

APPENDICIES A through F

FEASIBILITY OF MULTI-YEAR/LIFETIME CROSS-COUNTRY SKI TRAIL-PASS

A report to the Legislature
pursuant to
Laws of Minnesota, Special Session 1985,
Chapter 13, Section 23, Subdivision 2

Minnesota Department of Natural Resources
Trails and Waterways Unit
Trail Programs Section
500 Lafayette Road
Saint Paul, Minnesota 55146

February 1986

APPENDIX A: Annual and Lifetime Memberships Within Various Organizations

In December 1985, the DNR Trails and Waterways Unit contacted a variety of trail and ski organizations listed in the 1986 edition of Encyclopedia of Associations. In addition, a number of other professional organizations were sampled. Annual individual rates were obtained and when sliding scales were reported, the mid-point of the range was taken for the following tabulation.

The assumption made with this exercise is that a universal ratio may exist between annual and lifetime membership rates. The assumption is that, across a great enough number of representative organizations, a ratio exists which allows lifetime rates to be offered which are an advantage to the organizations offering them.

ORGANIZATION	ANNUAL RATE	LIFETIME RATE	LIFETIME ÷ ANNUAL RATIO
1. Appalachian Mountain Club	\$35.00	\$ 750.00	21.4
2. Appalachian Trail Conference	\$25.00	\$ 500.00	20.0
3. Bruce Trail Association	\$15.00	\$ 500.00	33.3
4. National Ski Patrol System	\$22.00	\$ 400.00	18.2
5. United States Ski Association	\$20.00	\$ 50.00	2.5
6. Adirondack Mountain Club	\$25.00	\$ 750.00	30.0
7. Alpine Club of Canada	\$33.00	\$ 400.00	12.1
8. The Mountaineers	\$22.00	\$ 440.00	20.0
9. American Society for Public Administration	\$45.00	\$1,500.00	33.3
10. American Library Association	\$55.00	\$1,500.00	27.3
11. Nature Conservancy	\$55.00	\$1,000.00	18.2
12. Freshwater Biological Research Foundation	\$25.00	\$ 500.00	20.0
13. Sierra Club	\$29.00	\$ 750.00	25.9
14. National Audubon Society	\$30.00	\$1,500.00	50.0
Total of all Ratios:			332.2
Average Ratio:			23.7

A number of organizations were found which offered only annual membership rates. A reasonable assumption about such organizations is that there is no advantage in offering lifetime rates. Apparently, the nature of the services offered are not compatible with lifetime memberships. All organizations contacted were in the health/recreation sector and located in the Twin Cities Metropolitan Area.

1. HEALTH CLUBS: Medalist Sports Club
Nautilus Sports and Health Club
YMCA
2. COUNTRY CLUBS: Edina
Hillcrest
Interlachen
Oak Ridge

APPENDIX B: DNR Survey of "Licensed" Skiers: Detailed Results

MULTI-YEAR CROSS-COUNTRY SKI TRAIL-PASS:
MAIL SURVEY OF
"LICENSED" CROSS-COUNTRY SKIERS

conducted pursuant to
Laws of Minnesota, Special Session 1985,
Chapter 13, Section 23, Subdivision 2

PREPARED BY:

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Use Monitoring Specialist

January 1986

INTRODUCTION

The Trails and Waterways Unit of the Department of Natural Resources (DNR) conducted a mail survey of "licensed" cross-country skiers in December 1985. This survey was part of a report to the legislature on the feasibility of a multi-year cross-country ski trail-pass. The report was mandated under Laws of Minnesota, Special Session 1985, Chapter 13, Section 23, subdivision 2.

The "licensed" skiers contacted for this survey were randomly selected respondents from previous surveys. These respondents had originally been selected by systematic random sampling of DNR Bureau of Licenses' records. All respondents had previously purchased either an individual or husband/wife annual ski trail-pass.

OBJECTIVES

1. To determine how "licensed" skiers originally heard of the ski trail-pass program.
2. To determine general attitude toward a multi-year ski trail-pass.
3. To determine the type of ski trail-pass most likely to be purchased by skiers.
4. To determine acceptable multi-year ski trail-pass rates for both the individual and husband/wife passes.
5. To gather additional comments concerning the ski trail-pass.

The survey instrument and letter of introduction are attached. Data were analysed using the Statistical Package for the Social Sciences (SPSS).

RESULTS OF MAIL SURVEY OF "LICENSED" CROSS-COUNTRY SKIERS, DECEMBER 1985.

374 survey forms were mailed.
248 were returned (66.3 percent).

1. "How did you originally hear about the license program?"

	<u>NUMBER</u>	<u>PERCENT</u>
Newspaper	124	50.4
Radio	33	13.4
Word-of-Mouth	44	17.9
Public Ski Facility	28	11.4
Other	<u>17</u>	<u>6.9</u>
	246	100.0
Not Responding	(2)	

2. "Do you think a multi-year license is a good idea?"

	<u>NUMBER</u>	<u>PERCENT</u>
Yes	180	74.4
No	<u>62</u>	<u>25.6</u>
	242	100.0
Not Responding	(6)	

3. "Which type of license would you be most likely to purchase?"

	<u>NUMBER</u>	<u>PERCENT</u>
One-Year	64	26.1
Three-Year	93	38.0
Five-Year	20	8.2
Lifetime	55	22.4
None	11	4.5
(Day-Pass)	1	.4
(Any Type)	<u>1</u>	<u>.4</u>
	245	100.0
Not Responding	(3)	

4. "How much would you pay for each of these licenses?"

a. Three-Year Individual

<u>TOP THREE</u>	<u>NUMBER</u>	<u>PERCENT</u>
\$10.00	40	25.8
\$12.00	14	9.0
\$15.00	44	28.4

Range: \$2.00 to \$100.00	People Responding:	155
Mean: \$13.27	People Not Responding:	<u>93</u>
Mode: \$15.00		248
Standard Error: \$.74		

b. Three-Year Husband/Wife Combination

<u>TOP THREE</u>	<u>NUMBER</u>	<u>PERCENT</u>
\$15.00	29	19.6
\$20.00	25	16.9
\$25.00	29	19.6

Range: \$0.00 to \$60.00	People Responding:	148
Mean: \$19.78	People Not Responding:	<u>100</u>
Mode: \$15.00		248
Standard Error: \$.78		

c. Five-Year Individual

<u>TOP THREE</u>	<u>NUMBER</u>	<u>PERCENT</u>
\$15.00	23	19.3
\$20.00	25	21.0
\$25.00	24	20.2

Range: \$3.00 to \$75.00	People Responding:	119
Mean: \$20.15	People Not Responding:	<u>129</u>
Mode: \$20.00		248
Standard Error: \$.95		

d. Five-Year Husband/Wife Combination

<u>TOP THREE</u>	<u>NUMBER</u>	<u>PERCENT</u>
\$20.00	15	14.2
\$35.00	13	12.3
\$40.00	10	9.4

Range: \$0.00 to \$100.00	People Responding:	106
Mean: \$31.08	People Not Responding:	<u>142</u>
Mode: \$20.00		248
Standard Error: \$1.72		

e. Ten-Year Individual

<u>TOP FOUR</u>	<u>NUMBER</u>	<u>PERCENT</u>
\$20.00	16	15.1
\$30.00	12	11.3
\$40.00	12	11.3
\$50.00	16	15.1
Range: \$5.00 to \$150.00	People Responding: 106	
Mean: 34.43	People Not Responding: 142	
Mode: \$20.00 and \$50.00	248	
Standard Error: \$2.02		

f. Ten-Year Husband/Wife Combination

<u>TOP THREE</u>	<u>NUMBER</u>	<u>PERCENT</u>
\$25.00	9	9.6
\$30.00	10	10.6
\$50.00	16	17.0
Range: \$7.00 to \$200.00	People Responding: 94	
Mean: \$51.34	People Not Responding: 154	
Mode: \$50.00	248	
Standard Error: \$3.29		

g. Lifetime Individual

<u>TOP THREE</u>	<u>NUMBER</u>	<u>PERCENT</u>
\$ 25.00	14	12.7
\$ 50.00	26	23.6
\$100.00	13	11.8
Range: \$0.00 to \$250.00	People Responding: 110	
Mean: \$52.03	People Not Responding: 138	
Mode: \$50.00	248	
Standard Error: \$3.65		

h. Lifetime Husband/Wife Combination

<u>TOP FOUR</u>	<u>NUMBER</u>	<u>PERCENT</u>
\$ 30.00	11	11.3
\$ 50.00	10	10.3
\$ 75.00	11	11.3
\$100.00	10	10.3
Range: \$0.00 to \$500.00	People Responding: 97	
Mean: \$75.52	People Not Responding: 151	
Modes: \$30.00 and \$75.00 (bimodal)	248	
Standard Error: \$7.00		

5. "Any additional comments?"

	<u>NUMBER</u>	<u>PERCENT</u>
Fair rates for trail-passes are unknown.	5	3.5
Only annual trail-passes should be sold.	6	4.1
Skiers face an unknown future.	6	4.1
No multi-year licenses should be considered.	3	2.1
More education, enforcement and promotion are needed.	10	6.9
\$12.00 for three-year is fair.	1	.7
A household license would be good.	5	3.5
Duplicate trail-passes should be available.	5	3.5
Year to year evaluations of the trail-pass are needed.	2	1.3
It's time to license hikers/swimmers.	3	2.1
Better trail maintenance is needed.	16	11.0
Any cost is just fine.	4	2.7
Only park user-fees should be charged.	2	1.3
Combination license should be \$5.00 per year.	1	.7
More surveys are needed.	1	.7
No one should ever buy a license.	1	.7
License for five-year or less period desired.	5	3.5
Revenues should be evenly distributed.	1	.7
All license options should be offered.	11	7.6
Fees should rise as costs rise.	1	.7
Too large a lump sum is required for multi-year fees.	10	6.9
New license format is needed.	5	3.5
Ten-year licenses are not desired.	1	.7
Senior citizens should have reduced fee.	4	2.7
Keep up the good job with the trail-pass.	5	3.5
The steady influx of dollars with the one-year license is good.	3	2.1
Outstate options are needed.	5	3.5
Lifetime licenses should be prorated by age.	4	2.7
Family rates of \$75.00 per year would be good.	1	.7
No fees should be charged at all.	7	4.9
Less administrative work should be allowed for the trail-pass.	1	.7
More participation in the program is needed.	2	1.3
No license for greater than a three-year period.	4	2.7
Subagent list should be published.	2	1.3
Boat license should be followed as prototype.	1	.7
Warming houses are needed on the trails.	1	.7
	<u>145</u>	<u>100.0</u>

Not Responding

(103)

6. Cross-Tabulations

a. "How did you originally hear about the license program?"

	METRO		NON-METRO	
	NUMBER	PERCENT	NUMBER	PERCENT
Newspaper	88	52.1	36	46.8
Radio	25	14.8	8	10.4
Word-of-Mouth	27	16.0	17	22.1
Public Ski Facility	20	11.8	8	10.4
Other	9	5.3	8	10.4

Raw Chi Square: 4.22251 (4 degrees of freedom) Significance: .38

b. "Do you think a multi-year license is a good idea?"

	METRO		NON-METRO	
	NUMBER	PERCENT	NUMBER	PERCENT
Yes	120	76.6	60	76.9
No	43	26.4	18	23.1

Raw Chi Square: .30453 (1 degree of freedom) Significance: .58

7. Summary of Results

- Fifty percent of skiers first heard about the cross-country ski license through the newspaper.
- Seventy-four percent of the skiers like the idea of having a multi-year license.
- The three-year multi-year license was most preferred at 38 percent.
- The most common comments and suggestions by skiers are as follows:
 - a. Better trail maintenance is needed -- 11 percent;
 - b. All license options should be offered -- 7.6 percent;
 - c. More education, publicity and enforcement are needed -- 6.9 percent; and,
 - d. Too large a lump sum is required for multi-year fees -- 6.9 percent.
- The mean for a three-year individual license is \$13.27, while the mode is \$15.00.
- The mean for a three-year combination license is \$19.78, while the mode is \$15.00.
- The mean and mode for a five-year individual license are almost the same, \$20.15 and \$20.00, respectively.

- The mean for a five-year combination license is \$31.07 and the mode is \$20.00.
- The mean for a ten-year individual license is \$34.42 and the mode is \$20.00 and \$60.00.
- The mean and mode for a ten-year combination license is \$51.34 and \$50.00, respectively.
- The mean for a lifetime individual license is \$52.03 and the mode is \$50.00.
- The mean for a lifetime combination license is \$76.52 and there are two numbers with the same high score, \$30.00 and \$75.00 for the mode.
- When the responses of metro and non-metro skiers were compared, it was found that attitudes about a multi-year license and sources of information about the license program were not significantly different.

Letter of Introduction for "Licensed" Cross-Country Skier Survey, December 1985.



STATE OF
MINNESOTA
DEPARTMENT OF NATURAL RESOURCES

BOX 500 LAFAYETTE ROAD • ST. PAUL, MINNESOTA • 55146

DNR INFORMATION
(612) 296-6157

11 December 1985

Dear Cross-Country Skier:

The last Legislature directed the Department to complete a feasibility study for a multi-year (and perhaps, lifetime) ski license.

Because of your past participation in the license program, and demonstrated willingness to return questionnaires relating to your ski activity, I am asking you to help us complete this study.

Would you please fill out the enclosed postcard as quickly as possible, indicating your feelings about the proposed multi-year license? The postcard is postage-paid and can be deposited directly in any mail box.

I am sending this questionnaire to only 400 skiers, thus your response is key to the reliability of the study. As with previous surveys, you may request a copy of the results by writing "Results Requested" anywhere on the postcard. If you requested a copy of the results of this summer's mail survey of licensed cross-country skiers, please accept my apologies for the delay. I have tabulated the results but have yet to write the final report. However, you are still on the list to receive the report as soon as it becomes available.

Have a great ski season, the early snow is welcomed by all of us involved in the ski trail program.

Thank you for your continuing support.


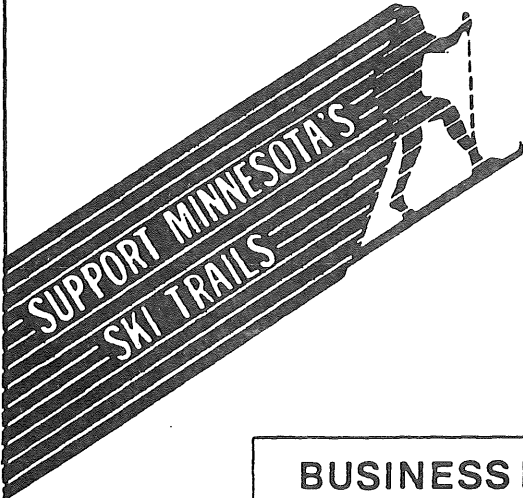
Sincerely,

Rebecca W. Schomaker
Use Monitoring Specialist
Trail Programs Section
Trails & Waterways Unit
Box 52, DNR Building
(612)297-4955

Enclosure

AN EQUAL OPPORTUNITY EMPLOYER

Mail-in Survey Card for "Licensed" Cross-Country Skier Survey, December 1985.



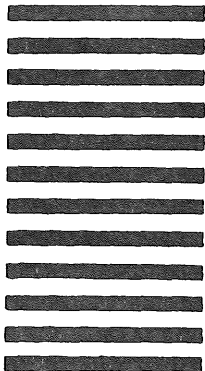
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POSTAGE WILL BE PAID BY ADDRESSEE

**Department of Natural Resources
Trails & Waterways Unit
Box 52- 500 W. Lafayette Rd.
St. Paul, Mn. 55146**

00376



Please answer the following questions.

- How did you originally hear about the license program?
(check one)
☐ Newspaper ☐ Public Ski Facility
☐ Radio ☐ Resort
☐ Word-of-Mouth ☐ Other
- Do you think a multi-year license is a good idea?
☐ Yes ☐ No
- Which type of license would you be most likely to purchase?
(check one)
☐ 1-year ☐ 5-year
☐ 3-year ☐ Lifetime ☐ None
- How much would you pay for each of these licenses?

	Individual	Husband/Wife
3-year	\$ _____	\$ _____
5-year	\$ _____	\$ _____
10-year	\$ _____	\$ _____
Lifetime	\$ _____	\$ _____
- Any additional comments?: _____

Thank you for your help and continuing support.

11/85

APPENDIX C: DNR Survey of Ski-Trail Managers: Detailed Results

MULTI-YEAR CROSS-COUNTRY SKI TRAIL-PASS:
MAIL SURVEY OF
CROSS-COUNTRY SKI-TRAIL MANAGERS

conducted pursuant to
Laws of Minnesota, Special Session 1985,
Chapter 13, Section 23, Subdivision 2

PREPARED BY:

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January 1986

INTRODUCTION

The Trails and Waterways Unit of the Department of Natural Resources (DNR) conducted a mail survey of cross-country ski-trail managers in December 1985. This survey was part of a report to the legislature on the feasibility of a multi-year cross-country ski trail-pass. The report was mandated under Laws of Minnesota, Special Session 1985, Chapter 13, Section 23, subdivision 2.

One hundred eighty ski-trail managers were randomly selected from DNR's RECFAC (Recreation Facilities) database for public ski trails greater than one mile. The database contains 340 ski-trail records for public ski trails greater than one mile in length. Of the 180 managers, 98 returned the mail survey, for a response rate of 54 percent.

OBJECTIVES

1. To obtain manager's estimates of how much trail use is by "licensed" skiers.
2. To determine manager's attitudes about the ski trail-pass program.
3. To determine how managers feel the effectiveness and public approval of the trail-pass program can be increased.
4. To determine in what ways managers think a multi-year "license" would help or hurt the ski-trail program.
5. To determine what costs the manager's think would be appropriate for three-year individual and husband/wife "licenses."

The survey instrument and letter of introduction are attached. Data were analyzed using the Statistical Package for the Social Sciences (SPSS).

RESULTS OF MAIL SURVEY OF CROSS-COUNTRY SKI-TRAIL MANAGERS, DECEMBER 1985.

180 survey forms were mailed.
98 were returned (54 percent).

1. "How much of the use received by your trail is by licensed skiers?"

	<u>NUMBER</u>	<u>PERCENT</u>
Little (0% to 29%)	23	25.6
Some (30% to 60%)	20	22.2
Most (61% to 100%)	28	31.1
No license required on this trail	<u>19</u>	<u>21.1</u>
	90	100.0
Not Responding	(8)	

2. "As a citizen, how do you feel about the license program?"

	<u>NUMBER</u>	<u>PERCENT</u>
Strongly Oppose	11	11.3
Oppose	21	21.7
Don't Care	9	9.2
Support	28	28.9
Strongly Support	<u>28</u>	<u>28.9</u>
	97	100.0
Not Responding	(1)	

3. "What can be done to improve the effectiveness and public approval of the license program?"

	<u>NUMBER</u>	<u>PERCENT</u>
Provide better education.	15	12.9
Provide more enforcement.	16	13.7
Provide more publicity.	14	12.0
Provide quality skiing.	8	6.8
Change license format.	5	4.3
Show how the ski funds are being used.	13	11.2
Publicize subsidized trails.	4	3.4
Implement a ski equipment tax.	9	7.7
Require the license everywhere.	1	.9
Abolish the license.	9	7.7
Conduct skier surveys.	1	.9
Offer a multi-year license.	1	.9
Require no license on seldom-used trails.	1	.9
Assess the program after more time.	2	1.7
Daily fees should be charged.	1	.9
Require no license on local trails.	1	.9
Each trail-administering agency should charge a fee.	3	2.6
Equal money distribution is needed.	3	2.6
Easy purchase of the trail-pass is needed.	1	.9
Eliminate high administration costs.	1	.9
Send magazine to trail-pass buyers.	1	.9
Renewal notices should be sent to skiers.	1	.9
Ski administrators should do more promotion.	1	.9
Alternative funding should be sought.	1	.9
Ski retailers should sell licenses.	2	1.7
No cost discrimination between skiers should be allowed.	1	.9

4. "In what ways do you think offering a multi-year license option would help or hurt the State's ski-trail program?"

	<u>NUMBER</u>	<u>PERCENT</u>
It would help.	5	4.6
It would hurt.	5	4.6
It would increase participation.	4	3.7
It would lower administration cost.	7	6.5
It would ease administration.	12	11.1
It would lower skier costs.	5	4.6
Little difference would be seen.	5	4.6
It would be convenient.	14	13.0
It would increase state revenues.	12	11.1
I would forget to renew.	1	.9
No exempt trails should be allowed.	1	.9
Offer all trail-pass cost options.	3	2.8
The trail-pass is difficult to monitor.	2	1.9
The annual license should be kept.	8	7.4
A multi-year license would lose flexibility.	1	.9
The multi-year license would reduce revenues.	6	5.6
I'm not willing to pay a higher amount for a multi-year license.	9	8.4
It's a good way to offset effects of bad snow years.	6	5.6
Two-year license is preferred.	1	.9
Discontinue license all together.	1	.9

5. "What cost do you believe would be appropriate for a three-year license?"

a. Individual

<u>COST</u>	<u>NUMBER</u>	<u>PERCENT</u>
\$ 0.00	2	2.6
\$ 3.00	2	2.6
\$ 4.00	1	1.3
\$ 5.00	5	6.5
\$ 6.00	1	1.3
\$ 8.00	2	2.6
\$ 9.00	1	1.3
\$ 10.00	20	26.0
\$ 12.00	15	19.5
\$ 13.00	1	1.3
\$ 14.00	1	1.3
\$ 15.00	21	27.3
\$ 18.00	1	1.3
\$ 20.00	2	2.6
\$ 24.00	1	1.3
\$300.00	1	1.3
	<u>77</u>	<u>100.0</u>
Not Responding	(21)	

Mean: \$15.20

Mode: \$15.00

b. Husband/Wife Combination

<u>COST</u>	<u>NUMBER</u>	<u>PERCENT</u>
\$ 0.00	2	2.7
\$ 5.00	2	2.7
\$ 6.00	1	1.4
\$ 7.00	1	1.4
\$ 9.00	1	1.4
\$ 10.00	5	6.8
\$ 12.00	1	1.4
\$ 15.00	18	24.7
\$ 16.00	1	1.4
\$ 17.00	1	1.4
\$ 18.00	3	4.1
\$ 19.00	1	1.4
\$ 20.00	15	20.5
\$ 22.00	7	9.6
\$ 24.00	1	1.4
\$ 25.00	7	9.6
\$ 30.00	3	4.1
\$ 36.00	1	1.4
\$ 50.00	1	1.4
\$600.00	1	1.4
	<u>73</u>	<u>100.0</u>
Not Responding	(25)	

Mean: \$26.01

Mode: \$15.00

6. Cross-Tabulations

a. "How much of the use received by your trail is by licensed skiers?"

	RECEIVES NO MONEY ¹		RECEIVES MONEY ¹	
	NUMBER	PERCENT	NUMBER	PERCENT
Little (0% to 29%)	18	40.9	5	20.9
Some (30% to 60%)	6	13.6	14	30.4
Most (61% to 100%)	2	4.6	26	56.5
No license required on this trail	18	40.9	1	2.2
	<u>44</u>	<u>100.0</u>	<u>46</u>	<u>100.0</u>
Not Responding	(5)		(3)	

Raw Chi Square: 46.83 (4 degrees of freedom) Significance: .000

b. "As a citizen, how do you feel about the license program?"

	RECEIVES NO MONEY ¹		RECEIVES MONEY ¹	
	NUMBER	PERCENT	NUMBER	PERCENT
Strongly Oppose	7	14.3	4	8.3
Oppose	14	28.6	7	14.6
Don't Care	5	10.2	4	8.3
Support	15	30.6	13	27.1
Strongly Support	<u>8</u>	<u>16.3</u>	<u>20</u>	<u>41.7</u>
	49	100.0	48	100.0
Not Responding			(1)	

Raw Chi Square: 9.55 (5 degrees of freedom) Significance: .089

7. Summary of Results

- Managers estimate that 31 percent of trail use was by "licensed" skiers.
- Twenty-nine percent of trail managers support the "license" program and that same percentage of managers strongly support the program. Twenty-two percent of the managers oppose the program.

¹"Money" has been defined as DNR grants through local governments or money received for operations through Division of Parks and Recreation and Division of Forestry.

- The most often given ideas to improve the license program are as follows:
 - a. Provide more enforcement -- 13.7 percent;
 - b. Provide better education -- 12.9 percent;
 - c. Provide more publicity -- 12.0 percent; and,
 - d. Show how the ski funds are being used -- 11.2 percent.
- Managers feel that offering a multi-year license would be convenient (13 percent) and, easier for administration (11 percent). Eleven percent feel it would increase state ski revenues, but 8 percent feel skiers would not like to pay a larger lump sum for the multi-year licenses.
- Ten dollars (26 percent) and \$15.00 (27 percent) were the most often suggested costs for an individual three-year license.
- Fifteen dollars (25 percent) and \$20.00 (21 percent) were the most often suggested costs for a husband/wife three-year license.
- The mode for individual and husband/wife three-year licenses was \$15.00. The individual license average (mean) was \$15.20, while the husband/wife license average (mean) was \$26.01.
- Forty-one percent of trails receiving no state money also received little use by licensed skiers. Also, 41 percent of trails receiving no state money did not require the ski license.
- Fifty-seven percent of license-requiring trails (receiving state money) also received the higher percentage of use by licensed skiers.
- Twenty-nine percent of ski-trail managers receiving no state money opposed the license program, but 31 percent of these same managers support the program.
- Sixty-nine percent of ski trail managers receiving state money "strongly support" or "support" the license program.

Letter of Introduction for Ski-Trail Manager Survey, December 1985.



BOX 500 LAFAYETTE ROAD • ST. PAUL, MINNESOTA • 55146

DNR INFORMATION
(612) 296-6157

11 December 1985

Dear Cross-Country Ski Trail Manager:

The last Legislature directed the Department to complete a feasibility study for a multi-year (or perhaps, lifetime) ski license.

We have decided to solicit input from the managers of cross-country ski trails regarding this proposal and will incorporate your responses in our final report.

Would you please complete the enclosed questionnaire as quickly as possible, indicating your feelings about the proposed multi-year license? The postcard is postage-paid and can be deposited directly in any mailbox.

I am sending the questionnaire to a sample of only 100 trail managers, thus your response is key to the reliability of the study. You may request a copy of the study results by writing "Results Requested" and your name anywhere on the postcard.

Have a great ski season, the early snow is welcomed by all of us involved in the ski trail program.

Thank you for your help with this project.

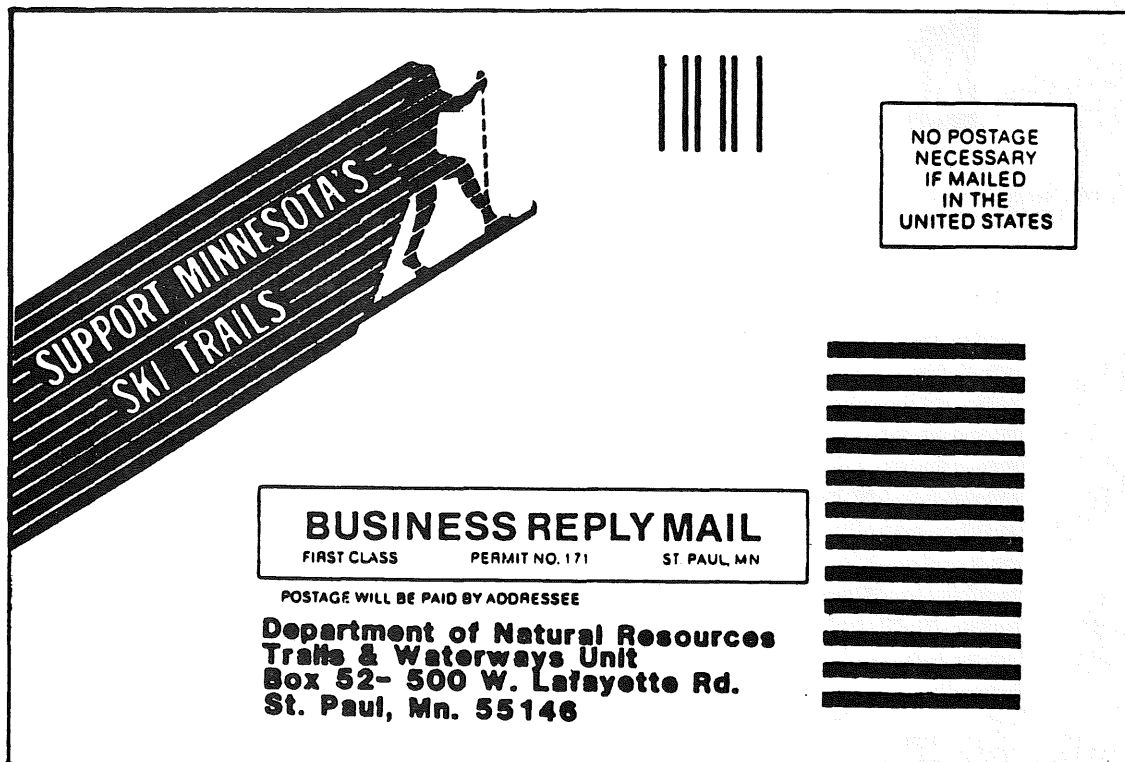
Sincerely,

Rebecca W. Schomaker
Use Monitoring Specialist
Trail Programs Section
Trails & Waterways Unit
Box 52, DNR Building
(612)297-4955

Enclosure

AN EQUAL OPPORTUNITY EMPLOYER

Mail-in Survey Card for Ski-Trail Manager Survey, December 1985.



**SUPPORT MINNESOTA'S
SKI TRAILS**

BUSINESS REPLY MAIL
FIRST CLASS PERMIT NO. 171 ST. PAUL, MN

POSTAGE WILL BE PAID BY ADDRESSEE

**Department of Natural Resources
Trails & Waterways Unit
Box 52- 500 W. Lafayette Rd.
St. Paul, Mn. 55146**

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

Please answer the following questions.

1. How much of the use received by your trail is by licensed skiers?
☐ Little (0-29%) ☐ Most (61-100%)
☐ Some (30-60%) ☐ No license required on this trail
2. As a citizen, how do you feel about the license program?
(Circle appropriate answer)

Strongly	oppose	don't	support	strongly
oppose		care		support
3. What can be done to improve the effectiveness and public approval of the license program?
4. In what ways do you think offering a multi-year license option would help or hurt the State's ski trail program?
5. What cost do you believe would be appropriate for a 3-year license?
\$ _____ Individual \$ _____ Husband/Wife

Thank you for your help and continuing support.

1285

APPENDIX D: University of Minnesota General Population Survey: Detailed
Results

1985 MINNESOTA FALL SURVEY -- STATEWIDE VERSION:
PART H: RECREATION (Questions H1 through H2b)

conducted pursuant to
Laws of Minnesota, Special Session 1985,
Chapter 13, Section 23, Subdivision 2

CONDUCTED BY:

Minnesota Center for Social Research
University of Minnesota
2122 Riverside Avenue
Minneapolis, Minnesota 55454

FOR

Minnesota Department of Natural Resources
Trails and Waterways Unit
Trail Programs Section
500 Lafayette Road
Saint Paul, Minnesota 55146

January 1986

INTRODUCTION

The Department of Natural Resources' (DNR) Trails and Waterways Unit contracted with the Minnesota Center for Social Research for participation in their 1985 Minnesota Fall Survey (Technical Report 86-1). This telephone survey was conducted during November and December 1985. The complete results of this survey are a 15-page report with an additional three-part, 53-page appendix. This report is entitled Codebook and Methods of the 1985 Minnesota Fall Survey -- Statewide Version.

OBJECTIVES

1. To determine how many Minnesotans (aged 18 and above) have heard of the DNR cross-country ski "license" program.
2. To determine how many Minnesotans (age 18 and above) have ever cross-country skied in the state.
3. To determine an acceptable cost for a three-year ski trail-pass.

RESULTS

This general population telephone survey consisted of 2,010 telephone interviews of individuals age 18 and over. Accuracy of results was confirmed with comparisons with the 1980 U.S. Census. The sampling error for these questions, at the 95 percent confidence level, was ± 2 percent.

The survey questions are as follows:

		<u>PERCENT OF MINNESOTA POPULATION OVER AGE 17</u>	<u>ESTIMATED NUMBER OF PEOPLE</u>
1. In 1983, the DNR began a license program for cross-country skiing. Have you ever heard of this program?	Yes . . . 58 No . . . 42 Don't Know . . . 0 Refused to . . . 0 Answer		1,686,524 1,221,276
2. Have you ever cross-country skied in Minnesota?	Yes . . . 36 No . . . 64 Don't Know . . . 0 Refused to . . . 0 Answer		1,046,808 1,860,992

The second question was broken down further as follows:

		<u>PERCENT OF MINNESOTA POPULATION OVER AGE 18</u>	<u>ESTIMATED NUMBER OF PEOPLE</u>
(IF YES) Have you ever purchased a cross-country ski license?	Yes . . . 5 No . . . 31 Don't Know . . . 0 Refused to . . . 0 Answer Not Applicable 64		145,390 901,418

(IF YES) The cost of a one-year cross-country ski license is \$5.00. For a three year license, how much would you be willing to spend?

	AMOUNT	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE FREQUENCY (PERCENT)
	\$ 1.00	1	.1	.2	.2
	\$ 2.00	2	.1	.3	.5
	\$ 3.00	2	.1	.3	.8
	\$ 5.00	28	1.4	4.1	4.8
	\$ 6.00	1	.1	.2	5.0
	\$ 7.00	2	.1	.2	5.2
	\$ 8.00	10	.5	1.5	6.7
	\$ 9.00	2	.1	.2	6.9
	\$10.00	150	7.5	22.2	29.1
	\$11.00	1	.1	.2	29.3
	\$12.00	66	3.3	9.7	39.0
	\$13.00	8	.4	1.1	40.1
	\$15.00	207	10.3	30.5	70.6
	\$20.00	20	1.0	3.0	73.6
	\$25.00	5	.2	.7	74.3
	\$30.00	1	.0	.1	74.4
	\$40.00	1	.1	.2	74.5
	\$50.00	2	.1	.2	74.7
Willing to Pay		166	8.2	24.4	99.2
Nothing					
Same as First Year		6	.3	.8	100.0
(\$5.00)					
Not Applicable		1,289	64.1	MISSING	
Don't Know		37	1.9	MISSING	
Refuse to Answer		6	.3	MISSING	
		2,010	100.0	100.0	

Among all respondents answering the question (n = 678): Mean: \$10.60
Mode: \$15.00

Among all respondents willing to pay more than \$0.00 (n = 512): Mean: \$14.03

SUMMARY OF RESULTS

- Fifty-eight percent of Minnesotans over age 17 have heard of the DNR ski trail-pass program. This represents an estimated 1.7 million people.

- Thirty-six percent of Minnesotans over age 17 have skied in the state. This represents an estimated one million people.
- Five percent of Minnesotans over age 17 claim to have purchased a ski trail-pass. This represents an estimated 145,000 people. This number exceeds the 80,000+ individuals who have purchased annual or daily trail-passes. The 80,000 figure may also be inflated because of the likelihood of trail-pass purchases being counted twice, once in each of the two seasons. The 145,000 skier number can be explained with either or both of the following possibilities:
 1. Some respondents have purchased the trail-pass during the 1985-86 season for the first time, thus they have not been included in the DNR's records which are for only the first two seasons.
 2. Some respondents may have confused the DNR's trail-pass with other types of entrance fees for skiing in the various parts of the state.
- The average (mean) cost for a three-year trail-pass is \$10.60. The most frequently chosen cost (mode) for a three-year trail-pass is \$15.00. If the respondents favoring no fee at all are separated from the sample, the average (mean) cost for a three-year trail-pass is \$14.03.

ACKNOWLEDGEMENTS

We gratefully acknowledge the contributions of the 62 interviewers and 56 data coders/checkers who spent numerous hours producing the data for this study. Other staff who made major contributions were: Rossana Armon, Survey Manager for the Minnesota Fall Survey, who also authored Chapter 1 of this report; Nancy Davenport-Sis, Data Collection Manager, who managed the interviewing and coding process; James Camery, Manager of Data Processing, who was responsible for creating the very large data files and coordinating the production of this codebook, and who was assisted by Eric Stumne, an undergraduate research assistant; Carol Westrum, Manager of Quality Control, who coordinated the monitoring of telephone interviewers; Terry Schmidt who assisted as a computer programmer; and Tammy Tollefson who spent many hours word processing drafts of this codebook.

This study was made possible by financial support from 14 organizations, three of which were private and the rest of which were public. The most significant new aspect of our study this year was the addition of interviews outside the Twin Cities metropolitan area. Dulcie Hagedorn, Senior Planner of the Office of Planning and Development for Hennepin County, facilitated inter-governmental cooperation.

The Minnesota Center for Social Research (MCSR) is a unit within the Department of Sociology at the University of Minnesota. We wish to thank Professor David Ward, Chair of the Department of Sociology, and Professor Theodore Anderson, Chair of the MCSR Advisory Committee, for their ongoing support of this effort.

Finally, and most importantly, this project could not have been completed without the willing cooperation of over 2,000 Minnesota residents who gave us an average of 25 minutes each of their valuable time to answer our many questions.

Ronald E. Anderson
Director,
Minnesota Center for Social Research

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MINNESOTA FALL SURVEY 1985, CODEBOOK

H. RECREATION

G12. What do you do with your old pesticides? (DO NOT READ LIST)	Recycle.01	MN	0
	Pour down drain. .02	0		
	Put in garbage . .03	22		
	Dump in backyard .04	0		
	Never have any . .05	69		
	Take to collection 06	1		
	Other.07	5	
	DK88	2	
	RA99	0	

H. RECREATION

Now I have a few questions about recreational activities.

H1. In 1983, the Department of Natural Resources began a license program for cross country skiing. Have you ever heard of this program?	Yes.	1	58
	No	2	42
	DK	8	0
	RA	9	0
H2. Have you ever cross country skied in Minnesota?	Yes.	1	36
	No	2	64
	(IF NO, GO TO 3)		
	DK	8	0
	RA	9	0
H2a. (IF YES) Have you ever purchased a cross country ski license?	Yes.	1	5
	No	2	31
	DK	8	0
	RA	9	0
	NA	0	64
H2b. (IF YES) The cost of a one year cross country ski license is \$5. For a three year license, how much would you be willing to spend?	See Appendix A for details		
H3. Does anyone in your household have a bicycle?	Yes.	1	77
	No	2	23
	(IF NO, GO TO 4)		
	DK	8	0
	RA	9	0
H3a. (IF YES) How many bicycles in your household were ridden at least once in 1985?	See Appendix A for details		
H3b. (IF YES) How many bicycles in your household are currently licensed?	See Appendix A for details		

MINNESOTA FALL SURVEY, 1985

H2B WHAT WILLING TO PAY FOR 3 YR LICENSE

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	1.	1	.1	.2	.2
	2.	2	.1	.3	.5
	3.	2	.1	.3	.8
	5.	28	1.4	4.1	4.8
	6.	1	.1	.2	5.0
	7.	2	.1	.2	5.2
	8.	10	.5	1.5	6.7
	9.	2	.1	.2	6.9
	10.	150	7.5	22.2	29.1
	11.	1	.1	.2	29.3
	12.	66	3.3	9.7	39.0
	13.	8	.4	1.1	40.1
	15.	207	10.3	30.5	70.6
	20.	20	1.0	3.0	73.6
	25.	5	.2	.7	74.3
	30.	1	.0	.1	74.4
	40.	1	.1	.2	74.5
	50.	2	.1	.2	74.7
NO MORE	666.	166	8.2	24.4	99.2
SAME AS 1 YEAR	777.	6	.3	.8	100.0
NOT APPLICABLE	0	1289	64.1	MISSING	
DONT KNOW	888.	37	1.9	MISSING	
REFUSE TO ANSWER	999.	6	.3	MISSING	
TOTAL		2010	100.0	100.0	

H3A \$ BIKES RIDDEN IN 1985

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	1.	377	18.7	24.3	24.3
	2.	463	23.0	29.8	54.1
	3.	272	13.5	17.5	71.6
	4.	192	9.5	12.4	84.0
	5.	88	4.4	5.7	89.7
	6.	30	1.5	1.9	91.6
	7.	13	.6	.8	92.4
	8.	3	.2	.2	92.6
	9.	1	.1	.1	92.7
	10.	3	.2	.2	92.9
	15.	2	.1	.1	93.0
	20.	1	.0	.0	93.0
NONE	77.	108	5.4	7.0	100.0
NOT APPLICABLE	0	457	22.7	MISSING	
DONT KNOW	88.	1	.1	MISSING	
TOTAL		2010	100.0	100.0	

APPENDIX E: Discounting of Season Ticket Rates Within Various Organizations

In December 1985, the Department of Natural Resources' (DNR) Trails and Waterways Unit contacted a variety of fine-arts and professional athletic organizations to determine what levels of discounting may occur within their season ticket offerings. The assumption being explored with this investigation is that various organizations find a benefit in discounting their tickets. The purpose of this inquiry is to determine what services are thought appropriate for discounting and to question whether a parallel exists between ticket discounts and lifetime versus annual and organizational membership rates.

1. Professional Athletic Organizations

<u>ORGANIZATION</u>	<u>EVENTS/ SEASON</u>	<u>SEASON ÷ EVENT RATE OF DISCOUNT</u>
a. Minnesota Twins (three ticket classes)	81	3% 2% 2%
b. Minnesota North Stars (three ticket classes)	40	20% 14% 9%
c. Minnesota Vikings	10	no discounts

2. Fine-Arts Organizations

<u>ORGANIZATION</u>	<u>EVENTS/ SEASON</u>	<u>SEASON ÷ EVENT RATE OF DISCOUNT</u>
a. Minnesota Opera (two ticket classes)	3	2% 20%
b. Chimera Theatre	6	41%
c. Chimera Theatre	10	47%
d. Guthrie Theater		15% to 30%
e. Children's Theatre (three ticket classes)	4	14% 10% 11%
f. Children's Theatre (three ticket classes)	6	20% 20% 32%
g. Minnesota Orchestra	6	14%

APPENDIX F: Management Considerations and Costs

A basis assumption in any discussion of multi-year ski trail-pass is that the annual fee, already established, is adequate to meet operating costs. Because the present ski trail-pass, by most accounts, is still making its initial impact, the discussion of present ski trail-pass rates is filled with uncertainty.

In the body of this report we have found that we have about one million people in the state over age 17 who have cross-country skied in Minnesota. Public awareness continues to be a concern with the program and, because of this concern, concentrated promotion took place during the winter of 1985-86.

The costs of trail maintenance and grooming should, in part, form the basis of ski trail-pass discussions. In April and May 1984, ski-trail managers of DNR-assisted trails were surveyed as to what their trail costs were. The results were somewhat perplexing, but certain information was obtained. For example, we found that the higher the trail use, the higher the cost per mile to operate the trail. When all costs are totalled, \$737.00 per mile per year was reported on "high"¹ use trails, \$371.00 per mile per year for "medium"¹ use trails, and \$284.00 per mile per year for "low"¹ use trails.

A number of factors go into these totals. We found that "high" use trails tend to have more administrative costs associated with them. They are also groomed more frequently and grooming costs more per mile.

¹High use = 200 skiers per week; medium use = 50 to 200 skiers per week; low use = fewer than 50 skiers per week.

	<u>NUMBER OF GROOMINGS (ANNUALLY)</u>	<u>GROOMING COSTS PER MILE</u>
High Use	18.4	\$14.29
Medium Use	14.4	\$10.27
Low Use	9.2	\$ 9.67

So what does all this mean? It does mean that some definite increases in costs occur as a ski program is upgraded. Increased delivery of service results in greater wear and tear on equipment and the need for more "stand-by" equipment.

New funding options must carefully assess whether existing costs are being met. The temptation may be to seek short-cuts and hope that other factors, such as increased demand, will cover any resulting inequities. Over-riding issues for the ski trail-pass should be: how many skiers are participating in the program, and what level of services should the government provide for these skiers?

