

Project Summary
Rocky Mountains Cooperative Ecosystem Studies Unit

Project Title: George Washington Carver National Monument- Demographic study

Discipline: Social Science
Type of Project: Technical Assistance
Funding Agency: National Park Service
Partners/Cooperators: Washington State University
Effective Dates: 5/1/2014 - 3/30/2019
Funding Amount: \$77,662 [FY16: \$23,997; FY14: \$53,665]

Investigators and Agency Representatives:

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Project Abstract: A visitor study conducted in 2010 by the University of Idaho Visitor Services Project showed the proportion of visitors to George Washington Carver National Monument (GWCA) representing minority populations to be significantly below that of communities within a two-hour commute of the park. Based on the 2010 study results, a demographic study conducted by the University of Idaho Park Studies Unit in 2013 assessed the level of park awareness and the recreational interests and needs of primary minority groups including African Americans, Hispanic/Latinos, Asians, Pacific Islanders, and Native Americans, as well as individuals from the local low-income population. Building on the 2013 report's recommendations on how to attract these underserved populations to the park, the objective of this five-year project is to put the results of research into practice by building relationships with and engaging community leaders and youth in park activities, with the goal of increasing the diversity of the park's visitor population.

Methods

A pilot project to create a community relations program will be designed and executed, for the first year of this 5-year project, with the Native American community within a 2-hour commute of GWCA as the focal group. In each following year, the program will focus on a different population.

YEAR 1

Phase I: Pilot project with Native American community.
WSU will work with the park to design and implement the pilot project.

YEAR 2

Phase II: Based on the results of the pilot program in Year 1, continue project development, and implement the project with the African American community

YEARS 3 - 5

Phase II, continued: Continue the project implementation with each of the following demographic groups, one per year:
Hispanic/Latino
Asian - in particular, Vietnamese
Low-income

Keywords: Visitor Services Program, Demographic study, George Washington Carver National Monument, Washington State University