

# BEAR FACTS

## Planning Trends and Information from California State Parks

June 2005

### Camping Gets Easier

A new opportunity in camping is coming to California State Parks and it involves LESS, — less hassle, that is. Soon you won't need a tent or recreational vehicle (RV) to enjoy an overnight stay in a State Park campground. You will be able to reserve an existing or newly constructed alternative camping site through the campground reservation system.

Camping is very popular with Californians. But WHO is camping and HOW they camp is changing. An increasing number of campers are seeking comfort and convenience. To address this growing trend, the State Parks Director approved a staff report on alternative camping in March 2005. The report recommends the test-marketing and expansion of alternative camping in state parks.

The report identifies seven growing population segments who are predisposed to alternative camping:

- aging baby boomers who seek convenience and relaxation and who are still inclined to enjoy camping, but have grown weary of the preparatory steps such as owning and maintaining tents, etc.;
- families and single parents with young children who seek quality time with family and less work such as single moms who are concerned about safety and security;
- childless middle-aged campers who enjoy weekend outings, have income to

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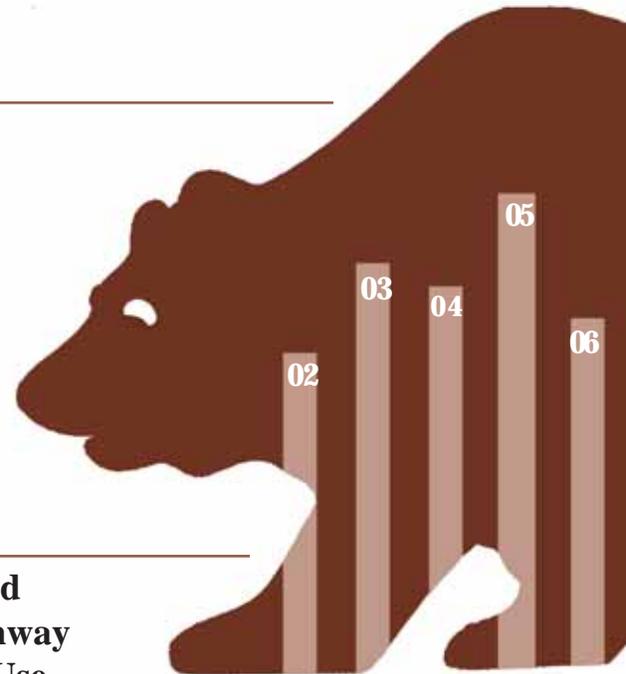
### Increased Off-Highway Vehicle Use Brings Diverse Responses

Off-highway vehicle (OHV) riders have increased seven-fold nationally, from five million in 1972 to 36 million in 2000, according to US Forest Service (USFS) statistics released in July 2004. California has the most OHV users. At the same time, land available for OHV use is decreasing and the tension that surrounds the issue is bringing diverse responses from both the public and private sectors.

The survey of *Public Opinions and Attitudes on Outdoor Recreation in California 2002* confirms the increased appeal of OHV use in California, estimating that 19.8% of Californians 16 years old and up drove a four-wheel drive vehicle (4WD) off-road, and 16.7% drove ATVs (all-terrain vehicles, including dirt bikes, motorcycles or dune buggies) off-road in 2002. This represents an increase of 36% in 4WD drivers and 68% in ATV riders since 1997. The State Parks Off-Highway Motor Vehicle Recreation Division in 2002 estimated there were 3.5 million OHV riders in California. This means that more than 14% of all households in the state have an off-road vehicle for recreation. Off-roading has entered the main-stream and is fast becoming a fun family week-end or vacation activity.

But as ridership increases, land available for OHV use is decreasing. As reported in "Two Visions of the Countryside Clash," *Los Angeles*

(continued on page 2)



*(Camping Gets Easier* continued)

spend on vacations and who are seeking an alternative to an overnight stay in a hotel or motel room;

- RV owners or former RV owners who are accustomed to having all the conveniences of home;
- campers with disabilities who want to enjoy camping in the company of their able-bodied friends and relatives or who want to camp on their own without having to pitch and take down a tent;
- young adults whose lifestyle revolves around a circle of friends who are seeking group facilities at a fairly low cost and require a minimum of personal camping gear; and
- off-season campers with a work or school schedule that gives them time for leisure excursions at non-traditional times, such as mid-week, non-holiday periods or during inclement weather.

Alternative camping, in cabins, tent cabins and floating camps, has been available in State Parks for some time, but only a FEW people know about it. That is the problem. When visitors stumble upon these sites, they quickly fill up. The new staff report proposes to reactivate 72 existing alternative camping sites and prepare a cohesive marketing plan. The report also recommends adding additional units in parks that serve urban populations. Both existing and new facilities will be offered to the public as a discreet line of State Park



camping products. Customer feedback will be obtained during a 2-3 year trial that will help the Department decide whether and how to expand the program.

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*(Increases in Off-Highway Vehicle Use* continued)

*Times*, May 8, 2005, only half of the publicly owned 13.5 million acres in the California desert that was available for riding in 1980 is available to off-roaders today. As decades of real estate development have decreased the size and availability of privately-held lands, the growing number of riders are recreating in a smaller area.

With more riders on less land, public land managers and private landowners are complaining about natural resource degradation, dust, noise, and trespassing. Sometimes the complaints result in stricter federal and local regulatory responses. Clearly, the rising popularity of riding vehicles off-road is forcing communities and land managers to consider how best to accommodate riders, preserve natural landscapes and maintain community peace.



The USFS and Bureau of Land Management (BLM) own much of the land where off-roaders are allowed to roam unrestricted. But in 2004, the USFS initiated a system-wide OHV management rule-making process in response to concerns about erosion, damage to wetlands and the spread of invasive species. The proposed ruling will designate specific trails and areas for OHV use. The final ruling is expected this year and once approved, the free-wheeling motorcycles, go-carts, motorized trail bikes and dune buggies will be required to stay on designated routes. For more information about the upcoming ruling, see the USFS website at <http://www.fs.fed.us/recreation/programs/ohv/index.shtml>. BLM staff also is responding to heavier use on agency

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## Supersizing – A Threat To California’s Health

“Healthy Landscapes, Healthy People,” the theme for the 25<sup>th</sup> annual National Association of Recreation Resource Planners (NARRP) conference, was hosted for the first time this year by California State Parks. The keynote speaker, Dr. Richard J. Jackson, State Public Health Officer, California Department of Health Services, set the tone for the conference by focusing on the built environment and its effects on health and quality of life.

Dr. Jackson’s presentation set forth the proposition that supersizing is one of the greatest threats to health. Consider some of the examples he gave:

- Supersizing the food we eat – one burger company now offers a “Monster Thickburger” with 1,420 calories, 107 grams of fat and requires 7.1 hours of moderate walking to walk off the calories.
- Supersizing soda consumption – girls 6 – 11 years old increased their consumption of carbonated soft drinks from nearly 4 oz. per day (1978) to around 7 oz. per day (1998) while milk consumption decreased from around 14 oz. per day (1978) to 10 oz. per day (1998). One 20 oz. soda has 17 teaspoons of sugar, 250 calories and requires 4 hours of bicycle riding to burn the calories.
- Supersizing advertising to kids – the number of TV ads seen by children has grown from 20,000 per year in the 70’s to 40,000 today.
- Supersizing our homes – square footage has grown from around 1,600 sq. ft. in 1982 to close to 2,400 sq. ft. in 2002 – more room for supersized home entertainment centers, TVs and multi-media devices such as computers.
- Supersizing our vehicles – bigger and more powerful than ever, requiring more energy going in and more pollutants coming out.

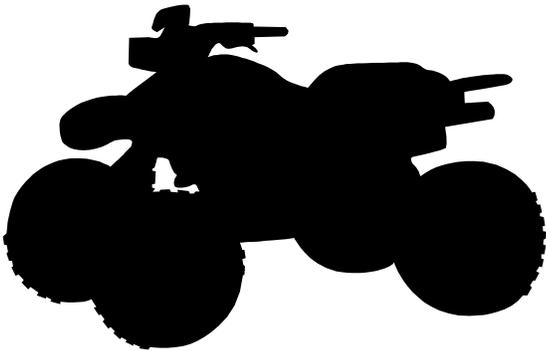
- Supersizing the State’s population – in California’s Central Valley the population is expected to grow from approximately 5.7 million residents in 2000 to well over 11 million in 2040.
- Supersizing land consumption (neighborhoods, stores and infrastructure) – California paves or builds on more than 400 acres every day. In 225 years of land development in the U.S., more than 25% of the building has occurred in the last 15 years.
- Supersizing vehicle travel – in the U.S. vehicle miles traveled per person grew from approximately 4,000 in 1960 to 9,200 in 1995. As a result, roads and highways have been supersized but commute time and distances also have increased.
- Supersizing media multi-tasking – children and teens are spending an increasing amount of time using “new media” like computers, the Internet and video games, without cutting back on the “old” media, like TV, print, and music. Sixty-eight percent of 8 -18 year olds have a TV in their bedroom and watch 1.5 hours more each day than those who do not have a TV set in their bedroom.
- Supersizing our bodies – obesity trends (in adults, defined as being more than 30 pounds overweight) in California show that 20% to 24% of the population is obese. Consider the impact of added weight on the airlines. The mean weight gain of Americans in the 1990’s was 10 pounds and when you compute weight gain by the number of passengers and miles flown, the cost of extra jet fuel to move the extra weight was \$275 million.

Dr. Jackson’s remedy for these “supersized” health problems is the acquisition and development of “supersized” parks to insure healthy landscapes and healthy people. Jackson cited the work of Frederick Law

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land and is increasingly enforcing restrictions and in some cases closing trails.

Local response to off-road use is varied and colorful and a testament to creativity under pressure. Some communities, like the Hatfield-McCoy Regional Recreational Authority (HMRRA) in West Virginia, have crafted innovative public/private partnerships in order to create more OHV trails. The HMRRA has “turned tensions into a profit-making venture” by carving 500 miles of trail in 250,000 acres owned by 400 private parties in four counties. “Admission fees [and corporate sponsorships] now pay the insurance bills. A dedicated police force patrols for rowdy behavior or trespassing. The area has turned into a major tourist attraction...drawing tens of thousands of riders and pumping millions into the dirt-poor Appalachia economy.” For more information about this public/private partnership, see the Hatfield-McCoy website at <http://www.trailsheaven.com>.



The Siskiyou County Off-Road Riders, a northern California OHV user group, also is making a proactive effort to develop a designated OHV park on 52,000 acres of national forest west of Yreka. A market study conducted by the group showed that such a park would attract riders from the San Francisco Bay Area to Portland, Oregon and provide the county from \$7 million to \$10 million in revenue. The plan recommends ways to minimize the now-common illegal trash dumping in the forest and would add 150 miles to the 40 or 50 miles historically used by OHV users. Go to the group’s website at <http://www.scorr.us> to learn more.

In Southern California, a top destination for professional and amateur riders, one of the more extreme responses arises in Riverside County. The county supervisors are gaining national attention this summer as they consider an ordinance that would ban riding OHVs on private property four days of the week, even on the riders’ own property. Riding OHVs on lots smaller than 2 ½ acres would be banned altogether. As reported in “Off-road Idea Hits Bumpy Stretch,” in the *Riverside Press-Enterprise*, May 6, 2005, a property owner would be required to obtain a permit and attend public hearings to grade his land for an OHV track and trail or to construct jumps.

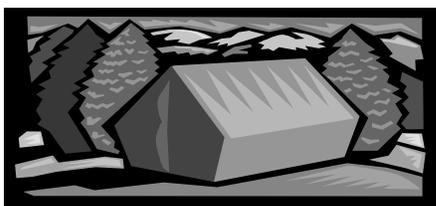
Here are a few suggestions for recreational professionals who are facing the problems of higher demand and lower opportunity:

- Know your audience. A national survey on recreation and the environment conducted by the USFS in 2000-2003 found that Californians who participated in OHV activities were 59% male and 74% white/non-Hispanic. Fifty percent were between 16 and 34 years old. Thirty-six percent had a high school diploma or less education and 35% had some college education. The Sierra Nevada and coastal range counties had a participation rate of 24.9% and the Central Valley had 20.1%.
- Get the latest information on OHV resources in local parks and State Parks and on federally owned land.
- Ensure that legal requirements, safety tips, and guidelines for courteous use are publicized and enforced.
- Participate in the Off-Highway Vehicle Stakeholders Roundtable to have a voice in how to define and optimize OHV recreation in California.

Additional information is available at <http://www.ohv.parks.ca.gov> or by calling the Off-Highway Motor Vehicle Recreation Division at (916) 324-4442. 

State Park systems in Ohio, Oregon and Washington have had great success with alternative camping programs. Those states are satisfying campers and receiving additional revenue without significant operation or maintenance headaches. California's market test is expected to show similar results. These State Parks are participating in the program:

- Patrick's Point SP, existing yurt
- Malakoff Diggins SHP, existing rustic cabins
- Lake Oroville SRA, existing floating camps
- Hendy Woods SP, existing rustic cabins
- Sugarloaf Ridge SP, new yurts
- Folsom Lake SRA, new yurts
- Samuel P. Taylor SP, new yurts
- Mount Tamalpais SP, existing rustic cabins
- Brannan Island SRA, existing rustic cabin
- Mount. Diablo SP, new yurts
- Big Basin Redwoods SP, existing tent cabin concession
- Leo Carrillo SP, new tent cabins
- South Carlsbad SB, new yurts
- San Elijo SB, new yurts
- Palomar Mountain SP, new yurts
- Cuyamaca Rancho SP, existing rustic cabins, new cabins.



The new program will be launched this year with an initial focus on marketing the existing facilities. The Department also will be seeking funding to add additional alternative camping facilities. As this issue of Bear Facts goes to press, an Alternative Camping Team is being formed to manage the project, identify funding sources, organize operating procedures, and set the revenue stream in place. If all goes well, the program should be up and running by the end of 2005 and is expected to pay for itself within one or two years. 

## Connecting Californians with the Outdoors

The California Roundtable on Recreation, Parks and Tourism held its 2005 Symposium, "Connecting Californians with the Outdoors," in Los Angeles May 25-26. Keynote speakers, Dr. America Bracho, CEO of Latino Health Access, and Derrick Crandall, President of the American Recreation Coalition, identified ways to reach future outdoor recreation facility users. Session speakers included Margarita Ramos of Los Angeles County Parks and Recreation; Shirley Weisman of Sierra Club Inner City Outings; and Michelle Barnes of the Outdoor Industry Association. A diverse audience of 100 public, private and non-profit recreation providers acknowledged the success of the event. Copies of presentations and workshop notes are available on the State Park's Planning Division website, [www.parks.ca.gov/planning](http://www.parks.ca.gov/planning). 

### Which Park and Why?

Mexican Governor Juan Bautista Alvarado approved the New Helvetia land grant near the confluence of the Sacramento and American Rivers on June 18, 1841 to found the first permanent European settlement in California's great Central Valley. Can you identify individuals who had a personal connection with New Helvetia and the associated State Parks?

1. Member of the first overland wagon train to California.
2. Arrived at the confluence of the Sacramento and American Rivers in three small boats.
3. Assisted with the survey of the City of Sacramento.
4. Influential in the commercial development of the Embarcadero in Sacramento.
5. Purchased the Russian settlement on the Sonoma Coast.
6. Imprisoned at Sutter's Fort.
7. Helped build a sawmill on the south fork of the American River.
8. Group of emigrants rescued by relief parties sent to the Sierras.
9. Engaged in the Bear Flag Revolt. 

(Answers on page 7 — *Which Park and Why?*)

## Trail Days 2005 is a Huge Success

California State Parks' Statewide Trails Office coordinated the 2005 Trail Days on April 23-24, creating a deeper appreciation of trails and parks through volunteer support. Public agencies and non-profit organizations around the state registered with the Trails Office and staff worked closely with a number of new participants to help organize their local events. Participants managed more than 2,600 volunteers and received donations of food and supplies from local business and corporate sponsors. Credit for the huge success of 2005 Trail Days must go to the committed and ongoing support of the dedicated volunteers.

Even though it rained on and off over the weekend in many locations, volunteers did not let the weather spoil their fun. Trails, often inaccessible during the winter, received a spring cleaning. Many built new trails, some collected refuse and others repaired erosion and extended existing trails. Hikers made trail improvements, mountain bikers restored and improved heavily used trails and equestrians



cleared paths for the coming summer and fall riding seasons. Several agencies used heavy equipment to remove rocks and smooth paths, while others made improvements to existing trail tread that had become degraded with use. Some offered free admittance and organized activities for visitors, while others got out the briquettes. All of the participants worked hard-a labor of love- to provide years of enjoyment for future trail users.

Trail Days is the perfect opportunity for state, regional, county and city parks to promote the health benefits of outdoor exercise. Typically Trail Days is the third weekend in April. The Statewide Trails Office will continue the tradition of organizing Trail Days and plans for next year are already underway. To request a brochure or order a distinctive Trail Days patch, visit [www.parks.ca.gov/trails](http://www.parks.ca.gov/trails) or call (916) 651-8692. 

## The Department's Best Kept Secret?

Have you ever wondered, "When was this park named?" or "When was the last general plan done?" These questions and many more are answered in the July 1, 2004 *Planning Milestones* report that is available now on the publications link at <http://www.parks.ca.gov>.

*Planning Milestones* is published by the Planning Division annually and is a storehouse of park unit information. Updated features include an expanded and cross-referenced index to shorten search time and a newly added district organization table. The updated map gives a comprehensive overview of the State Park System. Each major piece of park property appears on one or more of nine lists, with information on its acquisition year, name and classification and whether it has been written up in various planning documents, including general plans and resource management plans. Past names, classifications and other interesting information is found in the comments section.

Feedback on the report has been resoundingly positive. A State Park Commissioner recently recommended that anyone associated with the system should have a copy. Superintendents in the Diablo Vista and Northern Buttes Districts have commented on the publication's attention to detail. Staff in the Interpretation and Education Divisions are so pleased with the information that they want to provide a copy to every trainee. Look online and let us know how you use the report by calling (916) 654-3901 or e-mailing [btrute@parks.ca.gov](mailto:btrute@parks.ca.gov) org. 

(*Supersizing-A Threat* continued.)

Olmsted, founder of American landscape architecture and designer of New York's Central Park. Olmsted wrote the "Yosemite and Mariposa Grove Report" in 1865 that led to Congress authorizing Yosemite as California's first State Park. The Olmsted report is one of the first to connect human well-being and parks. "As an architect and landscape designer, he instinctively knew the power of parks," Jackson said.

Other NARRP conference presentations included "Carrying Capacity in Parks," "Use of the Water Recreation Opportunity Spectrum in Waterway Planning," "The U.S. Forest Service Recreation Planning Model and Technical Guide," and a lively session on "Outdoor Recreation Trends in California," to name just a few. State Parks employees gave several presentations, "Alternative Camping Opportunities," "California State Parks Central Valley Vision," "California Park Bonds," "Non-traditional Techniques to Promote Active Living and Obesity Prevention for Urban Children" and "American River Parkway: A National Model."

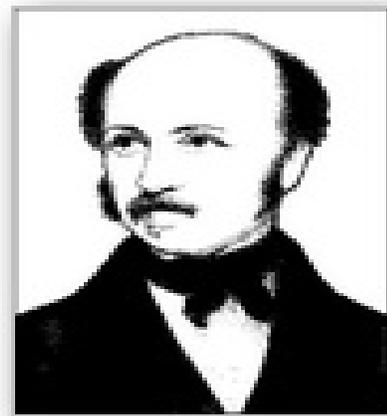
NARRP is an organization of federal and state outdoor recreation professionals and land managers, consultants and academicians interested in recreation planning. The national organization has members in nearly every state and a mission to advance the art, science and profession of recreation resource planning and enhance recreation opportunities for all Americans. NARRP conference proceedings, including Dr. Jackson's keynote speech, will be available on the web at <http://www.narrp.org>. 🐻

## The Central Valley's Newest State Park

Sutter Buttes, the site of California's newest State Park, rise above the Central Valley between the Sacramento and Feather Rivers in Sutter County northwest of Yuba City and Marysville. The ancient volcanic peaks and valleys cover 75 square miles and are renowned for being the "Smallest Mountain

Range in the World." Although technically not a "mountain range," the peaks are remnants of earlier volcanic activity, now dormant for over a million years. Before levees and dams were built, the hills and valleys offered wildlife, Indians and settlers an upland refuge from the inland sea that surrounded the Buttes each winter.

To preserve the diverse natural, cultural and aesthetic resources of the area, State Parks has acquired a 1,785 acre property on the north side of the buttes known as "Peace Valley." To expedite public access to the park, planning staff at the Northern Service Center and Northern Buttes District submitted "The Sutter Buttes Project Naming and Classification Proposal" to the State Park and Recreation Commission for consideration. On April 8, 2005 the Commission classified the new unit a "State Park" at its regular hearing in Sacramento. To read the proposal, go to the California State Parks web portal "Find a Park," at [http://www.parks.ca.gov/default.asp?page\\_id=23452](http://www.parks.ca.gov/default.asp?page_id=23452). 🐻



## Answers to Which Park and Why?

1. John Bidwell, Bidwell Mansion SHP
2. John Sutter, Sutter's Fort SHP
3. William T. Sherman, Monterey SHP
4. Sam Brannan, Old Sacramento SHP
5. John Sutter, Fort Ross SHP
6. General M. G. Vallejo, Sonoma SHP
7. J. W. Marshall, Marshall Gold Discovery SHP
8. Donner-Reed Party, Donner Memorial SP
9. John C. Fremont, Fremont Peak SP 🐻

## **Bear Facts**

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Division Chief -  
Nina Gordon

Editor - Susan Williams  
swilliams@parks.ca.gov

For address changes or additional subscriptions contact Adrienne Tillis at (916) 653-9901  
FAX (916) 653-4458

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## **The Health and Social Benefits of Recreation**

“The Health and Social Benefits of Recreation,” an element of the California Outdoor Recreation Plan, is available on the Planning Division website at [www.parks.ca.gov/planning](http://www.parks.ca.gov/planning) or you can call (916) 653-9901 to obtain a hard copy. The new publication shows how increased physical activity can improve health and social values and offers a number of national studies as evidence of the benefits gained from participating in recreation. The information should be very useful to park and recreation professionals looking for data to justify the importance of their programs to their constituents and to outside funding sources.

The Council on Physical Fitness and Sports, a non-profit organization established to promote Governor Schwarzenegger’s message to establish California as the nation’s Fitness State, is also a source of information on the benefits of recreation. “It doesn’t matter what you do - ride your bike, go hiking with a friend, walk your dog - it’s all good for you,” the Governor said, “and California is the perfect place to stay active. We have sunshine all year-round, mountains, beaches, lakes, parks — wherever you want to go, whatever you want to do, we have it.”

**California State Parks  
Planning Division  
P.O. Box 942896  
Sacramento, CA 94296-  
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