

BEAR FACTS

Planning Trends and Information
from California State Parks

June 2004

Luxury Camping

Increasing numbers of baby boomers and retirees are seeking comfort, convenience and pampering in their outdoor adventures, CNN.com/TRAVEL reported on July 15, 2003. "There is a whole new variety of campers out there who want to do it their own way – luxuriously."

The baby boom and war baby generations are the fastest growing segment of California's population. They are enjoying better health and living longer than their parents, wielding greater economic and political power, and are retiring earlier. They are seeking outdoor recreation knowing that physical activity will prolong their independence and improve the quality of their lives, but more and more they are looking for luxury camping opportunities.

Retirement Goes Boom

Boomers number 76 million and represent more than a quarter of the nation's population, *American Demographics* reported in its April 2004 issue. "During the years 2011 to 2029, the size of the over-65 population will double." SoldOnSeniors, Inc., <http://boomersint.org/bindex.htm>, reports that the baby boomer generation:

- is the fastest growing population segment,
- is the most affluent consumer group,
- accounts for over 40% of total consumer demand,
- averages \$24,000 in annual disposable income, and
- spends almost \$2 trillion dollars on goods and services each year.

Roughing It The Easy Way

Boomers who enjoy recreation in the scenic beauty of the great outdoors, but who are averse to sleeping on the ground or spending thousands

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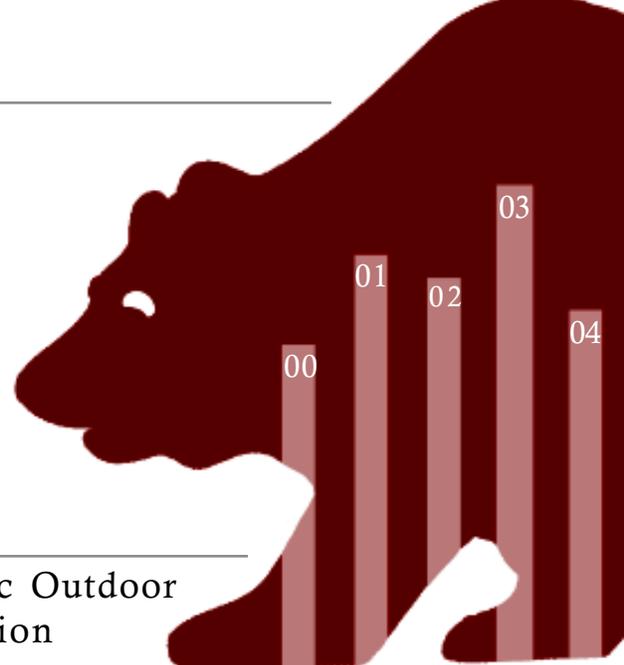
Hispanic Outdoor Recreation Preferences

The rapidly changing ethnicity of California has the potential to change the character of outdoor recreation by affecting the supply of and demand for various types of recreation areas, facilities and services. A rapid population increase accounts for the nearly 12 million Hispanics in California in 2002, making up more than a third of the total population. By 2025 this group is expected to grow to 21 million people and make up 43% of the state's population. So how might this startling growth of the Hispanic population influence outdoor recreation participation patterns?

The California Department of Parks and Recreation has tried to get a better understanding of the needs of all Californians by conducting statistically valid public opinion surveys every five years. Realizing the importance of the rapidly growing Hispanic population, an additional effort was recently made to better understand their use patterns. The *Public Opinions and Attitudes on Outdoor Recreation in California – 2002* survey was administered in both English and Spanish and out of the 2,500 telephone interviews, 644 respondents identified themselves as Hispanic. Hispanic attitudes, preferences and recreation behaviors were compared with the non-Hispanic respondents (all other ethnic groups combined) and then compared with results from an earlier 1997 survey.

Two types of park and recreation areas were visited most frequently by Hispanics. Slightly more than 95% visited highly developed areas in or near

(continued on page 3)



(*Luxury Camping* continued)

of dollars on camping equipment, are looking for a more luxurious camping experience at or near their chosen vacation destination. More and more, they are seeking in-situ accommodations where all they need to do is pack the sunscreen, mosquito repellent, and personal belongings in the car and head for a spacious tent or comfortable cabin outfitted with heat and running water, where the bedding is provided and meals are prepared.



The New Trend Is Disappointing

Die-hard hikers who seek a primitive camping experience in a close-in campsite or on a backcountry trail find the new trend disappointing. "Roughing it," they say, is a whole different type of experience. The reward of hiking all day, creating a campsite and cooking your own food forces you to get back to basics. But those who prefer to "rough it" are in the minority. *The Public Opinions and Attitudes on Outdoor Recreation in California, 2002* confirms that more than forty-five percent of individuals surveyed want more outdoor recreational facilities at lakes and reservoirs, such as picnic and camping sites, and thirty-nine percent want more developed campgrounds with hot showers, electrical and water hook-ups in outdoor recreation areas. Only twenty-eight percent camp at primitive sites without facilities and only twenty percent participate in backpack camping opportunities.

Five Star Campground

Of course, luxury camping is defined by the accommodations, the service, and the amount of money an individual is willing to spend. On the high-end, campers can visit three state parks, eight state beaches and two historic light stations on the San Mateo County coast during the day and camp for the night at Costanoa, a privately run lodge and campground that offers canvas cabins with queen sized beds, heated mattress pads, towels and bathrobes. The cabins surround a comfort station, complete with public restrooms, soap and shampoo-stocked showers and an in-house spa. Meals

are available from a gourmet deli. This is roughing it the easy way in a five-star campground where privacy is primary, and service is expected.

KOA is offering less expensive Camping Kabinets, Cottages and Lodges that provide "a warm and peaceful camping experience in the privacy of your own unit." KOA has staff trained to meet individual needs and reservations can be made on the internet or by calling the campground directly.

By contrast, the State Park System has 590 inexpensive overnight facilities including 58 tent cabins/shelters, 107 rustic cabins, 6 bark houses and 419 lodge and motel rooms and detached cabins. Concessionaires operate most lodge and tent cabin accommodations.

State Parks is upgrading and providing additional lodging at Point Cabrillo Light Station in Mendocino County and at Crystal Cove State Park in Orange County. The Point Cabrillo "Master Plan for Resource Utilization" sets forth a program of early revenue generation and development of financial reserves to support and expand public services. To implement this financial plan, a non-profit docent group is developing the Light Keeper's House, the Assistant Light Keeper's House and several outbuildings for overnight lodging and breakout space for group use.

At Crystal Cove, the first phase of a two-part restoration project is underway that will open cottages to public use. The *Los Angeles Times* reported on February 25, 2004 that the work will take about one year and includes restoration of 22 historic beach cottages and other new public facilities in the park's historic district. The cottages are expected to be ready by summer 2005.

Convenience, Comfort and Safety

The needs analysis section of *The Public Opinions and Attitudes on Outdoor Recreation in California, 2002* bears out the growing trend toward luxury camping. Camping in developed campgrounds with hot showers, electricity and water is one of the top four activities that Californians would have done more often if facilities had been available. "Being able to relax" and "feeling safe and secure" were rated as very important to those surveyed. Clearly, convenience, comfort and security are among the most important factors influencing the enjoyment of outdoor recreation, and the survey confirms that Californians will support government spending to upgrade the quality of camping opportunities within the state. 

(Hispanic Outdoor Recreation Preferences continued)

urban areas at least once or twice a year. More than 86% visited developed nature-oriented areas located outside of or on the fringe of urban areas at the same frequency. For these two categories, there were few appreciable differences between Hispanics and non-Hispanics or between the survey results from 2002 and 1997. Fewer Hispanics visited natural and undeveloped areas; only 73% of Hispanics visited such sites compared to the 84% of non-Hispanics. The number of Hispanics visiting natural and undeveloped areas had also declined by 7% since the 1997 survey. The most significant shift in the types of areas visited by Hispanics was in private, not public, outdoor recreation areas and facilities, where their visitation increased from 54% in 1997 to 70% in 2002.

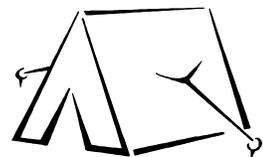
When survey respondents were asked which types of outdoor recreation areas they preferred, 40% of the Hispanics indicated they preferred developed nature-oriented parks and recreation areas and 30% selected highly developed parks and recreation areas. The percent of the non-Hispanics who preferred these same two types of recreation areas was somewhat less, 35% and 19% respectively. Private, not public, outdoor recreation areas and facilities were the types of areas preferred by the least number of Hispanics (5%) and by non-Hispanics (6%). Despite the low preference scores, 70% of Hispanics did visit private recreation areas. The table below shows the percentages of Hispanics and non-Hispanics who preferred each of the different types of outdoor recreation areas in California.

Types of Outdoor Recreation Areas Preferred	Hispanics	Non-Hispanics
Highly developed parks and recreation areas	30%	19%
Developed nature-oriented parks and recreation areas	40%	35%
Natural and undeveloped areas	16%	32%
Historical or cultural buildings, sites or areas	9%	8%
Private, non public, outdoor recreation areas and facilities	5%	6%

Sixteen attitudinal questions in the 2002 survey related to outdoor recreation lands and facilities and the responses to these questions by Hispanics and non-Hispanics were compared. The attitudes of Hispanics were statistically significantly different from those of non-Hispanics for 12 of the statements. For example, most or more Hispanics strongly or moderately agreed that there is a need for 1) better enforcement of



rules at parks and recreation areas, 2) more recreation areas at lakes and reservoirs, 3) more parks in urban areas, 4) additional developed campgrounds, and 5) more community parks located near them. They also indicated that 1) outdoor parks are too crowded, 2) private businesses should be providing services in parks, and 3) they do not feel safe using outdoor parks. Hispanics also strongly agreed that outdoor parks 1) help reduce crime, 2) help improve health, 3) create jobs, and 4) should promote tourism.



There is strong support for parks and recreation areas among Hispanics. The results from the public opinion survey suggest that Hispanics prefer more developed areas in or near to where they live. There is a declining trend among Hispanics for natural and undeveloped areas, perhaps the result of the tremendous influx of Hispanics coming to California having feelings of being unsafe in public parks. There are significant attitudinal differences between Hispanics and non-Hispanics on issues concerning recreation lands and facilities, with Hispanics being generally more supportive. Private outdoor recreation areas are not strongly preferred but get a fair amount of visitation, suggesting an unmet demand for more public recreation opportunities. When communities are planning parks and recreation opportunities they should consider the findings from *Public Opinions and Attitudes on Outdoor Recreation in California - 2002*. The publication is on the California Department of Parks and Recreation's Planning Division web site: www.parks.ca.gov/planning. Hard copies can be obtained by calling (916) 653-9901. 

Which Park and Why?

These questions were taken from the State Parks public webpage and explore the origins of some parks, beaches and reserves named after certain individuals. Do you know who these people were and which park was named for each of them?

1. This park was named after the last governor of Mexican California before the Americans took over in 1846.
2. This state beach was named in memory of a State Assemblyman who campaigned for the site's preservation as public parkland following its incarceration as an amusement center and daily-trip destination for San Francisco and Bay Area residents.
3. This park was named after a well respected pioneer woman in the Big Sur country. This park stretches from the coastline up to the 3,000-foot ridges nearby.
4. This reserve was donated to the people of California in 1933 as a living memorial to this person's father, a founder of San Francisco's German Bank.
5. This park was named after an actor, preservationist and conservationist whose greatest fame came from his portrayal of Pancho, the sidekick to Duncan Renaldo's Cisco Kid, an early 1950's TV series.
6. This park is named after the organizer of the only California town to be founded, financed and governed by African Americans.
7. Through the assistance of the Nature Conservancy in 1963, this family deeded 9,700 acres to the State of California and asked that this park be named in memory of their mother.
8. This park was named after the intrepid explorer who was the first white man to explore the interior of northern California.



Answers on page 7 

Trails in 3-D

Proactive planning of new trail alignments helps protect critical habitat, makes trail maintenance easier and provides a more enjoyable experience for the public. An eye-popping tool for trails planning was unveiled at the California Trails and Greenways conference held in Folsom in March 2004. David Drueckhammer and Steve Fiala from the East Bay Regional Parks District (EBRPD) explained Geographic Information Systems (GIS) and showed conference attendees how 3-D GIS can be used to let planners and decision makers take a virtual hike on the route of a proposed recreational trail, while even checking out the views along the way.

A GIS is a computerized database management system designed to capture, store, display and enable analysis of spatial (location defined) data. GIS applications are useful for planning, decision-making and promoting public awareness. With 3-D GIS, users see an on-screen simulation of an accurate three-dimensional model. It replaces "old school" analysis that relies on lots of two-dimensional maps - hard to update and often with different scales. The old way forces planners to imagine the results, without a real sense of the outcome. The GIS solution lets everyone share the same experience.

The 3-D GIS tools are admittedly expensive. The hardware and software requirements can bust the budget of smaller park agencies and challenge the budget of a larger agency. But the up-front cost of the tools appears reasonable when you compare it to the enormous expense involved in land acquisition and trail construction. The hardware costs from \$5,000 and up - the price for upgrading a normal Windows box with fast chips and lots of memory and disk space - and the software costs about \$7,500. Training and operating costs can be minimized if staff are proficient with computers in the first place.

With the various Environmental Systems Research Institute (ESRI) software, ArcGIS (\$1,500), Spatial Analyst (\$3,000), and 3D Analyst (\$3,000), the user can plan and visualize trail alignments in 3-D by "draping" the trail route map over the digital elevation model. The resulting three-dimensional computer model depicts the proposed trail alignments, allowing planners to visualize the viewshed, steepness, terrain and accessibility of the

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trail. Once designed, this simulated trail experience can help both the planners and the public fully understand the proposal.

At the conference, the audience was treated to a virtual tour of one of EBRPD's most beautiful regional trails, the Sunol/Ohlone wilderness trail. The District also uses GIS for:

- land Acquisition,
- cultural Resource Mapping,
- land Use Plans (new facility planning),
- stewardship (resource mapping),
- aquatics (swim course layouts), and
- public Safety (fire perimeters, fuel break mapping/ planning).

Not long ago, only the military or the CIA could afford this kind of GIS application. But current system costs are within reach of the larger cities, counties or districts. These agencies probably already use GIS hardware and software and have an IT shop for technical support if needed. For now, smaller agencies are advised to consider sharing costs with other agencies. An example would be a multi-agency comprehensive trails project where the economies of scale would justify the investment. This is also something that a Council of Governments could provide to its member governments as a reimbursable service. If an agency has a one-time need, use of the GIS tools can be specified in conjunction with a service contract. Costs will no doubt drop over time as more entities move to GIS applications.

For more information on this GIS toolkit, contact David Drueckhammer, Geographic Information System Coordinator, East Bay Regional Park District, 2950 Peralta Oaks Court, P.O. Box 5381, Oakland, CA 94605-5369, (510) 544-2389, or contact him via email at ddrueckhammer@ebparks.org. 



Need Help Getting Grants?

The Planning Division recently released *Getting A Grip on Grants, A How-to Guide for Park and Recreation Providers* and the *Directory of Grant Funding Sources for California Park and Recreation Providers*. These are the second and third of a three part series on preparing, researching and administering grant funds. The first in the series was the 2003 *Paying for Parks: An Overview of Fiscal Resources for Local Park and Recreation Agencies*.

Getting a Grip on Grants gives service providers practical tips on researching and preparing winning competitive grant proposals. Although an overview of foundation funding sources is included, emphasis is placed on public agency grants since park and recreation providers understand the importance of grant funds in today's extremely difficult fiscal climate.

The *Directory of Grant Funding Sources* lists the various grant program funding sources provided by federal and state legislation, trust fund fees or through the generosity of private, community, and corporate foundations. To assist parks and recreation providers in identifying a grant program that might fund their project, this guidebook cross-references the numerous federal, state and foundation grant funding sources with their area(s) of interest, such as land acquisition, planning, capital improvements, natural resource management, education, volunteerism, off-highway vehicles, trails, arts, historic preservation and cultural resources.

Both publications can be downloaded from the Park and Recreation Technical Services (PARTS) web page at www.parks.ca.gov/parts. For printed copies, contact the Planning Division at (916) 653-9901. 

Central Valley Strategy Unveiled

As reported previously, Director Ruth Coleman initiated a needs evaluation to respond to the unprecedented growth in the Central Valley. The study is now completed and provides a blueprint for the State Park System's future role by guiding upcoming State Park System acquisition and development projects. The study recommendations include:

- Significantly expanding recreation facilities for camping, day use, fishing, boating, and trails to accommodate larger families and groups in existing parks along river corridors, reservoirs and in the Delta.
- Expanding land holdings at existing units and acquiring new parklands along selected major river corridors such as the Sacramento, Tuolumne, Stanislaus, San Joaquin and Merced Rivers, particularly where an opportunity exists to link state parks and other lands in public ownership.
- Acquire lands that protect significant natural resources once abundant in the Central Valley, such as blue oak and sycamore woodlands and native grasslands.
- Acquiring lands and work in partnership to preserve, protect and interpret the rich history associated with the Valley's past, including the agricultural industry story, Native American past and continuing life ways, Highway 99, the Valley's oil industry, the stories of immigrant workers from around the world, of Depression-era dust bowl refugees, and of California's country and western music artists.

The Central Valley Strategy can be used as a starting point for discussions with legislative leaders, editorial boards and local decision makers. It can also open doors through encouraging partnerships while developing a unified vision for the protection and enhancement of natural, cultural, and recreational resources in "California's Heartland." 🐻



The California Recreation Policy

The California State Park and Recreation Commission periodically reviews the statewide California Recreation Policy to meet requirements established in the Public Resources Code (PRC 540 b.). The policy provides statewide guidance to all service providers – federal, state, local, private and non-profit.

Since the early 1960s, State Parks has worked with the Commission to formulate the statewide Policy which is acknowledged in the California Outdoor Recreation Plan (CORP) and which has seen significant updates over the years. The current policy, last revised in 1993/94, has 17 guiding or principle statements, which are broad in scope and cover the entire range of recreation opportunities available in California.

So why should the Commission update the California Recreation Policy now? Partially because it's timely under the new administration and it can set the tone for continued support for recreation programs and services for the next several years. The Policy articulates what Californians think with regard to the values and benefits of recreation and gives guidance to park and recreation providers in meeting the recreation needs of citizens and visitors. It coincides with increased public support for recreation and environmental resource protection following the passage of two recent bond measures, Propositions 12 and 40.

The 2004 Recreation Policy will undergo a number of crucial steps involving public input and direction from the California Park and Recreation Commission before the update is completed in winter 2004. 🐻

Environmental Enhancement and Mitigation Grants

California's budget shortfall has affected the Environmental Enhancement and Mitigation grant program, and uncertainties in EEM program funding in the last few years have led to time delays and program cuts. The FY 03/04 EEM grants that were scored last year were finally authorized for funding this May, meaning that the successful applicants, who usually have three years to spend the funds, now have only two due to the funding delays. FY 03/04 grant funds were also cut from \$10 million to \$5 million. CALTRANS contends they have only \$5 million for funding the FY 04/05 EEM grants that were just scored in February, although \$10 million in EEM program funds still remains in the Governor's budget. The Resources Agency recently sent a priority list to CALTRANS and the applicants for the 04/05 EEM grants should find out soon if they were successful. CALTRANS anticipates fully funding the FY 05/06 EEM grant cycle. Grant applications and related documents will be due in early November of this year.

Transportation Enhancement Activities Grants

Transportation Enhancement Activities were authorized by the federal government in 1991 and the bill required periodic reauthorization of the legislation. So far there have been two TEA cycles, with a third cycle due for reauthorization last year. The President and Congress disagree on funding amounts for the new Safe and Flexible Transportation Efficiency Act of 2003 (SAFTEA), so passage of a new bill is unlikely anytime soon. Instead, the old TEA legislation has been and probably will be extended further until SAFTEA is passed.

Recreational Trails Program (RTP) Grants

The Recreational Trails Program (RTP) grants are tied into the TEA legislation, making the RTP funding contingent on congressional authorization. The SAFTEA bill should be passed later this year, allowing DPR to accept FY 05/06 RTP grants on October 1, 2004.

Letters of Intent to apply for either the EEM or the RTP grant programs will be due June 11, 2004 and should include the project name, the RTP funds

requested, the amount of matching funds, location, and contact information, and should be signed by the superintendent. Contact Doug Wilber in the Statewide Trails Section at (916) 651-6916, dwilb@parks.ca.gov to submit a Letter of Intent, or if you have any questions concerning the trail grant programs. 🐻



Answers to Which Park and Why? (From Page 4)

1. Pío Pico State Historic Park
2. Robert W. Crown Memorial State Beach
3. Julia Pfeiffer Burns State Park
4. Kruse Rhododendron State Reserve
5. Leo Carrillo State Park
6. Colonel Allensworth State Historic Park
7. The Forest of Nisene Marks State Park
8. Jedediah Smith Redwoods State Park 🐻



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Division Chief -
Keith Demetrak

Editor - Philomene Smith
psmit@parks.ca.gov

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For address changes or additional subscriptions contact Adrienne Tillis at (916) 653-9901
FAX (916) 653-4458



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A Shortcut to Planning

Tired of typing http://www.parks.ca.gov/default.asp?page_id=22545? Weary of going to the DPR home page for parks and having to mouse to the right and scroll way down until you find the link to "Planning"? Now there's a new way to get to the State Parks web site for park and recreation planning. And it's sooo simple! Just add "/planning" after www.parks.ca.gov.

Once there, you can choose from several options. "Statewide Planning" has links to pages for outdoor recreation planning and trails planning. The "Departmentwide Planning" section will link you to the State Park System Planning page. "Park Unit Planning" links the viewer to the Department's General Plans and CEQA documents for various state park units. Finally, there is a link to the "Park and Recreation Technical Services" page.

What could be easier, right? Well...you could add the Planning page to your browser's bookmarks or favorites list. But sometimes even the best of us can't find things on our lists. At least now all you have to do to get to the Planning page is:

- 1) go to the home page for state parks (<http://www.parks.ca.gov>)
- 2) type the word "planning" after the slash and press <enter>

Enjoy the surfing at <http://www.parks.ca.gov/Planning>!

California State Parks
Planning Division
P.O. Box 942896
Sacramento, CA 94296-0001

