



NORTHEAST TENNESSEE REGIONAL ECONOMIC PARTNERSHIP

OUTDOOR DEVELOPMENT MASTER PLAN

A sustainable roadmap for outdoor recreation and
community development in Northeast Tennessee

MISSION

To encourage investments in the outdoor recreation economy and industry for the prosperity of future generations.

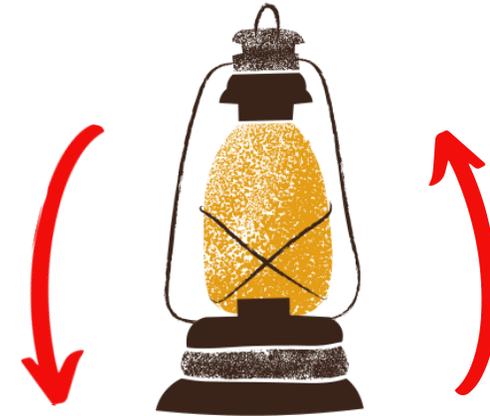
VISION

Northeast Tennessee is a top destination in the Southeast for outdoor recreation and the outdoors play a significant role in the enhancement of the overall regional economy.

VALUES

EQUITY

FOR OUR COMMUNITY



SUSTAINABILITY

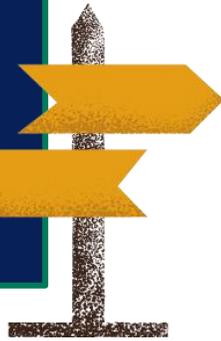
OF OUR ASSETS





PURPOSE OF THIS PLAN

Create a sustainable roadmap for outdoor recreation and community development in Northeast Tennessee for the next five years.



Consolidate outdoor recreation projects within the First Tennessee Development District into a cohesive vision

Develop metrics to track program success to assess outdoor recreation impact in our region.



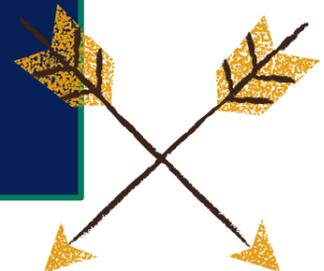
Compile recreational assets into a GIS database



Identify ways in which outdoor recreation can contribute to economic development in the region



Identify goals and initiatives that will enhance the potential for economic impact



CRITICAL SUCCESS FACTORS

What would make this project a success?

- ✓ Engage leadership and representative staff from each county, regional partners in process
- ✓ Compile assets and map points of interest into a GIS database
- ✓ Develop cohesive vision for maintaining existing and building new outdoor recreation assets
- ✓ The plan must include an action plan and baseline measurements for program success
- ✓ Provide clear directives to prioritize project funding, attract business and talent to region
- ✓ Collect economic impact data to create outdoor recreation economy and industry snapshot
- ✓ Use data to make the case for more outdoor recreation investments in the region

Concurrent Plans

The following is a list of known planning efforts, either recently completed or currently underway. The role of NETREP should be to provide support, participate and engage in the process, and provide consistency with goals and objectives, avoiding duplication of efforts and services between agencies.

Carter County

- Strategic Recreation Plan
- Elizabethton Recreation Plan
- Tourism Asset Development Plan / Action Plan & Research Report
- Roan Mountain Community Long Range Plan

Hancock County

- Asset Based Enhancement Project

Johnson County

- Doe Mountain Management Plan “The Business of Adventure Tourism”
- Asset Based Enhancement Project

State-Wide/Regional

- Tennessee SCORP
- Southern Appalachian Greenways Alliance
- Northeast Tennessee & Southwestern Virginia Naming Research & Strategy Report

Washington County:

- Asset-Based planning
- Johnson City Comprehensive Plan

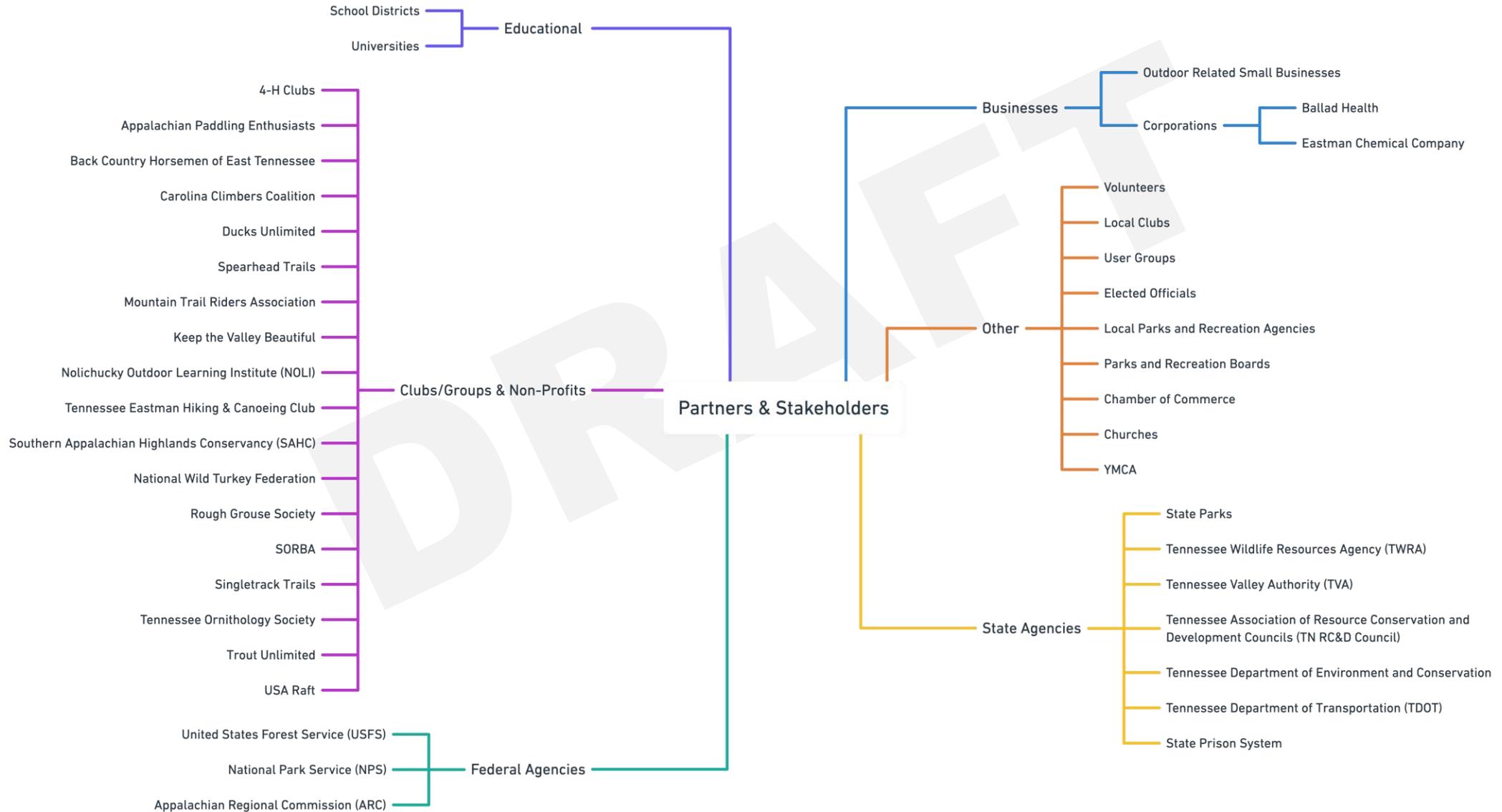
Unicoi County

- Unicoi Statagic Plan
- Tourism Asset Development Plan
- Balancing Nature and Commerce in Unicoi County

- TN Rural Task Force
- Sullivan County
- State Parks

- So Many More!

KEY PARTNERS & STAKEHOLDERS



COVID-19

- The consulting team has provided a comprehensive effort and approach to developing goals and objectives for this plan, intended to introduce and implement strong “best practice” planning and business tools to NETREP. Resource planning is particularly important now as the long-term effects of COVID-19 include a shortage of tax revenue that will eventually impact all agencies – some sooner than later.
- While much of the research and engagement of this project took place prior to the pandemic, data and feedback collected prior to COVID-19 should still be considered relevant and useful to NETREP as the plan is intended to extend beyond the life of the virus. Informed resource allocation decisions give agencies flexibility and durability in evolving situations like the one we are in right now. This plan considers both how COVID-19 might have short and long-term effects on outdoor development based off of current (ever-changing) research.
- Planning and resource allocation must be done carefully, with information and insight, so that agencies can rethink, redeploy, and otherwise maximize offerings without compromising essential services to the widest public. The future impact decision-making needs to be thoughtful, deliberate and based on understanding – not reactionary. This plan aims to provide relief and stability that permeate all other processes.

PUBLIC LANDS

NATIONAL PARKS

544,000 + ACRES

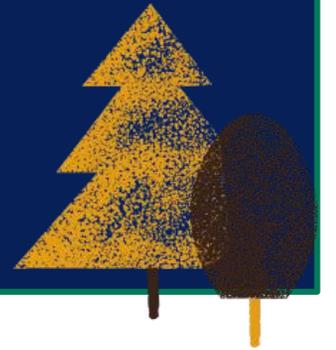
- Cumberland Gap
- Great Smoky Mountain



NATIONAL FORESTS

1,594,000 + ACRES

- Cherokee National Forest
- Jefferson National Forest
- Pisgah National Forest
- Nantahala National Forest



STATE OWNED PUBLIC LAND

156,700 + ACRES

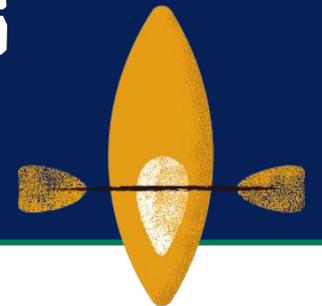
- 22 State Parks
- Great Smoky Mountain



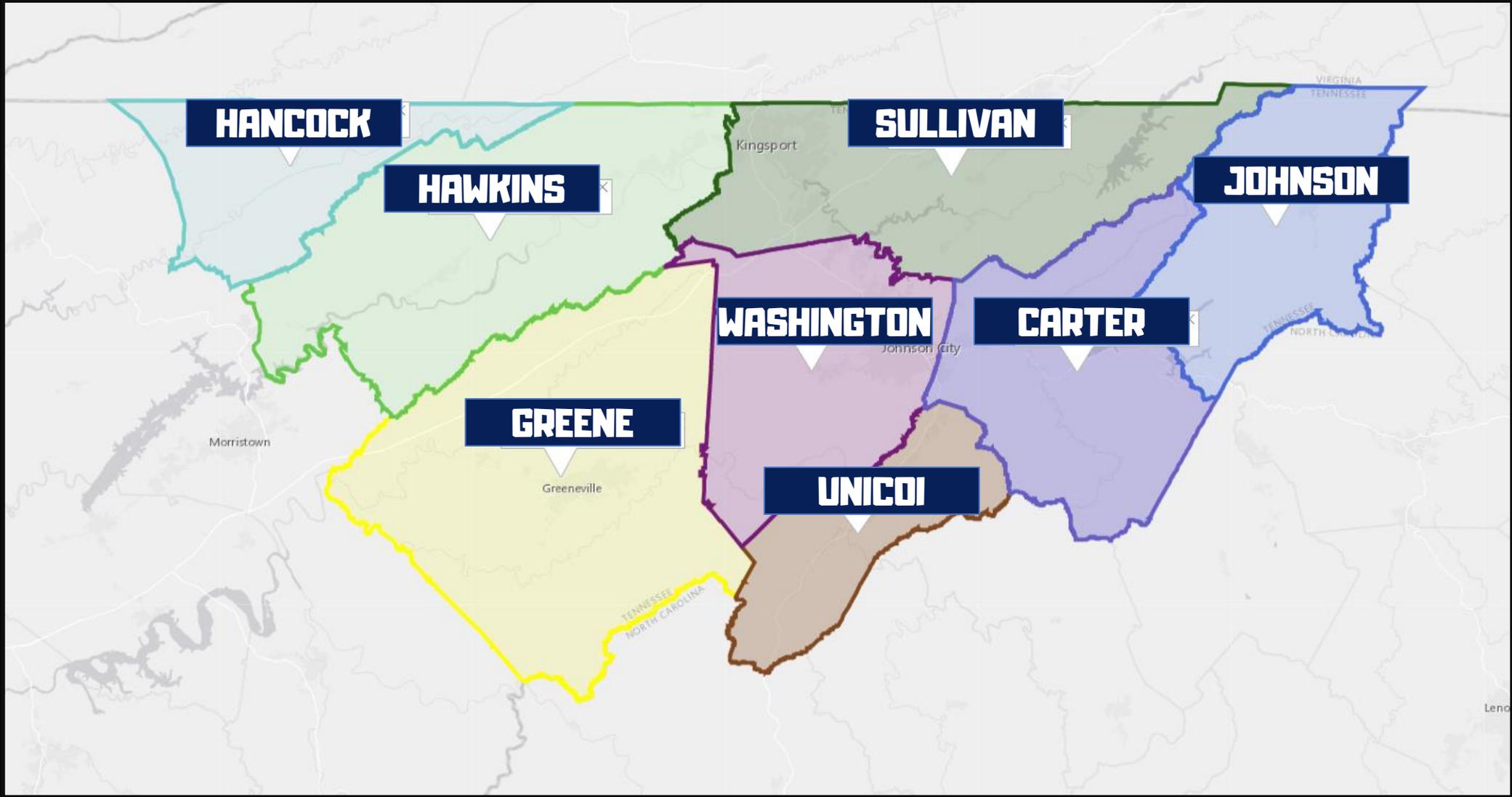
PUBLIC LAKES & RESERVOIRS

44,300+ ACRES

- 20 Lakes
- 5 Reservoirs



COMMUNITY IDENTITY



OUTDOOR REC COMPONENTS



Compile
recreational
assets into a
GIS database

- Picnic Grounds, picnic shelters
- Water access (open water, fishing, boating, swimming)
- Trails (hiking, mountain biking, equestrian, OHV/ATV)
- Camping, campgrounds, trail shelters, dispersed camping areas

STRATEGIC ACTION PLAN

This plan provides a vision for the next five years. However, a flexible approach will be required to adapt to immediate needs and problems, especially considering the impact of COVID-19.

A number of organizational frameworks such as “Strategic Doing” and “Design Thinking” should be foundational components to NETREP, with “Strategic Doing” being the overarching program ethos, and “Design Thinking” being used to create action from the findings.

It is important for the role of NETREP to remain consistent and clear, which is to remain a supportive partner and facilitator, helping other agencies find and locate resources to complete projects.

ASSETS

STEWARDSHIP

AmeriCorps Member
 Stewardship Council
 Land Manager Support Services
 TVA Natural Resource Support
 USFS Volunteer Reporting
 Outreach & Education Grant
 Community Clean Ups Grant

INFRASTRUCTURE

GIS Asset Mapping
 Grant Making
 Blueway & Greenway Council

COMMUNITY

EDUCATION

Special Events
 MTM Fest
 ATTN Podcast
 AT Community Webinars
 Marketing
 Recruitment Materials
 Leverage CVB Campaigns

ECONOMY

Outdoor Coalition
 Economic Impact Studies
 Region-wide Proclamation
 Recruit Gear Companies
 Support Outdoor Entrepreneurs
 Grant Writing
 Meeting Facilitation
 Project Planning Services

STEWARDSHIP

ENVIRONMENTAL STEWARDSHIP COORDINATOR

is a cornerstone to the Outdoor Development Program. As an AmeriCorps host site, NETREP benefits from this position in terms of both internal and external organizational capacity building. The community benefits from having a dedicated volunteer charged with helping them engage with their public lands. Land managers may also partner with our AmeriCorps member to gain assistance with outreach, education, natural resource management and recreation. This role is meant to keep our economic development efforts honest in terms of sustainability of our natural capital.

LAND MANAGEMENT SUPPORT SERVICES

is provided to agencies such as Tennessee Valley Authority and the North Zone of the Cherokee National Forest when requested or when special projects require it. Examples are assisting TVA's Natural Resource Forester with trail work and natural resource management as well as supporting USFS staff with volunteer management.

STEWARDSHIP COUNCIL

is a collection of representatives from local volunteer, advocacy and user group organizations who meet quarterly to network and learn best practices. Their activities and project are guided by the Environmental Stewardship Coordinator.

EDUCATION

PUBLIC LANDS

are places that are federally or state owned, yet operated and maintained for the enjoyment of the public. Some examples are National Parks, National Forests, State Parks, State Natural Areas, Lakes and Rivers. The Wilderness Society has a free introductory level program for anyone interested in learning more about public lands.

LEAVE NO TRACE (LNT)

is a set of outdoor ethics promoting conservation in the outdoors and is a program managed by the Center for Outdoor Ethics. It consists of seven principles: plan ahead and prepare, travel and camp on durable surfaces, dispose of waste properly, leave what you find, minimize campfire impacts, respect wildlife, be considerate of other visitors.

OUTDOOR ENTHUSIAST

- is a person who enjoys spending time outside performing various types of activities such as hunting, fishing, hiking, paddling, climbing and many more. We hope that one day our efforts in outdoor development will change the community culture to self-select to identify as an outdoor recreation community full of outdoor enthusiasts. Education will be one

INFRASTRUCTURE

TRAILS

are pathways for outdoor recreation enthusiasts to access the natural capital that exists on our public lands. They are forms of transportation with the added benefits of exercise and provide healthy outcomes for people who participate in outdoor activities on them.

BLUEWAYS & GREENWAYS

are networks of water access points or trailheads that when marketed together create a fun way for outdoor enthusiasts to explore the region. They provide scenic routes into the heart of rural areas by canoe, bike or on foot. Blueways refer to access points alongside idyllic lakes, canals and rivers. Greenways are a trail or road along a strip of undeveloped land, often near an urban area, set aside for recreational use or environmental protection.

PARKS & CAMPGROUNDS

are another vital piece of infrastructure that allow people to experience and connect with the natural environment for extended periods of time. There are various types of parks like a National or State park. In addition, there are various types of campgrounds that cater to preferences ranging from primitive to heavily developed such as RV sites.

ECONOMY

OUTDOOR DEVELOPMENT

OUTDOOR DEVELOPMENT MANAGER

OUTDOOR COALITION

Outdoor Development one of the most sustainable economic development strategies that a gateway community could deploy. It's equal parts economics, public health, transportation and tourism. The key for success is to create the right ecosystem for this strategy to last for generations to come.

The Outdoor Development Manager is the leader of all efforts underway by the NeTREP Outdoor Development Program. Because this program is through a regional economic development organization, the emphasis is always on encouraging more investments in the outdoor recreation economy and industry in Northeast Tennessee. The ODM works to build relationships with partners to align the missions and efforts of other organizations with ours. Emphasis and energy are placed on projects that address the four areas of focus as defined by our strategic plan.

A collection of representatives from land management agencies, outdoor business owners, user groups and clubs, legislators and non-profits who meet quarterly to network and learn about project currently underway in the communities we serve. Their activities and project are guided by the Outdoor Development Manager.

IN-PERSON ENGAGEMENT



- 7 Focus Groups
- 68 Participants
- 15 Stakeholder Interviews

STATISTICALLY VALID SURVEY

Primary methods:

1 = Statistically Valid (Invitation Survey)

Mailed survey with an option to complete online through password protected website

2 = Open Link Survey

Online survey available to all residents in the Northeast Tennessee Region

5,500 Surveys Mailed

959
Total
Completed
Surveys



318 -

Invitation Surveys Completed
+/- 5.5
Margin of Error



641 -

Open Link Surveys Completed

GOAL #1:

ENSTILL ENVIRONMENTAL STEWARDSHIP TO PROMOTE AN ETHOS OF CONSERVATION

Stewardship Objective	Action	Lead/Key Partners	Metric
Improve understanding, awareness, and appreciation of natural amenities and resources			
Adopt advocacy role to enhance conservation and preservation of public lands through policy change			
Enhance environmental stewardship to protect local rivers, streams, and creeks.			
Promote volunteerism and advocacy opportunities to protect trails and public lands			

GOAL #2:

EDUCATE TO ENHANCE COMMUNITY WELL-BEING

Objective	Action	Lead/Key Partners	Metric
Ensure public spaces promote diversity, inclusion, and equitable access			
Develop relationships with key partners and advocacy groups to further promote environmental education and sustainability			
Assist local agencies and partners in encouraging prioritization of physical and mental health through outdoor recreation			
Facilitate public knowledge and understanding of outdoor recreation opportunities			

GOAL #3: IMPROVE CURRENT INFRASTRUCTURE TO PREPARE FOR FUTURE DEMAND

Infrastructure Objective	Action	Lead/Key Partners	Metric
Maintain inventory of outdoor resources in the region			
Increase beginner access to trails, water, and other recreational resources			
Enhance standards for trailheads, wayfinding, and signage			
Identify gaps in trail connectivity and services between cities and counties			
Establish a new funding source for project support			

GOAL #4:

ENHANCE ECONOMIC PROSPERITY THROUGH OUTDOOR DEVELOPMENT

Economic Objective	Action	Lead/Key Partners	Metric
Identify strategic advantages for outdoor businesses to relocate to the region			
Promote talent attraction, recruitment, and engagement			
Assist rural regions in harnessing recreation resources for economic development			
Encourage creative entrepreneurship related to outdoor resources			

CURRENT EFFORTS & NEXT STEPS

- Identification of concurrent plans
- Impact of COVID-19 trends related to recreation
- Continued research related to outdoor research, economic impact, equitable access, area demographics, and physical/mental health
- Inventory analysis for other outdoor recreation components (picnicking, trails, etc.)

NEXT STEPS



Strategic visioning session later in August to finalize objectives, prioritize actions, identify key partners, and pinpoint metrics to measure success.



Development and Review of Draft Plan

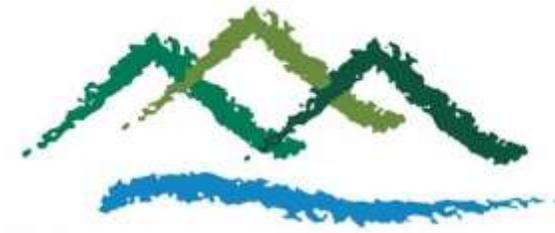
- You will have the chance to propose edits and provide feedback on the plan



Final Plan!

Northeast Tennessee Regional Economic Partnership Outdoor Recreation Development Plan Survey Final Report

April 2020



NORTHEAST TENNESSEE
Regional Economic Partnership

GREENPLAY LLC
*The Leading Edge In Parks, Recreation
And Open Space Consulting*



RRC
ASSOCIATES

Table of Contents



- Introduction & Methodology
- Key Findings
- Demographics
- Current Usage
- Outdoor Recreation
- Satisfaction with Outdoor Recreation
- Communication
- Future Facilities & Amenities
- Values & Vision
- Community Comments

Introduction

The purpose of this study was to gather community feedback for the Northeast Tennessee Regional Economic Partnership Outdoor Recreation Development Plan.

This survey research effort and subsequent analysis were designed to assist NeTREP in developing a plan to reflect the community's needs and desires.



Methodology

Primary methods:

1 = Statistically Valid (Invitation Survey)

Mailed survey with an option to complete online through password protected website

2 = Open Link Survey

Online survey available to all residents in the Northeast Tennessee Region

5,500 Surveys Mailed

959
Total
Completed
Surveys



318 - Invitation Surveys Completed
+/- 5.5
Margin of Error

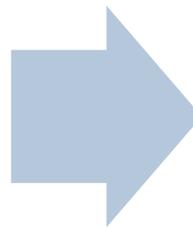


641 - Open Link Surveys Completed

Weighting the Data

1

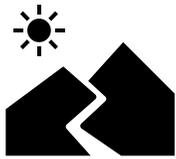
The underlying data from the invitation survey were weighted by household population size (by County) and age to ensure appropriate representation of the **Northeast Tennessee Region** across different demographic cohorts in the sample.



2

Using U.S. Census Data, the household population size and age distribution in the sample were adjusted to more closely match the population profile the **Northeast Tennessee Region**.

Key Findings



PARKS/RECREATION

State parks, Bays Mountain, and neighborhood parks are the three most frequently used parks/recreation areas in the region. Cherokee National Forest and the Appalachian Trail follow in frequency of use.



OUTDOOR RECREATIONAL TRIPS

On average, respondents took 2-overnight and 22-day outdoor recreational trips in the Northeast Tennessee region during 2019. Overnight trips were on average 1.7 nights with RV/tent camping most common (48%). Average spend on outdoor recreation gear is just over \$300 per year.



OUTDOOR RECREATION ACTIVITIES

Hiking, general park visits/usage, picnicking, and walking/running are the most common outdoor recreational activities in which respondents participate around the region.



LEVEL OF SATISFACTION

Respondents are overall quite satisfied with the adequacy of area amenities they use. 79% of invite respondents rated their satisfaction level with parks/green spaces a 4 or 5 on a scale of 1 to 5 (very satisfied). Trails and rivers/lakes rate similarly (75-76% very satisfied).

Key Findings



FUTURE NEEDS

Trailhead improvements (restrooms, parking, signage), hiking trails, and water recreation access are the most important needs for outdoor recreation facilities and amenities in the region over the next 3-5 years. Campgrounds and park development follow.



VALUES & VISION

Ensuring facilities and trailheads are clean and well-maintained, protecting environmental resources, and ensuring outdoor recreation is easily accessible are the most important values for NeTREP to focus on in its mission to support economic development through outdoor recreation.



COMMUNICATION

Local media (TV, radio, newspaper) and activity guides/brochures are the most preferred methods to receive information for invitation respondents. Facebook was preferred for Open Link respondents. Results demonstrate a need to maintain diversify in communication methods.



INCREASE USE

Better condition/maintenance of parks or facilities, improved communication about offerings, and development of an online resource of locations and amenities would increase participation in outdoor recreation.

Demographics



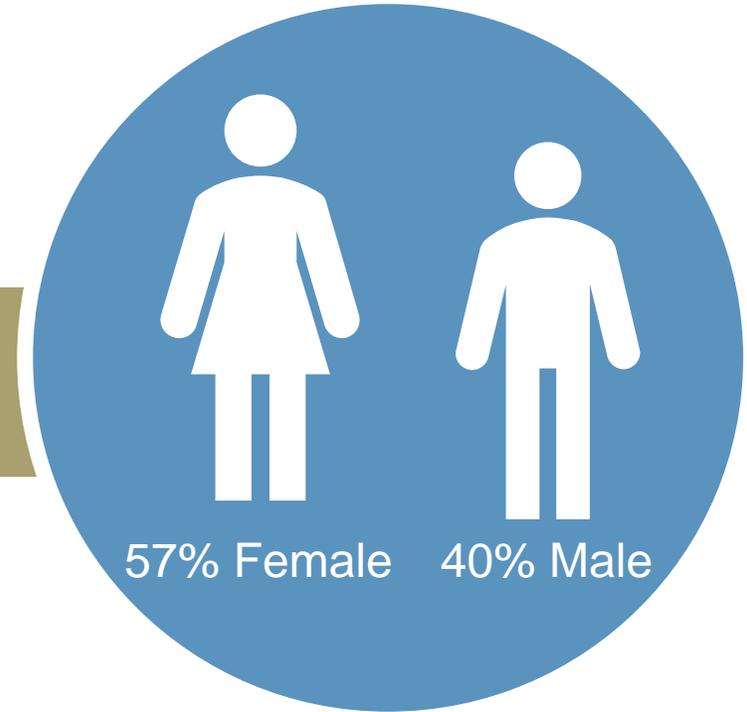
Demographic Profile (Invitation Sample)

Where do you live:

- 31% - Sullivan County
- 26% - Washington County
- 13% - Greene County
- 11% - Hawkins County
- 11% - Carter County
- 3% - Unicoi County
- 3% - Johnson County
- 1% - Hancock County

32.4

Average number of years
living in the NeTN Region



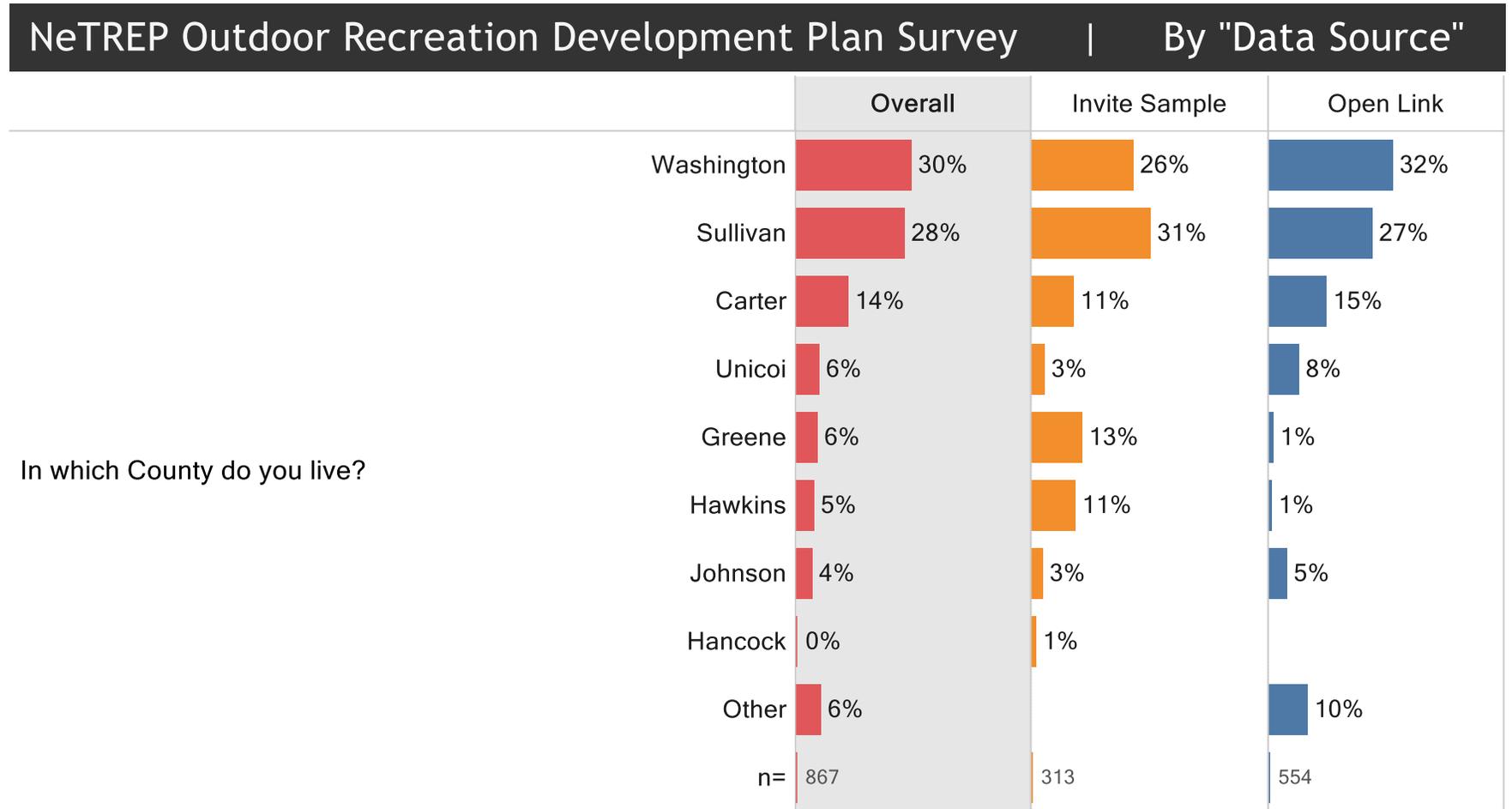
89% of respondents own their
residence



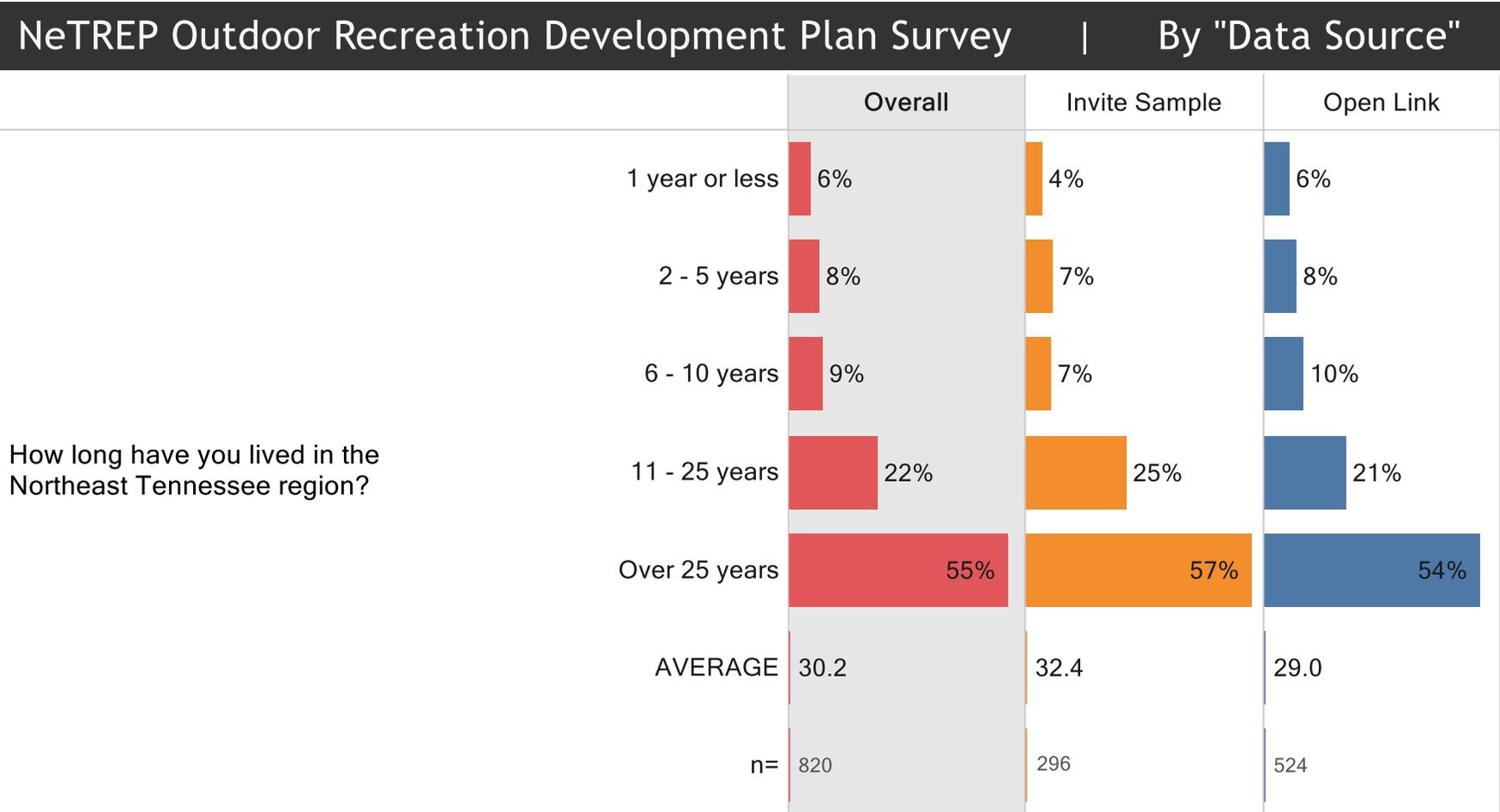
12% of respondents have a need for ADA
accessible facilities and amenities

Demographic Profile

The county distribution for the invite sample was weighted according to U.S. Census Data to more closely match the household population profile of Northeast Tennessee. The open link results have a slightly larger share of respondents from Washington and Unicoi Counties and a smaller share from Green and Hawkins Counties compared to the invitation sample.



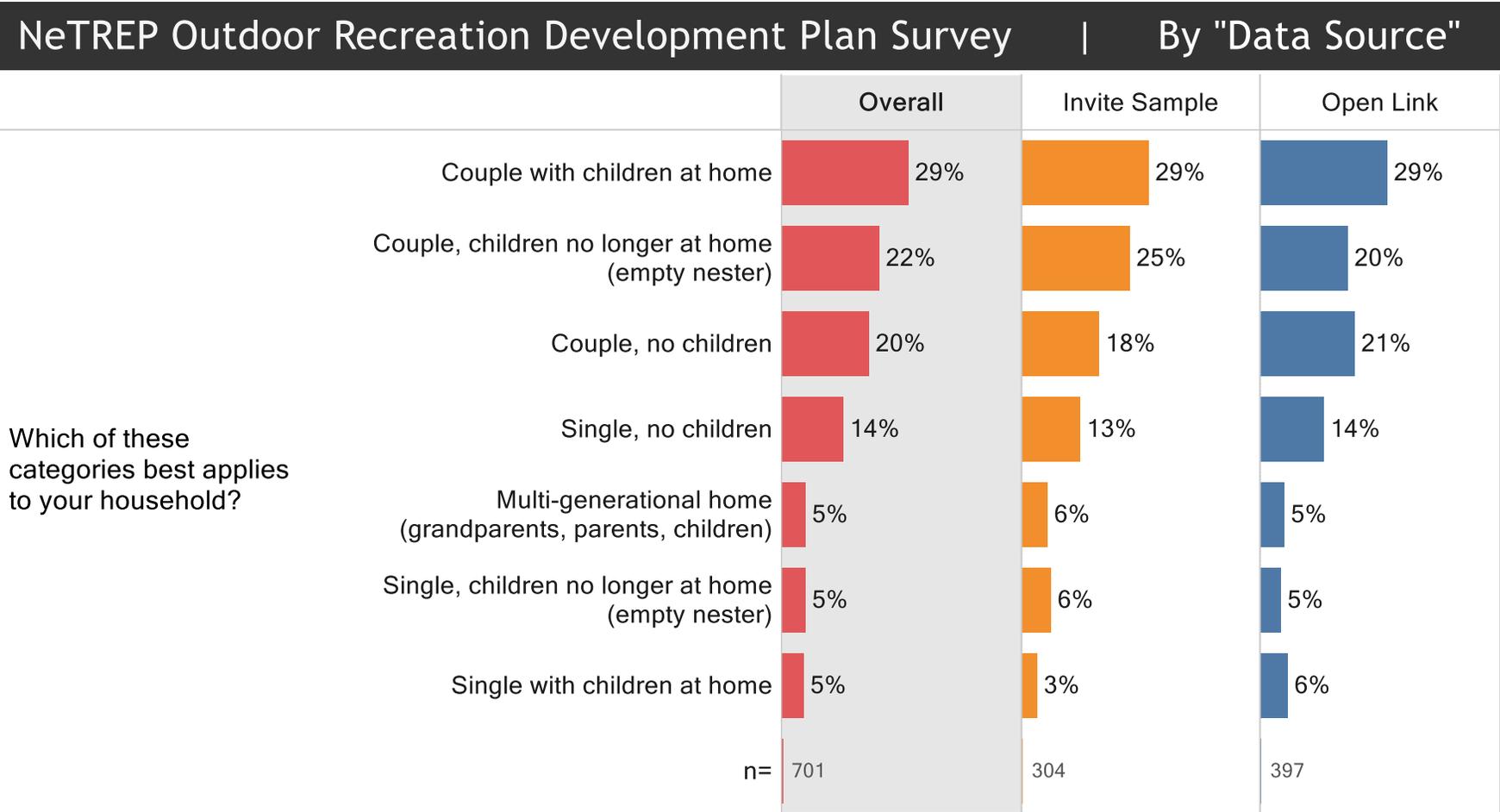
More than half of invite respondents have lived in the Northeast Tennessee region for more than 25 years, similar to the open link results.



Demographic Profile

How long have you lived in the Northeast Tennessee region?

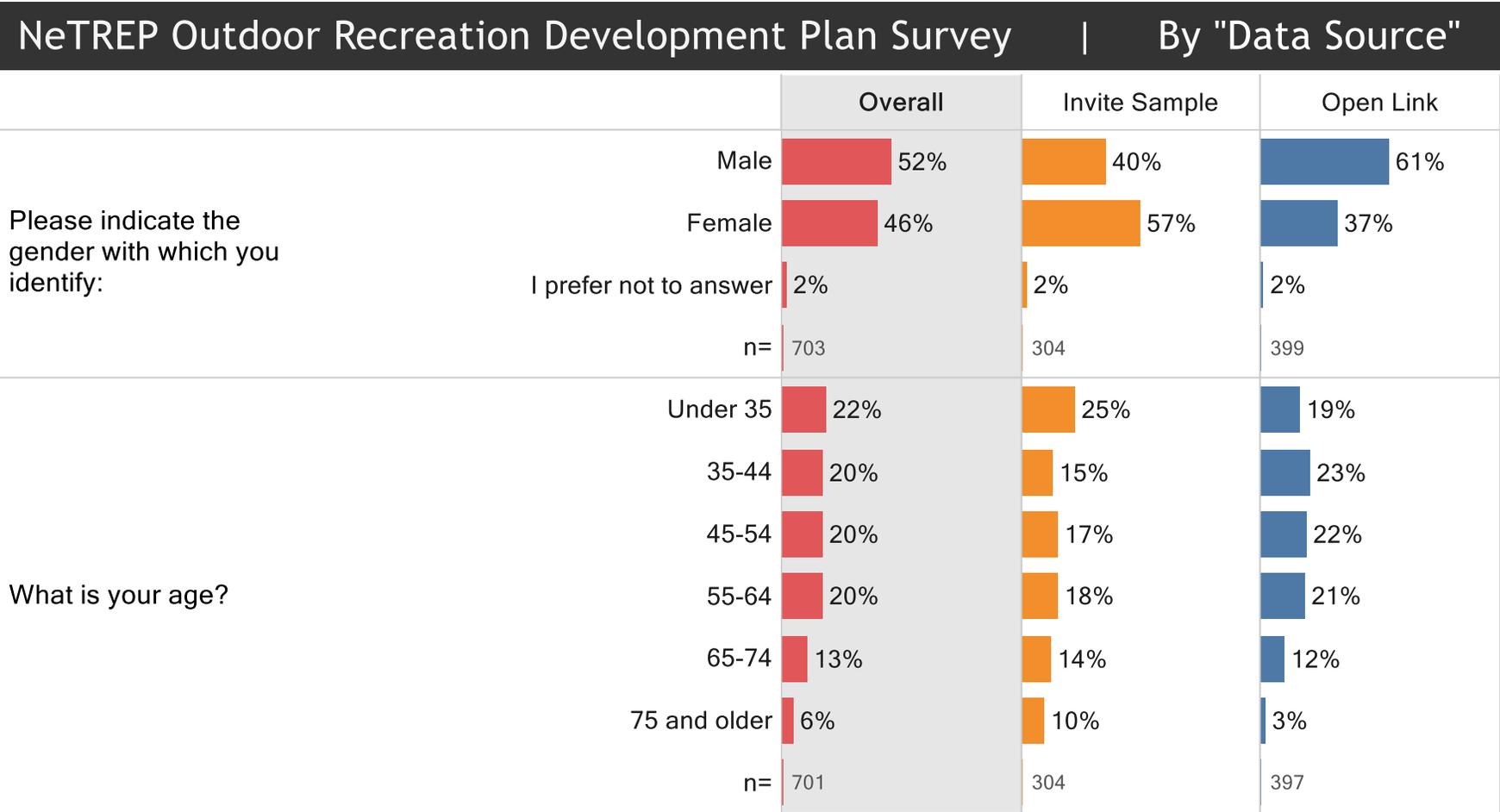
Among invite respondents, 38% of households have children at home while 62% do not. Open link responses have a similar percentage of households with children at home (40%).



Demographic Profile

Which of these categories best applies to your household?

Among invite respondents, a majority identified as females (57%), a finding commonly seen in survey research. Furthermore, age, a weighted variable, indicated those under 35 the largest age group represented (25%).



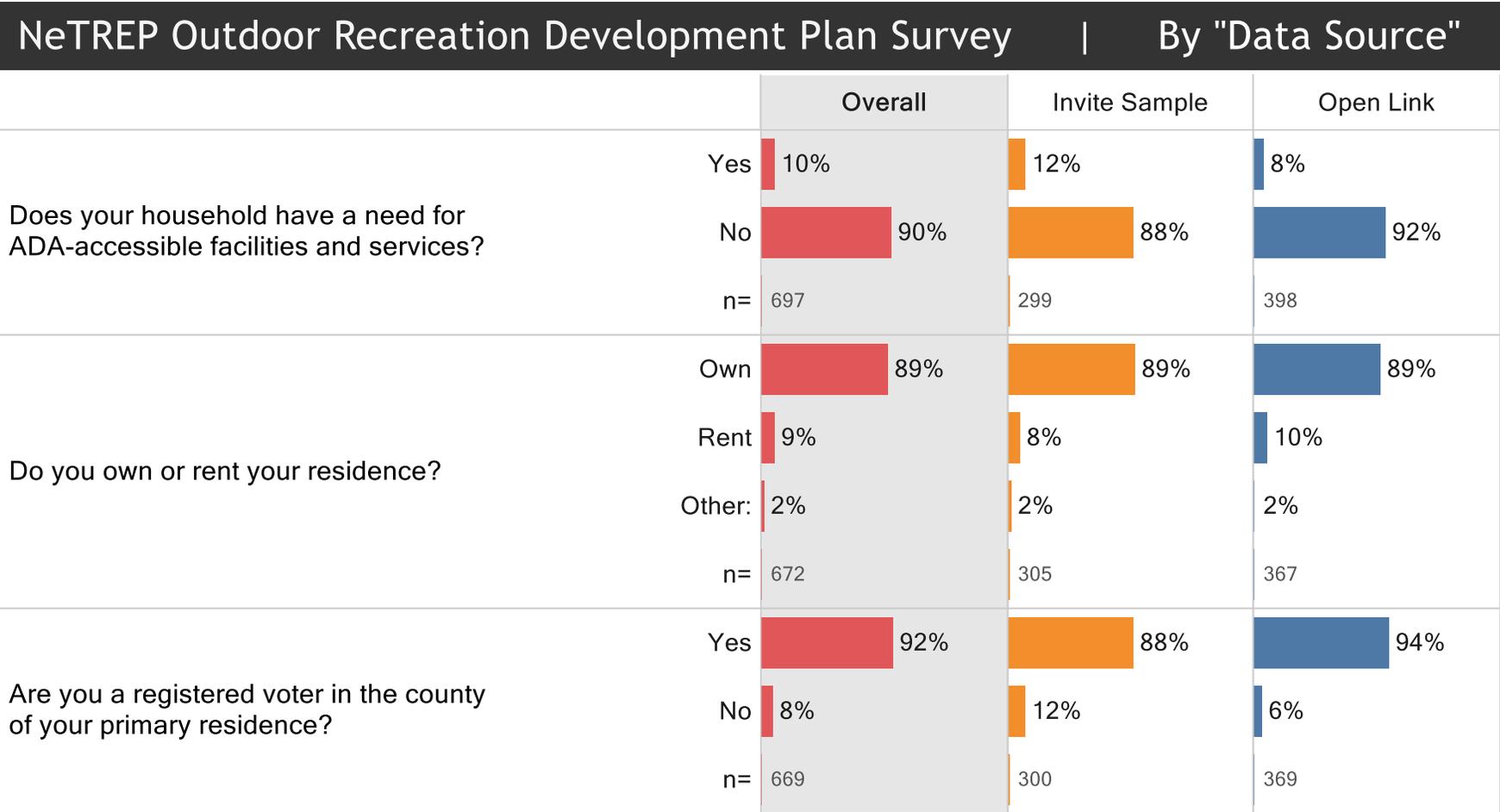
Demographic Profile

The majority of invite respondents identify as “white” and “non-Hispanic, Latino or Spanish origin”, which aligns closely to U.S. Census Data for Northeast Tennessee.

NeTREP Outdoor Recreation Development Plan Survey		By "Data Source"		
		Overall	Invite Sample	Open Link
Are you of Hispanic, Latino or Spanish origin?	No	99%	99%	99%
	Yes	1%	1%	1%
	n=	655	295	360
What race do you consider yourself to be? (CHECK ALL THAT APPLY)	White	93%	95%	91%
	American Indian or Alaskan Native	1%	1%	2%
	Some other race	1%	1%	1%
	Black or African American	1%		1%
	Asian	0%		0%
	Native Hawaiian or Other Pacific Islander	0%		0%
	I prefer not to answer	6%	4%	7%
	n=	666	301	365

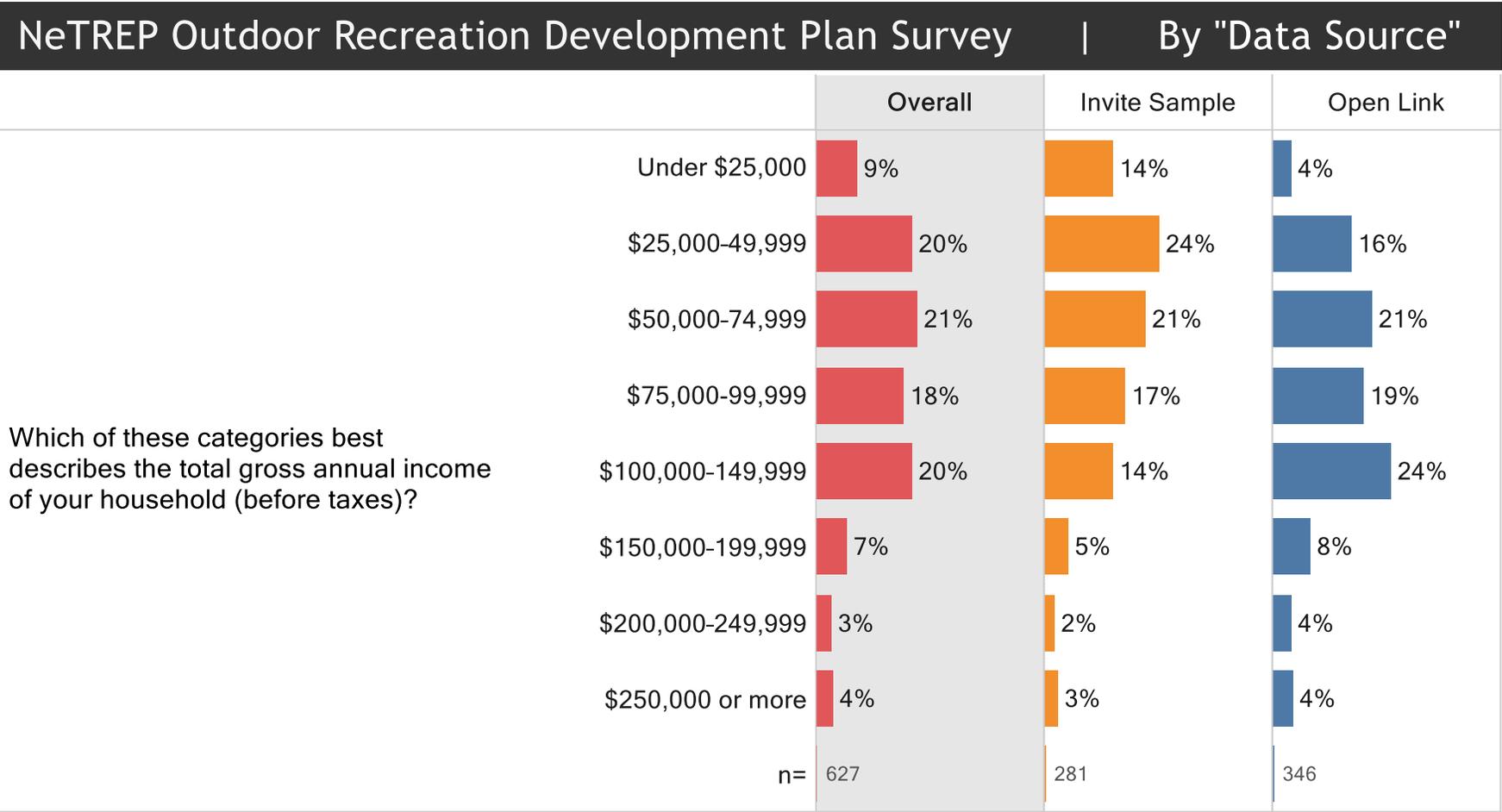
Demographic Profile

Among invitation respondents, 89% own their home and 88% are registered to vote in the county of their primary residence. About 12% of invite and 8% open link respondents have a need for ADA-accessible facilities and services.



Demographic Profile

Approximately 59% of invite respondents have a household income under \$75,000. Open link respondents report higher incomes.



Which of these categories best describes the total gross annual income of your household (before taxes)?

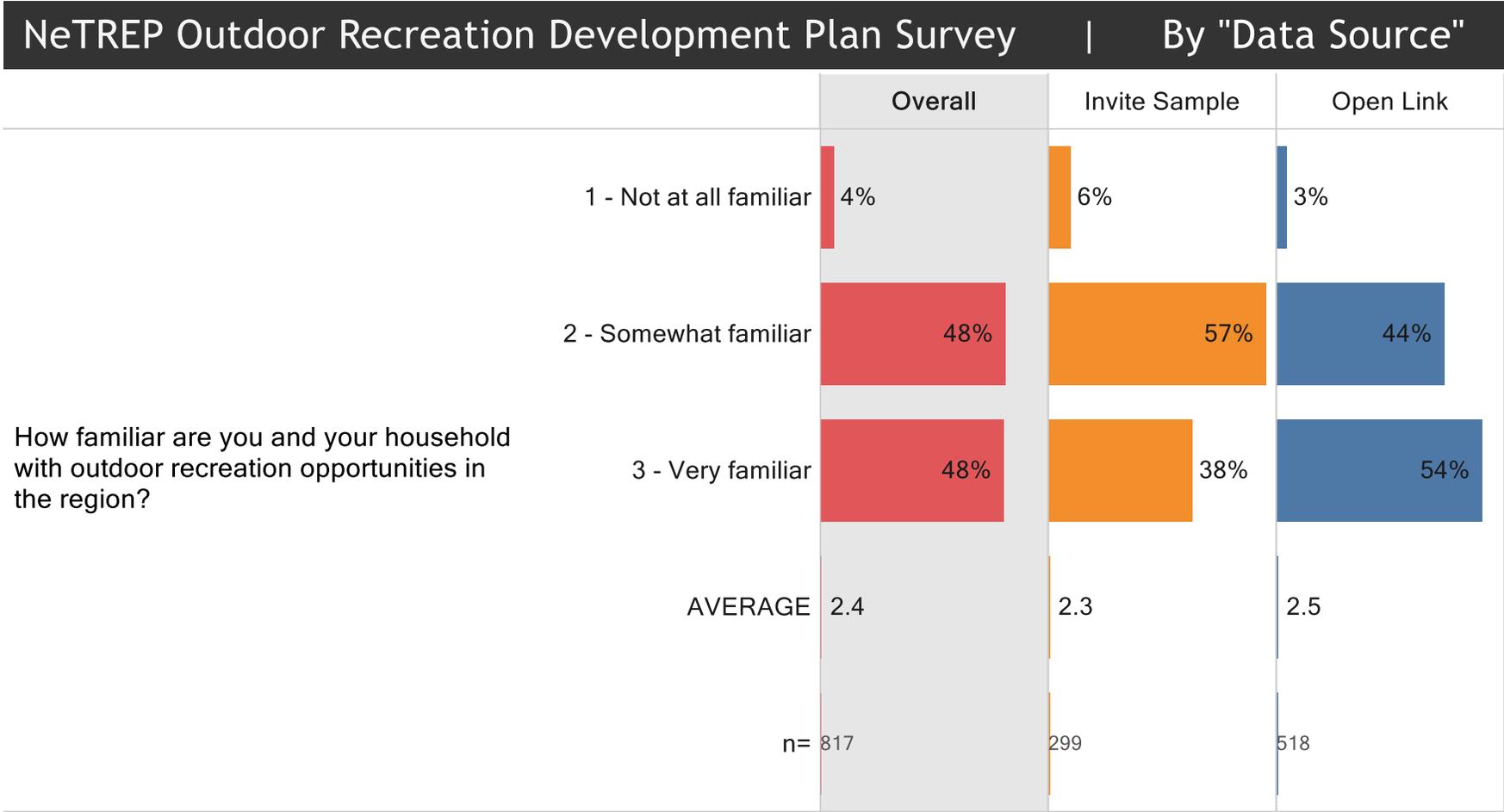
Demographic Profile

Current Usage



Approximately 95% of invite respondents rate their familiarity with outdoor recreation opportunities in the region either somewhat (57%) or very familiar (38%). Only 6% are not familiar. Open link respondents are more familiar than invite respondents with the opportunities in the region.

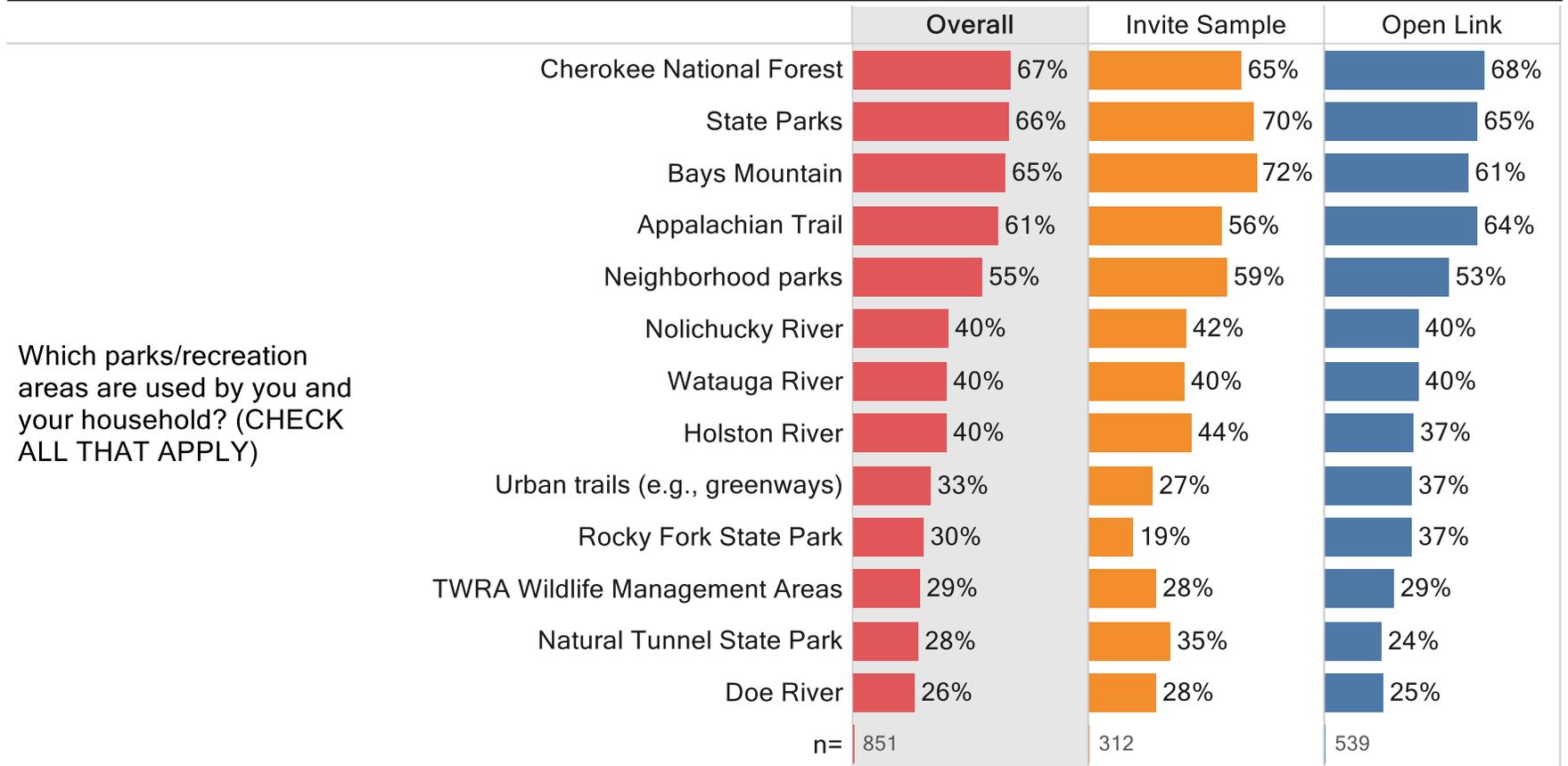
Familiarity



Current Usage

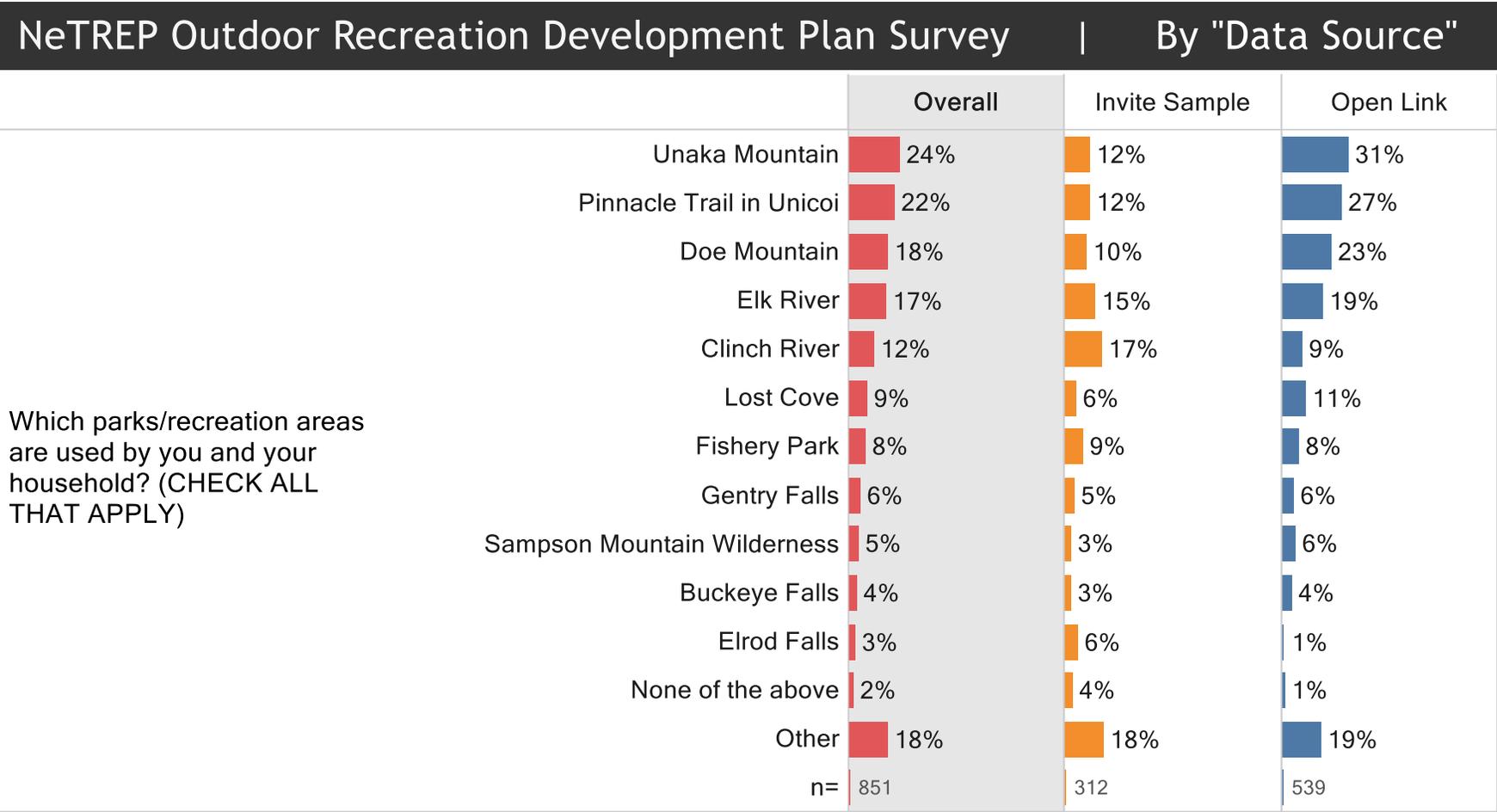
Approximately 72% of invite respondents have visited Bays Mountain, followed by 70% using State Parks and 65% going to Cherokee National Forest. 59% use neighborhood parks while 56% have been on the Appalachian Trail. Open link respondents exhibit similar usage patterns.

NeTREP Outdoor Recreation Development Plan Survey | By "Data Source"



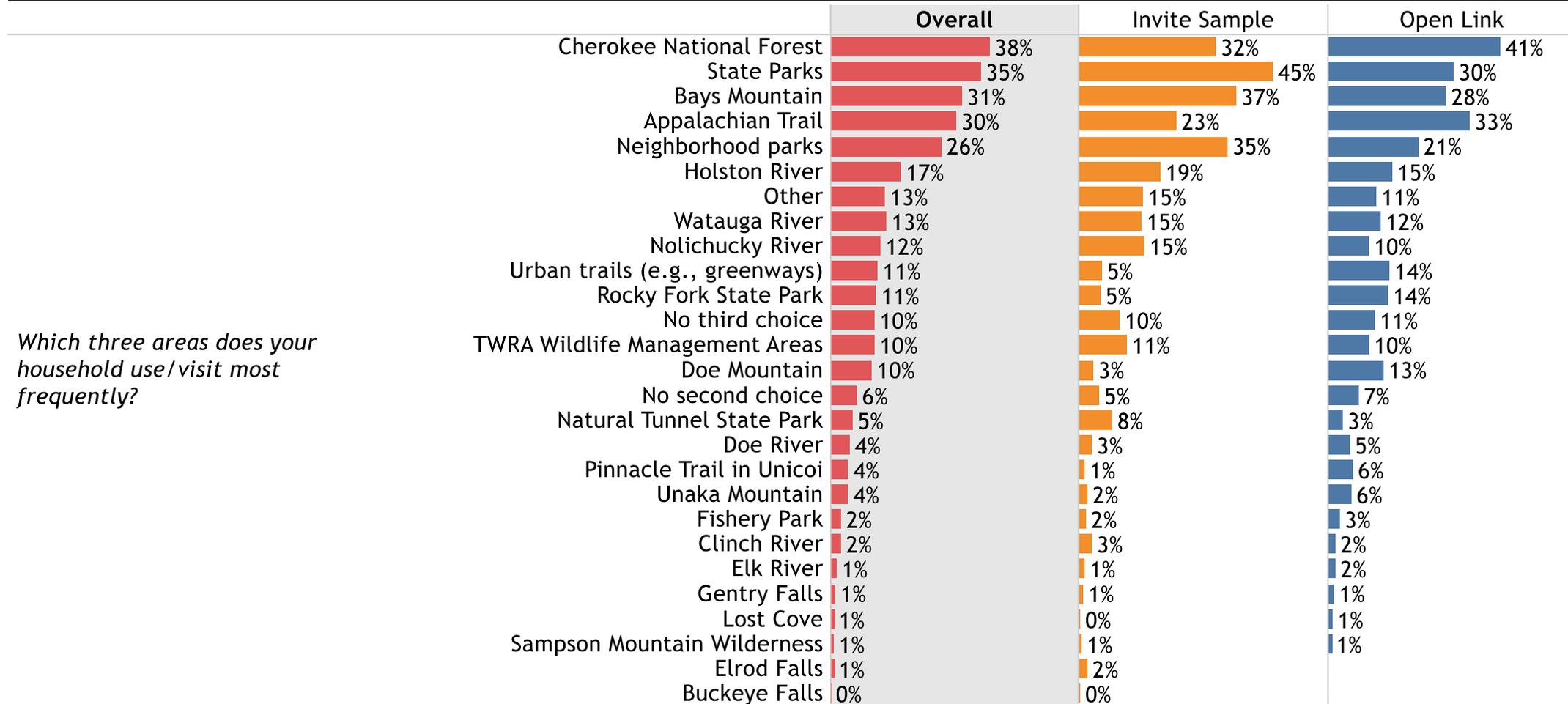
The least used parks/recreation areas are Sampson Mountain Wilderness, Buckeye Falls and Gentry Falls.

Current Usage
(Continued)



**Top 3
Current
Usage**

Which three areas does your household use/visit most frequently?



**Most Frequented Area Annual Visitation
Invitation Sample = 33.6 Times/Year**

NeTREP Outdoor Recreation Development Plan Survey

By "In which County do you live?"

	Washington	Sullivan	Carter	Unicoi	Greene	Johnson	Hawkins	Other
Cherokee National Forest	68%	57%	73%	74%	92%	76%	59%	58%
State Parks	68%	66%	81%	61%	71%	43%	62%	47%
Bays Mountain	74%	79%	57%	41%	56%	20%	74%	28%
Appalachian Trail	67%	55%	69%	66%	64%	52%	51%	53%
Neighborhood parks	62%	50%	66%	43%	72%	48%	55%	24%
Nolichucky River	58%	24%	29%	74%	75%		28%	24%
Watauga River	48%	29%	71%	25%	25%	26%	31%	24%
Holston River	36%	61%	34%	12%	29%	18%	52%	20%
Urban trails (e.g., greenways)	47%	34%	32%	21%	22%	9%	21%	16%
Rocky Fork State Park	42%	19%	30%	71%	21%	6%	7%	24%
TWRA Wildlife Management Areas	34%	25%	32%	30%	33%	31%	25%	15%
Natural Tunnel State Park	26%	38%	23%	8%	31%	11%	53%	16%
Doe River	29%	17%	59%	16%	14%	31%	8%	16%
n=	273	250	107	61	40	35	32	50

Which parks/recreation areas are used by you and your household? (CHECK ALL THAT APPLY)

Current Usage by County (Overall Sample)

NeTREP Outdoor Recreation Development Plan Survey

By "In which County do you live?"

	Washington	Sullivan	Carter	Unicoi	Greene	Johnson	Hawkins	Other
Unaka Mountain	39%	12%	26%	50%	16%	5%		13%
Pinnacle Trail in Unicoi	35%	15%	17%	61%	3%			7%
Doe Mountain	18%	18%	10%	5%	10%	63%	15%	33%
Elk River	23%	9%	39%	15%	5%	10%	7%	11%
Clinch River	10%	13%	7%	4%	12%	3%	45%	25%
Lost Cove	11%	4%	8%	32%	4%		11%	9%
Fishery Park	11%	2%	7%	51%	1%			
Gentry Falls	6%	2%	4%	7%	8%	39%		2%
Sampson Mountain Wilderness	8%	0%	3%	12%	13%			7%
Buckeye Falls	6%	2%	3%	9%	9%			
Elrod Falls	3%	1%	3%	2%			20%	6%
None of the above	3%	2%	1%	4%	2%	3%	6%	
Other	22%	13%	24%	12%	22%	21%	17%	15%
n=	273	250	107	61	40	35	32	50

Which parks/recreation areas are used by you and your household? (CHECK ALL THAT APPLY)

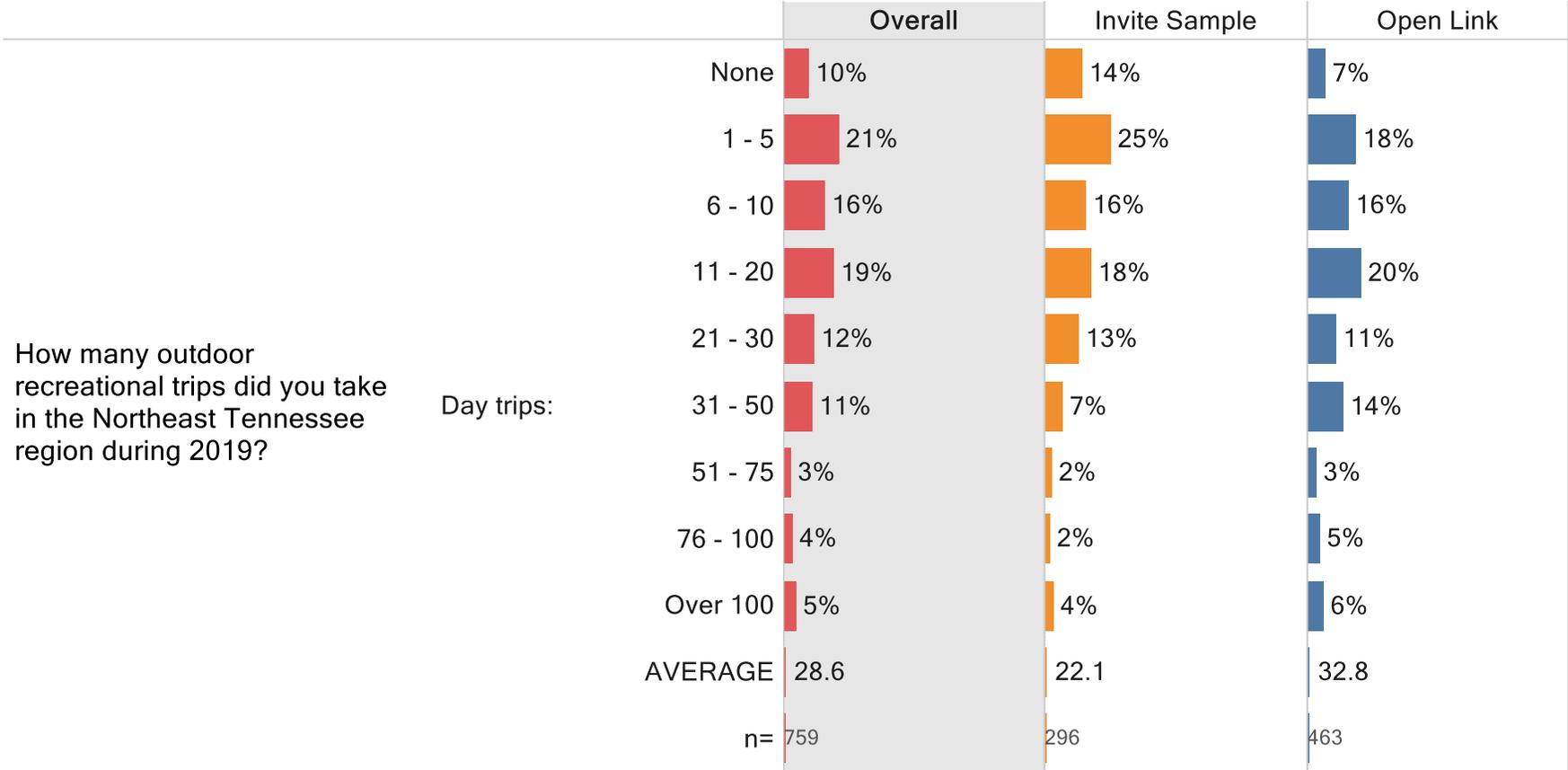
Current Usage by County
(Overall Sample)
(Continued)

Outdoor Recreation



On average, invitation respondents took 22.1 outdoor recreational day trips in the Northeast Tennessee region during 2019. Open link respondents took on average 32.8 day trips.

NeTREP Outdoor Recreation Development Plan Survey | By "Data Source"



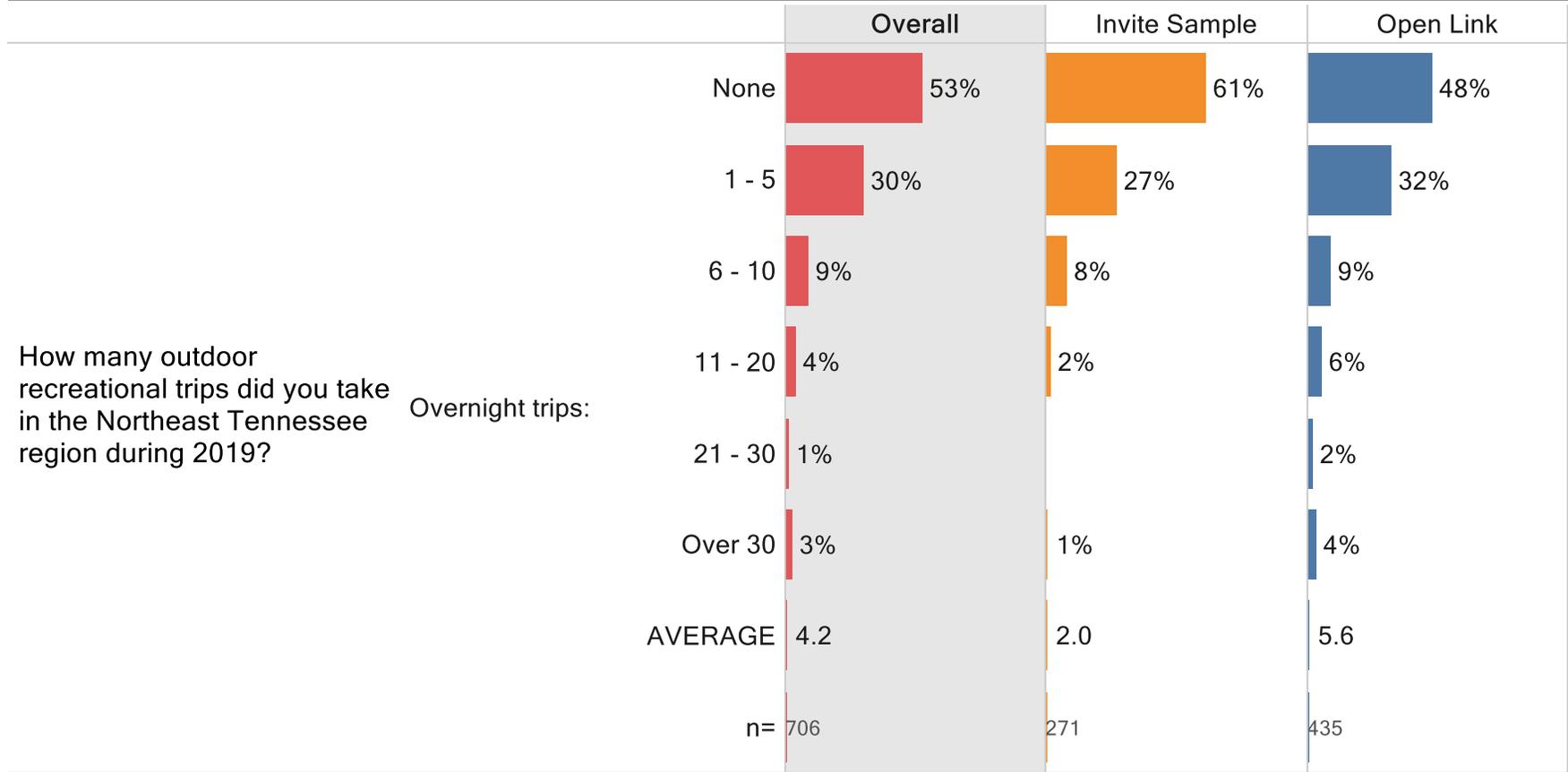
How many outdoor recreational trips did you take in the Northeast Tennessee region during 2019?

Day trips:

Outdoor Recreation: Day Trips

On average, invitation respondents took 2.0 outdoor recreational overnight trips in the Northeast Tennessee region during 2019, with an average length of stay of 1.7 nights. Open link respondents took an average 5.6 overnight trips.

NeTREP Outdoor Recreation Development Plan Survey | By "Data Source"



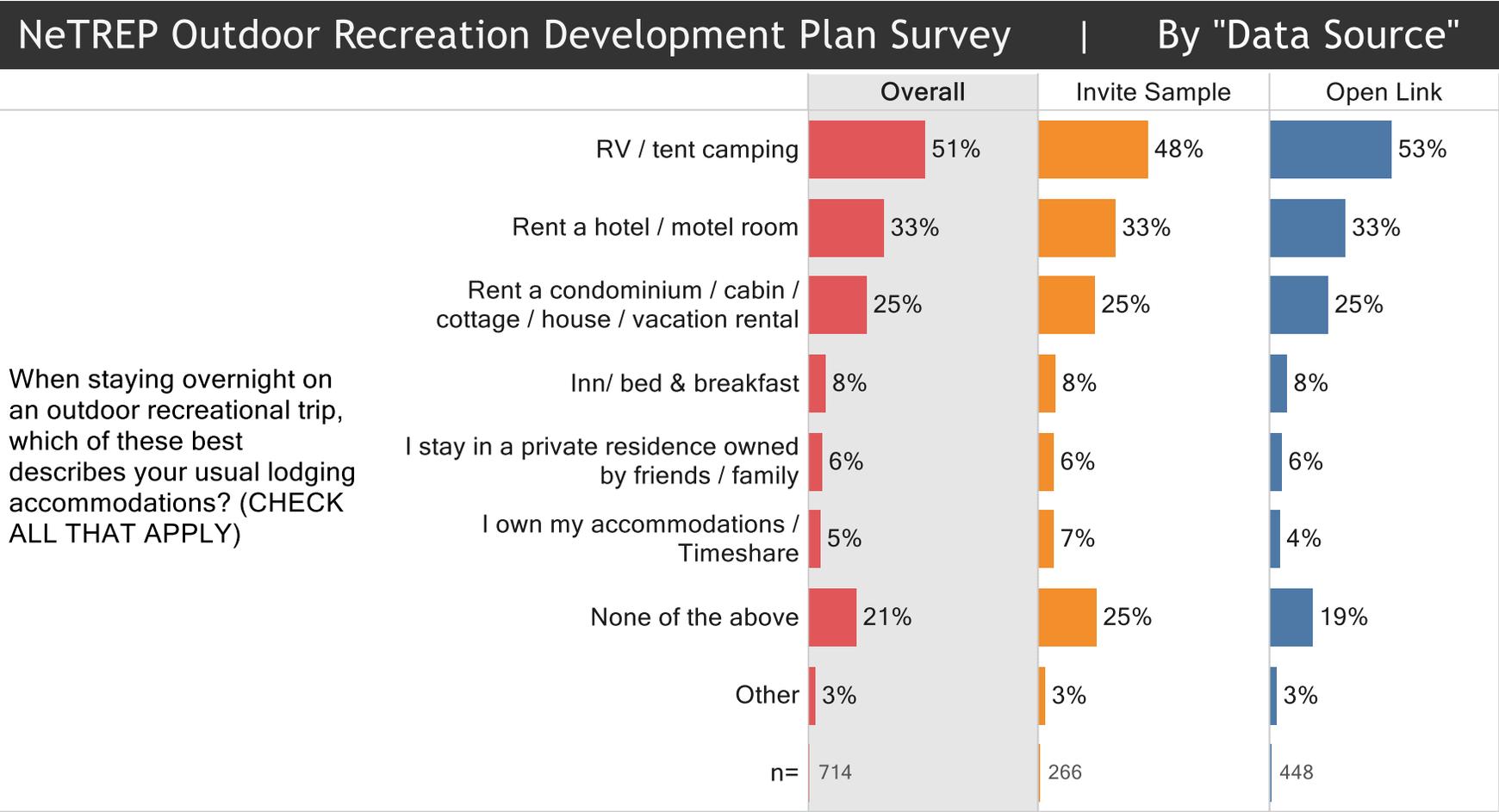
**Average Nights for Overnight Recreational Trips
 Invitation Sample = 1.7 Nights**

**Outdoor Recreation:
 Overnight Trips**

How many outdoor recreational trips did you take in the Northeast Tennessee region during 2019?
 Overnight trips:

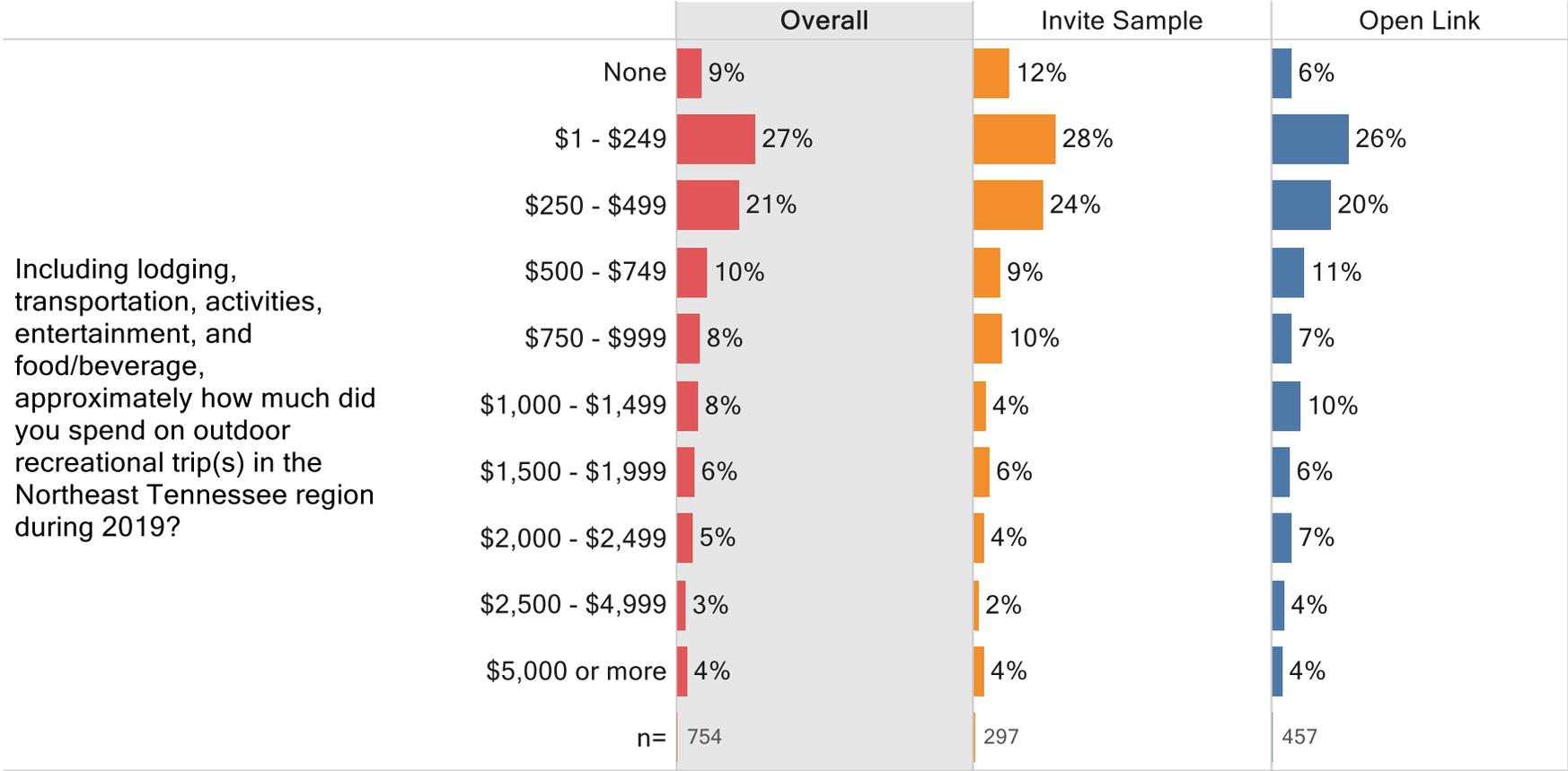
RV / Tent camping is the most common lodging accommodations for outdoor recreational trips for both invitation and open link respondents, followed by renting a hotel room or condo.

Outdoor Recreation: Lodging



Approximately 83% of invitation respondents spent under \$1,000 on outdoor recreational trips in the Northeast Tennessee region during 2019. Over half spent less than \$500.

NeTREP Outdoor Recreation Development Plan Survey | By "Data Source"

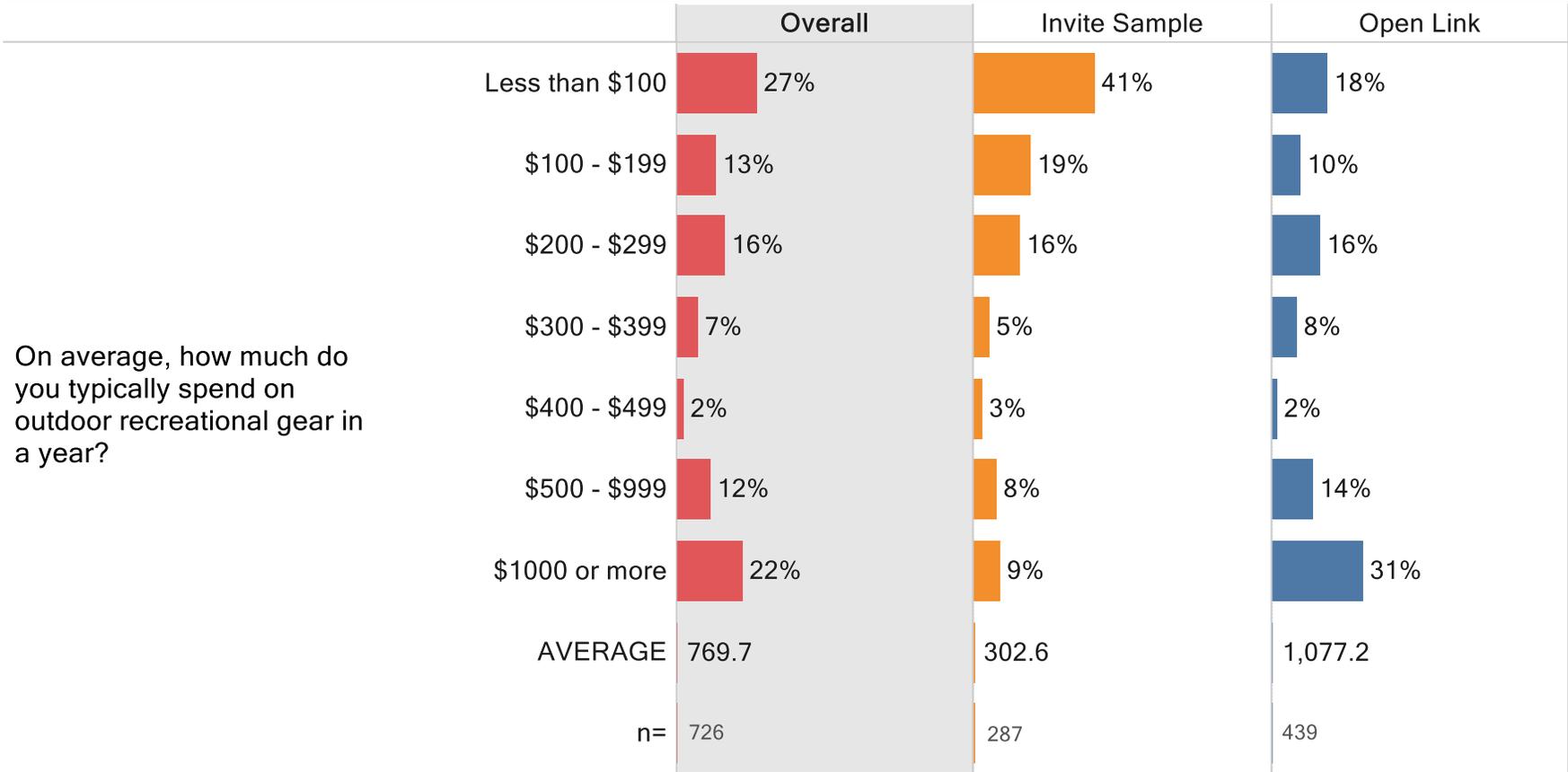


**Outdoor Recreation:
2019
Spending**

Including lodging, transportation, activities, entertainment, and food/beverage, approximately how much did you spend on outdoor recreational trip(s) in the Northeast Tennessee region during 2019?

On average, invitation respondents spend about \$303 on outdoor recreational gear per year. Open link respondents spend significantly more on outdoor gear, with an average of over \$1,000 per year.

NeTREP Outdoor Recreation Development Plan Survey | By "Data Source"

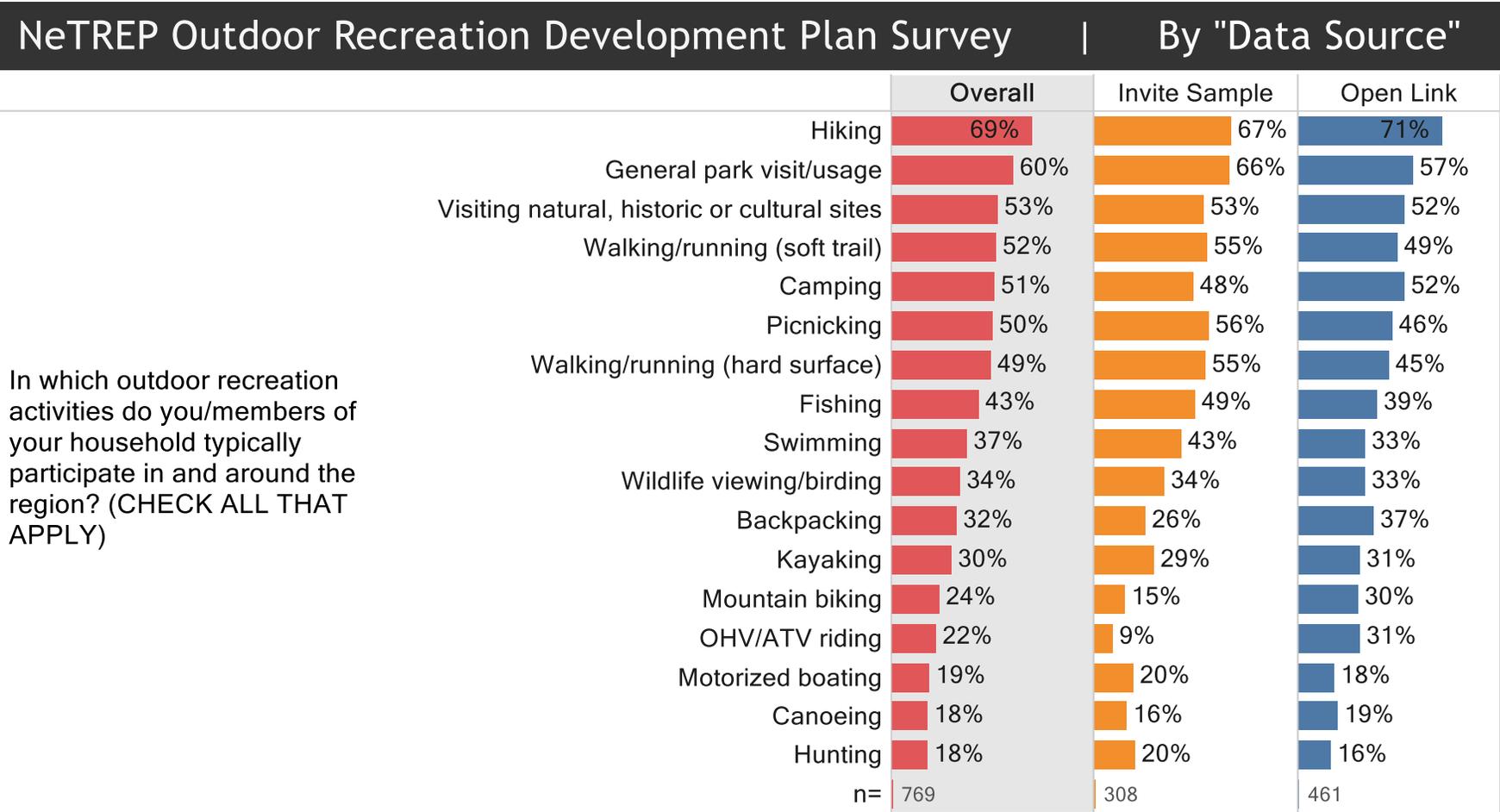


On average, how much do you typically spend on outdoor recreational gear in a year?

Outdoor Recreation: Outdoor Gear Spending

Hiking and general park visits/usage are the top two outdoor recreational activities in and around the Northeast Tennessee region. Other popular activities are walking/running, picnicking, visiting natural, historic or cultural sites, camping and fishing.

Outdoor Recreation Activities



Outdoor Recreation Activities (Continued)

NeTREP Outdoor Recreation Development Plan Survey | By "Data Source"

	Overall	Invite Sample	Open Link
Winter activities (downhill ski, etc.)	17%	13%	20%
Fitness classes/programs	17%	19%	15%
Rafting	15%	15%	15%
Disc golf	14%	14%	15%
Road cycling	13%	8%	16%
Paddleboarding	10%	9%	10%
Caving	9%	11%	8%
Horseback riding	9%	11%	8%
Meditation	8%	9%	8%
Geocaching	6%	6%	7%
Rock climbing	6%	4%	7%
Adventure racing	5%	2%	7%
Skateboarding/BMX	3%	2%	4%
River snorkeling	2%	1%	2%
Sailing	2%	2%	2%
None of the above	2%	4%	1%
n=	769	308	461

In which outdoor recreation activities do you/members of your household typically participate in and around the region? (CHECK ALL THAT APPLY)

NeTREP Outdoor Recreation Development Plan Survey

By "In which County do you live?"

Outdoor Recreation Activities by County (Overall Sample)

	Washington	Sullivan	Carter	Unicoi	Greene	Johnson	Hawkins	Other
Hiking	71%	68%	73%	72%	70%	58%	71%	58%
General park visit/usage	65%	60%	60%	60%	66%	52%	62%	36%
Visiting natural/historic/cultural sites	59%	48%	59%	47%	64%	50%	37%	36%
Walking/running (soft trail)	55%	49%	63%	53%	63%	31%	30%	32%
Camping	59%	43%	48%	49%	50%	44%	61%	49%
Picnicking	46%	44%	66%	49%	52%	60%	70%	34%
Walking/running (hard surface)	51%	52%	47%	50%	53%	46%	41%	29%
Fishing	39%	41%	51%	53%	41%	51%	46%	41%
Swimming	37%	39%	43%	24%	36%	30%	48%	22%
Wildlife viewing/birding	35%	29%	36%	33%	35%	41%	38%	30%
Backpacking	42%	27%	33%	41%	13%	30%	20%	30%
Kayaking	35%	27%	34%	21%	29%	18%	26%	33%
Mountain biking	33%	26%	17%	18%	16%	3%	15%	23%
OHV/ATV riding	16%	27%	12%	26%	12%	35%	28%	47%
Motorized boating	20%	26%	14%	14%	14%	7%	18%	9%
Canoeing	20%	15%	14%	11%	19%	18%	27%	31%
Hunting	13%	19%	11%	31%	21%	21%	39%	21%
n=	249	222	98	54	42	29	28	42

NeTREP Outdoor Recreation Development Plan Survey

By "In which County do you live?"

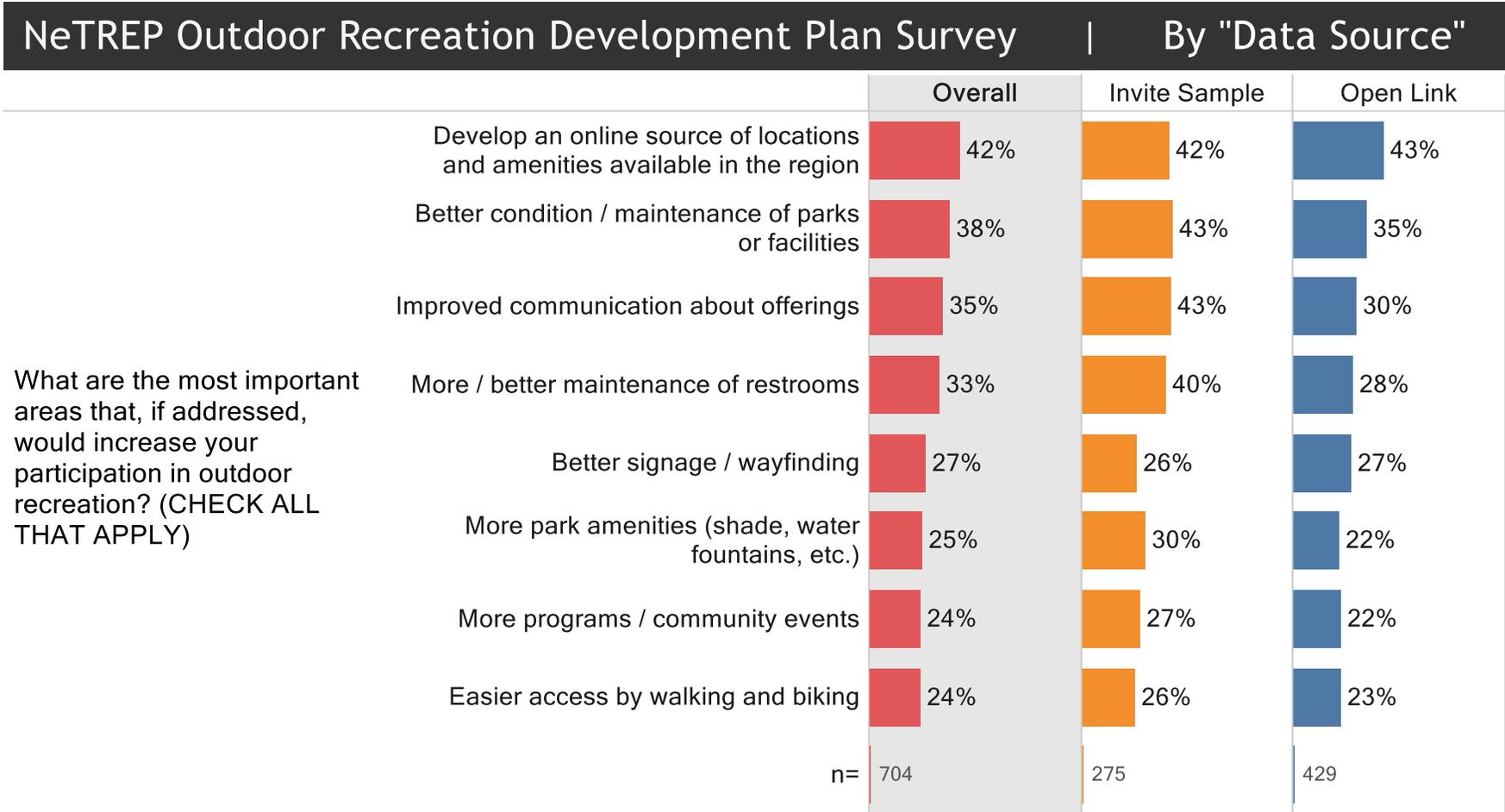
	Washington	Sullivan	Carter	Unicoi	Greene	Johnson	Hawkins	Other
Winter activities (downhill ski, etc.)	23%	16%	13%	16%	23%	9%		19%
Fitness classes/programs	20%	18%	13%	23%	13%	15%	13%	4%
Rafting	23%	8%	16%	17%	15%	13%	16%	
Disc golf	21%	16%	11%	13%	10%	9%	5%	2%
Road cycling	20%	12%	8%	8%	11%	3%	5%	9%
Paddleboarding	12%	12%	10%	9%	11%			4%
Horseback riding	8%	5%	8%	4%	15%	21%	31%	12%
Caving	8%	8%	8%	2%	21%	11%	26%	4%
Meditation	9%	5%	7%	14%	16%	10%	5%	11%
Geocaching	8%	7%	5%	2%	10%	6%	3%	4%
Rock climbing	8%	6%	2%	2%	6%		3%	9%
Adventure racing	4%	8%	5%	5%	1%			4%
Skateboarding/BMX	3%	4%	3%		6%			2%
River snorkeling	4%	1%	3%		2%			
Sailing	2%	2%	3%		1%	3%		
None of the above	1%	2%		4%	9%		6%	
Other	7%	5%	7%	13%	2%	3%	7%	11%
n=	249	222	98	54	42	29	28	42

In which outdoor recreation activities do you/members of your household typically participate in and around the region?
(CHECK ALL THAT APPLY)

Outdoor Recreation Activities by County
(Overall Sample)
(Continued)

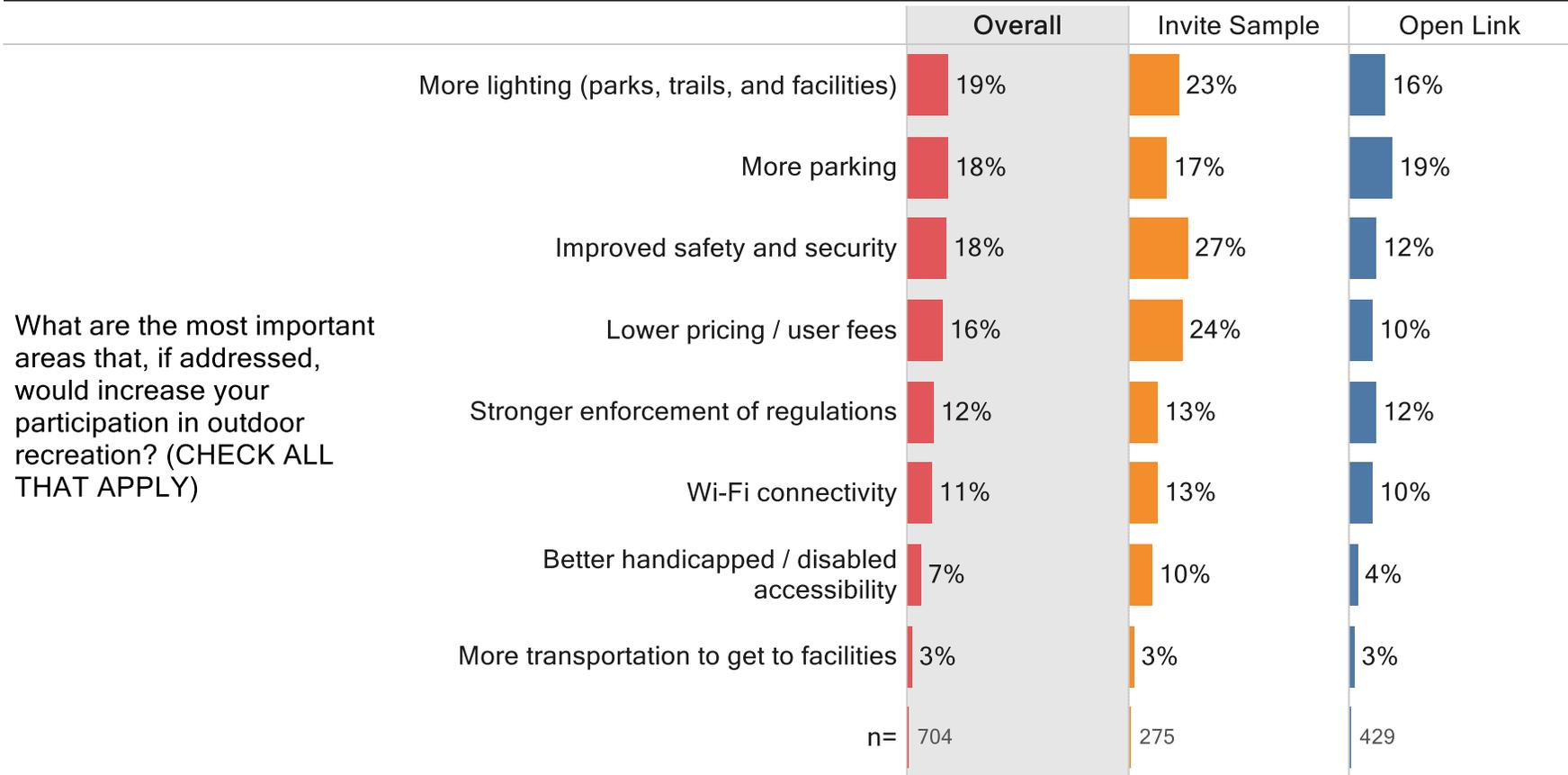
When asked what the most important areas that, if addressed, would increase participation in outdoor recreation, development of an online source of offerings in the region, better conditions/maintenance of parks, and improved communication were among the top for invite and open link respondents.

Improvements to Increase Participation



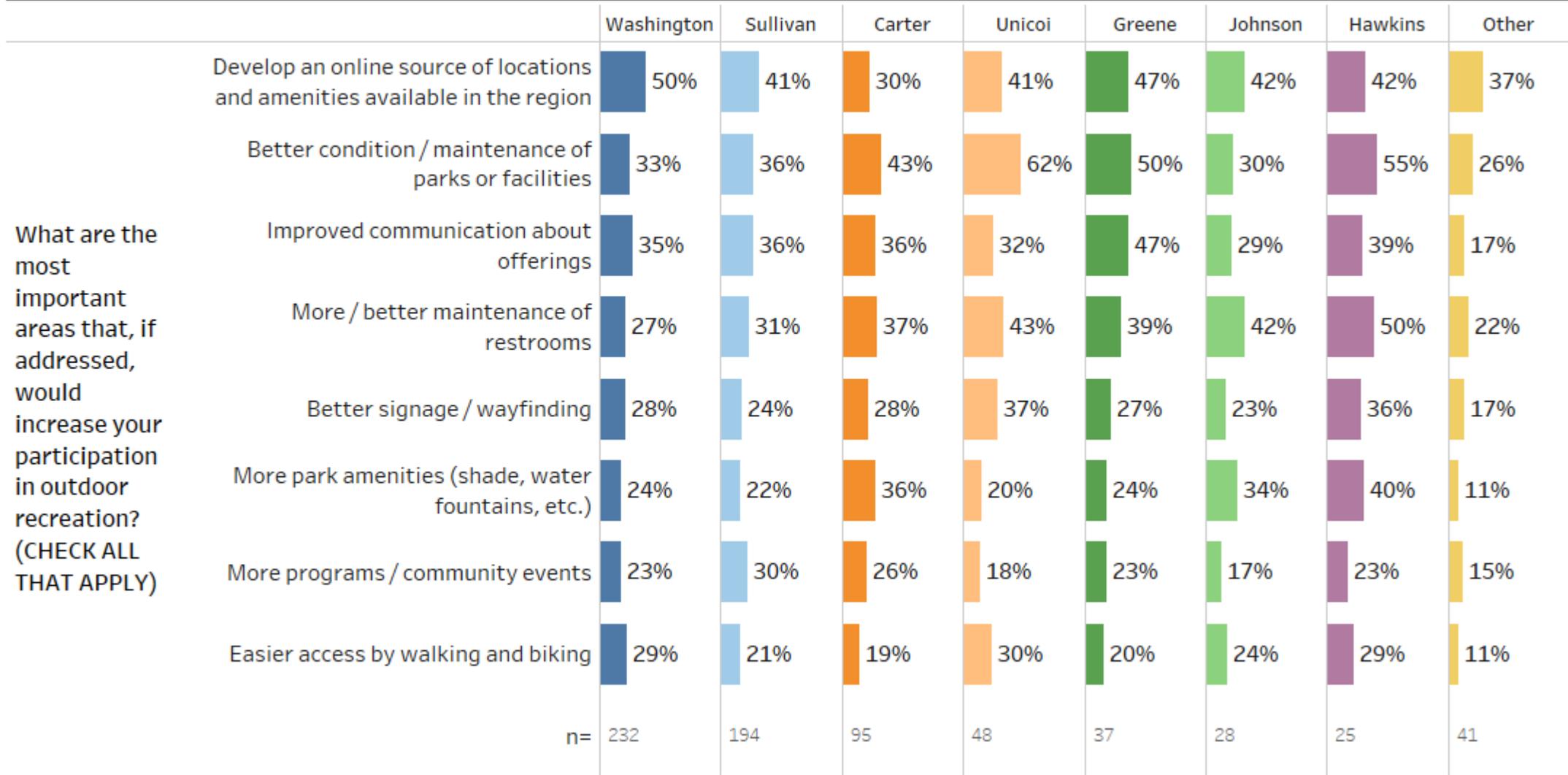
Improvements to Increase Participation (Continued)

NeTREP Outdoor Recreation Development Plan Survey | By "Data Source"



NeTREP Outdoor Recreation Development Plan Survey

By "In which County do you live?"

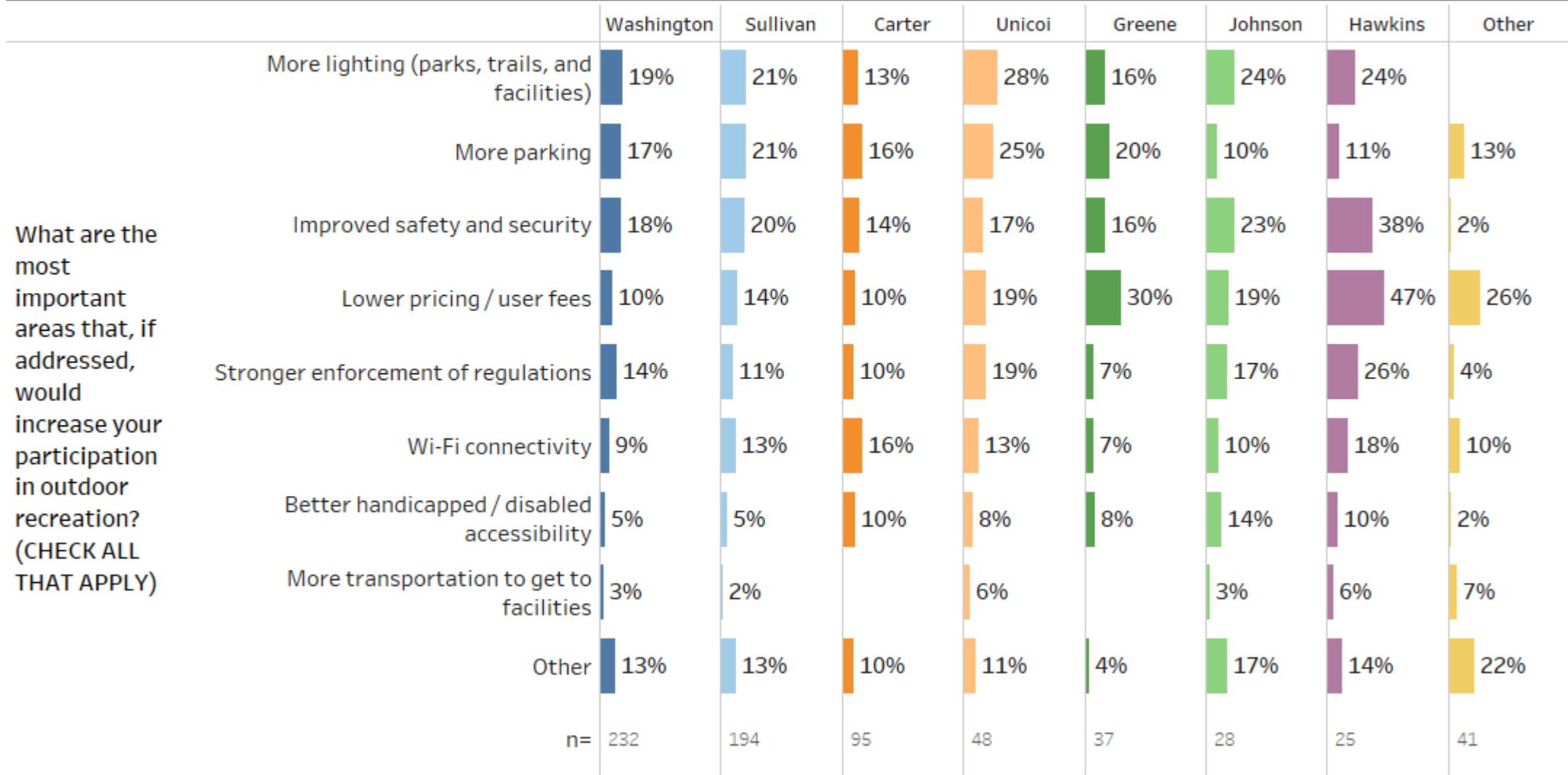


What are the most important areas that, if addressed, would increase your participation in outdoor recreation? (CHECK ALL THAT APPLY)

Improvements to Increase Participation by County (Overall Sample)

NeTREP Outdoor Recreation Development Plan Survey

By "In which County do you live?"



What are the most important areas that, if addressed, would increase your participation in outdoor recreation? (CHECK ALL THAT APPLY)

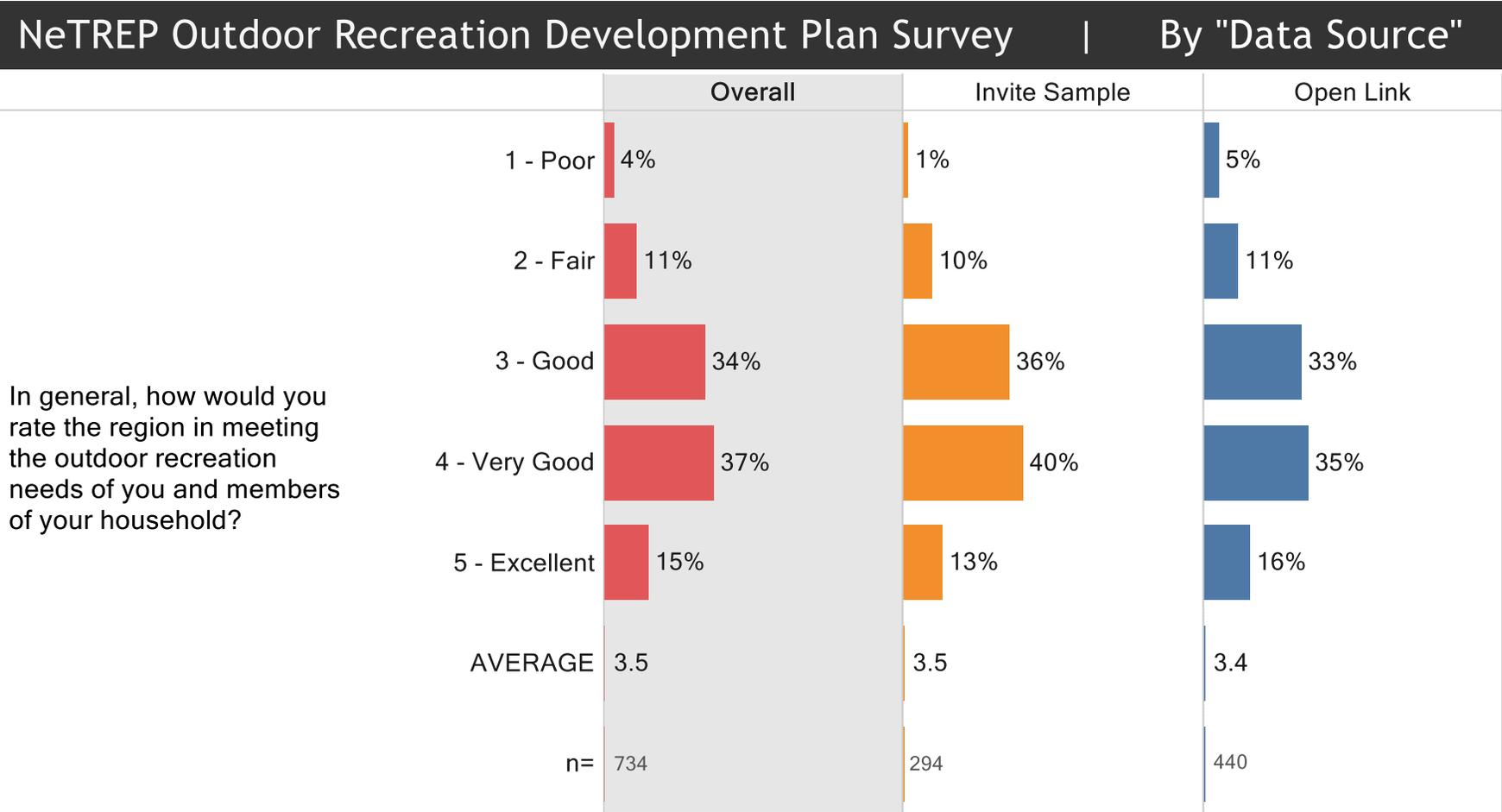
Improvements to Increase Participation (Overall Sample) (Continued)

Satisfaction with Outdoor Recreation



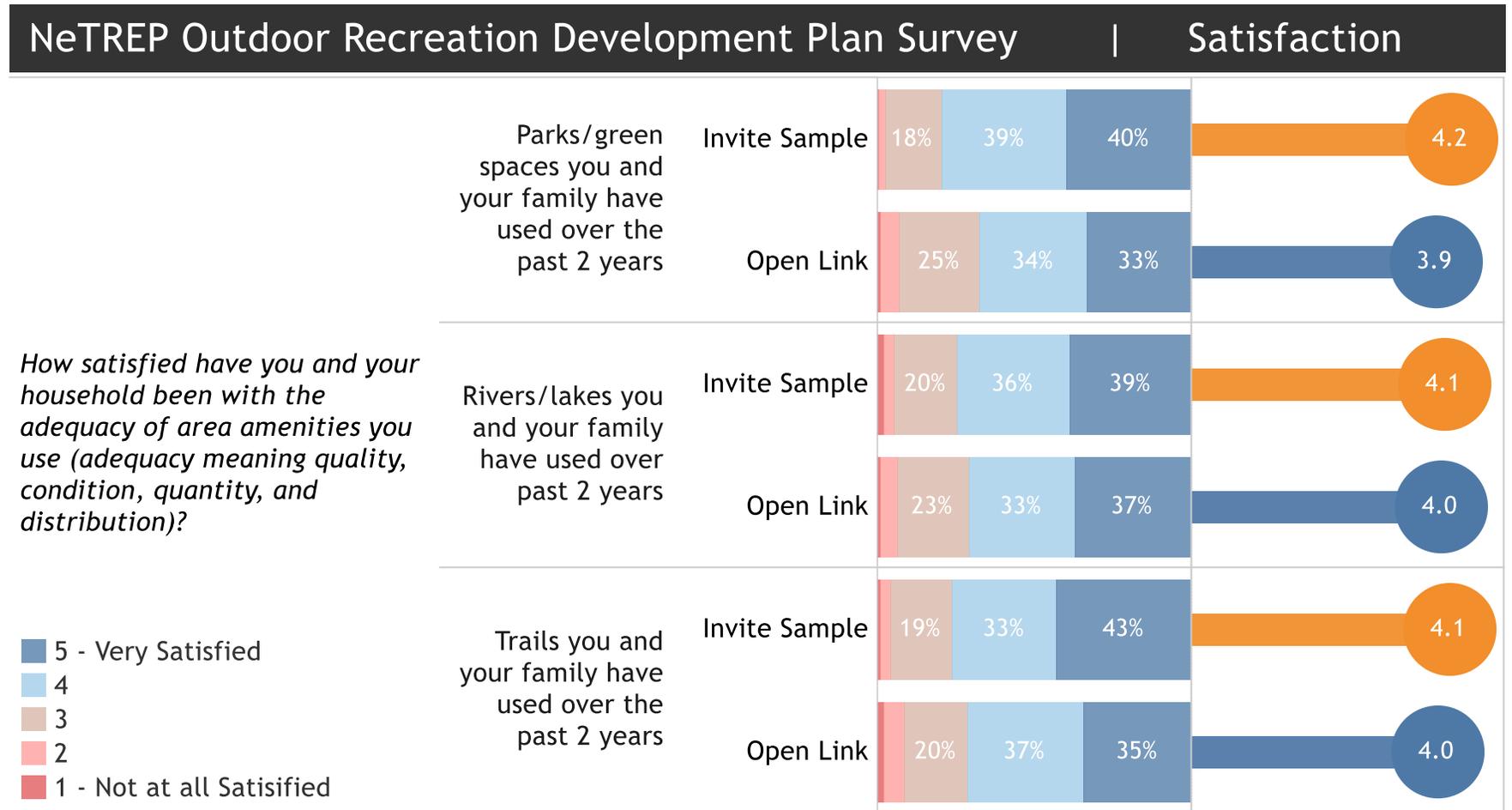
In general, regional outdoor recreation opportunities are meeting the needs of respondents very well. More than half of invite respondents rated regional outdoor recreation as a 4 (very good—40%) or 5 (excellent—13%) on a scale of 1 to 5 for meeting their needs.

Satisfaction with Outdoor Recreation



Satisfaction with Outdoor Recreation

When asked how satisfied households were with the adequacy of area amenities, Parks/green spaces rated the highest for invite respondents. However, river/lakes and trails also rated well among both samples. Open link results had just slightly lower satisfaction scores.



Communication

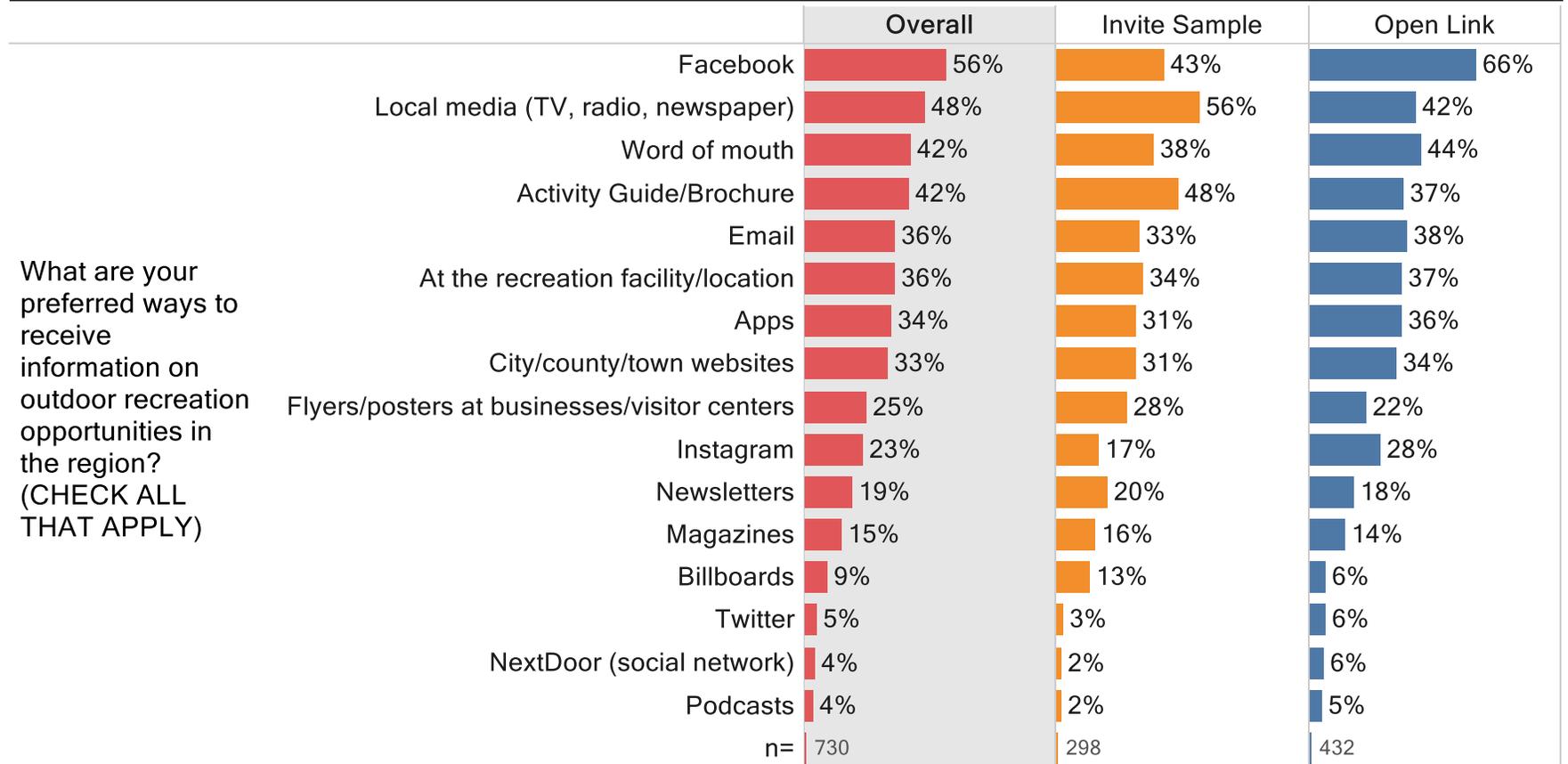


Communication
(Invitation Sample)

	Local Media	56%
	Activity Guide/ Brochure	48%
	Facebook	43%
	Word of mouth	38%
	At the recreation facility/location	34%

The most preferred method to receive information among the invitation sample is local media, such as TV, radio, and newspaper (56%). Open link respondents put more emphasis on social media (Facebook—66%); however, multiple forms of communication resonate with respondents. Results demonstrate a need to maintain diversify of communication methods.

NeTREP Outdoor Recreation Development Plan Survey | By "Data Source"



What are your preferred ways to receive information on outdoor recreation opportunities in the region? (CHECK ALL THAT APPLY)

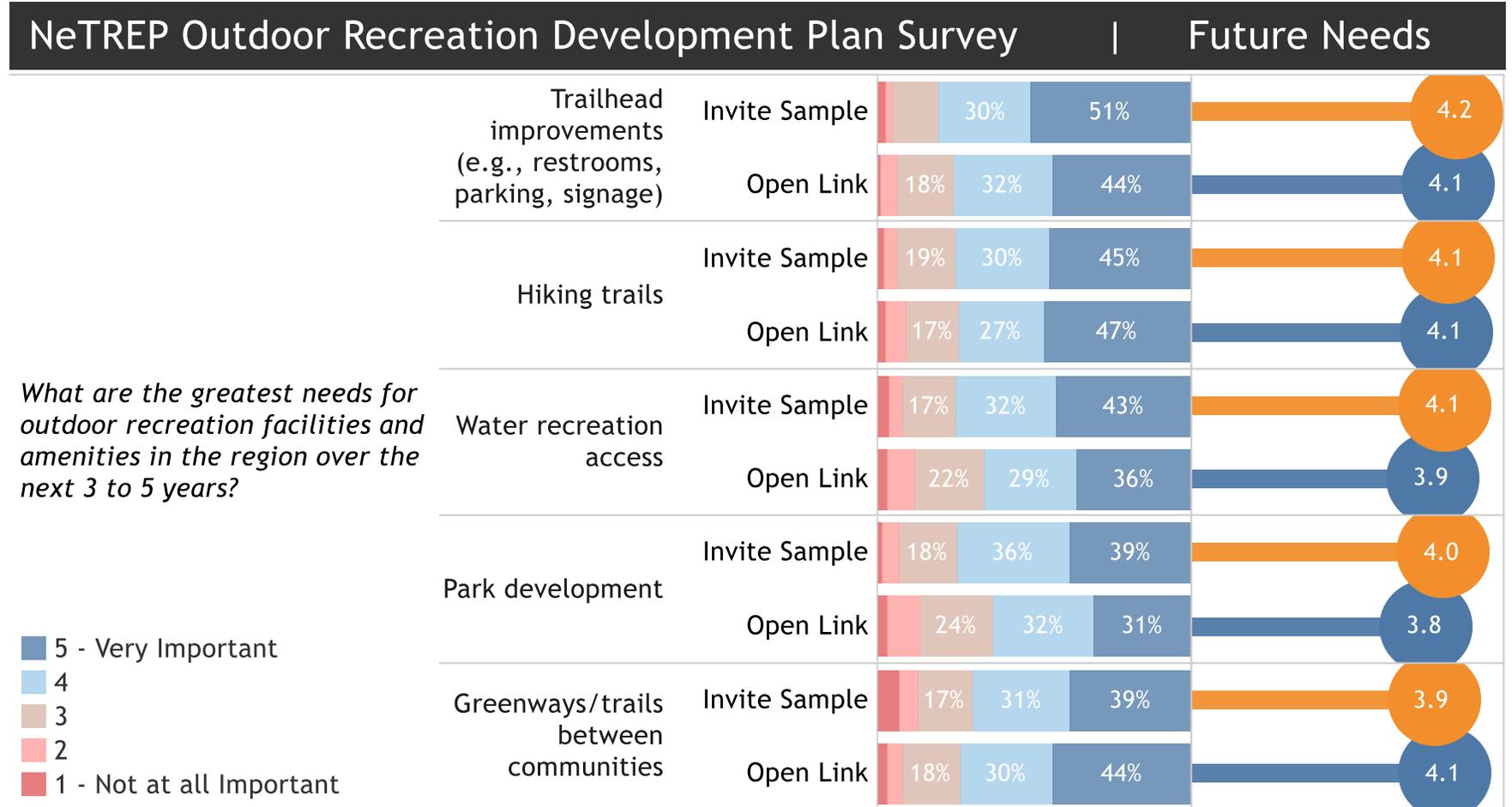
Communication

Future Facilities & Amenities



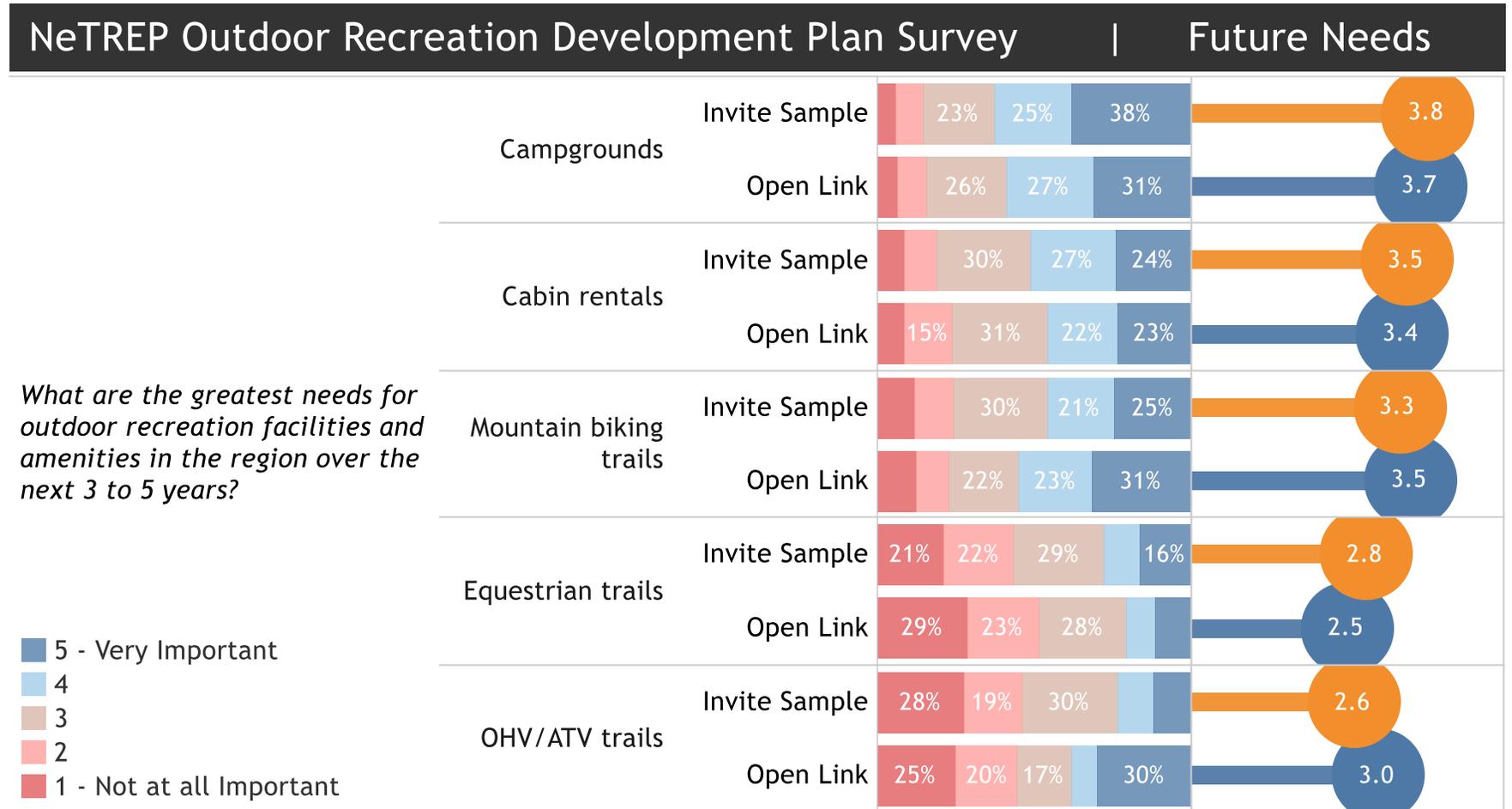
Future Outdoor Recreation Facilities & Amenities

In terms of future needs for outdoor recreation facilities and amenities in the region over the next 3 to 5 years, the invitation sample has a need for trailhead improvements, hiking trails and water recreation access. The open link sample expressed the same needs, with higher needs also being given to greenway/trails between communities.



Future Outdoor Recreation Facilities & Amenities (Continued)

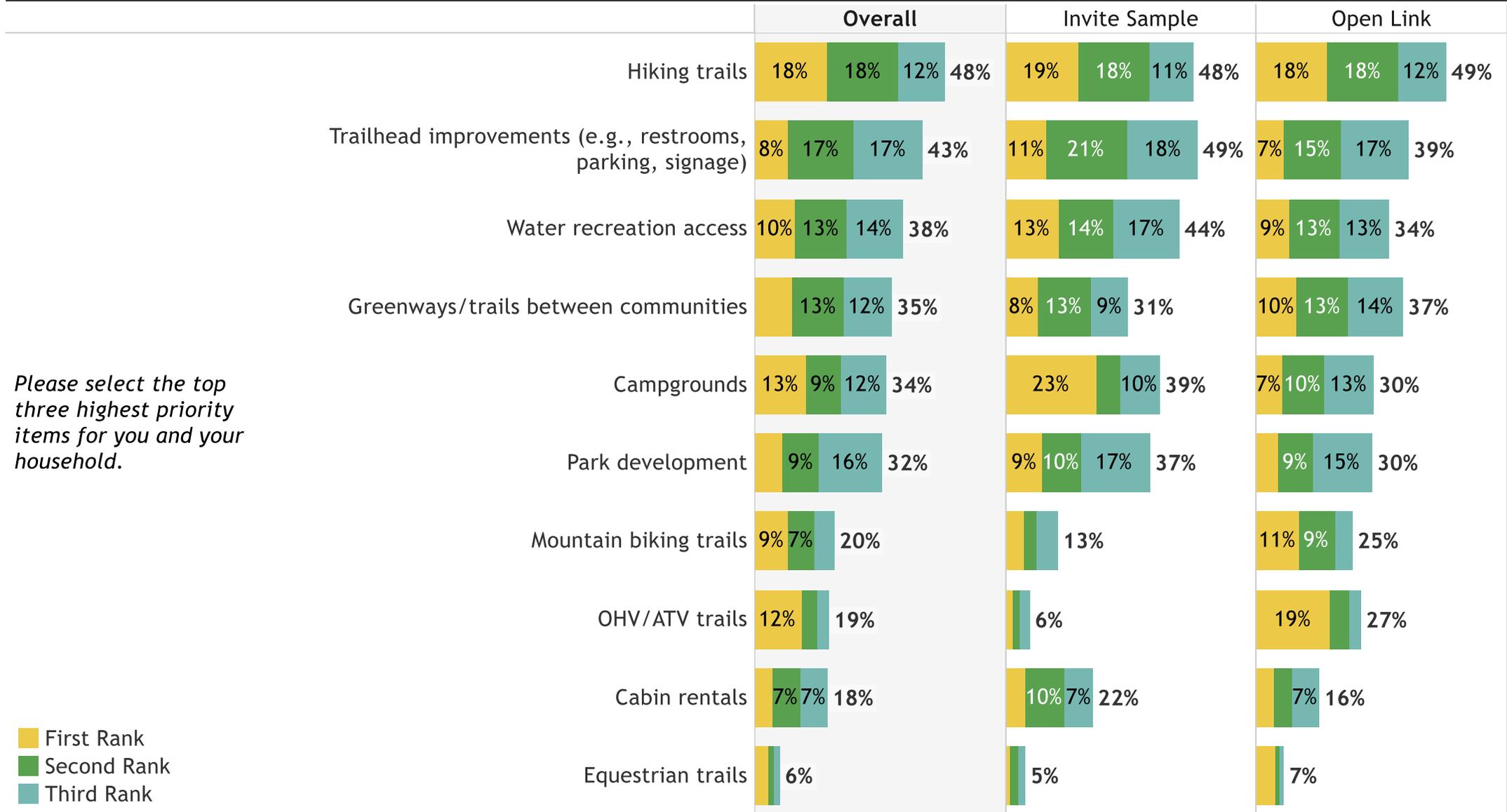
The less important future needs for outdoor recreation facilities and amenities in the region over the next 3 to 5 years were equestrian trails and OHV/ATV trails.



Top 3 Future Needs

Please select the top three highest priority items for you and your household.

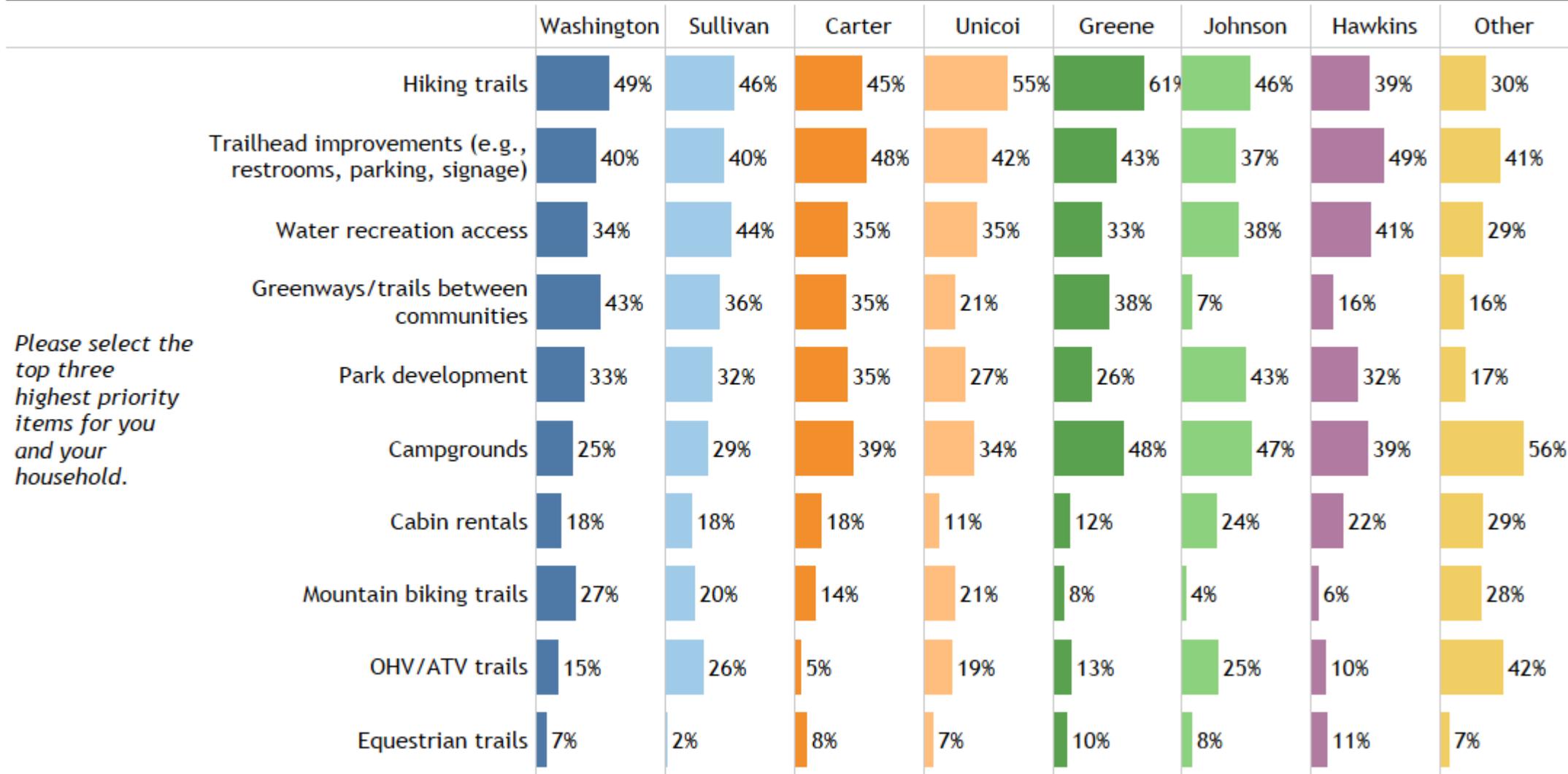
■ First Rank
■ Second Rank
■ Third Rank



NeTREP Outdoor Recreation Development Plan Survey

Top 3 Combined "Future Needs"

Top 3 Combined Future Needs by County (Overall Sample)

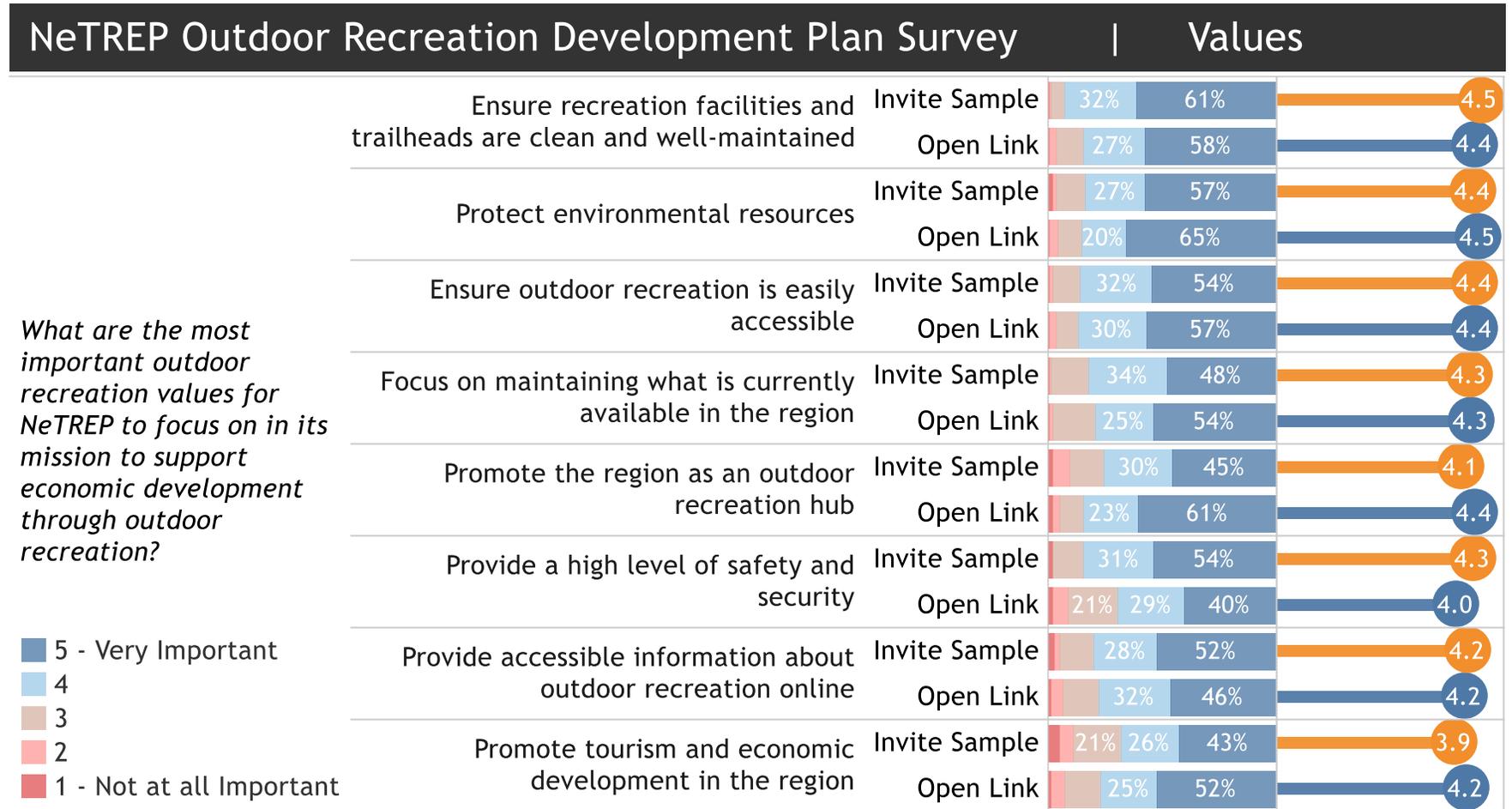


Values & Vision

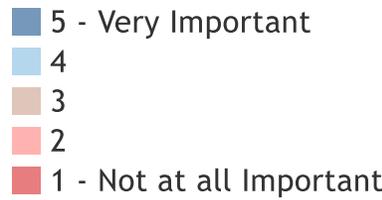


Values & Vision

Ensuring recreation facilities and trailheads are clean and well-maintained, followed by protecting environmental resources and ensuring outdoor recreation is easily accessible are the top three most important values for NeTREP to focus on in its mission to support economic developments through outdoor recreation. Focus on maintaining what is currently available follows closely.

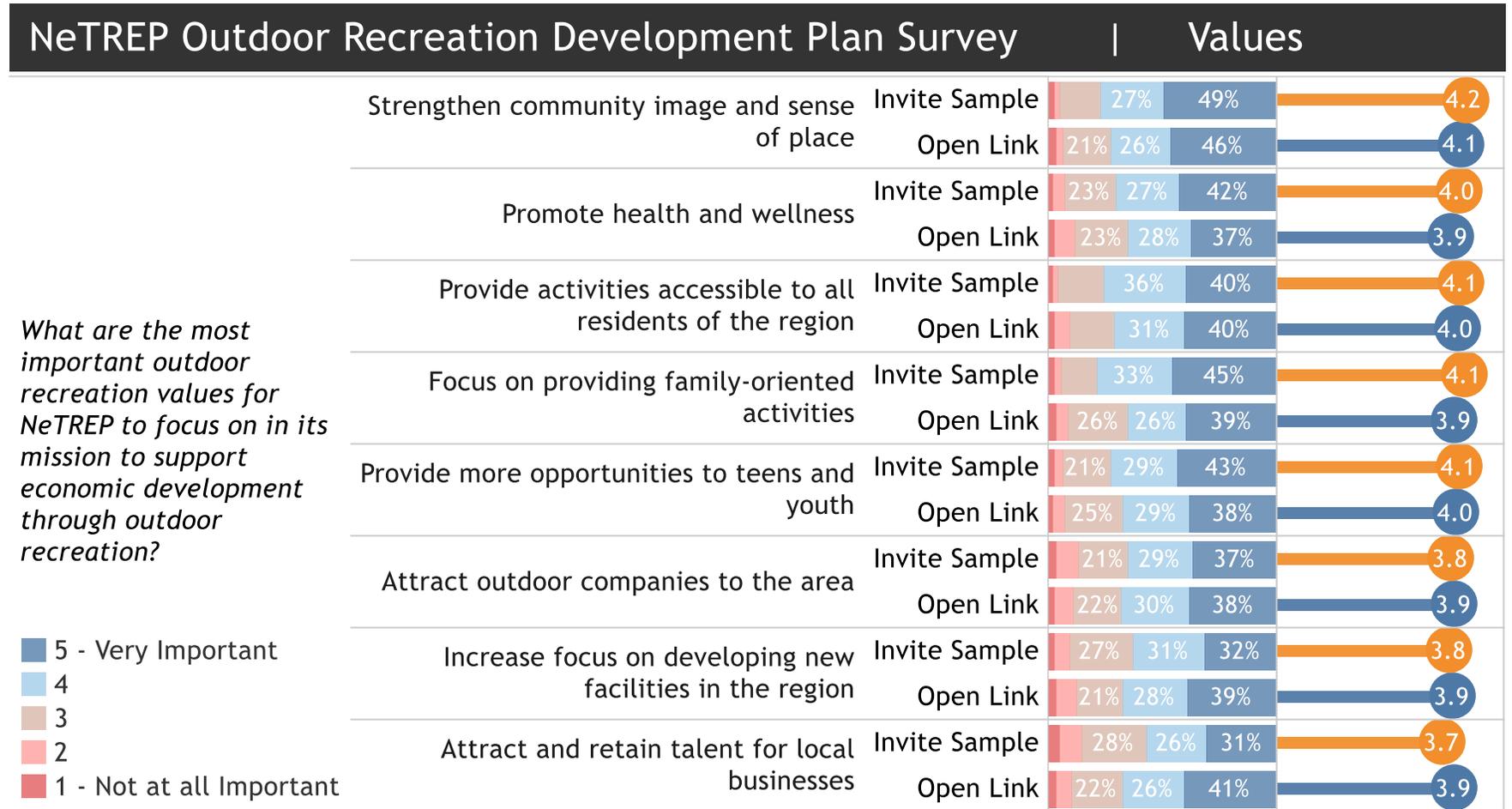


What are the most important outdoor recreation values for NeTREP to focus on in its mission to support economic development through outdoor recreation?



Values & Vision (Continued)

Further down the list, however still important, are attracting outdoor companies to the area, increased focus on developing new facilities in the region and attracting and retaining talent for local businesses.



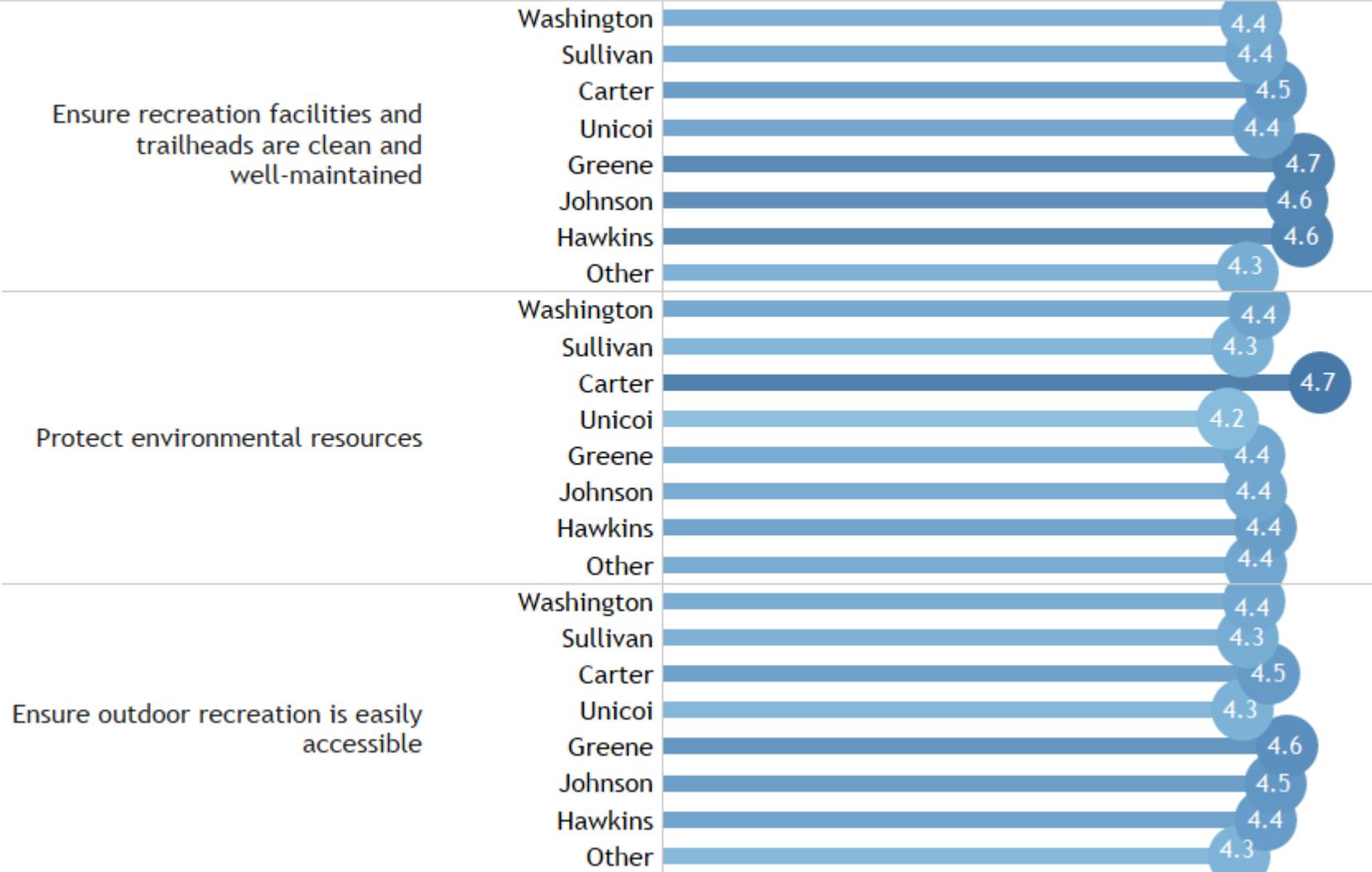
Values & Vision by County (Overall Sample)

NeTREP Outdoor Recreation Development Plan Survey

Values by County

What are the most important outdoor recreation values for NeTREP to focus on in its mission to support economic development through outdoor recreation?

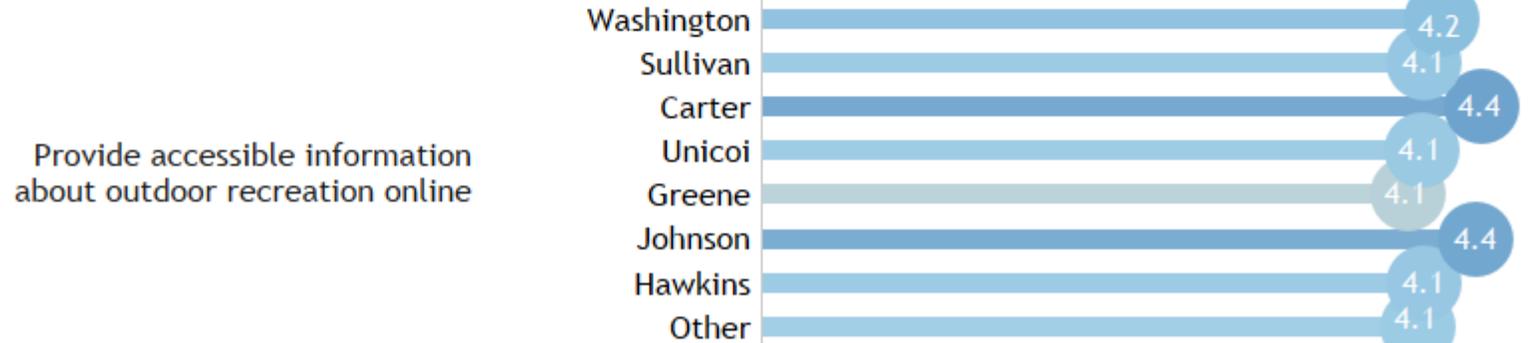
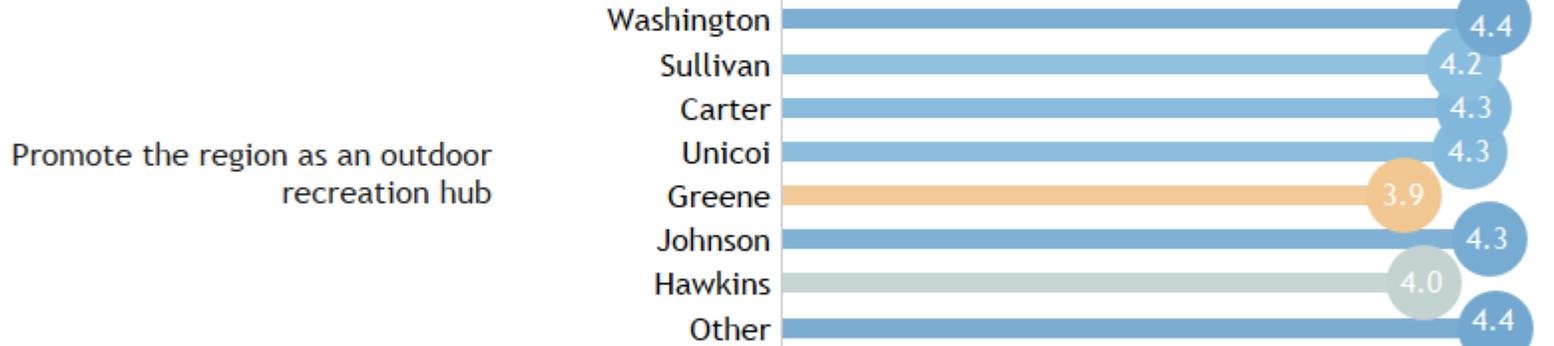
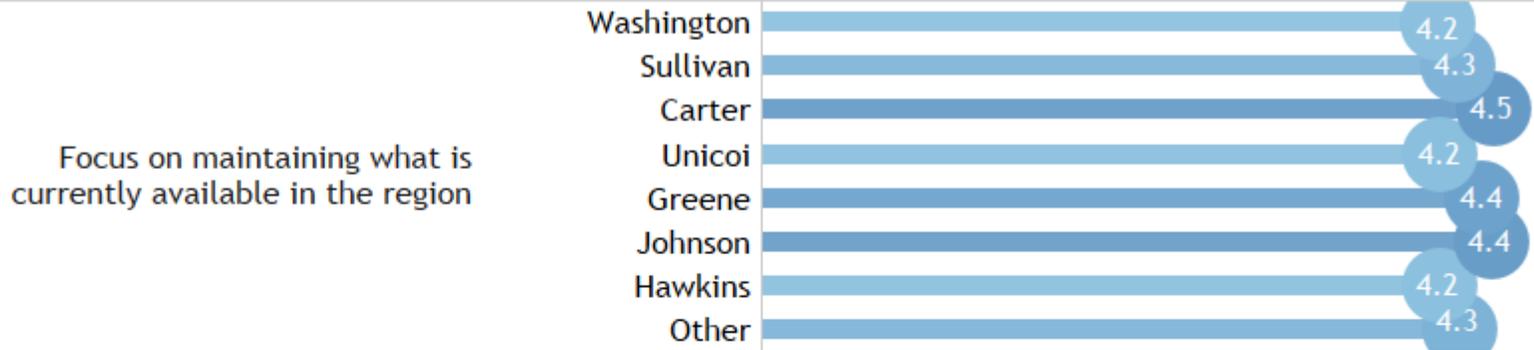
5 - Very Important
4
3
2
1 - Not at all Important



Values & Vision by County
(Overall Sample)
(Continued)

What are the most important outdoor recreation values for NeTREP to focus on in its mission to support economic development through outdoor recreation?

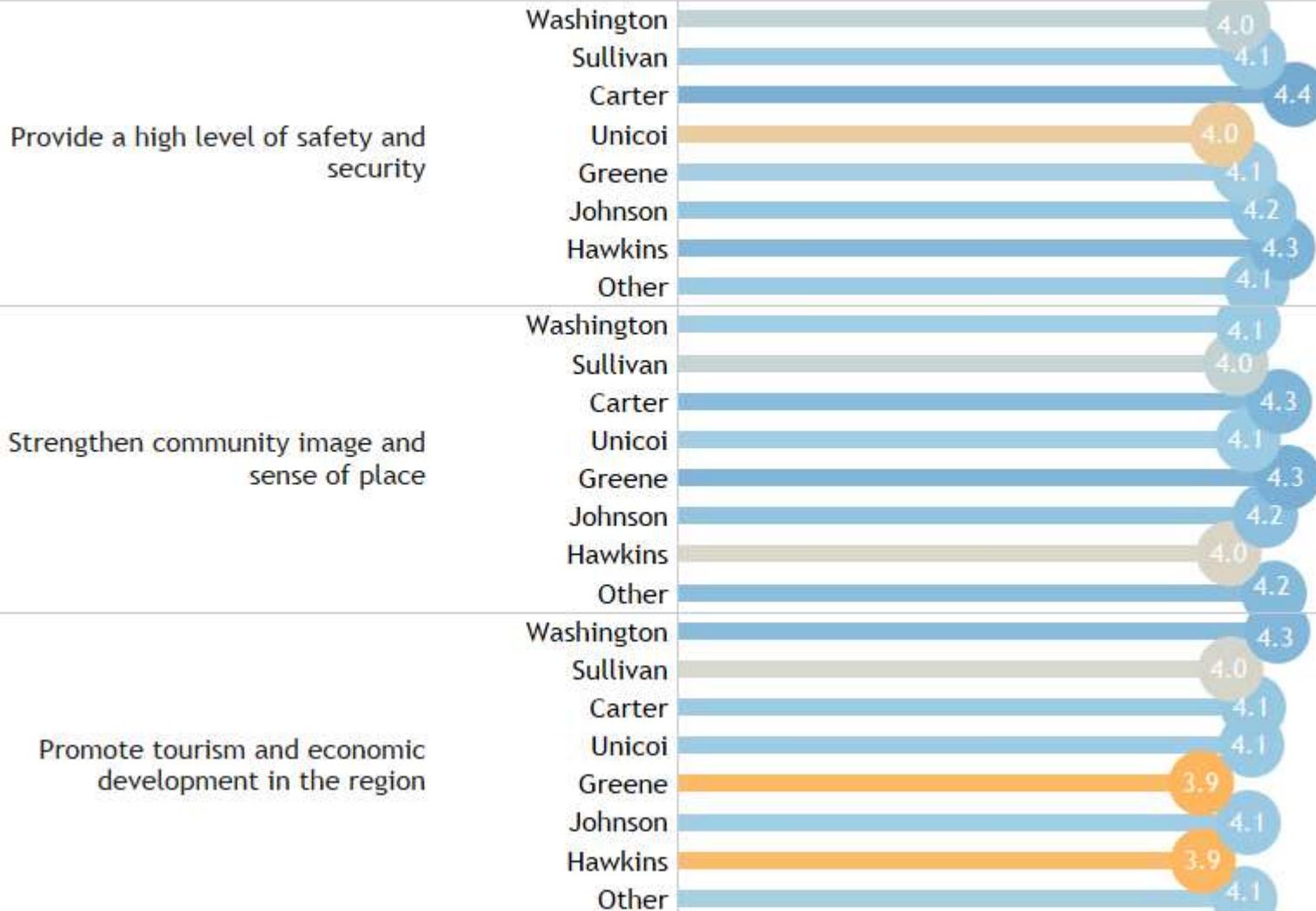
5 - Very Important
4
3
2
1 - Not at all Important



Values & Vision by County (Overall Sample) (Continued)

What are the most important outdoor recreation values for NeTREP to focus on in its mission to support economic development through outdoor recreation?

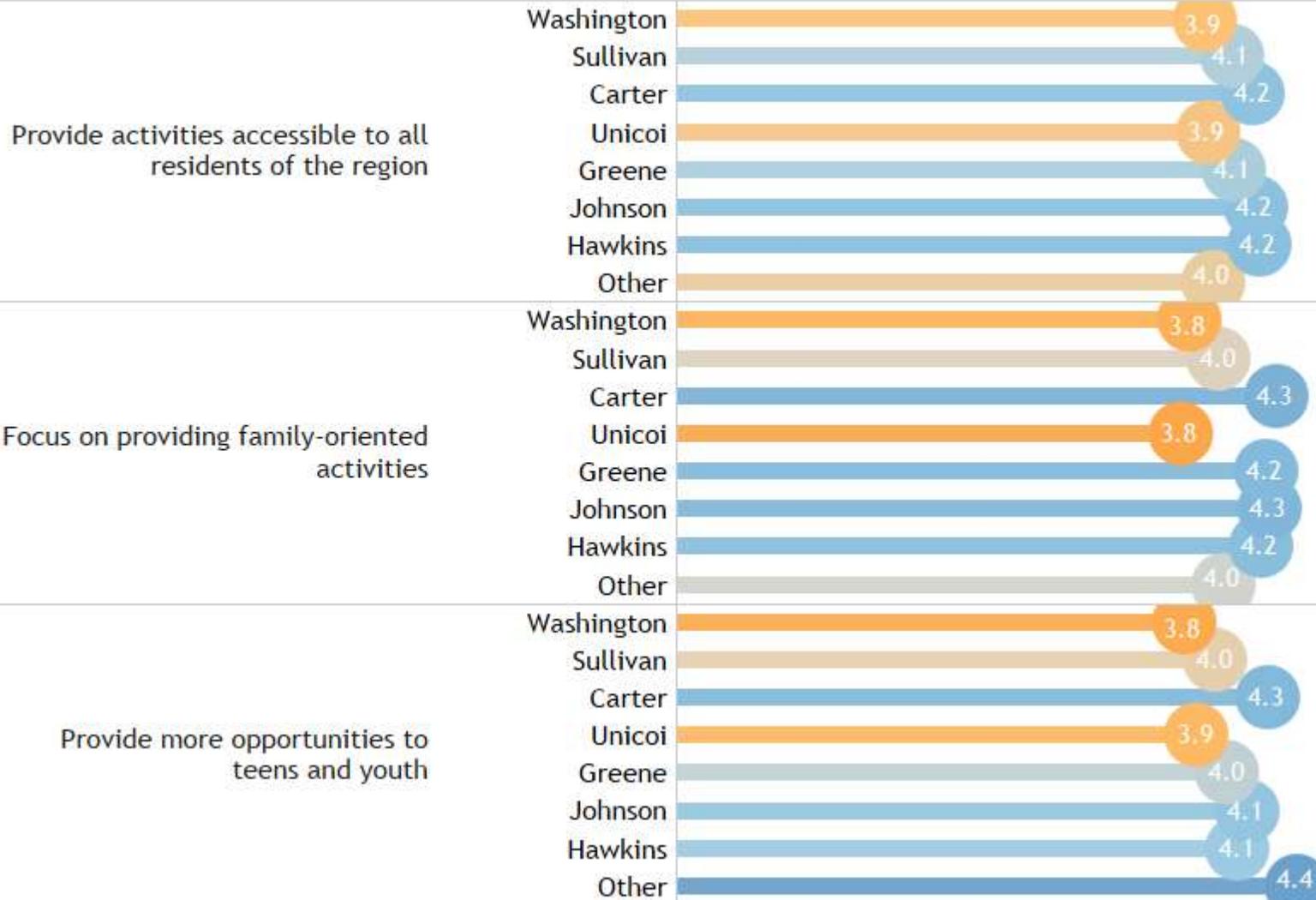
5 - Very Important
4
3
2
1 - Not at all Important



Values & Vision by County
(Overall Sample)
(Continued)

What are the most important outdoor recreation values for NeTREP to focus on in its mission to support economic development through outdoor recreation?

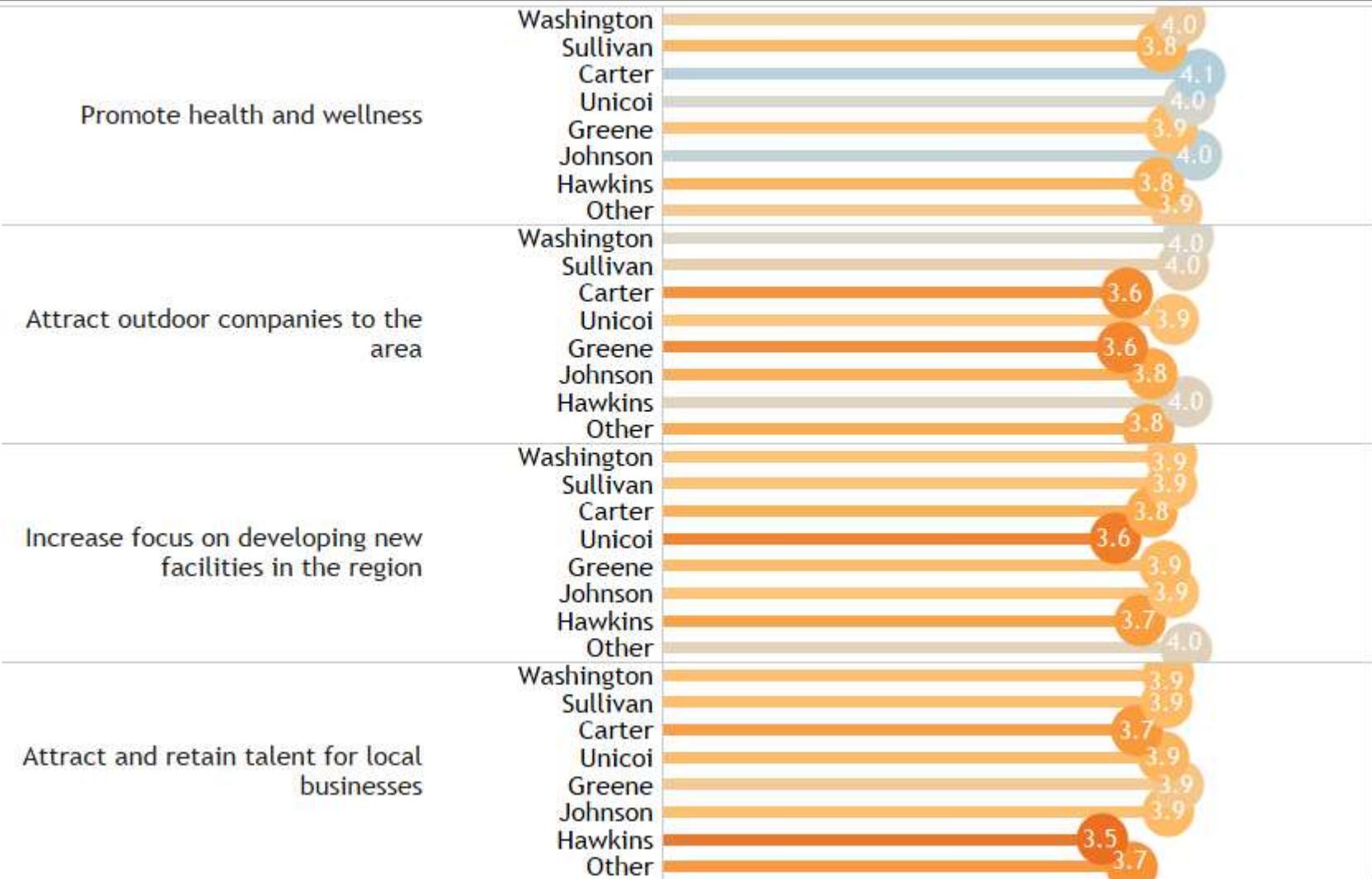
5 - Very Important
4
3
2
1 - Not at all Important



Values & Vision by County
(Overall Sample)
(Continued)

What are the most important outdoor recreation values for NeTREP to focus on in its mission to support economic development through outdoor recreation?

5 - Very Important
4
3
2
1 - Not at all Important



Community Comments

