PEAR Team Meeting 24 – Meeting Notes – June 11, 2025, 12-2 pm

Facilitators Present:
Janette Chien, she/her, Parks DEI Director
Darleen Simkins, she/her, Business Development Program Analyst

PEAR Team Present:
Mary Brown, she/her, Seattle Guide Manager
Lynn Makowsky, she/her Community Member
Reco Bembry, he/him, President Big Tent Coalition
Suzanne Kagen, she/her, Program Specialist 2
Jeff Vassallo, he/him, Tahoma Gateway Area Manager, NW Region
Clare Delong Tuminez, she/her, Parks Communications Director
Natasha House, she/her, Business Support Services Deputy Director
Anisa Proda, she/her, ADA Coordinator
Angela Smith, she/her, Recreation Professional and Community Builder
Curt Fackler, Camp Host Volunteer WA and AZ
MJ Mahan, Washington Trails Association
Valeria Veasley she/her, Management Analyst
Alyssa Smith, she/her, Boating Education
Stacey Coltrain, Ranger 1 Sequim Bay
Michael Mataya, he/him, Administrative Assistant

Observers Present
Phillip Nontell, IT Business Analyst
Heather Carington, she/her, Central Lakes Area Administrative Assistant
Adam Shipley, Parks Privacy Officer
Chris Carlson he/they, Parks Construction Project Coordinator
Edmon Lee, Community Member

Agenda
Janette welcomed the team at 12:05, and she reviewed our community norms and the agenda.

Agenda:
- Check in
- EIR Topic: Customer data for all Washingtonians
  - Presentation from Darleen Simkins
  - Breakout rooms
  - Regroup and recap
- General Updates
- Closing

Check Ins until 12:15

Michael is going to record the presentation portion and stop the recording for the discussion.

Janette introducing our presenter Darleen Simkins from Business Development

Let's meet Darleen

Darleen shared contact information and encouraged PEAR team members to reach out with additional questions and ideas: Darleen.Simkins@parks.wa.gov

(Introduces Darleen – reference PowerPoint)

EIR Topic
Customer Data for All Washingtonians

- Business Development's aim with surveying Park's customers is to gather info to better understand their needs and if we are meeting those as an agency.
- Why do we survey?
    - It starts with our agency mission statement, this is the core of what we do. To connect all and make sure we're serving all people: in service, in safety, in value, and in offerings.
    - We train our survey takers to keep these concepts very front of mind.
- Survey background & activities goes all the way back to 1956.
- For many years, surveying was analog & paper, but web-based surveying has been the standard since 2013.
- Survey limitations:
    - Sampling bias is something the team takes very seriously: we think a lot about who we're asking, when we're asking them, what we're asking them, and how we're phrasing these questions.
- The 'Overnight Customer Survey' is the largest data set and number of respondents by far.
    - While all the information is helpful, knowing that this primarily comes from customers using our central reservation system is crucial context.
    - Day-use customers are not represented and begs the question of how to reach those people.
- 'Discover Pass' & 'In-Park Survey' are the two other consistently done surveys.
    - These help to capture data from other users but is a smaller sample and will have its own limitations to keep in mind.
- Survey results consistently show those who take them are overly represented by both white & older age demographics.

- - A good example is that WA Seniors are 37% of survey responses but 18% of the state population.
  - People identifying as white are approx. 85% of survey respondents.
- Demographics that skew results need to be well understood, in order to properly assess the results and know who we're not reaching.
  - Simply in terms of State Parks future solvency, we would like our overall customer base to get closer and closer to the state-wide population demographics.
  - Otherwise, we're not meeting the mission to serve all Washingtonians
- Parks satisfaction ratings
  - 1=very dissatisfied , 2=dissatisfied , 3=satisfied , 4=very satisfied
  - Current overall experience metric is = 3.64
- Drilling down into the results from underrepresented racial demographics are a major focus to glean a better understanding of their experience and what we can do better.
  - For newer or first time parks visitors, the details around check-in and signage tent to be the most important topics.
- How this data is used:
  - Identify pain points and then address them directly
  - Evaluate effects of fee increases
  - Inform hiring of park aides to better correspond with the needs of seasonal business
  - Inform signage based on difference in satisfaction between first-time and reoccurring visitors
  - Increase the use of customer feedback, especially to allow more feedback from non-campers.
- Takeaways
  - Visitors are satisfied with their experiences at Parks, but disparities exist and continual work is needed to rectify those.

- Questions for Darleen
  - Curt: As a campground host, not having shower tokens was a good example of a change that came directly from visitor feedback & was extremely effective at improving their experience.
  - Angela: For groups and demographics that are underrepresented, what are those visitors comparing their experience to? How can we ask this
    - Darleen: it's a very good question, creating a helpful measurement for this is the challenge. It's helpful to look at the open comments from visitors to see unique context in their experience.

- Nick: Who is creating these questions and choosing the specific wording? How is the data getting affected by the people and their norms with building these questions.
    - Darleen: This is something I thought a lot about when coming onboard to this program. Adding various collectors and metrics within the survey was the first major step to addressing these questions. It may sound simple, but for a long time the existing surveys didn't expand on the many identifying demographics of our visitors.
- Darleen: There has been much more analysis done here over the last 7 years and we've made a lot of changes to it structurally. These surveys received a major overhaul of what we call choice architecture and how the specific wording compares with each other.
- Janette: what do the questions regarding park staff responsiveness tell us about various groups feeling welcome and safe?
    - Darleen: We do ask about the visitor's sense of security, professional dress, and feeling welcome. We ask visitors to rate staff in these areas to differentiate from their rating of the park itself.
- Angela: how do Parks define an overnight camper vs day-use?
    - Darleen: Any person who has reserved a spot for accommodation from one day to the next. This can be any form of campsite, vacation homes/cabins, or yurts. Most of our overnight campers are RV users
- Angela: What about accessibility for visitors to complete the survey? Is it solely available through an internet connection?
    - Darleen: The vast majority is done through email, but park staff do post physical reminders throughout the campgrounds of the surveys we encourage you to take. We do send in staff with tablets at our more popular locations.
- Adam: When it comes to comparison, do we ask about visitor residency and if they are WA resident vs out of state visitors?
    - Darleen: We have done this in various ways, but we currently have a zip code question. Also the Camis reservation system will be offering us new functionality/data that is built into the results that we collect. I am waiting to see when that gets rolled-out before we know how helpful it is.
- Janette wanted to highlight the story posted in the chat about a taxi driver's experience heading into a densely wooded park that they were not familiar/comfortable in. (notes below)
- Darleen: We have received comments similar to this before and it's always helpful and insightful. We did a focus group on how camping smelled to visitors. My immediate thought was the 'campfire' would be the likeliest

answer, it was for white visitors but for non-white visitors in ended up being 'fresh air'. So I really appreciate a better understanding of the yardsticks that everyone is using for their experience.

Questions/posts in the Chat:

- Anisa shared a story: I was once driven to a non-state park in Carnation, WA, and the driver said that because it was such a dense forest where I was dropped off, he felt scared. He was not used to being in that environment without much visibility and fully immersed in the wilderness. I was surprised, and I thought the less one is exposed to the wilderness, the less one may enjoy it. Probably, we should increase opportunities for populations who might not have been able to camp much before, or maybe the original culture where they come from does not view wilderness camping as a form of vacation. We cannot assume that everybody has camped or has been exposed to camping as a way of spending free time.
- Edmond: Are certain survey questions valuable to be done with non-users of our parks? How can we capture info from those populations?
  - Darleen: We have been trying more of that since 2019, the Parks Foundation has also used focus groups in a few ways to reach non-users, but it is something we would like to do more.
- MJ: Have we shared the survey within local libraries where people can check out a free Discover Pass, or similar programs that offer easier access to the public?
  - Darleen: Currently we don't collect from the libraries or the free Discover Pass check-out program, but that is a very good idea!
  - Janette: this could be a good way of capturing data from users and non-users alike
- Natasha: Is there any type of categorization or analysis done on the comments people leave in the additional information question to try to find trends, shared experiences, or other questions we should be asking in the survey?
  - Darleen: We do analysis of these comments and are using it to inform our choice architecture, but we can always do more and is a continual process.

Stopped PP presentation & Recoding at 01:04

Group Break at 1:06 and

Returned at 1:16

Questions to review as a group:

- What information should we be collecting that we aren't
- We have used this data to inform signage, staffing, price setting, etc. What are your ideas for how this data can be further used to advance equity in the agency?

Breakout Rooms

Group 1

Group 1
Names: Clare, Darleen, Nick, Michael

PROMPTS
What information should we be collecting that we aren't?
   • Do you ask about gender?
      ○ We do for in-park surveys, but we took out of this survey because someone is usually responding for multiple people (e.g. mom for her family who went camping).
   • Ask how far they travel and mode of transport?
      ○ We don't ask on this survey, but do on in-park surveying.
      ○ Hike/bike-in spots are often more available esp. During busy season.
   • Questions about if people feel safe or welcome in the park overall.
      ○ Only asked on the staff level, and we may not be capturing people's feelings of safety/welcome holistically.
   • Was information readily available for safety?
      ○ Asked more generally about park information at the park, but not related to safety or contacting staff.
 	
We have used this data to inform signage, staffing, price setting, etc. What are your ideas for how this data can be further used to advance equity in the agency?
   • Are there places we can be sharing more information about State Parks for people who may not visit the parks regularly or have never been? (We do the passes at libraries but are there other opportunities for this?)
   • Are other lands agencies wrestling with this (e.g. DNR/DFW) - what are they doing?
   • Additional partnerships with equity-based non-profits to encourage more diverse people into the parks.
   • How to help overcome societal norms/stigmas that have made outdoor recreation less welcoming to diverse communities.
   • Reach out to the outdoor groups that are for/by diverse communities.
   • Use data to understand if efforts are working to welcome diverse visitors - how can we be a truly welcoming system, and not just appear to be welcoming?

Group 2

Group 2

Names: Curt Fackler, Angela, Adam Shipley, MJ, Stacey Coltrain

PROMPTS
What information should we be collecting that we aren't?

We have used this data to inform signage, staffing, price setting, etc. What are your ideas for how this data can be further used to advance equity in the agency?

- Looks like we only ask if it's their first time visiting that specific park - not if they are a general first time visitor
  - Question to ask: Is this your first time visiting a state park?
- Safety question - doesn't have an open ended option, you can only rate it generally, or select it as a factor for why you selected a roofed accommodation
  - Can we ask customers: what will make people (visitors) feel safer?
  - We ask how "responsive" staff is - but how are we evaluating this? And will rangers add to sense of security or take away from it? Is there a way we can capture this nuance?
  - If you had an overnight trip at a state park, how many times did you interact with a park ranger or park aide? How many times did you see a park aide or state park staff member? To get a sense of staff presence and the level of presence that visitors are comfortable with?
  - For the rating your safety question, could there be option to rate safety in specific aspects? For ex:
    - Safety at overnight camp spot
    - Safety getting into the camp, etc.

We should ask customers: What is the best way to provide you information? Email? Social Media? newsletter?

We have used this data to inform signage, staffing, price setting, etc. What are your ideas for how this data can be further used to <u>advance equity</u> in the agency?
- Data using for first time user experience
  - There's a lot of efforts that support first time campers (like our How to camp blog posts, Fridie Outdoors video) but there is a gap in our communication outreach because it isn't necessarily reaching people who do not camp. Internal staff are not even aware of these efforts oftentimes.
- Revisit the WA resident how long they have been living in WA?
  - Can help us understand our users' backgrounds
- Share out how many park aides (seasonal or full time) and park rangers are at each state park to understand safety in parks, which parks are staffed the most due to capacity of park visitors
- Since we are not reaching this demographic, focus on young people outreach, social media (since it's the demographic that we're missing)
- Other outreach avenues for sharing the survey/collecting data with non-park users: City parks and recs, Special events, leveraging like-minded organizations to bring people out, using community based orgs as a resource to build trust

Other thoughts? Ideas? Reflections?

- Example of not feeling safety because of other people in the public: drone hovering over a campground with a solo female camper then the camper left
- Stacey sharing her experience of being a park ranger. Sometimes people push Stacey to see how far they go. People still respond positively when interacting with Stacey in a park ranger uniform because she is not armed and is a smaller woman versus a fully commissioned ranger
- Some users may want to spend a lot of time researching to make sure they feel comfortable going to the place that is unknown to them. If they do not have enough info to be comfortable, they won't visit.
  - How do we bridge the connection between day use visitors and overnight? What questions can we ask day use visitors to better understand their choices for day use vs. overnight.
    - What can parks do to help people learn how to camp?
    - Reminder on using the actual state parks website to gather/read on information, Don't ask AI for questions as this can be inaccurate
  - Information on website that is related to the time of season
    - Resources, step by step
    - Example: cold water warnings
    - Videos
- Thought of sharing photos of videos of the parks to entice people to visit or camp overnight
- Incorporating an engaging "how to camp" youtube video at a specific state park (curt the campground host films youtube videos)!
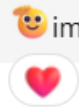
Close out at 2pm

General Updates
- PEAR Calendar shared with the team and presenters

Closing
- Please post the emoji you're feeling right now

🤔 💡 🤓 🫠 importance of data! ❤️ 😎 🎉

PEAR Team Meeting 24

June 10, 2025

Customer Data for all Washingtonians

Community Norms	Practices
GOAL ORIENTED & STRUCTURED MEETINGS	• Facilitators provide agenda, meeting notes, and organization • Time checks – limit tangents to keep us on track • PEAR Team meetings recorded during presentation portions
THOUGHTFUL PARTICIPATION	• Center PEAR goals to empower discussions • Raise your virtual hand • Balance speaking and active listening • Open-minded observations and feedback, lean into curiosity, ask questions before assuming, seek to understand • Use accessible language (explain acronyms, terms, etc.) • Practice compassion, patience, and understanding • Trust the process; be open to feedback • Trust that we are stronger together than alone
RECOGNIZE EACH PERSON HAS UNIQUE EXPERIENCES	• Speak your truth • Appreciate everyone's differences and commonalities • Awareness of diversity within BIPOC (Black, Indigenous, People of Color) community • Awareness of privilege (white, able-bodied, education, etc.) • Notice and re-consider blanket statements
SUPPORT PSYCHOLOGICAL SAFETY	• Judgment-free zone • Recognize this is an intergenerational space • Consider the role(s) of silence and its impact in our space • Take care of yourself • Acknowledge intent, assess impact • Honor confidentiality for the group's contributions

Agenda

- Check in

- **EIR Topic:** Customer Data for all Washingtonians

- General updates

- Closing

Let's check in!

- **Name**
- **Pronouns**
  - (she/ her, they/them, he/him, etc.)
- **Visual Description** (highlights)
  - Race and/ or skin color
  - Hair (cut or style)
  - What you are wearing (glasses, jewelry, color of your shirt)
- **Role(s)** if you like
- **Check in:** Are you mostly a day user of parks or an overnight? And why?

Electric Car Camping Trip at Larrabee State Park

Welcome Darleen Simkins

- Grew up in Lowell, WV, in a national historic landmark home built in 1770. Grew up giving tours and loading in computer equipment in the 1970s and 80s.

- Bilingual, studied at the University of Valladolid in Spain. Taught Spanish and tutored English as a second language

- 27+ years of public service in Washington state primarily as a research manager and policy and budget analyst.

- Almost a decade at Washington State Parks with nine years in the Business Development Program

Customer Data for All Washingtonians

Business Development Program

Why We Survey

OF ALL PEOPLE • OUR PARKS ARE FOR THE ENJOYMENT

How well are we doing:

In service?
In safety?
In value?
In offerings?
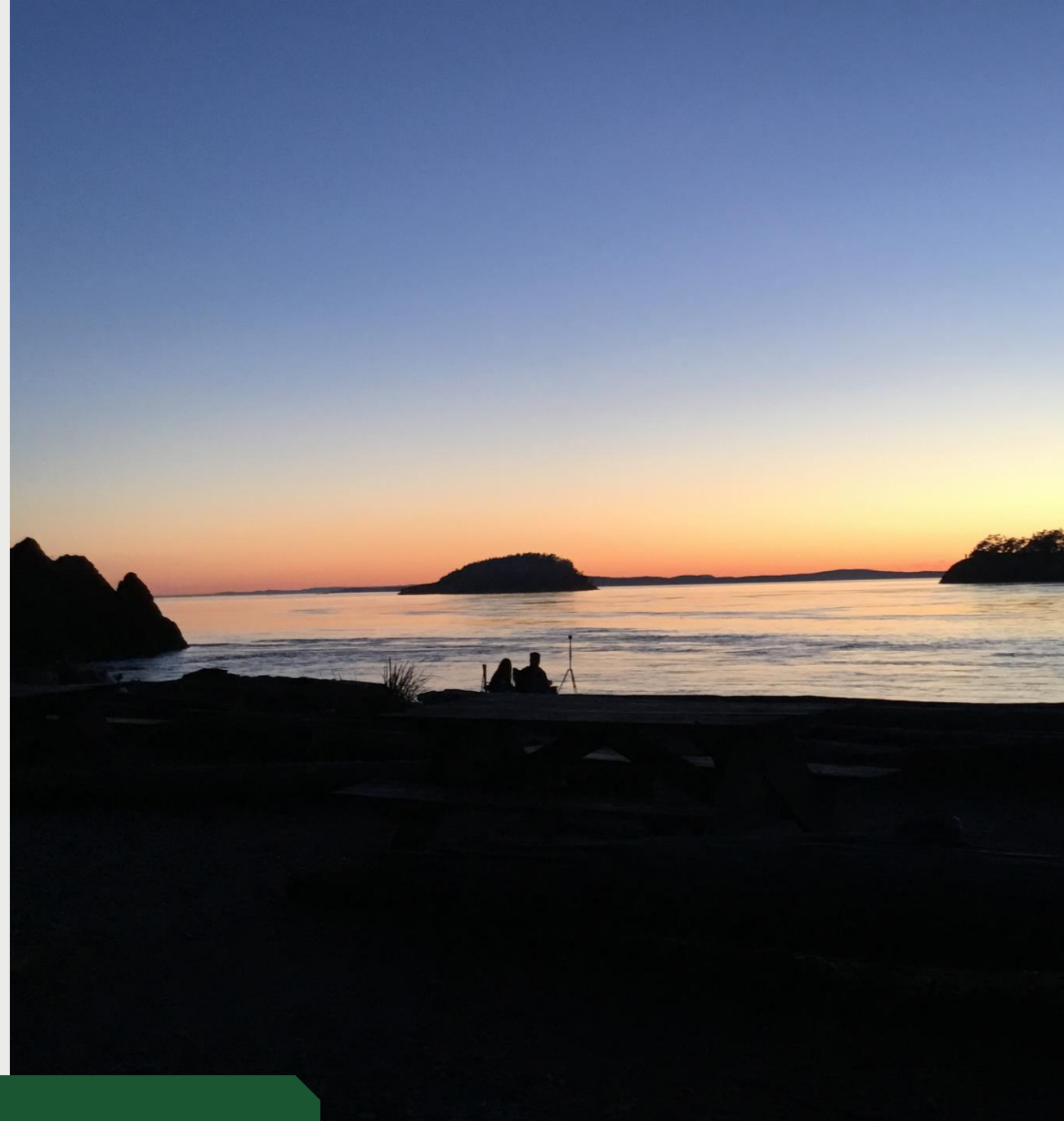
The Washington State Parks and Recreation Commission cares for Washington's most treasured lands, waters, and historic places. State parks connect **all** Washingtonians to their diverse natural and cultural heritage and provide memorable recreational and educational experiences that enhance their lives.

Survey Program Background

- Customer surveying since at least the 1950s.
- Web-based surveying since 2013.
- Surveys sent out daily since 2019 – about a 10,000 annual increase from this change!

- 2024: **35,542** responses from satisfaction surveys:
  - 32,054 from Overnight Customer Survey
  - 2,723 from Discover Pass Customer Survey
  - 765 from In Park surveys
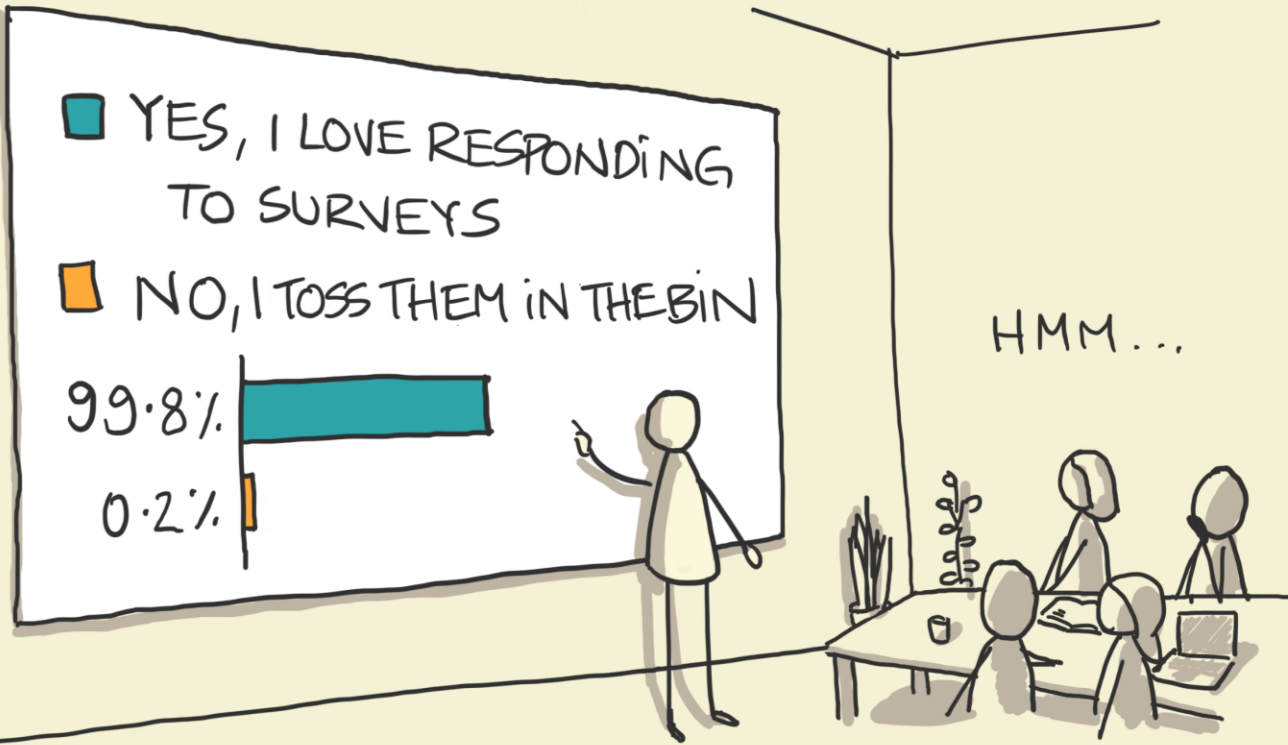
WE CAME TO CAMP
in
Washington State Parks

OVERNIGHT CAMPING SURVEY
1956

STATE PARKS & RECREATION COMMISSION

Survey Limitations

- Overnight survey comes almost entirely (99.8%) from emails sent through the central reservation system (CRS).
  - Very representative of campers: 9 percent of camping stays result in a survey response.

  - Does <u>NOT</u> represent day use visitors, which are about 95 percent of parks visitation.

Survey Limitations

- Overnight customers are older and more likely to be white than day use visitors.
- Seniors: 37% of responses vs. 18% of state population.
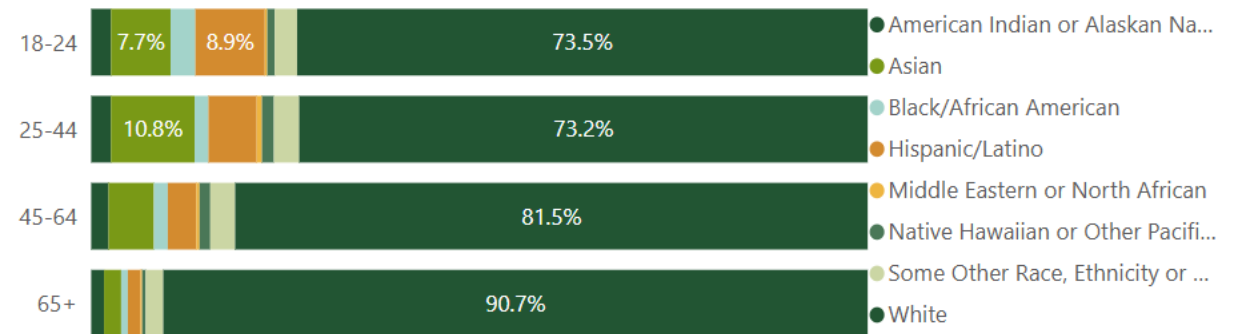
Overnight Survey Demographics

Race and ethnicity by multi-racial and single race

Race and Ethnicity	Multi	Single	Total
American Indian or Alaskan Native	1.83%	0.37%	**2.20%**
Asian	2.76%	3.24%	**6.00%**
Black/African American	1.10%	0.46%	**1.55%**
Hispanic/Latino	2.43%	1.33%	**3.77%**
Middle Eastern or North African	0.34%	0.08%	**0.42%**
Native Hawaiian or Other Pacific Islander	0.84%	0.30%	**1.13%**
Some Other Race, Ethnicity or Origin	0.98%	2.04%	**3.02%**
White	7.19%	78.53%	**85.72%**
Total	**7.61%**	**86.35%**	**100.00%**

Park Satisfaction Ratings by Race

Race/Ethnicity	All	White	Asian	Hispanic	Some Other	American Indian	Black	Native Hawaiian	Middle Eastern or North African
Respondent Percents	32,054	85.7%	6.0%	3.8%	3.0%	2.2%	1.6%	1.1%	0.4%
Overall Experience	3.64	3.65	3.61	3.64	3.44	3.58	3.63	3.60	3.48
General Appearance of Grounds	3.67	3.69	3.65	3.67	3.53	3.60	3.66	3.65	3.55
Restrooms	3.48	3.50	3.41	3.46	3.30	3.41	3.44	3.41	3.26
Campsite Condition	3.65	3.67	3.62	3.66	3.50	3.57	3.62	3.60	3.46
Value	3.53	3.54	3.55	3.55	3.33	3.46	3.53	3.55	3.34
Signage	3.53	3.54	3.51	3.53	3.39	3.50	3.50	3.51	3.46
Accessibility	3.61	3.62	3.57	3.54	3.50	3.47	3.59	3.55	3.47
Play Areas	3.42	3.43	3.38	3.42	3.27	3.42	3.47	3.30	3.18
Concessions	3.40	3.41	3.36	3.35	3.19	3.24	3.32	3.31	3.06

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Campsite Condition	**3.65**	3.67	3.62	3.66	3.50	3.57	3.62	3.60	3.46
Value	**3.53**	3.54	3.55	3.55	3.33	3.46	3.53	3.55	3.34
Signage	**3.53**	3.54	3.51	3.53	3.39	3.50	3.50	3.51	3.46
Accessibility	**3.61**	3.62	3.57	3.54	3.50	3.47	3.59	3.55	3.47
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Concessions	**3.40**	3.41	3.36	3.35	3.19	3.24	3.32	3.31	3.06

Middle Eastern or Northern African Visitors

In 2024:

- 41 percent were first time visitors to the park they stayed, only slightly higher than that of all respondents at 40 percent
- 41 percent had incomes at or above $150,000 vs. 36 percent for all respondents
- Top five parks visited were Deception Pass, Cape Disappointment, Larrabee, Pacific Beach, and Dosewallips vs. Deception Pass, Cape Disappointment, Grayland Beach, Steamboat Rock, and Fort Worden for all respondents.

Comments North Middle Eastern or Northern African Visitors

How We Use This Data

- Identify pain points in the customer journey and address those pain points
- Evaluate effects of fee increases based on satisfaction with price paid
- Inform hiring of park aides based on seasonal dips in restroom satisfaction
- Reduce use of shower tokens across system based on customer comments
- Inform signage based on differences in satisfaction between first time and returning visitors
- Inform marketing based on demographic data and how visitors learn about park
- Working to increase staff use of customer feedback, to provide more opportunities for non-campers to provide feedback, and to engage staff in using customer feedback to better evaluate and improve our service and offerings for all Washingtonians.

Takeaways

- In general visitors are very satisfied with their experience but disparities exist.

- White visitors have the highest satisfaction ratings.

- Middle Eastern and Northern African and "Some Other Race" visitors have the lowest.

- Overall Experience and Restrooms have the largest difference by group.

- Play Areas and Accessibility have the least difference, but they are not answered by the same number of respondents. Value (price paid) differs less among the most widely answered measures.

Questions for Me

- What questions do you have?

Darleen Simkins
Business Development Program
darleen.simkins@parks.wa.gov

Questions for You

- What information should we be collecting that we aren't?

- We have used this data to inform signage, staffing, price setting, etc. What are your ideas for how this data can be further used to advance equity in the agency?

Discuss in Breakout Rooms!

2025 Meeting Topics

Date	EIR Topic	EIR Priority Category
Jan	2024 reflections, 2025 planning	
Feb	Folk and Traditional Arts program	Community Engagement
March	FTA continued, Free Days and Free Ways	Community Engagement
April	Rescheduled	Workforce Development
May	Engaging Diverse Communities through Digital Communication	Community Engagement
June	Customer Data for all Washingtonians	Community Engagement
July	OFF – committee meetings only	
Aug	Public input for SEPA determinations	Community Engagement
Sept	Climate team at State Parks	Community Engagement, Visitor Experience
Oct	Park Ranger Hiring Process	Workforce Development
Nov	PEAR Strategic Plan Feedback Session	All
Dec	Working/Planning Meeting	All

Closing

Washington State Parks Customer Survey

1. What state park did you visit?

[⬍]

2. What date did you visit the park?

Date

Date

[MM/DD/YYYY   ] [   ]

3. Have you visited this state park before?

○ Yes

○ No

4. What made you choose this state park to visit? (Choose all that apply)

☐ Location of park

☐ Quality of campground settings

☐ Cost compared to other choices (motel/hotel, cruise, etc.)

☐ Activities, program or recreational opportunities at this park

☐ Natural or cultural features that make this park special

☐ It was recommended to me

☐ Previously visited

☐ My first choice park was not available

5. Do you currently have a valid annual Discover Pass?

○ Yes

○ No

6. How did you learn about this state park? (Choose all that apply.)

☐ WA State Parks official website

☐ Other internet websites

☐ Social media

☐ Blogs

☐ Brochures

☐ Maps

☐ Newspapers

☐ Magazines

☐ Travel guides

☐ Television

☐ Radio

☐ Highway Signs

☐ Friends or Family

☐ Other (please specify)

[   ]

7. What activities did you participate in while at the park? (Choose all that apply.)

- [ ] Biking
- [ ] Bird/Wildlife Watching
- [ ] Boating/Canoe/Paddleboat
- [ ] Camped including cabin, yurt, etc.
- [ ] Dog Walking
- [ ] Fishing/Shellfishing
- [ ] Geocaching
- [ ] Hiking/Walking/Running
- [ ] Horse Riding
- [ ] Photography
- [ ] Picnicking
- [ ] Playground
- [ ] Riding Off-Road Vehicles
- [ ] Solitude/Relaxation
- [ ] Special Event
- [ ] Swimming
- [ ] Visited Interpretive Center/Attended educational program
- [ ] Other (please specify)

8. What type of overnight accommodation did you use in the park?

- ( ) Did not stay overnight in the park
- ( ) Tent
- ( ) RV
- ( ) Car camped
- ( ) Cabin, Yurt, or Rustic Shelter
- ( ) Vacation Home
- ( ) Boat

9. How satisfied or dissatisfied were you with park staff in the following areas?

	Very dissatisfied	Dissatisfied	Satisfied	Very Satisfied	Not applicable
Presence of park personnel	○	○	○	○	○
Courteousness of park personnel	○	○	○	○	○
Feeling welcome in the park	○	○	○	○	○
Overall feeling of security while in the park	○	○	○	○	○
Responsive to your needs	○	○	○	○	○
Professional appearance	○	○	○	○	○

10. How satisfied or dissatisfied were you with the following during your stay in the park?

	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	Not applicable
General appearance of the park (maintenance, upkeep and litter control of grounds and trails)	○	○	○	○	○
Clean and functional restrooms and showers	○	○	○	○	○
Condition of your campsite or other overnight accommodation (maintenance and upkeep)	○	○	○	○	○
Ease of movement/accessibility (for wheelchair, stroller, or other mobility aids)	○	○	○	○	○
Signage both to and inside the park	○	○	○	○	○
Children's play areas	○	○	○	○	○
Park concessions	○	○	○	○	○
Value (was your visit worth the money?)	○	○	○	○	○
Your overall park experience	○	○	○	○	○

11. Is the availability of the following sufficient to meet your needs?

	Yes	No	Not applicable
Miles of park trails	○	○	○
Gathering places of sufficient size to accommodate your group	○	○	○
Educational opportunities (programs, walks, displays)	○	○	○
Americans with Disabilities Act (ADA) services	○	○	○
Rental opportunities i.e., vacation houses, cabins, etc.	○	○	○
Recreational opportunities, i.e., kayaks, disc golf, zip lines	○	○	○
Park information at the park	○	○	○

12. Which of the following would have increased your satisfaction with your visit? (Choose all that apply)

☐ Internet/Wi-Fi

☐ Campsite privacy

☐ Interpretative and educational programs

☐ More outdoor recreational opportunities, i.e., hiking, swimming, biking

☐ More rental opportunities, i.e., kayaks, disc golf, zip lines

☐ More children's play areas

☐ Communal cooking areas

☐ Dish cleaning stations

☐ 110/low amp power for charging

13. Regarding your site reservation/check in process, how satisfied were you with the following?

	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	N/A
Ability to search by site and/or park features	○	○	○	○	○
Finding a site that meets your needs	○	○	○	○	○
Reserving a site	○	○	○	○	○
Making changes to your reservation	○	○	○	○	○
Checking in to your site	○	○	○	○	○
Your reservation in general	○	○	○	○	○

14. How did you make your reservation?

○ Online Reservation System

○ 1-888-CAMPOUT

○ Self-Registration Envelope

○ Did not stay overnight or book a facility at the park

15. How long did it take you to check in?

○ 5 minutes or less

○ 6 to 10 minutes

○ 11 to 15 minutes

○ More than 15 minutes

16. How old are you?

○ 18-24

○ 25-44

○ 45-64

○ 65+

17. Did your visit include children in your party? If so, what were their ages? (Choose all that apply.)

☐ No children

☐ Age 0-4

☐ Age 5-9

☐ Age 10-14

☐ Age 15-17

18. Which categories describe you? (Choose all that apply.)

☐ American Indian or Alaskan Native

☐ Asian

☐ Black/African American

☐ Hispanic/Latino

☐ Middle Eastern or North African

☐ Native Hawaiian or Other Pacific Islander

☐ White

☐ Some Other Race, Ethnicity or Origin

19. What is the primary language you speak at home?

○ English

○ Spanish

○ Chinese

○ Vietnamese

○ Russian

○ Tagalog

○ Korean

○ Somali

○ Ukrainian

○ Other (please specify)

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[                    ]
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20. What is your zip code?

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[                    ]
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21. What is your combined household income?

○ Less than $25,000

○ $25,000 to $49,999

○ $50,000 to $74,999

○ $75,000 to $99,999

○ $100,000 to $149,999

○ $150,000 to $199,999

○ $200,000 or more

22. Please provide any additional information you would like to share about your last visit or Washington State Parks in general.

We are conducting a Wi-Fi pilot at Pacific Beach and Potholes state parks. The purpose of this pilot is to assess the feasibility and value of providing Wi-Fi to parks visitors. We are asking you some additional questions relating to Wi-Fi service because you stayed in one of these two parks. Your feedback will help us determine whether we should continue this service. Thank you!

23. How satisfied are you with your use of Wi-Fi in the park?

Very Dissatisfied	Somewhat dissatisfied	Neutral	Somewhat satisfied	Very Satisfied	Haven't used it.
★	★	★	★	★	○

24. In general, how important do you think it is for Washington State Parks to offer Wi-Fi at parks?

○ Not at all important

○ Slightly important

○ Fairly important

○ Extremely important

25. How useful is Wi-Fi in the park to you personally?

○ Not at all useful

○ Slightly useful

○ Fairly useful

○ Extremely useful

26. Considering others' use of Wi-Fi as well as your own, what impact does Wi-Fi have on your overall park experience?

○ Makes it worse

○ Makes it worse in some ways and better in others

○ Has no effect

○ Makes it better

27. For what activities have you used the internet while visiting the park? (Choose all that apply.)

☐ None - I don't use the internet during my visit(s)

☐ Book a campsite or obtain other information about this or other Washington state parks

☐ Obtain other trip information

☐ Check email

☐ Shop online

☐ Play games

☐ Stream audio or video

☐ Read news, blogs, etc.

☐ Telework/work remotely

☐ Social media

☐ Other (please specify)

[_____]

28. How would the availability of Wi-Fi affect future visits?

	Much less likely	Somewhat less likely	No effect	Somewhat likely	Much more likely
I would stay longer.	○	○	○	○	○
I would visit more frequently.	○	○	○	○	○

29. On how many of your future trips to this parks, do you expect to use the Wi-Fi service?

○ None

○ Some

○ Half

○ Most

○ All

30. Including yourself, how many people in your party used Wi-Fi on your most recent visit?

[⬍]

31. What type of cellular internet/data plan do you have?

○ I don't have a cellular data plan.

○ I pay for each megabyte of data uploaded/downloaded.

○ I have a limited number of megabytes included for a fixed price per month.

○ I have an unlimited number of megabytes included for a fixed price per month.

○ I am not sure.

32. How much would you be willing to pay per day for Wi-Fi?

[⬍]

Washington State Parks Customer Survey

Because you stayed in a Washington state park vacation house, cabin, yurt, or other rustic shelter, we are asking you a few final additional questions related to your stay.

33. Which specific type of facility did you stay in?

- ○ Cabin
- ○ Yurt
- ○ Wall or platform Tent
- ○ Adirondack
- ○ Teepee
- ○ Fire lookout
- ○ Vacation home

34. Why did you decide to rent this facility? (Choose all that apply.)

- ☐ Safety/security
- ☐ Convenience/comfort
- ☐ Price/value
- ☐ Amenities/furniture and features
- ☐ Lack camping equipment
- ☐ Preferred not to camp
- ☐ Celebrating special occasion
- ☐ Novelty of facility
- ☐ Other (please specify)

35. Please rate the following characteristics of the facility you rented?

	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	N/A
Safety/security	○	○	○	○	○
Convenience/comfort	○	○	○	○	○
Price/value	○	○	○	○	○
Amenities/furniture and features	○	○	○	○	○
Overall quality of the facility	○	○	○	○	○

36. How likely is it that you would recommend the facility you stayed at to a friend or colleague?

Not at all likely   Extremely likely

0	1	2	3	4	5	6	7	8	9	10

37. What is the likelihood you would stay overnight in a Washington state park in the future?

○ Very low

○ Low

○ Moderate

○ High

○ Very high