

**A Monumental Sense of Place:
Grand Staircase-Escalante National Monument
Recreational Experience Baseline Study
Phase 5: Monument-wide Comprehensive Report**



The Natural Resources Center at Colorado Mesa University
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Disclaimer: The views and conclusions contained in this document are those of the author (Dr. Tim Casey, CMU) and should not be interpreted as representing the opinions or policies of the U.S. Government. Mention of trade names or commercial products does not constitute their endorsement by the U.S. Government.

Executive Summary

In the fall of 2012, the Bureau of Land Management (BLM) at Grand Staircase-Escalante National Monument (GSENM) entered into an assistance agreement with the Natural Resources Center (NRC) at Colorado Mesa University (CMU) in Grand Junction, Colorado to conduct a recreational experience baseline study. A recreational baseline study is designed to develop an understanding of the recreational use and demands of a location at a particular time to establish a baseline for future planning or projects. It can also serve as a starting point for conversations between the BLM and their partners regarding recreation in the area of Grand Staircase Escalante National Monument. A mixed methodology focus group using audience polling, open dialogue, photo elicitation and special places mapping was used to establish the recreation experience baseline. In this case, a focus group is a structured conversation with a limited number of participants (less than 25) regarding recreation in GSENM, Vermilion Cliffs National Monument (VCNM), and surrounding public lands.

The study was conducted in five phases focused on more than two-million-acres of monument lands within BLM's National Landscape Conservation System (aka National Conservation Lands). Phase 1 of the research began in 2013 by examining the areas accessed by Hole in the Rock Road on the eastern side of GSENM. In 2014 Phase 2 focused on the western third of GSENM known as the Grand Staircase region. Phase 3 in 2015 examined the landscapes within the Highway 89 corridor and on the Paria Plateau encompassing the southern parts of GSENM and all of VCNM. Phase 4 focused on the northern reaches of GSENM including those areas along and accessed by Highway 12 and Burr Trail Road in 2016. The final phase of the study was dedicated to compiling a comprehensive recreation experience baseline by combining and analyzing each of the earlier phases. This report is the culmination of the past six years of data collection and analysis and compares both the quantitative data collected by audience polling and the qualitative data gleaned from participant responses to open-ended questions. The quantitative data is displayed and analyzed through a series of graphs and charts; the qualitative data is organized and analyzed by themes.

Over four years of data collection 63 focus groups with a combined total of 404 participants were conducted - 45 in-person and 18 digital (web-based). The study documented more than 3100 comments, 1100 mapped "special places," and polling responses to 13 questions designed to cover aspects of recreation planning ranging from desired outcomes to primary activities to necessary services. Reports for each of the individual study phases are located at: <https://www.coloradomesa.edu/natural-resource-center/nrc-reports/national-conservation-lands.html>.

Based on participants responses throughout the study, the values and characteristics that set this landscape apart are its scenic beauty; its wild, unspoiled naturalness; its rugged remoteness; and its ability to provide solitude and tranquil escape from the hustle and bustle of modern life. It is a dynamic and unique landscape that offers nearly endless opportunities to explore and discover new and surprising things on a macro and micro level. Most study participants were not casual observers of this landscape but rather were deeply connected to it. They knew it well and many indicated they have been shaped by their encounters with it. Some felt a responsibility to care for the landscape that manifested in their willingness and desire to be involved, active stewards.

Study participants also shared their concerns regarding threats that could diminish or destroy the landscape's specialness. Foremost among the threats were the human impacts of vandalism, litter, graffiti and human waste, as well as increased use and crowding experienced over the last several years. While participants acknowledged positive aspects of new visitors to the area, they were also concerned that these new visitors who lack a deep sense of connection to or knowledge of place are both more likely to unknowingly threaten the special characteristics of the landscape as well as endanger their own safety due to being unprepared or uninformed about the challenges of exploring this remote and rugged landscape. Concerns expressed by most participants were not about the sheer number of visitors per se, but the lack of preparation and resources at the disposal of the BLM and surrounding communities to handle the increase. Amongst participants, an over-arching concern was the lack of respect for the landscape, whether from visitors or local residents.

The local residents and visitors who participated in these focus groups over the four (or was it five) years of data collection voiced their preferences about a landscape that is very special to where they live, how they recreate, their quality of life, and who they are. The findings of this recreational experience baseline study provide a common ground to further the conversation between BLM, other land management agencies, and various publics about recreation, sense of place, and how to thoughtfully manage public lands in the study area.

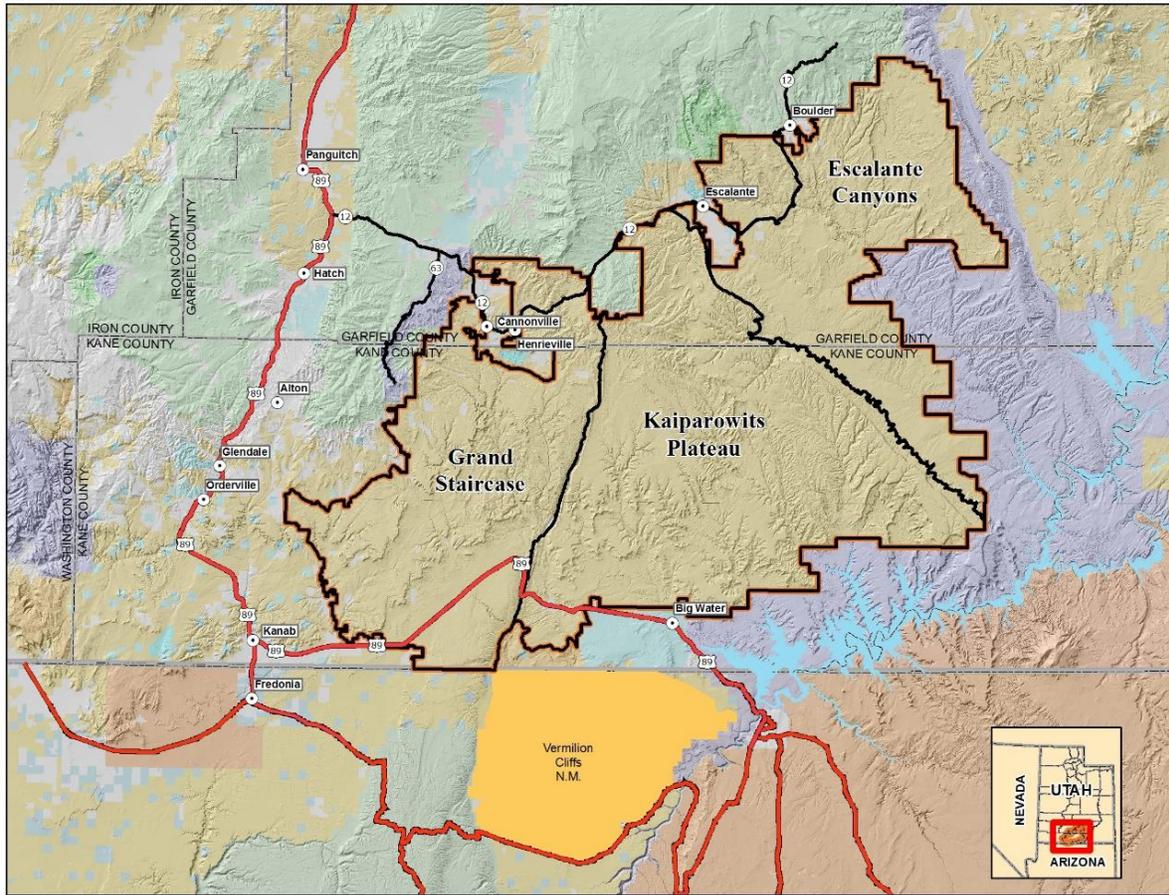
Report

Introduction

In 1996, President Bill Clinton created the largest national monument in the country, Grand Staircase-Escalante National Monument (GSENM) by setting aside almost 2 million acres of federal land in southern Utah. Then four years later he again used the Antiquities Act to set aside almost 300,000 acres of adjacent federal land to the south in Arizona as Vermilion Cliffs National Monument. These wild and rugged national monuments are surrounded by a host of other public lands: Dixie National Forest to the north, Capitol Reef National Park and Glen Canyon National Recreation Area to the east, Kaibab National Forest and the Navajo Reservation to the south, and Bryce Canyon National Park to the west. GSENM was the first national monument to be administered by the Bureau of Land Management (BLM) though there are now 27 BLM monuments. The scale of the GSENM allows for scientific inquiry at a landscape level, endless opportunities for recreation centered on discovery, solitude and awe at the natural wonders that abound throughout the Monument, and preservation of the past from geologic and paleontological origins through ages of human encounters from the indigenous populations to pioneers of the contemporary communities of Kanab, Boulder, Escalante, Bryce Valley and others that surround the Monument. It is truly a unique and spectacular landscape.

Today, GSENM remains a central part of a living landscape connecting communities, native peoples, local residents and an increasing number of visitors from far and wide to a unique and dynamic place that seems at once timeless and familiar, yet ever new and full of surprise and discovery. This report is an attempt to understand the many senses of place that people have associated with Grand Staircase-Escalante National Monument. It is a report on the data collected through a series of over 60 focus groups (conversations) that took place from 2013-2016 about the area and people's connection to it.

Figure 1 - GSENM & VCNM Context Map



In the fall of 2012, the Bureau of Land Management (BLM) at Grand Staircase-Escalante National Monument (GSENM) entered into an assistance agreement with the Natural Resources Center (NRC) at Colorado Mesa University (CMU) in Grand Junction, Colorado to conduct a recreational experience baseline study. A recreational baseline study is designed to develop a better understanding of the recreational use and demands of a location at a particular time to establish a baseline for future planning or projects. It can also serve as a starting point for conversations between the BLM and their partners regarding recreation. The study was conducted in five phases focused on more than two-million-acres of monument lands within BLM’s National Landscape Conservation System (aka National Conservation Lands). Figure 1 shows GSENM and VCNM boundaries and surrounding public lands as they existed throughout the course of this study. A mixed methodology focus group using audience polling, open dialogue, photo elicitation and special places mapping was used to establish the recreation experience baseline. In this case, a focus group is a structured conversation with a limited number of participants (less than 25) regarding recreation in GSENM, Vermilion Cliffs National Monument (VCNM), and surrounding public lands.

Figure 2 – Study Phases

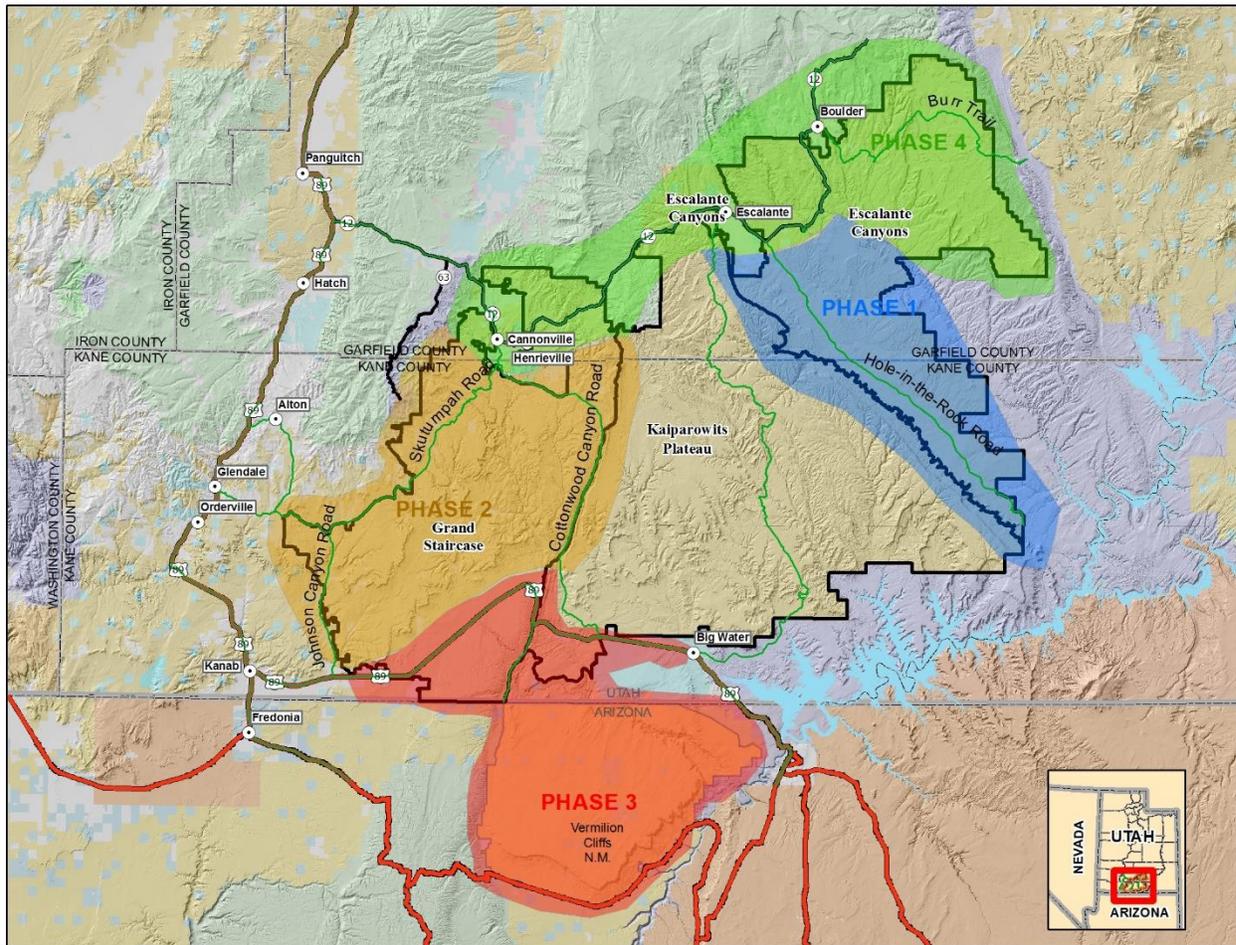


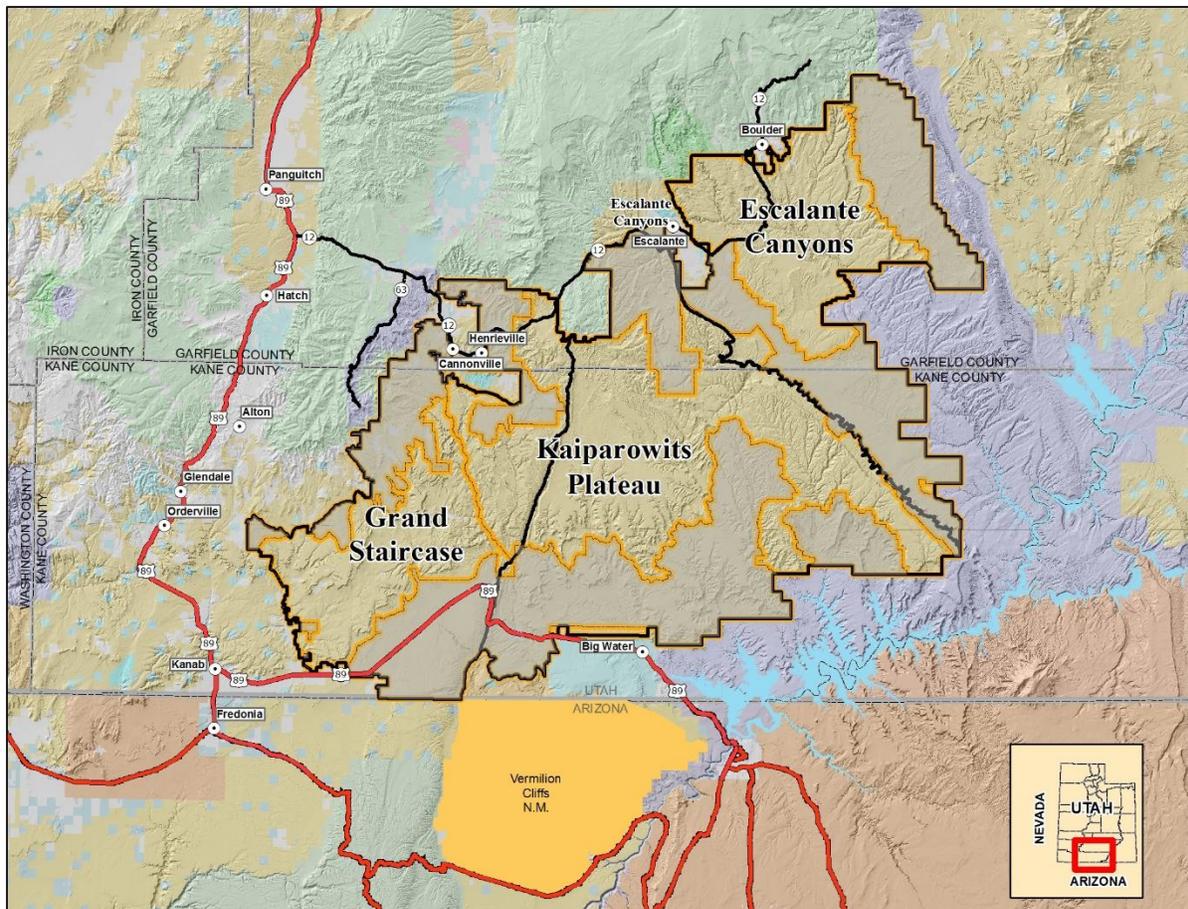
Figure 2 shows color-coded geographic areas associated with each study phase. It also identifies some of the surrounding communities where focus groups were held. Phase 1 (blue) of the research began in 2013 by examining the areas accessed by Hole in the Rock Road on the eastern side of GSENM. In 2014 Phase 2 (gold) focused on the Grand Staircase region of GSENM accessed by Cottonwood, Skutumpah, and Johnson Canyon Roads. Phase 3 (red) in 2015 examined the landscapes accessed by Highway 89/89A and House Rock Valley Road including the Paria Plateau portions of GSENM and all of VCNM. And in 2016, Phase 4 (green) focused on the northern reaches of GSENM including those areas accessed by Highway 12 and Burr Trail Road.

Over four years 63 focus groups with a combined total of 404 participants were conducted - 45 in-person and 18 digital (web-based). The study documented more than 3100 comments, 1100 mapped “special places,” and polling responses to 13 questions designed to cover aspects of recreation planning ranging from desired outcomes to primary activities to necessary services. Reports for each of the individual study phases are located at: <https://www.coloradomesa.edu/natural-resource-center/nrc-reports/national-conservation-lands.html> .

The final phase of the study was dedicated to compiling a comprehensive recreation experience baseline by combining and analyzing each of the earlier phases. Although the principal focus of the study was on lands within GSENM in Phases 1, 2, and 4 and on both GSENM and VCNM in Phase 3, it was neither possible nor desirable to exclude other surrounding federal and state lands from the conversations. This report is the culmination of years of data collection and analysis and compares both the quantitative data collected by audience polling and the qualitative data gleaned from participant responses to open-ended questions. The quantitative data is displayed and analyzed through a series of graphs and charts; the qualitative data is organized and analyzed by themes.

In December 2017 after a review process of several BLM national monuments, President Donald Trump by executive order reduced the size of GSENM by almost 50%. Figure 3 shows the adjusted GSENM boundaries. All research data collection associated with this study was completed more than a year before the executive order was signed. For clarification, throughout this report any reference to GSENM are made assuming the original boundaries because all the comments and information gathered were based on those original boundaries. The boundaries of VCNM remained unchanged.

Figure 3 - GSENM Revised Boundary (in gold)



Methodology

The mixed methodology focus group, using audience polling in addition to engaging participants in open dialogue, was determined to be the most appropriate approach to establish the recreation experience baseline. This methodology captures both a complete set of responses from each participant using audience polling technology, as well as documents a rich set of notes from the group dialog that gives context and depth to the polling data. Either approach used alone would leave an incomplete picture of the broad and deep relationships people have with this landscape.

The design of the focus group for data collection entailed a series of discussion questions intended to engage participants in open dialogue about their preferences, interests, and expectations so responses could be captured in their own words. These questions were followed by a list of choices that represented a spectrum of possible responses to the discussion questions that could be selected via anonymous audience polling. Each participant used a handheld clicker linked to Turning Technologies software that captured the audience polling selections. The open dialogue comments were documented with audio recording equipment as well as by CMU researchers taking notes.

The focus group script covered all the major elements needed in planning for recreation on public lands: preferences for outcomes and experiences, interests and expectations, setting characteristics, activities, and the services needed to support the recreation experience. It included 20 questions, eight were open-ended, nine had prepared responses for audience polling, and three allowed for both polling and open-ended responses. All questions with prepared responses included an “other” option so participants weren’t constrained by the prepared responses. Of the open-ended questions, one included a mapping exercise where participants noted special places on a map of the study area, and another included a series of black and white images that focused dialogue on perceptions of crowding and levels of road development. The number of questions included in the script was tailored to allow for a 90-minute focus group. See Appendix 3 for the focus group handouts for each of the phases¹.

The focus groups took place each year (2013-2016) in the communities surrounding GSENM during multiple trips from March to October. Additionally, digital focus groups were conducted to reach those who were not close enough to the Monument during the times of the local focus groups to attend in person. In the four phases of the study, 63 focus groups were conducted over four years, 45 in-person and 18 digitally, with 404 participants total. Seven focus groups were canceled because of lack of attendance.

Outreach to populate the focus groups included:

- Invitations shared with area boards and committees (i.e. Monument Advisory Committee, etc.),
- Direct outreach to partners and key stakeholders (Grand Staircase-Escalante Partners, Glen Canyon Natural History Association, GSENM outfitters and guides, etc.),

¹ A customized handout was produced for each study phase to match the geographic location. For example, in Phase 1 (Hole in the Rock area) selections for locations of services were different from the selections in other phases. The Phase 4 handout is included in Appendix 3 as a sample. When the customized response options affect the analytical comparison of different phases it is noted in this report.

- Press releases in local media,
- Flyers posted at visitor centers, local post offices, and in local businesses,
- Postcards distributed in visitor centers,
- Information packets with business cards in trailhead register boxes,
- Group email notices,
- Inclusion in Escalante Art Festival, Amazing Earthfest and Big Water Dinosaur Festival programming
- Word of mouth, and
- Direct e-mail or phone contact with any who expressed interest in participating.

The methodology of audience polling allows each participant the opportunity to weigh in on every area of the research. This is important to avoid a wide variety of social setting dynamics that arise in traditional focus group settings, such as only hearing from extroverted participants who dominate a conversation. The polling also minimizes the undue influence of peer settings in small communities. If an individual is worried about the repercussions of their responses mentioned aloud in a focus group within their community, they are not likely to respond, or do not respond as accurately. However, if they can anonymously record their preferences, they may feel more liberated to express their true opinion. The audience polling using electronic recording devices preserves participants' anonymity while being able to link all of their answers together for the purposes of analysis. In traditional focus groups, one might be able to link comments and preferences back to a particular focus group, but unless the group was small and homogenous, it would be difficult to determine preferences for groups, or how those preferences might interact with other preferences (i.e. if a person is seeking solitude, do they choose particular activities or settings to achieve that outcome?). Traditionally, a survey was needed to link these variables; however, a survey often misses the nuance of the dialogue. The advantage of using audience polling and open-ended questions in a focus group setting is that participants are allowed to clarify what they mean when they select certain responses.

It is important to note the limitations of using this data. Because the sampling of participants was not random, it would be difficult to suggest this analysis is generalizable to the preferences of the entire population that might be interested in the area, and no attempt to do so is done here. However, effort was made to hear from a broad sample of groups who have a connection to the landscape including both locals and visitors that were willing to spend 90 minutes participating in the conversation. Participants did self-select to join the study, but given the diversity of participants and the depth of data gathered, this study is certainly defensible as a solid baseline for recreational experiences in the study area.

Demographics

A frequent complaint in public lands planning efforts is that local communities that are most directly affected by public land management decisions are not adequately represented by a process that draws on input from across the country. Local preferences for their "backyard" landscapes can be perceived to be drowned out statistically by large visitor surveys. This study used a snowball sample method in which participants were encouraged to invite others, most of whom came from the communities where the focus groups took place. Participants were also recruited through broad advertisement in the area,

signs and cards at the trailheads, partner lists from the BLM and other sampling methods designed to engage those who have experience recreating in the study area and have a commitment to the place. Participation in the study was anonymous and voluntary and no personal information was gathered or retained from the participants other than the two demographic questions of home zip code and affiliation. Although participants remained anonymous, their responses were tracked and collated using audience polling technology.

Participants' home zip codes show how representative this study was of the overall population. The zip codes of the participants are sorted in Table 1 by phase and state or country of origin. Study participants were overwhelmingly from Utah.

Table 1 - Number of Participants by State/Country

State/Country	Number of Participants				
	Phase 1- Hole in the Rock - east	Phase 2- Grand Staircase - west	Phase 3- Hwy 89/ VCNM - south	Phase 4- Hwy 12 - north	Phase 5- Study Total
Utah	85	55	47	76	263
Arizona	4	12	13	0	29
Colorado	8	3	3	1	15
California	2	2	2	7	13
Canada	1	2	0	3	6
Wyoming	3	1	1	1	6
Oregon	2	1	1	0	4
Arkansas	1	1	0	0	2
Indiana	0	0	2	0	2
Montana	2	0	0	0	2
New Mexico	0	1	1	0	2
Washington	1	0	1	0	2
Georgia	0	0	0	1	1
Hawaii	0	0	1	0	1
Idaho	0	1	0	0	1
Iowa	0	0	0	1	1
Louisiana	1	0	0	0	1
Tennessee	1	0	0	0	1
No response or incomplete response	10	8	14	20	58
TOTAL	121	87	86	110	404

Understanding the similarities and differences between visitors’ and local residents’ expectations and experiences is absolutely essential for agencies to effectively manage public lands in partnership with local communities, while also responding to visitor expectations constitutive of a broader national mandate to manage those lands.

Table 2 shows the most common participant home zip codes and highlights that more than half (65.1%) of all participants in the study were from the gateway communities of Boulder, Escalante and Kanab², Utah. The top 10 zip codes (excluding the no response category below) account for 65.6% of all participants in the study. All of these communities are within 50 miles of edges of the study area except St. George, which is the largest city in the region and is less than 100 miles away. While the voices and perspectives of the remaining third of the participants is vitally important, documenting such a rich snapshot of the sense of place from local residents adds to the value of this study for public land management in the west and this is clearly a local study with national implications.

Table 2 - Most Common Home Zip Codes by Community

Top 10 Home Zip Codes - All Study Phases			
Rank	Home zip code community	Number of participants	% of total participants
1	Kanab/Big Water, UT	91	22.5%
2	Boulder, UT	71	17.6%
3	Escalante, UT	46	11.4%
4	St. George, UT	13	3.2%
5	Page, AZ	12	3.0%
6	Tropic, UT	12	3.0%
7	Torrey, UT	6	1.5%
8	Cannonville, UT	5	1.2%
9	Cedar City, UT	5	1.2%
10	Panguitch, UT	4	1.0%
	None or incomplete response	54	13.4%

Participants were also asked to select one affiliation (role) they played in relation to the landscape. Those selections included: visitor, local resident, community leader, outfitter/guide, business owner or other. Often individuals had more than one affiliation (for example, a business owner might also be a local resident, or an outfitter might also be a community leader), but they were asked to choose their primary affiliation and respond to all questions "wearing that hat." These affiliations are an important lens used to analyze the data.

² Kanab and Big Water share the same zip code, so it is not possible to separate them based on zip code data but because of differences in population and participation in the focus groups in the two locations, it is likely the majority of the 91 participants with this zip code came from Kanab.

Figure 4- Affiliation of Participants

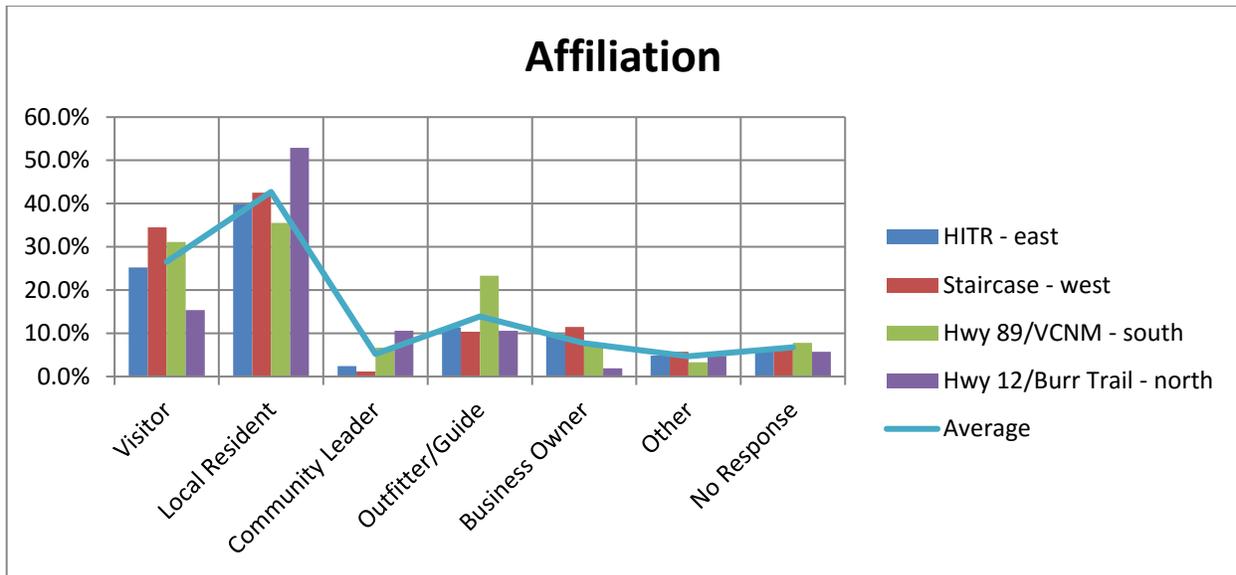


Figure 5 shows heavy emphasis on local participation in the study. Although a quarter of all participants chose the visitor affiliation, and roughly 10% chose “other” or “no response”, the remaining 65% chose an option that would indicate their being from a local community. The zip code analysis in tables 1 and 2 also supports this. Approximately 100 participants chose the visitor affiliation which allows for meaningful analysis with other affiliations. More than 160 participants chose the local resident affiliation making it the largest single affiliation selection. The mix of local residents to visitors in Phase 4 was quite different from other phases with a much greater representation of local residents (52.9%) and the least percentage of visitors (15.4%). There were very few participants who identified as business owners (1.9%) in Phase 4. While the overall average of outfitters and guides was 11.4% of total participants, it is over twice the average in Phase 3. Phase 1 had the largest share of visitors with 34.5%.

Comparison of All Phases

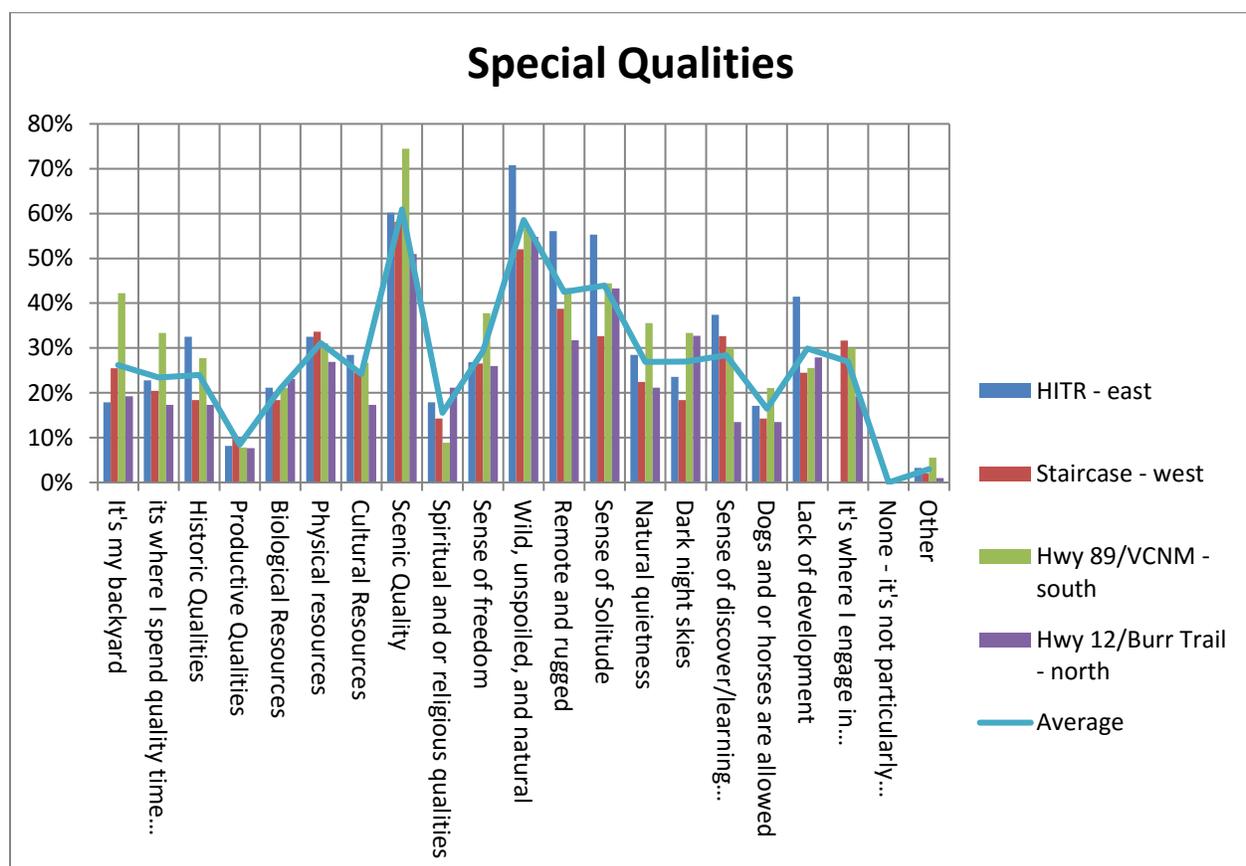
The following data analysis compares polling responses for each study phase as well as averages responses across all phases. The result is a comprehensive and nuanced collection of participant preferences that establishes a recreational experience baseline for the study area. When planning for recreation, land managers need to understand the public’s interests, expectations, and desired outcomes so they can provide the appropriate landscape settings in which those can occur. Additionally, they need to understand the essential services to be provided by the agency compared to those that can best be provided by surrounding communities. This recreational experience baseline data is not only useful for agency planning, but it can also serve as a foundation for conversations with partners and other service providers.

What are the qualities of the study area that make it special?

Initially, focus group participants were asked to share the qualities of the study area that make it special. Next, using the polling devices participants were asked to select their top five special qualities from the prepared list of 20 common responses. Only 3% of all participants selected “other,” which would indicate that the range of values in this question was adequate. A wide variety of responses were given during the open-ended dialogue. Comments were coded in terms of how they related to the polling selections and those comments that didn’t neatly fit into the provided responses were coded and grouped according to topic. All responses were then grouped into themes which are discussed in the second half of this report.³

Figure 6 shows the percentage a particular quality was selected during audience polling in a given phase and the average it was selected across all phases, in order of most selected averages. The bold numbers indicate the average of all participants in the study (this is referred to as Phase 5).⁴

Figure 5 - Special Qualities of Study Area



³ A complete list of the comment codes for all questions and the frequency they were provided can be found in Appendix 2.

⁴ Throughout the report the chart color schemes are consistent for each study phase. The bold numbers in the center of the chart express the average percentages.

Special qualities selected by more than 40% of the participants across the entire study indicate strong support for those values. The most commonly selected qualities were:

- scenery quality (60.9%)
- wild, unspoiled and natural (58.6%)
- sense of solitude (43.9%)
- remote and rugged (42.5%)

In some phases, a particular quality was selected more frequently than the average. For example, in Phase 3 (HWY 89/VCNM) participants emphasized scenic quality almost 15% more than the average, while participants in Phase 1 (HITR) emphasized the wild, unspoiled, and natural characteristics 12% more than the average. This question revealed several regional preference trends across the study area. For example, in Phase 1 (HITR) which primarily discussed the Escalante Canyons region, the characteristics of wild, unspoiled, and natural; remote and rugged; lack of development; and sense of solitude, were selected significantly more often than the average or in other phases. Compare this to participants in Phase 4 (HWY 12/Burr Trail) who identified remote and rugged far less than the overall average but more than the average for spiritual/religious qualities. When participants in all phases highly value a certain quality this indicates management prescriptions that may warrant broad application whereas those differences between phases reveal locations where more specific management prescriptions may be more appropriate.

What could or does diminish the specialness of the place?

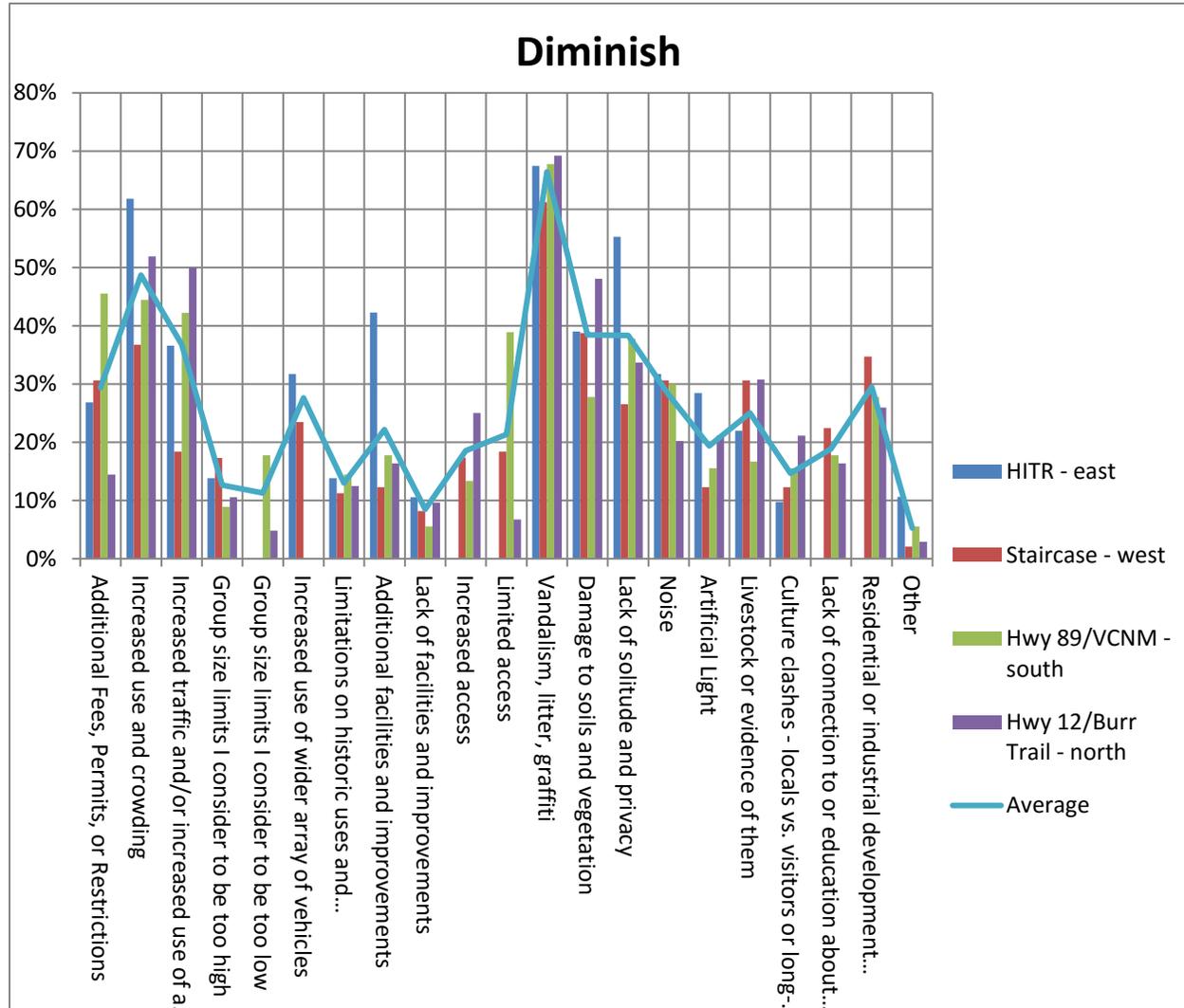
While it is important to understand why people think a place is special, it is equally important to understand what might diminish that specialness and affect their connection to place. After discussing why the study area is special, participants were asked to identify, “*What could or does diminish the specialness of the place?*” After the open-ended dialogue about the threats to specialness, participants were given a prepared list of qualities from which to choose their top five responses using the audience polling clickers. Those qualities selected most often were:

- Vandalism, litter, graffiti (66.4)
- Increased use and crowding (48.7%)
- Damage to soils and vegetation (38.4%)
- Lack of solitude and privacy (38.3%)
- Increased traffic and/or increased use of a wider array of vehicles (36.8%)

Figure 7 shows the qualities selected that diminish specialness. Across all phases the most common response was vandalism, litter, graffiti, and human waste with two out of every three participants throughout the study identifying it as one of their five top concerns. Nearly half of all participants selected increased use and crowding, though there was significant variance between those in Phase 1 (HITR) and those in Phase 2 (Grand Staircase) with 60% vs. 35% selecting it. Increased traffic and crowding were important issues to participants in Phase 4 (HWY 12/Burr Trail), but much less so to those in Phase 2 (Grand Staircase). Those in Phase 3 (HWY 89/VCNM) were much more concerned with limited access than those in other phases. Phase 1 (HITR) participants exhibited the highest sensitivity to

additional facility development and loss of solitude and privacy, sometimes nearly twice the percentages of other phases.

Figure 6 - Qualities that Diminish Specialness



5

How has the use of the area changed in the last five years? Has it been for the better or worse?

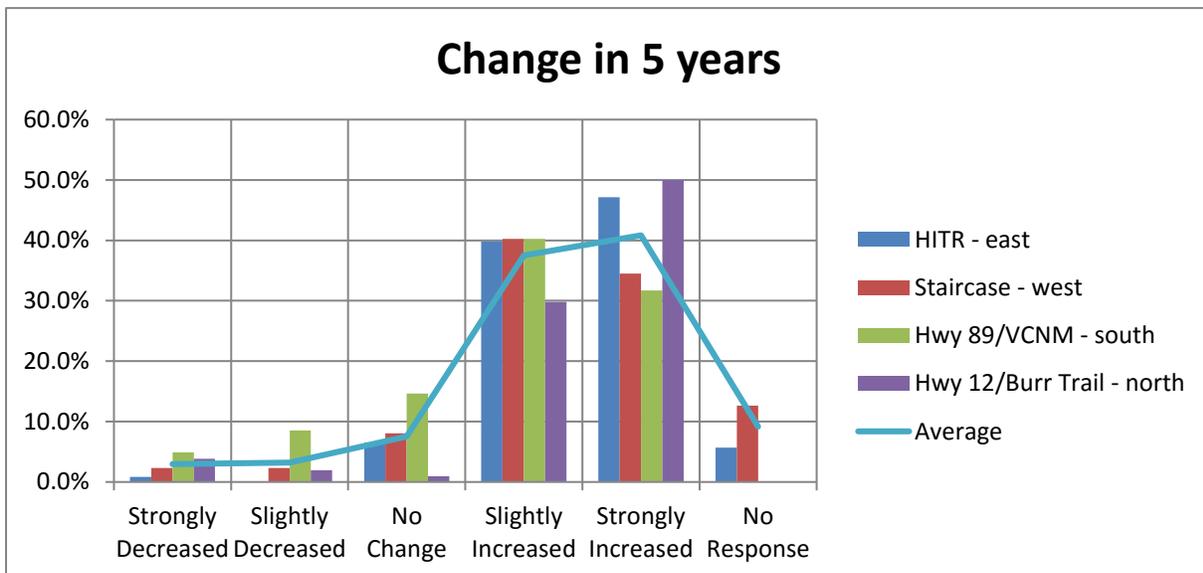
The next questions revolved around the nature of change the participants had noticed and their perception of whether those changes in use were for the better or worse over the past five years, which for Phase 1 would consider perceived changes beginning in the late 2000s. These questions are related,

⁵ The group size limits options were edited from one selection to two after Phase 2. Phases 1 and 2 included group size limits I consider to be inappropriate. Phases 3 and 4 had two options, one for group size limits that I consider to be too high and one for group size limits considered too low. Likewise the increased use of wider array of vehicles that was an option in Phases 1 and 2 was replaced in Phases 3 and 4 by increased traffic and/or increased use of wider array of vehicles.

and when discussing their answers, participants were encouraged to speak about how their responses relate to each other and why. The answers regarding the reason for their evaluation were coded and analyzed as an open-ended question. All participants were asked to record their selections on a series of two Likert scales using the audience polling devices. The first scale recorded how much change in use they noticed in the area over the last five years from strongly decreased to strongly increase with a neutral value of no change in the middle of a 5-point scale. The second scale recorded whether they felt that the change they had indicated made things much better to much worse with a neutral no change in the middle of a 5-point scale.

Figure 8 shows the responses across phases and the averages to the nature of change in use over the last five years question.

Figure 7 – Nature of Change in Use



The vast majority of participants throughout the study perceived an increase. They were fairly evenly split between slightly increased and strongly increased and there was strong consistency across phases. The Phases 1 and 2 were nearly identical in their responses when discussing the backcountry areas, while there was a 10-15% gap between Phases 3 and 4 in the front-country areas where participants in Phase 3 were more likely to choose slightly increased than those in Phase 4, but less likely to choose strongly increased. It is possible this change reflects the increase in tourism along the Highway 12 corridor as a result of the “Mighty 5” campaign that drew tourists to the national parks on either end of the highway.

Figure 8 - Value of Change in Use over the Last Five Years

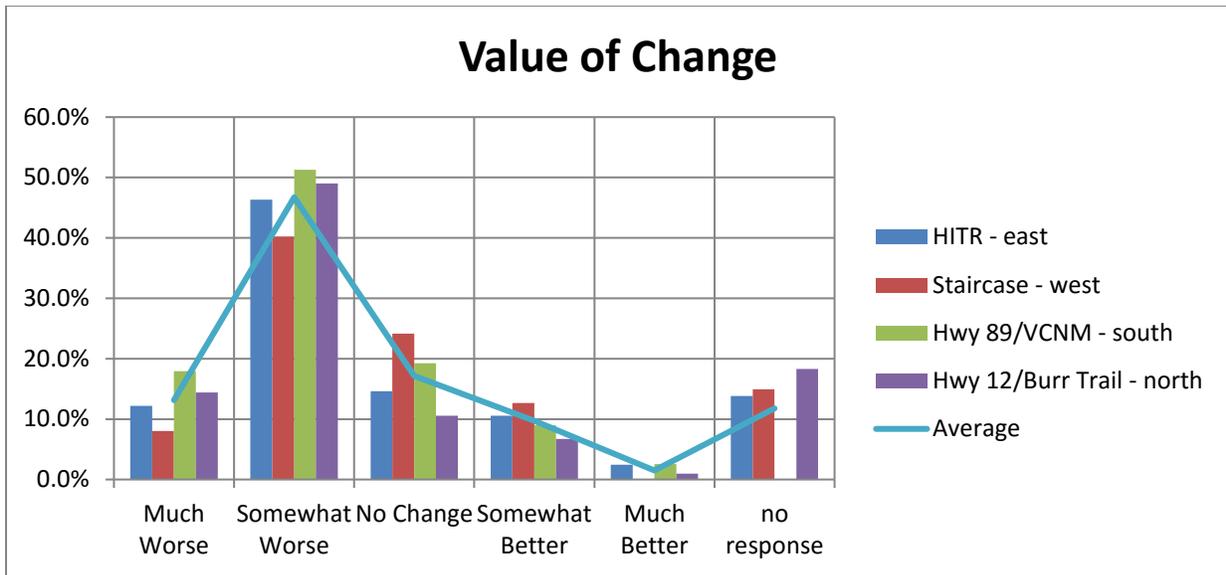
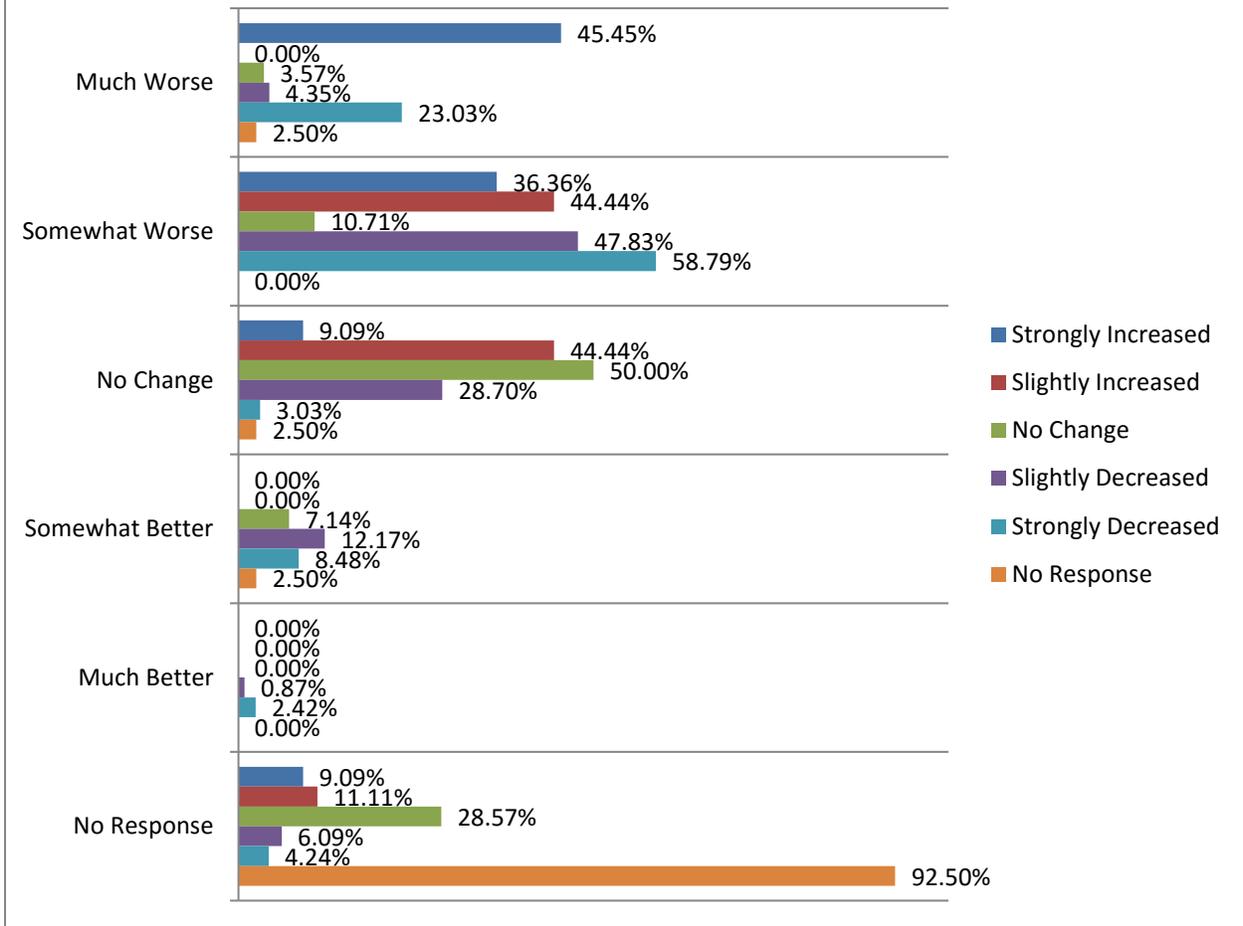


Figure 9 shows that 60% of all participants indicated the change in use had made matters worse in some way. The most common response (46.7%) was somewhat worse but the intensity dropped off as participants considered if the value of the change in use had made matters much worse, with only 13.2% of them selecting this option. Almost no one said the change in use had made things much better. A higher than expected percentage (11.8%) of participants chose not to respond.

Figure 10 compares the response for each participant to the question of change in use with the response from the same participant regarding the question of the impact of that change. The percentage indicates the number of participants who chose each of the values together. For those who thought that the use had strongly increased, 45% indicated that that change made matters much worse and 36% indicated it to be somewhat worse. None of the participants who chose either of the increase options indicated that the change made things better. For those that indicated use had slightly increased, 44% of them suggested that it was somewhat worse while an additional 44% indicated there was no change. Less than 15% of all participants suggested that use of the area had decreased and of those, most indicated that the decrease made things worse. Only 12% of those participants who thought use had decreased slightly believed that made things better. 11% of those who thought use had strongly decreased indicated that this trend made things better.

Figure 9 - Change in Use and Its Impact

Change in Use x Impact of Change



What are your interests and expectations when going out into the study area?

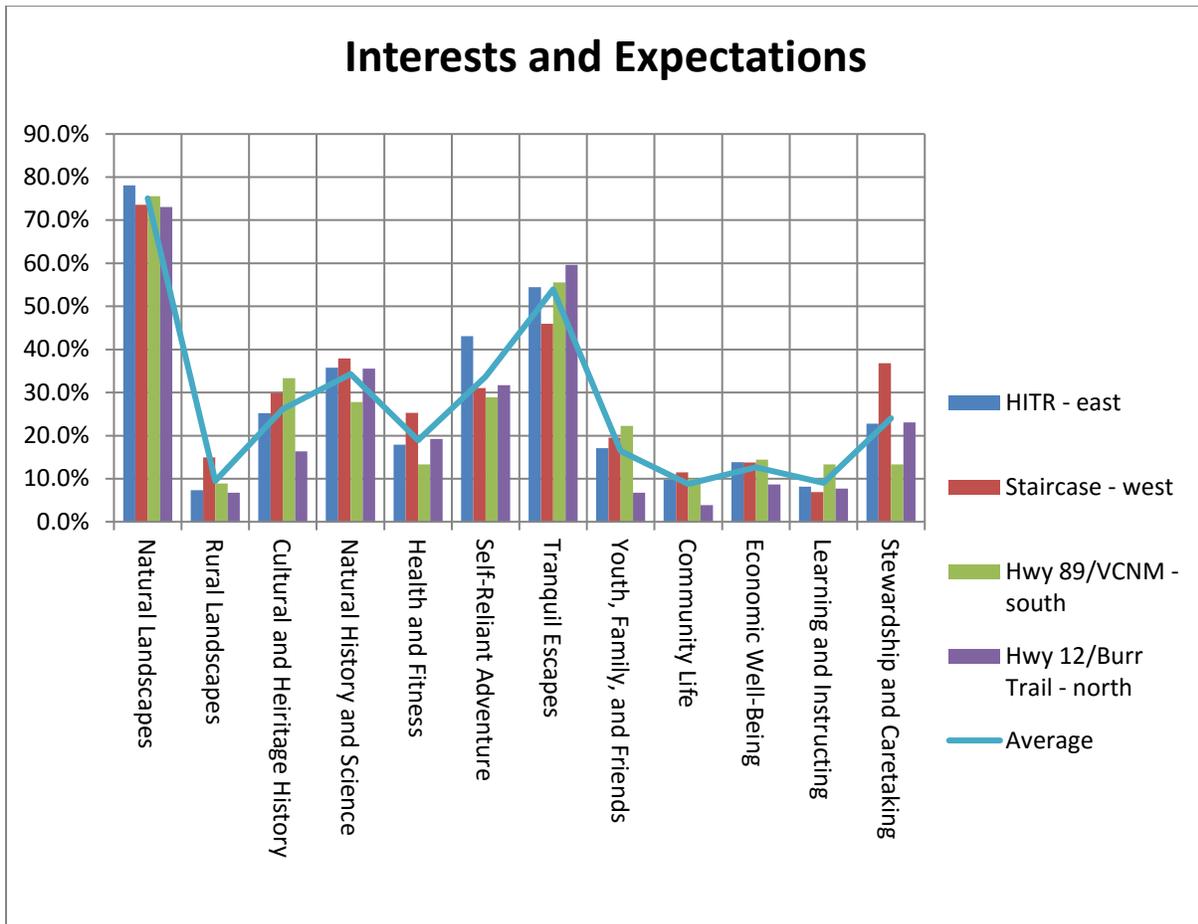
Research has indicated that people visit public lands to achieve a variety of beneficial outcomes and experiences for themselves, their communities, and the environment, while at the same time trying to avoid adverse outcomes and experiences. The list of such outcomes and experiences is extensive, but further research has discovered that people tend to bundle these experiences and expectations into a limited number of profiles of interests and expectations.⁶ Participants were given a list of 12 profiles of interests and expectations they might have when visiting GSENM and the area around it. Each profile included a descriptive sentence of what someone choosing that profile might say. The profiles and descriptions included the following:

⁶ For a good discussion of the experiences and outcomes that people seek when recreating in public lands see the work of Driver, B.L. and D.H. Bruns. 1999. *Concepts and Uses of the Benefits Approach to Leisure*. P. 349-369 in *Leisure Studies: Prospects for the Twenty-First Century* E.L. Jackson and T.L. Burton et al. (eds.). Venture Publishing, State College, PA. Venture. To see the research that narrows the list of experiences and outcomes into eight profiles of interests and expectations see Parry, B., Gollob, J. and Frans, J. 2014. *Benefits of public land usage: an analysis of outdoor recreationists*. In *Managing Leisure* 19(4). Those eight were used here along with an additional four that were added to more comprehensively respond to this study area.

1. **Natural Landscapes** - I like to surround myself with the beauty of open space and the wildness of mountains, forests, rangeland, water and wildlife.
2. **Rural Landscapes** - I want to connect with the visual landscapes, sense of place and pace of rural areas where people make their living from the land.
3. **Cultural & Heritage History** - I am interested in how historic and prehistoric peoples lived in the area, and in exploring the connections I have with those peoples.
4. **Natural History & Science** - I am interested in knowing about natural processes in this area and the study of the scientific value of the landscape for enhancing our understanding of the world around us.
5. **Health & Fitness** - I like being able to regularly access public lands recreation areas that help me get and stay fit or improve my mental well-being.
6. **Self-Reliant Adventure** - I prefer outdoor adventure on my own that challenges my outdoor skills, improves my abilities, and maybe even involves some risk.
7. **Tranquil Escapes** - I look forward to the quiet serenity of getting away from it all for some mental and physical relaxation, reflection, and renewal.
8. **Youth, Family & Friends** - I am enriched by socializing with others: young people, my family and/or friends and enjoying companionship in the outdoors together.
9. **Community Life** - I like seeing what the discovery and enjoyment of nearby open space recreation does for my community and our visiting guests
10. **Economic Well-being** - I want to see public lands recreation areas contributing in a significant way to our economic livelihood.
11. **Learning & instructing** - I feel comfortable having others equip and enable me to do recreation and tourism outings—or being part of helping others learn how to do that.
12. **Stewardship & Caretaking** - I like giving back to the outdoors from what I've received by helping care for special sites and facilities so others can also enjoy them.

Participants were allowed to select up to three profiles because interests and expectations for a landscape often change depending on the outing. Figure 11 shows clear preferences for particular profiles for the study area, and for the two most commonly selected profiles there is little variance between phases. Three out of every four participants selected the profile that highly values the beauty and wildness of *natural landscapes* followed by more than half of all participants who selected the profile that values the *tranquility of quiet places* where one can escape from the pressures of modern life. A few phases stand out on a particular profile, for example, in Phase 2 (Grand Staircase) there was a particularly strong commitment to *stewardship and caretaking* (36.8%) compared to the average (22.8%). Conversely, the participants in Phase 4 (Highway 12/Burr Trail) were far less likely to select the profile that highly valued *socializing with others* while recreating (6.7%) than the average (17.1%). Despite these noticeable differences between some phases, the overall trends are consistent across phases and with responses to the questions about specialness.

Figure 10 - Interest and Expectation Profiles



Activities

Traditional recreation studies on public lands typically begin by determining which activities people engage in, then determining how and whether those activities could be supported by the land base. More contemporary recreation studies focus instead on the interests, expectations and benefits the public receives from recreating on public lands and the settings necessary to provide them, recognizing that a variety of activities can provide similar benefits and meet expectations if the settings needed remain intact. Also, discussing preferred activities has a tendency to allow people to form groups with set identities and allow stereotypes to cloud interactions. For these reasons, activities were not discussed until midway through each focus group during this study. After discussing the specialness of the place, threats to it, and participants' interests and expectations, they were asked to select up to three activities they engaged in most often from a prepared list. They also had the option of selecting "other" then were asked to clarify. Figure 12 shows the percentages of total participants selecting each of the activities in and across study phases.

Figure 11 - Recreational Activities

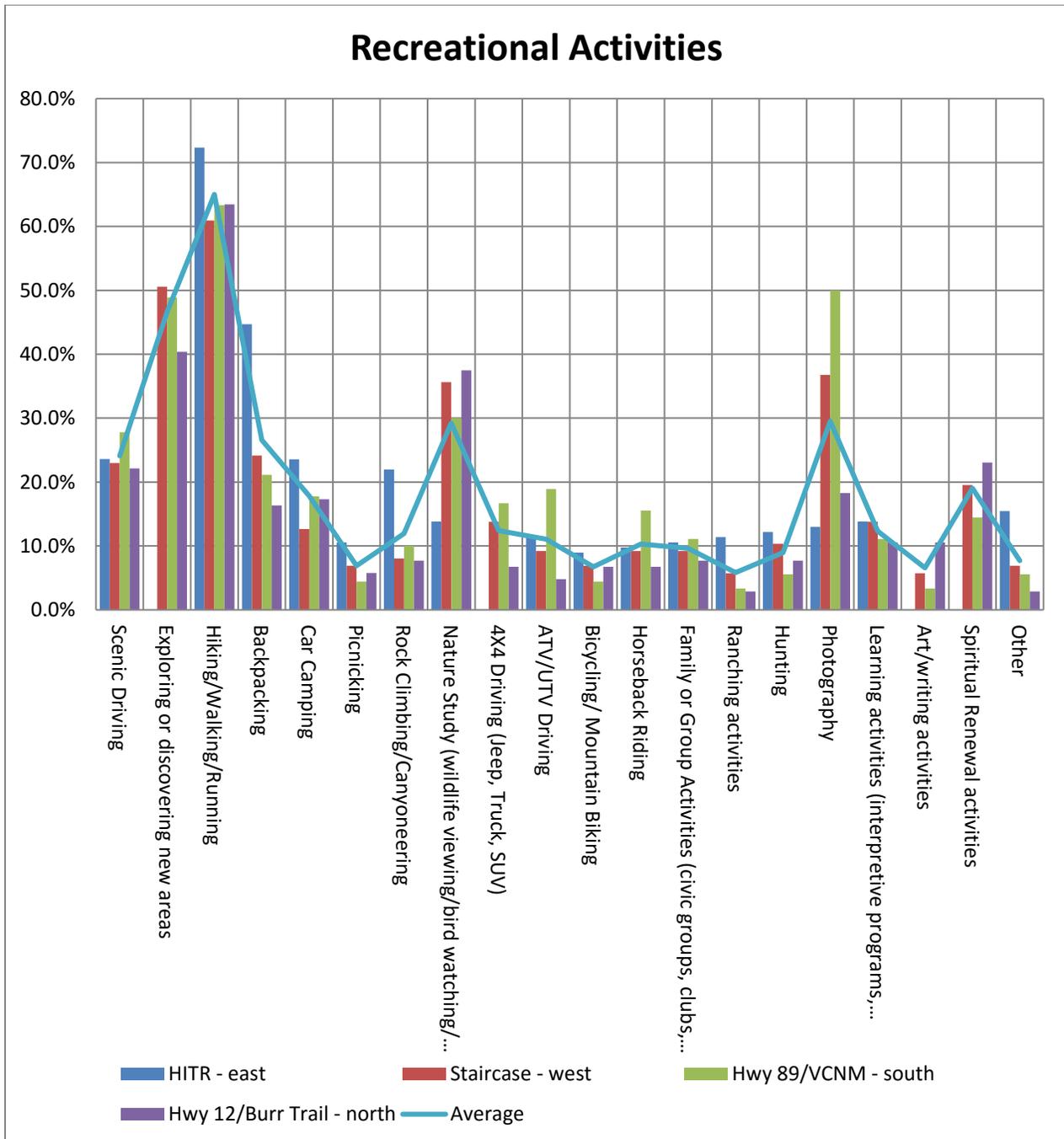


Figure 12 shows that the most common activity in all phases of the study was the combination of hiking/walking/running with two out of every three participants selecting it. They were asked to choose up to three activities in order to prioritize the ones that matter the most to them. The second most popular activity was exploring or discovering new areas. It was mentioned enough times as an “other” explanation in Phase 1 that it was added as a selection beginning in Phase 2. Exploring or discovering

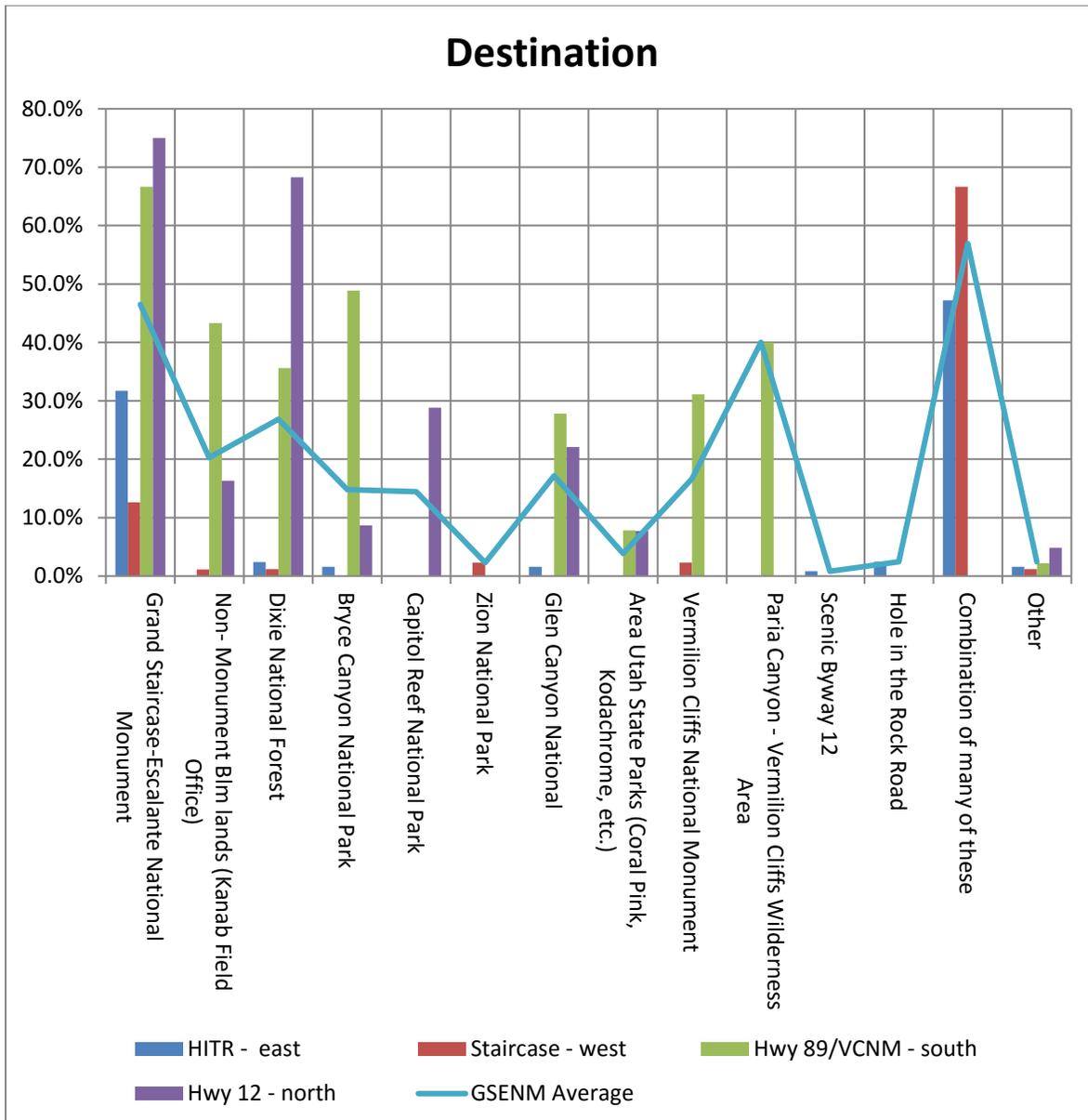
new areas was selected by almost 50% of all study participants even though more than a quarter of participants (Phase 1) did not have it as a prompted option. The data supports that people primarily encounter this landscape on foot and value the surprises they encounter. *Photography* was also a popular choice, especially in the Phase 2 and 3 regions, and nearly a third of the participants selected *nature study activities* (wildlife viewing, bird watching, studying plants, etc.) with those being especially valued in Phase 4. *Art/writing activities*, *spiritual renewal activities* and *4x4 driving* were added after Phase 1 in response to the 15% of participants who selected “other” thus likely skewing the composite total responses for those activities to some degree.

When choosing to recreate in the area, where do you spend the most time?

One of the remarkable aspects of the study area is the contextual larger landscape it is located within. Beyond the world-class public lands and recreational opportunities in the study area, additional surrounding destinations include Zion National Park to the west; Capitol Reef National Park and Glen Canyon National Recreation Area to the east and northeast; Bryce Canyon National Park and Dixie National Forest to the north and northwest; Grand Canyon National Park and Kaibab National Forest to the south, and several Utah State Parks including Coral Pink Sand Dunes, Kodachrome Basin, and Escalante Petrified Forest.

With so many recreational opportunities and amazing landscapes in close proximity to the study area, it is important to understand how these different destinations relate to each other in providing recreation opportunities for local as well as visiting recreationists. Study participants were provided lists of surrounding destinations, including “other”, and were asked to share where they spend the most time. In Phases 1 and 2 participants were asked to only select one primary destination or “a combination of many of these” (though they were not asked to indicate specifics related to the combination). In Phases 3 and 4 they were asked to select up to three destinations. Most participants selected a combination of several destinations including GSENM. For those phases where participants could identify multiple destinations, their verbal responses indicated that proximity, seasonality, and access were the most common influences on where participants spent their time. Phase 4 participants spent more time in Dixie National Forest and Capitol Reef National Park, while Phase 3 participants spent more time in VCNM and Paria Canyon.

Figure 12 - Primary Recreational Destination in the Area



7

Services

When individuals recreate on public lands they are concerned about the outcomes and experiences that they desire, the activities they want to participate in, and the setting characteristics that make all of those enjoyable; but they are also reliant on the provision of services that make their experiences possible. These services typically include information, fuel, food, gear, accommodations and/or communications. While BLM does not provide many of the services needed by recreationists using the area, the agency does need to understand what services are necessary for visitors and local residents to

⁷ In Phase 3, the option listed in the graph as “Bryce Canyon National Park” was actually “all National Parks in the area”.

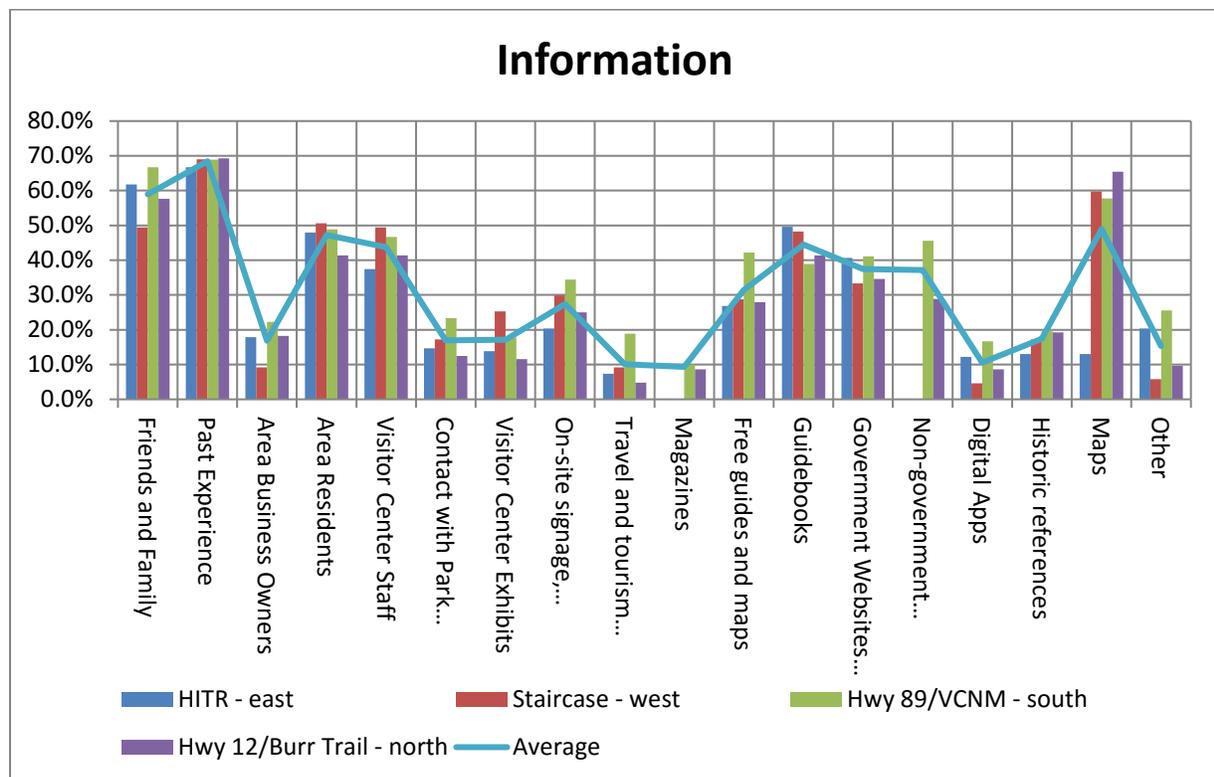
be successful when recreating in the study area and on adjacent public lands. The data about services allows BLM staff to engage in dialogue with business owners, community leaders, and residents to develop partnerships that enhance the livelihood and well-being of the local communities and supports visitor needs. The conversations that can arise from these "practical partnerships" between the BLM and the service providers are one of the best values of this study. Done well, these will strengthen the ties of local residents, community leaders, and business owners to the landscapes surrounding their gateway communities.

Participants were asked several questions to prompt discussion about the kinds of services that are needed to be successful when they recreate in the study area and where those services are located. Their responses and a selection of clarifying comments follow.

Information Sources

Every recreationist relies on quality information, so participants were asked, "Which sources of information do you depend upon to plan your recreation in the study area?" and could choose more than one response from the prepared list. Data gleaned from this question can be used by BLM staff to develop information campaigns and open up dialogues with other agencies, organizations, and business owners to collectively provide consistent and high quality information to the public. Figure 14 contains the percentage of participants that chose a specific response across each study phase as well as the average.

Figure 13 - Information Sources Needed for Recreation in Area

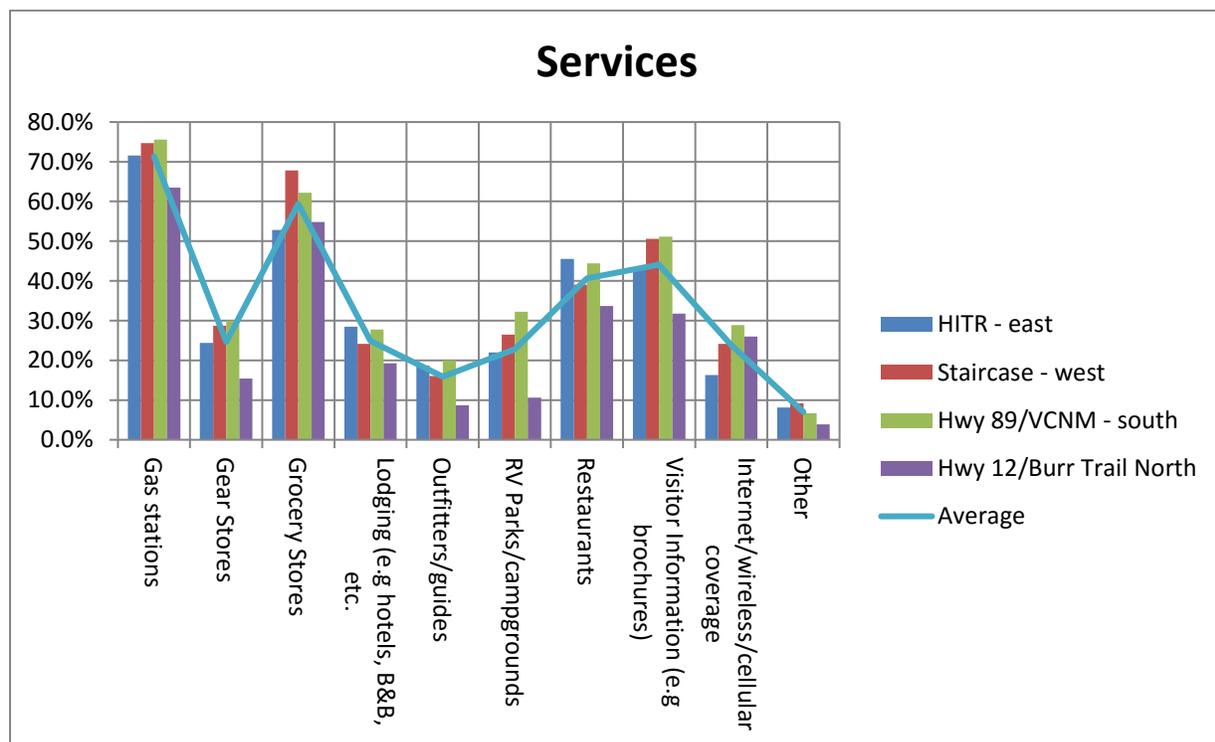


Most participants selected *past experience*, and *family and friends*. This is an indication that the majority of participants in the focus groups were people who knew the landscape well. Either they have been there before, or they know someone that connects to the landscape. There is also a heavy reliance (49%) on *topographical maps*. Several of these sources of information were not offered in Phase 1, hence there is little to no value to the variable for Phase 1. This is true for *maps*, *non-governmental websites*, and *magazines*. Once they were added, the study became much more accurate regarding all the different media used to provide information. The data also suggests that many of the participants rely on information sources provided by the BLM such as: *Visitor Center Staff*, and *on-site signage, kiosks and bulletin boards*. *Guidebooks* for the area also appear to be a popular source of information for the participants.

Other services needed for successful recreation experiences

To measure the other services that participants depended on, they were asked “*What services do you depend on to have a successful recreational experience?*” and to select as many responses from the prepared list as were applicable. These services range from gas to groceries and gear to accommodations. It is important to note that BLM is not planning on offering most or any of these services, but BLM planning efforts require that the agency understand the interactions between recreational users of public lands and the surrounding communities. “*Practical partnerships*” between BLM and service providers can result from this understanding and provide support for the provision of quality recreational experiences on public lands. Figure 15 shows the percentages of total participants selecting each of the services in and across study phases.

Figure 14 - Services Needed

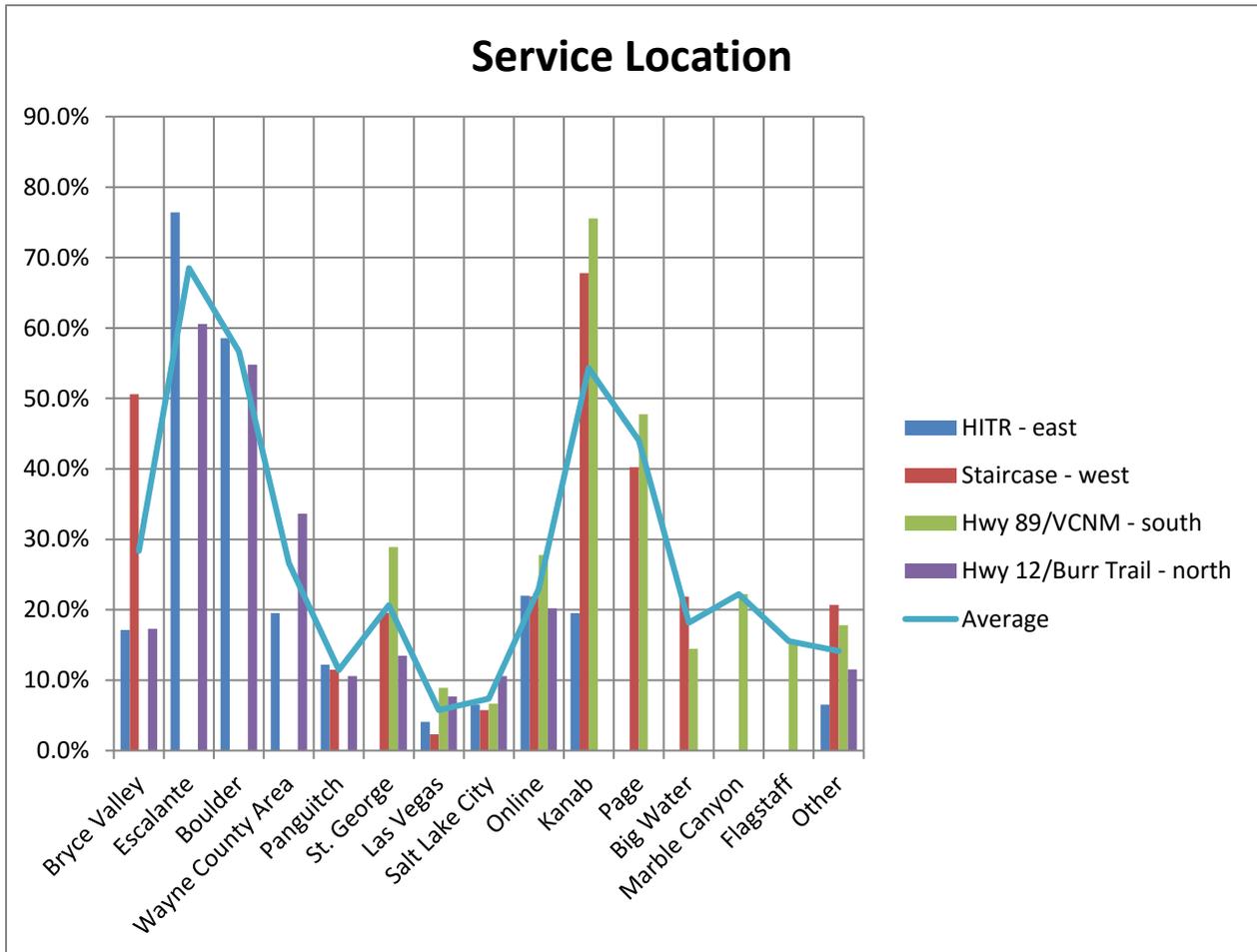


As figure 15 indicates, by far the most popular services selected were gas stations (71.3%) and grocery stores (59.4%) followed by restaurants (40.7%) and visitor information (23.8%). There is a noticeable gap between the northern and southern reaches of the study area on some items, such as for RV parks and campgrounds. 32% of the participants in Phase 3 (southern) identified a reliance on this service while only 10.6% of the participants in Phase 4 (northern) indicated they rely on RV parks or campgrounds.

Where those services are located

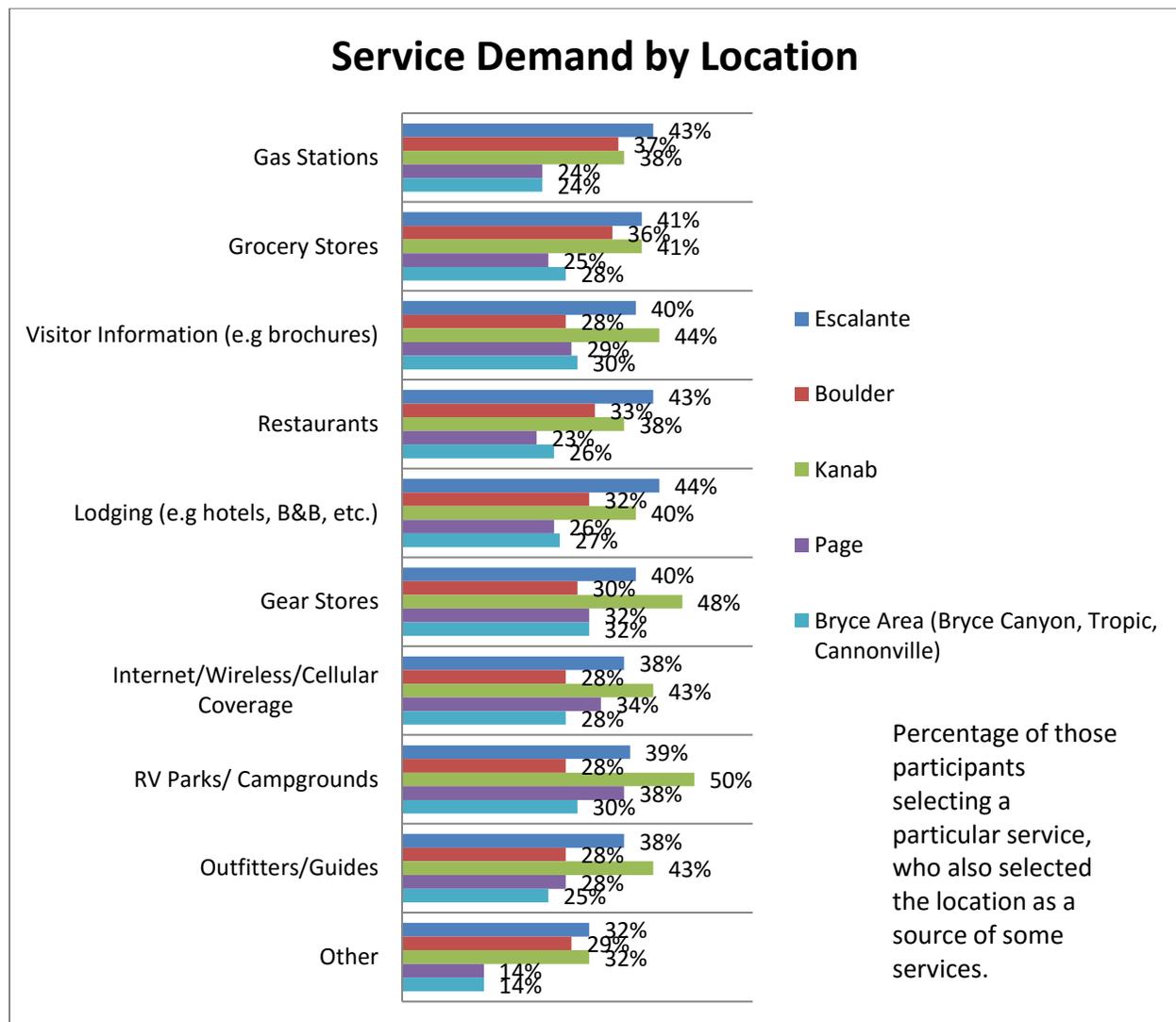
The real power of a discussion of services that participants depend on is to combine it with the location of those services to develop a better understanding of the relationship between the gateway communities and the public lands surrounding them. Once again, participants were encouraged to offer comments as well as consider a list of several of the communities from which they might obtain services. They were allowed to choose as many locations as they thought essential. Figure 16 shows the service location percentages selected in and across phases.

Figure 15 - Location of Recreation Services



The three service locations the participants rely on most are *Boulder*, *Escalante* and *Kanab*. Not every location was given as an option in every phase of the study as people using the Burr Trail in the northeast corner of the study area are not as likely to rely on services from Kanab in the southwest corner⁸. In general, participants who recreate on the public lands in the study area rely on a variety of services and turn to local gateway communities to provide those services. From these responses it appears that recreation in the study area provides an important contribution to the local tourist economy in the gateway communities proximate to the study area and a spill-over economic effect on other communities in the region.

Figure 16 - Services Demand by Location



⁸ The locations of Escalante, Boulder, Wayne County were not selection options in either Phase 2 or 3. Panguitch and the Bryce area were not options in Phase 3 but were options in Phase 2. Kanab, Page, Marble Canyon, Big Water and Flagstaff were not options in Phase 4. Phase 1 also left these communities out of the options, except for Kanab. The option of “other” was always available, and when participants selected that option they often mentioned the communities that were not included in a particular phase.

Figure 17 identifies the services that participants selected when compared to the five most common locations for obtaining any services that support their recreational activities. The data is unable to identify specifically which services are found in which location. However, the participants selecting a specific service such as gas stations are also finding services they need in each of those five surrounding communities. For example, 43% of the participants who selected gas stations also indicated finding some services they depend on in Escalante. While they might not have been using a gas station there, they were in Escalante using some services, which indicates either they are the actual market for gas stations in Escalante or the potential market for gas stations in Escalante since they are already in the community using some services. Half of all the participants who identified a reliance on RV parks or campgrounds are using some services in Kanab. This is the highest reliance on RV parks and campgrounds as services for any community. Kanab seems to support recreation through gear stores, visitor information, outfitters and guides, and the internet more than any other community. Kanab has the largest share of participants utilizing most services in support of recreation in the study area. Nearly half of all the participants relying on lodging also gain some services from the Escalante community.

Participants were asked if there were any missing services that might be needed for their successful recreational experience. They gave a variety of responses to this open-ended question, but the most common responses focused on communication and information about the area especially for non-local visitors, improved search and rescue, extending tourist services into the off season and greater knowledge of the landscape by all visitors. Several also suggested in each phase that no more services are needed. In fact, the lack of services is a big part of the appeal of the study area.

Special Places Mapping

In order to contextualize comments from the focus groups regarding the study area, participants were asked to identify special places by writing place names on sticky notes and attaching them to the general location of the place on a large map. They were also asked “*Why is this area particularly special?*” They could either record those responses on the sticky notes or verbalize them in the discussion afterwards. Figure 18 shows 1096 special places that were mapped in the study⁹. Each colored dot represents a place that a participant identified as special. The different colored dots represent the different study phases:

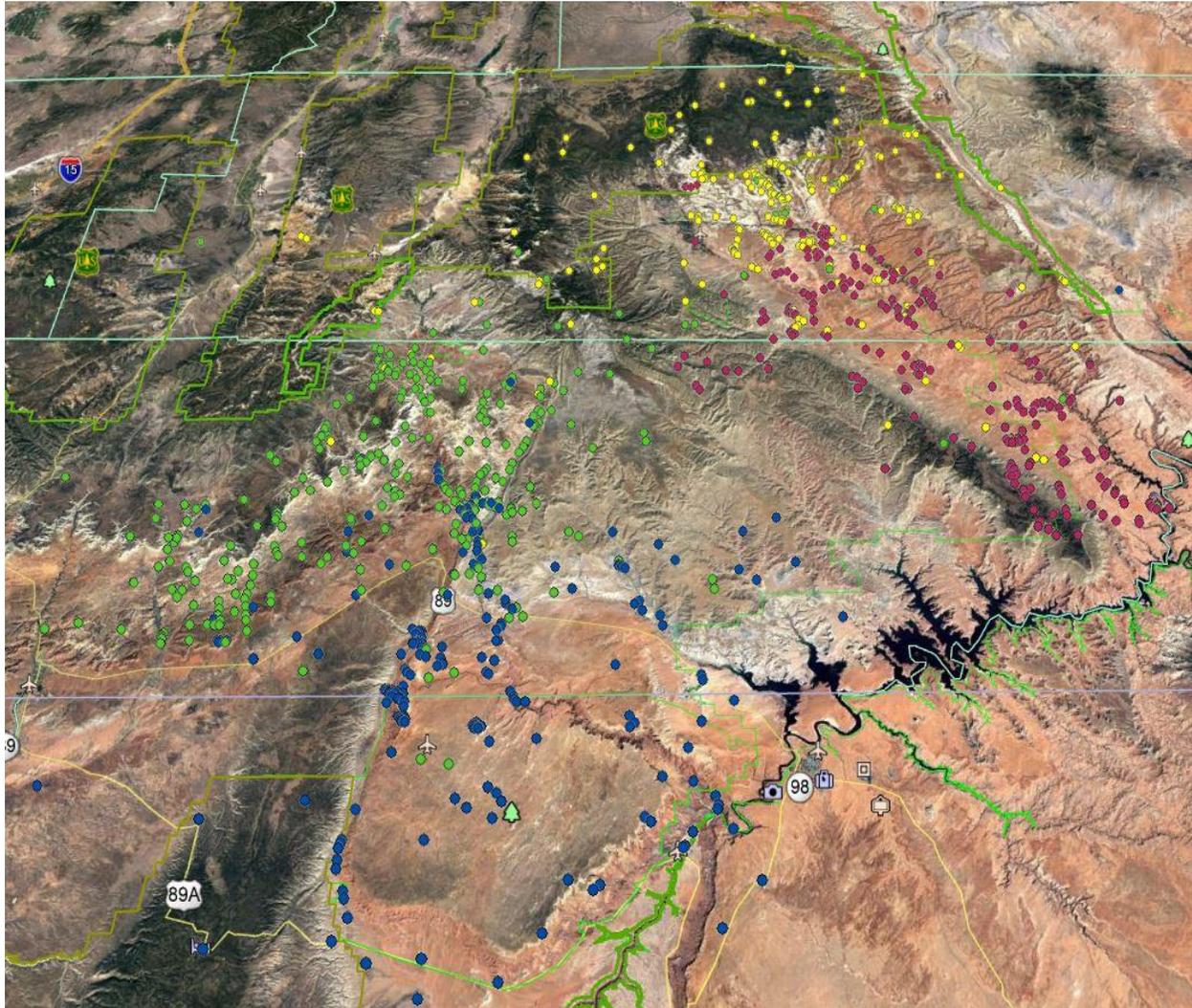
- Red dots: Phase 1: Hole in the Rock - east
- Green dots: Phase 2: Grand Staircase - west
- Blue dots: Phase 3: HWY 89/VCNM - south
- Yellow dots: Phase 4: HWY 12/Burr Trail - north

Special places identified by participants extended beyond the boundaries of GSENM and VCNM. For example, nearly 40% of the special places identified in Phase 1 are located in Glen Canyon National Recreation Area and a significant number of the special places identified in Phase 4 are located on the Dixie National Forest. Figure 18 shows that the entire landscape is dotted with places that have special

⁹ The image in Figure 18 was produced using a .kmz file in Google Earth. Specific information about the special places is contained in GIS files provided to the BLM as part of the study deliverables.

meaning to the study participants. While there are clusters of dots around iconic places such as Dance Hall Rock, Grosvenor’s Arch, and The Wave; these iconic locations account for a small percentage of the overall special places identified. Interestingly, even though there was no specific phase of the study dedicated to the Kaiparowits Plateau, there are a number of special places identified there in Phases 1, 2 and 4.

Figure 17 - Mapped Special Places - All Phases



Observations about Photo Elicitation Questions

One of the principle considerations for land managers and recreation planners is tying landscape setting characteristics to the public’s interests and expectations by matching levels of development and administrative controls like group size limits to these appropriately. This can play out, for example, in allowing for a high level of recreational facility development, paved roads and either no group size limits or large group size limits in urban to rural settings instead of in primitive settings. To allow focus group

participants to discuss these considerations, photo elicitation methodology was used to prompt conversation. The photos used prompted discussions on both preferences regarding crowding as well as levels of road development.

Crowding

To get at what matters most to the participants in terms of setting characteristics related to the issue of crowding, a series of black and white images without any sign of other visitors were offered. The same discussion prompt, "*If you came across other people while visiting the scene in this photo, how many people would be too many people before it would change the character of the place for you?*" was included with each image. Since many public landscapes have prescriptions that limit the number of people in some way, the prompt was good to begin discussion; but more important than the number assigned, was the rationale participants used to make their determinations. Open-ended discussion was encouraged before participants were asked to record a number with the clickers. Each phase included location appropriate images of a broad landscape, an enclosed landscape (usually a canyon area), as well as a landscape that contained an iconic feature (i.e. Dance Hall Rock, Grosvenor's Arch, The Wave, or Lower Calf Creek Falls). The four phase reports identify the important themes that emerged when considering the images for each phase; this analysis shares patterns across all phases related to similar landscape type images¹⁰.

Throughout the study, participants were initially reluctant to assign a specific number value to the question "*how many is too many?*" Participants indicated that their response to that question is predicated upon a wide variety of conditions. Perceptions of crowding were most influenced by the location of encounters with other people. In wide open settings they might expect to see more people or would feel less crowded than in more narrowly confined settings such as canyons. They also indicated a willingness to tolerate more people in iconic locations of Dance Hall Rock, Devil's Garden, Grosvenor's Arch, The Wave, and Lower Calf Creek Falls where the expectation exists to encounter others. If they were going to their secret hideaway there was much less tolerance for running into other people; often one person would be too many in such a setting. A number of the comments identified the importance of solitude and how other people might impact that value; this was especially true in the first two study phases. Another common response was being less tolerant of others if they were engaging in activities or behaviors that were disruptive to their own expectations. Participants were particularly concerned if they witnessed disrespectful, resource damaging activities. In these cases, any amount of people would be too many. Other activity related concerns had to do with noise level. Motorized vehicles, large groups, drones, overflights, and other high decibel activities were often mentioned as things that diminished the specialness of the place or the experience. An unusually high number of comments suggested that participants change their plans to meet their expectations and preferences. For example, many locals only hike to Lower Calf Creek Falls in the winter, or if someone is parked where they had planned to hike, they shift to another location to avoid encounters.

¹⁰ See Appendix 1 for a complete collection of the photos used in each phase clustered by the type of image.

The crowding photo elicitation images received by far the largest number and diversity of comments in Phase 1¹¹. One of the themes unique to Phase 1 was the importance of historical connections to the landscape, especially related to tolerance for larger group sizes if they were engaged in heritage activities. Phase 1 participants were particularly concerned with crowding and generally preferred smaller numbers across all setting types compared to other study phases. The remoteness and inaccessibility of the Escalante Canyons influenced the expectations of encountering few people in most locations. Phase 1 also included a rich discussion on the value of iconic locations such as Peekaboo/Spooky Slot Canyons, Dance Hall Rock and Devil's Garden where participants expected to see more people because of their relatively easy access and historical or recreational significance. In general, they were willing to tolerate more people in these areas since they serve as magnets for visitors and leave other backcountry destinations less crowded as a result.

Phase 2 participants offered a number of comments about their familiarity with the landscape and the other people they see. This familiarity impacts their determination about how many people would be too many in the area. If the people they see are known to them or familiar with the area, they seem tolerant of them than if the people were unfamiliar to the participant or with the landscape. In Phase 2, an unusually high number of comments were provided about how visible other people are in the landscape. If other visitors impede the viewshed in a large landscape setting or are immediately visible in slot canyons such as Willis Creek, the threshold for tolerance of crowding goes down. Because of the developed recreational infrastructure at Grosvenor's Arch, participants expressed a tolerance for more people there. In fact, they highlighted the value of sharing the landscape with others who might not be able to go deep into the backcountry because of age, physical disabilities, or lack of conditioning. They seemed pleased that there were diverse opportunities for access and enjoyment of this landscape.

Participants in Phase 3 were especially concerned about resource damage when they evaluated crowding in the images provided. They expressed a particular concern for the use of vehicles, especially in the broad scale landscape image. Most participants suggested that activities such as off-highway vehicle use and four-wheel-drive exploration of the area had a negative impact on their sense of crowding. However, there were a few participants who expressed their pleasure at the presence of vehicles with their drivers enjoying the landscape. Vehicle use as it relates to crowding was almost exclusively discussed in Phase 3. In Phase 3 the image of The Wave prompted several comments about the restrictions and regulations in this location. In general, participants were concerned that the restrictions and regulations around the landscape were making it difficult to experience the place, yet they were supportive of some regulations and restrictions to protect the landscape from being "loved to death." There were also a number of comments about iconic locations such as the Wave drawing in tourists who might be unfamiliar or disconnected from the landscape. There was some concern expressed that when tourists were unable to gain access to the Wave due to these restrictions, they would go elsewhere on the Monument and might act in a malicious manner toward the resources. Compared to other phases, Phase 3 included the most comments focused on regulations, boundaries, and other management issues.

¹¹ A complete list of the themes gleaned from the crowding photo elicitation questions is located in Appendix 2. All comments coded for each phase and photo have been included as part of the project deliverables given to BLM.

Phase 4 participants offered the fewest comments regarding the crowding images. They seemed to be most concerned with noise, opportunities for solitude, and the behavior of others when determining how crowded an area might be. Like the comments about Grosvenor's Arch, participants in Phase 4 suggested that they expected to see more people at Lower Calf Creek Falls because of its recreational infrastructure and close proximity to the highway. Several participants expressed their pleasure at seeing other visitors enjoy such locations, especially children playing in the water below the falls. Like the participants in Phase 1, the local residents often commented on visiting these iconic locations during the off season to avoid crowds. In Phase 4 an additional crowding image was used to explore the contrast between a relatively unknown location with water and more iconic one (Lower Calf Creek Falls). Participants identifying as local residents who recognized the lesser known location shared that it is a wonderful place for solitude and small group recreation and that they hoped places like it are not "discovered" by the masses.

Across all study phases, several participants expressed the challenge of trying to determine how many people would be too many people in an area because they felt selfish wanting to restrict the recreation to their own private experience. While they were happy that others could experience the area, they were concerned that the presence of others especially in close proximity to them would not meet their expectations. A few participants, especially in the phases of the study close to the highways, expressed concern about safety when making a determination about how many people were too many. They felt uncomfortable seeing anybody in the area that might be acting unsafe or that might experience a threat to their safety because of their unfamiliarity with the area or their lack of preparation.

Roads

Participants were asked to compare images depicting various levels of road development in the study area to determine their preferences for travelling within the landscape. Only primary road images were offered in Phase 1 but from lessons learned the subsequent phases included two sets of images. The first set asked participants about non-highway primary roads in the area (Burr Trail Road, Hole in the Rock Road, etc.) depicting the following levels of development:

- An asphalt paved road with painted striping
- An asphalt paved road with no striping
- A crowned and ditched gravel road – regularly maintained
- A natural surface road - regularly maintained

The second set asked participants about secondary roads spurring off the primary roads accessing recreational destinations (Spencer Flats Road, Paria Movie Set Road, Wolverine Loop, etc.) depicting the following levels of development:

- A natural surface road – regularly maintained
- A natural surface road - periodically maintained (every few years)
- A natural surface two-track road - maintained only by use

The most frequent comment about either the primary or the secondary roads was that generally they should be more “natural” and should “fit the landscape.” Participants throughout the study tended to prefer less developed surfaces for both primary and secondary roads. There was a good deal of discussion particularly in Phases 2 and 3 about the quality of a road, its drivability, and the maintenance required for various road surfaces. According to the participants, planners should take into consideration how a road is impacted by weather, vehicle type, and maintenance schedule in determining to use it. Participants in Phase 2 slightly preferred more developed roads than other phases because Cottonwood, Skutumpah and Johnson Canyon Roads are used to travel from one community to another. In areas where roads are primarily used to access recreational destinations, participants preferred less developed roads. Several participants indicated that the pace of travel was particularly important for their evaluation of the road surface. If they were headed to a backcountry recreational experience, they would prefer a less developed road because the pace of the travel on such a road would slow them down and prepare them for that recreational experience. However, if their destination was another community, they preferred more developed roads to facilitate quicker and smoother travel. The least developed, two-track option caused several participants to wonder if it was a user-created social trail and not sanctioned by the BLM management plan. They often had interest in such primitive routes, but were reluctant to use them for fear of their not being intentional travel routes.

Many participants in Phase 1 were concerned that the Hole in the Rock Road was becoming more and more developed with each year of maintenance. They suggest that the road has become very wide and were concerned about it being paved. Some indicated that a more developed road surface would allow a greater variety of visitors and vehicles; others were worried that such development would lead to significant increase in usage throughout the corridor. The concern is that such increases have not been planned for and will lead to more damage to the resource through vandalism, graffiti, litter, and human waste. They also expressed a concern that more developed roads could encourage less prepared individuals to recreate further into the landscape where they might encounter safety issues. Phase 2 participants offered the most comments and rich diversity of interests regarding the road images. They were especially concerned about limited access and road maintenance, reflecting the use of those roads as connecting routes between the surrounding communities. When the road was used primarily to connect surrounding communities rather than accessing recreational destinations, participants were more likely to tolerate a higher degree of road development and maintenance in order to service their commute. Participants in Phase 3 were also concerned about the road type limiting access but more than any other phase were focused on traffic issues and how the roads could handle traffic.

Preferences by Identity and Community

Early in each focus group participants were asked to select their primary affiliation with the landscape. Although individuals may wear many hats in relation to the landscape (for example, a local resident might also own a business and be a community leader), they were asked to select from one of five possible affiliations described below. Participants always had the option to select “other” if the five selections did not adequately describe their affiliation. They had been instructed that they were free to not respond at all to any question they did not want to without invalidating the questions they chose to

respond to. Participants were asked to use their affiliation as a lens to view the rest of the questions in the focus group. For the purposes of analysis their choice on affiliation has been used to consider their responses to other questions.

Affiliation Profiles

Based on an analysis of the responses across all focus groups by participants who selected a particular affiliation and all focus groups held in particular communities, basic profiles of each affiliation and community emerges. Charts indicating specific preferences for these affiliation and community groups are displayed in Figures 19-34.

Visitor Affiliation

About one out of four participants in the study identified themselves as visitors and are typically those individuals from zip codes beyond the local communities. Nearly three out of four of them value the scenic and wild, unspoiled, and natural qualities of the study area. A majority of visitors emphasized the remote and rugged nature and sense of solitude as key values of the landscape. Like all other affiliations, visitors expressed a strong preference for the natural landscapes and tranquil escapes offered by the study area. A significant number of visitors also expressed preferences for the area's natural history, science, and self-reliant adventure characteristics. Nearly three quarters of all visitors indicated that their primary activity was hiking, walking or running, and more than one out of three identified exploring and discovering new areas, photography, and backpacking as important activities. 60% of visitors indicated increases in recreational use over the last five years, and none of them selected decreases in use. When asked whether change in use had made matters better or worse, the majority identified worsening conditions due to the increased use, and none indicated that increases in use made things better. Three out of four visitors were concerned about vandalism, littering, graffiti and human waste and nearly half also show concern for lack of solitude and privacy. The vast majority of visitors rely on gas stations and grocery stores as their principal services with nearly half also relying on restaurants and visitor information. More visitors expressed a reliance on information sources such as guidebooks and visitor center staff than other affiliations, however, of all responses, reliance on past experiences was the most popular selection by this affiliation. Visitors were more likely than other affiliations to rely on nongovernmental websites in their preparation for recreation in the study area. 38% of the visitors turn to the communities of Escalante and Kanab to provide needed services.

Local Resident Affiliation

Local residents, typically those individuals with zip codes associated with the surrounding local communities, were the largest percentage of any affiliation in the study with nearly two out of five participants selecting this affiliation. This is not surprising and affirms that this type of public lands research offers a rich and robust profile of the interests and expectations of local residents regarding the landscapes that surround them. The wild, unspoiled, and natural qualities of the study area were the most commonly selected special qualities for this affiliation. A majority of local residents identified the area's scenic qualities as special, although not nearly in the percentages that other affiliations chose it. More than a third of local residents chose the sense of solitude, the remote and rugged character, and the lack of development as special. Four out of every five local residents expressed preference for the area's natural landscape characteristics, followed by tranquil escapes. 71% of local residents indicated

hiking, walking, or running as their primary activities; and a greater percentage of local residents (38%) than any other affiliation identified nature study as an important activity. Three out of every four local residents indicated that recreational use has increased over the last five years with 44% noting that it has strongly increased. Like all other affiliations, local residents are concerned about vandalism, litter, graffiti and human waste, as well as increased use and crowding. Local residents are more likely than any other affiliation to identify damage to soils and vegetation, as well as increased traffic and/or the increased use of a wider array of vehicles as concerns. Local residents have a deep sense of place and understanding of the study area as evidenced by their strong reliance on past experience and family and friends as the two most common sources of information when preparing to recreate.

Community Leader Affiliation

This affiliation included both formal (elected) and informal (unelected but self-identified) community leaders. While there were elected officials from surrounding communities who participated in the focus groups, it is unknown if those individuals identified as community leaders or other affiliations. In Phase 1, the responses of community leaders indicated that several of them were possibly LDS church officials based on their concerns about group sizes and heritage tourism regarding the Hole in the Rock area. It was difficult to develop a robust understanding of community leader preferences across the study since only 2.4% of participants selected this affiliation. Nevertheless, the responses of those participants gives some insight into the desires of this affiliation. Community leaders might also be leaders of nonprofit organizations, past elected officials, and any others who saw themselves in a leadership role and responded to the focus group questions through that lens. Like all other affiliations, community leaders emphasized the scenic quality of the area as particularly important, but they were far less likely to identify the wild, unspoiled, and natural characteristics than other affiliations. While 43% of community leaders identified the remote and rugged characteristic as important, less than a third were concerned about the sense of solitude, lack of development, or the sense of freedom preferred by other affiliations. While the largest percentage of community leaders selected preference for the area's natural landscapes and tranquil escapes opportunities, two out of five of them chose the cultural heritage and history aspects. This is the largest percentage of any affiliation to choose that characteristic. Over half of the community leaders indicated that their primary activity is hiking, walking, or running. They also noted strong support for scenic driving, selecting this activity more than any affiliation by nearly double. While a majority of community leaders indicated that recreational use in the study area had increased in some way, 8% of them indicated that use had decreased. The response from community leaders about the impact of the change in use was more mixed than most affiliations. While the largest percentage (36%) selected "somewhat worse," a smaller percentage (7%) noted that the change had made matters "much worse." This is the smallest percentage of any affiliation selecting that value. Nearly one out of five community leaders indicated that the change in use had made conditions "somewhat better," although no community leaders selected "much better." Almost one third of community leaders expressed concern about additional fees, permits, or restrictions, but on every other popular diminishing quality, they selected those options by smaller percentages than other affiliations. This difference was most pronounced when considering damage to soils and vegetation, lack of solitude and privacy, crowding, and traffic issues.

Outfitter/Guide Affiliation

Those individuals who commercially provide guided recreational activities in the study area had the opportunity to identify themselves by selecting the outfitter/guides affiliation. One focus group in each of the study phases was conducted during the annual GSENM Outfitters and Guides Workshop. This resulted in a higher percentage (11.4%) of overall participants selecting the outfitter/guides affiliation than one might expect. This large representation of outfitters and guides affords a unique opportunity to better understand how the perspectives of special recreational permit holders differ from other affiliations. While in many ways the outfitters and guides share similar values for the special characteristics and diminishing qualities of the study area, there were some noted differences with other questions. 66% of outfitters and guides selected the wild, unspoiled, and natural characteristic of the landscape as special, the highest percentage of all affiliations. They also selected sense of solitude, the remote and rugged characteristic of the landscape, and a sense of freedom as special more than most other affiliations. While outfitters and guides agreed that the natural landscapes of the study area were important, they are far less likely than other affiliations to select tranquil escapes. This affiliation was nearly twice as likely to select natural history and science as an important interest and expectation, the second most popular interest and expectation they chose. Outfitters and guides were also most likely to choose stewardship and caretaking as important interests and expectations. Outfitters and guides also chose hike, walk, or run as their primary activity, however, they were far more likely to select backpacking. Outfitters and guides were more likely than any other affiliation to identify the lack of solitude and privacy as a concern and more likely than most to select increasing use and crowding. They were the least likely affiliation to select residential or industrial development or additional fees, permits, or restrictions as causes for concern. The vast majority (91%) of outfitters and guides perceived an increase in recreational use over the last five years, however, a smaller percentage (50%) indicated the experience worsened in some way because of it; one out of four thought that the change in use had not changed the quality of the experience; and almost 10% thought it was somewhat better. This might reflect the increase in business opportunity that comes with increased use. Outfitters and guides relied on their past experience as a principal source of information about recreation in the study area, but they were less likely than most affiliations to rely on family and friends, guidebooks, Visitor Center staff, or websites to gain information. This could be because they already have knowledge of the area they guide in and are less reliant in general on these sources of information. Outfitters and guides are heavily reliant on the services of gas stations and grocery stores to be successful, but far less reliant than most affiliations on visitor information or lodging. They are similar to other affiliations regarding their reliance on the services of restaurants in the area

Business Owner Affiliation

About 10% of participants selected the business owner affiliation, and like the community leaders provided zip codes from the surrounding communities. Interestingly, their perspectives and preferences were often different than the local residents. Business owners were the least likely affiliation to select scenic quality as a special characteristic, although 46% of them still selected that as a value. Almost two thirds of this affiliation identified the wild, unspoiled, and natural qualities of the landscape as special but they were less likely than most other affiliations to select the remote and rugged qualities and the sense of solitude. Like most other affiliations, business owners considered the natural landscapes and

tranquil escapes offered by the study area to be important interests and expectations for recreation. One out of three business owners also selected self-reliant adventures as an important characteristic. Business owners were the least likely affiliation to choose stewardship and caretaking. The activity preferences of business owners mirror closely those of the visitor affiliation by also selecting hiking, walking or running, exploring and discovering new areas, photography, and backpacking, but in each case a smaller percentage of the business owners selected each activity. When considering those qualities that diminish the specialness, business owners were the highest percentage (75%) to identified vandalism, litter, graffiti and human waste. Half indicated that increased use and crowding can diminish specialness, and this affiliation was more likely than any other to select additional fees, permits, or restrictions. They seemed to be less concerned overall by residential or industrial development or the increase in traffic and/or use of a wider array of vehicles. 64% of the business owners perceive recreational use to have “strongly increased” in the past five years. That is by far the largest percentage of any affiliation to make that selection but they were split about the impact of the change in use. 46% selected “somewhat worse” when asked about the impact of that change, while 36% selected “somewhat better.” Overall, 40% of those business owners indicated that the change in use had made matters better in some way. This might suggest the value of increased tourism in the area to the economy. The choices of business owners regarding information needed to support recreation are quite different than almost every other affiliation. Although about 45% chose past experiences and family and friends, the percentage selecting those sources of information was far less than other affiliations. Only 21% of them selected maps as a source of information, which is less than half of any other affiliation. There was solid use of guidebooks (39%), however, business owners were the least likely affiliation to turn to Visitor Center staff, in most cases less than half the percentage of other affiliations. Not surprisingly, because business owners provide so many services necessary to support recreation of other affiliations, there was strong support among the business owners for all the services identified in the study. Roughly a third of this affiliation turn to the communities of Escalante, Boulder, and Kanab to provide the services they need.

Other Affiliation

About 5% of participants in the study chose “other” as their primary affiliation. This is a difficult group to profile, as the one thing they have in common is the fact that no other affiliation adequately represented their connection to the landscape. If a participant chose “other” as their primary affiliation, they were asked to identify what that meant to them. Often these participants would identify as second home owners, former federal employees, or a combination of two or more of the other affiliations. Those in this affiliation had a strong preference for the landscape’s scenic quality as well as its remote and rugged, wild, unspoiled, and natural characteristics. They also had a very strong preference (53%) for the sense of freedom associated with the landscape. This group mirrors the preferences of visitors regarding their interests and expectations, emphasizing natural landscapes (84%) and tranquil escapes (63%) more than any other characteristic. They were most likely (79%) to select hiking, walking, or running as a principal activity. And very similar to the visitor affiliation but with a slightly smaller percentage, chose backpacking as a primary activity. This affiliation was particularly concerned with increasing use and crowding diminishing the specialness with 89% selecting this option, which is more than any other affiliation. More than other affiliations, 58% of this group selected damage to soils and

vegetation as a concern. Three out of every four “others” perceived an increase in recreational use over the last five years and a majority of them indicated that the impact of such use made matters worse. Regarding information sources they rely on, this group was very similar to the visitor affiliation with the noted exception of a reliance on Visitor Center staff in that 79% of them use Visitor Center staff as a source of information, a significantly higher rate than other affiliations. They also were more likely to rely on websites, though only one in five chose this source. This affiliation relied on similar services to those of visitors, local residents, and community leaders. They were slightly less reliant on lodging than visitors or business owners. 47% of the “other” affiliation selected Escalante a service location, and they were more reliant than any affiliation to rely on the Bryce area for services, with 42% selecting it.

No Response to Affiliation Question

The final category of participants was those who did not respond to the affiliation question. This could have been an intention decision or be due to joining the focus group after that question was asked. 6.5% of participants fall into this category. It is even harder to analyze this group because a nonresponse provides no indication as to why they chose that option. As such, only significant differences between this group and other affiliation groups are noted. This group was significantly less likely than most other affiliations to select the seven most common special qualities. This was also true of the diminish qualities with the noted exception of 44% of them selecting additional fees, permits, or restrictions as cause for concern. No one in this category selected residential or industrial development as an issue. In general, this group was use the audience polling devices to respond to questions. For example, half of the participants in this category chose not to respond to either of the questions about change in use. Of those who did respond the selection was split between the poles of strongly increased and strongly decreased. They were evenly split across most options for the impact of that use. 28% of this group selected cultural and heritage history as an important value. In general, this group most closely mirrors the community leaders in their interests and expectations responses. They were far less likely (6%) than any other group to select natural history and science. At least a third of this group selected scenic driving, photography, and hiking as primary activities. When they did select an option for information sources, they noted relying on past experience, family and friends, guidebooks, and maps. They were the least likely to rely on websites. They were typical in their use of a variety of services and most likely to find those services in Kanab.

Profiles of Communities

In order to analyze the data by community, participants were grouped by the community where they attended a focus group. There were five communities that hosted more than one focus group, and five that hosted only one. The communities that hosted multiple focus groups are: Boulder (6), Escalante (17), Cannonville (3), Kanab (14), and the digital focus groups (18) acting as a virtual community. The communities that hosted one focus group are: Big Water, Page, Marble Canyon, Orderville, and Torrey. Although most focus groups contained residents and/or visitors who did not live in the community where it was held, participants came together in a particular community to have a conversation about the surrounding landscape. As such, it can be instructive to analyze the audience polling responses from various locations. The analytical assumption here is that although participants may come from many places, they use the community that they attended a focus group at in order to connect to and share

information about the landscape. Further, their ideas are shaped by others who attended focus groups in the same community

The following community profiles were developed based on the audience polling responses grouped by focus group location where more than one focus group was hosted and include data from both residents and non-residents¹². The charts in Figures 20 through 34 offer graphic representation of the similarities and differences between these communities.

Boulder

During Phases 1 and 4, six focus groups were conducted in Boulder, Utah with 69 total participants. The most popular special qualities for Boulder participants were the wild, unspoiled, and natural qualities of the landscape, with nearly three out of four selecting them. Half of all participants identified a sense of solitude and the scenic quality as important. Like all others, Boulder participants identified natural landscapes and tranquil escapes as primary interests and expectations when recreating in the study area; these two values were selected by at least 75% of participants here. They were far more likely than most others to emphasize stewardship and caretaking as important, but far less likely than most other communities to emphasize cultural and heritage history. 31% of Boulder participants also highlighted the study area's natural history and science values. The most popular activity for this group, like others, was hiking, walking, or running. There was a strong preference for exploring or discovering new areas¹³, and they were more likely than any other community to choose nature study which includes wildlife viewing, bird watching, geology and plant study. The most popular concern for this group was increased use and crowding with nearly two out of three participants selecting it as an issue. More than half selected vandalism, litter, graffiti and human waste; and half expressed concern about damage to soils and vegetation. This was significantly higher than all other communities except digital participants. Boulder participants were far less likely to be concerned about additional fees, permits, or restrictions than participants in Kanab. The majority of Boulder participants believe that recreational use has increased over the last five years although 6% indicated that it had "strongly decreased." 19% of Boulder participants thought that change had made matters "much worse", the highest percentage of any community to make that selection. 56% of Boulder participants thought that conditions had become "somewhat worse"; only 1% thought the conditions had improved as a result of changes in use. The most popular sources of information for recreation among the participants in the Boulder were their past experience and family and friends. A majority also indicated area residents as a source of information.

Escalante

There were 17 focus groups with 110 participants conducted in Escalante, Utah during Phases 1 and 4. Like of the Boulder participants, those in Escalante most commonly selected wild, unspoiled, and natural as special qualities of the landscape. Their selections were more spread across the spectrum of special

¹² Although the Cannonville are hosted several focus groups, the total number of participants for all of them was only 13 and it would be difficult to develop a useful community profile with so few participants. Consequently, Cannonville will not be analyzed separately as a community profile here.

¹³ Half the focus groups were conducted during Phase 1. Exploring or discovering new areas was an activity selection option added after Phase 1. This reflects that a majority of those who were given this option selected it.

qualities offered in the audience polling. A majority also selected scenic quality and nearly half selected sense of solitude. Four out of five Escalante participants selected natural landscapes as one of their top interests and expectations; over half also chose tranquil escapes. And 39% of them selected natural history and science - the largest percentage of any community selecting that value. The Escalante participants selected hiking, walking, or running as their primary activity and selected that activity twice as often as any other activity identified. Roughly 30% also selected photography and backpacking as important activities. Only 10% of the Escalante participants chose exploring or discovering new areas as an activity they engage in, however, because this value was not one of the options in Phase 1, that percentage is distorted. Boulder participants, who also had exploring or discovering new areas as an option only in Phase 4, choose it three times more than Escalante participants. Participants in Escalante were the least likely to choose sense of freedom as a value, although one out of every four participants selected it. They were the most concerned by vandalism, litter, graffiti and human waste with nearly three out of every four selecting these. Other concerns for this group included increased use and crowding as well as lack of solitude and privacy and increased traffic or the increase use of a wider array of vehicles on the landscape. The concern for lack of privacy (48%) was the largest percentage of any community selecting that value. 88% of the Escalante participants indicated that recreational use had increased in some way over the last five years. They were fairly evenly split between “slightly increased” and “strongly increased.” A few indicated no change and only three participants suggested there was a decrease in use. When asked whether these changes made matters better or worse the Escalante participants offered a mixed response. The largest percentage (43%) indicated it has become somewhat worse; almost half of the participants were fairly evenly split between things being much worse, not changing, and being somewhat better. The Escalante groups had the broadest distribution of values across the spectrum on this question. A majority of Escalante participants relied on past experience as well as family and friends for their principal sources of information. Similar to other gateway communities with monument visitor centers, several Escalante participants (40%) relied on them for information.

Kanab

14 focus groups with 107 participants were conducted in Kanab, Utah during Phases 2 and 3. Kanab participants most commonly selected scenery (70%) as what makes the study area special. A majority also identified the wild, unspoiled, and natural qualities of the landscape. The rest of the top seven special qualities were selected by between 20% and 40% of the participants in the Kanab focus groups. Four out of five Kanab participants identified the value of natural landscapes as a primary interest and expectation in the study area. Over half also selected tranquil escapes. Kanab participants (29%) were more likely than any other community to select stewardship and caretaking. While 61% of the Kanab participants indicated that one of their primary activities is hiking, walking or running, that is a lower percentage than most other communities. The participants in the Kanab focus groups were the most likely to select exploring or discovering new areas and photography as principal activities. Three out of four Kanab participants were concerned with vandalism, litter, graffiti and human waste, and half were concerned with increase use and crowding. They were the most likely (44%) to express concern about additional fees, permits, or restrictions; nearly half expressed concern about the increase use and crowding in the area, and nearly a third expressed concern over residential or industrial development.

While a majority of the Kanab participants indicated that recreational use had increased in some way over the past five years, one in four indicated there was either no change or that use had decreased. When asked about the impact of the change noted, most participants (63%) indicated that matters had become worse. One out of five said there was no change in effect and less than 10 participants indicated that conditions had improved. Nearly 2/3 of these participants rely on past experience and family and friends when gathering information, but 48% also selected Visitor Center staff which is consistent with the other two communities with visitor centers. A majority of the Kanab participants also rely on maps and area residents as sources of information when preparing to recreate.

Digital

Across all study phases a total of 18 digital focus groups were conducted over the web with 82 participants forming a virtual community. Participants joined a digital focus group for variety of reasons. Some were long term visitors unable to attend a focus group in person because they did not live in the surrounding communities. Others were second home owners in the area who were not available at the times the in-person focus groups were offered. Finally, a number of local residents participated in the digital focus groups because they could not participate in the in-person focus groups in their communities due to other obligations when they were scheduled. This very demographic makes this analytical cluster of participants less homogenous than other focus group communities; however, there are a number of insights to be gained by considering them as a virtual community. A much larger percentage of participants in digital focus groups identified as visitors (66%) than in the in-person focus groups (19%). The majority of participants in the digital focus groups identified scenic quality, wild, unspoiled, and natural, as well as remote and rugged, and a sense of solitude as important special qualities of the landscape. Three out of every four digital participants selected natural landscapes to describe their interests and expectations for the landscape. They were the least likely of any focus group community to select tranquil escapes (35%). They were however, the most likely to select self-reliant adventure with half of them choosing that option. Participants in the digital focus groups were the most likely (44%) to select backpacking as one of their primary activities. They were also more likely than most to choose exploring or discovering new areas. Two out of every three indicated their primary activity was hiking, walking or running. Like all other focus group communities, they were concerned about vandalism, litter, graffiti and human waste. Half of the digital participants identified damage to soils and vegetation as an important concern which was the same percentage as the Boulder participants and almost twice as large a percentage as the other focus group communities. Three out of five of the digital participants indicated that recreational use had increased in some way over the past five years. Only a few participants identified a decrease in use. Nearly half suggested these changes had made matters “somewhat worse,” but only 6% indicated those changes made things “much worse.” This was the lowest percentage for that extreme value of any focus group community. Digital participants were the most likely to not respond to the question of the impact of the change in use. For information, they are the most likely to rely on guidebooks (58%) and Visitor Center staff (50%). A majority rely on past experience and their family and friends while 49% used maps to prepare for recreation in the area. The digital focus groups were likely a good sample of the entire study as their seven top special qualities and diminished qualities mirrored the top seven in each category in the overall study. No other focus group community tracked so closely to the overall averages.

Figure 18 - Special Quality by Affiliation

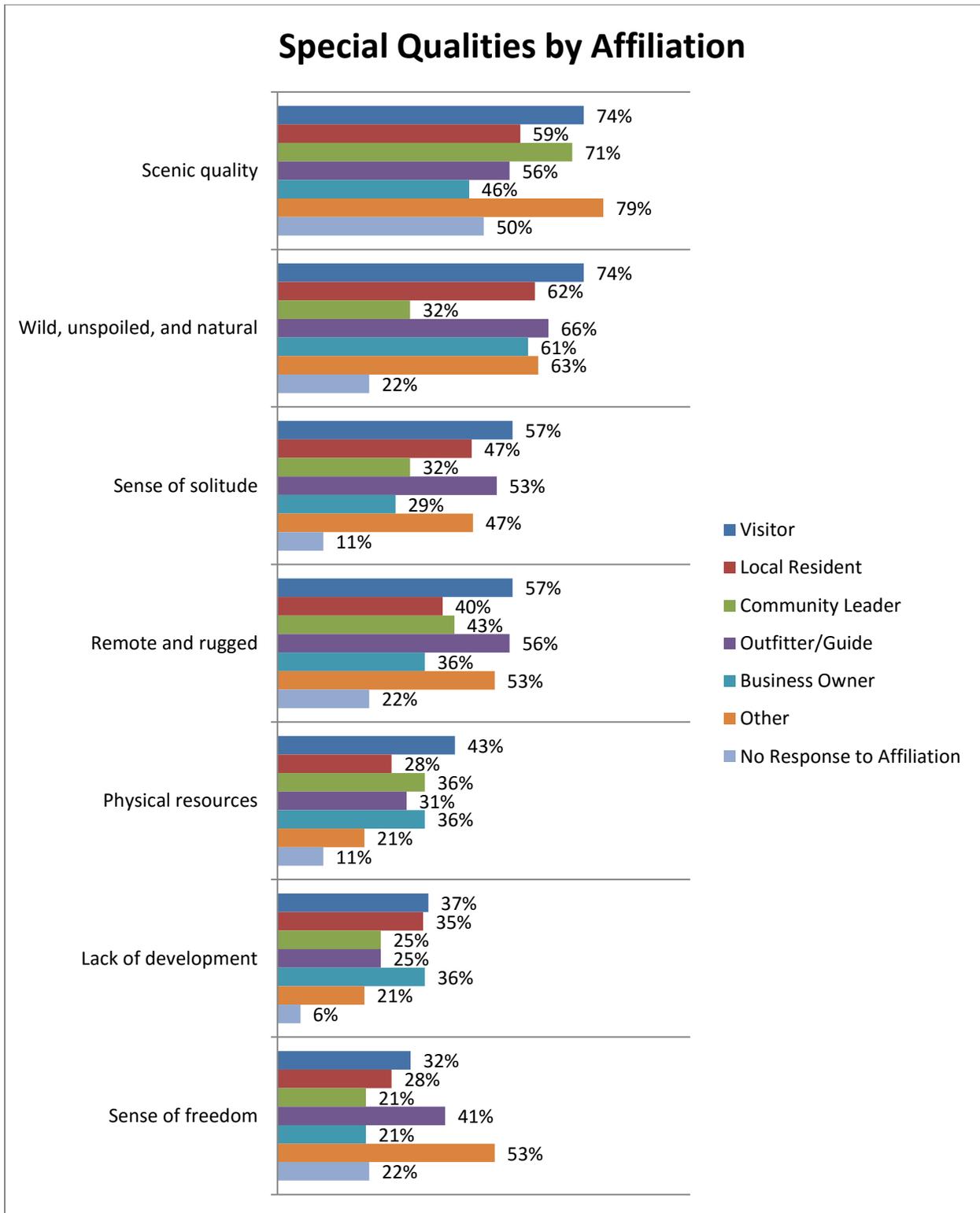


Figure 19 - Special Qualities by Community

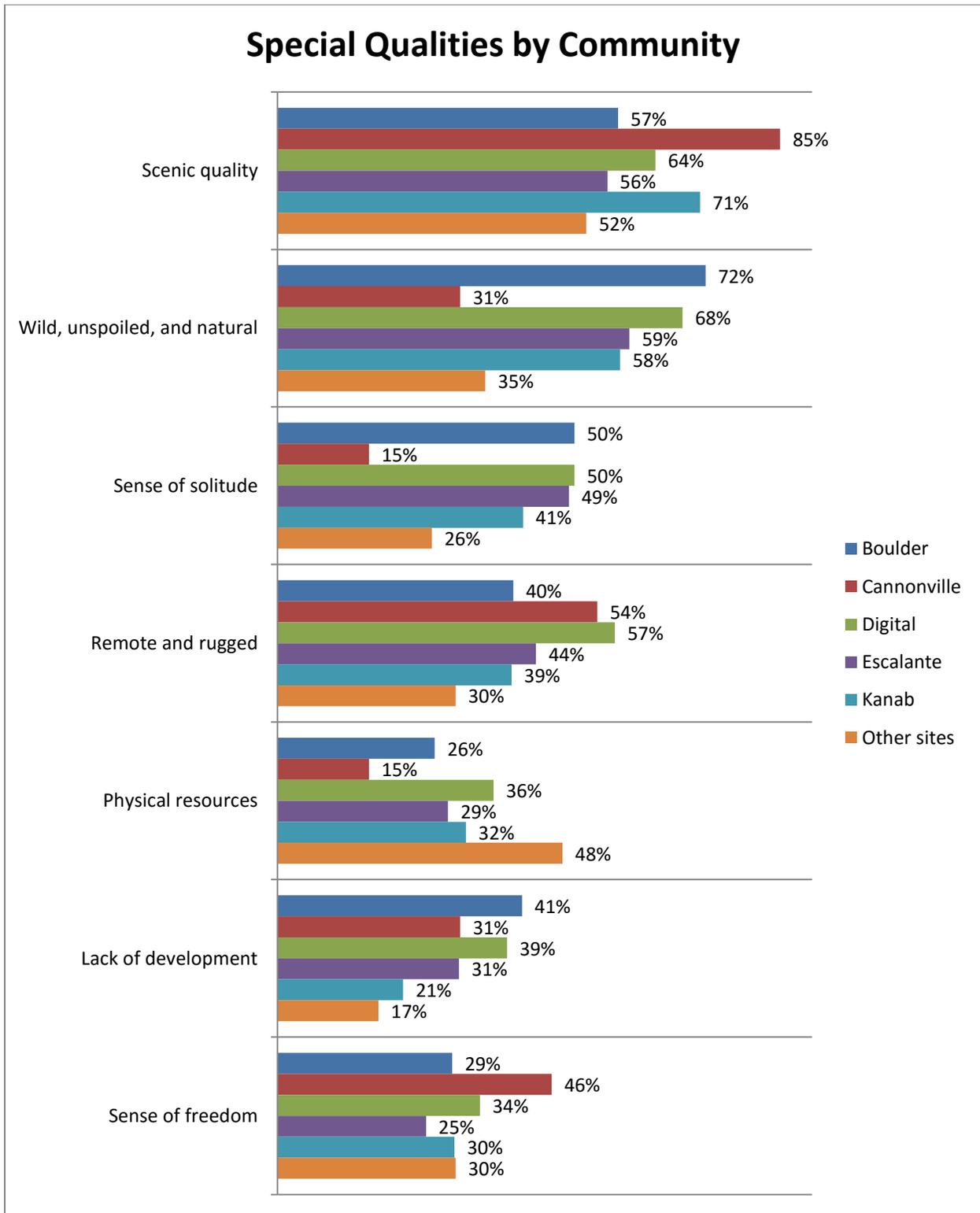


Figure 20 - Diminish Qualities by Affiliation

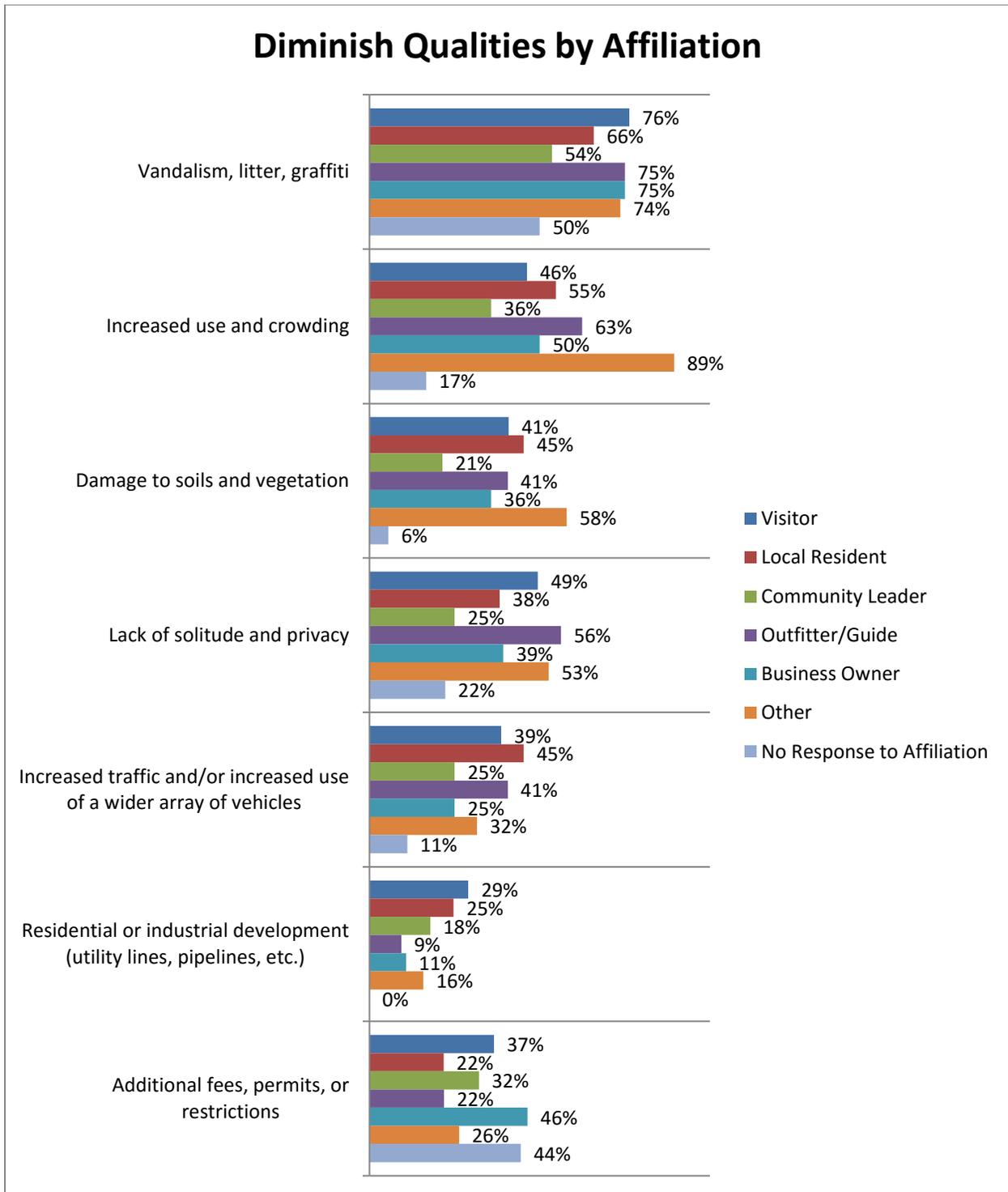


Figure 21 - Diminish Qualities by Community

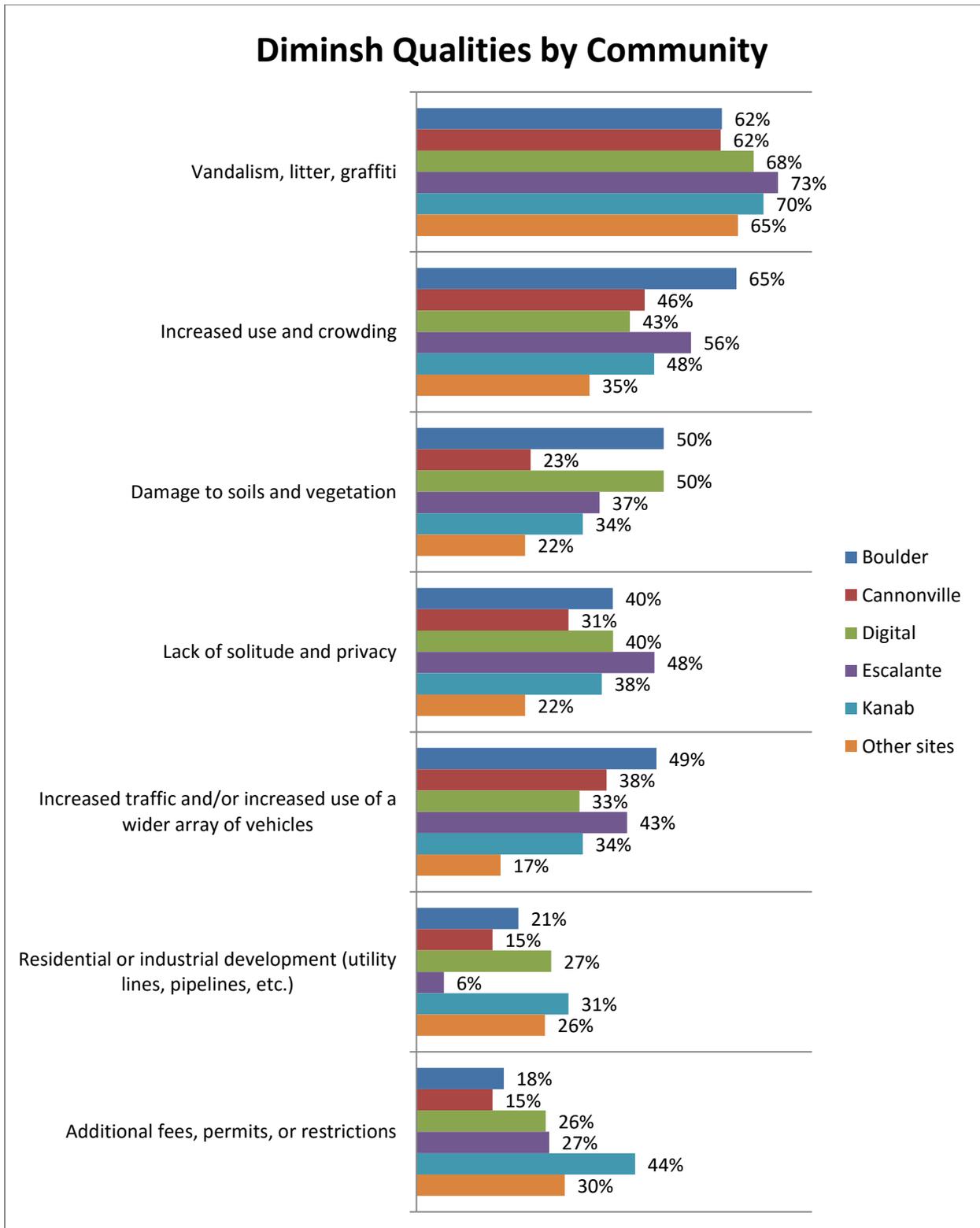


Figure 22 - Change in Use by Affiliation

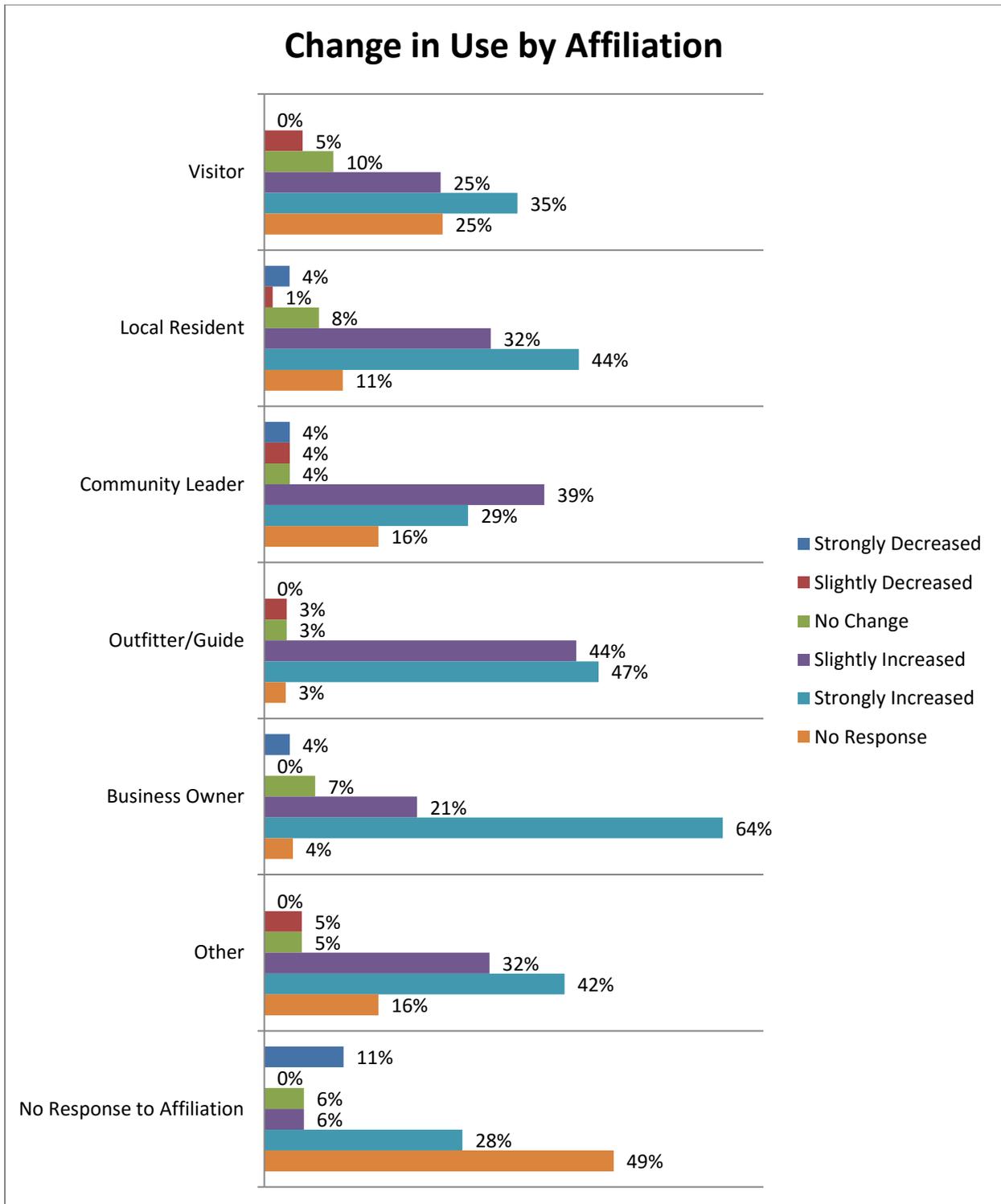


Figure 23 - Impact of Change in Use by Affiliation

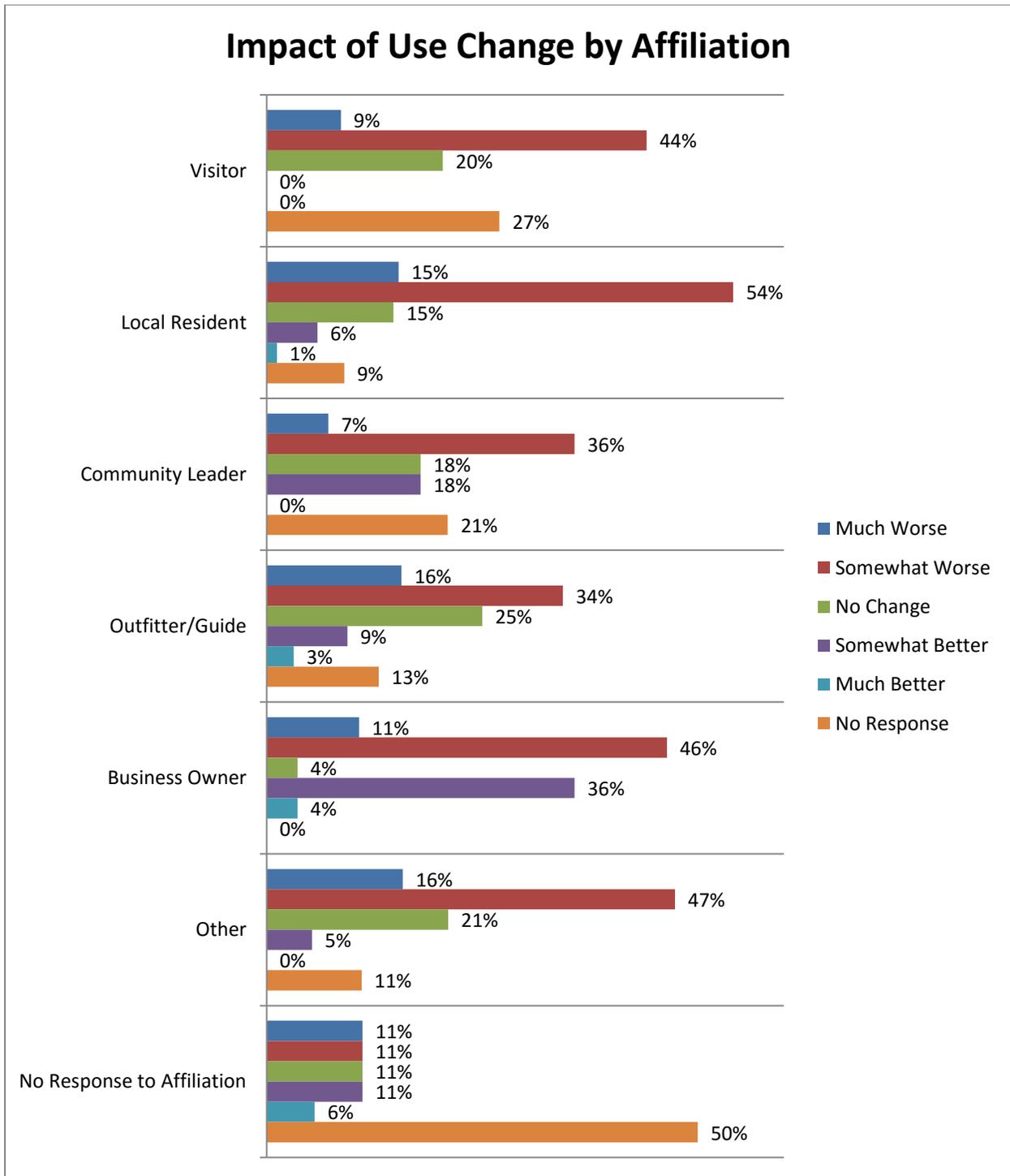


Figure 24 - Change in Use by Community

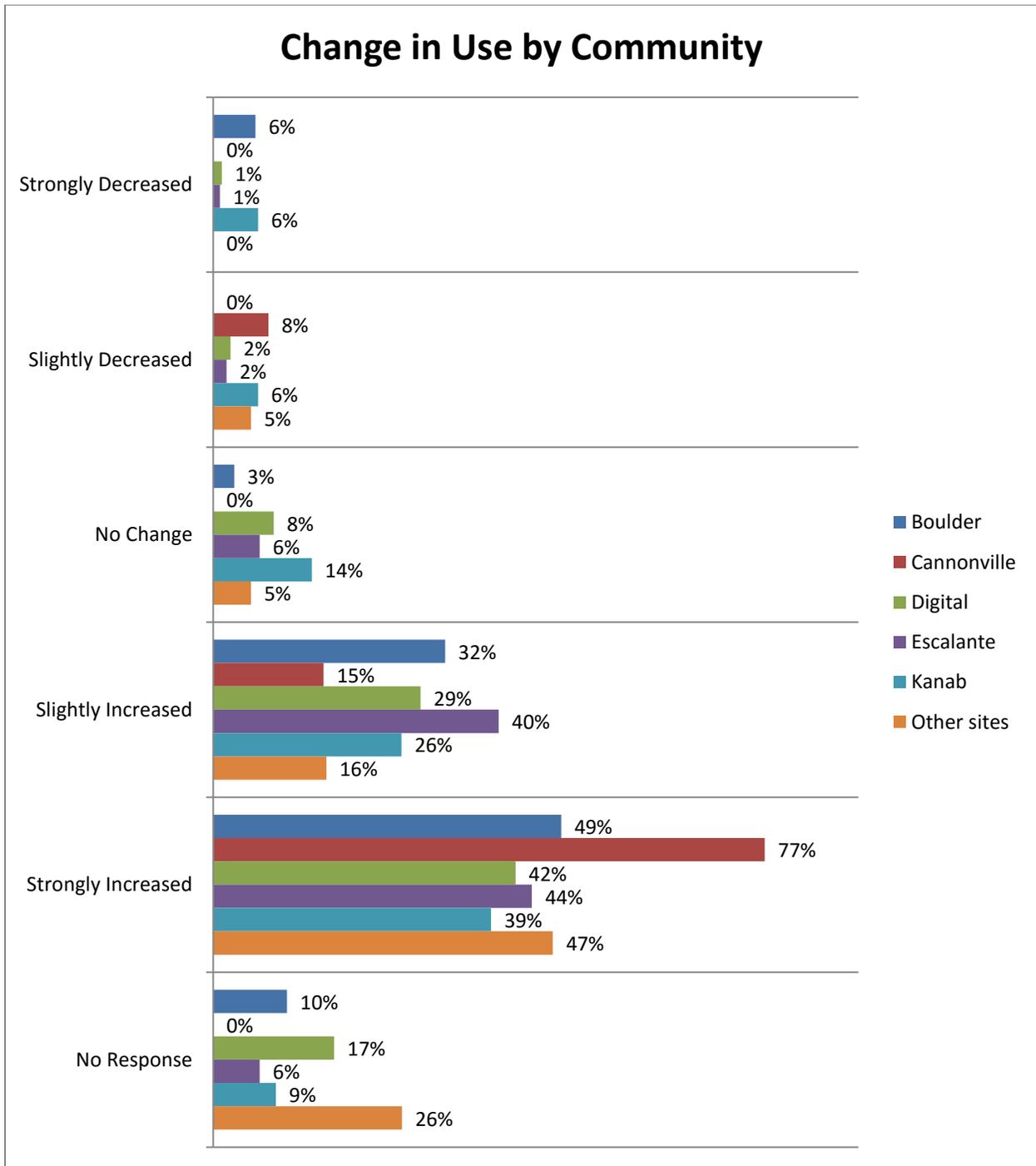


Figure 25 - Impact of Use Change by Community

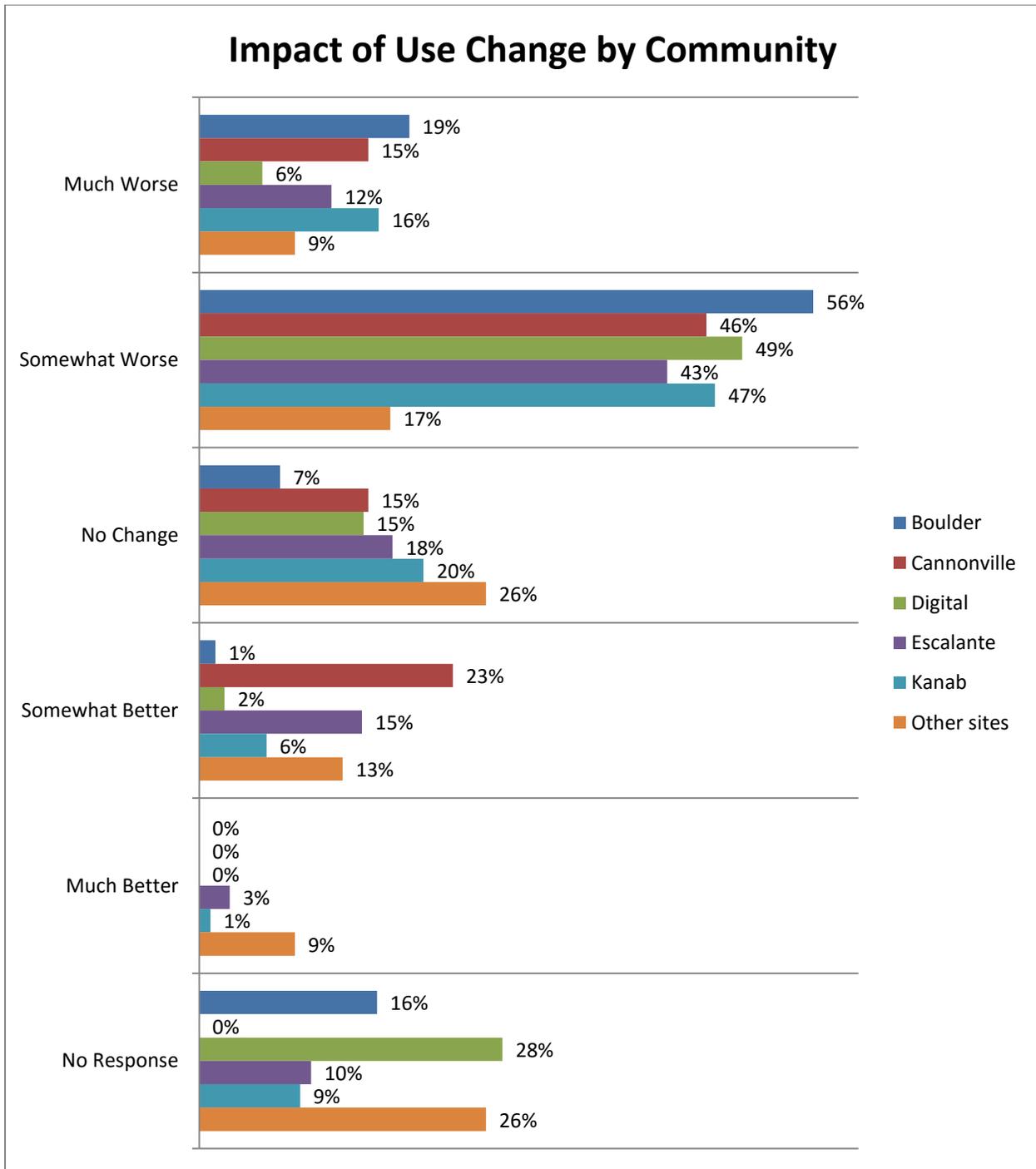


Figure 26 - Interests and Expectations by Affiliation

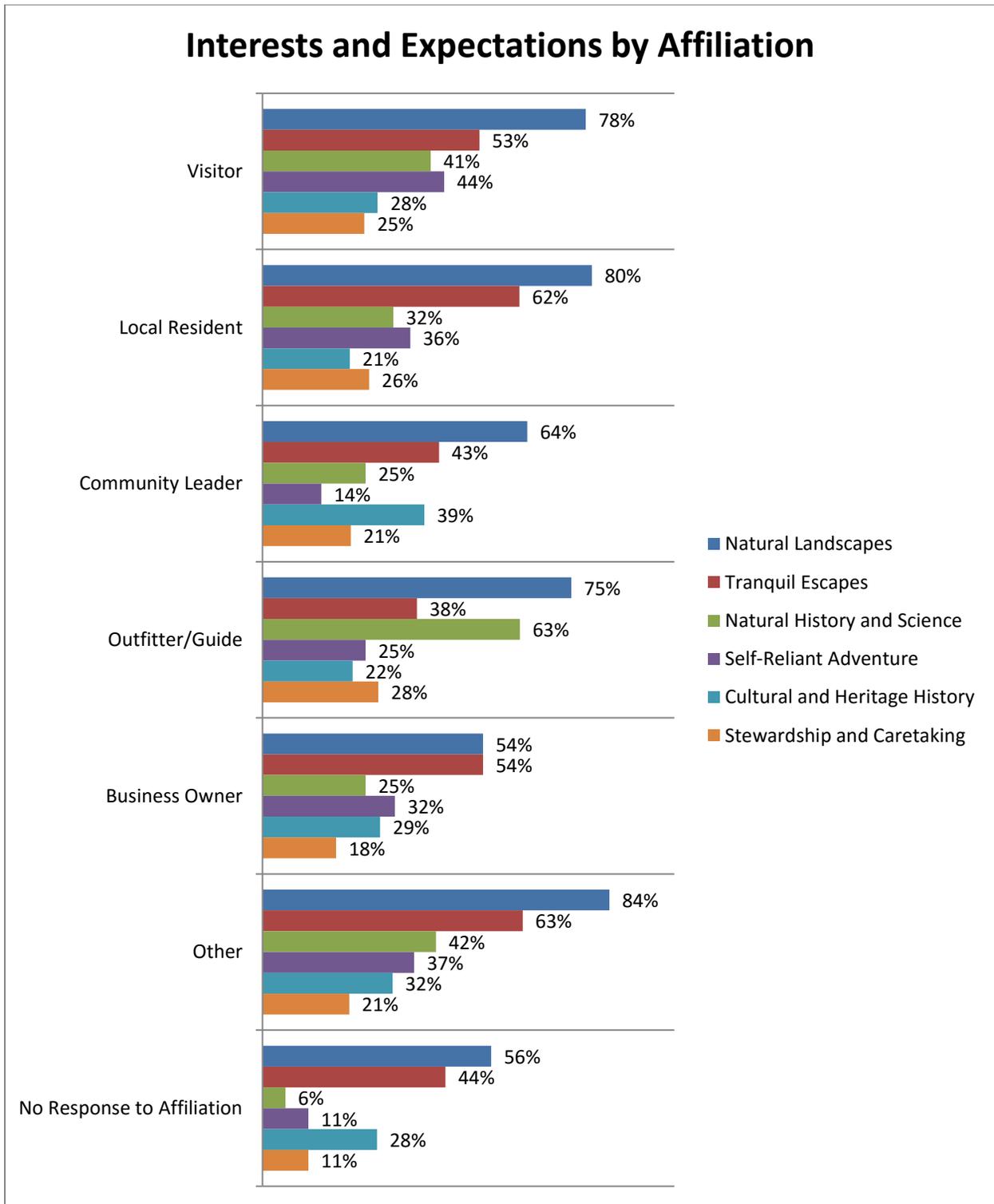


Figure 27 - Interests and Expectations by Community

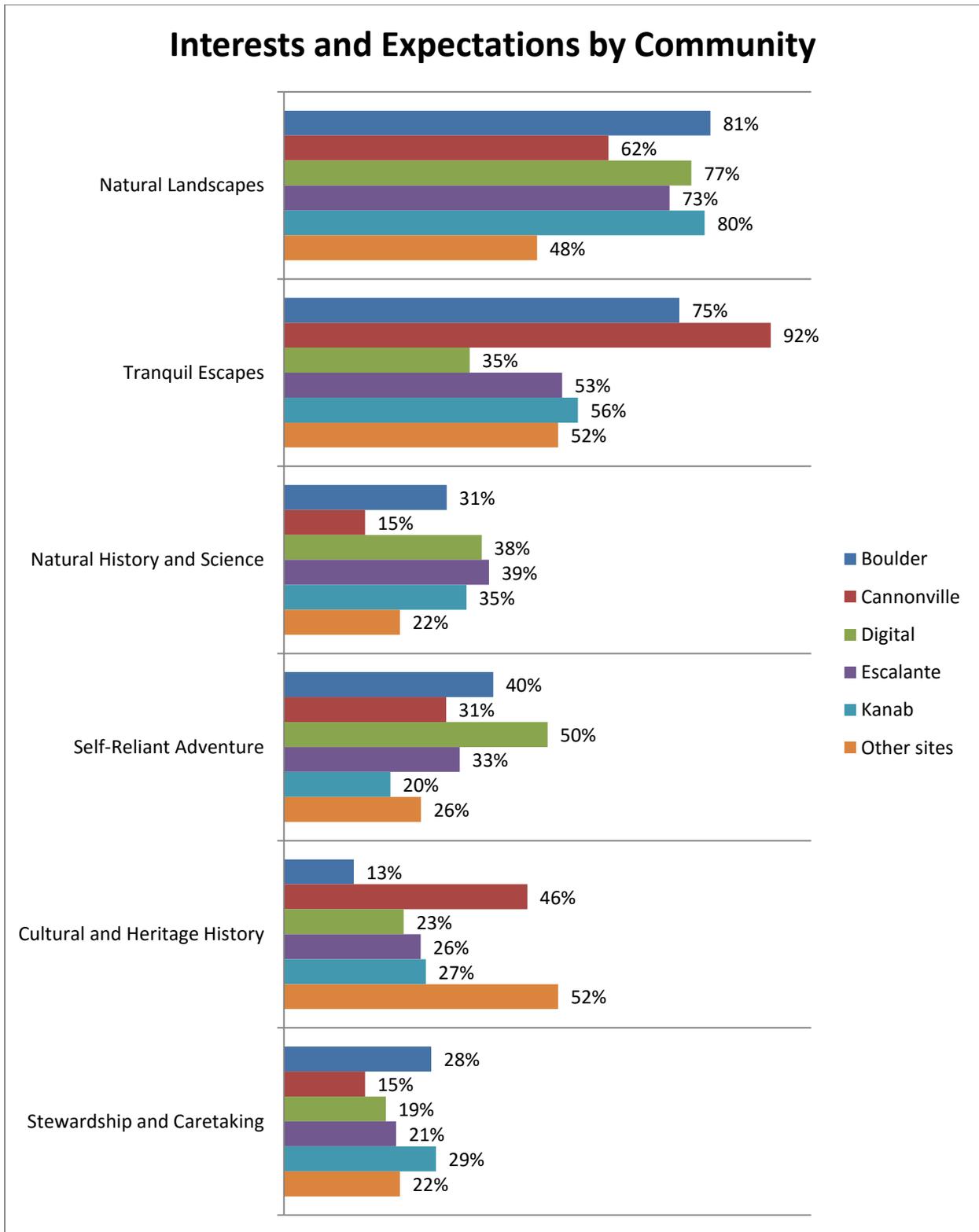


Figure 28 - Activities by Affiliation

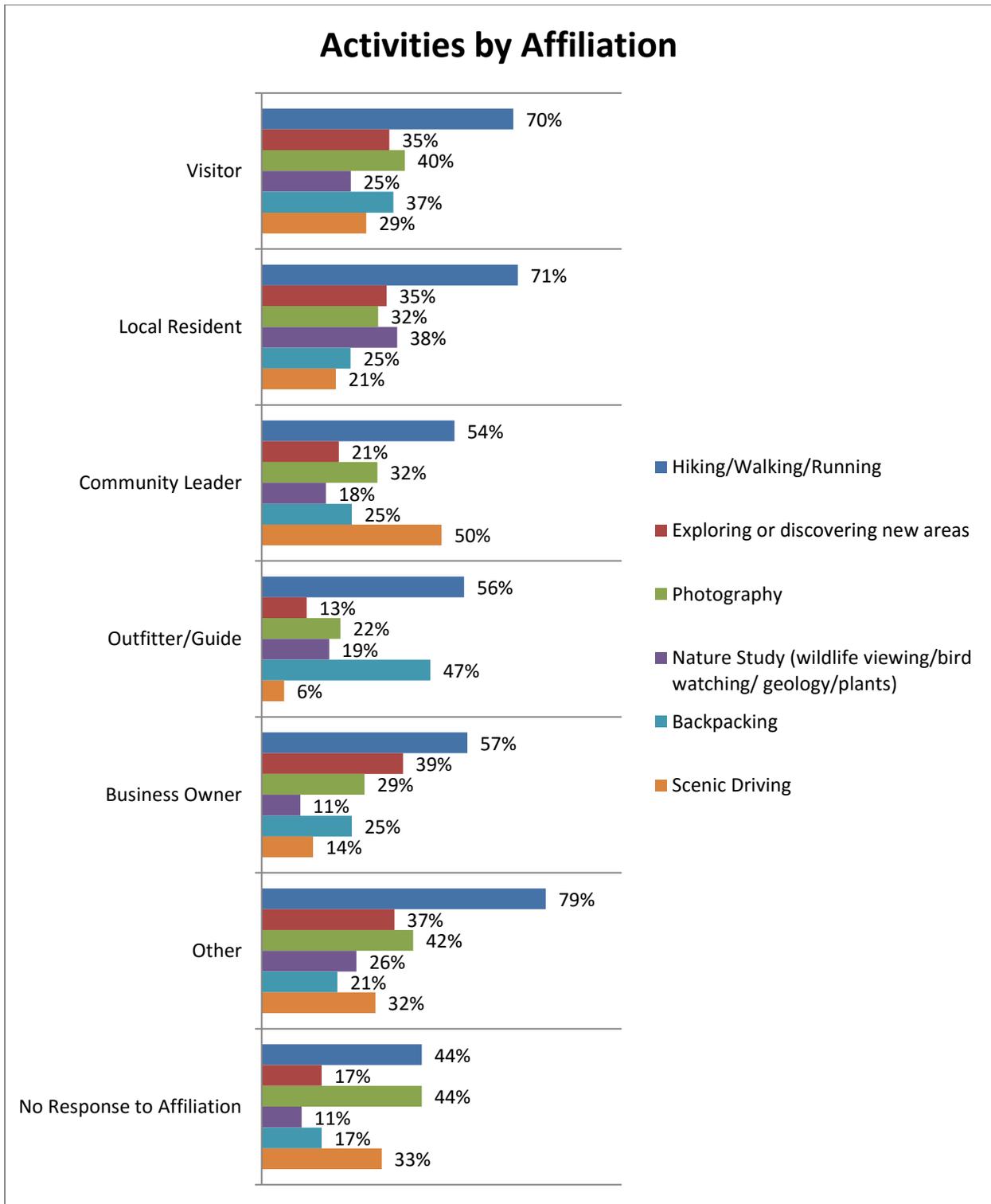


Figure 29 - Activity by Community

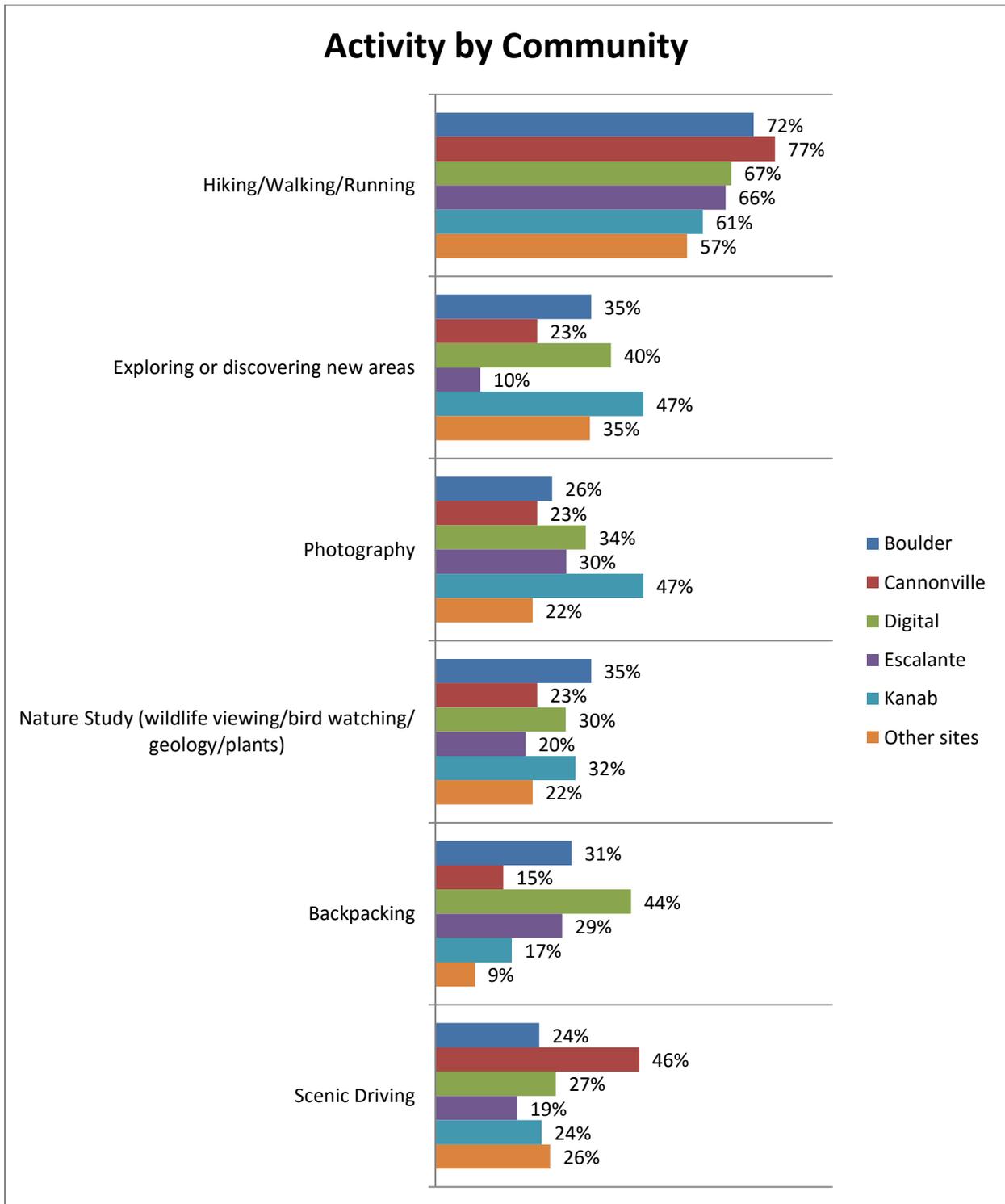


Figure 30 - Information by Affiliation

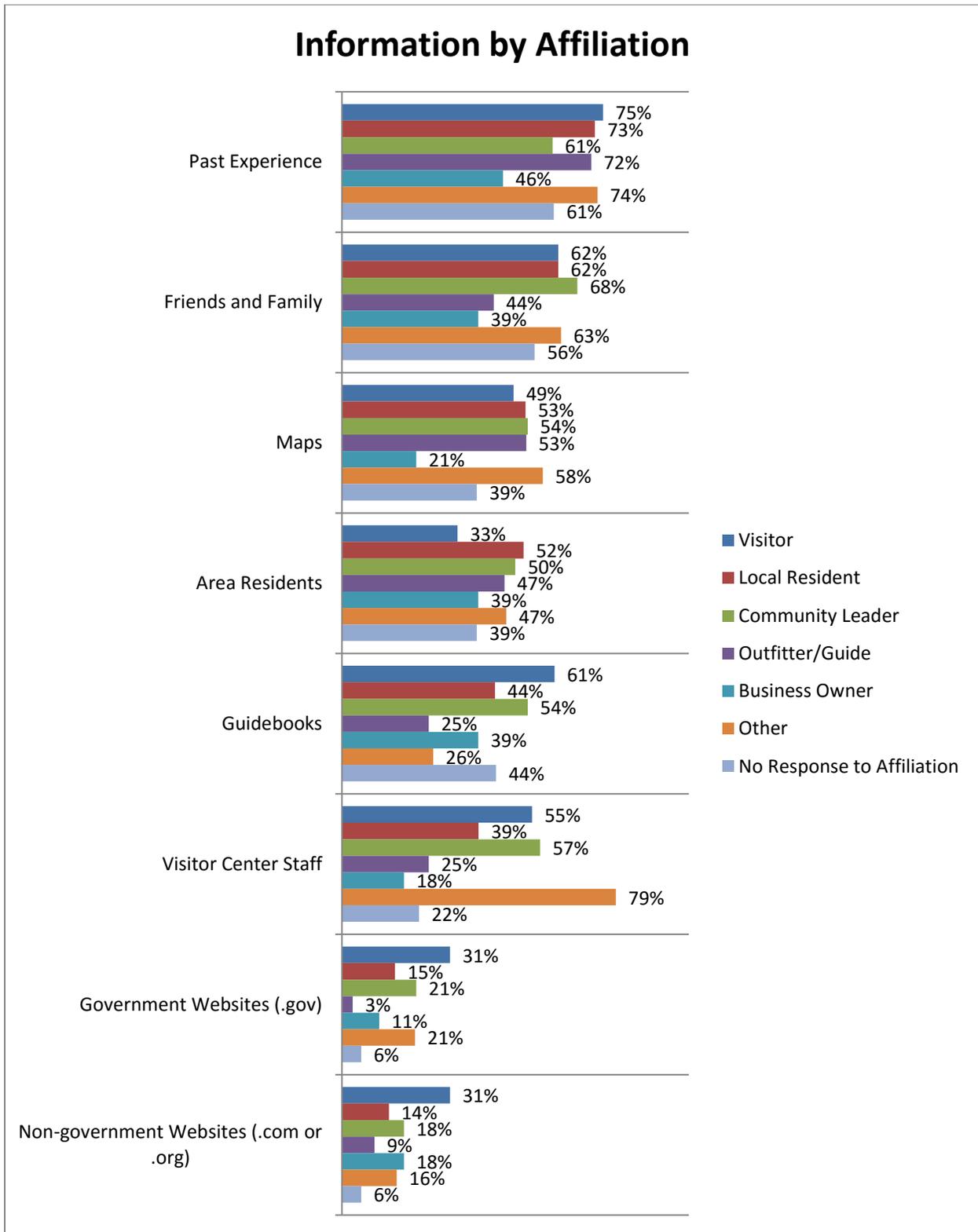


Figure 31 - Information by Community

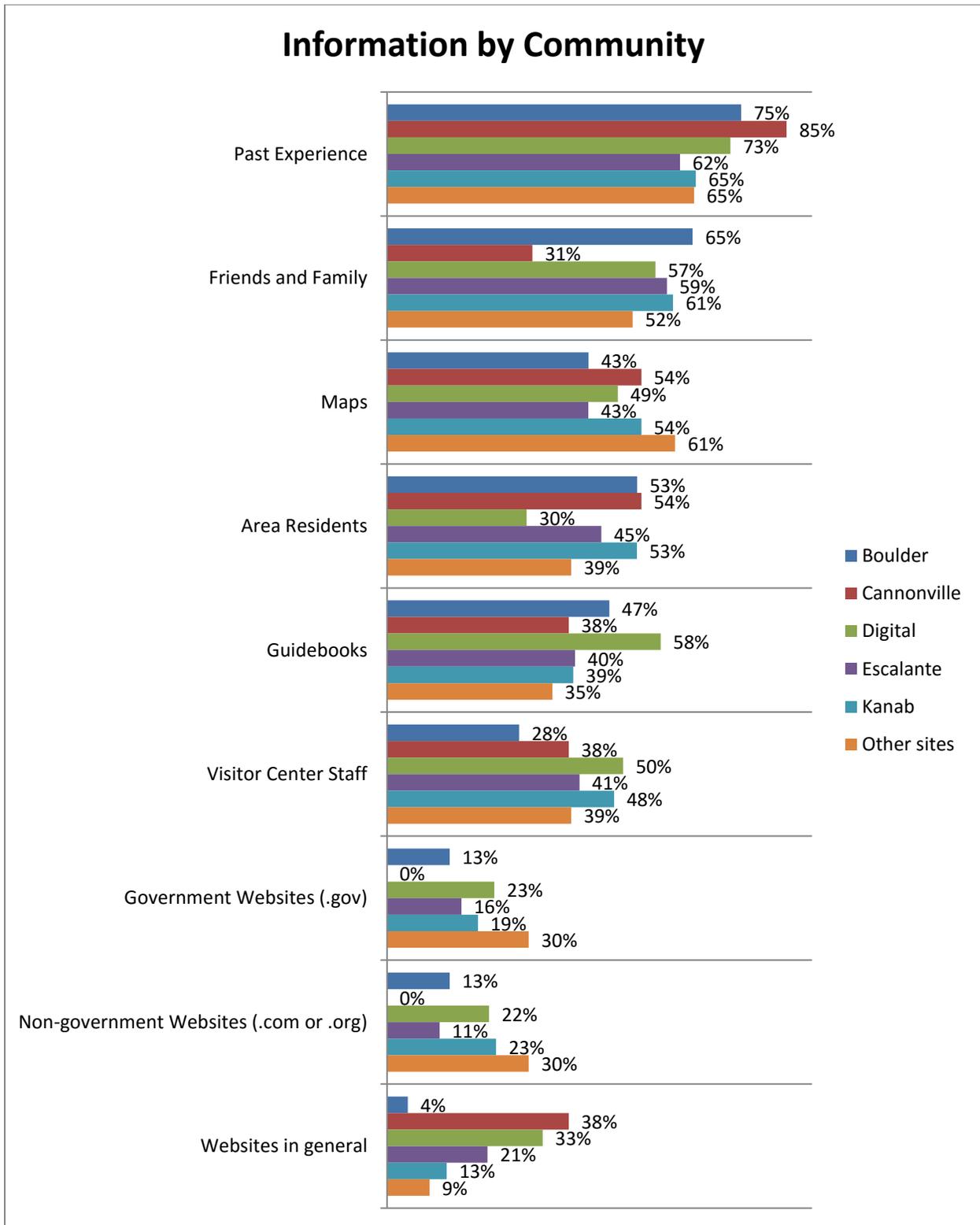


Figure 32 - Services by Affiliation

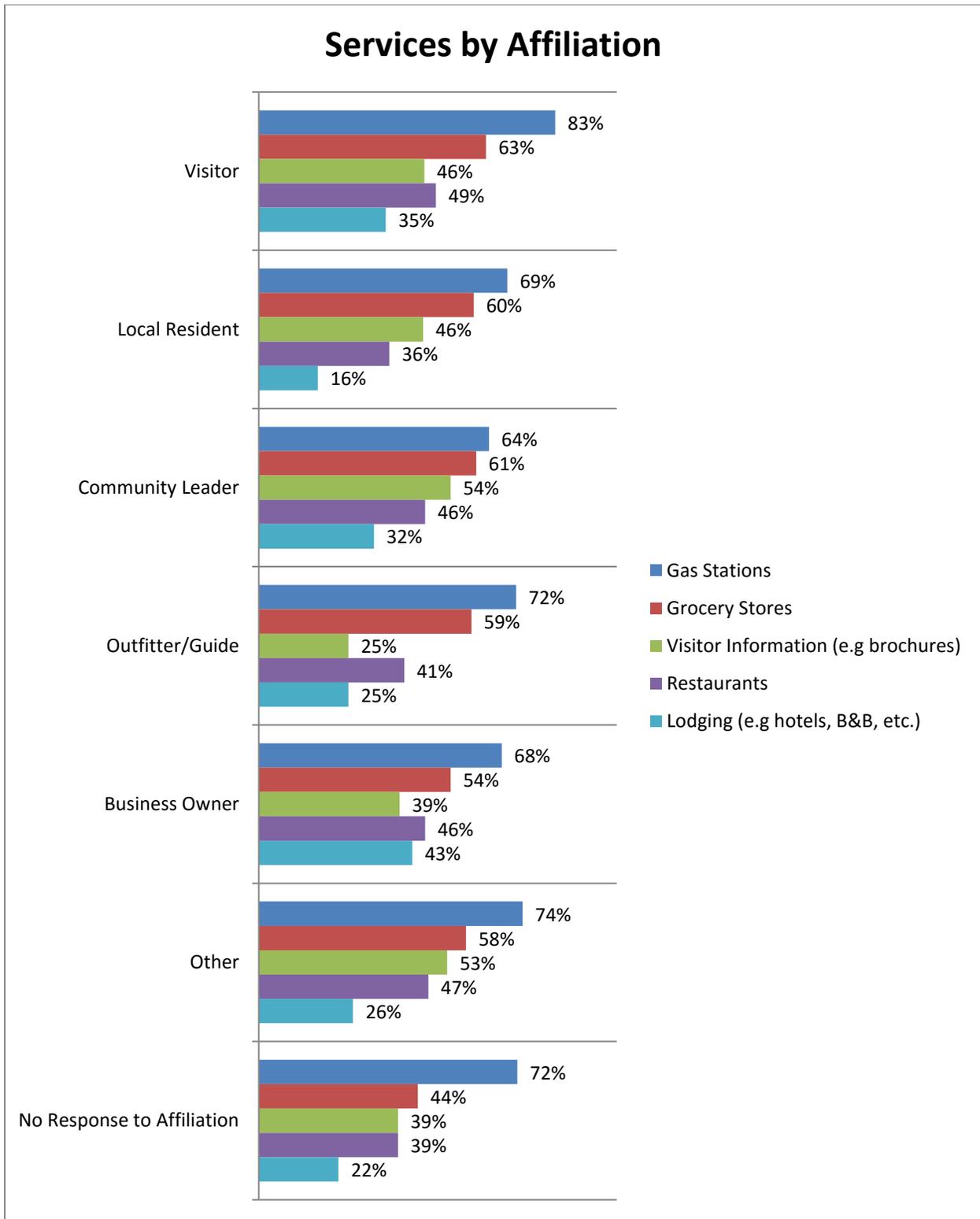
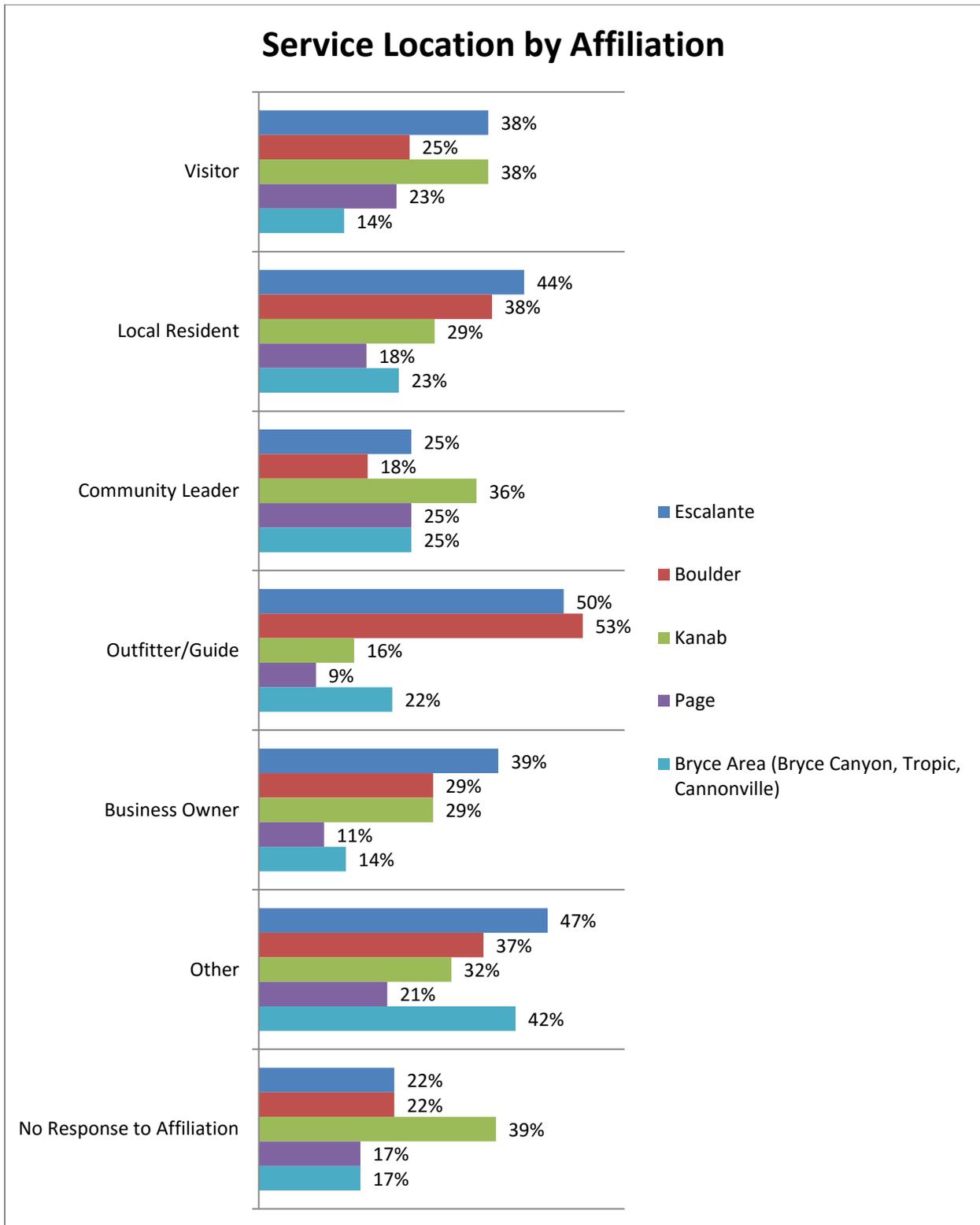


Figure 33 - Service Location by Affiliation



those who get the opportunity to visit. It is a place of adventure and discovery; a place described by participants as undeveloped and unspoiled, pristine and vast. It is a place where access can sometimes be easy, but most often is difficult. It is a beautiful, scenic wilderness that is different than almost any other place.

Themes of Analysis

Another method of comment response analysis used was thematic comment coding. In all phases of the study, more than 3100 individual comments were coded using 265 thematic comment codes (All 256 thematic codes can be found in Appendix 2). Because the comments often moved from theme to theme in the same sentence, many were assigned more than one code. There was tremendous nuance in the comments and a complete listing of every comment and the thematic code assigned is documented in the prior individual phase reports available at <https://www.coloradomesa.edu/natural-resource-center/nrc-reports/national-conservation-lands.html>. Comments were analyzed in context and in detail in the individual study phase reports. This analysis compares comments across the entire study to understand broader themes that emerged. For this analysis, the 265 comment codes have been consolidated and recoded along eight themes identified in Table 3. The comment code count shows the number of original comment codes clustered in that particular theme. The number of comment codes in any given theme does not suggest the importance of that theme, but rather how broadly it was discussed across numerous questions. Some codes appeared in several questions, for example “noise” was coded in the comments about diminishing specialness qualities, in crowding images questions, and in the “what surprised you during your last visit” question. Because “noise” showed up in responses to three questions it received three comment codes clustered under the “threats to the landscape” theme (#3). Appendix 2 of this report shows the individual comment codes and the frequency of comments related to that code in every phase of the study.

Table 3 - Comment Codes by Theme

Theme Number	Theme	Comment Code Count
1	Physical Qualities of the Landscape	50
2	Social Qualities of the Landscape	97
3	Threats to the Landscape	49
4	Opportunities on the Landscape	27
5	Management of the Landscape	60
6	Recreation on the Landscape	30
7	Learning About and Caring for the Landscape	13
8	Uniqueness and Diversity of the Landscape	14

Theme 1: Physical Qualities of the Landscape

There were 50 comment codes associated with the physical qualities of the landscape. The most frequent set of comments had to do with the qualities of particular locations in the study area. One of the most common comments identified the scenic qualities and view-sheds as particularly noteworthy. In every phase of the study participants spoke eloquently about the inspiration and beauty of the

landscape. Another physical characteristic that was commented on frequently in every phase of the study was the wild, unspoiled, and natural setting. Participants also commented on the remote and rugged characteristic of the landscape that provides unique opportunities for backcountry recreation, solitude, and physical challenges that they prefer when recreating in the area. This was most frequent in the Phase 1 focus groups. A number of comments were received about the unique, diverse, and spectacular geologic features in the study area. From the macro-scale Grand Staircase, developing over eons of time to the hoodoos at Devil's Garden and Toadstools locations, to the micro-scale iron concretions, participants identified the geologic features as an important characteristic of the landscape. Likely due to their scarcity, many participants identified the water features as particularly important - not only iconic locations such as Lower Calf Creek Falls and the Escalante and Paria Rivers, but also the ephemeral streams and potholes that fill with water and life in response to rain. The specialness of water resources correlates with the numerous times they were identified as special places on the mapping exercise. The incredible wealth of paleontological resources were also noted, particularly near Big Water where the Visitor Center is dedicated to educating the public about dinosaurs and other paleontological resources. Participants not only selected natural landscapes as one of the most important interests and expectations for this area, but also gave rich character to that selection by describing a wide variety of its physical qualities. Their comments described the physical qualities of the landscape as an experience for every sense of the body. The view-sheds both far and near bring delight to the eyes; the natural quietness, broken periodically by the sounds of running water or a raven soaring overhead create a unique soundscape for the ears; the diversity of textures in the geology delights the sense of touch; and the many wildflowers that bloom seasonally engage the sense of smell. The physical characteristics of the landscape engage and invite a deeper encounter with the natural world. The quietness, the solitude of the landscape provide a tranquil escape for visitors and local residents alike.

Theme 2: Social Qualities of the Landscape

The largest set of comment codes referred to how humans interact with the landscape and with each other on it and have been clustered together under the theme of social qualities of the landscape. There were 97 different comment codes related to this theme. The frequency with which the social qualities came up throughout the study suggests that it is impossible to separate the physical from the social. While one of the most common comments and desired preferences of the participants in the study was the experience of solitude and privacy, even this quality relates to the social experience afforded by the place. Participants also spoke often about the joy of sharing the landscape with others even as they were concerned about issues of increasing use and crowding. The size and space of the study area allows people to spread out and helps to minimize the negative experiences participants described when they were in close proximity to others. The social qualities also include a long history of human presence. Participants identified the value of archaeological resources as physical evidence of past humans on the landscape. They often spoke about the heritage of more recent settlers in the 19th century who built the communities they live in and the roads and trails they use today. Some participants pointed out that descendants of the native people and pioneers continue to have a connection to this place that is living and active in the present, even as it is documented in archaeological sites. The interaction between the past and the present on the landscape is an important

element of the identity of many of the participants, particularly those who have generational history in the area. Other participants spoke beautifully of the spiritual nature of this landscape and its effect on their own spiritual renewal. Some even suggested that the study area was their “cathedral” or “place of worship”.

Many of the comments about the social qualities of the landscape were framed in terms of problems that emerge as a result of human interactions. Comments about people loving an area to death by their desire to more deeply encounter it were noted to result in everything from a proliferation of social trails to the illegal collection of resources, and from the trampling of biological soil crusts to the destruction of delicate geologic features. Too many people can also negatively affect the view-shed and sense of solitude that many participants seek. In many ways this area has a familiar backyard feeling for local residents. Some expressed concern that tourists unfamiliar with the landscape are likely to inadvertently damage its resources because of their lack of a sense of place. Many participants commented that it took a long time to get to know this landscape and develop a rich relationship with it. Some had been on the landscape for over 20 years and still spoke of their surprise at things they discovered on their last visit. In all study phases the two most commonly selected sources of information were past experiences and family and friends. This suggests that the social relationship with the landscape is an important part of the overall understanding and experience of it. Even when there are few visible signs of human influence, such as in wilderness study areas, there still are memories and knowledge of a relationship, and hope of future exploration and discovery.

Theme 3: Threats to the Landscape

It may be the nature of human beings to always look forward to the next horizon where threats may emerge to challenge and disrupt those things they care about. When the subject of their affection is the study area, participants were articulate in their expression of actual and potential threats to this landscape. There were 49 comment codes associated with the theme of threats to the landscape. Many of the comments identified as threats to the landscape were recorded in response to the question about what would diminish the specialness, and the question about the impact of changing use over the last five years. The most commonly cited threat was increasing use and crowding. This was especially true in Phase 3. The threats coming from crowding include the destruction of resources, the lack of solitude, and the change in expectations and opportunities. Vandalism litter, graffiti, and human waste were common sources of concern. Participants expressed concern about the noise that comes from other recreationists, airplane overflights, and industrial use. Concerns were expressed about additional facilities and improvements as well as additional fees, permits, or restrictions. Many participants expressed concerns about paving the roads and how that would negatively impact the character and experience of the place, especially in Phase 1. There was concern about the loss of solitude and wilderness experience, about group sizes becoming too large for the landscape to handle such concentrations of people, and about inexperienced or unprepared visitors who present a safety issue to themselves and others. Additional threats identified were the conflicts between different recreational user groups as well as conflicts between locals and visitors. Often these concerns were expressed as a matter of the lack of understanding of the place or connection to the place among the visitors and tourists. Occasionally, this concern about a lack of connection to place also was raised as a potential

source of conflict between longtime residents and those who have more recently moved to the area. These conflicts threaten both the physical and social resources of the landscape. Although there are many local residents who support livestock grazing on public lands in the area, few participants in this study commented positively about this use. Rather livestock grazing was often identified as a threat because of overgrazing, especially in dry times, and about the effects of livestock movement and waste on delicate ecosystems, particularly the riparian zones where cattle tend to concentrate.

Theme 4: Opportunities on the Landscape

An important theme that emerged related to the opportunities that this landscape provides for recreation and quality of life. There were 27 comment codes associated with this theme. The vast wide open spaces and incredibly diverse physical characteristics of the landscape, for example, provide endless opportunities to explore, to discover, to experience a sense of wonder, and to learn new things about the world around us. The landscape also offers the opportunity of inspiration for artists and those seeking spiritual renewal. The remote and rugged character of the landscape as well as the lack of development and associated artificial light provides a unique and spectacular opportunity for stargazing the dark night skies. While there may be some light pollution near communities such as Page and Kanab, one can get away from any sign of light pollution in much of the study area. Other participants identified the recreational opportunities associated with re-creating earlier historical heritage experiences such as wagon trains that allow for connecting not only to family and friends but also to ancestors and others who helped settle this part of Utah. Likewise, indigenous participants expressed the value of the landscape to help them connect with their ancestors and being able to utilize traditional knowledge in many of the customs and rituals learned from past generations that are still actively practiced on the landscape today.

One of the questions in the study asked if participants were aware of the boundaries between the Grand Staircase Escalante National Monument, Glen Canyon National Recreation Area, Bryce Canyon National Park, Capitol Reef National Park, Dixie National Forest, or the BLM lands managed by the Kanab Field Office. A frequent response was that they were often aware of the boundaries, but that awareness did not impact their experiences except for the differences in regulations between the land agencies. Many participants identified the restrictions on dogs, horses, and other pets in the national parks and that the lower level of regulations on public lands outside national parks afford opportunities to recreate with their dogs or other animals. This was highly desirable for many. Throughout the study, participants offered a wide variety of comments about access. The remote and rugged and thus difficult access into the backcountry provides the opportunity to slow down and prepare oneself for encountering this landscape and protects its solitude values. Conversely, there are several places in the front-country that are easy to access, like Devil's Garden, Grosvenor Arch, and the Calf Creek Recreation Area that allow a wide spectrum of visitors to enjoy the diverse and abundant recreational experiences. There were a few participants who commented about opportunities for hunting and grazing and other productive activities. This was particularly true for western side of the study area that is famous for the Paunsaugunt trophy mule deer herd where hunting both the animals and their antler sheds is highly valued. Finally, the wild, unspoiled, and natural characteristics of the landscape as well as the remote

and rugged qualities and lack of development allow visitors an unrivaled opportunity for a tranquil escape from the busy, developed, connected experience of modern life.

Theme 5: Management of the Landscape

There were 60 comment codes associated with the theme of the management of the landscape and the role of the BLM in providing quality recreation experiences while protecting the unique and special characteristics of the landscape. Many of these comments came in response to questions about crowding and roads which were prompted by photographs in the focus groups. Another rich source of management related comments came in the discussions that followed the questions about boundaries associated with both ownership and wilderness study areas boundaries and how those influence perceptions and behaviors. One of the most common comments referenced the need for signage. Initially, participants suggested that signs across the study area should be consistent so as not to confuse travelers, particularly road signs. Rich discussions occurred regarding the value of signs to address safety of visitors who may not be familiar with the land, particularly in the front country where the lack of proper signage can lead to visitors getting lost or taking roads that are inappropriate for their vehicles or skills which can lead not only to an unsafe situation for the visitor but also for rescue personnel. Other participants were very concerned about too much signage in the backcountry. They argued that signs in the backcountry disrupt the wild, unspoiled and undeveloped characteristics that they seek out as well as make it difficult for them to experience self-reliant adventures and discover new things. Often these discussions would settle on an agreement to disagree about the need for signage, but recognition that perhaps more signs in the front country directing visitors toward iconic locations and general navigation could be balanced with fewer signs in the backcountry to preserve recreational opportunities for exploration and discovery. Many participants commented on the value of interpretive signs to help explain what people were encountering and thus enrich their experience. This was especially true of the interpretive signs at the Visitor Centers which were thought to be well done and well used. Another very common comments regarding signage was the damage they incur. Several comments noted that carsonite signs had been vandalized, destroyed, or removed. Some participants noted this to be particularly the case for wilderness study area boundary signs.

Some participants were concerned about the additional rules and regulations governing recreational use in wilderness study areas. They questioned what was being “studied” in these areas and why it hadn’t been completed. These particular comments reflect a misunderstanding about wilderness study area management in that BLM is not “studying” an area for it to be designated Wilderness, but is waiting for Congress to determine whether an area is to be designated Wilderness or withdrawn from consideration. And as the agency waits, it is charged with managing wilderness study areas similarly to designated wilderness. Generally, the participants in the study indicated they were supportive of the restrictions in the WSAs, in order to preserve their wilderness characteristics, but several expressed hope that a permanent designation one way or the other would take place in the future.

Other comments regarding the management indicated the need to plan for current and anticipated increased tourism and recreation as the area becomes more discovered. A number of participants in later focus groups expressed concern about the additional tourism likely to result from the Utah Office

of Tourism's "Mighty 5" campaign. While most participants seemed happy generally to share the area with others, they expressed some concern that the "Mighty 5" campaign which encourages visiting the region's national parks and targets a demographic of outdoor recreationists that have a higher expectation of facilities and developed recreational opportunities than most of the study area currently provides. The level of recreational use and infrastructure in the area's national parks was often the subject of conversation in the focus groups particularly with the boundary questions. It was clear from the participants' comments that there is no intention or desire to see the study area developed with the kind of recreational tourism or infrastructure that is characteristic of national parks in the area. After the "Mighty 5" campaign was released, participants were concerned that the expectations of these new tourists might not match the current remote, rugged and primitive offerings.

Another management issue raised in numerous focus groups dealt with regulations and the law enforcement. While it is safe to say that few people in the Western United States clamor for additional regulations, participants expressed concern about the lack of law enforcement to enforce the regulations that already do exist. Several participants desired additional law enforcement resources to enhance safety and preserve the resources they valued. Finally, there were a number of comments about the lack of information available on current road and weather conditions. Because the weather can change so quickly and road conditions are so heavily dependent on the weather, participants were eager to see the development and dissemination of accurate, timely weather and road condition information. Also of concern was that information given to unprepared visitors might not help them fully understand the threats to their safety, if they underestimate the need to be prepared and take personal responsibility in this landscape.

Theme 6: Recreation on the Landscape

It is not surprising that one of the themes in a recreational experience baseline study was the recreation on the landscape itself. A high value was placed on hiking, walking, or running in the study area, with nearly three out of every four participants identifying that through audience polling and comments in response to the open-ended questions. Participants often described an approach to transportation and recreation where they were likely to initially access the area by driving, but then encounter the place most often on foot.

One of the threats to the recreational opportunities on the landscape, particularly tranquil escapes and the experience of solitude, was the increasing use and crowding noted by most of the participants. Several participants said that crowding is not uniformly experienced in all areas, but rather concentrated around some of the iconic locations such as Dance Hall Rock, Devil's Garden, Grosvenor's Arch, and Calf Creek. Although the Wave area was not perceived as crowded, due to restrictions on daily visitor use, participants in Phase 3 often commented on the crowds associated with the permit process to access the area. They noted that concentrating visitors at these iconic locations might actually help to preserve the solitude, tranquil escapes, and remote characteristics of other areas, particularly the backcountry. In other words, as more visitors gather around a few noted places, they may be more likely to leave the majority of the study area undisturbed and available for more primitive recreation experiences sought

by locals. While there were concerns with the name, several participants referred to these iconic locations as “sacrifice zones” and implied that the other tourists “can have those locations” as long as they leave the backcountry alone. This suggested a rather sophisticated understanding of regional recreation planning which would to rely on a diverse set of management prescriptions regarding access, recreational infrastructure, signage, and crowding between areas designated as front country and those designated as backcountry. The GSENM Management Plan (effective 2000) established front country and backcountry management prescriptions that aligned with the preferences for recreational amenities and opportunities shared by many participants. They indicated that the study area is large enough and has enough iconic locations to employ an approach that focuses visitation into selection areas. Some participants pointed out that the distinction between front country experiences and backcountry experiences is a function of the amount of time an individual has to recreate in the area. If someone has only a few hours they need places that are easily accessible, enjoyable and meaningful to visit so as to experience a bit of what the area has to offer, whereas having several days or even weeks provides for deep immersion in the backcountry.

Theme 7: Learning about the Landscape and Caring for the Landscape

One of the most interesting themes to emerge was the commitment the participants had towards learning about and caring for the landscape. These participants spoke passionately about the many opportunities provided for learning and stewardship of the landscape. Some spoke of the great benefits they experienced from participating in stewardship programs such as archeological site stewards, dedicated hunters, citizen science initiatives, and their own personal self-guided exploration and discovery of new and fascinating characteristics of this landscape. The GSENM was set aside as an area dedicated to learning and science at a landscape level and since designation hundreds of scientific studies have taken place across the Monument. Festivals such as Earthfest rely on the public interest in learning about what has been discovered regarding the science on this Monument. Several of the participants who selected “other” as their affiliation were scientists who once did research in the area and now have retired to there to continue as citizen scientists. Many participants commented on how much there still is to learn about the area, and how much they support the scientific inquiry of the landscape and the people who live, work, and play here. They were appreciative of the efforts of GSENM staff to work with scientists from all over the world who come to discover and understand the many dimensions of this vast and rich landscape. They were also encouraged staff to work with individuals who want to participate in this development of knowledge. There were several impassioned pleas to utilize GSENM as an outdoor classroom engaging students from kindergarten through the university level in learning about the area. It was noted that these educational programs would provide students with an opportunity to not only learn about science in a “real world” application, but to develop connections to place that would serve as a foundation for a life-long commitment to public lands stewardship.

Theme 8: Uniqueness and Diversity of the Landscape of the Landscape

The final overarching theme that emerged from this extensive study was the uniqueness and diversity of the study area landscape. There were only 13 comment codes associated with this theme, but the

comments came from almost every focus group from the beginning when asked to discuss the specialness of place to the last question about what was most surprising during the most recent visit. In a variety of ways the participants spoke eloquently about the immense scale of the landscape and how that impacted many other values, interests and expectations. The two million acre landscape with few roads, developments or other infrastructure is, according to several participants, what makes the values of solitude, remote and rugged character, wild, unspoiled and natural, tranquil escapes possible. The sheer vastness is one of its most cherished and enduring characteristics. Local residents and visitors alike pointed out the uniqueness of having such a large scale landscape available for recreation and scientific study. Several comments suggested that there was nothing like this place anywhere else in the country that was so accessible and yet so remote. Gateway communities have different relationships with the landscape because their proximity to it as well as their proximity to each other and to other population centers. Participants noted that to travel from Boulder to Kanab is to travel through an incredibly diverse set of landscapes from narrow slot canyons to high desert plateaus, from unique geological features to exceptional recreational locations. The rich diversity of the area can even be seen in the soil. One individual during the study commented, "I never knew dirt could come in so many colors." The diversity that is characteristic of such a unique and large-scale landscape manifests itself in a variety of ways. There is diversity among the communities that surround this landscape and interact with it. There is a diversity of recreational opportunities available in such a varied landscape. There is a diversity of ways to access it - by foot, vehicle, horseback, or even airplane. There is a diversity of levels of challenge that recreationists might encounter. There is a rich diversity in wildlife and plant life. For example, participants pointed out that over 600 species of bees have been found on the Monument. There is a diversity of historical experiences and backgrounds among the people who are connected to this landscape in the present day. While the study was focused primarily on BLM lands in GSENM and VCNM, participants pointed out the diversity of public and private lands and management agencies in this area. There are state parks such as Kodachrome and Anasazi State Park Museum; there is national forest land in the Dixie National Forest; and there are three national park units around the periphery: Bryce Canyon, Capitol Reef and Glen Canyon. When asked to identify their primary destination when recreating in the greater southern Utah area the vast majority of participants in every phase of the study selected a combination of many destinations. In Phase 3 some participants expressed confusion about the desire of so many people to enter into a crowded lottery to gain access to Coyote Buttes and The Wave stemming from their inability to understand why people would become so focused on just one unique geological area when there were so many other unique experiences to be had in the surrounding landscape. Many local residents indicated that if there were too many people where they intended to go to on a given day, there was so much diversity of opportunities across the landscape that they simply would find another place and be quite satisfied. Numerous participants also suggested that the diversity was not based solely on different geology or recreational opportunities, but on how the seasons, time of day, weather and other factors create a continually dynamic landscape. They commented on the wonder they experienced by encountering a familiar place in new light, or time of day, or time of year to discover something they had never seen before. Some suggested that this dynamic nature meant they would never grow tired of returning to the same places. So many participants commented on this dynamic nature that it seems to be an integral part of the character. Participants suggested that the awe of the landscape came from the macro scale view-sheds and vistas as well as the macro scale of time

embedded in the formation and transformation of the geology. But the surprise often came from the micro scale of a flower, a bee, a shadow, or an opportunistic tadpole in an ephemeral pothole after the rain. It is both, the awe and surprise, the macro and micro scale of this dynamic landscape that draws participants into a deeper and deeper connection with this place.

Conclusions

After six years of study, 43 focus groups, more than 100 hours of conversation, 404 participants, over 3100 comments, and 1100 special places identified and mapped, there is one overwhelming conclusion to this study, the study area is a very unique and special place. The landscape itself and the relationship that humans have with it over time is rich, nuanced, and varied. This is one of the largest recreational focus group studies ever conducted. The scale of the study in terms of time, geography, and participants seems to match the scale of the landscape itself. It is hard to imagine truly understanding the sense of place for local residents and visitors without such an extensive study. The methodology itself was vital to understanding the local residents' connection to place that shapes their identity and their livelihood. By taking the time to listen to and understand, as well as to document preferences, it was possible to establish a recreational experience baseline that captures not only what people do, but why they do it.

Foremost among the values and characteristics that set this landscape apart is its scenic beauty which is highly valued. For the majority of participants the place is a wild, unspoiled and natural, valued for its remote and rugged characteristics, its opportunity for solitude, its natural landscapes, and its affording tranquil escapes from the hustle and bustle of modern life. It is a dynamic and unique landscape offering nearly endless opportunities to explore and discover new and surprising things on a macro and micro level. The participants are not casual observers but are deeply connected to this place. They know it well and many indicated they have been shaped by their encounters with it. Some feel a responsibility for the landscape that manifests in their willingness and desire to participate in stewardship and caretaking.

The participants of this study expressed not only the values they treasure about this landscape, but also their concerns regarding a number of threats that could diminish or destroy its specialness. Foremost among them are the human impacts of vandalism, litter, graffiti and human waste, as well as increased use and crowding. They were also concerned that new visitors, who often lack a deep sense of connection to this place and are unprepared, which could lead to damage to resources and safety concerns. Another overarching concern was the lack of respect for the landscape by some visitors and local residents alike.

The local residents and visitors who participated in these focus groups took the opportunity to get involved in the planning process by voicing their preferences, concerns and suggestions. It is hoped that this recreational experience baseline study provides a starting point for more individuals to be engaged in this process of planning and managing their public lands. The data gleaned during this study can provide a common ground to further the conversation about recreation and a sense of place in the study area.

Appendix 1 – Photos for crowding and roads discussion prompts

Image 1 - Phase 1 - Large Scale Landscape



Image 2 - Phase 2 - Large Scale Landscape



Image 3 - Phase 3 - Large Scale Landscape

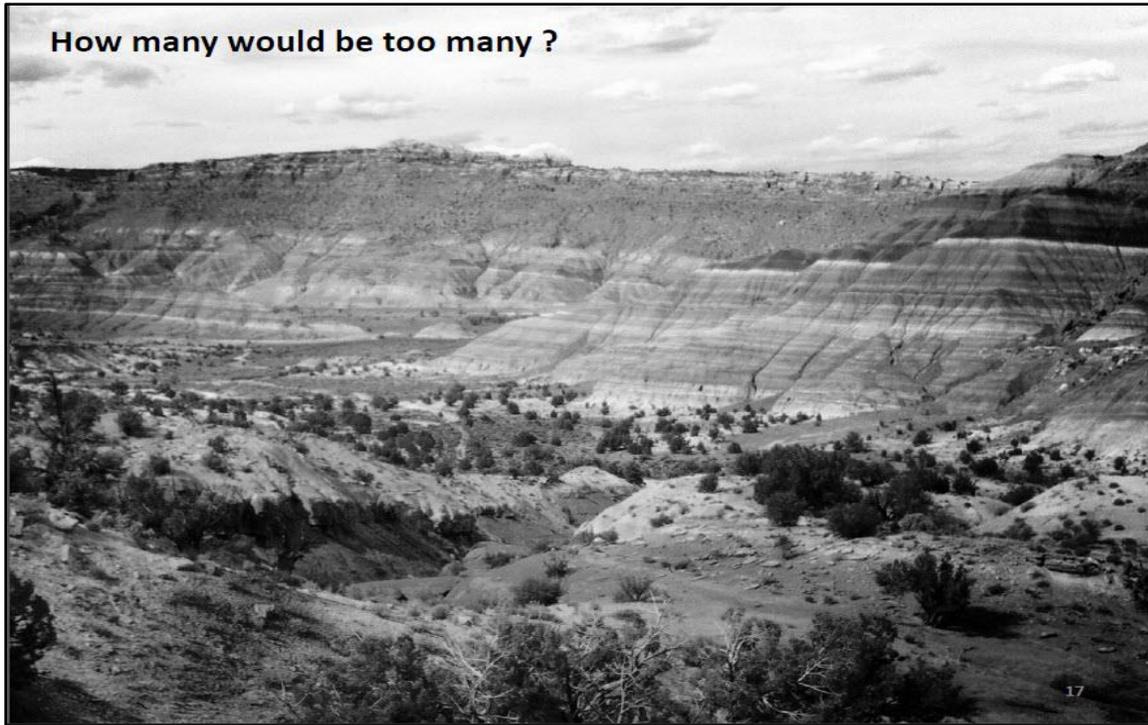


Image 4 - Phase 4 - Large Scale Landscape



Image 5 - Phase 1 – Close Scale Landscape



Image 6 – Phase 2 - Close Scale Landscape



Image 7 – Phase 3 - Close Scale Landscape

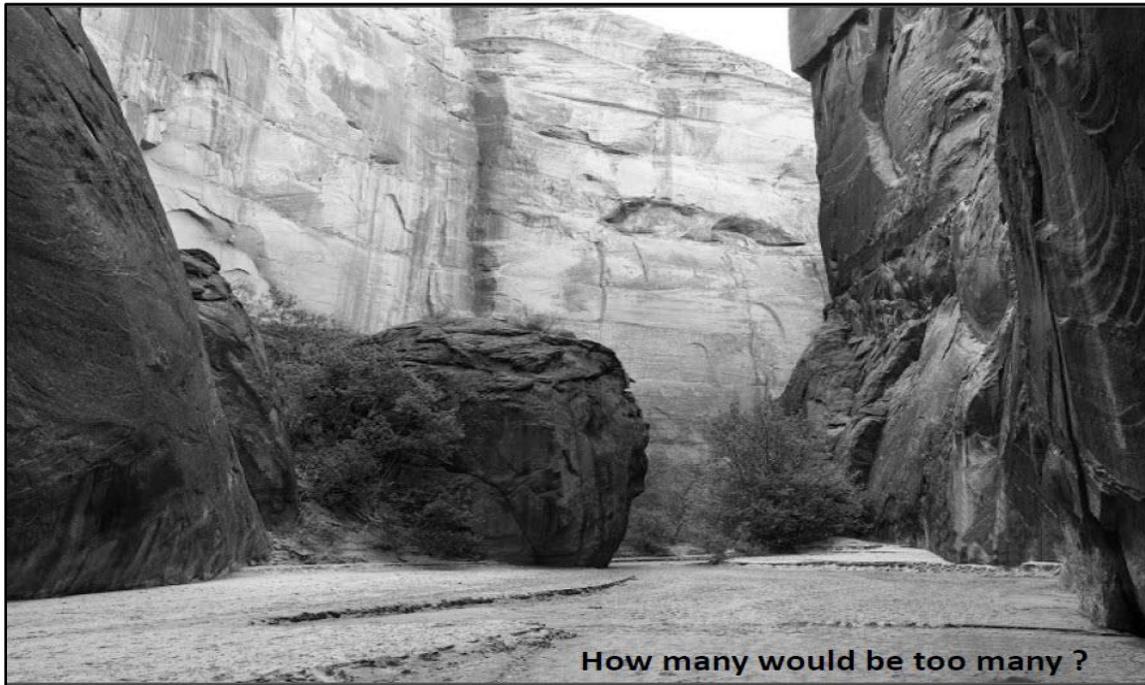


Image 8 - Phase 4 - Close Scale Landscape



Image 9 - Phase 1 - Iconic Landscape – Dance Hall Rock



Image 10 - Phase 2 - Iconic Landscape - Grosvenor Arch

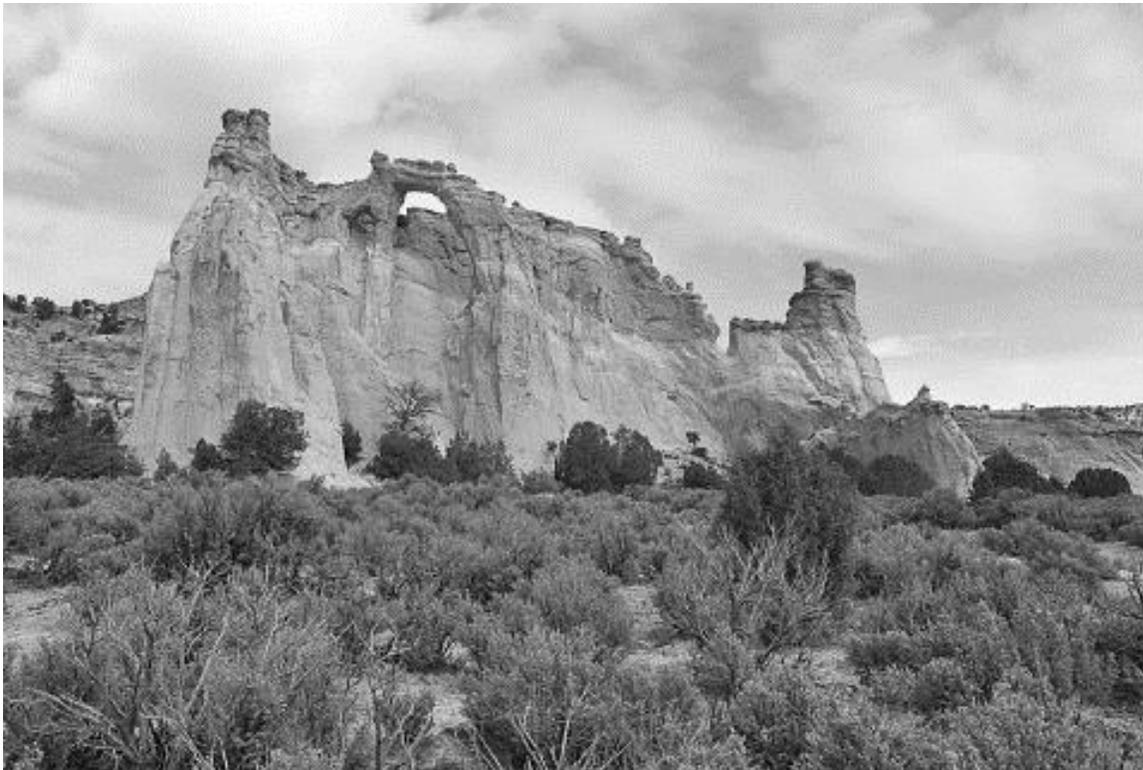


Image 11 - Phase 3 – Iconic Landscape - The Wave/Coyote Buttes

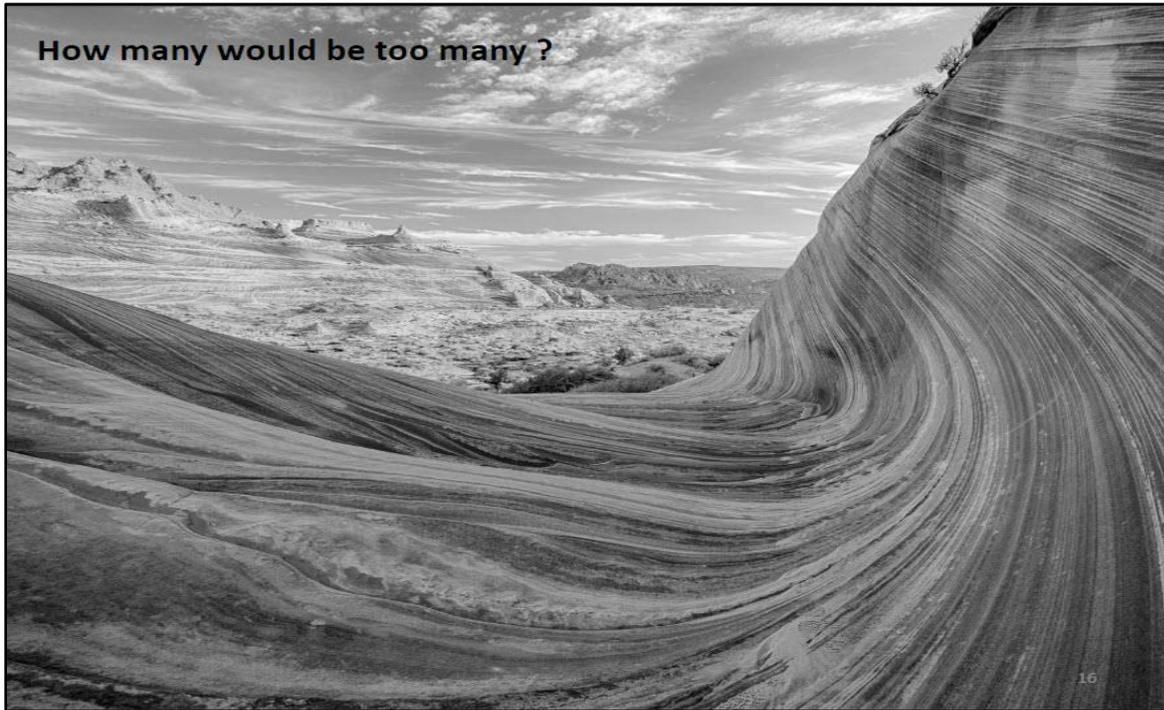


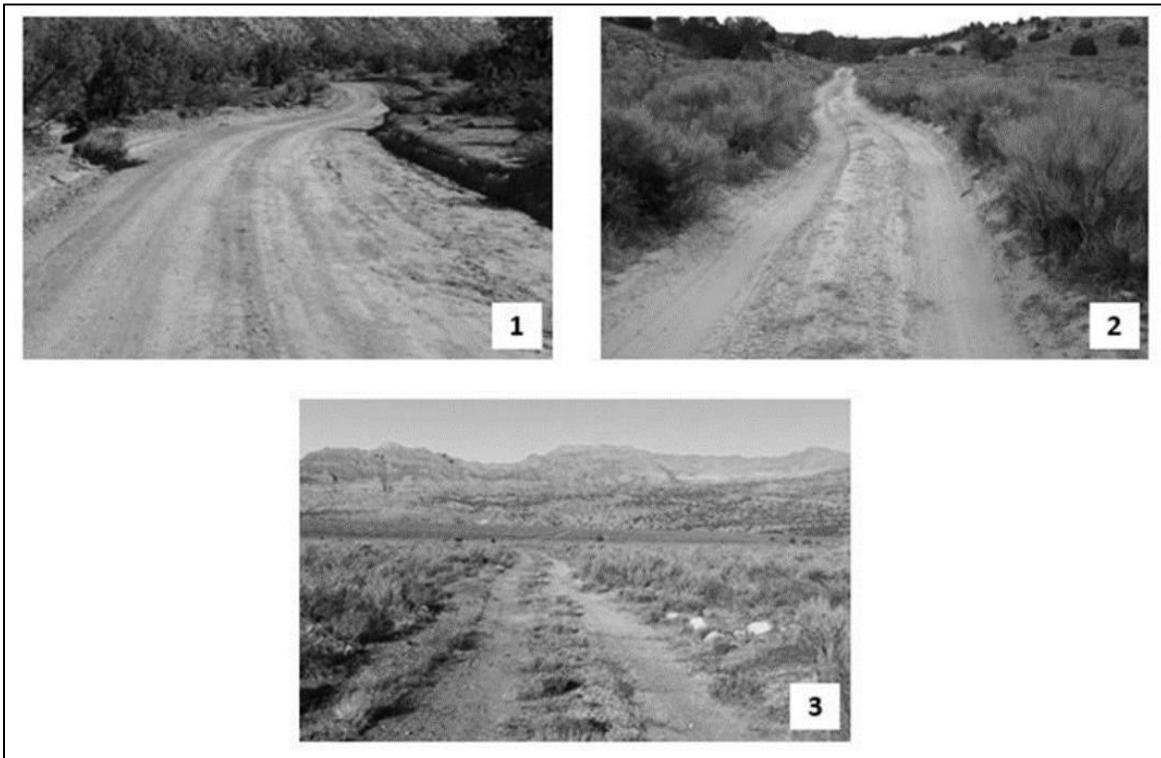
Image 12 - Phase 4 - Iconic Landscape - Lower Calf Creek Falls



Image 13 - Primary Road Examples for Preference



Image 14 - Secondary Road Examples for Preference



Appendix 2 – Frequency of Comments by Phase and Question

Table 4 - Frequency of Comments by Phase and Question

Landscape Characteristic	Phase 1 - Hole in the Rock - east	Phase 2 - Grand Staircase - west	Phase 3 - Hwy 89/VCNM - south	Phase 4 - Hwy 12/Burr Trail - north	Study Total
Special					
Scenic quality	15	14	11	9	49
Wild, unspoiled, and natural	10	12	10	11	43
Sense of solitude and privacy	13	9	13	8	43
Remote and rugged	19	7	8	4	38
Physical Resources - Geology and paleontology, water, etc.	10	12	10	4	36
Historic Qualities - how previous generations used the area	20	7	5	2	34
Sense of Discovery/learning opportunities	15	8	4	4	31
Scale	5	9	4	5	23
Lack of development or improvements	10	5	2	4	21
Uniqueness	5	3	9	3	20
Cultural Resources - archeology, etc.	6	6	5	1	18
Easy Access	10	4	1	3	18
Spiritual or religious qualities	4	3	5	2	14
Dynamic Landscape	6	4	4	0	14
recreational Activity	2	0	10	2	14
Diversity of Landscape	0	0	9	5	14
Biological Resources - Plants and animals, etc.	3	4	4	2	13
It's my backyard	3	7	2	0	12
Hard Access	9	0	1	1	11
Dark night skies	2	1	5	2	10
Natural quietness	1	3	3	2	9
People living around the area	0	0	3	3	6
Tranquil Escapes	0	0	3	3	6
Sense of Freedom	2	0	0	3	5
it's where I spend quality time with family and friends	1	0	3	1	5
Wonder	3	0	0	2	5
Journey	5	0	0	0	5

Landscape Characteristic	Phase 1 - Hole in the Rock - east	Phase 2 - Grand Staircase - west	Phase 3 - Hwy 89/VCNM - south	Phase 4 - Hwy 12/Burr Trail - north	Study Total
Inspires the Arts	1	2	1	1	5
Seasonal	2	0	1	2	5
Wide open spaces	0	0	3	2	5
Interdependence of Variables	4	0	0	0	4
Risk	2	2	0	0	4
Opportunities on PUBLIC land	0	1	0	3	4
Sharing with visitors	0	0	1	3	4
Productive Qualities - grazing and hunting	2	0	1	0	3
Regional connectivity	0	2	1	0	3
Lack of Regulations	0	0	2	1	3
Dogs and/or horses are allowed	0	2	0	0	2
Other	0	0	0	2	2
Helps local economy	0	1	0	0	1
Total Comments	190	128	144	100	562
Diminish					
Increased use and crowding	18	12	28	10	68
Vandalism, litter, graffiti, and/or human waste	15	11	18	5	49
Livestock or evidence of them	10	17	6	11	44
Additional facilities and improvements	18	8	6	11	43
Additional fees, permits, or restrictions	10	10	13	0	33
Lack of Connection to place/lack of education about place	10	8	3	9	30
Limited Access	0	9	19	1	29
Noise	10	7	5	6	28
Damage to soils and vegetation	4	9	8	4	25
Increased traffic	14	3	2	5	24
Increased use of a wider array of vehicles	4	8	4	7	23
Resource Development	9	4	4	5	22
Lack of solitude and privacy	6	3	7	1	17
Paving Roads	12	3	0	1	16
inexperienced or unprepared visitors	0	0	15	1	16
Social Trails/Off Road	4	7	1	1	13
Too large of groups	6	1	6	0	13

Landscape Characteristic	Phase 1 - Hole in the Rock - east	Phase 2 - Grand Staircase - west	Phase 3 - Hwy 89/VCNM - south	Phase 4 - Hwy 12/Burr Trail - north	Study Total
Advertising special places	0	0	12	1	13
Lack of facilities and improvements	7	4	1	0	12
Overflights	4	5	0	3	12
Air Quality	3	4	3	1	11
User conflict	0	9	1	1	11
Politics of the place	0	0	3	7	10
Limitations on historic uses and productive qualities	2	0	5	2	9
Group size limits that are too low	2	4	2	0	8
Too easy of access/Too "safe"	5	2	0	1	8
Not following management plan	0	5	3	0	8
Artificial Light	2	0	3	2	7
Seasonal	3	0	4	0	7
Other safety issues/enforcement	0	3	4	0	7
Culture clashes - local vs visitors	1	2	2	1	6
Looting Resources	0	1	5	0	6
lack of signage	0	0	4	2	6
Safety from shooting	0	4	1	0	5
Change of the character of the place	1	0	0	2	3
Pets allowed	0	2	1	0	3
Trapping on Monument	0	3	0	0	3
Other	0	0	0	2	2
Can't take my dog	0	1	1	0	2
? Permits	0	0	1	0	1
Total Comments	180	169	201	103	653
Interest and Expectation					
Natural landscapes	2	2	1	0	5
Cultural and Heritage History	3	1	1	0	5
Health and Fitness	3	0	0	0	3
Other	3	0	0	0	3
Surprise, Discovery	1	2	0	0	3
Diversity of experiences	0	2	1	0	3
Tranquil escapes	1	1	0	0	2
Self-reliant adventures	2	0	0	0	2
Natural History and Science	1	1	0	0	2
Open space - no crowds	0	2	0	0	2

Landscape Characteristic	Phase 1 - Hole in the Rock - east	Phase 2 - Grand Staircase - west	Phase 3 - Hwy 89/VCNM - south	Phase 4 - Hwy 12/Burr Trail - north	Study Total
Stewardship and care taking	1	0	0	0	1
Youth, Family and friends	0	1	0	0	1
Economic well-being	0	1	0	0	1
Community Life	1	0	0	0	1
Learning and instructing	1	0	0	0	1
Rural Landscapes	0	0	1	0	1
Ownership	0	1	0	0	1
Intrinsic value of landscape	0	1	0	0	1
Cell connections - emergency	0	1	0	0	1
Total Comments	19	16	4	0	39
Activities					
Exploring/Discovering/Learning	15	4	1	2	22
Hiking/Walking/Running	3	10	0	1	14
Interpretive Programs	2	3	1	0	6
Backpacking	1	4	0	0	5
Writing/Painting	4	1	0	0	5
Picnicking	4	0	0	0	4
Horseback Riding	1	3	0	0	4
Scenic Driving	1	1	0	1	3
Car Camping	2	1	0	0	3
Hunting/ fishing/gathering	1	1	1	0	3
Star gazing	1	0	2	0	3
Cultural Heritage	0	1	2	0	3
Multiple activities - interactive	0	0	3	0	3
Photography	1	1	0	0	2
Other	2	0	0	0	2
Wildlife Viewing / Bird Watching	1	0	0	1	2
Kayak and other water activities	2	0	0	0	2
Meditation/Spiritual exercises/renewal	1	0	1	0	2
Resource/nature studies	0	1	1	0	2
Aviation camping	0	1	1	0	2
Stewardship activities	0	0	2	0	2
Rock Climbing / Canyoneering	0	1	0	0	1
Bicycling / Mountain Biking	0	1	0	0	1
Winter Activities - Snowshoeing etc.	1	0	0	0	1
Arial Tours	1	0	0	0	1

Landscape Characteristic	Phase 1 - Hole in the Rock - east	Phase 2 - Grand Staircase - west	Phase 3 - Hwy 89/VCNM - south	Phase 4 - Hwy 12/Burr Trail - north	Study Total
remove invasive species	0	1	0	0	1
Relax	0	1	0	0	1
Wilderness therapy	0	1	0	0	1
OHV Riding	0	0	0	0	0
Organized Group Activities (i.e. civic groups, clubs, scouts, church, etc. including historic re- enactments)	0	0	0	0	0
Ranching Activities	0	0	0	0	0
Total Comments	44	37	15	5	101
Management				Boundaries	
More regulations on GCNRA or NPS lands	5	5	12	1	23
Private lands (Respect or avoid)	0	14	5	3	22
Management differs	6	8	6	1	21
Unclear the difference on the ground	7	6	2	2	17
Less regulations on GSENM	1	3	4	2	10
Visitors are unaware of difference	1	3	5	1	10
Need to be aware of boundary because it is my job (outfitter, guide, etc.)	2	3	2	3	10
Signage unclear	0	8	1	0	9
Regional or bioregional management	0	5	4	0	9
Different Regulations on GSENM land and other BLM land	0	5	1	1	7
Physical features differ	0	1	6	0	7
Maps to clarify difference	0	5	2	0	7
Conflict over management decision/action	0	1	5	1	7
Cattle issues	0	4	2	0	6
I am unaware	3	0	2	0	5
Follow rules	0	3	2	0	5
Not looking for administrative boundaries	0	4	0	0	4
Different expectations of crowding	0	2	0	2	4
Activity Dependent	0	1	2	1	4
Signs help awareness	0	0	2	2	4

Landscape Characteristic	Phase 1 - Hole in the Rock - east	Phase 2 - Grand Staircase - west	Phase 3 - Hwy 89/VCNM - south	Phase 4 - Hwy 12/Burr Trail - north	Study Total
More human impacts on Public lands	0	1	1	1	3
Need education on different regulations and expectations	0	0	2	1	3
Sense of Responsibility	0	1	1	0	2
Dogs	0	0	0	2	2
Access	0	0	1	0	1
Study and Learning issues	0	0	0	1	1
Aware, but makes no difference	0	0	0	1	1
Technological assistance	0	0	1	0	1
Permits	0	0	1	0	1
Wilderness Characteristics	0	0	0	0	0
Illegal activities	0	0	0	0	0
Total Comments	25	83	72	26	206
Management				WSA	
Wilderness Characteristics	N/A	7	10	4	21
Signs help awareness	N/A	5	4	4	13
Study and Learning issues	N/A	11	0	0	11
Follow rules	N/A	9	1	0	10
Signage unclear	N/A	5	4	0	9
Illegal activities	N/A	7	2	0	9
I am unaware	N/A	3	2	3	8
Activity Dependent	N/A	4	3	1	8
Access	N/A	1	6	0	7
Aware, but makes no difference	N/A	4	2	0	6
Need education on different regulations and expectations	N/A	5	1	0	6
Conflict over management decision/action	N/A	0	4	1	5
Visitors are unaware of difference	N/A	2	1	1	4
Sense of Responsibility	N/A	3	1	0	4
Unclear the difference on the ground	N/A	2	0	1	3
More human impacts on Public lands	N/A	0	2	0	2
Maps to clarify difference	N/A	1	1	0	2
Cattle issues	N/A	1	1	0	2
Less regulations on GSENM	N/A	1	0	0	1
Management differs	N/A	0	1	0	1

Landscape Characteristic	Phase 1 - Hole in the Rock - east	Phase 2 - Grand Staircase - west	Phase 3 - Hwy 89/VCNM - south	Phase 4 - Hwy 12/Burr Trail - north	Study Total
Different Regulations on GSENM land and other BLM land	N/A	1	0	0	1
Not looking for administrative boundaries	N/A	0	0	1	1
Different expectations of crowding	N/A	0	1	0	1
Technological assistance	N/A	0	0	1	1
Total Comments		72	47	17	136
Change - Value of Change					
Location Specific Comment	15	5	2	0	22
Crowding	13	2	0	6	21
Lack of connection to place - lack of education about place	3	0	8	8	19
Lack of Solitude, wilderness	7	1	7	2	17
Connection to place - More Advocates	12	0	0	1	13
Damage to Resource	6	1	2	4	13
Funneling effect	5	0	4	3	12
Facility Improvements	3	0	5	2	10
Trash/Waste	7	0	0	2	9
Tourism - Economic Benefit	3	0	0	6	9
Increased Tourism	0	0	8	1	9
Traffic	6	0	0	2	8
Toilet Issues	6	0	0	1	7
Road Improvement	4	2	1	0	7
No longer visiting - go elsewhere	2	0	0	3	5
Seasonal	1	0	0	3	4
Limited access	0	0	4	0	4
Scale mitigates impact	2	0	0	1	3
Spot on the Map Problem	1	0	0	2	3
Struggle with Landscape - ruggedness	2	0	0	0	2
Regulations - enforcement	1	0	1	0	2
Vandalism	0	0	0	2	2
Lack of resources to adequately manage space	0	0	0	2	2
Interagency cooperation	0	0	2	0	2
Displacement effect from Wave and other sites	0	0	1	0	1
Information	0	0	0	1	1

Landscape Characteristic	Phase 1 - Hole in the Rock - east	Phase 2 - Grand Staircase - west	Phase 3 - Hwy 89/VCNM - south	Phase 4 - Hwy 12/Burr Trail - north	Study Total
Total Comments	99	11	45	52	207
Place V Activity					
Proximity	0	0	2	18	20
Type of Activity	3	9	3	4	19
Just being in that place	0	6	2	2	10
Solitude - Lack of Access/People	3	1	0	3	7
Uniqueness	0	0	4	3	7
Identity/Connection to Place	0	0	5	1	6
The two can't be separated	0	3	0	2	5
Diversity of Settings	0	4	0	1	5
Spiritual Place	1	1	2	0	4
Remoteness - Lack of Easy Access	2	1	0	0	3
Discovery	0	1	2	0	3
Cultural Heritage	0	2	1	0	3
Lack of Education/Connection to Place	1	1	0	0	2
Good place to bring kids, family and friends (social)	0	2	0	0	2
Water Resources	0	1	0	1	2
Monument status	0	2	0	0	2
History	0	0	1	1	2
Scenic Quality	1	0	0	0	1
Seasonal	0	1	0	0	1
Diversity of Access	0	1	0	0	1
Place to hike with dogs	0	1	0	0	1
Total Comments	11	37	22	36	106
Photos					
Location dependent	36	10	21	12	79
Activity dependent	27	16	22	14	79
Solitude	18	23	7	9	57
Proximity	16	14	10	9	49
Destination	29	0	4	8	41
Change expectations dependent on location or numbers of people	31	6	0	2	39
Sacrifice zone/funnel effect	15	4	13	6	38
Affiliation of others	14	10	10	0	34
Sharing the space/place	9	10	8	6	33
Noise	6	7	7	10	30

Landscape Characteristic	Phase 1 - Hole in the Rock - east	Phase 2 - Grand Staircase - west	Phase 3 - Hwy 89/VCNM - south	Phase 4 - Hwy 12/Burr Trail - north	Study Total
Group size	11	10	3	6	30
Few or fewer people	7	12	4	6	29
Damage to the resource	5	5	11	8	29
Traffic/trailheads/roads	17	9	2	0	28
Regulations	5	3	16	2	26
Intentions (self or others)	5	8	9	1	23
Concentration of people	15	4	2	2	23
Impact on others	15	3	3	1	22
Seasonally dependent	7	4	2	7	20
Visibility - View shed	0	11	6	3	20
Recreational Infrastructure	0	9	2	8	19
Go elsewhere	9	4	1	2	16
Ruggedness/remoteness	11	1	0	4	16
History	16	0	0	0	16
Crowding	8	3	3	1	15
Time - over how long?	0	7	4	4	15
More people	2	9	2	0	13
Respect	6	2	2	3	13
Self-selected location	9	2	1	0	12
Facilities	5	7	0	0	12
Safety	0	3	4	5	12
Vehicles	0	0	11	1	12
Self -focused	6	0	2	3	11
Scale	0	7	2	2	11
Connection to place/education about place	6	0	2	1	9
Management Issues	0	3	6	0	9
Familiarity	0	6	0	2	8
Special permits	7	0	0	0	7
Need context to answer	5	0	0	1	6
Lack or connection/education about place	2	1	1	1	5
Dogs	2	0	1	0	3
Economics	0	0	3	0	3
Access issues	0	0	1	2	3
Spiritual	1	1	0	0	2
Livestock	0	0	0	1	1
Total Photo Comments	383	234	208	153	978

Landscape Characteristic	Phase 1 - Hole in the Rock - east	Phase 2 - Grand Staircase - west	Phase 3 - Hwy 89/VCNM - south	Phase 4 - Hwy 12/Burr Trail - north	Study Total
Roads					
Natural (Road should fit landscape)	10	14	10	12	46
Quality of road (Maintenance, drivable)	1	19	11	9	40
Road type limits access	5	16	13	4	38
Destination Dependent	8	12	3	3	26
Pace of travel	2	8	7	3	20
Safety	2	6	5	4	17
More developed roads lead to crowding	3	3	6	3	15
Activity Dependent	2	8	2	1	13
Vehicle Dependent	6	0	0	6	12
Damage to Resources	1	2	2	4	9
Risk - Sense of adventure	1	1	2	5	9
Traffic	0	3	5	1	9
Access	2	3	2	0	7
Distance dependent	2	3	1	0	6
Seasonally or weather Dependent	0	3	2	1	6
Keep roads as they are	4	1	0	1	6
Social trails/unplanned roads	1	0	0	4	5
Total Road/Access Comments	50	102	71	61	284
Services					
No services needed	6	5	3	1	15
RV parks/campgrounds	6	0	0	0	6
Gas stations	1	1	2	0	4
Bar/nightlife	0	1	1	2	4
Restaurants	2	1	0	0	3
GPS	0	0	3	0	3
Grocery stores	1	1	0	0	2
Wireless/cellular coverage	0	2	0	0	2
weather reports	1	0	0	1	2
Gear stores	1	0	0	0	1
Lodging (hotels, B&B's, etc.)	0	1	0	0	1
Visitor information	0	1	0	0	1
water	0	1	0	0	1
family	0	1	0	0	1
Law Enforcement	0	1	0	0	1

Landscape Characteristic	Phase 1 - Hole in the Rock - east	Phase 2 - Grand Staircase - west	Phase 3 - Hwy 89/VCNM - south	Phase 4 - Hwy 12/Burr Trail - north	Study Total
Vehicle rental (4x4)	0	0	1	0	1
auto repair	0	0	1	0	1
Total Services comments	18	16	11	4	49
Missing Service					
emergency services	7	1	10	0	18
Bar/Nightlife	1	3	6	1	11
Local Knowledge	4	2	2	3	11
Nothing missing	3	4	0	3	10
Telephone/cellular phone service	0	1	7	1	9
Bathroom facilities at service points	4	2	2	0	8
expand time availability of current services	1	5	1	0	7
Signage	2	2	0	2	6
Friendlier gateway communities	2	2	0	1	5
Monitoring of resource conditions	0	2	1	2	5
Shuttle Services	2	1	2	0	5
coffee shops	3	1	0	0	4
More detailed maps at visitor centers	0	3	0	0	3
Access to closed airstrips	0	1	0	2	3
Seasonal	0	0	1	2	3
auto rental/repair services	2	0	1	0	3
road infrastructure	2	0	1	0	3
good restaurants	0	0	2	1	3
Law Enforcement	0	1	1	0	2
GPS navigation	1	1	0	0	2
Grocery Store	1	0	0	1	2
Gear Stores	0	1	0	0	1
Adventure Center	0	1	0	0	1
Water in GSENM	0	1	0	0	1
Multilingual signs	0	1	0	0	1
Veterinarian	0	1	0	0	1
Total missing services Comments	35	37	37	19	128
Information					
Visitor Center Staff	2	7	3	0	12
Websites	0	5	6	0	11
Maps (topographic, National Geographic, etc.	5	1	3	0	9

Landscape Characteristic	Phase 1 - Hole in the Rock - east	Phase 2 - Grand Staircase - west	Phase 3 - Hwy 89/VCNM - south	Phase 4 - Hwy 12/Burr Trail - north	Study Total
Friends and family	4	2	0	0	6
Area residents	1	4	1	0	6
Guidebooks	2	2	1	0	5
Contact with Park Rangers in the field	1	2	1	0	4
Kelsey Books	0	4	0	0	4
user groups	0	0	4	0	4
Area business owners	1	1	1	0	3
Digital apps	0	3	0	0	3
GPS	2	1	0	0	3
social media	0	0	3	0	3
academic research	0	0	3	0	3
Visitor Center exhibits	0	1	1	0	2
On-Site signage, kiosks, bulletin boards	0	2	0	0	2
No information	0	1	1	0	2
Google Earth	1	0	0	1	2
Free guides and maps	1	0	0	0	1
aviation maps	0	1	0	0	1
Weather	0	0	0	1	1
Total Information Source	20	37	28	2	87
Comments					
Service Location					
Escalante	4	11	9	0	24
Boulder	2	6	2	0	10
I-70 corridor	5	2	0	1	8
any surrounding community	3	4	1	0	8
Kanab	0	2	2	1	5
Page	3	0	0	1	4
Long Valley	0	2	1	0	3
Torrey	0	2	0	0	2
no services used	1	1	0	0	2
Jacob's Lake	0	0	2	0	2
Bryce Area (Bryce Canyon, Tropic, Cannonville)	0	1	0	0	1
Big Water	0	1	0	0	1
St. George	1	0	0	0	1
Other	0	1	0	0	1
Fredonia	0	1	0	0	1

Landscape Characteristic	Phase 1 - Hole in the Rock - east	Phase 2 - Grand Staircase - west	Phase 3 - Hwy 89/VCNM - south	Phase 4 - Hwy 12/Burr Trail - north	Study Total
towns with local airports	0	1	0	0	1
Arizona	0	0	1	0	1
Total Service location comments	19	35	18	3	75
Last visit meeting Expectations?/Surprised?					
meets expectations	6	13	13	6	38
Season/day of the week	2	1	13	2	18
road	13	0	1	1	15
Crowding	6	4	1	1	12
Dynamic Landscape	0	4	2	3	9
How well things are despite pressures	2	5	2	0	9
activities	6	0	1	1	8
Regulations/Management	1	6	1	0	8
discovery/adventure	0	2	5	0	7
Access issues	0	5	1	0	6
aesthetics	0	0	5	0	5
Impacts of grazing	0	3	1	0	4
Facilities	1	1	0	1	3
Vandalism/Trash etc.	0	3	0	0	3
Information availability	1	0	2	0	3
wildlife and/or plants	0	0	3	0	3
does not meet expectations	1	1	0	0	2
Negative impacts to resources	1	0	1	0	2
weather/beautiful day or stormy day	1	0	0	1	2
Drought	1	0	0	0	1
challenges	0	0	1	0	1
Total Expectations/Surprise Comments	42	48	53	16	159

Appendix 3: Handouts from all phases of data collection

Grand Staircase-Escalante National Monument
Hole in the Rock Area
Recreation Experience Baseline Study – Phase 1

Tim Casey, PhD

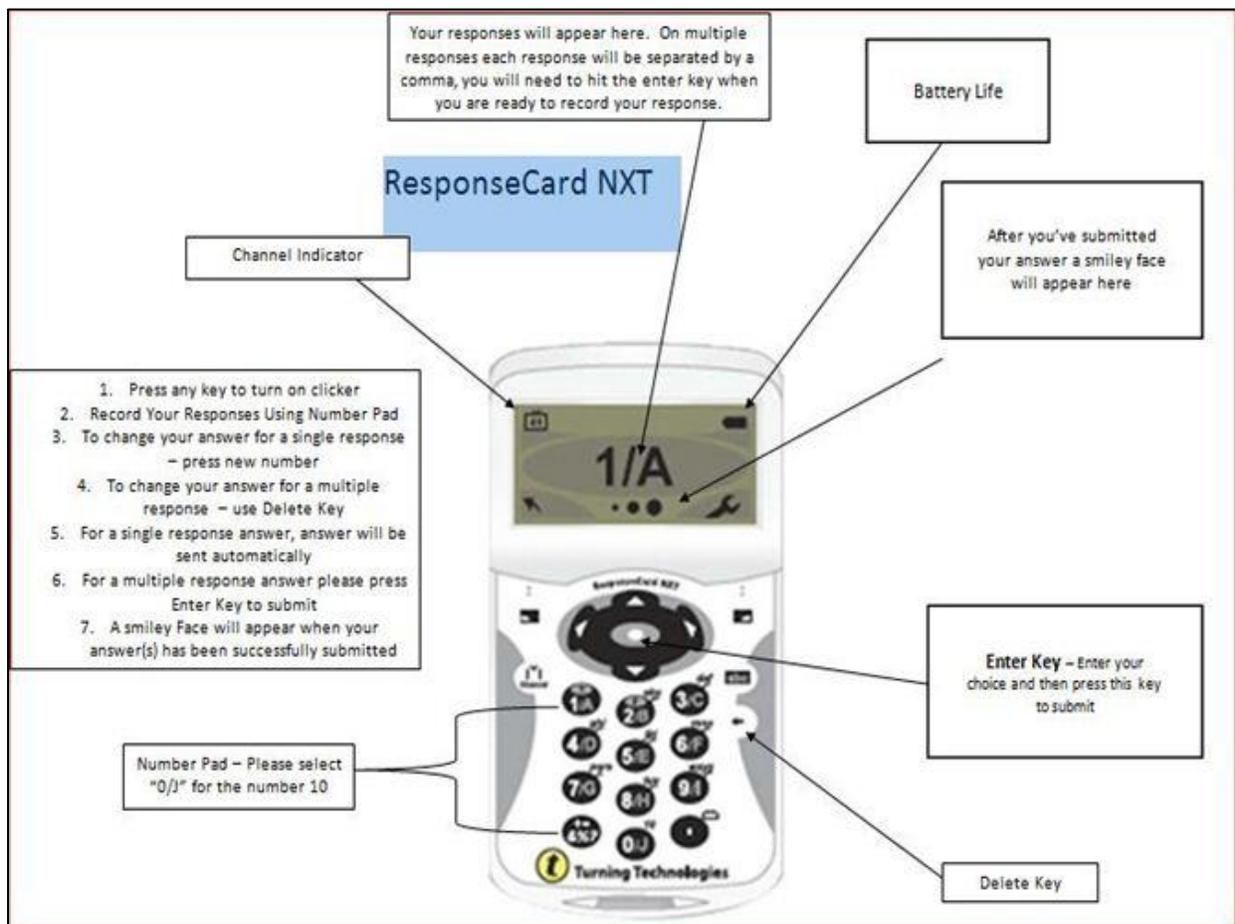
Natural Resource Center - Colorado Mesa University



2013

Participants:

- ✓ Listen, contribute, and stay focused on the subject at hand
- ✓ Feel free to keep or change your opinions in response to what you hear
- ✓ Respect others' right to share their thoughts; do not interrupt
- ✓ The moderator will stop anyone who attempts to block another's views
- ✓ Feel free to get up, obtain refreshments, or visit the restroom
- ✓ Do not engage in separate, private discussions
- ✓ Remember, participation is voluntary on all questions



To ensure that we all can use the clickers to help record your preferences throughout the focus group, let's try them now.

1. Would you start by entering your zip-code when the slide is available and the polling bar in the corner of the slide is green.

2. Which of the following choices best describes your primary association with the Hole in the Rock area?

- 1. Visitor**
- 2. Local resident**
- 3. Community leader**
- 4. Outfitter/guide**
- 5. Business owner**
- 6. Other**

To submit your response, select the enter key in the center of the arrows. You should see a smiley face at the bottom of your screen, if your response has been received.

3. What are the qualities of the Hole in the Rock area that make it special for you?

3. What are the qualities of areas along or accessed via Hole in the Rock Road that make it a special place for you? (Choose up to five.)

SP-1	1	It's my back yard
	2	It's where I spend quality time with friends and family
	3	Historic qualities - how previous generations used the area
	4	Productive qualities - grazing and hunting
	5	Biological resources - plants, animals, etc.
	6	Physical resources - geology, paleontology, etc.
	7	Cultural resources - archeology, etc.
	8	Scenic quality
	9	Spiritual and/or religious qualities
	10	Sense of freedom
SP-2	1	Wild, unspoiled, and natural
	2	Remote and rugged
	3	Sense of solitude and privacy
	4	Natural quietness
	5	Dark night skies
	6	Sense of discovery/learning opportunities

	7	Dogs and/or horses are allowed
	8	Lack of development or improvements
	9	None – it's not particularly special for me
	10	Other

Discussion:

4. What could or does diminish the specialness for you?

4. What could or does diminish the specialness for you? (Choose up to five.)

DIM-1	1	Additional fees, permits, or restrictions
	2	Increased use and crowding
	3	Increased traffic
	4	Increased use of wider array of vehicles
	5	Group size limits that are too low
	6	Limitations on historic uses and productive qualities
	7	Additional facilities and improvements
	8	Lack of facilities and improvements
DIM-2	1	Vandalism, litter, graffiti, and/or human waste
	2	Damage to soils and vegetation
	3	Lack of solitude and privacy
	4	Noise
	5	Artificial light
	6	Livestock or evidence of them
	7	Culture clashes – locals vs. visitors
	8	Other

Discussion:

5. At the places you enjoy visiting has use increased or decreased in the last five (5) years?

1. Strongly Decreased	2. Slightly Decreased	3. No Change	4. Slightly Increased	5. Strongly Increased
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6. If use at that these places has changed in the last five (5) years, has it been for the better or worse?

1. Worse	2.	3.	4.	5. Better
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Why?

7. Is there a particular area that is most important to you?

(Please write the names of these places on a sticky note provided and place them on the large map of the area.)

Why is this area particularly special?

8. When you go to your area of interest, which of these phrases best captures your interests and expectations for going there? (Choose up to 3)

CS-1	1	Natural Landscapes	I like to surround myself with the beauty of open space and the wildness of mountains, forests, rangeland, water and wildlife
	2	Rural Landscapes	I want to connect with the visual landscapes, sense of place and pace of rural areas where people make their living from the land
	3	Cultural & Heritage History	I am interested in how historic and prehistoric peoples lived in the area, and in exploring the connections I have with those peoples
	4	Natural History & Science	I am interested in knowing about natural processes in this area and the study of the scientific value of the landscape for enhancing our understanding of the world around us.
	5	Health & Fitness	I like being able to regularly access public lands recreation areas that help me get and stay fit or improve my mental well-being
	6	Self-Reliant Adventure	I prefer outdoor adventure on my own that challenges my outdoor skills, improves my abilities, and maybe even involves some risk
CS-2	1	Tranquil Escapes	I look forward to the quiet serenity of getting away from it all for some mental and physical relaxation, reflection, and renewal
	2	Youth, Family & Friends	I am enriched by socializing with others: young people, my family and/or friends and enjoying companionship in the outdoors together
	3	Community Life	I like seeing what the discovery and enjoyment of nearby open space recreation does for my community and our visiting guests
	4	Economic Well-being	I want to see public lands recreation areas contributing in a significant way to our economic livelihood
	5	Learning & instructing	I feel comfortable having others equip and enable me to do recreation and tourism outings—or being part of helping others learn how to do that
	6	Stewardship & Caretaking	I like giving back to the outdoors from what I've received by helping care for special sites and facilities so others can also enjoy them

9. When visiting that area, what activities do you engage in most often? (Choose up to 3)

Act-1	1	Scenic Driving
	2	OHV riding
	3	Hiking/Walking/Running
	4	Backpacking
	5	Car Camping
	6	Picnicking
	7	Rock Climbing/Canyoneering
	8	Wildlife Viewing/ Bird Watching
Act-2	1	Bicycling/ Mountain Biking
	2	Horseback Riding
	3	Organized group activities (i.e. civic groups, clubs, scouts, church, etc.) including historic reenactments
	4	Ranching activities
	5	Hunting
	6	Photography
	7	Interpretive programs
	8	Other

10. Do you recreate in this area primarily because:

1	The PLACE is inherently special to me
2	The area allows me to engage in a favored ACTIVITY
3	Both PLACE and ACTIVITY are important to me
4	Other

11. Photo Preference: The next set of slides show images from the Hole in the Rock area. We would like to know how many people or campsites you would consider too many in the particular setting. In other words, how many could the space hold before it changes the character and specialness of the place for you and what you do there.

We also want to know other things beyond crowding that you think would change the character of the place.

12. When traveling in the Hole in the Rock area are you aware when you move from Monument lands administered by the Bureau of Land Management to Glen Canyon National Recreation Area lands managed by the National Park Service?

If so, how does that influence what you do or your perceptions?

13. When choosing where to recreate in this region, where do you spend the most time?

Dest-1	1	Grand Staircase- Escalante National Monument
	2	Glen Canyon National Recreation Area
	3	Bryce Canyon National Park
	4	Capitol Reef National Park
	5	Dixie National Forest
	6	Area Utah State Parks
	7	Scenic Byway 12
	8	Hole in the Rock Road
	9	A combination of many of these
	10	Other

14. Which sources of information do you depend upon to plan your recreation in the Hole in the Rock Road area?

S-1	1	Friends and family
	2	Past experience
	3	Area business owners
	4	Area residents
	5	Visitor Center Staff
	6	Contact with Park Rangers in the field
	7	Visitor Center exhibits
	8	On-Site signage, kiosks, bulletin boards
S-2	1	Travel and tourism councils and associations
	2	Free area maps and guides
	3	Guidebooks
	4	Websites
	5	Digital apps
	6	Historic references
	7	Other

15. What services you depend on to have a successful recreational experience? (Choose all that apply.)

Services- 1	1	Gas stations
	2	Gear stores
	3	Grocery stores
	4	Lodging (hotels, B&B's, etc.)
	5	Outfitters/guides
	6	RV parks/campgrounds
	7	Restaurants
	8	Visitor information
	9	Wireless/cellular coverage
	10	Other

16. Where are those services located? (Choose all that apply.)

Services- 2	1	Escalante
	2	Boulder
	3	Bryce Area (Bryce Canyon, Tropic, Cannonville)
	4	Panguitch
	5	Wayne County (Torrey, Loa, Bicknell)
	6	Kane County (Kanab)
	7	Las Vegas
	8	Salt Lake City
	9	Online
	10	Other

17. Are there services that are missing and prevent you from having a successful experience?

18. Did your last recreational outing in the Hole in the Rock area meet your expectations? Why or why not?

19. What was the most surprising thing about your visit compared to what you expected?

We appreciate your involvement in this important focus group.

Your input is an important part of maintaining an ongoing inventory of our recreational users' preferences, expectations, and concerns.

Contact Information:

Dr. Tim Casey

Colorado Mesa University - Natural Resource Center, Director

1100 North Avenue, Grand Junction, CO 81501

(970) 248-5969 or tcasey@coloradomesa.edu

Grand Staircase-Escalante National Monument
Grand Staircase Region
Recreation Experience Baseline Study – Phase 2

Tim Casey, PhD

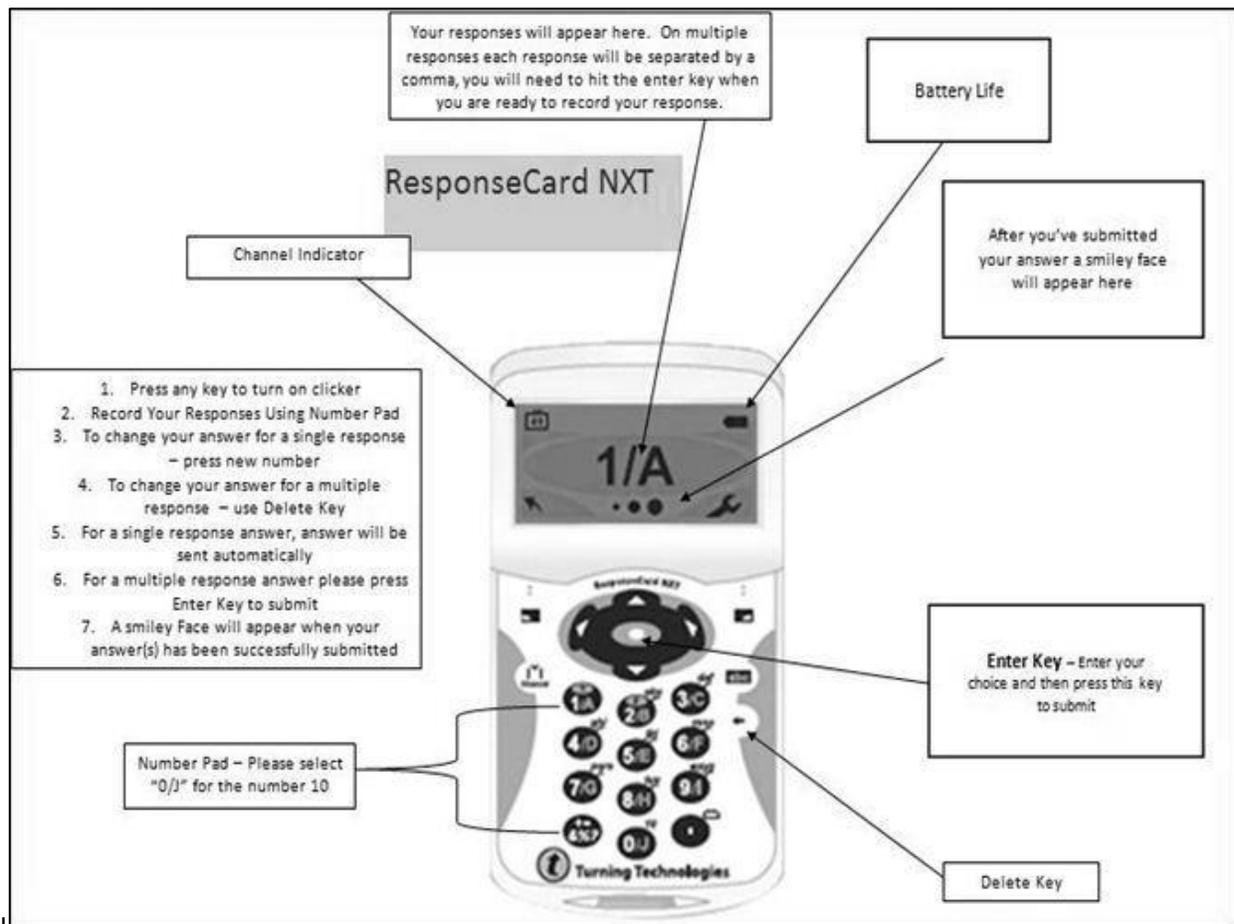
Natural Resource Center - Colorado Mesa University



2014

Participants:

- ✓ Listen, contribute, and stay focused on the subject at hand
- ✓ Feel free to keep or change your opinions in response to what you hear
- ✓ Respect others' right to share their thoughts; do not interrupt
- ✓ The moderator will stop anyone who attempts to block another's views
- ✓ Feel free to get up, obtain refreshments, or visit the restroom
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- ✓ Remember, participation is voluntary on all questions



To ensure that we all can use the clickers to help record your preferences throughout the focus group, let's try them now.

1. Would you start by entering your home zip-code when the slide is available and the polling bar in the corner of the slide is green.

To submit your response, select the enter key in the center of the arrows. You should see a smiley face at the bottom of your screen, if your response has been received.

2. Which of the following choices best describes your primary association with the Grand Staircase region of GSENM?

<input type="checkbox"/>	Visitor
<input type="checkbox"/>	Local Resident
<input type="checkbox"/>	Community Leader (elected / non-elected)
<input type="checkbox"/>	Outfitter/Guide
<input type="checkbox"/>	Business owner
<input type="checkbox"/>	Other

3. What are the qualities of the Grand Staircase region of GSENM that make it special for you?

3. What are the qualities of areas along or accessed via Hole in the Rock Road that make it a special place for you? (Choose up to five.)

SP-1		It's my back yard
		It's where I spend quality time with friends and family
		Historic qualities - how previous generations used the area
		Productive qualities - grazing and hunting
		Biological resources - plants, animals, etc.
		Physical resources - geology, paleontology, etc.
		Cultural resources - archeology, etc.
		Scenic quality
		Spiritual and/or religious qualities
		Sense of personal renewal
SP-2		Sense of freedom
		Wild, unspoiled, and natural
		Remote and rugged
		Sense of solitude and privacy
		Natural quietness
		Dark night skies
		Sense of discovery/learning opportunities
		Dogs and/or horses are allowed
		Lack of development or improvements
		Other

Discussion:

4. What could or does diminish the specialness for you?

4. What could or does diminish the specialness for you? (Choose up to five.)

DIM-1	<input type="checkbox"/>	Additional fees, permits, or restrictions
	<input type="checkbox"/>	Increased use and crowding
	<input type="checkbox"/>	Increased traffic
	<input type="checkbox"/>	Increased use of wider array of vehicles
	<input type="checkbox"/>	Increased access
	<input type="checkbox"/>	Limited access
	<input type="checkbox"/>	Group size limits that are too low
	<input type="checkbox"/>	Group size limits that are too high
	<input type="checkbox"/>	Additional recreational facilities and improvements
	<input type="checkbox"/>	Lack of recreation facilities and improvements
DIM-2	<input type="checkbox"/>	Vandalism, litter, graffiti, and/or human waste
	<input type="checkbox"/>	Damage to soils and vegetation
	<input type="checkbox"/>	Lack of solitude and privacy
	<input type="checkbox"/>	Noise
	<input type="checkbox"/>	Artificial light
	<input type="checkbox"/>	Livestock or evidence of them
	<input type="checkbox"/>	Limitations on historic uses and productive qualities
	<input type="checkbox"/>	Non-recreation amenity development (utility lines, residential, etc.)
	<input type="checkbox"/>	Culture clashes – locals vs. visitors
	<input type="checkbox"/>	Other

5. At the places you enjoy visiting has use increased or decreased in the last five (5) years?

6. Strongly Decreased	7. Slightly Decreased	8. No Change	9. Slightly Increased	10. Strongly Increased
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6. If use at that these places has changed in the last five (5) years, has it been for the better or worse?

6. Much worse	7. Somewhat worse	8. No change	9. Somewhat better	10. Much better
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Why?

7. Are there particular places that are most important to you?

(Please write the names of these places on the sticky notes provided and place them on the general location of the area large map.)

Why are these areas particularly special?

8. When you go to your area of interest, which of these phrases best captures your interests and expectations for going there? (Choose up to 3)

CS-1		Natural Landscapes	I like to surround myself with the beauty of open space and the wildness of mountains, forests, rangeland, water and wildlife
		Rural Landscapes	I want to connect with the visual landscapes, sense of place and pace of rural areas where people make their living from the land
		Cultural & Heritage History	I am interested in how historic and prehistoric peoples lived in the area, and in exploring the connections I have with those peoples
		Natural History & Science	I am interested in knowing about natural processes in this area and the study of the scientific value of the landscape for enhancing our understanding of the world around us.
		Health & Fitness	I like being able to regularly access public lands recreation areas that help me get and stay fit or improve my mental well-being
		Self-Reliant Adventure	I prefer outdoor adventure on my own that challenges my outdoor skills, improves my abilities, and maybe even involves some risk
CS-2		Tranquil Escapes	I look forward to the quiet serenity of getting away from it all for some mental and physical relaxation, reflection, and renewal
		Youth, Family & Friends	I am enriched by socializing with others: young people, my family and/or friends and enjoying companionship in the outdoors together
		Community Life	I like seeing what the discovery and enjoyment of nearby open space recreation does for my community and our visiting guests
		Economic Well-being	I want to see public lands recreation areas contributing in a significant way to our economic livelihood
		Learning & instructing	I feel comfortable having others equip and enable me to do recreation and tourism outings—or being part of helping others learn how to do that
		Stewardship & Caretaking	I like giving back to the outdoors from what I've received by helping care for special sites and facilities so others can also enjoy them

9. When visiting that area, what activities do you engage in most often? (Choose up to 3)

Act-1	<input type="checkbox"/>	Scenic Driving
	<input type="checkbox"/>	4x4 Driving (Jeep, Truck, SUV)
	<input type="checkbox"/>	ATV/UTV riding
	<input type="checkbox"/>	Hiking/Walking/Running
	<input type="checkbox"/>	Backpacking
	<input type="checkbox"/>	Car Camping
	<input type="checkbox"/>	Picnicking
	<input type="checkbox"/>	Rock Climbing/Canyoneering
Act-2	<input type="checkbox"/>	Wildlife Viewing/ Bird Watching
	<input type="checkbox"/>	Bicycling/ Mountain Biking
	<input type="checkbox"/>	Horseback Riding
	<input type="checkbox"/>	Organized group activities (i.e. civic groups, clubs, scouts, church, etc.) including historic reenactments
	<input type="checkbox"/>	Ranching activities
	<input type="checkbox"/>	Hunting
	<input type="checkbox"/>	Photography
	<input type="checkbox"/>	Other

10. Do you recreate in this area primarily because:

<input type="checkbox"/>	The PLACE is inherently special to me
<input type="checkbox"/>	The area allows me to engage in a favored ACTIVITY
<input type="checkbox"/>	Both PLACE and ACTIVITY are important to me
<input type="checkbox"/>	Other

11. Photo Preference: The next set of slides show images from the Grand Staircase region of GSENM. We would like to know how many people or campsites you would consider too many in the particular setting. In other words, how many could the space hold before it changes the character and specialness of the place for you and what you do there? We also want to know other things beyond crowding that you think would change the character of the place.

12. When traveling in the Grand Staircase region of GSENM are you aware when you go into and out of Wilderness Study Areas?

If so, how does that influence what you do, your expectations, or your perceptions?

13. When choosing where to recreate in this region, where do you spend the most time?

Dest-1		Grand Staircase- Escalante National Monument
		Vermilion Cliffs National Monument – Coyote Buttes (The Wave)
		Paria Canyon-Vermilion Cliffs Wilderness Area (Buckskin Gulch, Paria Canyon)
		Bryce Canyon National Park
		Zion National Park
		Glen Canyon National Recreation Area (Lake Powell)
		Dixie National Forest
		Area Utah State Parks (Coral Pink or Kodachrome)
		A combination of many of these

		Other
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14. Which sources of information do you depend upon to plan your recreation in the Grand Staircase region of GSENM?

S-1		Friends and family
		Past experience
		Area business owners
		Area residents
		Visitor Center staff
		Visitor Center exhibits
		On-Site signage, kiosks, bulletin boards
		Contact with park rangers in the field
S-2		Travel and tourism councils and associations
		Free guides and maps
		Guidebooks and maps (sale products)
		Websites
		Digital apps
		Historic references
		Other

15. What services do you depend on to have a successful recreational experience? (Choose all that apply.)

Services- 1		Gas stations
		Gear stores
		Grocery stores
		Lodging (hotels, B&B's, etc.)
		Outfitters/guides
		RV parks/campgrounds
		Restaurants
		Visitor information
		Wireless/cellular coverage

	0	Other
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16. Where are those services located? (Choose all that apply.)

Services- 2		Kanab
		Page
		Bryce Area (Bryce Canyon, Tropic, Cannonville)
		Big Water
		Panguitch
		St. George
		Las Vegas
		Salt Lake City
		Online
	0	Other

17. Are there services that are missing and prevent you from having a successful experience?

18. Did your last recreational outing in the Grand Staircase region of GSENM meet your expectations? Why or why not?

19. What was the most surprising thing about your visit compared to what you expected?

Grand Staircase-Escalante National Monument

Vermillion Cliffs National Monument

Kanab Field Office

Recreation Experience Baseline Study

Phase 3

HWY 89

Vermilion Cliffs

Paria Canyon & Plateau



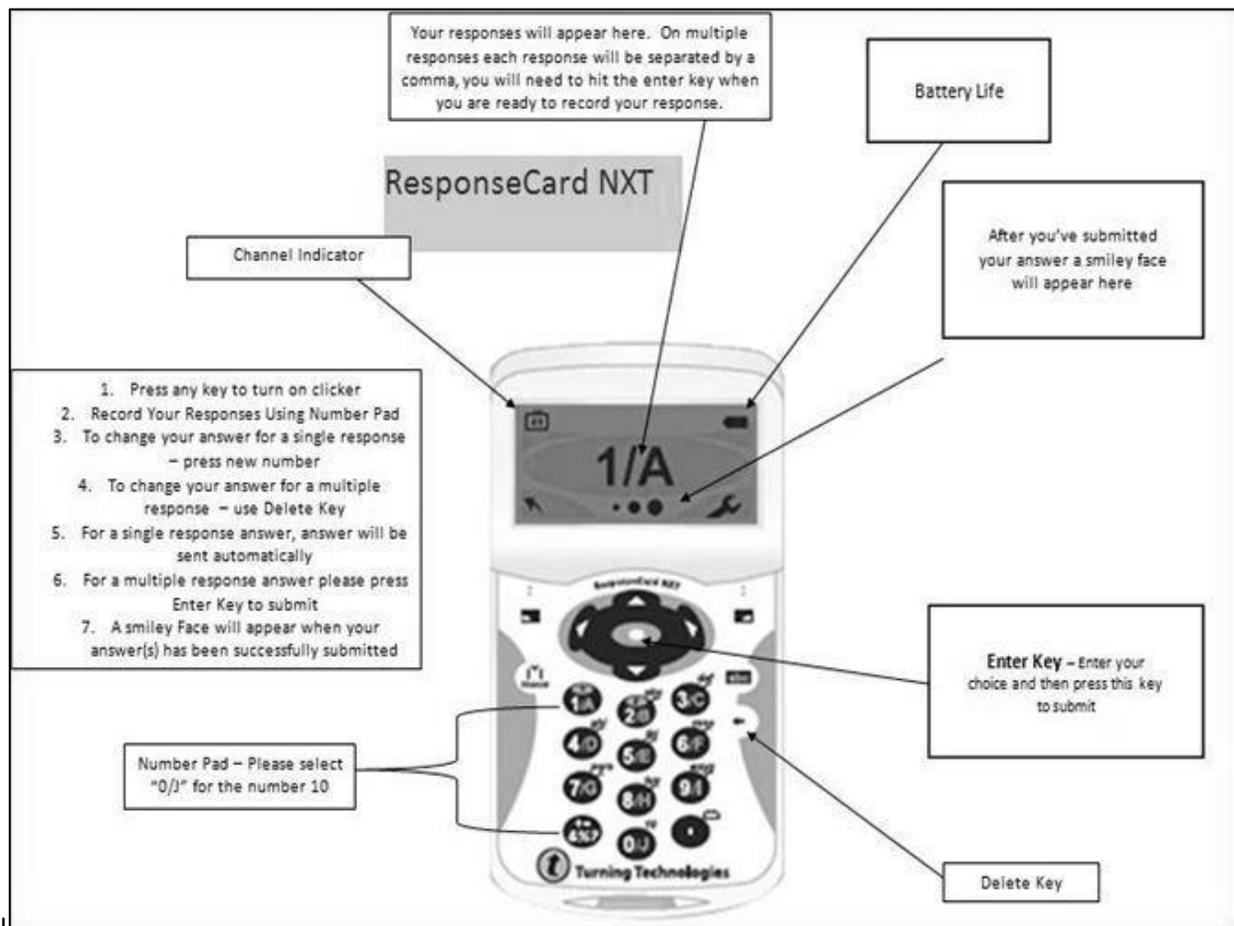
Tim Casey, PhD

Natural Resource Center - Colorado Mesa University

2015

Participants:

- ✓ Listen, contribute, and stay focused on the subject at hand
- ✓ Feel free to keep or change your opinions in response to what you hear
- ✓ Respect others' right to share their thoughts; do not interrupt
- ✓ The moderator will stop anyone who attempts to block another's views
- ✓ Feel free to get up, obtain refreshments, or visit the restroom
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- ✓ Remember, participation is voluntary on all questions



To ensure that we all can use the clickers to help record your preferences throughout the focus group, let's try them now.

1. Would you start by entering your home zip-code when the slide is available and the polling bar in the corner of the slide is green.

To submit your response, select the enter key in the center of the arrows. You should see a smiley face at the bottom of your screen, if your response has been received.

2. Which of the following choices best describes your primary association with the study area?

1	Visitor
2	Local Resident
3	Community Leader (elected / non-elected)
4	Outfitter/Guide
5	Business owner
6	Other

3. What are the qualities of the study area that make it special for you? (Open Ended)

3. What are the qualities of the study area that makes it a special place for you? (Choose up to five.)

SP-1	1	It's my back yard
	2	It's where I spend quality time with friends and family
	3	Historic qualities - how previous generations used the area
	4	Productive qualities - grazing and hunting
	5	Biological resources - plants, animals, etc.
	6	Physical resources - geology, paleontology, etc.
	7	Cultural resources - archeology, etc.
	8	Scenic quality
	9	Spiritual and/or religious qualities
	0	Sense of freedom
SP-2	1	Wild, unspoiled, and natural
	2	Remote and rugged
	3	Sense of solitude and privacy
	4	Natural quietness
	5	Dark night skies
	6	Sense of discovery/learning opportunities
	7	Dogs and/or horses are allowed
	8	Lack of development or improvements
	9	It's where I engage in recreational activities I enjoy
	0	Other

4. What could or does diminish the specialness for you? (Open-ended)

4. What could or does diminish the specialness for you? (Choose up to five.)

DIM-1	1	Additional fees, permits, or restrictions
	2	Increased use and crowding
	3	Increased traffic and/or increase use of a wider array of vehicles
	4	Group size limits I consider to be too high
	5	Group size limits I consider to be too low
	6	Limitations on historic uses and productive qualities
	7	Additional facilities and improvements
	8	Lack of facilities and improvements
	9	Increased access
	0	Limited access
DIM-2	1	Vandalism, litter, graffiti, and/or human waste
	2	Damage to soils and vegetation
	3	Lack of solitude and privacy
	4	Noise
	5	Artificial light
	6	Livestock or evidence of them
	7	Culture clashes – locals vs. visitors or long time locals vs. move-ins
	8	Lack of connection to or education about place
	9	Residential or industrial development (utility lines, pipelines, etc.)
	0	Other

5. At the places you enjoy visiting has use increased or decreased in the last five (5) years?

11. Strongly Decreased	12. Slightly Decreased	13. No Change	14. Slightly Increased	15. Strongly Increased
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6. If use at that these places has changed in the last five (5) years, has it been for the better or worse?

11. Much worse	12. Somewhat worse	13. No change	14. Somewhat better	15. Much better
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Why?

7. Are there particular places that are most important to you?

Why are these areas particularly special?

(Please write your clicker number, the names of these places, and why they are special on the sticky notes provided and place them on the general location of the area large map.)

8. When you go to your areas of interest, which of these phrases best captures your interests and expectations for going there? (Choose up to 3.)

CS-1	1	Natural Landscapes	I like to surround myself with the beauty of open space and the wildness of mountains, forests, rangeland, water and wildlife
	2	Rural Landscapes	I want to connect with the visual landscapes, sense of place and pace of rural areas where people make their living from the land
	3	Cultural & Heritage History	I am interested in how historic and prehistoric peoples lived in the area, and in exploring the connections I have with those peoples
	4	Natural History & Science	I am interested in knowing about natural processes in this area and the study of the scientific value of the landscape for enhancing our understanding of the world around us.
	5	Health & Fitness	I like being able to regularly access public lands recreation areas that help me get and stay fit or improve my mental well-being
	6	Self-Reliant Adventure	I prefer outdoor adventure on my own that challenges my outdoor skills, improves my abilities, and maybe even involves some risk
CS-2	1	Tranquil Escapes	I look forward to the quiet serenity of getting away from it all for some mental and physical relaxation, reflection, and renewal
	2	Youth, Family & Friends	I am enriched by socializing with others: young people, my family and/or friends and enjoying companionship in the outdoors together
	3	Community Life	I like seeing what the discovery and enjoyment of nearby open space recreation does for my community and our visiting guests

	4	Economic Well-being	I want to see public lands recreation areas contributing in a significant way to our economic livelihood
	5	Learning & instructing	I feel comfortable having others equip and enable me to do recreation and tourism outings—or being part of helping others learn how to do that
	6	Stewardship & Caretaking	I like giving back to the outdoors from what I've received by helping care for special sites and facilities so others can also enjoy them

9. When visiting those areas, what activities do you engage in most often? (Choose up to 3.)

Act-1	1	Scenic Driving
	2	Exploring or discovering new areas
	3	Hiking/Walking/Running
	4	Backpacking
	5	Car Camping
	6	Picnicking
	7	Rock Climbing/Canyoneering
	8	Nature Study (wildlife viewing/ bird watching/geology/plants)
	9	4x4 Driving (Jeep, truck, SUV)
	0	ATV/UTV riding
Act-2	1	Bicycling/ Mountain Biking
	2	Horseback Riding
	3	Family or Group Activities (civic groups, clubs, scouts, church, historic reenactments, etc.)
	4	Ranching activities
	5	Hunting
	6	Photography
	7	Learning activities (interpretive programs, educational outings, etc.)
	8	Art/Writing activities
	9	Spiritual renewal activities
	0	Other

10. Do you recreate in these areas primarily because:

1	The PLACES are inherently special to me
2	These areas allow me to engage in a favored ACTIVITY
3	Both PLACE and ACTIVITY are important to me

11. Photos & Preference: The next set of slides show images from the area of study. The images depict settings and travel routes in this region and we will use those to discuss your preferences.

12a. When traveling in the area of study are you aware when you travel across administrative boundaries (BLM, NPS, USFS, private land, state land, etc.)?

If so, how does that influence what you do, your expectations, or your perceptions?

12b. When traveling in the area of study are you aware when you go into and out of Wilderness Areas or Wilderness Study Areas?

If so, how does that influence what you do, your expectations, or your perceptions?

13. When choosing where to recreate in this region, where do you spend the most time? (Choose up to 3.)

Dest-1	1	Grand Staircase- Escalante National Monument
	2	Vermilion Cliffs National Monument
	3	Paria Canyon-Vermilion Cliffs Wilderness Area
	4	BLM lands (Kanab Field Office/Arizona Strip Field Office)
	5	Glen Canyon National Recreation Area (Lake Powell)
	6	National Forests (Dixie, Kaibab)
	7	National Parks (Zion, Bryce, Grand Canyon, etc.)
	8	Area Utah State Parks (Coral Pink, etc.)
	9	Other

14. Which sources of information do you depend upon to plan your recreation in the region? (Choose all that apply.)

S-1	1	Friends and family
	2	Past experience
	3	Area business owners
	4	Area residents
	5	Visitor Center staff
	6	Contact with park rangers in the field
	7	Visitor Center exhibits
	8	On-Site signage, kiosks, bulletin boards
	9	Travel and tourism councils and associations
S-2	1	Magazines
	2	Free guides and maps
	3	Guidebooks

	4	Government websites - .gov
	5	Non-government websites - .com or .org
	6	Digital apps
	7	Historic references
	8	Maps (topographic, National Geographic, etc.)
	9	Other

15. What services do you depend on to have a successful recreational experience? (Choose all that apply.)

Services-1	1	Gas stations
	2	Gear stores
	3	Grocery stores
	4	Lodging (e.g. hotels, B&B's, etc.)
	5	Outfitters/guides
	6	RV parks/campgrounds
	7	Restaurants
	8	Visitor information (e.g. brochures)
	9	Internet/wireless/cellular coverage
	0	Other

16. Where are those services located? (Choose all that apply.)

Services- 2	1	Kanab
	2	Page
	3	Big Water
	4	Marble Canyon/Cliff Dwellers
	5	Flagstaff
	6	St. George
	7	Las Vegas
	8	Salt Lake City
	9	Online
	0	Other

17. Are there services that are missing that prevent you from having a successful experience?

18. Did your last recreational outing in the study area meet your expectations? Why or why not?

19. What was the most surprising thing about your visit compared to what you expected?

Grand Staircase-Escalante National Monument

**Recreation Experience Baseline Study
Phase 4**

HWY 12
Burr Trail

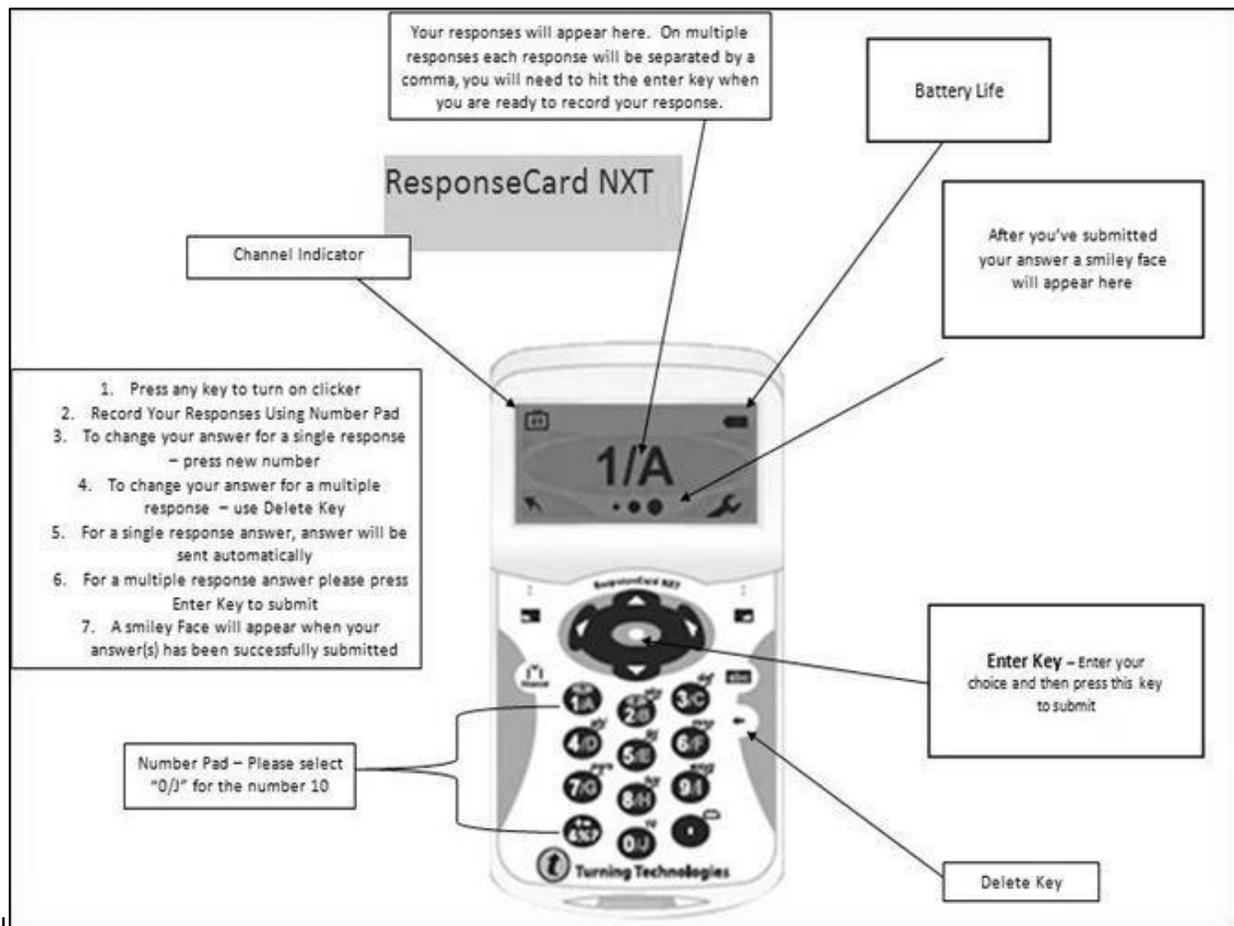


Tim Casey, PhD
Natural Resource Center - Colorado Mesa University

2016

Participants:

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2. Which of the following choices best describes your primary association with the study area?

<input type="checkbox"/>	Visitor
<input type="checkbox"/>	Local Resident
<input type="checkbox"/>	Community Leader (elected / non-elected)
<input type="checkbox"/>	Outfitter/Guide
<input type="checkbox"/>	Business owner
<input type="checkbox"/>	Other

3. What are the qualities of the study area that make it special for you?

**3. What are the qualities of the study area that makes it a special place for you?
(Choose up to five.)**

SP-1	<input type="checkbox"/>	It's my back yard
	<input type="checkbox"/>	It's where I spend quality time with friends and family
	<input type="checkbox"/>	Historic qualities - how previous generations used the area
	<input type="checkbox"/>	Productive qualities - grazing and hunting
	<input type="checkbox"/>	Biological resources - plants, animals, etc.
	<input type="checkbox"/>	Physical resources - geology, paleontology, etc.
	<input type="checkbox"/>	Cultural resources - archeology, etc.
	<input type="checkbox"/>	Scenic quality
	<input type="checkbox"/>	Spiritual and/or religious qualities
	<input type="checkbox"/>	Sense of freedom
SP-2	<input type="checkbox"/>	Wild, unspoiled, and natural
	<input type="checkbox"/>	Remote and rugged
	<input type="checkbox"/>	Sense of solitude and privacy
	<input type="checkbox"/>	Natural quietness
	<input type="checkbox"/>	Dark night skies
	<input type="checkbox"/>	Sense of discovery/learning opportunities
	<input type="checkbox"/>	Dogs and/or horses are allowed
	<input type="checkbox"/>	Lack of development or improvements
	<input type="checkbox"/>	It's where I engage in recreational activities I enjoy
	<input type="checkbox"/>	Other

Discussion:

4. What could or does diminish the specialness for you?

4. What could or does diminish the specialness for you? (Choose up to five.)

DIM-1	<input type="checkbox"/>	Additional fees, permits, or restrictions
	<input type="checkbox"/>	Increased use and crowding
	<input type="checkbox"/>	Increased traffic and/or increase use of a wider array of vehicles
	<input type="checkbox"/>	Group size limits I consider to be too high
	<input type="checkbox"/>	Group size limits I consider to be too low
	<input type="checkbox"/>	Limitations on historic uses and productive qualities
	<input type="checkbox"/>	Additional facilities and improvements
	<input type="checkbox"/>	Lack of facilities and improvements
	<input type="checkbox"/>	Increased access
	<input type="checkbox"/>	Limited access
DIM-2	<input type="checkbox"/>	Vandalism, litter, graffiti, and/or human waste
	<input type="checkbox"/>	Damage to soils and vegetation
	<input type="checkbox"/>	Lack of solitude and privacy
	<input type="checkbox"/>	Noise
	<input type="checkbox"/>	Artificial light
	<input type="checkbox"/>	Livestock or evidence of them
	<input type="checkbox"/>	Culture clashes – locals vs. visitors or long time locals vs. move-ins
	<input type="checkbox"/>	Lack of connection to or education about place
	<input type="checkbox"/>	Residential or industrial development (utility lines, pipelines, etc.)
	<input type="checkbox"/>	Other

5. At the places you enjoy visiting has use increased or decreased in the last five (5) years?

16. Strongly Decreased	17. Slightly Decreased	18. No Change	19. Slightly Increased	20. Strongly Increased
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6. If use at that these places has changed in the last five (5) years, has it been for the better or worse?

16. Much worse	17. Somewhat worse	18. No change	19. Somewhat better	20. Much better
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Why?

7. Are there particular places that are most important to you? Why are these areas particularly special?

(Please write your clicker number, the names of these places, and why they are special on the sticky notes provided and place them on the general location of the area large map.)

8. When you go to your areas of interest, which of these phrases best captures your interests and expectations for going there? (Choose up to 3.)

CS-1	Natural Landscapes	I like to surround myself with the beauty of open space and the wildness of mountains, forests, rangeland, water and wildlife
	Rural Landscapes	I want to connect with the visual landscapes, sense of place and pace of rural areas where people make their living from the land
	Cultural & Heritage History	I am interested in how historic and prehistoric peoples lived in the area, and in exploring the connections I have with those peoples
	Natural History & Science	I am interested in knowing about natural processes in this area and the study of the scientific value of the landscape for enhancing our understanding of the world around us.
	Health & Fitness	I like being able to regularly access public lands recreation areas that help me get and stay fit or improve my mental well-being
	Self-Reliant Adventure	I prefer outdoor adventure on my own that challenges my outdoor skills, improves my abilities, and maybe even involves some risk
CS-2	Tranquil Escapes	I look forward to the quiet serenity of getting away from it all for some mental and physical relaxation, reflection, and renewal
	Youth, Family & Friends	I am enriched by socializing with others: young people, my family and/or friends and enjoying companionship in the outdoors together
	Community Life	I like seeing what the discovery and enjoyment of nearby open space recreation does for my community and our visiting guests
	Economic Well-being	I want to see public lands recreation areas contributing in a significant way to our economic livelihood
	Learning & instructing	I feel comfortable having others equip and enable me to do recreation and tourism outings—or being part of helping others learn how to do that
	Stewardship & Caretaking	I like giving back to the outdoors from what I've received by helping care for special sites and facilities so others can also enjoy them

9. When visiting those areas, what activities do you engage in most often? (Choose up to 3.)

Act-1	<input type="checkbox"/>	Scenic Driving
	<input type="checkbox"/>	Exploring or discovering new areas
	<input type="checkbox"/>	Hiking/Walking/Running
	<input type="checkbox"/>	Backpacking
	<input type="checkbox"/>	Car Camping
	<input type="checkbox"/>	Picnicking
	<input type="checkbox"/>	Rock Climbing/Canyoneering
	<input type="checkbox"/>	Nature Study (wildlife viewing/ bird watching/geology/plants)
	<input type="checkbox"/>	4x4 Driving (Jeep, truck, SUV)
	<input type="checkbox"/>	ATV/UTV riding
Act-2	<input type="checkbox"/>	Bicycling/ Mountain Biking
	<input type="checkbox"/>	Horseback Riding
	<input type="checkbox"/>	Family or Group Activities (civic groups, clubs, scouts, church, historic reenactments, etc.)
	<input type="checkbox"/>	Ranching activities
	<input type="checkbox"/>	Hunting
	<input type="checkbox"/>	Photography
	<input type="checkbox"/>	Learning activities (interpretive programs, educational outings, etc.)
	<input type="checkbox"/>	Art/Writing activities
	<input type="checkbox"/>	Spiritual renewal activities
<input type="checkbox"/>	Other	

10. Do you recreate in these areas primarily because:

<input type="checkbox"/>	The PLACES are inherently special to me
<input type="checkbox"/>	These areas allow me to engage in a favored ACTIVITY
<input type="checkbox"/>	Both PLACE and ACTIVITY are important to me

11. Photos & Preference: The next set of slides show images from the area of study. The images depict settings and travel routes in this region and we will use those to discuss your preferences.

12a. When traveling in the area of study, are you aware when you travel across administrative boundaries (BLM, NPS, USFS, private land, state land, etc.)?

If so, how does that influence what you do, your expectations, or your perceptions?

12b. When traveling in the area of study, are you aware when you go into and out of Wilderness Areas or Wilderness Study Areas?

If so, how does that influence what you do, your expectations, or your perceptions?

13. When choosing where to recreate in this region, where do you spend the most time? (Choose up to 3.)

Dest-1	<input type="checkbox"/>	Grand Staircase- Escalante National Monument
	<input type="checkbox"/>	Non- Monument BLM lands (Kanab Field Office)
	<input type="checkbox"/>	Dixie National Forest
	<input type="checkbox"/>	Bryce Canyon National Park
	<input type="checkbox"/>	Capitol Reef National Park
	<input type="checkbox"/>	Glen Canyon National Recreation Area
	<input type="checkbox"/>	Area Utah State Parks (Kodachrome, Escalante Petrified Forest, etc.)
	<input type="checkbox"/>	Other

14. Which sources of information do you depend upon to plan your recreation in the region? (Choose all that apply.)

S-1	<input type="checkbox"/>	Friends and family
	<input type="checkbox"/>	Past experience
	<input type="checkbox"/>	Area business owners
	<input type="checkbox"/>	Area residents
	<input type="checkbox"/>	Visitor Center staff
	<input type="checkbox"/>	Contact with park rangers in the field
	<input type="checkbox"/>	Visitor Center exhibits
	<input type="checkbox"/>	On-Site signage, kiosks, bulletin boards
	<input type="checkbox"/>	Travel and tourism councils and associations
	S-2	<input type="checkbox"/>
<input type="checkbox"/>		Free guides and maps
<input type="checkbox"/>		Guidebooks
<input type="checkbox"/>		Government websites - .gov
<input type="checkbox"/>		Non-government websites - .com or .org
<input type="checkbox"/>		Digital apps
<input type="checkbox"/>		Historic references
<input type="checkbox"/>		Maps (topographic, National Geographic, etc.)
<input type="checkbox"/>		Other

15. What services do you depend on to have a successful recreational experience? (Choose all that apply.)

Services- 1	<input type="checkbox"/>	Gas stations
	<input type="checkbox"/>	Gear stores
	<input type="checkbox"/>	Grocery stores
	<input type="checkbox"/>	Lodging (e.g. hotels, B&B's, etc.)
	<input type="checkbox"/>	Outfitters/guides
	<input type="checkbox"/>	RV parks/campgrounds
	<input type="checkbox"/>	Restaurants
	<input type="checkbox"/>	Visitor information (e.g. brochures)
	<input type="checkbox"/>	Internet/wireless/cellular coverage
	<input type="checkbox"/>	Other

16. Where are those services located? (Choose all that apply.)

Services- 2	<input type="checkbox"/>	Bryce Area (Bryce Canyon City, Tropic, Cannonville, etc.)
	<input type="checkbox"/>	Escalante
	<input type="checkbox"/>	Boulder
	<input type="checkbox"/>	Wayne County Area (Torrey, Teasdale, Loa, etc.)
	<input type="checkbox"/>	Panguitch
	<input type="checkbox"/>	St. George
	<input type="checkbox"/>	Las Vegas
	<input type="checkbox"/>	Salt Lake City
	<input type="checkbox"/>	Online
	<input type="checkbox"/>	Other

17. Are there services that are missing that prevent you from having a successful experience?

18. Did your last recreational outing in the study area meet your expectations? Why or why not?

19. What was the most surprising thing about your visit compared to what you expected?

We appreciate your involvement in this important focus group.

Your input is an important part of maintaining an ongoing inventory of our recreational users' preferences, expectations, and concerns.

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Appendix 4 – Focus Group: Date, Location and Attendance

Table 5 - Focus Group Information (date, location, phase and attendance)

Phase	Focus Group #	Date	Location/Name	Number of Participants
1	1	3/8/2013	Outfitters - Escalante	18
1	2	3/9/2013	Escalante 1	17
1	3	3/9/2013	Escalante 2	9
1	4	3/9/2013	Boulder 1	16
1	5	5/31/2013	Escalante 3	4
1	6	5/31/2013	Escalante 4	2
1	7	5/31/2013	Escalante 5	8
1	8	6/1/2013	Boulder 2	8
1	9	6/26/2013	Digital Focus Group 1	7
1	10	8/1/2013	Digital Focus Group 2	4
1	11	8/26/2013	Digital Focus Group 3	8
1	12	8/26/2013	Digital Focus Group 4	3
1	13	8/26/2013	Digital Focus Group 5	5
1	14	9/27/2013	Escalante Art Festival 1	4
1	15	9/27/2013	Escalante Art Festival 2	4
1	16	9/28/2013	Escalante Art Festival 3	6
1	17	9/28/2013	Escalante Art Festival 4	2
2	1	3/7/2014	Kanab #1 - Outfitters	11
2	2	3/8/2014	Kanab #2	11
2	3	3/7/2014	Kanab #3	1
2	4	3/8/2014	Cannonville #1	6
2	5	5/14/2014	Cannonville #2	4
2	6	5/15/2014	Kanab #4	7
2	7	5/15/2014	Kanab #5	5
2	8	5/16/2014	Kanab #6	3
2	9	5/17/2014	Orderville #1	2
2	10	7/17/2014	Digital Focus Group #1	5
2	11	7/17/2014	Digital Focus Group #2	5
2	12	7/29/2014	Digital Focus Group #3	2
2	13	7/29/2014	Digital Focus Group #4	4
2	14	9/19/2014	Kanab # 7	2
2	15	9/19/2014	Kanab #8	4

2	16	9/20/2014	Kanab #9	2
2	17	9/20/2014	Cannonville #3	3
3	1	3/6/2015	Kanab #1	19
3	2	3/6/2015	Kanab #2-Outfitters and guides	18
3	3	3/7/2015	Marble Canyon #1	1
3	4	3/7/2015	Page #1	5
3	6	5/15/2015	Big Water #1	3
3	7	5/15/2015	Kanab #4	4
3	8	5/16/2015	Kanab #5	8
3	9	10/16/2015	Kanab #7	12
3	10	7/30/2015	Digital Focus Group #1	4
3	11	8/4/2015	Digital Focus Group #2	3
3	12	8/4/2015	Digital Focus Group #3	6
3	13	8/6/2015	Digital Focus Group #4	4
3	14	8/6/2015	Digital Focus Group #5	7
4	1	3/4/2016	Boulder #1	29
4	2	3/4/2016	Escalante #1- Outfitters and guides	14
4	3	3/4/2016	Escalante #2	4
4	4	3/5/2016	Escalante #3	3
4	5	8/4/2016	Escalante #4	5
4	6	8/5/2016	Escalante #5	3
4	7	8/5/2016	Escalante #6	4
4	8	8/6/2016	Boulder #2	8
4	9	10/17/2016	Torrey #1	12
4	10	10/18/2016	Boulder #3	4
4	11	10/19/2016	Escalante #7	3
4	12	10/19/2016	Boulder #4	4
4	13	7/14/2016	Digital Focus Group #1	4
4	14	7/14/2016	Digital Focus Group #2	5
4	15	7/19/2016	Digital Focus Group #3	3
<u>4</u>	<u>16</u>	<u>7/21/2016</u>	<u>Digital Focus Group #4</u>	<u>3</u>
Total	63			404