of four trips per day to these communities. Community Planning Workshop (CPW) was asked to develop and evaluate alternatives to Lane Transit District's current non-urban service. Furthermore, the CPW was asked to make recommendations for improvements that would maintain an adequate level of service and reduce the operating cost to the District.

This report is divided into three parts. In Part 1, the characteristics of Lane Transit District's current non-urban bus service are detailed including characteristics of current riders, trip characteristics, and rider attitudes. This information was gathered from a rider survey and LTD records. Part 2 consists of an examination of alternative transport systems that can be used by LTD to lower operating cost while maintaining an adequate level of service to the outlying communities. Part 3 details the feasibility of implementing alternative transportation systems on the McKenzie Bridge and Coburg routes.

Four alternative transportation systems were developed: car pooling, van pooling, minibuses, and dial-a-ride. The feasibility of these alternatives was evaluated for the McKenzie Bridge and Coburg routes. Recommendations included van pool or minibus for the McKenzie Bridge route and van-sized vehicles to replace standard buses on the Coburg route.

FREE PARKING IN DOWNTOWN EUGENE: PERSPECTIVE OF EMPLOYEES

Transportation

Submitted to: Eugene Downtown Association

Date Submitted: 1982

Researchers: Steve Bunnell
Mark Hess

This study was the second in a series related to specific Eugene downtown issues. A thirty question survey was administered to a randomly selected group of downtown employees. The survey asked for information such as employee parking patterns, purchasing patterns, income, and age distribution.

The study found that downtown employees require approximately 2,000 parking spaces per working day. Some violate parking regulations occasionally by parking in the free parking customer area. Most employees use private cars to get to work. Three hundred car pool, 150 ride Lane Transit District, and 150 ride bicycles to work.

The study recommended that downtown employers encourage increased use of alternative methods of transportation and develop incentive programs to keep employees from using parking that is intended as customer parking, particularly free parking areas.

LTD FARE STRUCTURE STRATEGIES

Transportation

Submitted to: Lane Transit District

Date Submitted: 1981

Researchers: Duane Lucas-Roberts
John Wesley

Faced with a dramatic decrease in ridership in 1981, Lane Transit District (LTD) fell short of its goal of passenger fares providing 30 percent of operating costs. In requesting a report from Community Planning Workshop, LTD hoped to find a fare structure satisfying riders, operative costs, and the community.

After defining relevant terms, reviewing existing research concerning fare change impacts allowed CPW to devise fare structure options for presentation to LTD.

Elasticity, the diminished effect of ridership numbers in response to fare changes, was found to be $-.65$, consistent with other small service areas. Using this base measurement, the study group found four viable options: (1) lower expectations of revenue from fares; (2) lower fares and expect less money and more riders; (3) increase ridership by expanding service; or (4) maintain status quo.

CPW concluded that increases in ridership and revenues are not simultaneously possible when fares are changed; lowering fares dramatically could restore ridership levels, but at a financial loss. The best alternative found was maintenance of current fare levels, with ridership possibly rebounding by 1985.

SUITABILITY STUDY OF THE WOONERF IN THE WEST UNIVERSITY NEIGHBORHOOD

Transportation

Submitted to: West University Neighborhood

Date Submitted: 1981

Researchers: Norbert Bherens
Lynn J. Nakamura
David Neal

The purpose of this report was to study how the Woonerf concept, a traffic control method developed in the Netherlands in the 1970s, addressed the needs of the West University Neighborhood (WUN). Woonerf is a street design model to enhance street use by pedestrians, children, bicycles and motor vehicles. Using vegetative barriers, street curves, speed bumps and varying street surface materials, the plan promotes safety, increased residential interaction and shared use of streets in an aesthetic manner.

Community Planning Workshop conducted interviews and discussions with interested WUN neighbors and representatives of Eugene City Planning.

The study found that, due to the WUN's central city location and the incidence of through traffic from bordering arterial streets, Woonerf would compliment the desire for greater environmental quality and "sense of place" in the neighborhood. The report recommends further study into specific issues, continued citizen/city interaction on Woonerf and implementation of a pilot project.

however, be improved through more thorough data collection and yearly revisions.

A FORECASTING METHOD FOR THE LANE TRANSIT DISTRICT

Transportation

Submitted to: Lane Transit District

Date Submitted: 1980

Researchers: Sandra Gilligan
Gregg Kantor
Eric Mak

The purpose of this study was to develop a simplified tool for estimating ridership for the LTD system. Historic ridership trends were examined in order to identify those factors influencing people to ride buses. The variables which have been most associated with transit ridership are (in order of importance) the system's total size (its fixed-route vehicle miles), the University of Oregon student population, and gasoline prices corrected for inflation. A forecasting equation was developed using these three variables. Although not included in this equation, capital expenditures, advertising and fares appear to have some influence on ridership. However, insufficient data were available to accurately assess their impacts.

Using the forecasting equation, an estimated ridership of 6,956,504 was projected for the 1980-81 fiscal year. This was based on assumptions that the number of vehicle miles in the fixed-route system would remain at the current level, student population would reach University of Oregon estimates (17,316 fall quarter, 1980), and gasoline prices would be \$1.30 per gallon in July, 1980 and increase 25 percent, to \$1.65, over the course of the following year. The reliability of this estimate is limited by both assumptions of the regression analyses method and problems of data collection. These assumptions and problems have been detailed within the report. The accuracy of the forecasting tool can,

PRELIMINARY TRAFFIC STUDY FOR THE CITY OF DEPOE BAY

Transportation

Submitted to: City of Depoe Bay Businessmen and Residents

Date Submitted: 1980

Researchers: Brian Finneran
John Ingle
Ximena Sepulveda

This preliminary report identified several approaches to the traffic conditions which existed in Depoe Bay. These approaches were presented as a combination of alternative plans and strategies which reflect the severity of the parking, circulation, and safety conditions, and the need for comprehensive solutions which might lessen these conditions.

The recommendations offered a number of comprehensive alternate plans, each of which addressed some aspect of the traffic problems. They also identified the guidelines used in plan development, considered the cost of each plan, and discussed the ways in which these plans might be implemented. The guidelines included concerns expressed by residents in a community survey conducted in selected areas of Depoe Bay.

UTILITY MANAGEMENT

AN EVALUATION OF THE BENEFITS AND COSTS OF HYDROELECTRIC DEVELOPMENT ON THE UPPER DESCHUTES RIVER

Utility Management

Submitted to: Deschutes County Community Department

Date Submitted: 1985

Researchers: Allen Brown
Lynn Nakamura
Ted Taylor
Kate Thorn

The purpose of this report was to: (1) present information concerning the natural resources on the upper Deschutes River and the value of those resources; (2) describe in general terms how different types of hydroelectric development would likely affect the ecology and recreational use of the river; and (3) develop methodology for evaluating future proposals for development of hydroelectric power on the river.

A technical appendix contains details of the technical analysis and documentation of the assumptions on which the analysis was based.

THE DEVELOPMENT OF SMALL SCALE HYDROELECTRIC POWER IN OREGON

Utility Management

Submitted to: Bonneville Power Administration

Date Submitted: 1982

Researchers: Mia Anderson
Wayne Embree
Susan Hopkins
Alan A. Lew

The purpose of this report was to provide an overview of the process by which small scale hydroelectric projects are approved and to assess the region's potential. Small scale hydro is defined as projects which generate between 100 kilowatts and 25 megawatts.

The methodology entailed reviewing 203 applications and analyzing 26 variables. Significant variables included dam structure, project developer, installed capacity, land ownership, financing, project status, and cost.

A rating scheme to evaluate a project's likelihood for success was developed. Based on this scheme, case studies were conducted on eleven pending projects.

The report said the two most prevalent impediments to development appear to be uncertain or inadequate financing and public opposition based on environmental concerns. The report concluded it did not have sufficient data to assess the regional power potential of small scale hydroelectric.

GEOTHERMAL RETROFIT FOR THE UPTOWN DISTRICT OF OAKRIDGE

Utility Management

Submitted to: City of Oakridge, Oregon

Date Submitted: 1981

Researchers: Allen Brown
Lynn Nakamura
Ted Taylor
Kate Thorn

This study evaluated the possibility of retrofitting public buildings in Oakridge Oregon for geothermal energy systems. It considered feasibility, costs, and benefits.

The study includes: (1) a review of several types of geothermal applications; (2) an inventory of possible geothermal energy sources; and (3) the suitability of buildings in the uptown district of the city for retrofit.

The study assesses a basic retrofit cost based on building size. System costs for specific buildings are estimated. Factors that would have an effect on costs specific to publicly owned buildings were considered. A project budget estimate was developed which includes costs for exploration, testing and well field exploration; hot water or steam distribution, and retrofitting the buildings to utilize the geothermal energy.

The study found that geothermal compares favorably to fuel oil systems for cost effectiveness. In a period of low cost electricity, the geothermal retrofit did not appear to be a cost effective project. The study suggests a diversified approach to energy management including weatherization, improved lighting, and consideration of alternative energy sources such as wind or hydro-power to answer future increases in energy costs.

EUGENE RESIDENTIAL ENERGY USE SURVEY

Utility Management

Submitted to:

Date Submitted: 1978

Researchers: Terry Harbour
Deanna Mueller-Crispin

The primary objective of this study was to determine how much energy was actually being consumed in the Eugene area as a data base for future planning and policy decisions.

A random sample survey of two contrasting residential areas in Eugene was conducted to determine how much energy individual households were consuming and to identify residential consumption patterns. The survey results were also instrumental in ascertaining what conservation measures residents were already using and in identifying homeowner attitudes toward incentives for further conservation.

This report provided a tool for future energy conservation and planning programs in Eugene.

OREGON ALTERNATIVE ENERGY STUDY

Utility Management

Submitted to:

Date Submitted: 1978

Researchers:	Mark Steven Baker	Sheila O'Malley
	Jan Beecherl	Jeffrey Reiss
	Bill Fleischman	Peter Rockrise
	Kobe Kemple	Kaki Rusmore
	Susie Mas	Babs Smith
	Vincente Mas	Cynthia Smith
	Greg Michael	Gary Squier
	Patricia Olson	

This report assessed information regarding the availability of alternative energy sources in Oregon and the process stages that make energy available for consumption by various users in the state. Increased understanding and greater encouragement of new approaches to energy utilization are needed if our society is to effectively meet the challenges of the coming decades. An attempt was made to explore the economic, social, and environmental impacts associated with the location of energy delivery facilities.

SUSTAINABLE DEVELOPMENT

Strategic Planning and Program Development

Submitted to: The University of Oregon Sustainable Development Group

Date Submitted: 1992

Researchers: Erin Chapman
 Susan Steindler
 Eunice Lovi
 Mohammed

Several University of Oregon faculty members joined with students from the University of Oregon Community Planning Workshop to develop and implement a strategic plan for the formation of a Sustainable Development Group (SDG). A team of four students helped formulate organizational goals and, through a series of weekly seminar meetings extending over a six-month period, established an interdisciplinary group of students and faculty who met weekly to define and discuss Sustainable Development.

The CPW support team helped establish a schedule of speakers, develop agendas for weekly meetings, prepare and distribute notes from weekly meetings, prepare bibliographies on sustainable development, prepare and submit proposals for funding sustainable development research and instructional activities. The team also provides research support to SDG faculty, and contacts other sustainable development groups around the country. Recently, the team developed and distributed the first SDG newsletter.

This CPW activity was unlike other workshop contracts because it did not lead to a single CPW report. Instead, it resulted in a series of connected staff support activities which culminated in the SDG receipt of a \$30,000 development grant from University of Oregon strategic planning funds. Most all other CPW research activities provide descriptions, analysis and recommendations for future action. In addition to the typical analytic planning and policy research functions this CPW team provided implementation. The Community Planning Workshop was instrumental in creating an applied, field-based team.