

## Upper Colorado River Wild & Scenic Stakeholders Alternative Management Plan Displacement Survey Research Protocols

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### OVERVIEW

#### The Colorado River User and the Displacement Survey Research Program

In support of the research program for the Upper Colorado River Wild & Scenic Stakeholders Alternative Management Plan, a program to assess displaced visitation of previous visitors was developed to complement the ongoing intercept survey-based research. Displacement occurs when a visitor makes the decision to visit recreation locations other than their preferred location to receive their desired experience. The purpose of the Upper Colorado River Displacement survey was to assess whether past users of the Upper Colorado River had substituted other locations to receive their desired experience and, if so, why? The Displacement Survey is designed to explore whether there is any evidence of diminishment of the visitor experience on the Upper Colorado River that is impacting users' decision to return. This research program is designed to provide longitudinal (i.e. repetitive over multiple years) survey data, to further support management decisions regarding the likelihood to return to the river in years following the visit at which an intercept interview took place. Further, it is intended to augment and further explain findings from the intercept research effort.

### FIELDWORK PROCEDURES

#### Frequency:

The Displacement Survey should occur approximately once every three years. The purpose for this level of frequency is to accumulate a viable number of email addresses from visitors through the intercept survey process, as well as to allow enough time between the original visit to the river and the follow-up for meaningful research findings. Displacement takes time to occur, thus visitors from the most current year of surveying will not be included if the Displacement Survey is deployed during that same year. For example, if the Displacement Survey occurs in fall of 2021, visitors from the summer of 2020 will not be included in the sample.

#### Respondent list:

The list of candidates to receive the Displacement Survey is derived from email addresses gathered during the summer intercept interview process. When river users respond to an intercept survey, they are asked to provide their email address for future research and communication. These email addresses are kept in a dataset to be used every three years, termed the Master Displacement Survey Email List. After the third year of intercept research, the emails will be aggregated and organized for use as the Master List.

#### Survey instrument development and approval:

The approved survey instrument included herein was developed in 2018 and approved by the Floatboating Ad-Hoc Committee. The 2018 survey was used for the inaugural wave of Displacement surveying that occurred in fall 2018. The approved instrument shall be used for future Displacement Surveys and should remain consistent; however, any changes approved by the Stakeholder Group may be incorporated into

future Displacement surveys, with the recognition that there is a stated desire to maintain comparability of results, year to year and over multiple years. The approved survey will be hosted on an online survey platform, using techniques similar to the 2018 inaugural effort.

Deployment and analysis:

Prior to distributing a Displacement Survey, the then-current Master List will be run through an online email validation program (e.g., Hobuku, or an alternative vendor). The purpose of the validation process is to establish the validity of email addresses and to remove any addresses that are identified as invalid. Once ready to deploy, a survey invitation containing a link to the survey instrument will be emailed to using the updated Master List. Following the initial invitation, reminder emails will be sent to addresses that have not responded within one week. The Displacement Survey will be kept open for three weeks to gather a maximum number of responses. Upon closing the survey, survey responses will be processed and analysis will be performed. The findings from the Displacement Survey will be presented in a summary PowerPoint report designed to allow benchmarking of survey results over time. The 2018 report will provide the initial template for future reports; however, it is expected that this report may be refined and changed over time to meet the evolving needs of the Stakeholders.

Survey Instrument (dated Fall 2018):

Hello! Our records indicate that you floated (via raft, kayak, etc.) the Upper Colorado River in the recent past years. On behalf of the Upper Colorado River Wild & Scenic Stakeholder Group we are conducting a brief survey. Your responses will help enhance our understanding of use on the Upper Colorado and other rivers. At the end of the survey, there will be an opportunity to sign up for a drawing for a \$100 Visa gift card. Please answer the following questions and thank you for participating in this short survey.

We'll be asking questions about your recreation use on the Upper Colorado River, that is the segment of river between Kremmling and Glenwood Springs in Colorado.

For your reference, here are the access points along this stretch of river, starting upstream to downstream:

- Gore Canyon
- Pumphouse
- Radium
- Rancho del Rio
- State Bridge
- Two Bridges
- Catamount Bridge
- Pinball
- Horse Creek
- Cottonwood
- Lyons Gulch
- Dotsero Landing
- Shoshone
- Grizzly Creek
- Two Rivers Park

INTRO: When you were interviewed on the Upper Colorado River, do you recall if you were only floating or if you/someone in your party was fishing too?

1. Floating only
2. Fishing (you or someone in your party)
3. Can't recall/don't know

1. In what year did you visit the Upper Colorado and receive a survey about your experience?  
(Check all that apply)

1. 2014
2. 2015
3. 2016
4. I don't remember.

2. In the past five years, did you float (in a raft, boat, kayak, canoe, etc.) on any rivers in the U.S. (including the Upper Colorado River)? If yes, how many days?

1. Yes (How many days?) \_\_\_\_\_
2. No

3. In the past five years, did you float on the Upper Colorado River (from below Kremmling, CO to Glenwood Springs, CO)? If yes, how many days?

1. Yes (How many days?) \_\_\_\_\_
2. I have not been back since I filled out the survey.

4. How likely are you to return to the Upper Colorado River in the future?

1. 0%-will not return
2. 25%-unlikely
3. 50%-maybe
4. 75%-probably
5. 100%-definitely will return

5. In a few words, why did you respond that way?

1. It was a one-time trip - I don't expect to return to the Upper Colorado River again, please explain why:

2. Or, write your response:

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6. [IF NOT "IT WAS A ONE-TIME TRIP..."] How likely are you to return to the **same section of the Upper Colorado River where you were interviewed** in the future?

1. 0%-will not return
2. 25%-unlikely
3. 50%-maybe
4. 75%-probably

5. 100%-definitely will return

Why do you say this? \_\_\_\_\_

7. How did the following affect your experience on the Upper Colorado River?

	Greatly Reduced My Experience That Day	Slightly Reduced	Neither Reduced or Enhanced	Somewhat Enhanced	Greatly Enhanced My Experience That Day	Don't Know/ Can't Remember
1. Number of people on the river	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Put-in and take-out facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Scenery/natural setting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Water level	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. In a few words, why did you respond that way?

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(Skip to “Thinking back on your most recent visit...” if have not returned to the Colorado River since the time you were interviewed) For the following questions, think back to your most recent float trip on the Upper Colorado River.

9. What was the approximate date of your most recent floattrip on the Upper Colorado River? [CALENDAR FUNCTION][REQUIRED]

1. [DATE ENTRY]

*[REST OF SECTION ONLY IF Floated on Upper CO]*

10. *Where did you launch? [DROP DOWN]*

1. Don't know
2. Gore Canyon
3. Pumphouse
4. Radium
5. Rancho del Rio
6. State Bridge
7. Two Bridges
8. Catamount Bridge
9. Pinball
10. Horse Creek
11. Cottonwood

12. Lyons Gulch
13. Dotsero Landing
14. Shoshone
15. Grizzly Creek
16. Two Rivers Park
17. Other

11. Where did you take-out? [DROP DOWN]

1. Don't know
2. Pumphouse
3. Radium
4. Rancho del Rio
5. State Bridge
6. Two Bridges
7. Catamount Bridge
8. Pinball
9. Horse Creek
10. Cottonwood
11. Lyons Gulch
12. Dotsero Landing
13. Grizzly Creek
14. Two Rivers Park
15. Other

12. *Was it a commercial float trip or a private trip (family, friends, just yourself)?*

1. Commercial/paid float trip
2. Private/personal float trip

13. *Thinking back to that most recent trip on the Upper Colorado River, to what extent did your experience meet your expectations? [REQUIRED]*

1. My experience met or exceeded my expectations
2. My expectations were somewhat met
3. My expectations were not met

14. Please explain your response to the previous question:

15. Were there any times during the last five years that you have considered floating the Upper Colorado River, but ended up going to another river as an alternative?

1. Yes
2. No
3. Not sure/can't recall

16. Why did you choose to go to another river?

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17. What suggestions do you have to improve your experience on the Upper Colorado River?

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About You

Please note that the remaining questions are asked for classification purposes only and are strictly confidential.

18. What is your home ZIP Code? [NUMERIC VALIDATION]

19. In what year were you born? [NUMERIC VALIDATION]

**Prize Drawing**

**What is your name?** \_\_\_\_\_

**Contact Info:** \_\_\_\_\_