

## Travel, Tourism, and Outdoor Recreation (TTOR) Data Survey FAQ

The National Governors Association (NGA) and Oregon State University's (OSU) Center for the Outdoor Recreation Economy (CORE) held their first call to answer any questions about the mandatory data survey on April 18, 2023. The following were questions brought up by attendees/grantees regarding the data survey (*in italics*) and NGA/OSU's responses.

**1. Is there anything we should/could do now to prepare for interviews and surveys?**

Answer: Please keep track of what you're doing in different areas (see Appendix A below for a summary table/more information on the type of data we'll be collecting). We would like to know about innovative TTOR practices.

**2. How closely aligned will the survey questions be with the regular grant outcomes for EDA?**

Answer: We (meaning NGA/OSU) started with the EDA forms 916, 917, and 918 that were created to assess broad economic development. Some of the data we're requesting may be reported in the standard EDA forms, and in some cases, we are requesting more detailed information related to these broader economic development categories (please see the table in Appendix A below).

**3. What if grant is not yet completed at time of survey? We are building a museum and don't think we will have a building by January 2024 much less actual visitor #'s, ethnicities, etc.**

Answer: NGA/OSU realizes that this is part of the issue we'll be facing. We're asking grantees that if you do have pieces of data available, even if targeted numbers, that would be helpful to us when filling out the survey. If a project is still in a development phase, we understand that you may not have information to share.

**4. If there are certain data points such as race and/or sexual orientation of guests and staff that we do not collect will we be able to bypass those survey questions?**

Answer: Yes, absolutely, the data survey will be a skip pattern. For example, does your project include marketing efforts, if yes, there's a sub question, if no, it goes to the next question.

**5. If our program is a recipient of both a State Tourism Award and a Competitive Award for similar but separate projects, will we complete two surveys?**

Answer: For statewide awards, we are asking that you send the survey to subgrantees. We would like the subgrantees to complete the survey.

**6. For any subgrantee funds, will subgrantees be contacted directly? Or should we be collecting their metrics and relaying that on calls/surveys?**

Answer: We want the sub awardees to complete the survey themselves. If two agencies are completing deliverables under the same TTOR award, we want responses/the survey to be completed by both agencies.

## Appendix A

### Project Activities & Metrics:

The NGA/CORE survey will ask specific questions on your scope of work, including program activities and specific success metrics such as (but not limited to) the ones listed below.

METRICS COLLECTION	
Program Activities	Metrics
Planning and Assessment Activities	Number of feasibility and economic impact studies, and type of tools used.
Expanding the Tourism and Outdoor Recreation Economy	Number of new private businesses and retention of existing private businesses due to your project, per-year by owners' race, ethnicity and sexual orientation
	Number of new private sector jobs created or jobs retained per year <ul style="list-style-type: none"> <li>- average annual wage of new jobs</li> <li>- number of new employees by race, ethnicity and sexual orientation</li> </ul>
	Increase in annual visitors <ul style="list-style-type: none"> <li>- by race, ethnicity and sexual orientation</li> <li>- by local vs. from 50 miles or more away from site</li> </ul>
Increasing Quality of Visitation	Improvements in interpretation, physical spaces, access and transportation, programming, diversity of staff
Stakeholder Outreach	Events per year, participation counts, partnerships
Developing New Products	Product description and sales
Marketing	Financial investment
	Goals, strategies, outcomes and visitor spending patterns Increase in annual visitors <ul style="list-style-type: none"> <li>- by race, ethnicity and sexual orientation</li> <li>- by local vs. from 50 miles or more away from site</li> </ul>
Workforce Training, Skills Training and Certifications	Type and number of events held Type of skills developed Number of participants by race, ethnicity and gender identity Certifications earned, increased wages and job creation Cost of workforce programs
Equity Focused Activities	Increase in funding and training for diverse marketing, diverse workforce training, indigenous interpretation of attractions, investment in disadvantaged communities

**Disclaimer:** This document was prepared by the National Governors Association using Federal funds under award ED22HDQ3070131 from the Economic Development Administration, U.S. Department of Commerce. The statements, findings, conclusions, and recommendations are those of the author(s) and do not necessarily reflect the views of the Economic Development Administration or the U.S. Department of Commerce.