



## 2023 Community Trails Survey

This video presents a summary of the results from the 2023 Community Trails Survey for the Chehalem Park and Recreation District.

## In this presentation...

1. Introduction & Background to Chehalem Heritage Trail System
2. 2023 Trail Survey Results:
  - Level of support
  - Trail usage across the district
  - Current state of CPRD trails
  - Perceived benefits and concerns
  - Funding preference for trails
3. Recommended actions and areas for further exploration by CPRD

We'll start with a brief introduction to the Chehalem Heritage Trail System

From there we'll dive into the 2023 Trail Survey Results and look at five areas the survey covered, including:

What level of support is there within the community for trails?

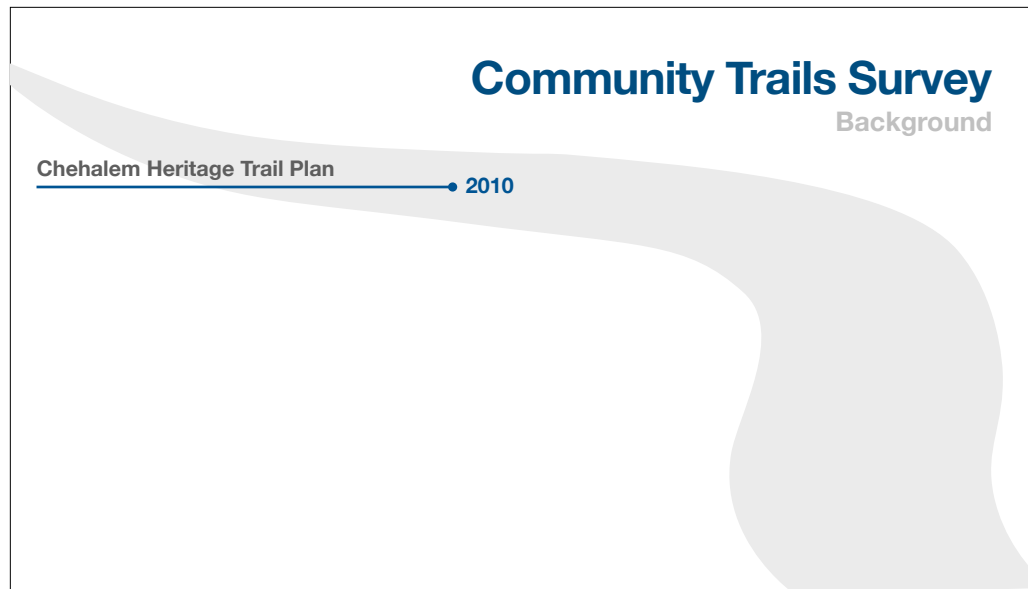
Trail usage across the district and how people use our trails

The current state of CPRD trails as seen through the eyes of its citizens

The perceived benefits and concerns of trails

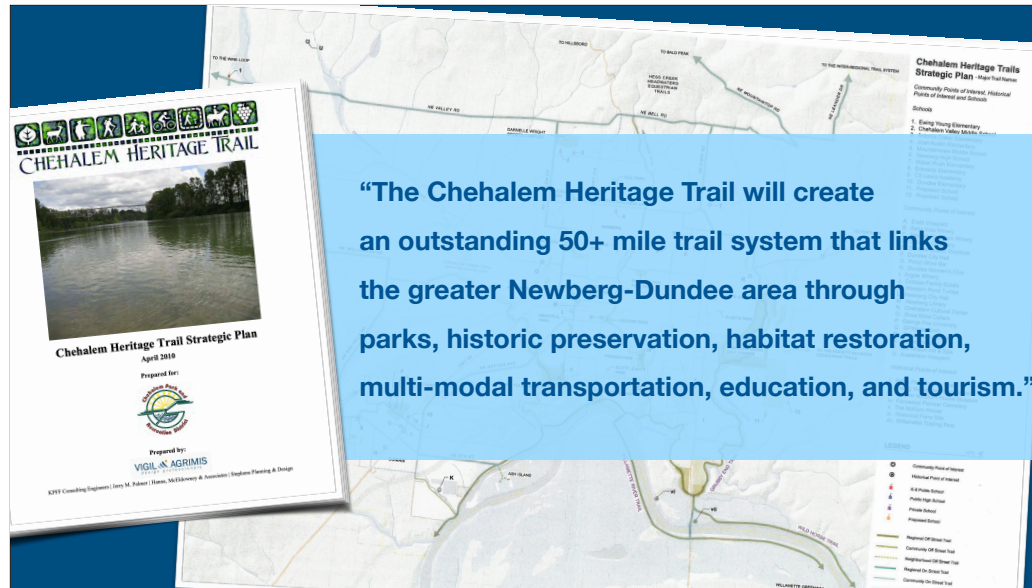
And funding preference for trails

Finally, we'll conclude with recommended actions and areas for further exploration by CPRD

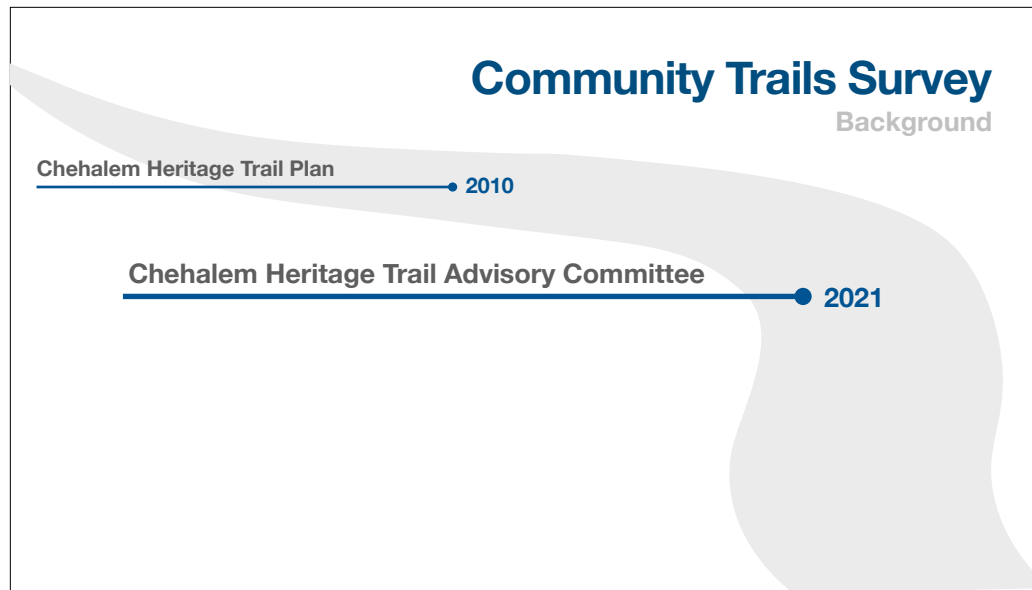


First, a bit of context and background about the Chehalem Heritage Trail System.

In early 2010 CPRD engaged multiple stakeholders, professional consultants, and the larger community through multiple public meetings. The result was a comprehensive Chehalem Heritage Trail Strategic Plan.



As envisioned in the strategic trail plan: the Chehalem Heritage Trail will create an outstanding 50 plus mile trail system that links the greater Newberg-Dundee area through parks, historic preservation, habitat restoration, multi-modal transportation, education, and tourism.

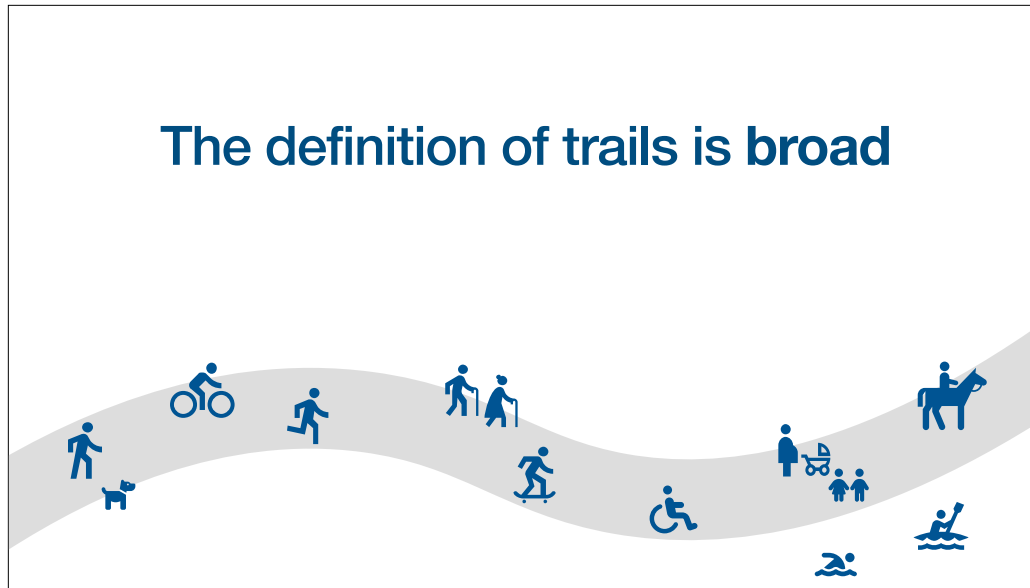


In August of 2021, the CPRD Board of Directors formed the Chehalem Heritage Trail Advisory Committee.



The purpose of the Trails Committee is to provide recommendations to the CPRD Board of Directors regarding new and developing trails and pathways within the Chehalem Heritage Trails network of pedestrian, bicyclist, equestrian, water, and any other modality of trails, and work to create a volunteer base and network for trail maintenance.

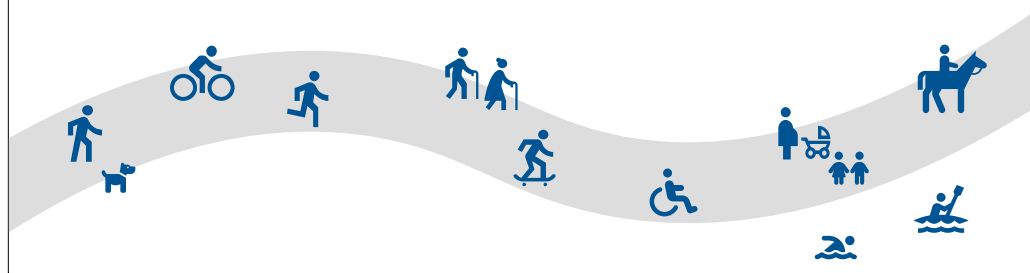
## The definition of trails is broad



Within the trail strategic plan and the trail committee charter, the CPRD board recognized that the definition and usage of trails is quite broad.

This definition goes beyond paths within our parks. It spans safe paved walking and biking routes throughout the community as well as mountain biking and nature hiking trails. And it includes lesser used modes of transportation such as kayaking on the Willamette River and horseback riding. All modes of non-motorized movement are addressed within the scope of the strategic plan and the trail committee charter.

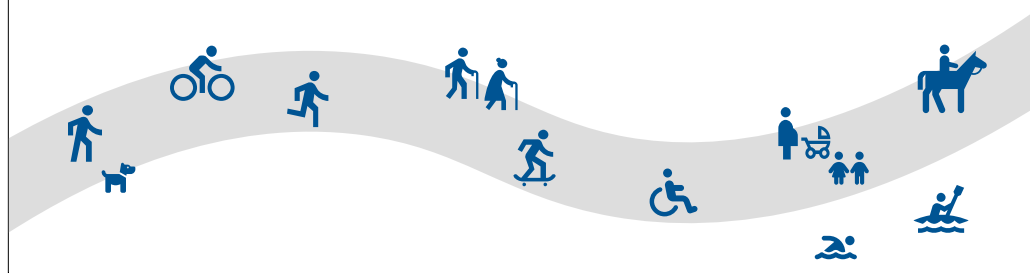
## Developing our trails requires a **wholistic** approach



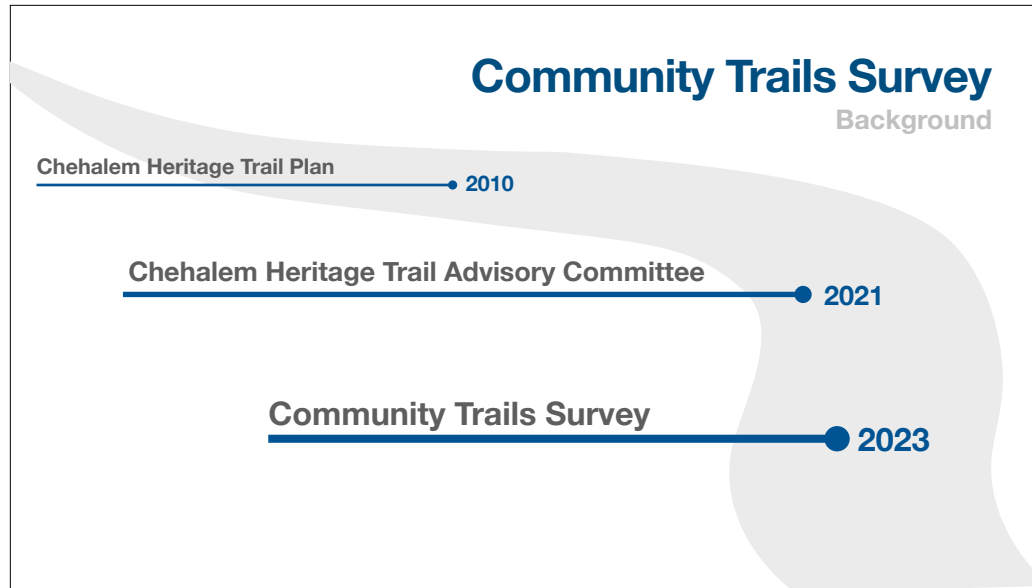
This broad scope highlights that effective development of our trails system requires a wholistic approach rather than piecemeal.



**Our trails are shared  
by our entire community**



By including all modes of trail use, the CPRD board honored the principle that our trail network is a shared benefit to our entire community and used in a wide variety of ways.

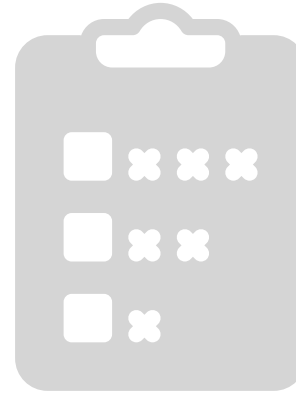


In late 2023 the CPRD Board of Directors approved a recommendation from the Chehalem Heritage Trails Advisory Committee to conduct a Community Trails Survey.

## Community Trails Survey

### Process and Methodology

- **Purpose:** Assess community's needs, perceptions, and usage of local trails
- Survey designed to be neutral and unbiased
- Constructed with professional online survey tool: Qualtrics
- Multiple security and error-mitigation measures
- 4810 randomly selected registered voters
- 12.8% response rate is statically valid



The purpose of the Community Trails Survey is to assess the community's needs, perceptions, and usage of local trails.

The survey was designed to be neutral and free from bias. The development of the survey relied on the experience of multiple trail committee members as well as consultation with experts in data sciences at OSU, public input, and the review and approval by CPRD staff and the Board of Directors.

The survey was constructed using Qualtrics, a professional online survey tool.

Multiple security and error-mitigation measures were used to prevent ballot stuffing and fraud.

4810 randomly selected registered voters were sent physical mailers inviting them to participate in the online survey.

The response rate was 12.8% and exceeds the threshold to be a statistically valid representation of the community as a whole.

## Survey Results

Now let's look at the results of the Community Trails Survey and explore what it reveals about the community's needs, perceptions, and usage of local trails. What follows is a summary of the key findings of the survey. Further details can be found in the written Community Trails Survey Report online at [CPRDTrails.org](http://CPRDTrails.org).

**The community  
values and supports trails.**

The greatest finding from the Trails Survey is that the the community values and supports trails. Several results from the survey support this.



Most notably, 87.2% of respondents answered that trails are moderately to extremely important to the community.

10.4% said that trails were only slightly to somewhat important.

And just 2.4% responded that trails are not important at all to the community.



A second data point that shows the community values and supports trails is that 80.8% of respondents said they support the addition of trails within CPRD.

8% Are neutral and neither support or oppose the addition of trails within CPRD.

The remaining 11% oppose the addition of trails within CPRD.

While the opposition to some trail projects has occasionally been very vocal, it is important to recognize that it, in fact, represents a small part of our community. The vast majority, 8 out of 10 people, support the addition of trails within CPRD.



**Our trails are  
widely used and enjoyed.**

Another key finding of the survey is that our trails are widely used and enjoyed by the people in our community. The survey asked individuals to report their usage of our existing trails.



Over a quarter of survey respondents, 28.5%, are frequent trail users that visit at least once a week.



52.1% visited at least once a month.



And 79%, 8 out of 10 people, used CPRD trails throughout the year.



That leaves 21.0% that did not use our trails in the past year.

## Barriers To Trail Use

21% did not use trails. Here's why:

- Lack of Knowledge About Trails - 33.1%
- Lack of Time - 32.2%
- Other: Health Issues, Safety Concerns, Accessibility, etc.



And the survey asked these 21% why they didn't use our trails.

One third indicated that lack of awareness or knowledge about CPRD trails was a barrier to using trails. Proactively building awareness about our trails is a recommended area for further exploration.

Roughly one third indicated that lack of time was their reason for not using CPRD trails. On the surface, it may seem that not much can be done by CPRD to reduce this barrier. And it's an unrealistic expectation that 100% of our citizens will use our trails. However, written survey responses indicate, that improving proximity to trails can allow more citizens to use our trails within the limited time they have for outdoor recreation. It's logical that people will be more

likely to use trails when those trails are closer to their front door. Addressing proximity of trails is another recommended area for further exploration.

The remaining third indicated a variety of other reasons, including safety concerns, personal health issues, and accessibility. Highlighting the importance of improved accessibility: There is a statistically significant relationship between how often respondents visit trails and their age. Respondents 65 years old or older visit trails far less than other age brackets. Improving accessibility of trails and working with local law enforcement to address safety concerns are two more recommended areas for further exploration that may lead to increased trail usage and enjoyment.



Let's turn our attention back to the majority of people that used our trails last year. What else does the trail survey reveal about trail usage? The survey asked several follow up questions to determine why and how people use our trails.



## Motivation

79% use CPRD trails. Here's why:

Enjoy nature - 91.4%

Physical Fitness - 86.3%

Release of Energy/Exploring - 61.7%

Family togetherness - 52.9%

Escape personal or social pressures - 47.3%

Develop community - 14.8%

Learn new things - 11.5%

Meet new people - 8.6%

Trail users were asked what their motivations were for using trails.

Top responses included: Enjoy nature with 91.4%, Physical Fitness with 86.3%, Release of Energy/Exploring with 61.7%, and Family Togetherness with 52.9%.

## Location

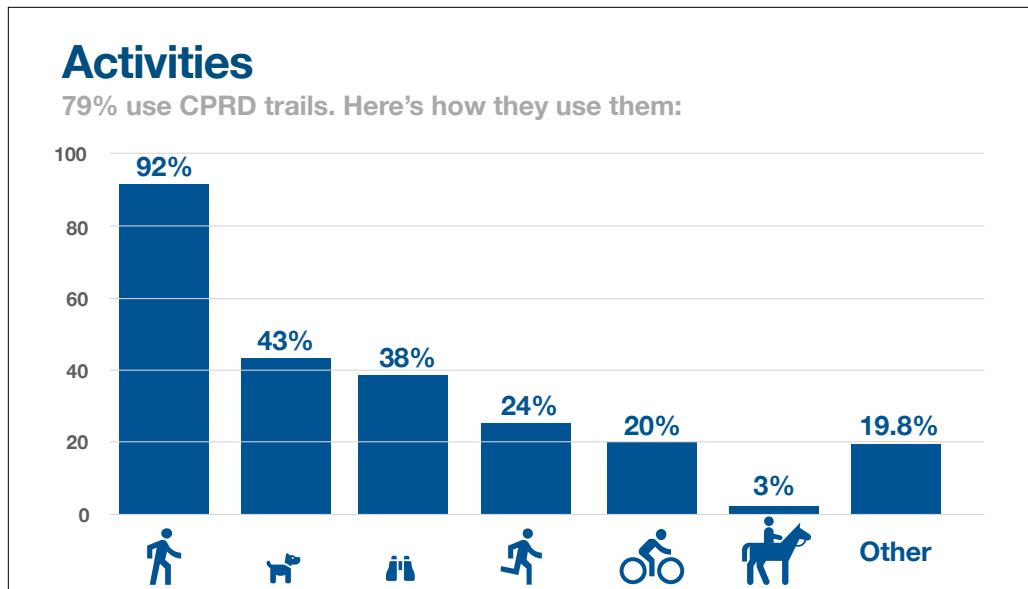
79% use CPRD trails. Here's where they go:

- Chehalem Glen Golf Course - 62.1%
- Jaquith Park - 48.6%
- Urban Sidewalks - 44.7%
- Ewing Young Park - 36.9%
- Herbert Hoover Park - 23.6%
- Rilee Park - 19.9%
- Schaad Park - 17.2%
- Crater Park - 16.8%
- Crabtree Park - 13.7%
- Other - 10.7%

Trail users were asked which trails they have used within the past year.

Chehalem Glen Golf Course, one of our longest trails, was visited by 62.1% of trail users.

10.7% selected other and provided additional trails beyond the list provided in the survey. These include: Harvey Creek, Dundee Billick, Friends Park, North Valley Friends Peace Trail, Champoeg State Park, Chehalem Ridge near Gaston, and many more.



Trail users were asked what activities they participate in when using trails.

92% reported that they use the trails for walking.

43% reported dog walking.

38% used our trails for bird watching or nature observation.

24% jog or run on our trails.

20% bicycle on our trails.

And 3% of trail users ride a horse on CPRD trails.

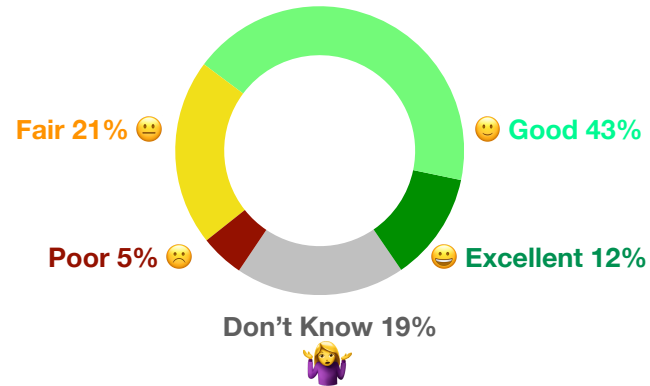
Highlighting the wide variety of ways people use our trails are the 19.8% that participate in other activities such as picnicking, recreating with children, disc golf, skateboarding, geocaching, kayaking, swimming, foraging, and star gazing.

## The Current State of Trails

What about the trails themselves? How does the community view the state of trails within CPRD?

## Current State: Trail Maintenance

How would you rate the current state of trail maintenance?



A majority of respondents, 55.3%, rated the current state of trail maintenance as either good or excellent.

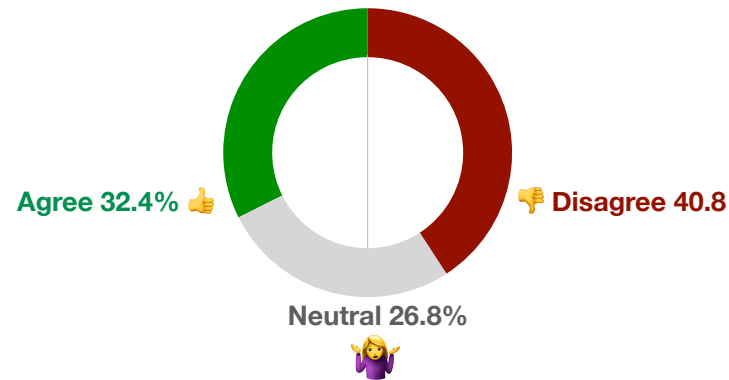
That percentage includes 12% that say it's excellent and 43% that rate trail maintenance as good.

21% rate current trail maintenance at fair.

And 5% say the current state of trail maintenance is poor.

## Current State: Mileage

The amount (total mileage) of trails is adequate.



The survey asked respondents if they agreed or disagreed with a number of statements about the current state of trails.

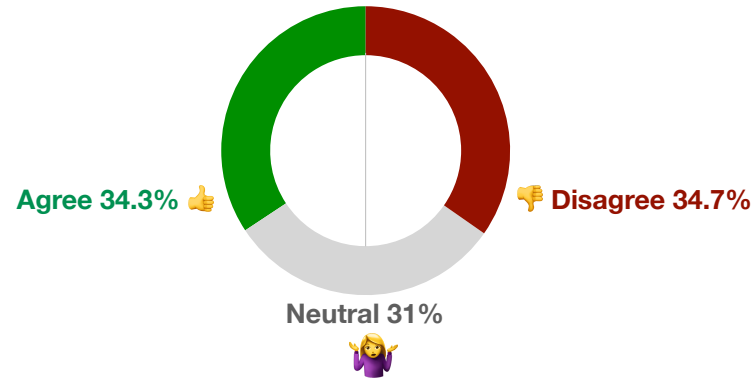
Here, the 32.4% in the green agree the total mileage of CPRD trails is adequate.

On the other hand, 40.8% in red disagree and think the total amount of current trail miles is inadequate.

CPRD may want to explore ways to increase the amount of total mileage of trails to bring it to an adequate level for a larger portion of the community.

## Current State: Variety

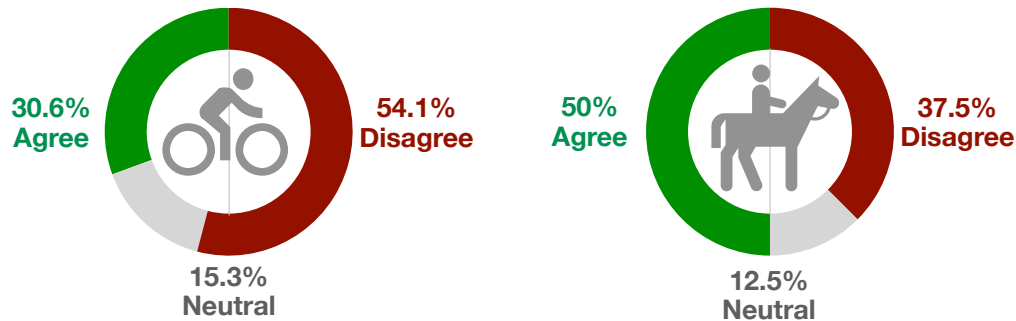
The variety of trails is adequate.



The community as a whole is evenly split on whether the variety of trails is adequate. Still a third of the population say the variety of trails available is inadequate. If it is CPRD's goal to ensure that the community has adequate recreational facilities, increasing both the amount and variety of trails may be in order.

## Current State: Variety (sub group responses)

The variety of trails is adequate.



Looking at subsets of the responses based on trail activity reveals an interesting pattern.

You can see that these two sub groups are almost mirror images of each other when it comes to their satisfaction with the variety of trails within our district.

A much larger percentage of bicyclists responded that the variety of trails is inadequate.

By comparison more equestrians responded that the variety of trails was adequate.

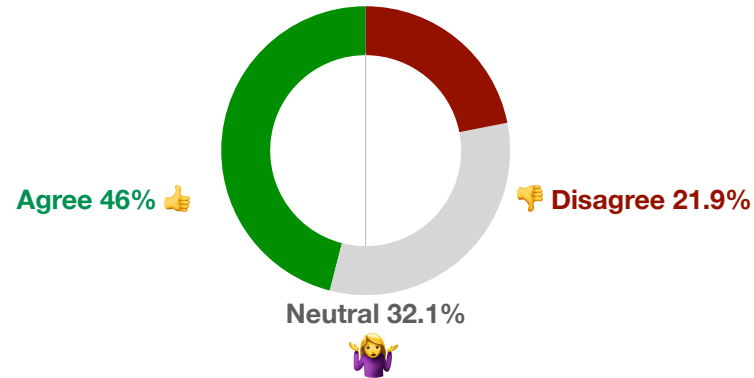
CPRD may want to explore why the responses from these two user groups vary so widely from the population as a whole and each other. It may indicate a disparity between the amount and variety of trails open to bicyclists, equestrians, and other user groups. And it may indicate a larger or more urgent need to increase the amount of total mileage of trails open to bicycles.





## Current State: Accessibility

The accessibility of trails is adequate.



When asked if the accessibility of trails is adequate, 46% agreed and 21.9% disagreed. Respondents 65 years or older responded with stronger disagreement compared to other age brackets.

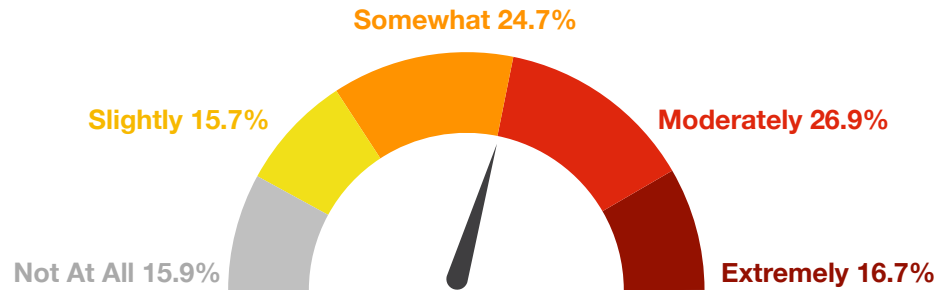
The survey also revealed a correlation between trail usage frequency and age, with older adults (65 years and above) visiting trails less frequently than younger age groups. These findings raise important questions about the accessibility and appeal of trails to older adults and people with disabilities and suggests a need for targeted outreach and possibly infrastructural modifications to accommodate their needs.



75.3% of respondents said they were not familiar with the Chehalem Heritage Trails Master Plan. The survey also found that respondents wanted more proactive communication about trails. CPRD may want to explore increasing its communication with the community about existing and planned trails.

## Level of Concern

How concerned are you about the future state of trails?



The survey asked respondents how concerned are you about the future state of trails. 43.6% said they were Moderately or Extremely concerned.

## Trails benefit our community.

The survey asked a series of questions to determine citizens' perceptions about the benefits and potential negative impacts of trails. The majority of respondents agreed that trails bring numerous benefits to the community and individuals.

## How do trails contribute to our community?

The community agrees that trails...

- **Contribute to Positive Quality of Life - 90.4%**
- **Contribute to Economic Viability - 63.6%**
- **Contribute to Environmental Conservation - 73.6%**

How do trails contribute to our community?

90.4% of respondents agreed trails contribute to a positive quality of life. Just 4.6% disagreed. The remaining 5% were neutral.

63.6% agree that trails contribute to Economic Viability. 10.8% disagree, with 25.7% remaining neutral.

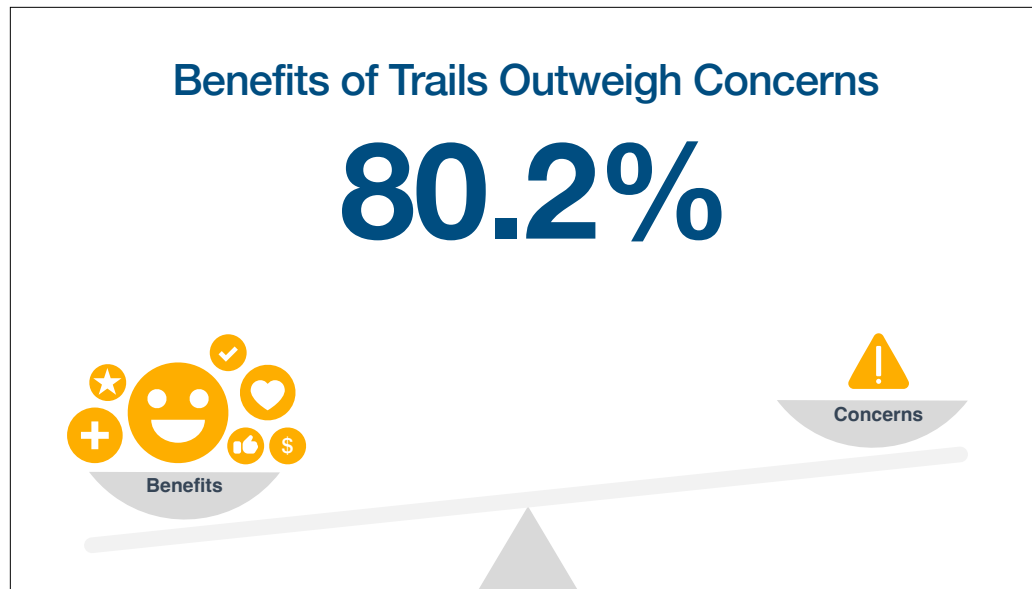
73.6% agree that trails contribute to Environmental Conservation. 10.3% disagree with 16.1% remaining neutral.

## Benefits of Trails

The community agrees that trails provide a wide variety of benefits:

- Physical Health - 91.1%
- Mental Health - 89.3%
- Enhancing Community Connectedness - 67.2%
- Improving Property Values - 64.4%
- Social Interaction - 62.4%
- Enhancing tourism - 59.4%
- Connection to Nature +20 write-in responses

Respondents were asked to indicate their level of agreement or disagreement with a list of common trail benefits. The majority of respondents agreed that the following are benefits of trails. Physical health, mental health, community connectedness were the top benefits.



Over 80 percent of respondents agreed that “Generally, the benefits of trail development outweigh the potential negative impacts” 11% disagreed. The remaining 9% were neutral.

Even though an overwhelming majority of the community believes the benefits of trails outweigh any potential negative impacts, individual concerns should be explored and addressed as CPRD develops its trails.

The survey asked a series of questions to gain a clearer understanding of the concerns and perceptions about potential negative impacts of trails.



## Concerns of Trails

What do you believe are the concerns of local trails?

- Homelessness - 60.7%
- Personal Safety - 59.4%
- Development and Maintenance Costs - 54%
- Environmental Impact - 46.2%
- Conflicts between different user groups - 39.5%
- Infringement of Private Property Rights - 37.3%
- Overcrowding - 32.2%

Respondents were mixed in their agreement with the listed concerns for trails. Homelessness, personal safety, and development and maintenance costs were the highest concerns.

CPRD should investigate the community's concerns further and work to address them through community outreach and a transparent, fair, and inclusive planning process.

It's also important to note that CPRD isn't the only stakeholder grappling with some of these systemic issues. A collaborative effort with local government and nonprofits will likely be needed to address or mitigate some concerns.

**The community supports  
trail funding.**

The survey found wide support within the community for funding trail maintenance and development.

## Funding: Amount

How much are you willing to pay for trail development and maintenance per year?

68%

\$25

51%

\$50

29%

\$100



The survey attempted to gain insight into the financial value of trails to respondents. To do this, it asked: “How much are you willing to pay for trail development and maintenance per year?”

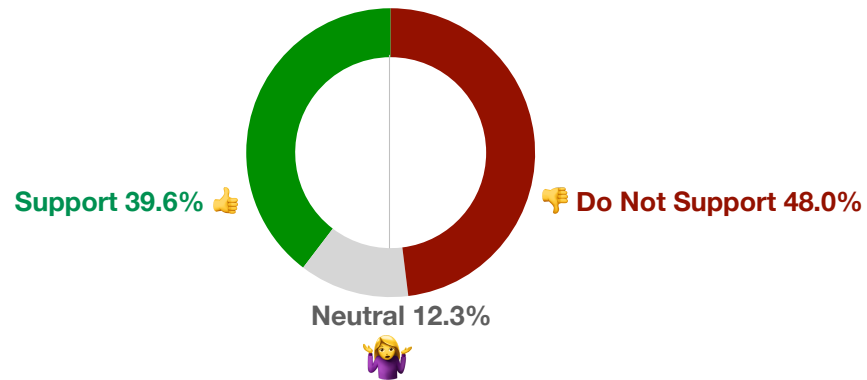
67.6% (over two thirds) are willing to pay \$25 or more.

51.1% of respondents indicated they are willing to pay at least \$50/year.

And on the higher end, 28.9% said that they would be willing to pay \$100/year or more.

## Funding: User Fees

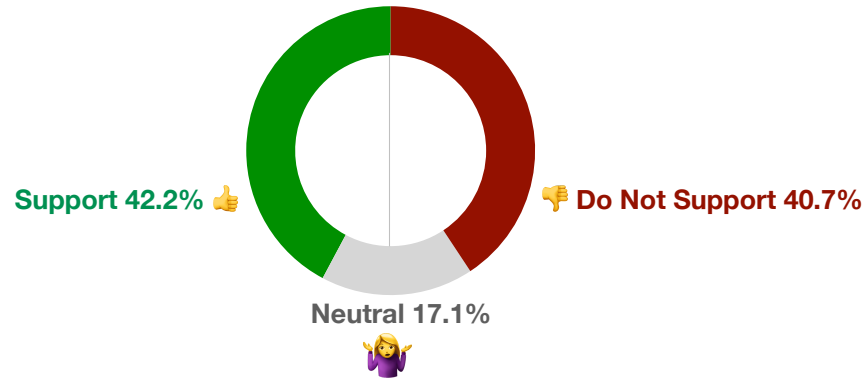
How likely are you to support this funding source?



Respondents were asked to rate their support for a variety of funding sources. 48% do not support user or parking fees for trails as a funding source compared to the 40% that do.

## Funding: Property Tax

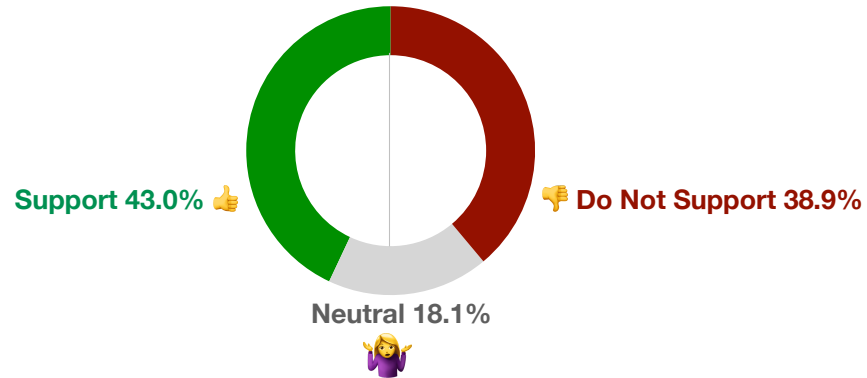
How likely are you to support this funding source?



Support for a property tax as a funding source for trail maintenance and development barely edges out the opposition.

## Funding: Temporary Tax Levy

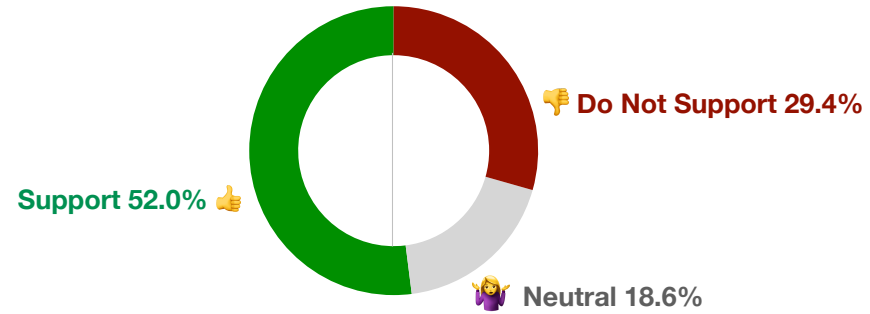
How likely are you to support this funding source?



Slightly more people support than oppose a temporary tax levy as a funding source for trail maintenance and development.

## Funding: System Development Charges

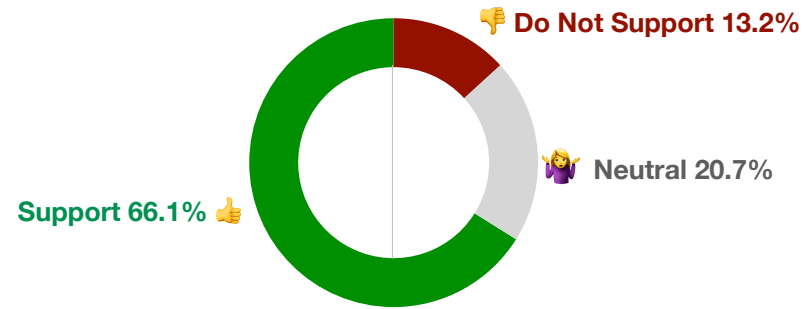
How likely are you to support this funding source?



The majority of respondents 52% support System Development Charges as a funding source.

## Funding: In-Kind Donations

How likely are you to support this funding source?



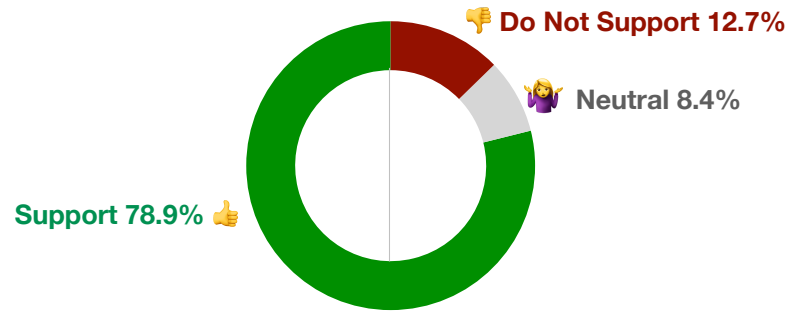
Support for in-kind donations as a funding source is greater still at 66%

CPRD may want to explore if additional staff and resources will be needed to identify, pursue, and manage donor relationships.



## Funding: State and Federal Grants

How likely are you to support this funding source?

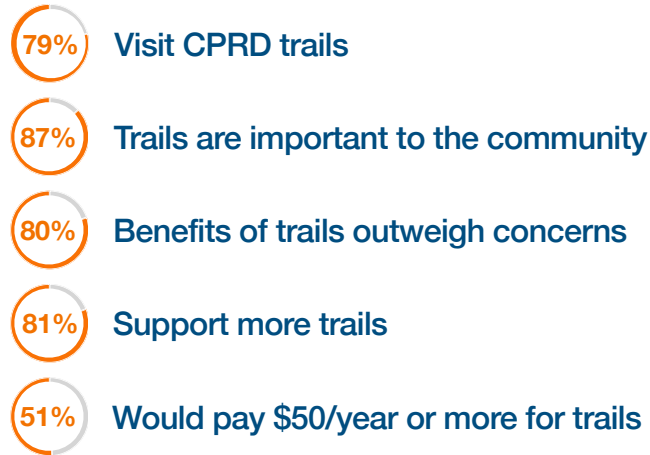


Finally, the vast majority of respondents support funding through state and federal grants. CPRD may want to explore what staff and resources will be needed to find, pursue, and manage grants so that it can prioritize this funding source.

## Conclusion and Recommendations

As we've seen, the 2023 trail survey revealed a great deal of information about how the community views trails.

## The community uses, values, and supports trails.



It's clear from the data collected that the community uses, values, and supports our trails.

To summarize:

79% of people use CPRD trails.

87% say trails are important to the community.

80% say the benefits of trails outweigh any potential negative impacts

81% support the addition of more trails

And 51% are willing to pay \$50 per year for trail development and maintenance.



With such widespread support for trails within CPRD, the question is: what's next?

Our community is eager to move forward and grow its trail system.

Every step of the path may not be clear at this point. But the survey points us in the direction of the first steps and several potential areas to explore further.

## Strategies for Trail Development

- Build more trail mileage, variety, accessibility, and amenities.
- Increase community outreach and communication about existing and planned trails.
- Collaborate with law enforcement, local government, and nonprofits to address concerns about homelessness and personal safety.
- Prioritize pursuing grants and donations from government and private sources.
- Follow a transparent, inclusive, and fair process when developing or making changes to trails.

Overall, the survey indicates that the community supports 5 strategies for developing, enhancing, and managing trails.

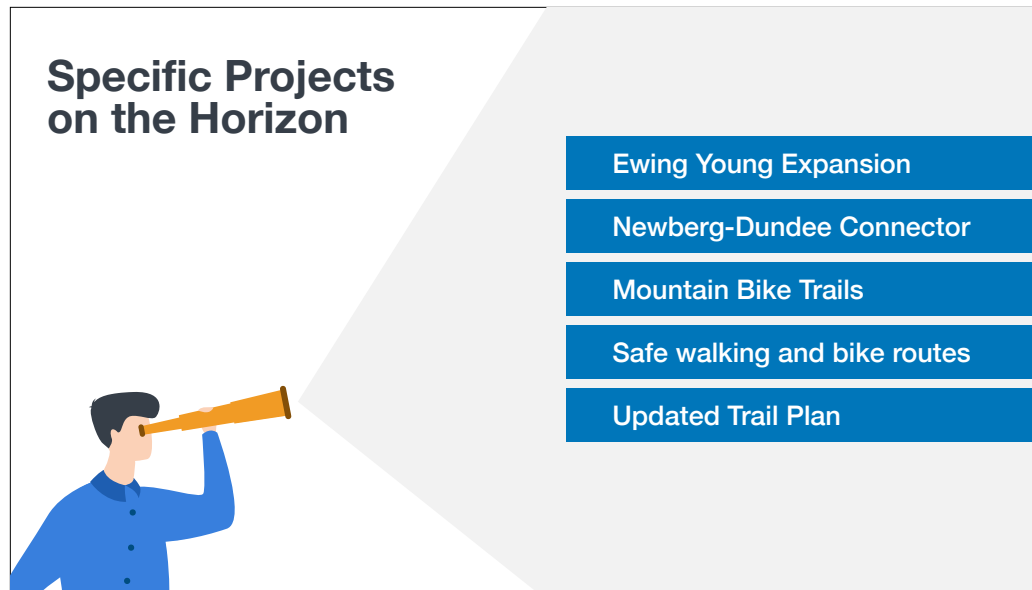
First there is overwhelming support for building more trail mileage, variety, accessibility, and amenities.

The community wants increased outreach and communication about existing and planned trails.

CPRD is encouraged to collaborate with law enforcement, local government, and nonprofits to address concerns about homelessness and personal safety.

And to prioritize pursuing grants and donations from government and private sources.

Finally, The community wants CPRD to follow a transparent, inclusive, and fair process when developing or making changes to trails.



5 specific projects and initiative are within easy reach or close on the horizon. They include:

Completing the Ewing Young Park Expansion and Improvements

Moving forward with the Newberg-Dundee Connector trail that will parallel the bypass and connect our community.

Opening Mountain Bike Trails

Increasing safe walking and bike routes throughout the community

And revisiting and updating the Chehalem Heritage Trail Plan

Completing these projects will move CPRD in the right direction to building an outstanding 50+ mile trail system that will benefit the community through increased health, positive economic contribution, and improved livability for generations to come.



[CPRDTrails.org](https://CPRDTrails.org)

For more information about trails and to read the full Trail Survey Report, go to [CPRDTrails.org](https://CPRDTrails.org)

