



ARIZONA

STATE PARKS & TRAILS





Arizona Trails Plan 2020

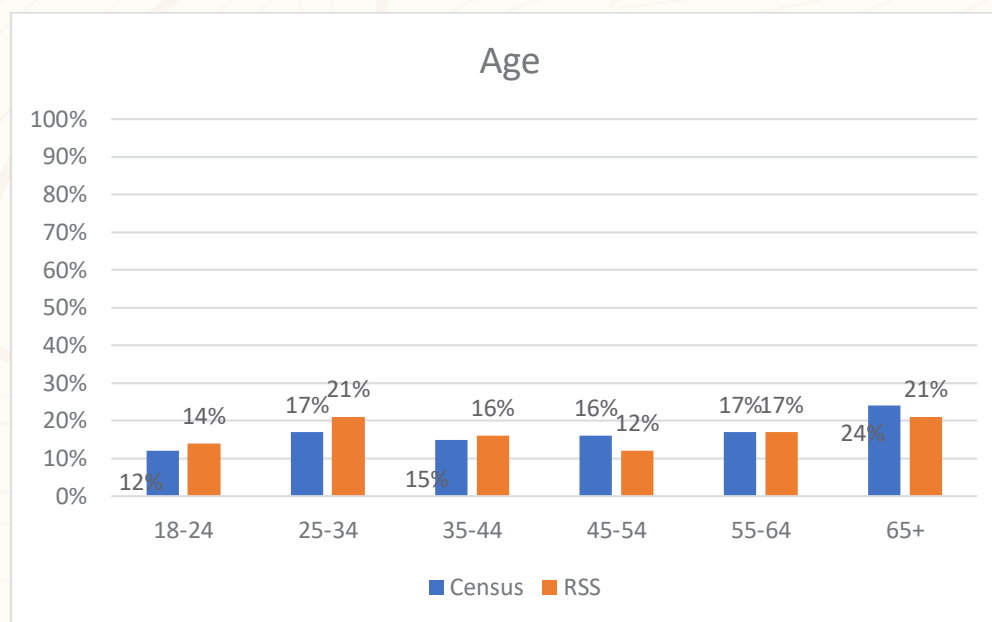
Cochise, Graham, Greenlee and Santa Cruz County Report

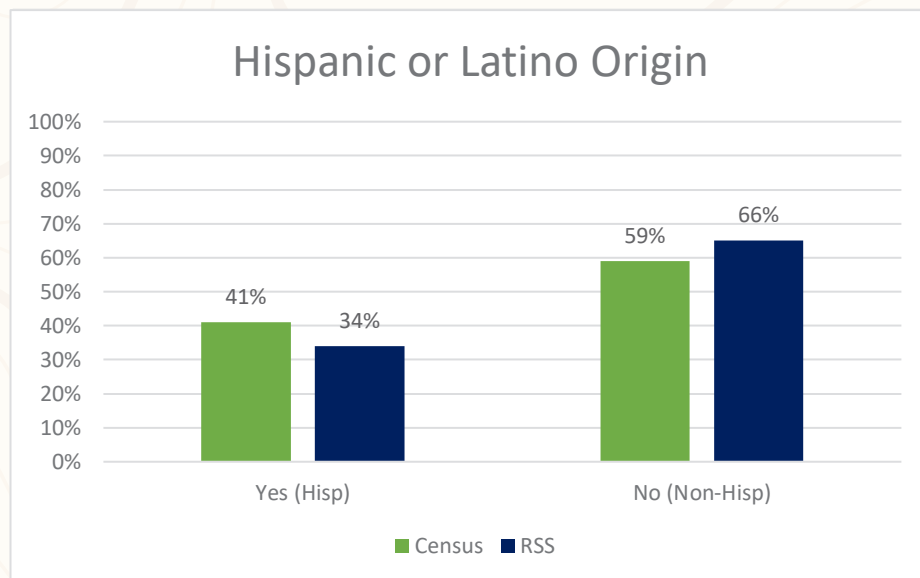
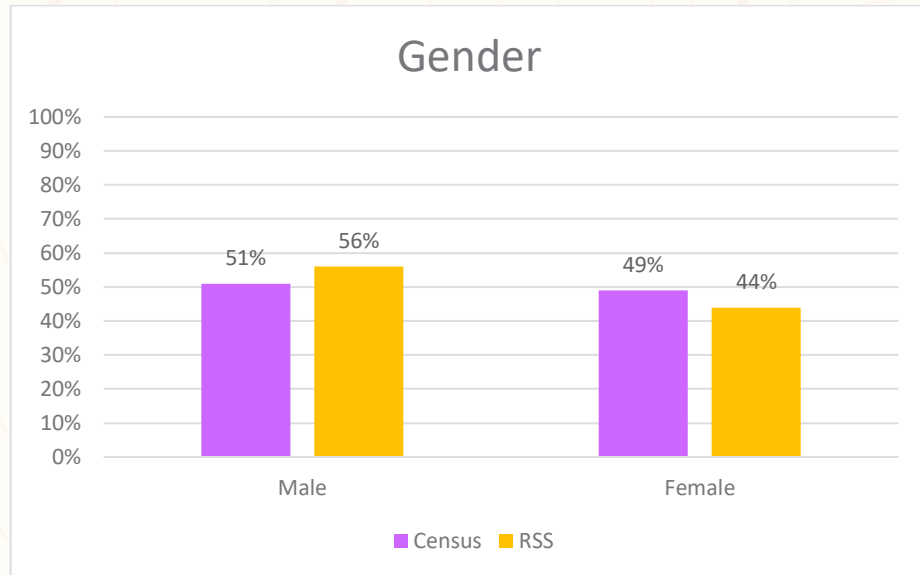
Introduction:

Arizona State Parks and Trails, in partnership with Partners in Brainstorm, conducted a statewide random sample survey (RSS) that is representative of the Arizona population at the state and county or regional levels. This survey informs the Arizona Trails 2020 Plan, which is completed every five years per statute (A.R.S. § 41-511.22 and A.R.S. § 41-511.04 [20]). This is an opportunity to understand the use, concerns and priorities of Arizona's motorized and non-motorized trail users. These data, in conjunction with two other surveys and qualitative material formed the basis of the Plan, which provides analyses at the state level. This supplementary document contains analyses at the regional level for Cochise, Graham, Greenlee and Santa Cruz counties. The following information may be used to inform recreation planning efforts, recreation initiatives and requests for additional funding to support trail opportunities and infrastructure renewal.

Demographics:

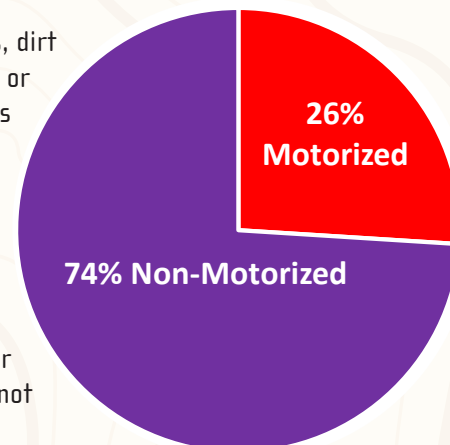
The figures below illustrate a comparison of the 2018 Cochise, Graham, Greenlee, and Santa Cruz counties' Census data estimates with the demographic profile of 402 Cochise, Graham, Greenlee, and Santa Cruz RSS respondents (including motorized, non-motorized and non-users). Data were weighted on two demographic variables: gender and Hispanic origin to better represent the proportion of these groups relative to state and county populations.





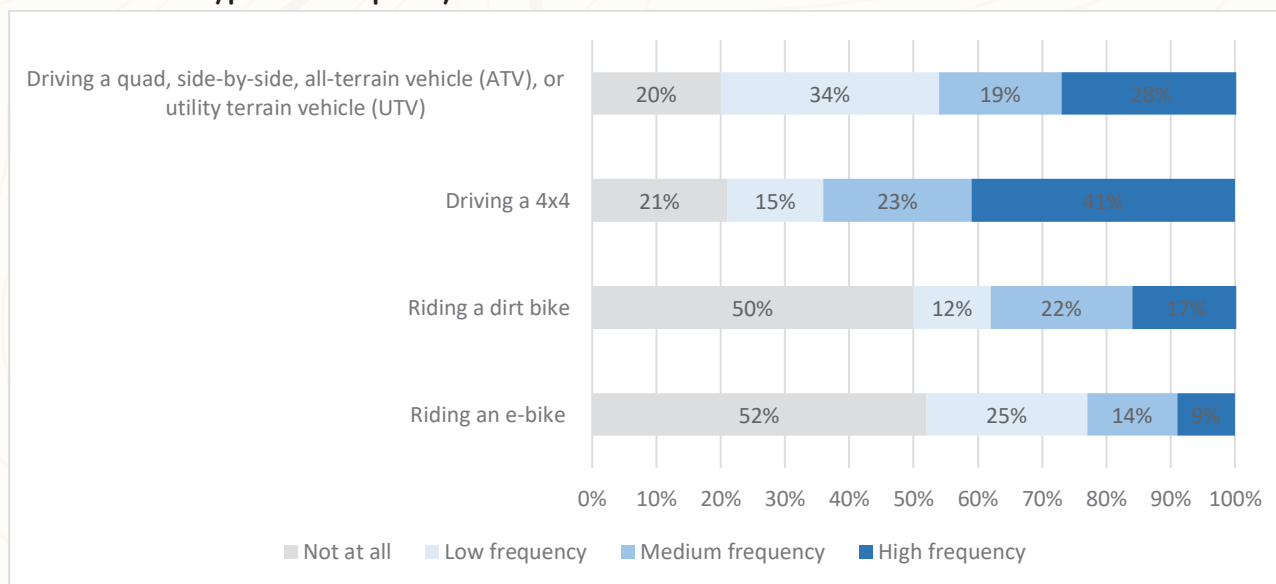
Cochise, Graham, Greenlee and Santa Cruz County User Profile:

The figures in this report are separated by motorized (such as driving or riding ATVs, 4x4s, dirt bikes and/or e-bikes) and non-motorized (such as hiking, mountain biking, riding a horse or kayaking) trail users. Data below has been rounded to the nearest percentile. For the figures in the rest of the report, data are shown as all trail users (motorized and non-motorized users combined) or all users of a specific type (all motorized users or all non-motorized users). In the R55 for Cochise, Graham, Greenlee and Santa Cruz counties, more than one-half of residents (58%) reported participating in either motorized or non-motorized trail activities within the last 12 months. More than one-quarter (26%) of the total trail users engage in motorized activities on trails, whereas nearly three-quarters (74%) engaged in non-motorized activities. Survey respondents categorized as non-users either had never used trails for motorized or non-motorized activities in Arizona (21% of sample) or had not used trails within the last 12 months (21%).



Please note that comparisons to the state plan must consider that regional reports include all users (any respondent who spent any time within the last 12 months on motorized or non-motorized trail activities), whereas the state trails plan focuses on “core” users. “Core” respondents reported their trail use was primarily motorized or non-motorized (defined as half or more of their time spent on trails is spent on motorized/non-motorized types of activities). This strategy could not be employed in county or region reports due to smaller cell sizes.

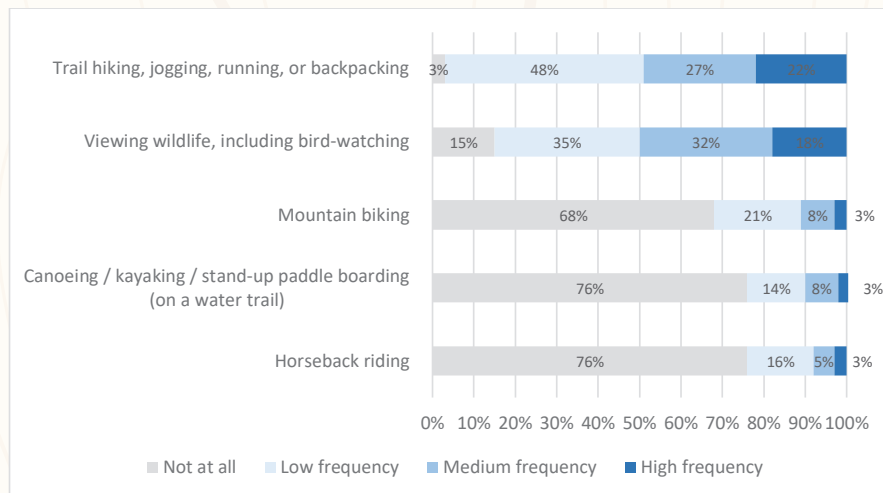
Motorized Use Type and Frequency



“During the past 12 months, how often have you used trails on public or private lands in Arizona for the following types of motorized recreational activities?”



Non-Motorized Use Type and Frequency



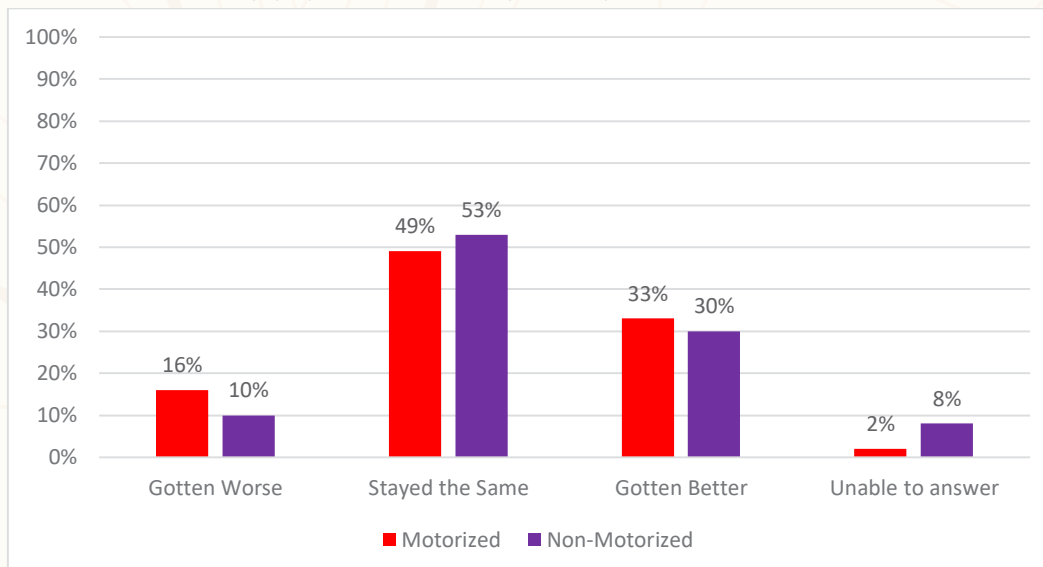
"During the past 12 months, how often have you used trails on public or private lands in Arizona for the following types of non-motorized recreational activities?"

The figures above are the Cochise, Graham, Greenlee, and Santa Cruz counties region's motorized and non-motorized trail use within the last 12 months by type and frequency of activities. High frequency contains the responses: "More often than once a week," "Once a week" and "Every few weeks." Medium frequency contains the responses: "Once a month" and "Every couple of months" and low frequency contains the responses "A few times" and "Once." The "Not at all" category depicts the percent of respondents who reported that they had not participated in a particular activity within the last 12 months.

As seen in the figures above, driving a quad, side-by-side, ATV, or UTV and driving a 4x4 were the most popular motorized activities with 79-80% of motorized users participating in each at least once a year. Driving a 4x4 had more high frequency users, with more than two in five participants (41%) noting that they drove a 4x4 on trails every few weeks or more during the last 12 months. Riding an e-bike was the least cited use type in the motorized category, but nearly one-half (48%) of motorized users still used an e-bike at least once in the last year. This type of recreation is growing, so this number may increase in the coming years. In addition, definitions of e-bike use as motorized or non-motorized and permissions to use e-bikes on trails will likely continue to be a hot topic for land managing agencies and users.

Hiking, jogging, backpacking and running are by far the most popular non-motorized activities with only 3% of non-motorized users not participating in one of them in the last 12 months. Viewing wildlife is another popular non-motorized activity, with 85% participating at least once during the last year. Between nearly one-third to one-quarter (32-24%) of non-motorized trail users reported mountain biking, riding a horse on trails or participating in activities on water trails during the last year.

Access to Motorized and Non-Motorized Recreation

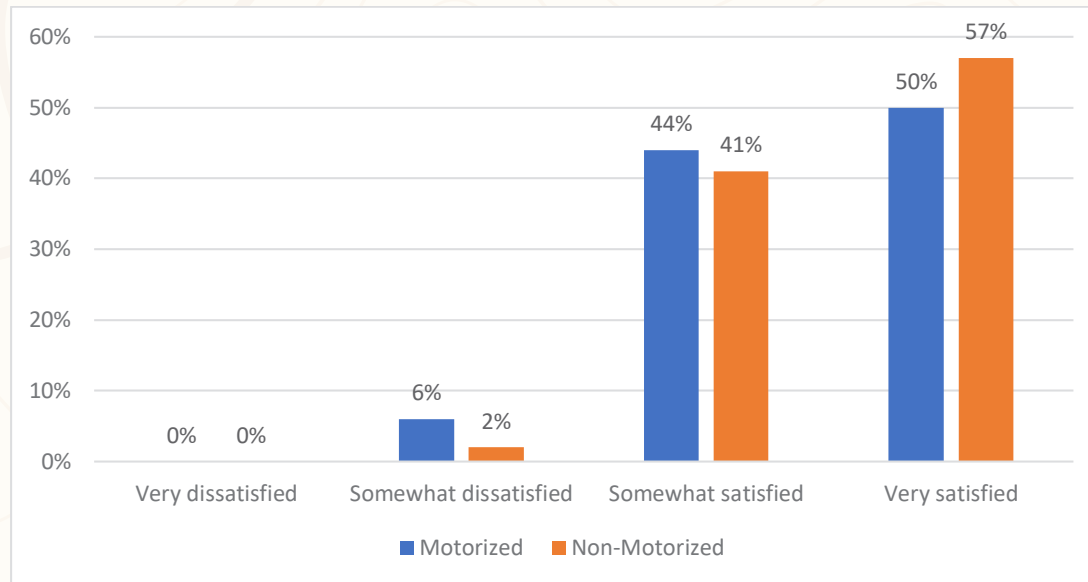


"Overall, how satisfied are you with (motorized/non-motorized) trails in Arizona?"



Each trail user surveyed was asked if they thought access to the trail type that they use has declined, stayed the same, or improved. Access refers to trails in the entire state that the respondent uses, not just trails in this region. As seen above, the majority of trail users, regardless of type, reported that access to trails has stayed the same during the past five years. Six percent more motorized users perceive declining access to trails than non-motorized users, but nearly 30% or more of each group reported that access has improved.

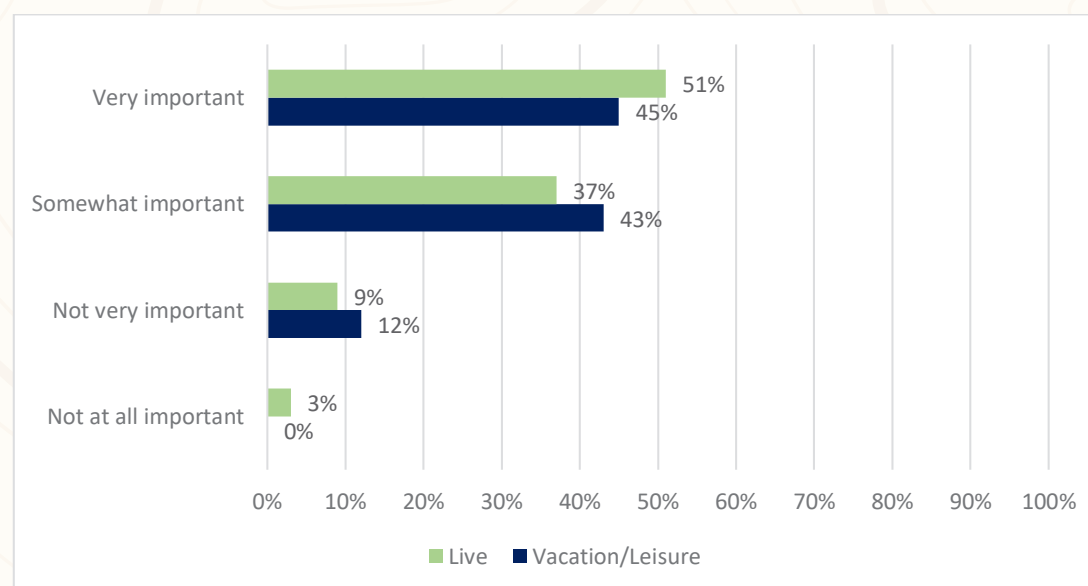
Satisfaction with Trails in Arizona



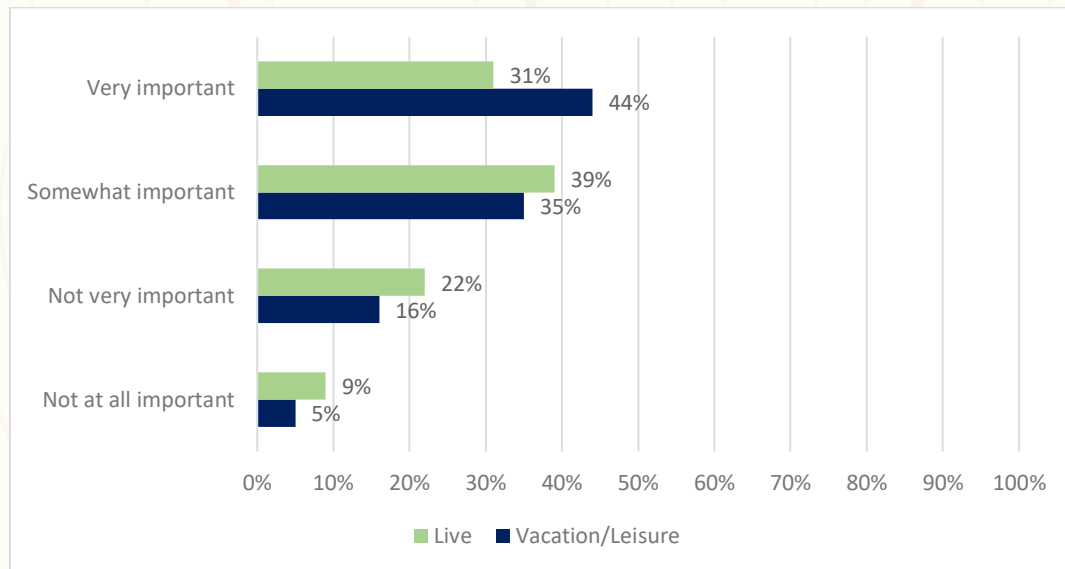
"In the past 5 years, has access to (non-motorized/motorized) recreation gotten better, stayed the same, or gotten worse?"

The figure above depicts Cochise, Graham, Greenlee, and Santa Cruz Counties' motorized and non-motorized trail users' satisfaction with the trails they use statewide. Nearly all users of both types are either somewhat satisfied or very satisfied (94% of motorized and 98% of non-motorized). It should be noted that 0% of users were very dissatisfied, although more motorized than non-motorized users were somewhat dissatisfied with trails in Arizona.

Importance of Trails in Leisure/Living Destinations - Motorized



Importance of Trails in Leisure/Living Destinations - Non-Motorized



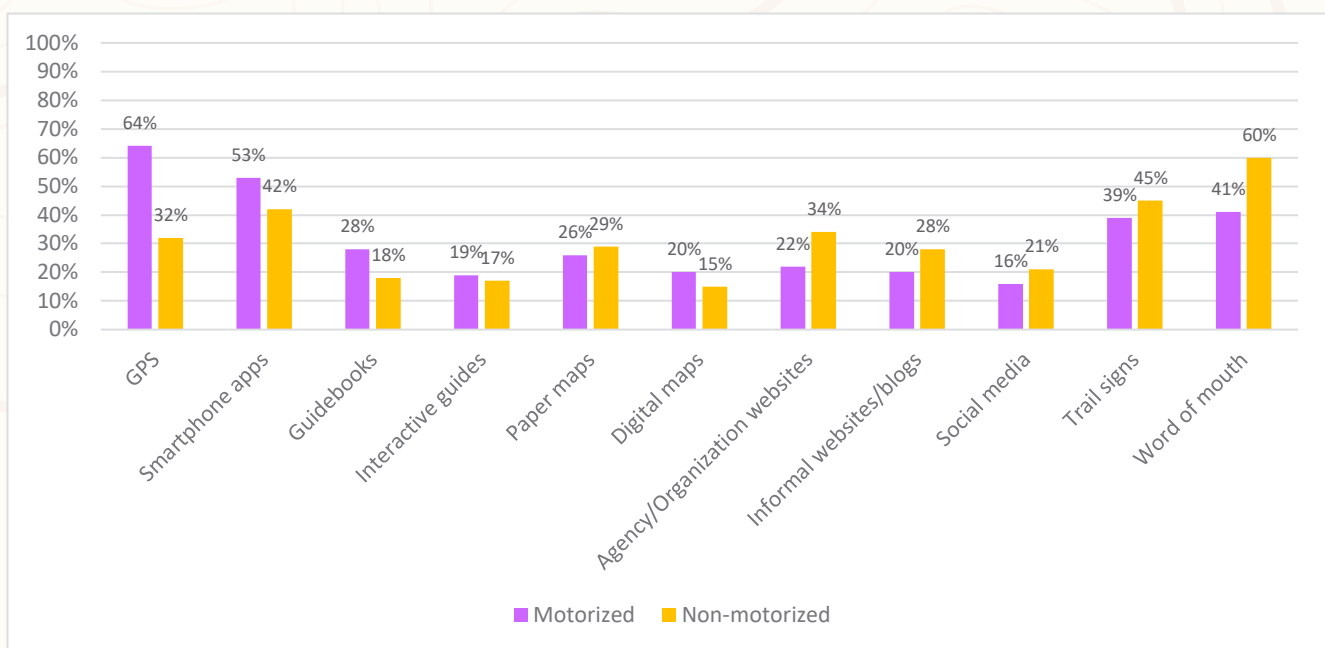
Navy Blue: "How important is it to have trails nearby when deciding where to live in AZ?"

Green: "How important is it to have trails nearby when choosing a destination for vacation or leisure travel in AZ?"

The figures above depict all trail users' (both motorized and non-motorized) views on the importance of trails when deciding on a place to live or travel to for leisure in Arizona. The data shows that trails are an important factor in making these decisions because nearly nine out of 10 (88%) motorized users and seven in 10 (70%) non-motorized users find trails either somewhat or very important when deciding where to live. It is interesting to note that more motorized than non-motorized users rated trail availability as very important. For motorized users, nearly nine in 10 (88%) and nearly eight in 10 (79%) of non-motorized users think the same of trail availability in leisure/travel decisions. This means that a large majority of trail users use trail availability as a factor when making these types of decisions, with a slightly higher importance on vacation/leisure destinations having trails for non-motorized users.

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How Trail Users Find Trails



"Which of the following tools do you use to find and use trails in Arizona?"

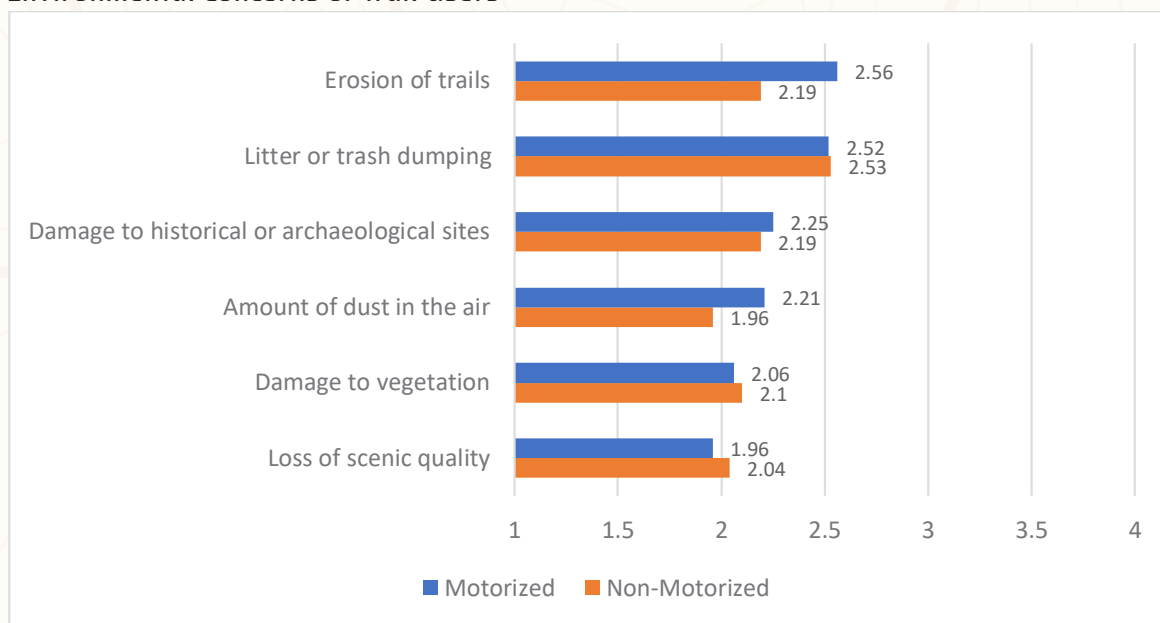


As seen on the previous page, both motorized and non-motorized users use a host of tools to find and use trails. Motorized users in the Cochise, Graham, Greenlee, and Santa Cruz counties most often use GPS (64%), followed by other popular tools of smartphone apps (53%) and word of mouth (41%). Non-motorized users (60% of those surveyed) rely heavily on word of mouth and other popular tools a little less such as trail signs (45%) and smartphone apps (42%). This information can help understand users in order to reach them on platforms that they frequently use.

User Concerns and Management Priorities:

The next three figures compare all of the Cochise, Graham, Greenlee, and Santa Cruz counties motorized and non-motorized trail users' mean ratings of trail-related issues on a 4-point scale ranging from 1 equals "not a problem" to 4 equals a "serious problem" for environmental and social concerns and 1 equals "not important" to 4 equals "very important" for trail management priorities. The concerns and priorities are in order from highest (top of figure) to lowest (bottom of figure) mean ratings for motorized users. Finally, because the number of respondents in a given category continues to decrease as the original sample is divided into subgroups, please note that findings below may not reflect a sufficient number of cases to make a statement that is generalizable to the experiences of all users within the region.

Environmental Concerns of Trail Users

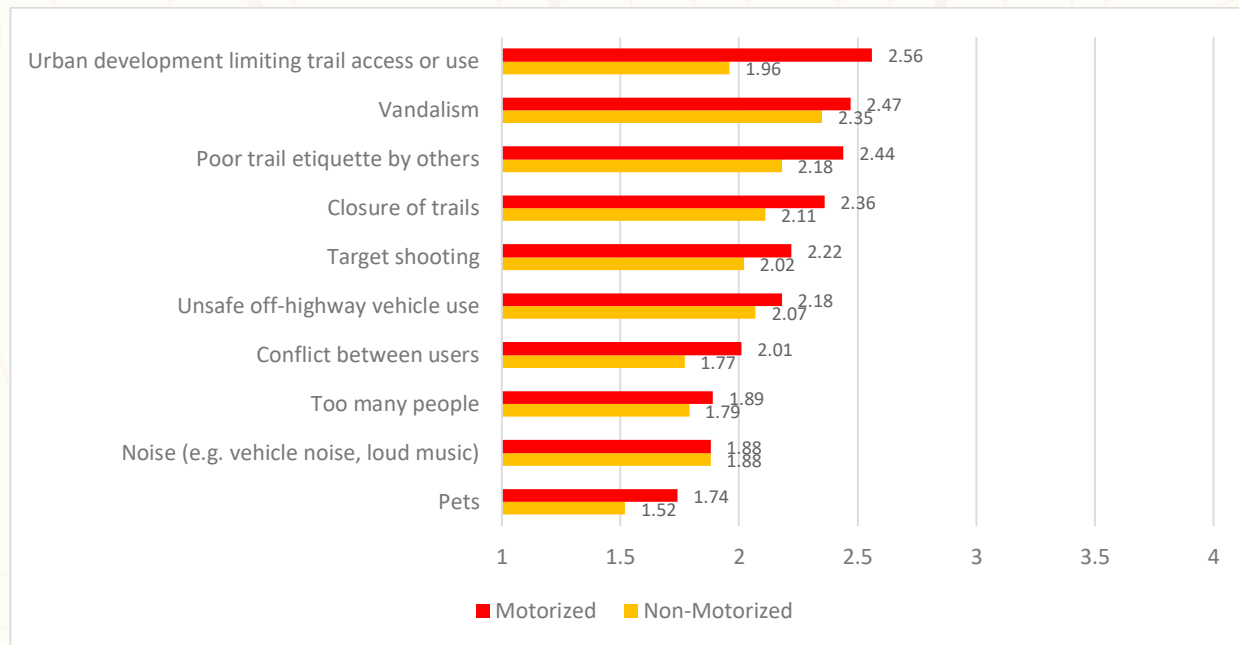


"Thinking about possible environmental and cultural conditions that might negatively affect your trail experience, how much of a problem is each of the following on the Arizona trails you use most for recreation activities?"

As seen above, the environmental concerns of both non-motorized and motorized trail users are very similar. The top two highest means for trail users are the same, but each group's second highest mean is the other group's first. For motorized trail users, erosion of trails is the highest mean followed by litter/trash dumping, whereas the mean ratings of these issues are swapped for non-motorized trail users. Also, two issues share the second highest mean for non-motorized users: erosion of trails and damage to historical and archaeological sites, which is the third highest mean for motorized trail users. Damage to vegetation is the third highest mean for motorized users.

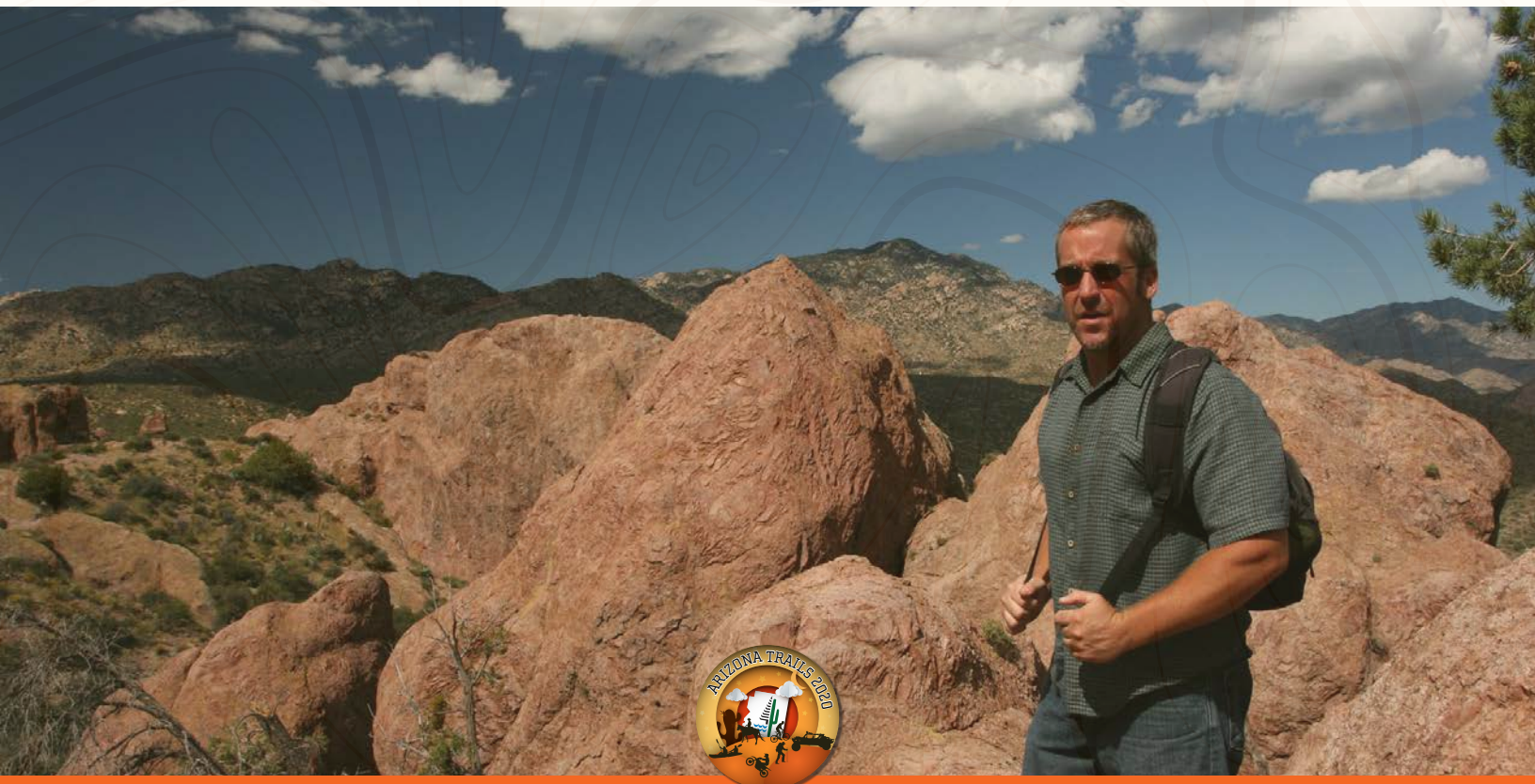


Social Concerns of Trail Users

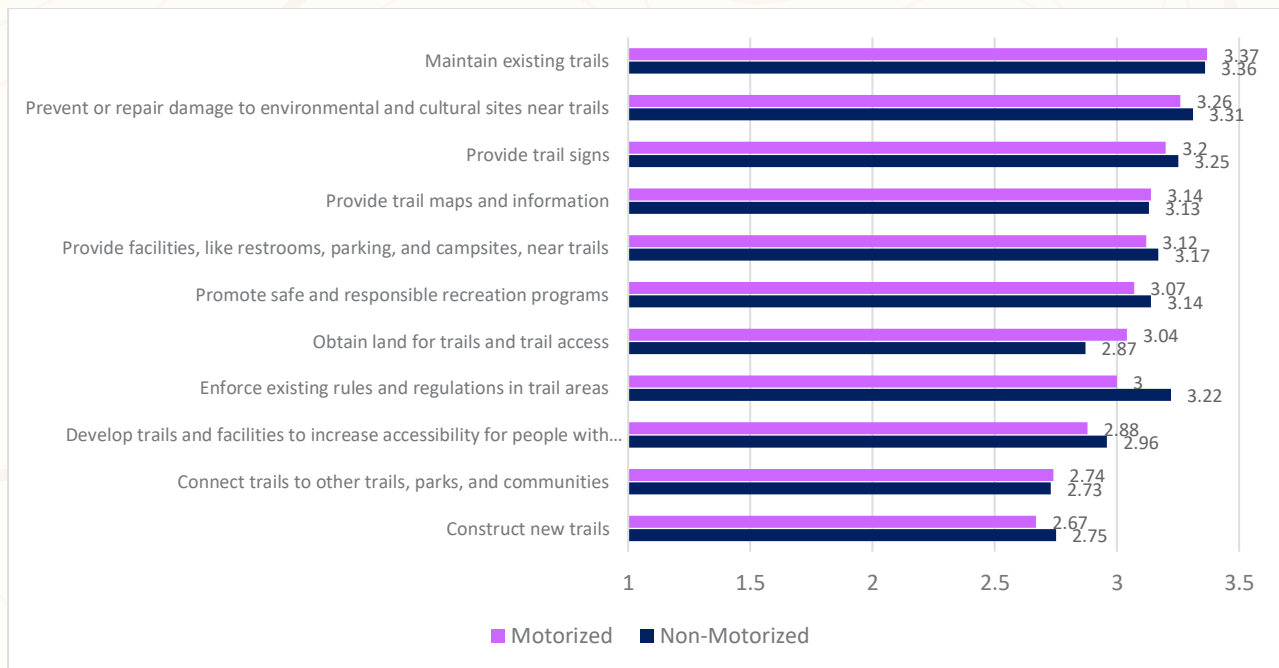


“Thinking about possible social conditions that might negatively affect your trail experience, how much of a problem is each of the following on the Arizona trails you use most for recreation activities?”

The above figure shows the mean rankings of social issues on trails by motorized and non-motorized users. Again, there is overlap between motorized and non-motorized trail users' primary social concerns. Non-motorized users' top three social concerns are vandalism, poor trail etiquette by others followed by closure of trails. Motorized users' top three concerns concern is urban development limiting trail access or use, vandalism and poor trail etiquette by others. It should be noted that motorized users had higher mean ratings than non-motorized users on each of the social issues above, indicating that motorized users perceived these issues to be more of a problem than non-motorized users.



Management Priorities of Trails Users



“How important to you are the following trail management priorities?”

The above figure depicts the management priorities of each user group. Maintain existing trails is each group’s top management priority mean. They also have the same second and third highest means (prevent or repair damage to environmental and cultural sites near trails and provide trail signs) but differing after that. This uniformity in top three highest means can be used in future trail management.

The findings above can help counties and regions to plan, seek and allocate resources for motorized and non-motorized trail recreation. However, it must be noted that the data for this plan was collected prior to the COVID-19 pandemic, which is likely to have impacted the incidence of recreation participation on trails within the state. The information from this and the statewide plan may then be used as a baseline for future studies to identify impacts of COVID-19 on trail-related recreation.





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