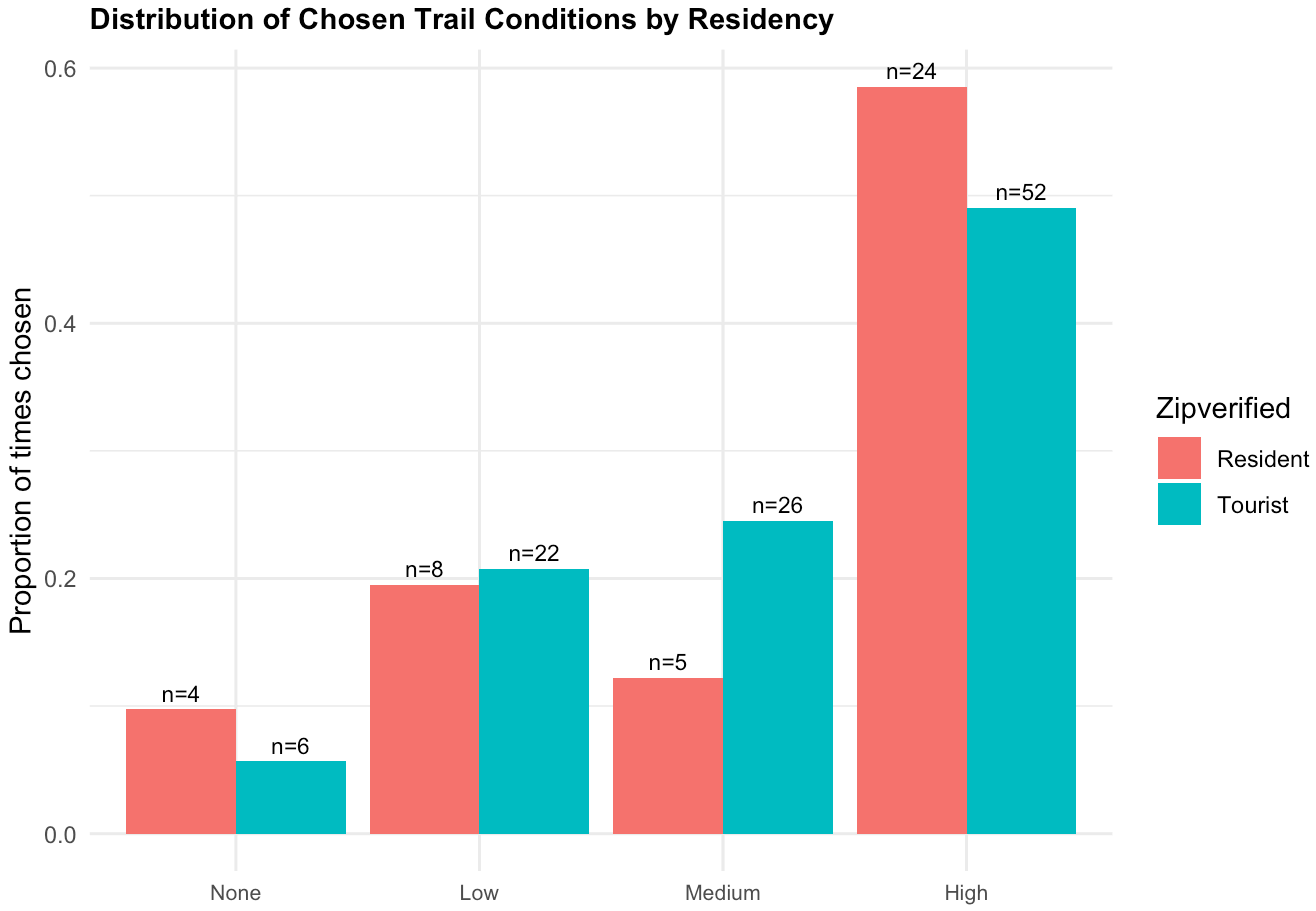
Code

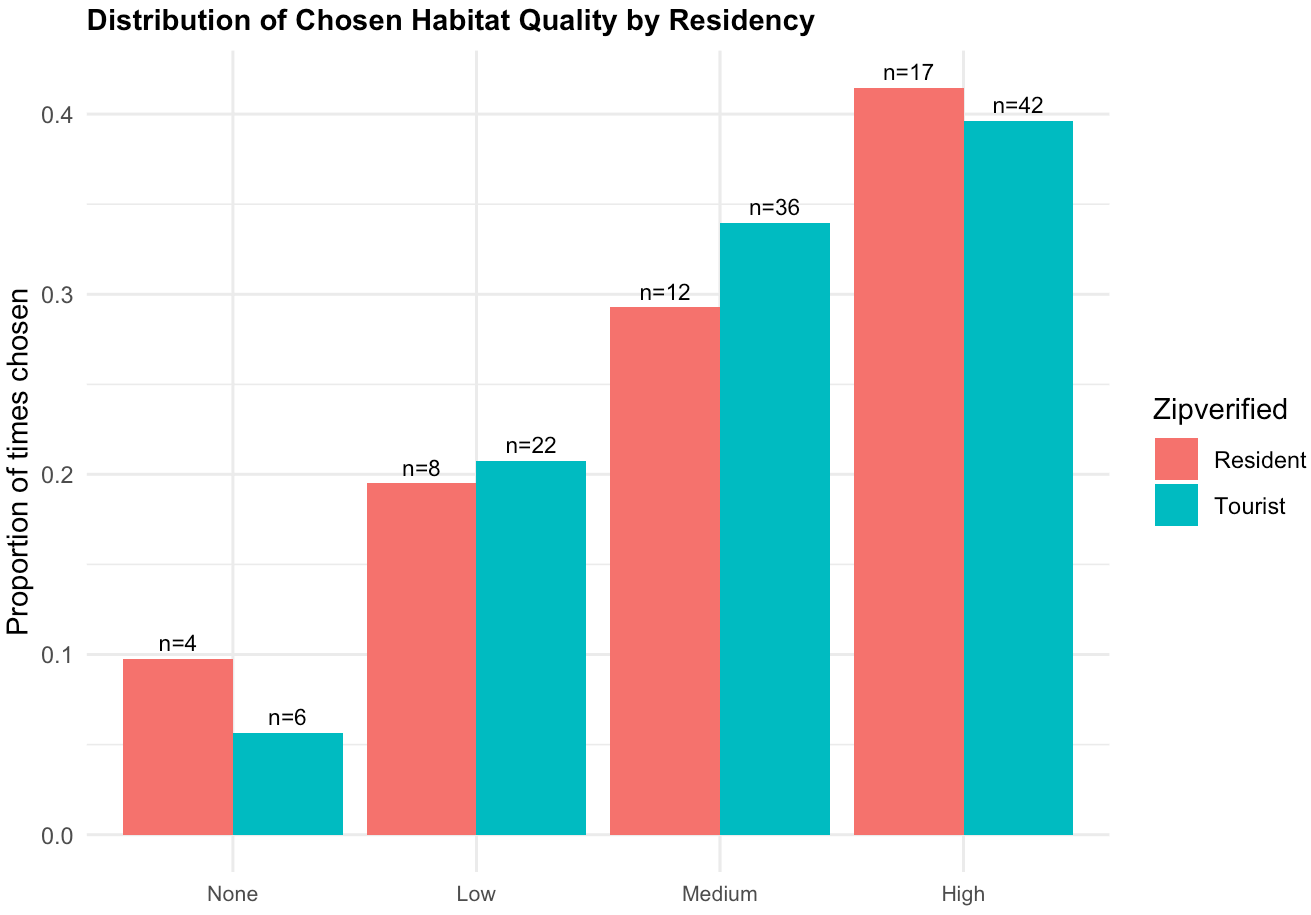
Pilot overview

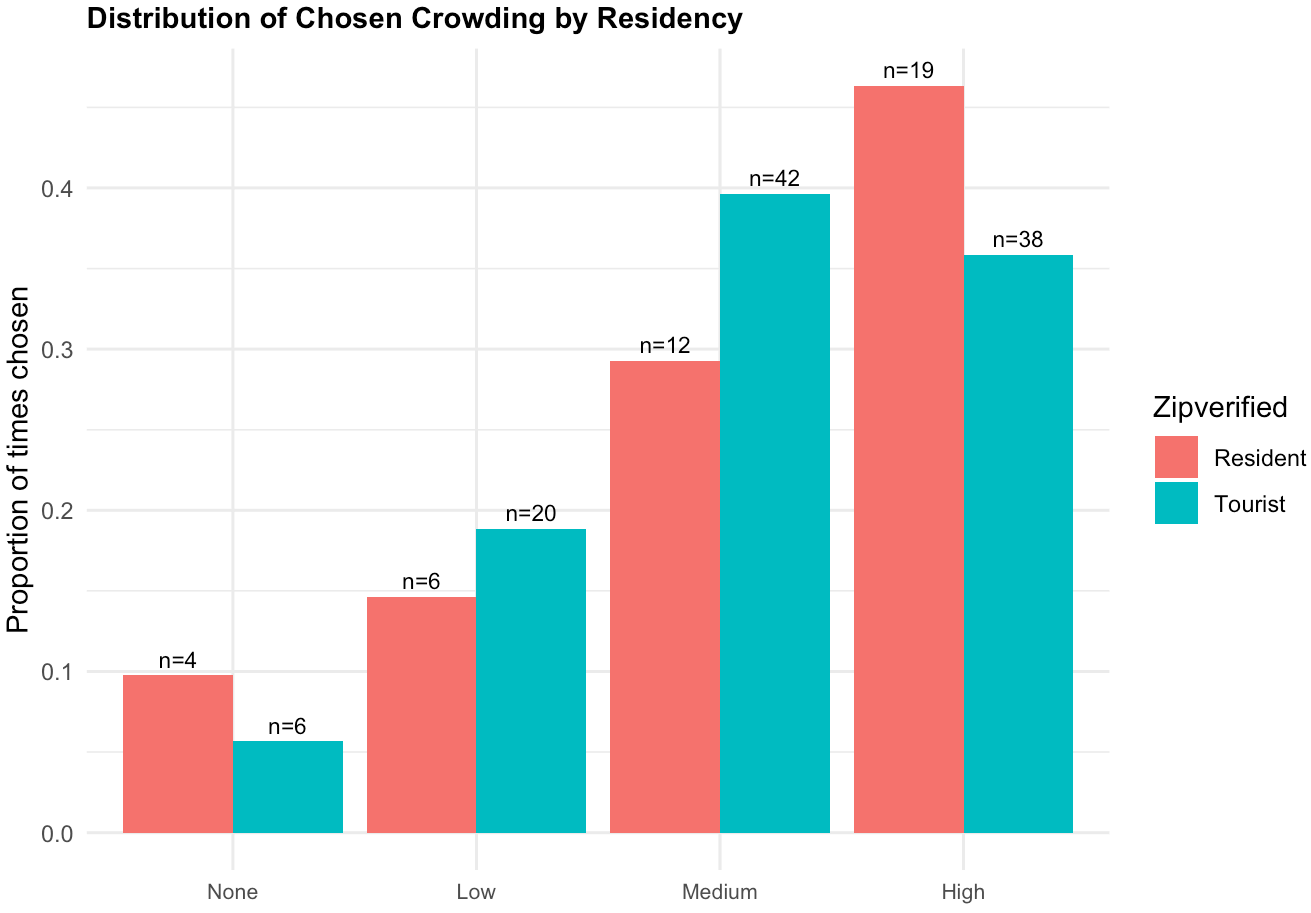
Valdo Viana & Ashley Lowe-Mckenzie

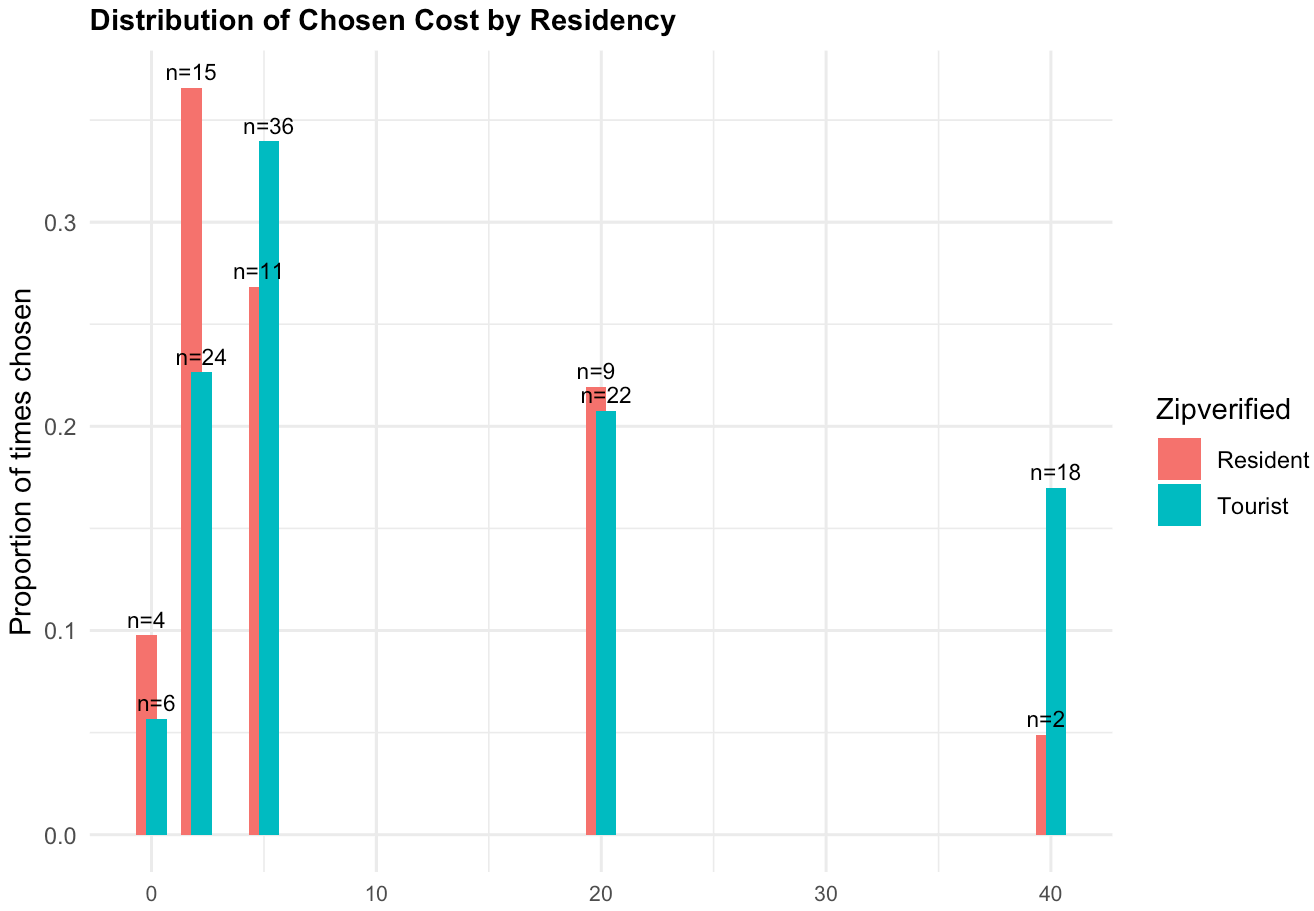
2025-11-03

Distribution of Levels by Attributes

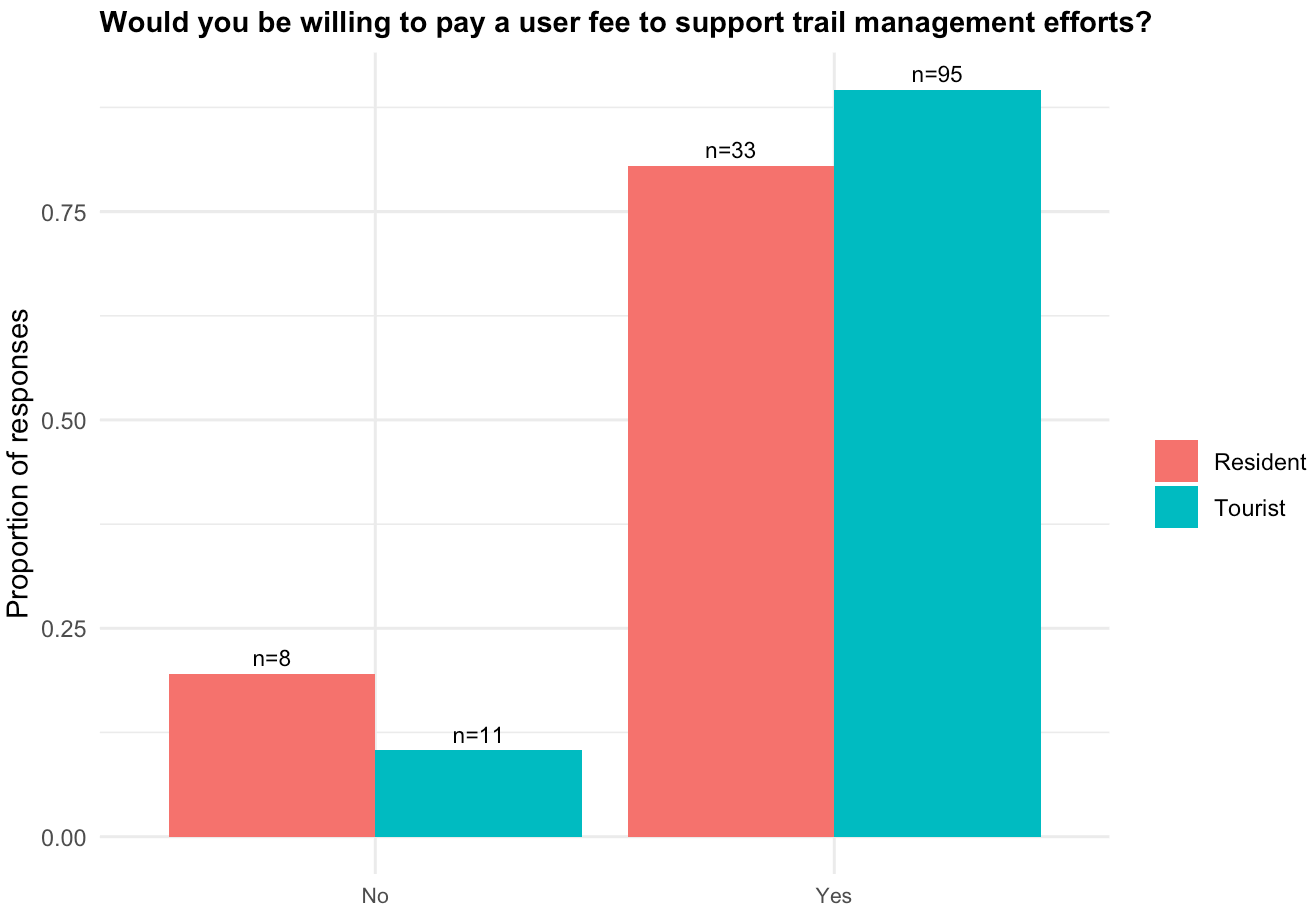



Distribution of Chosen Habitat Quality by Residency
Proportion of times chosen
0.0
0.1
0.2
0.3
0.4
n=4
n=6
n=8
n=22
n=12
n=36
n=17
n=42
None
Low
Medium
High
Zipverified
Resident
Tourist

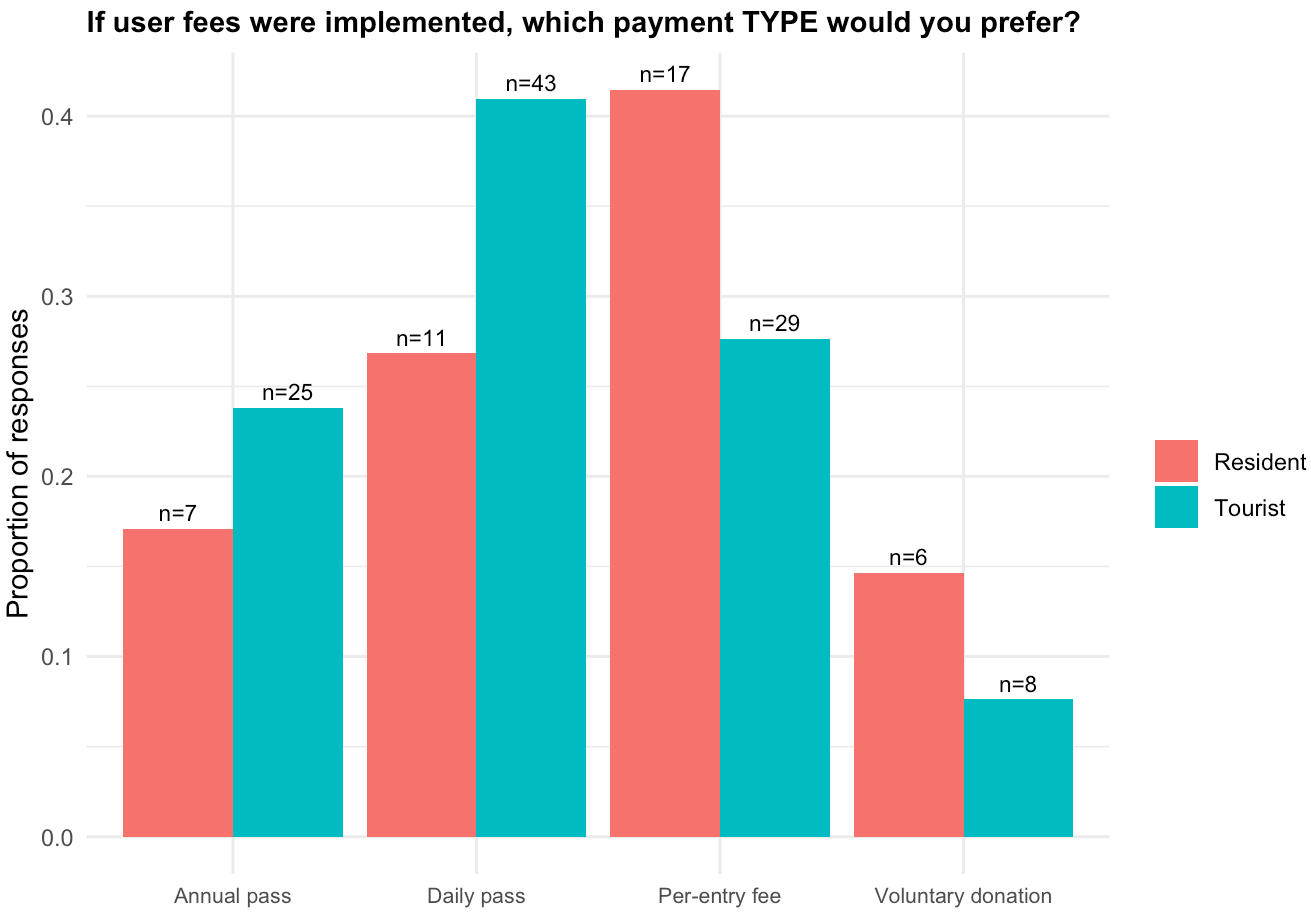

Distribution of Chosen Crowding by Residency
Proportion of times chosen
0.0
0.1
0.2
0.3
0.4
n=4
n=6
n=6
n=20
n=12
n=42
n=19
n=38
None
Low
Medium
High
Zipverified
Resident
Tourist


Distribution of Chosen Cost by Residency
Proportion of times chosen
0.0
0.1
0.2
0.3
0
10
20
30
40
n=4
n=6
n=15
n=24
n=36
n=11
n=9
n=22
n=2
n=18
Zipverified
Resident
Tourist

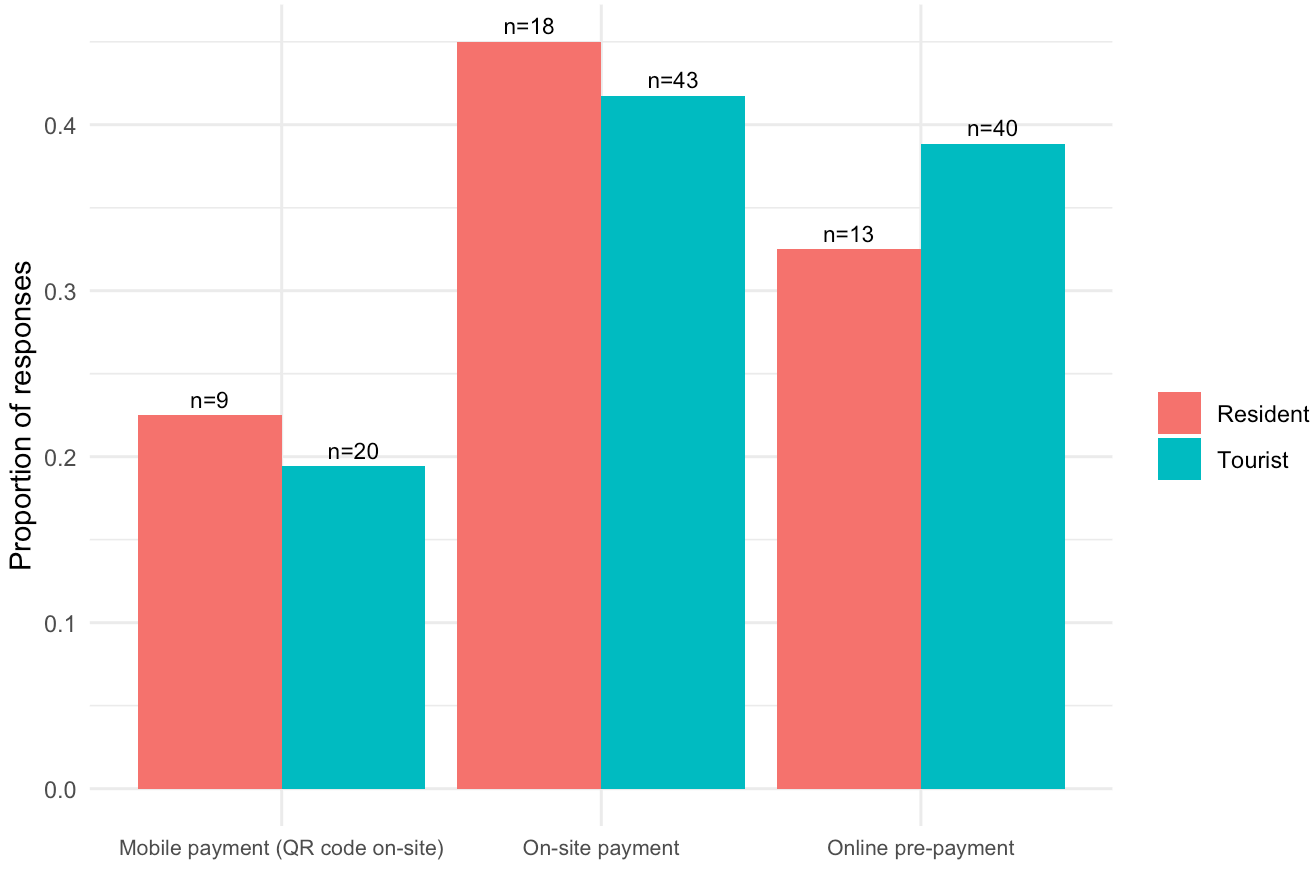
User Fee Summary and Plot



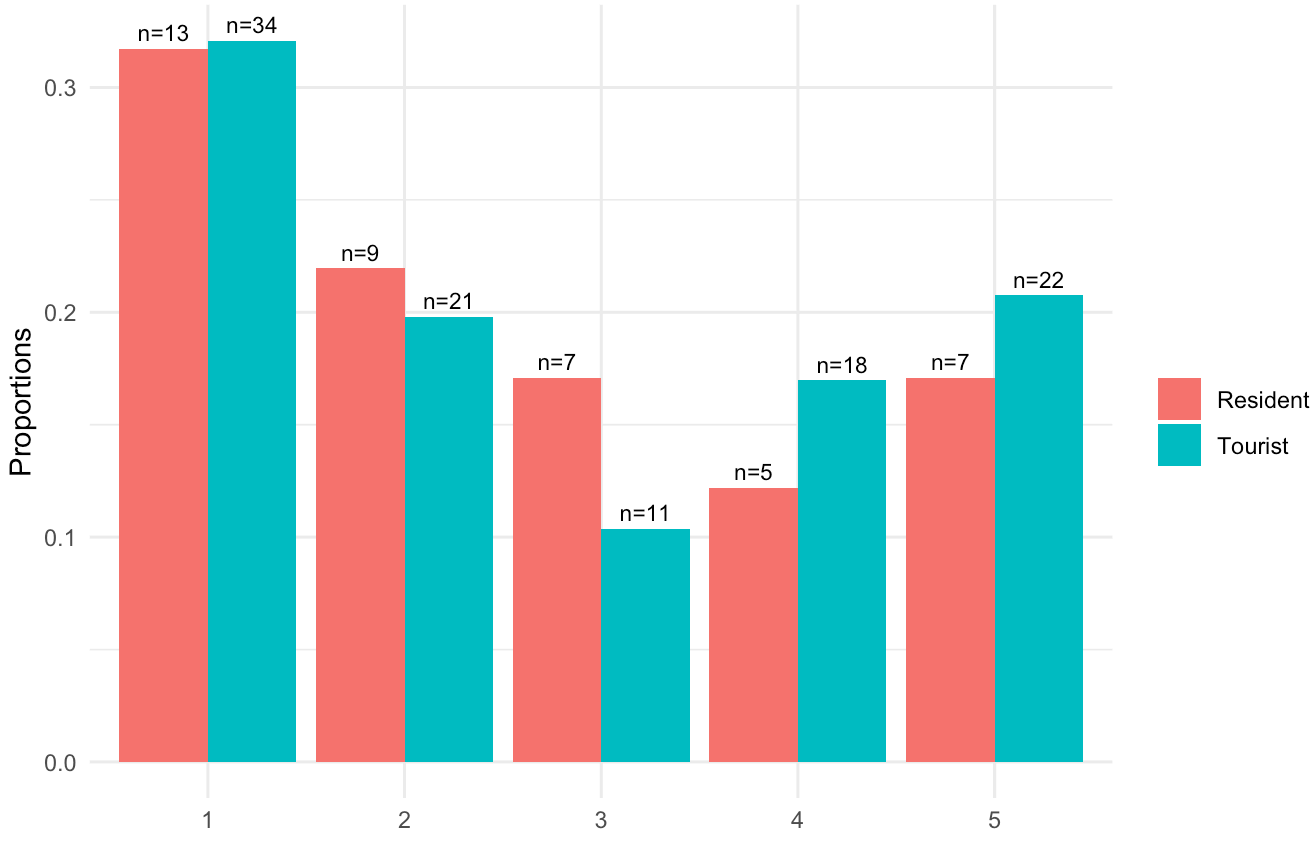
Payment Type and Method



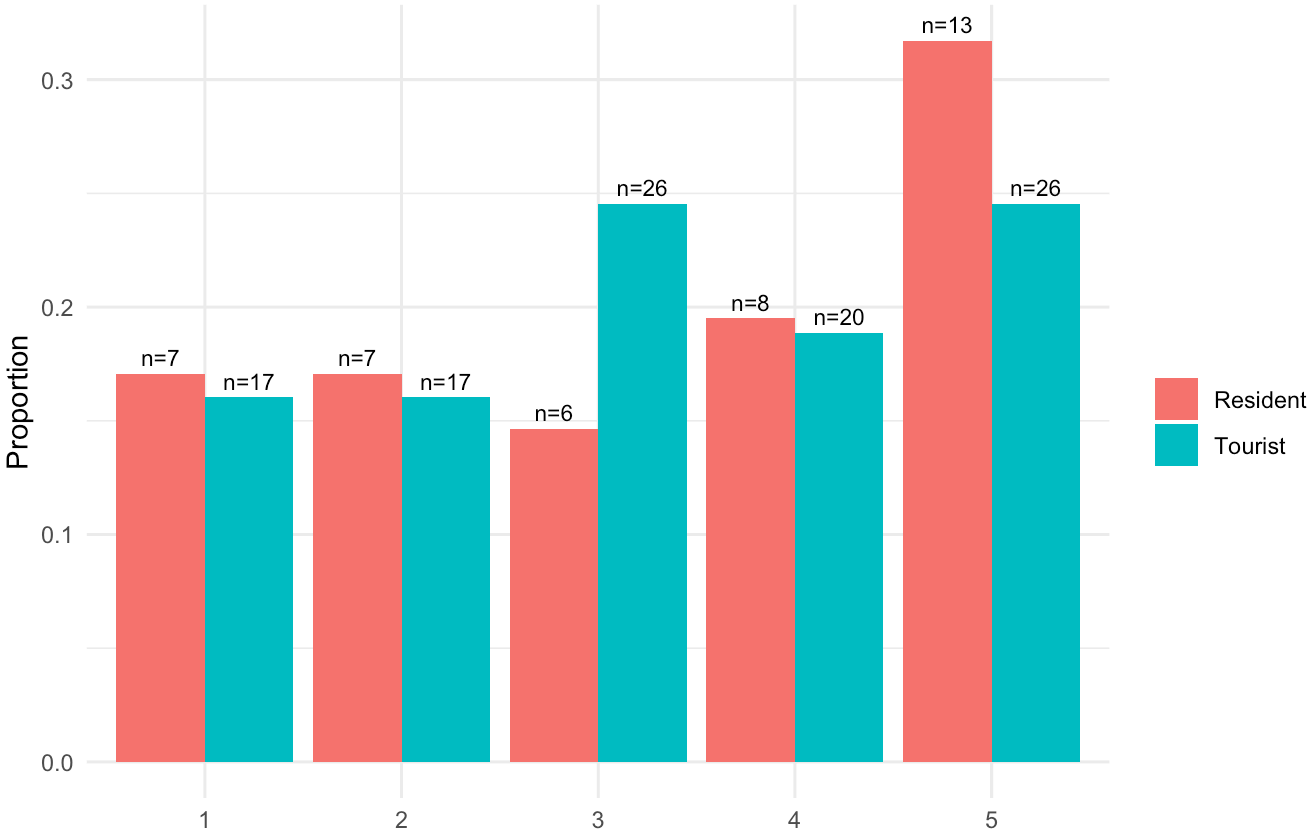
If user fees were implemented, which payment METHOD would you prefer?



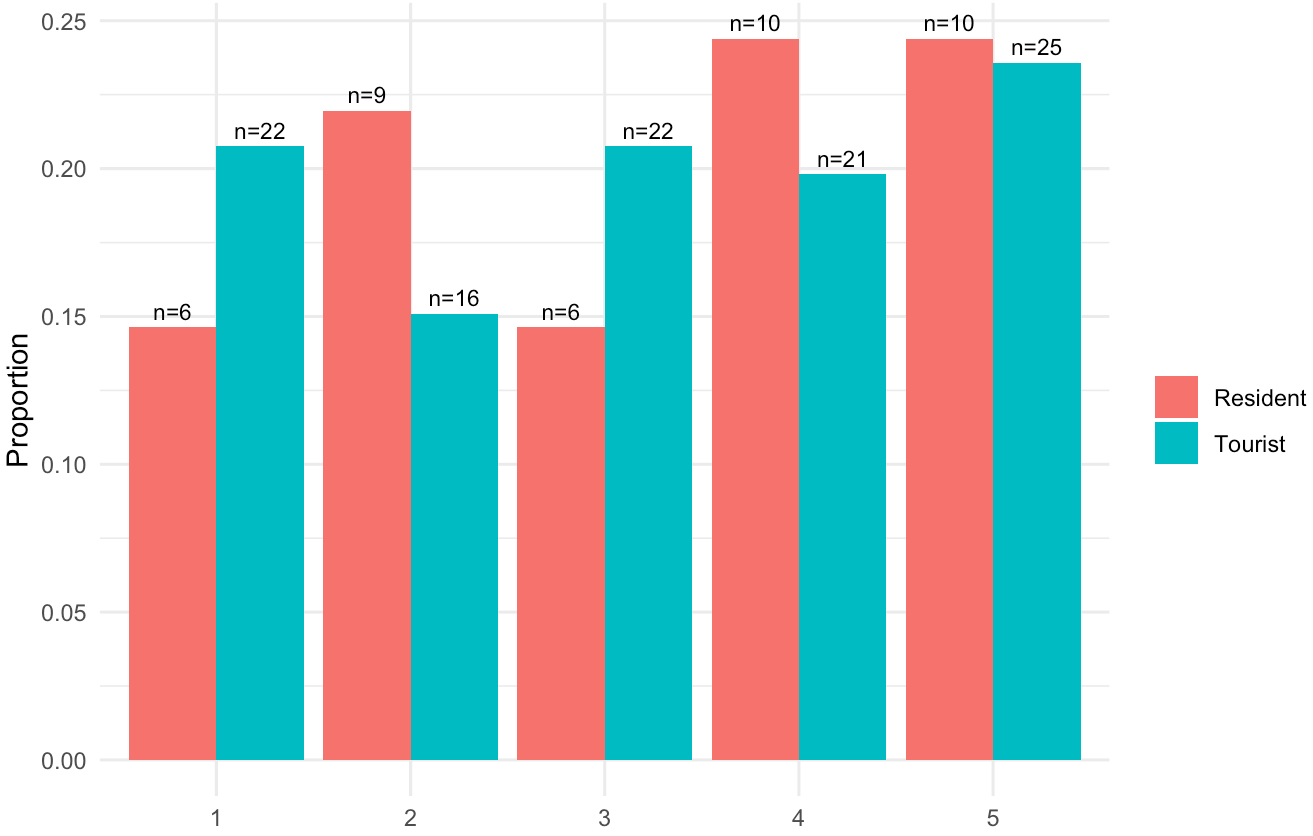
If User Fee is used on Trails with Natural Features (1 - Most Prefered & 5 - Least Prefered)



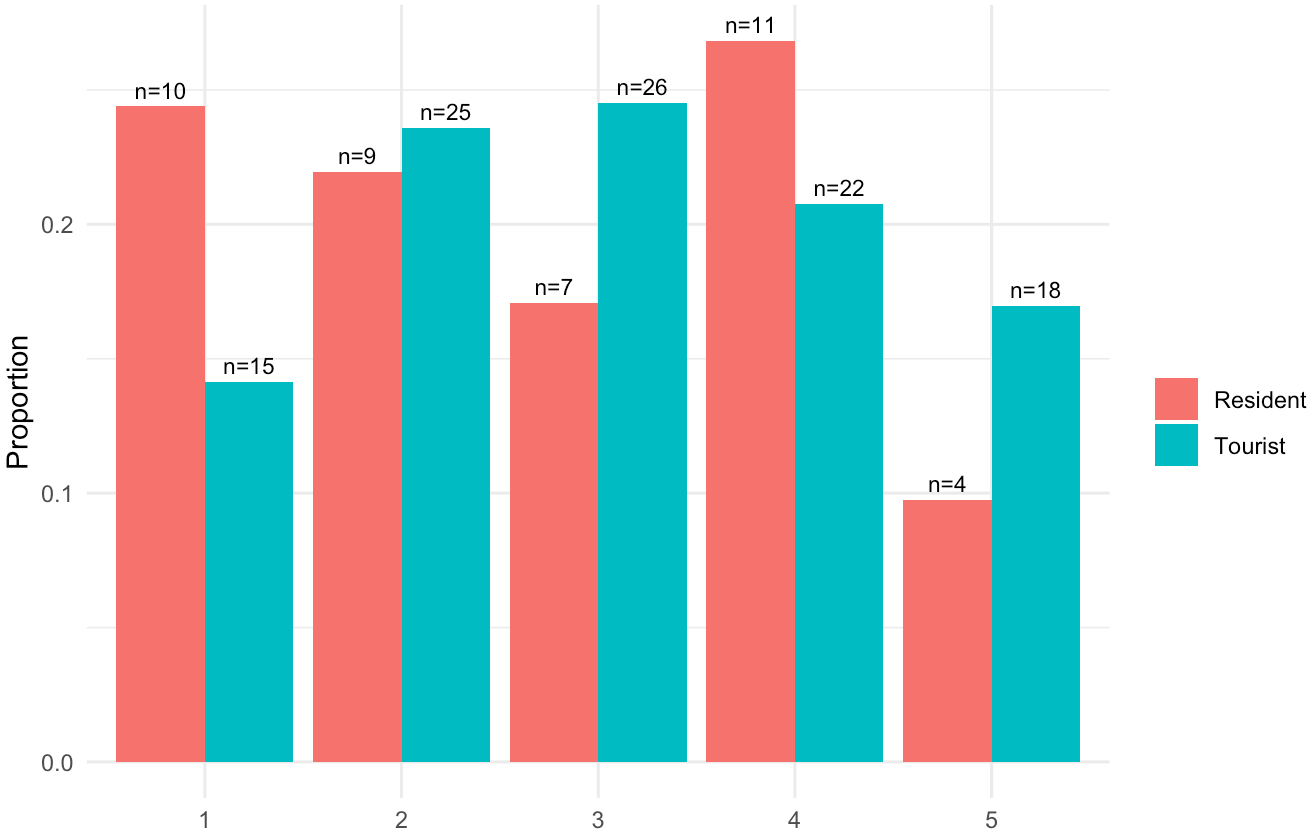
If User Fee is used on Trails with High Tourist (1 - Most Prefered & 5 - Least Prefered)



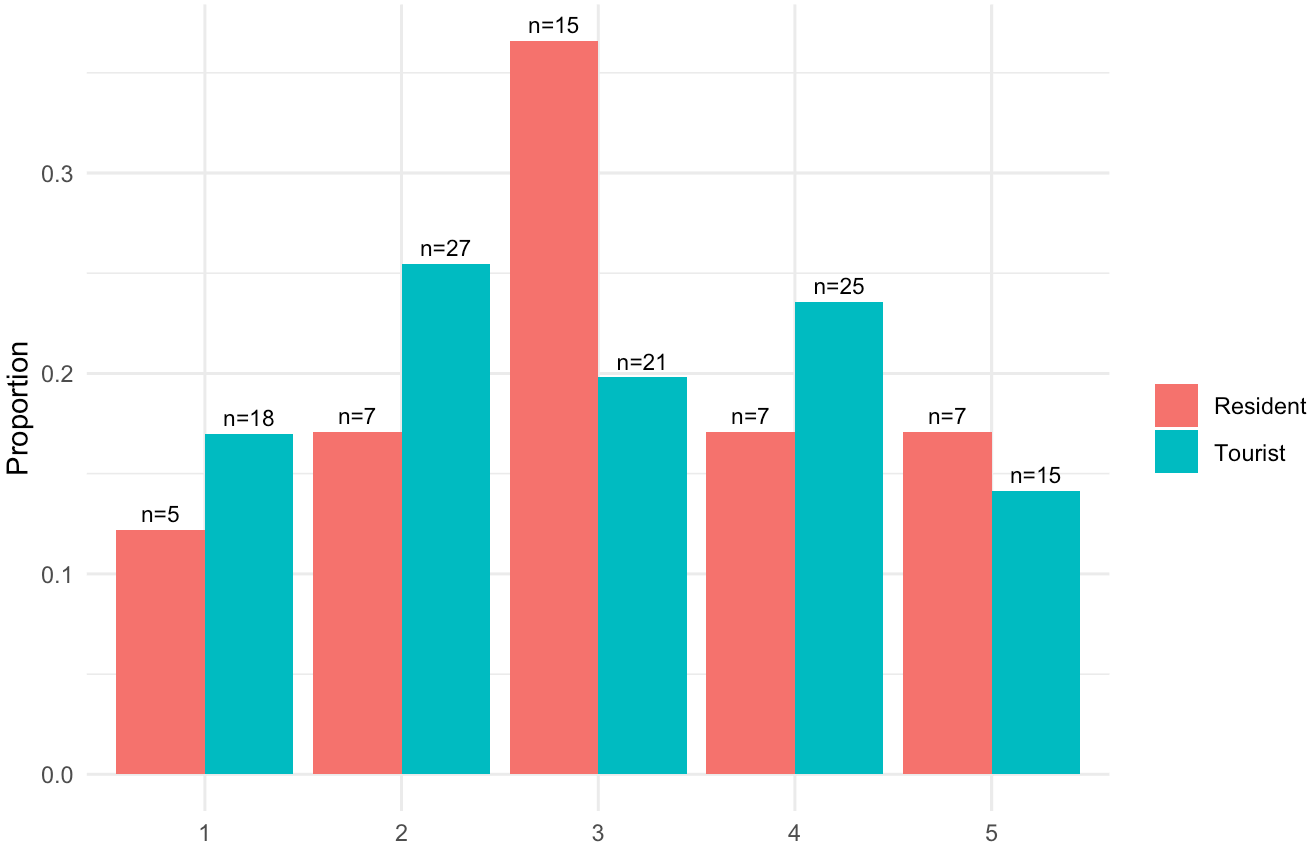
If User Fee is used on Trails with High Maintanance Cost (1 - Most Prefered & 5 - Least Prefered)



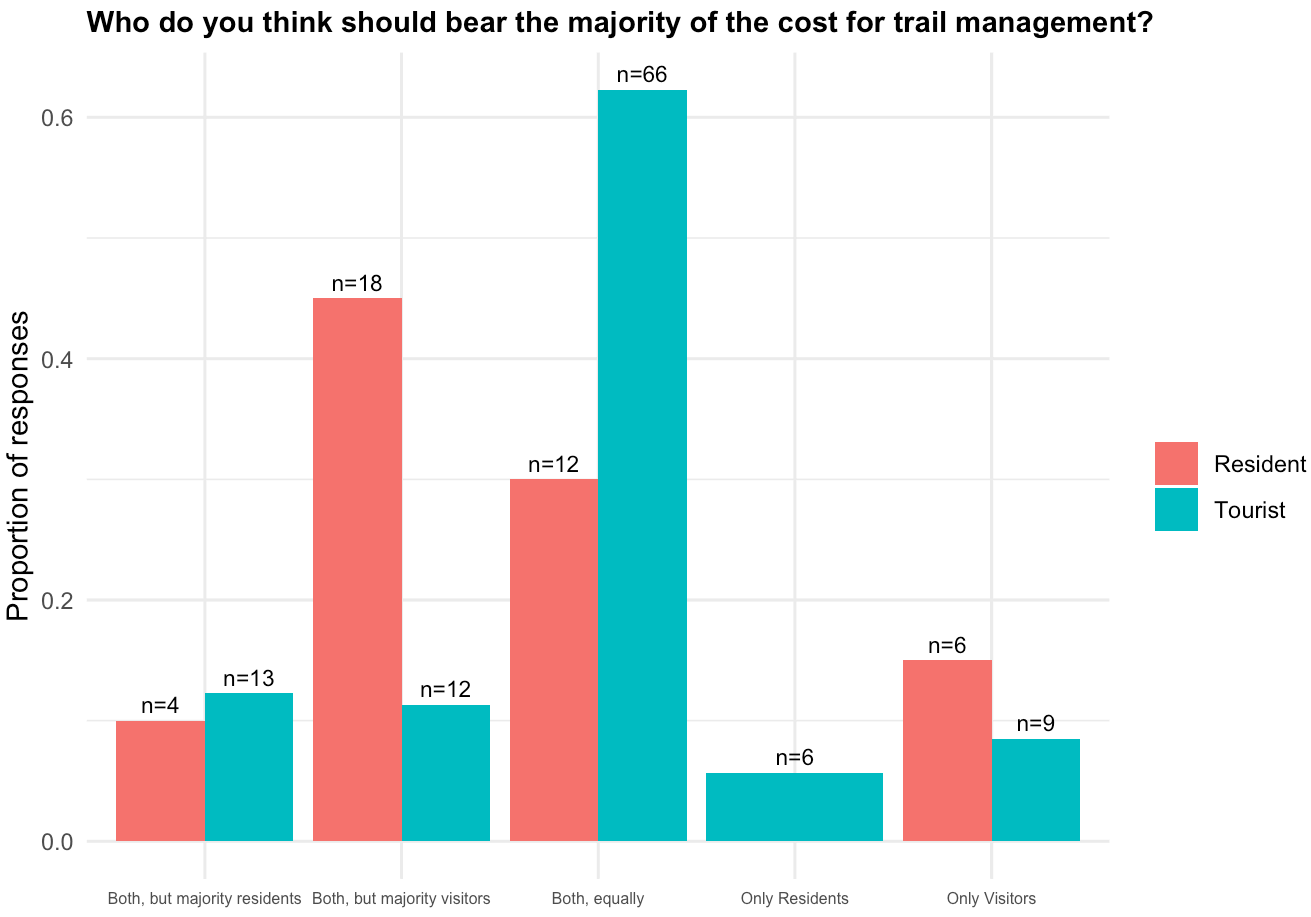
If User Fee is used on Trails with High Ecological Sensitivity (1 - Most Prefered & 5 - Least Prefered



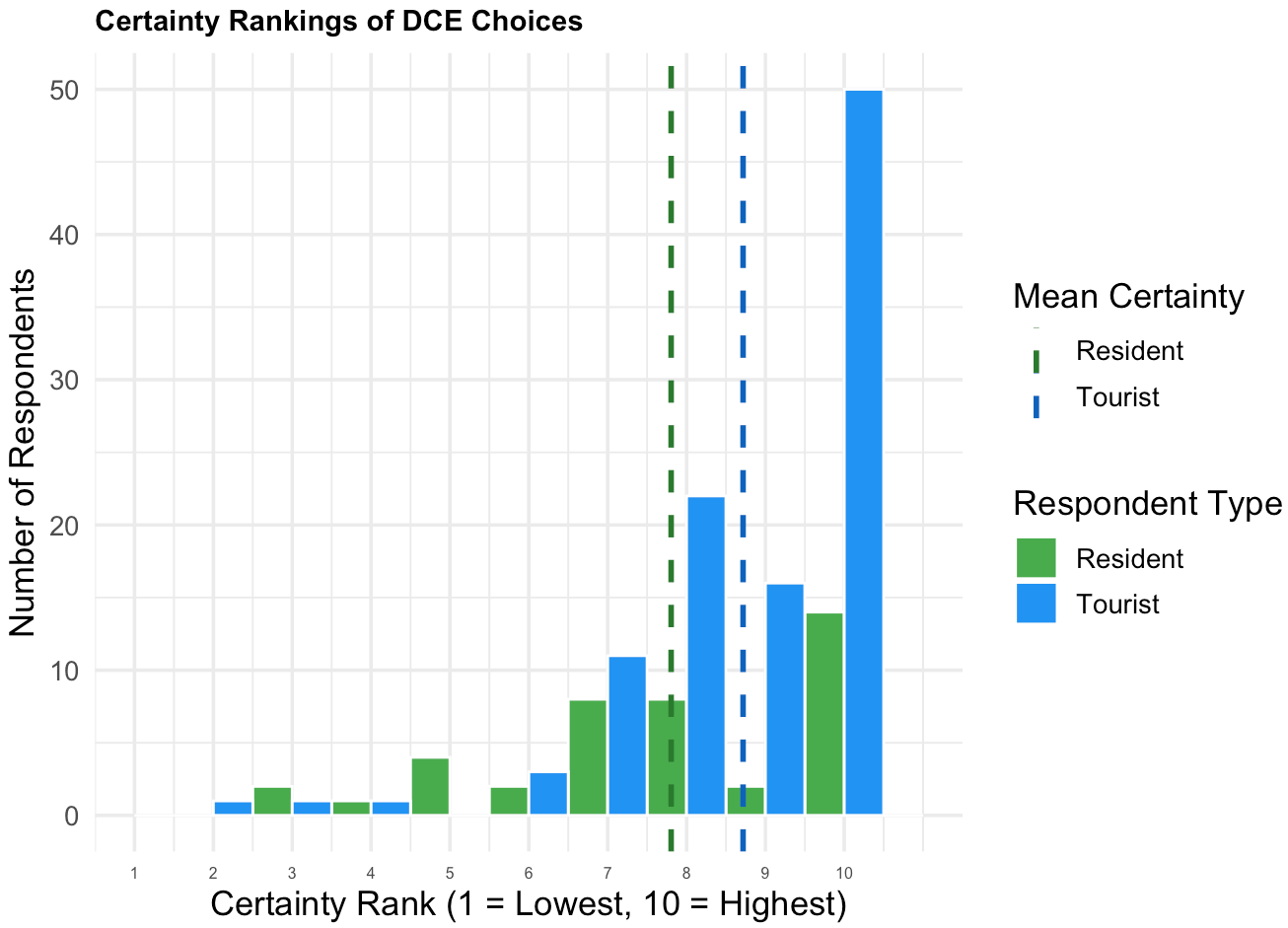
If User Fee is used on Trails with Additional Ammenities (parking, restrooms) Sensitivity (1 - Most Preffered & 5 - Least Preffered)



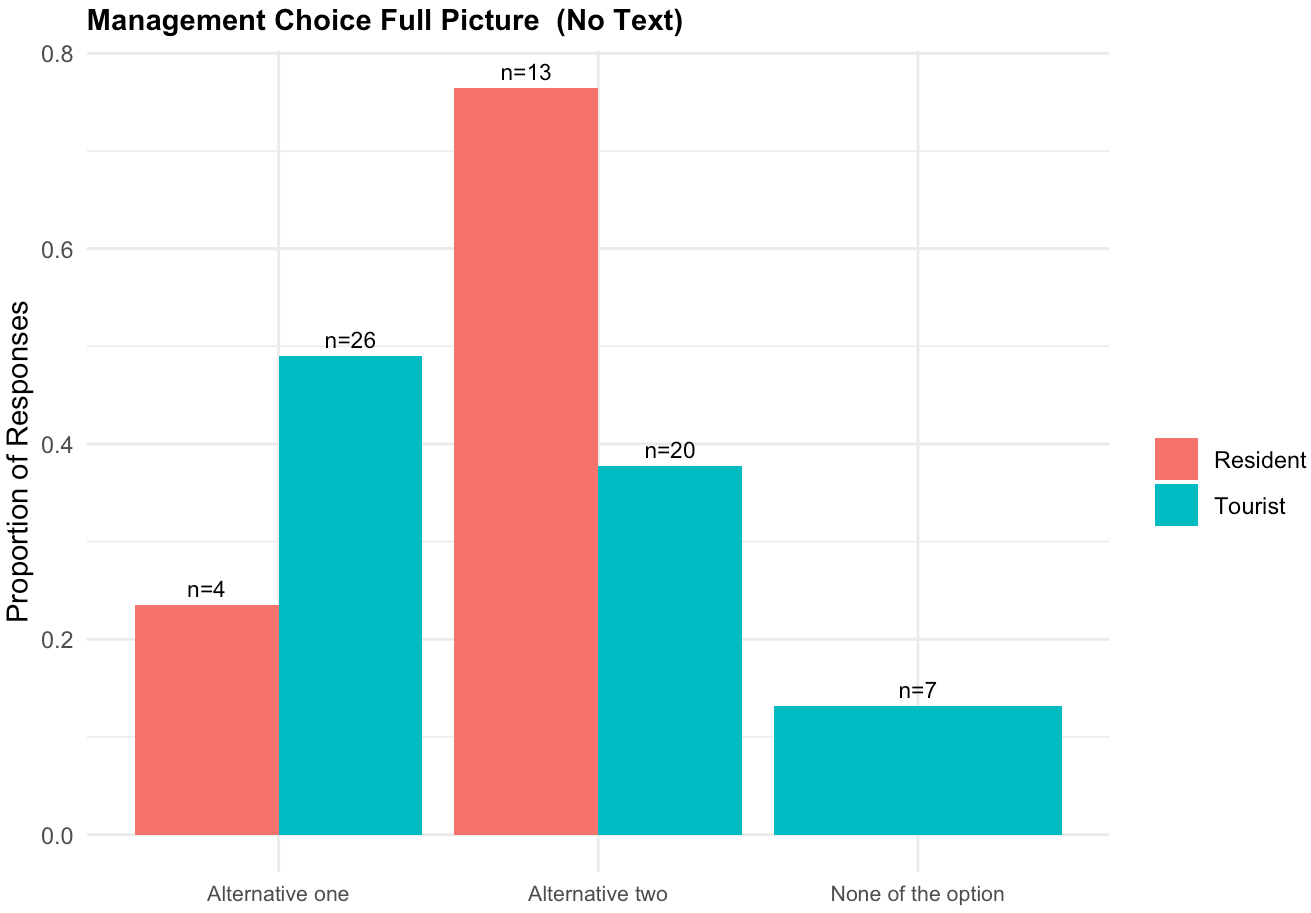
Cost Allocation

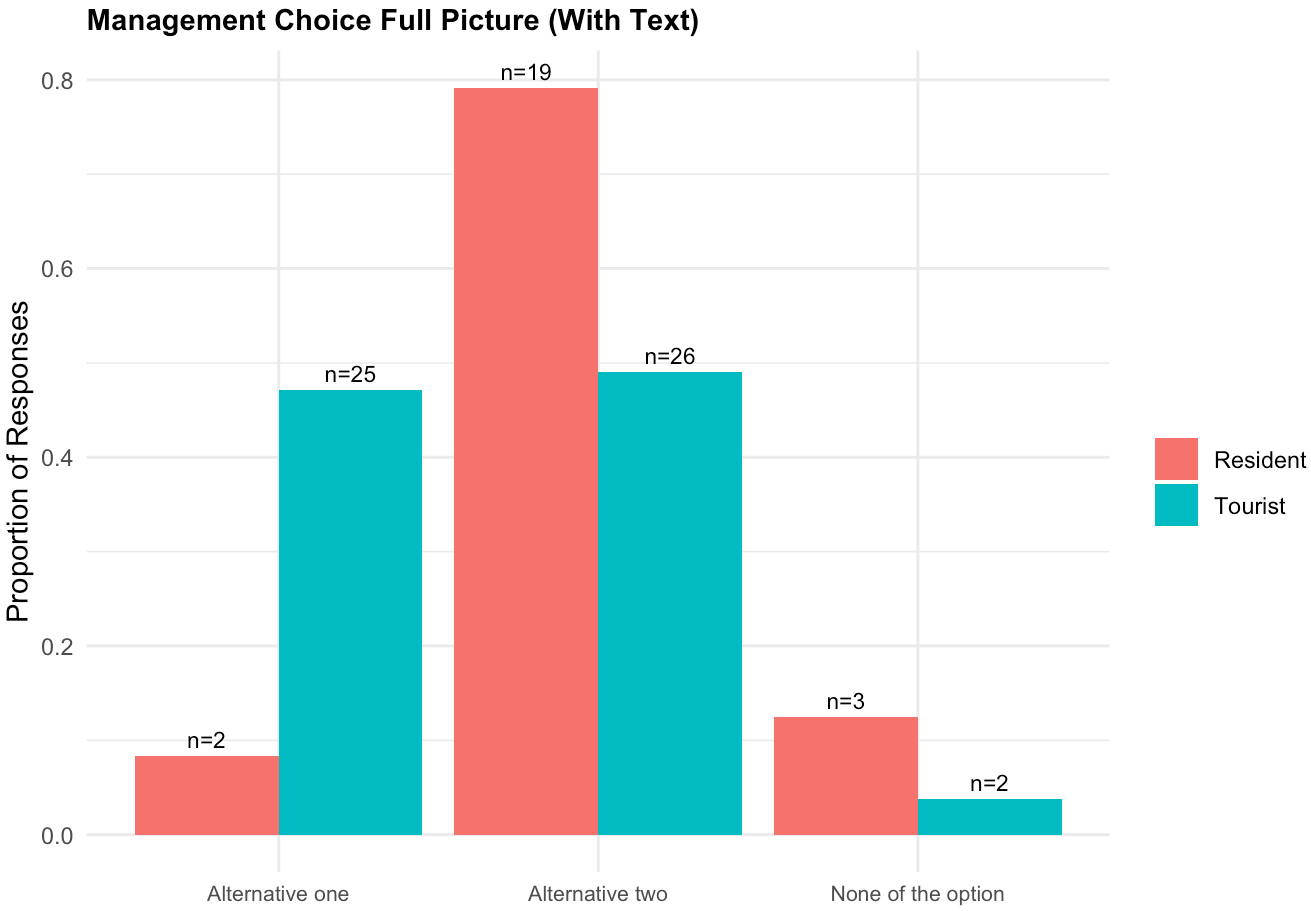


Certainty scale

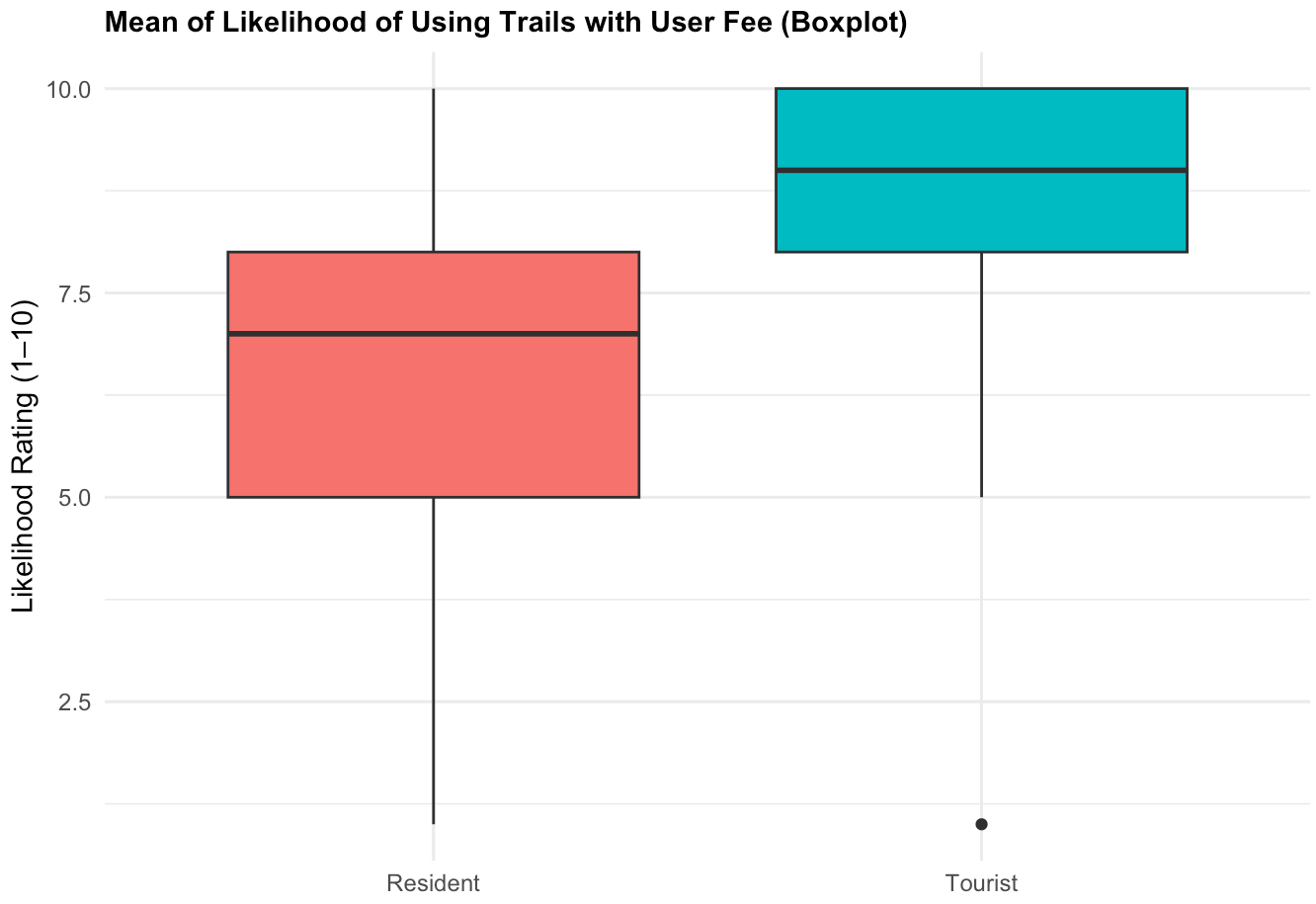


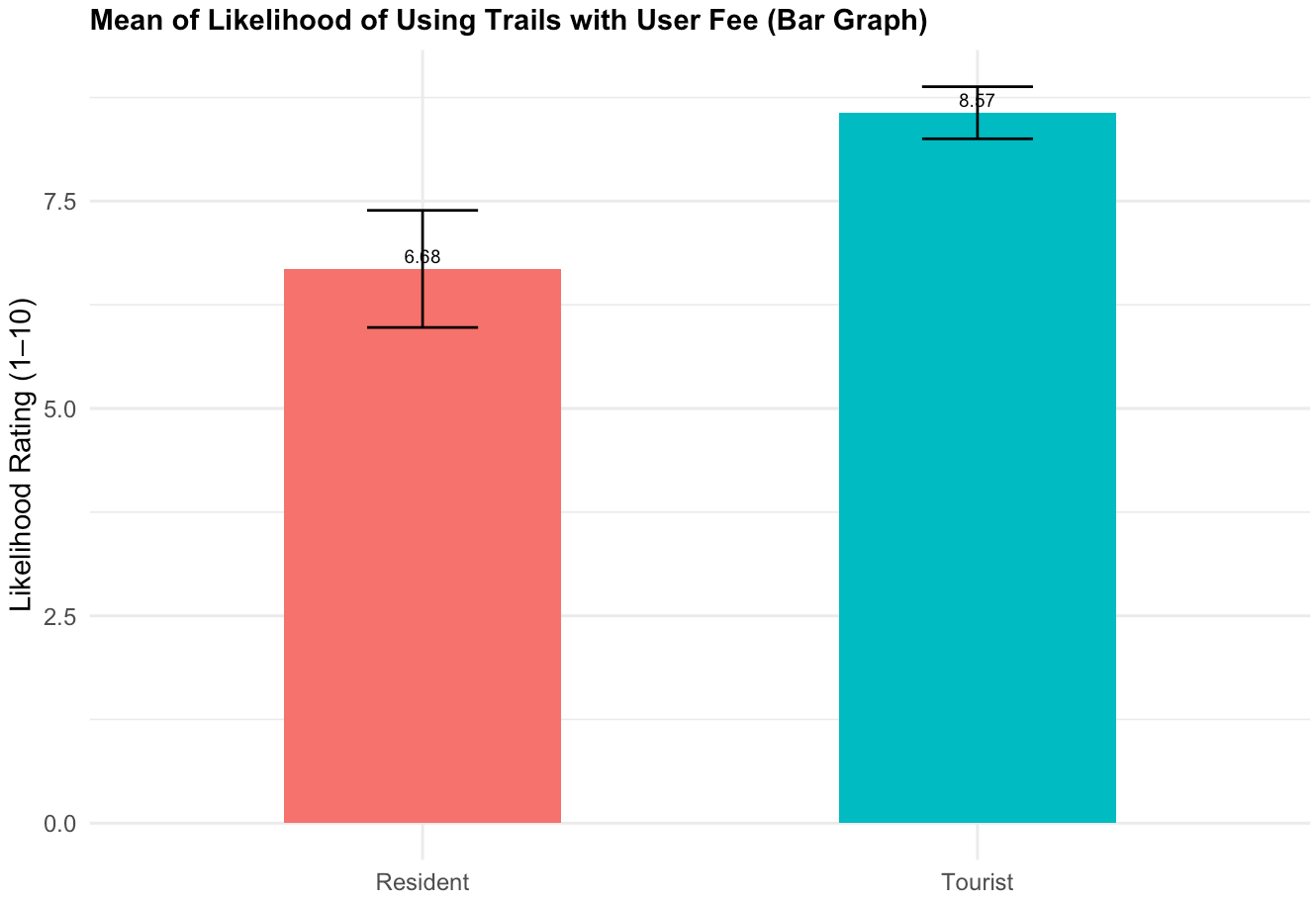
Management Choices (Full Image Attributes)




Management Choice Full Picture (With Text)
Proportion of Responses
0.0
0.2
0.4
0.6
0.8
n=2
n=25
n=19
n=26
n=3
n=2
Alternative one
Alternative two
None of the option
Resident
Tourist

Likelihood of Using Trails with User Fee

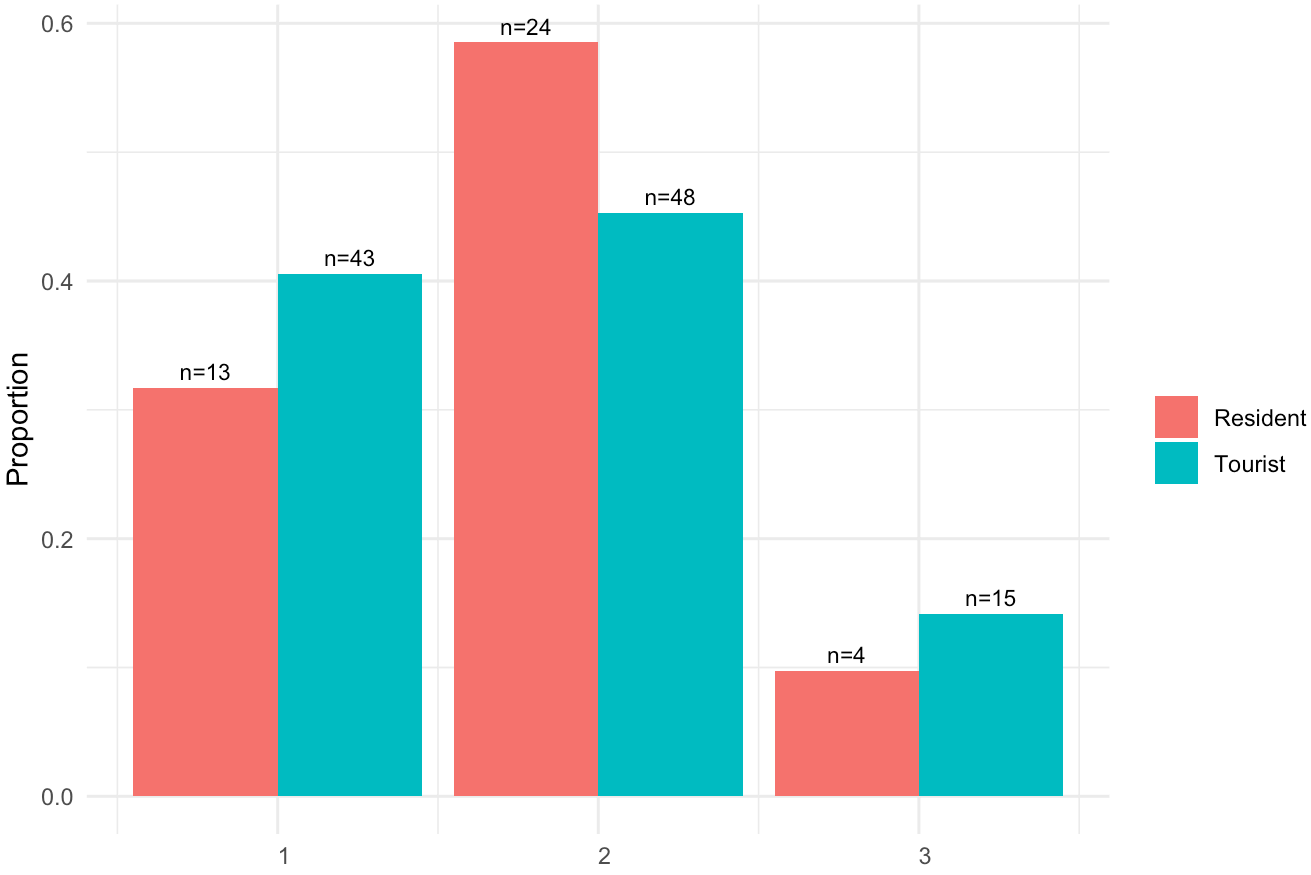




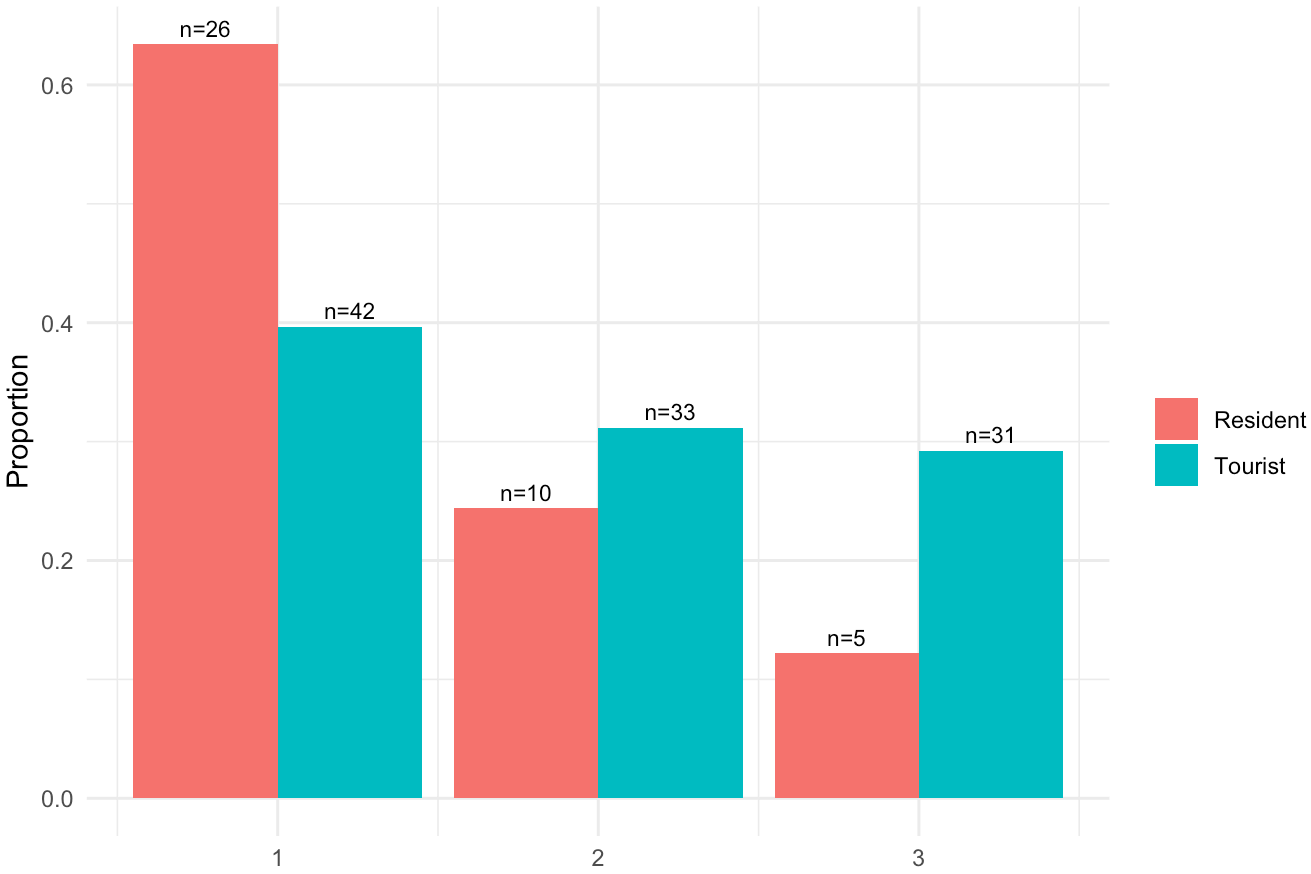
Self-Efficacy

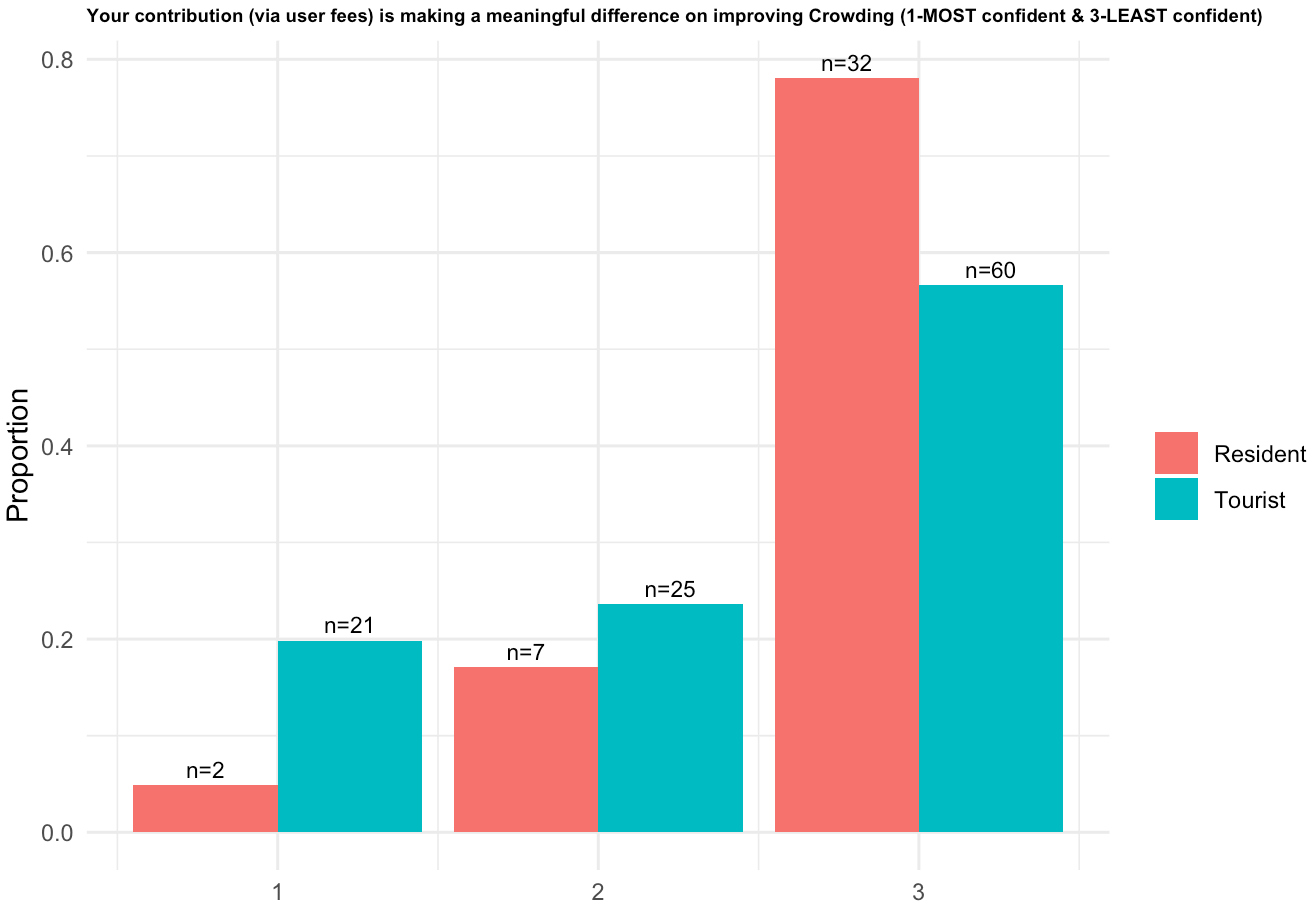
Self-efficacy, the belief in one's ability to succeed, directly influences behavior change by affecting whether a person will start a behavior, how much effort they will put in, and how long they will persist despite obstacles.

Your contribution (via user fees) is making a meaningful difference on improving Habitat Quality (1-MOST confident & 3-LEAST confident)



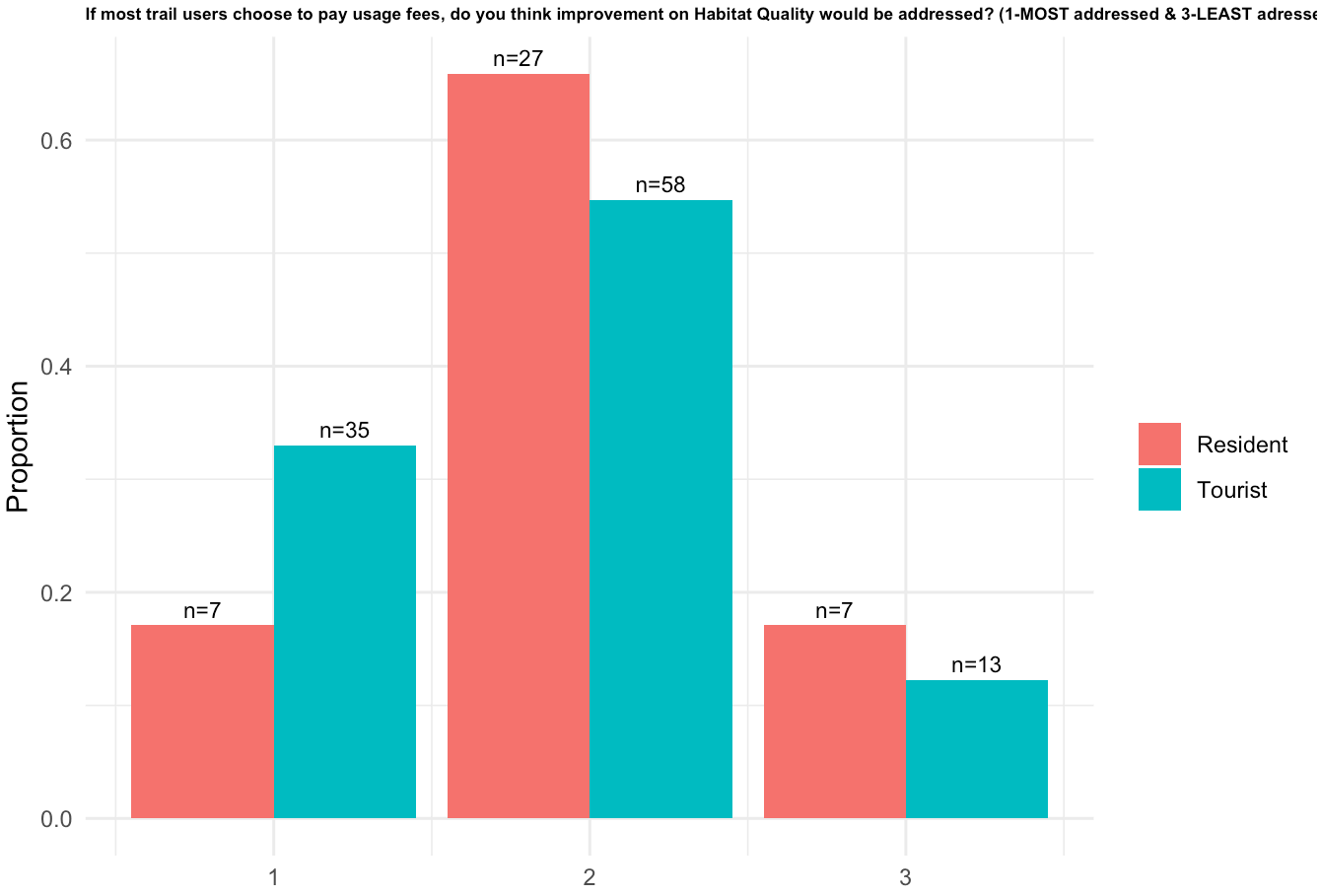
Your contribution (via user fees) is making a meaningful difference on improving Trail Condition (1-MOST confident & 3-LEAST confident)

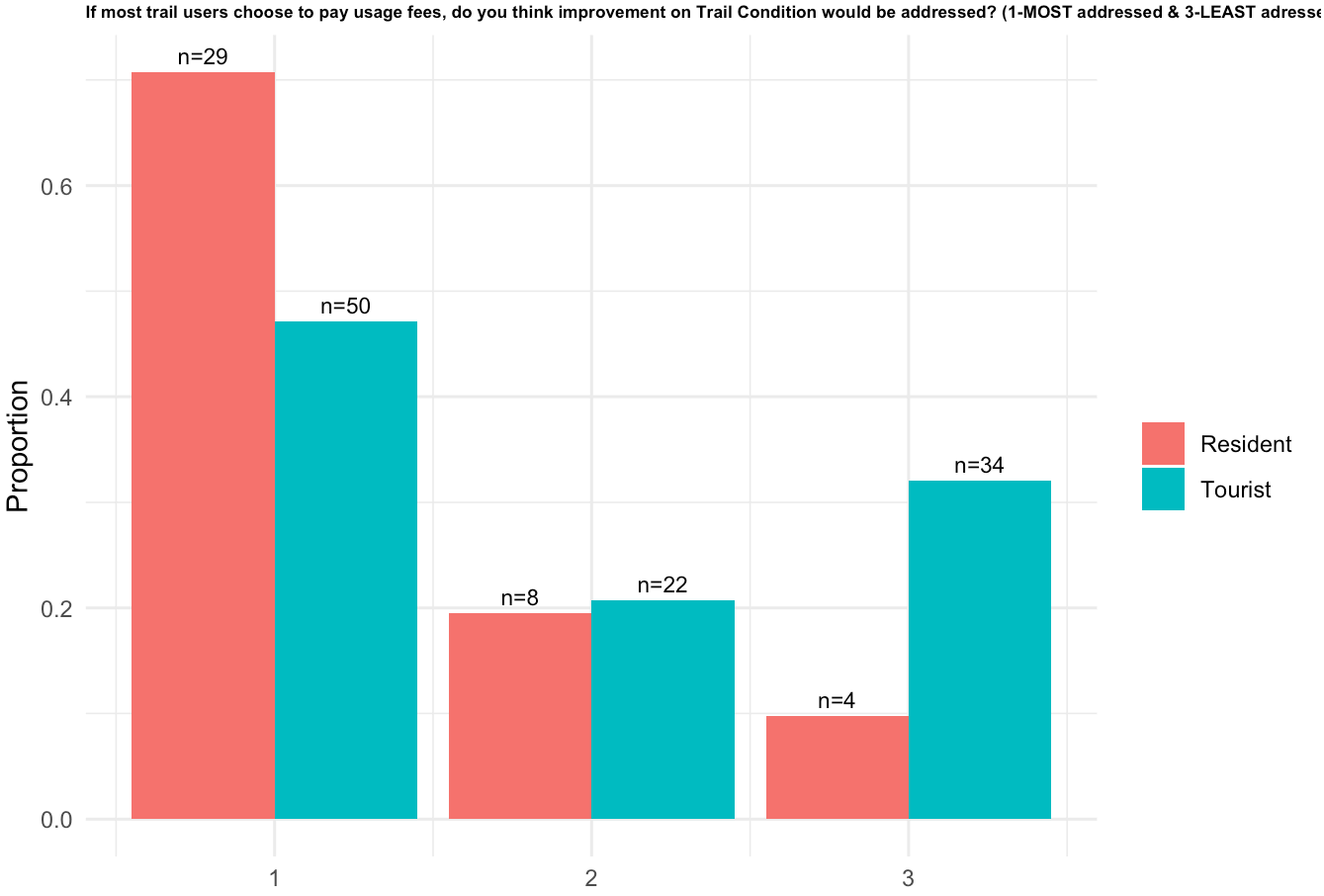


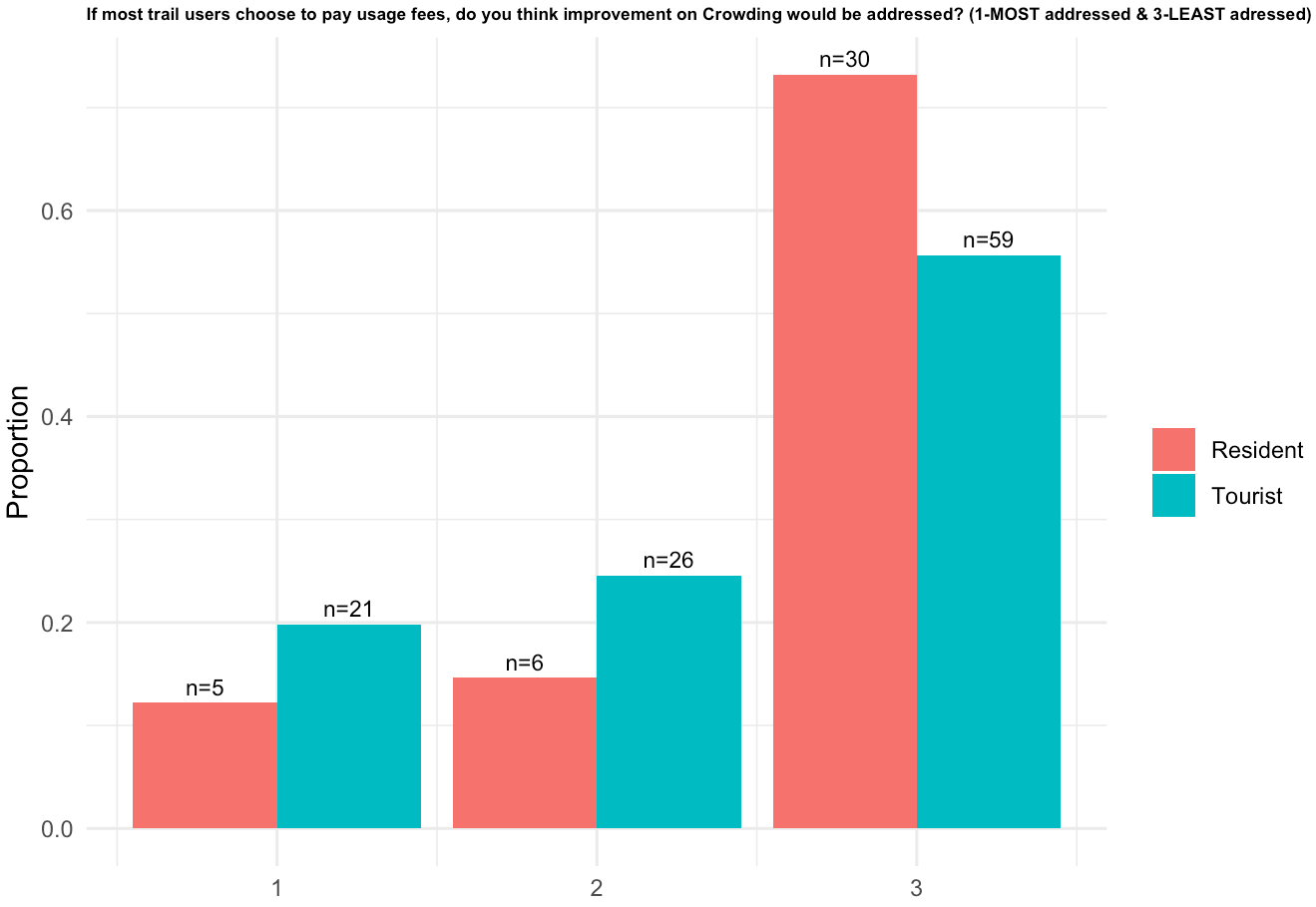


Collective Efficacy

Collective efficacy drives behavior change by empowering groups to believe in their collective ability to achieve shared goals.

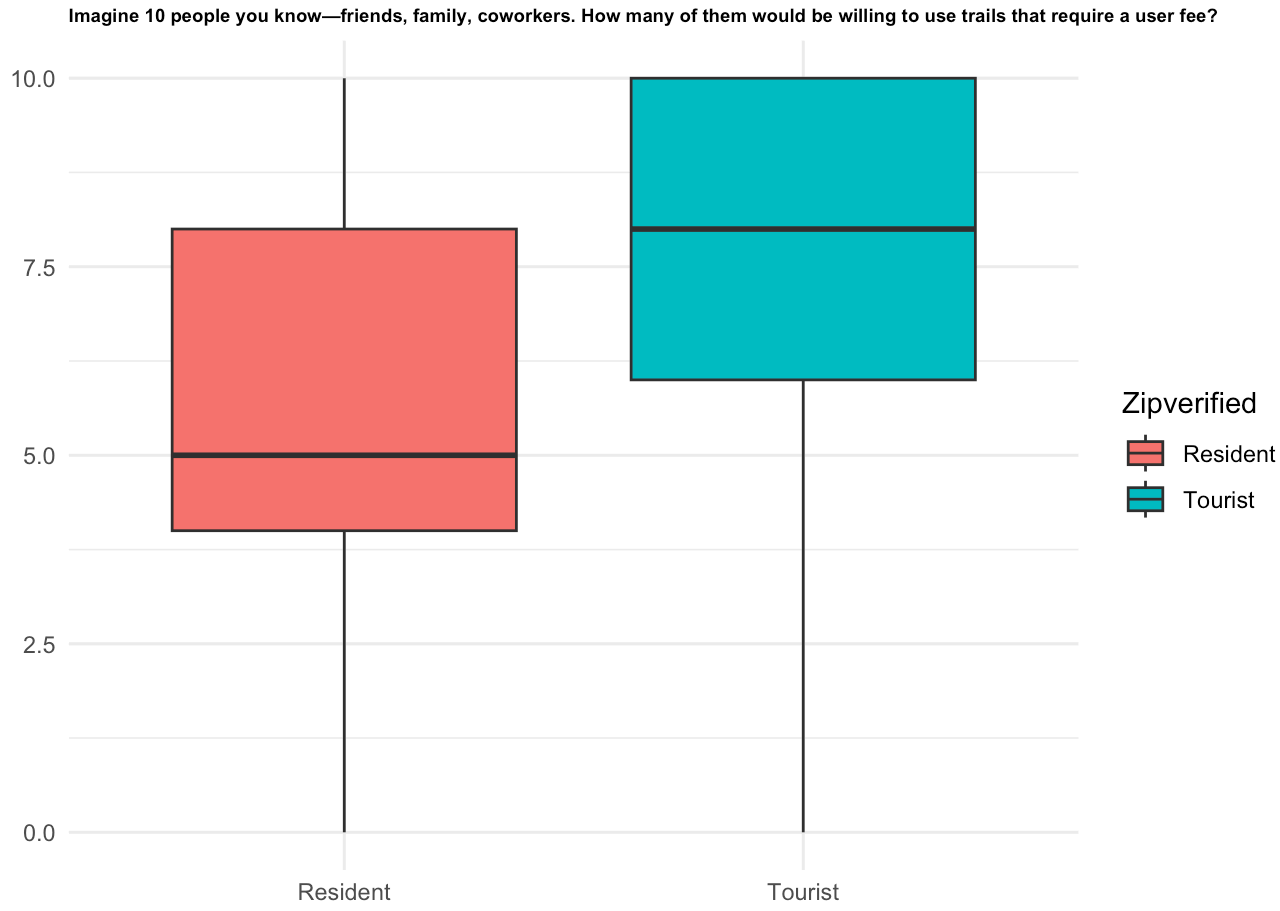

If most trail users choose to pay usage fees, do you think improvement on Habitat Quality would be addressed? (1-MOST addressed & 3-LEAST adresse
Proportion
0.0
0.2
0.4
0.6
n=7
n=35
n=27
n=58
n=7
n=13
1
2
3
Resident
Tourist


If most trail users choose to pay usage fees, do you think improvement on Trail Condition would be addressed? (1-MOST addressed & 3-LEAST adresse
Proportion
0.0
0.2
0.4
0.6
n=29
n=50
n=8
n=22
n=4
n=34
1
2
3
Resident
Tourist



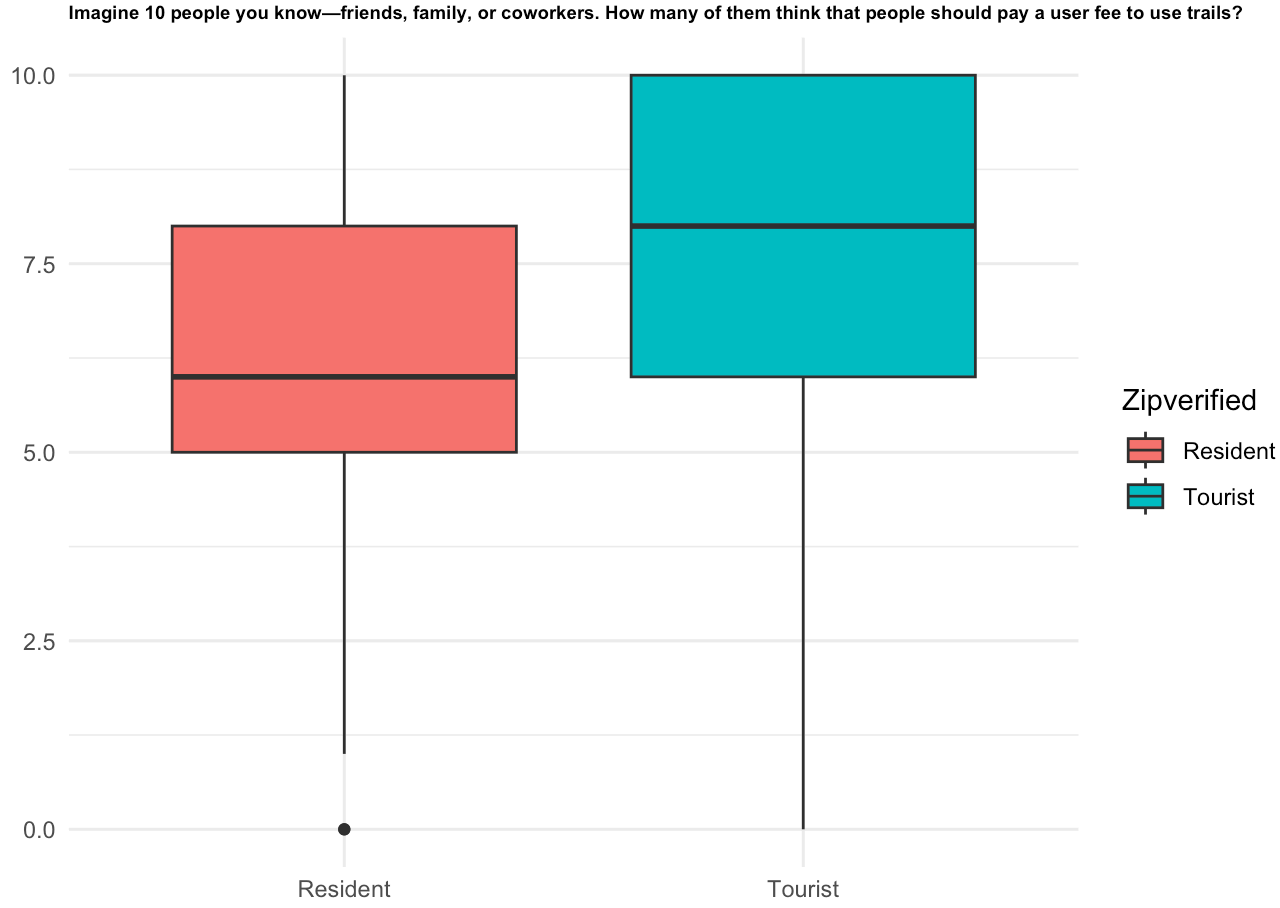
Empirical Expectation

Empirical expectation is a person's belief about what others are actually doing, and it significantly influences their own behavior change.

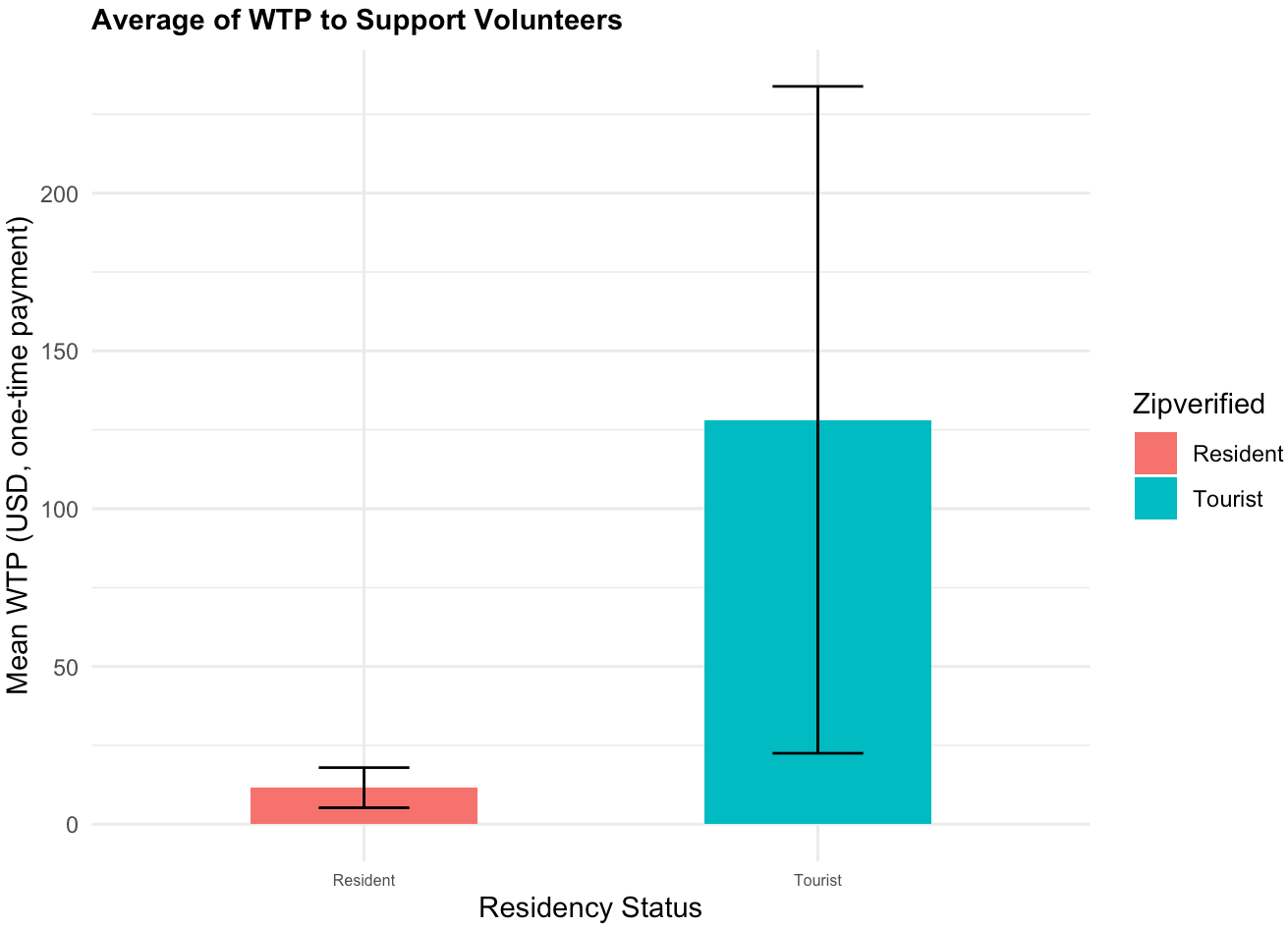

Imagine 10 people you know—friends, family, coworkers. How many of them would be willing to use trails that require a user fee?
10.0
7.5
5.0
2.5
0.0
Resident
Tourist
Zipverified
Resident
Tourist

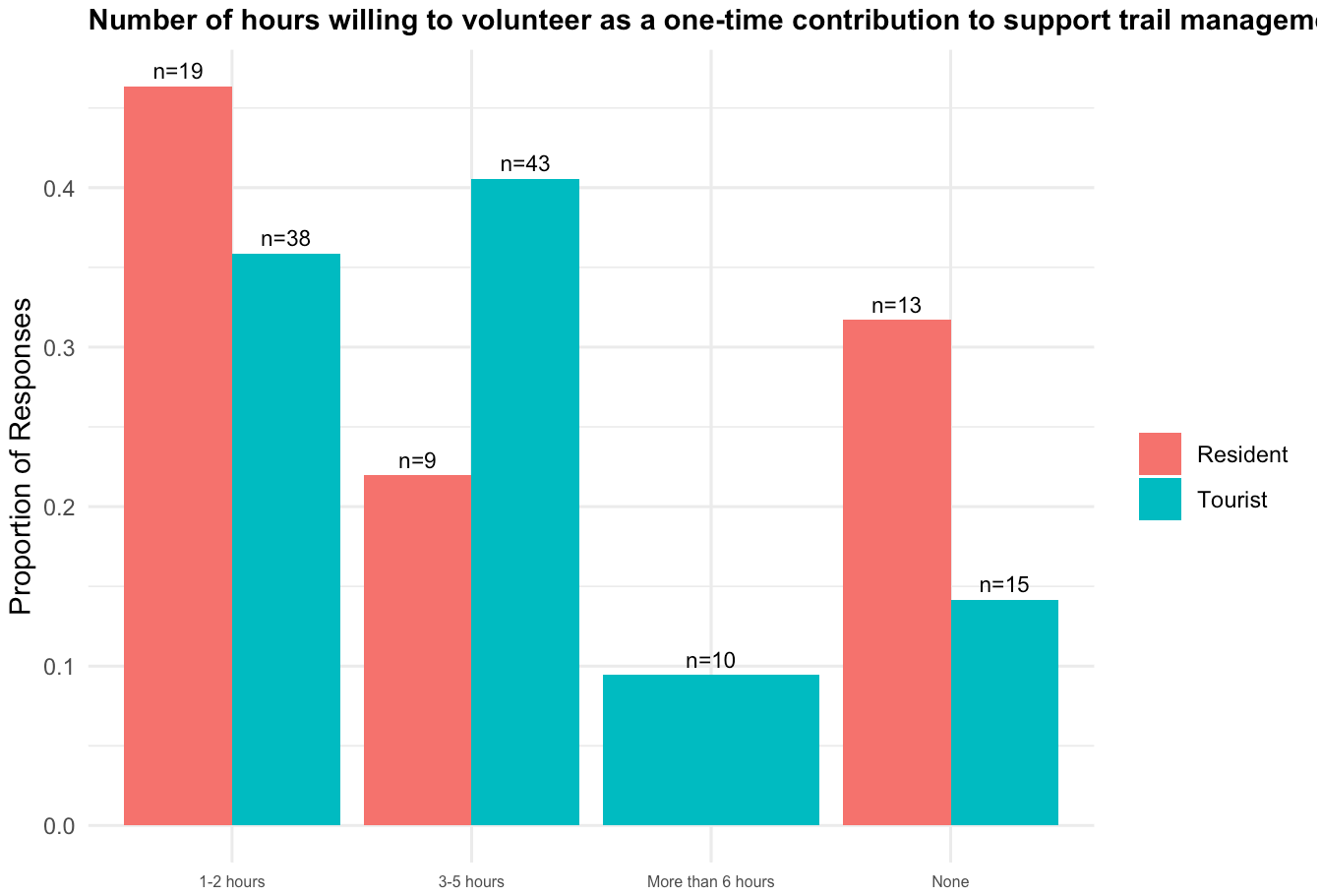
Normative Expectation

Normative expectation behavior change involves altering an individual's or group's actions by changing their beliefs about what is considered acceptable or typical behavior within a social group.



Support Volunteers and WTP



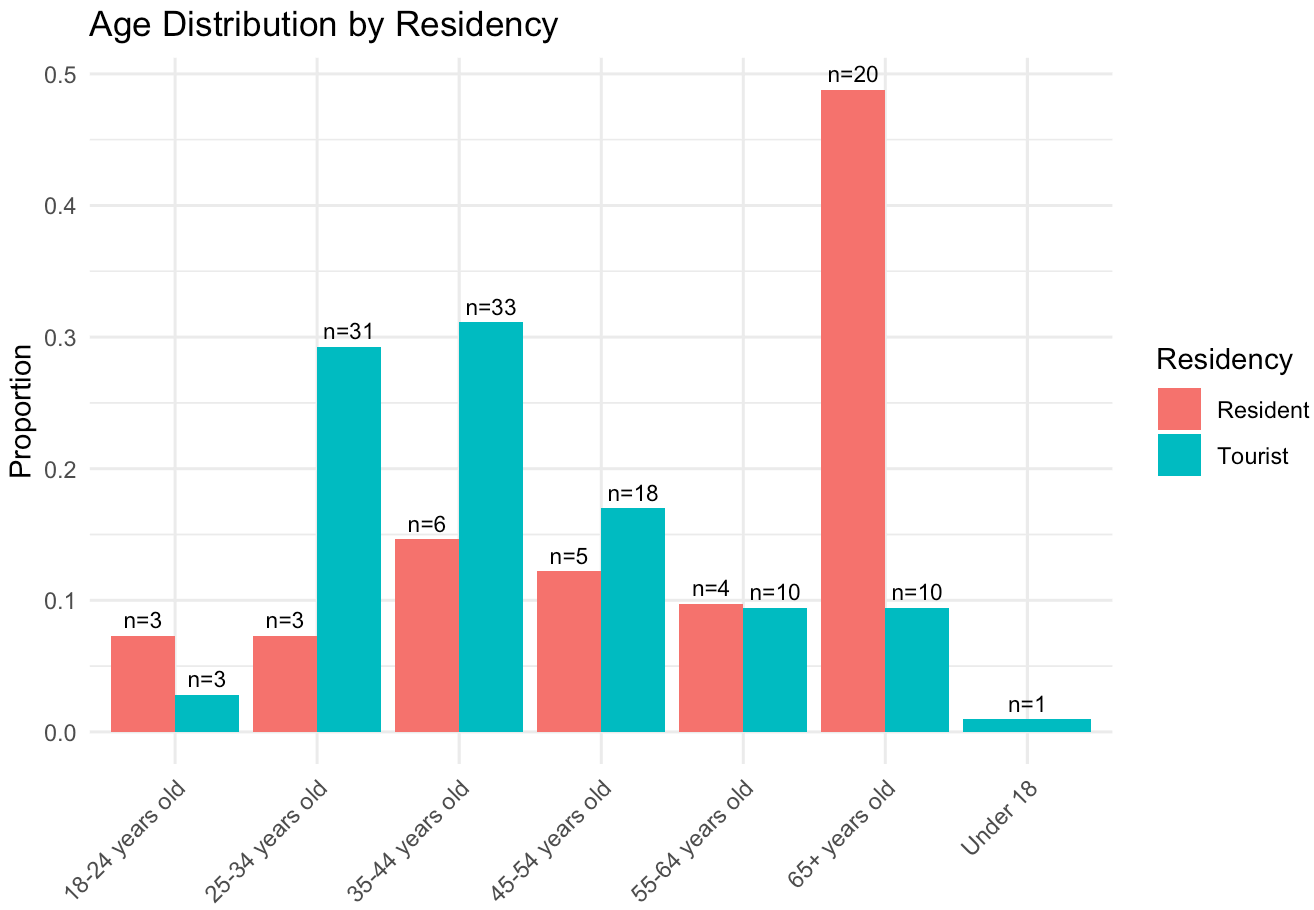


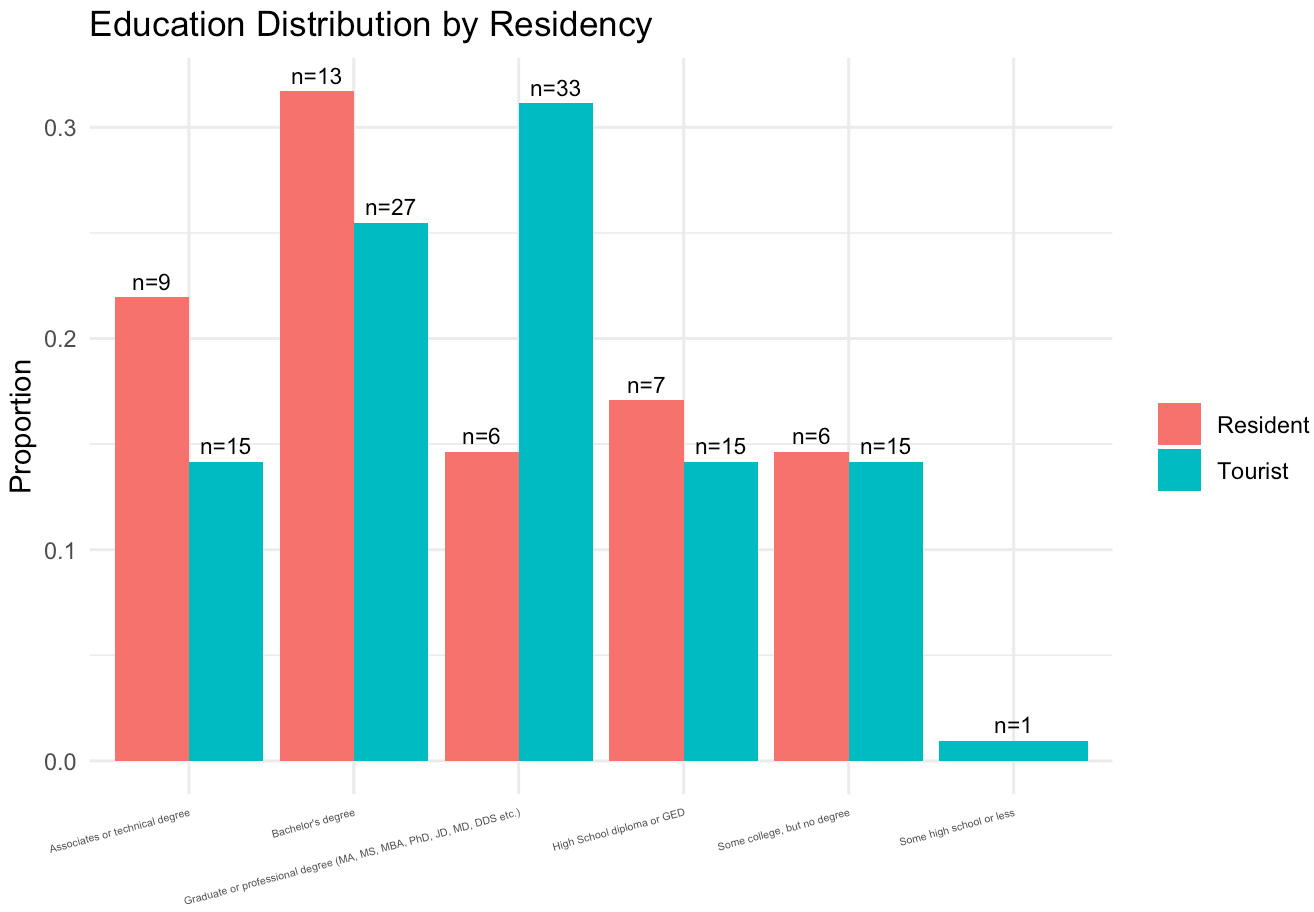
Survey Duration

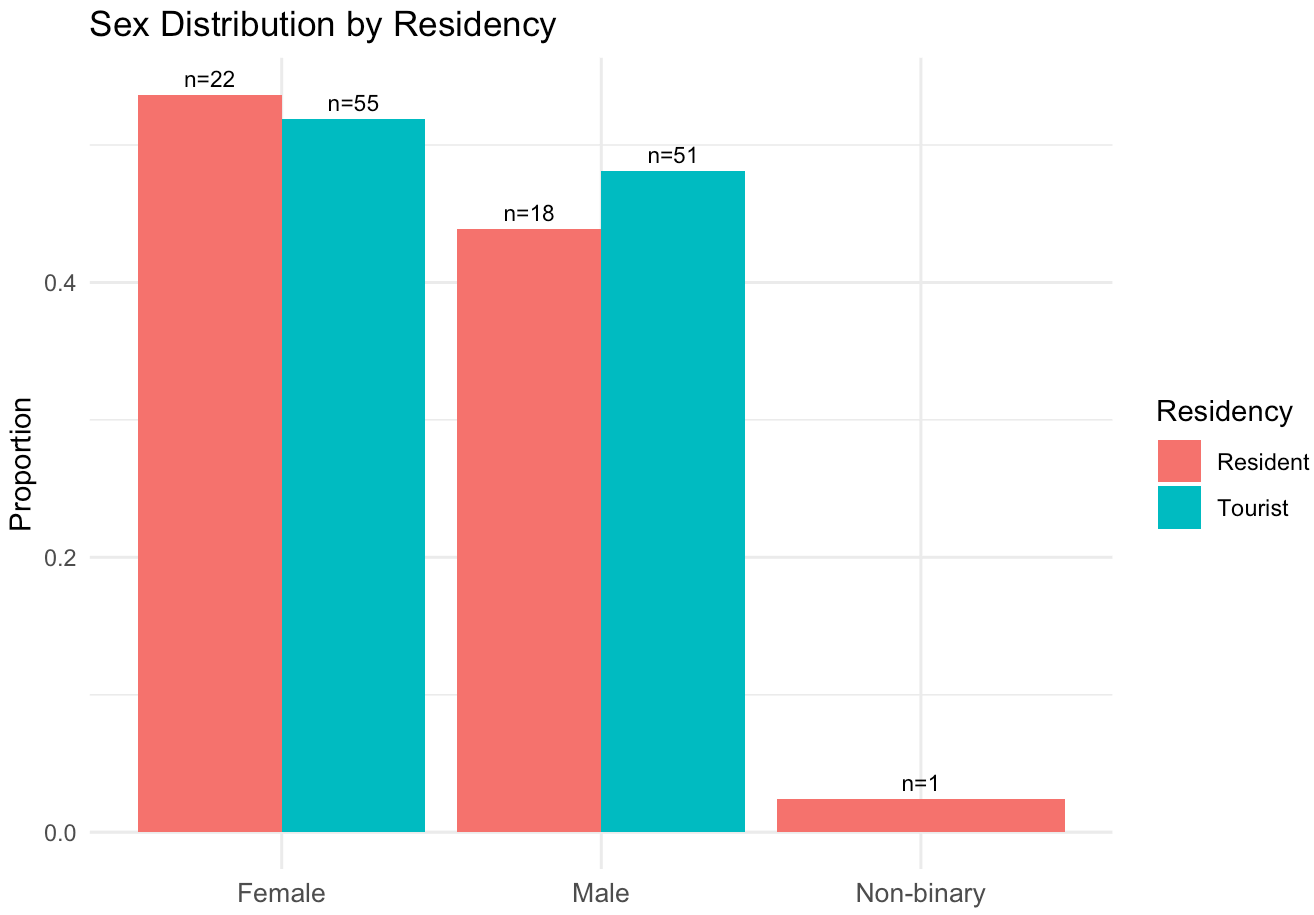
Summary of Survey Duration (in minutes)

mean_time	sd_time	min_time	max_time
12.49671	11.99005	3.1	66.55

Demographic

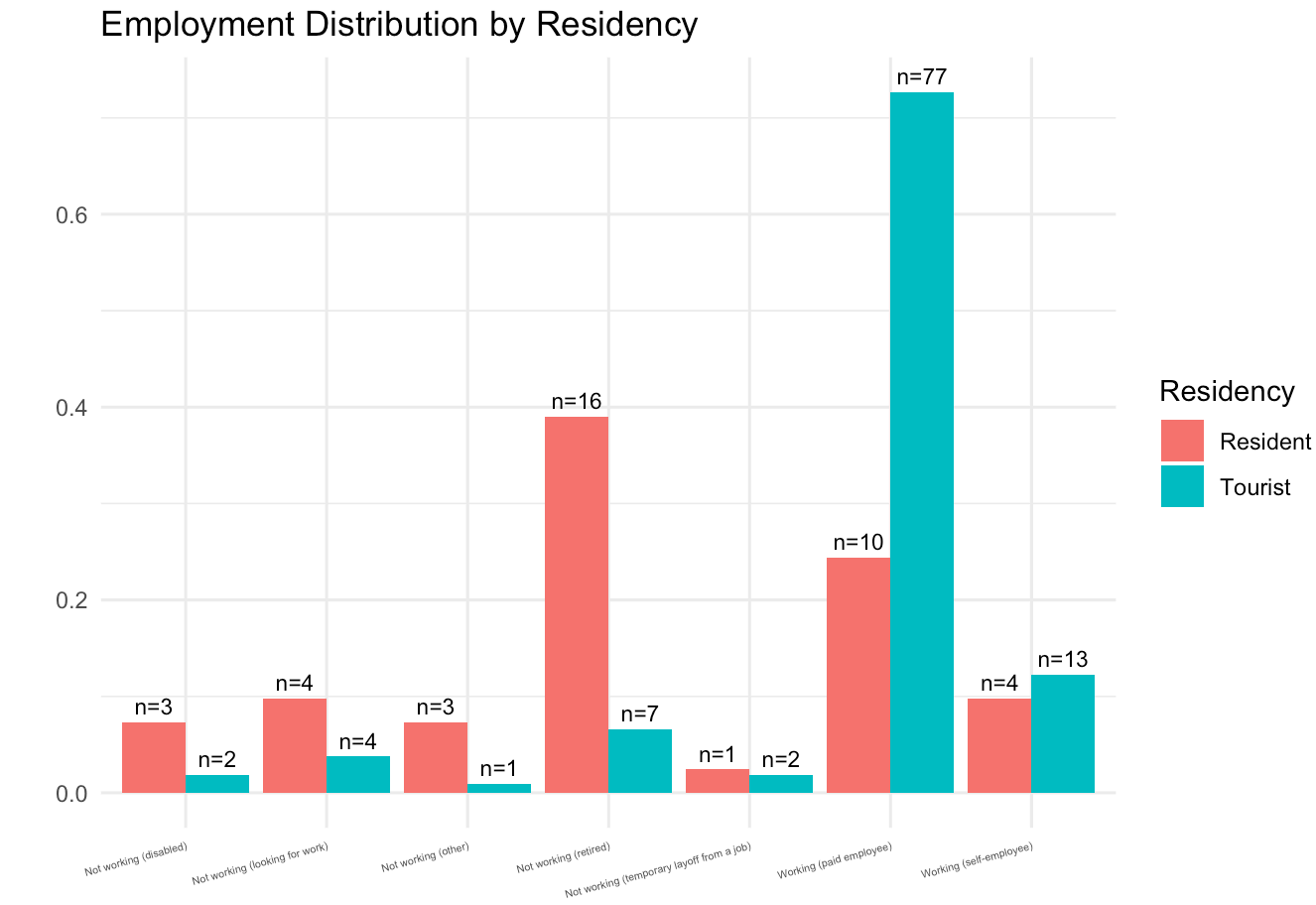

Age Distribution by Residency
Proportion
0.0
0.1
0.2
0.3
0.4
0.5
n=3
n=3
n=3
n=31
n=6
n=33
n=5
n=18
n=4
n=10
n=20
n=10
n=1
18-24 years old
25-34 years old
35-44 years old
45-54 years old
55-64 years old
65+ years old
Under 18
Residency
Resident
Tourist


Education Distribution by Residency
Proportion
0.0
0.1
0.2
0.3
n=9
n=15
n=13
n=27
n=6
n=33
n=7
n=15
n=6
n=15
n=1
Associates or technical degree
Bachelor's degree
Graduate or professional degree (MA, MS, MBA, PhD, JD, MD, DDS etc.)
High School diploma or GED
Some college, but no degree
Some high school or less
Resident
Tourist

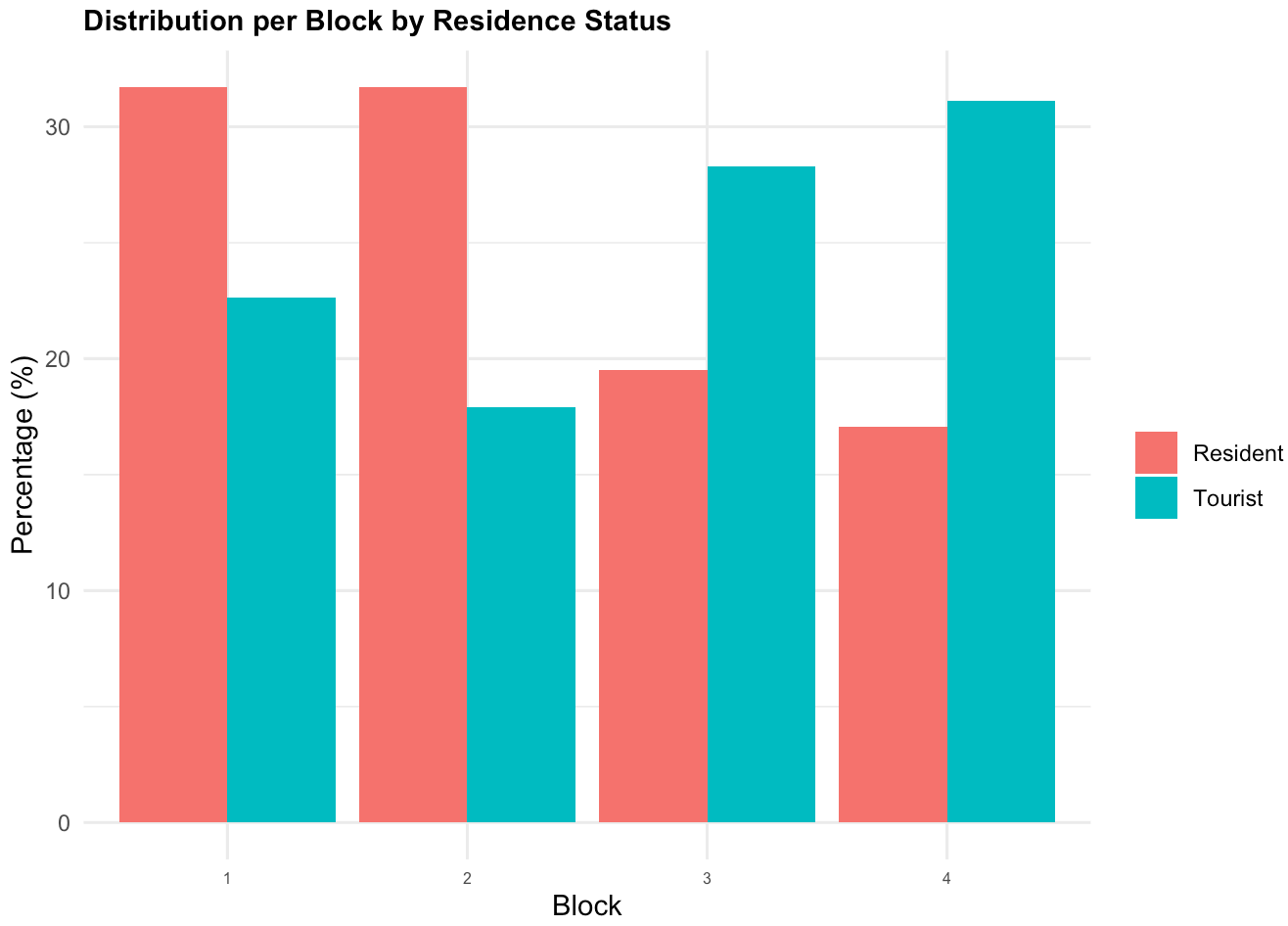

Sex Distribution by Residency
n=22
n=55
n=18
n=51
n=1
0.4
0.2
0.0
Proportion
Female
Male
Non-binary
Residency
Resident
Tourist


Income Distribution by Residency
n=7
n=17
n=8
n=22
n=9
n=20
n=4
n=22
n=2
n=17
n=11
n=8
0.2
0.1
0.0
Proportion
$100,000 -$149,999
$150,000 or more
$25,000 -$49,999
$50,000 -$74,999
$75,000 -$99,999
Less than $25,000
Residency
Resident
Tourist

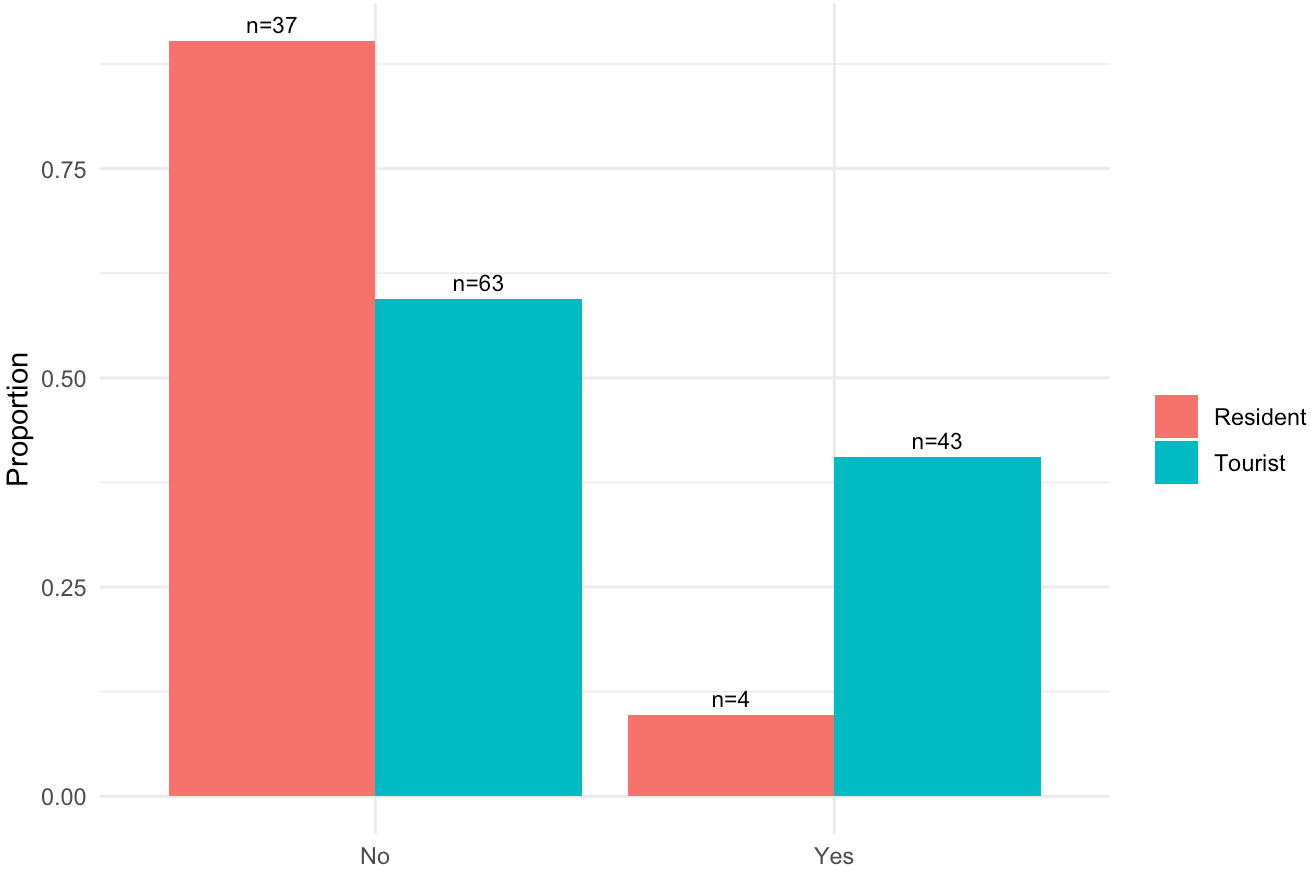

Ethnicity Distribution by Residency
0.0
0.2
0.4
n=4
n=19
n=4
n=1
n=1
n=1
n=37
n=3
n=1
n=9
n=58
n=1
n=1
n=1
n=4
n=1
n=1
merican or Alaska Native
Asian
Asian,Native Hawaiian or Other Pacific Islander
Black or African American
Native Hawaiian or Other Pacific Islander
White or Caucasian
White or Caucasian,American Indian / Native American or Alaska Native
White or Caucasian,American Indian / Native American or Alaska Native,Asian,Native Hawaiian or Other Pacific Islander
White or Caucasian,Asian
White or Caucasian,Asian,Native Hawaiian or Other Pacific Islander
White or Caucasian,Asian,Other
White or Caucasian,Black or African American,Asian
Residency
Resident
Tourist


Employment Distribution by Residency
0.0
0.2
0.4
0.6
n=3
n=2
n=4
n=4
n=3
n=1
n=16
n=7
n=1
n=2
n=10
n=77
n=4
n=13
Not working (disabled)
Not working (looking for work)
Not working (other)
Not working (retired)
Not working (temporary layoff from a job)
Working (paid employee)
Working (self-employee)
Residency
Resident
Tourist

Sanity Check



Are you currently a member of an environmental group / do you participate in environmental activities (e.g., volunteer for clean-up events)?



In the past 12 months, have you paid a fee to access a natural area (e.g., park entrance fee, trail permit)?