



April 4, 2023

Survey and Data Collection Guidance for Travel, Tourism and Outdoor Recreation Projects

The National Governor's Association (NGA) and Oregon State University's Center for the Outdoor Recreation Economy (CORE) are [researching](#) the Economic Development Administration's Travel, Tourism and Outdoor Recreation (TTOR) projects. **On January 8, 2024, we will be sending TTOR grant recipients a survey** to collect baseline data on the outputs and outcomes of your project to-date. This survey is mandatory and complements your existing reporting requirements under your EDA award. However, we do not expect grantees to be collecting all the data requested; please complete the survey to the best of your ability. **The survey is due on February 29, 2024.** NGA and CORE will be hosting several calls to provide guidance and answer any questions grantees have about the survey (please see the schedule below).

NGA and CORE will consolidate our findings into a research report for EDA highlighting the data we collect and best practices resulting from their \$750 million investment from the American Rescue Plan to help the TTOR sector recover from the impacts of Covid-19.

This document provides information about the survey, the types of data that will be requested, and how to answer the survey questions. We will also be hosting four informational calls to answer your questions. After the calls we will update this guidance based on the questions we receive. Please register for the calls using the links below. You can also contact Bevin Buchheister, NGA Senior Policy Analyst at bbuchheister@nga.org for more information.

Calls for All Grantees – Competitive Awards and State Tourism Awards

- Tuesday, April 18, 2023 - 3:00-4:00 pm EST. [register here](#)
- Wednesday, January 17, 2024 - 2:00-3:00 pm EST. [register here](#)
- Tuesday, January 30, 2024 - 2:00-3:00 pm EST. [register here](#)

Call for State Tourism Awards

- Thursday, January 25, 2024 - 2:00-3:00 pm EST. [register here](#)

For clarification on the two types of awards, please visit EDA's Travel Tourism and Outdoor Recreation page. [EDA's Travel, Tourism and Outdoor Recreation](#)

Survey Overview

- NGA/OSU will be using an online survey mode to gather data from all TTOR funded projects to help analyze their short-term impacts.
- The survey is to be completed one time, with planned **distribution on January 8, 2024, and a due date of February 29, 2024.** This survey **DOES NOT** replace EDA's traditional Government Performance and Results Act (GPRA) reporting (EDA forms ED-916, ED-917 and ED-918). While you may see some similarities between this survey and EDA forms, they are not the same but do complement each other.



- Project leads will receive a copy of this survey and access to four informational calls to help with data collection and survey completion.
- The unit of analysis for the survey is at the project-level and focuses on direct outputs / outcomes of your project. Accessing secondary data may be helpful but is not required in completing this survey.
- The survey is hosted through Qualtrics and utilizes skip logic, meaning some sections may not apply to your project and can be skipped entirely. Data collection includes both quantitative data (i.e., number of ...) and open-text qualitative data.
- You will be able to scroll forward and backward in the survey, automatically saving any data provided so that you may return to your survey at any point in time. Once completed, there is a 'submit survey' button you will select to submit your data.
- Please carefully read through each part of the survey and feel free to reach out if you have any questions or concerns in how to report your activities or the functionality of the online survey.

Data Collection Guidance

This survey will collect baseline data from your project that will be aggregated with data from other projects to evaluate EDA’s investments in travel, tourism, and outdoor recreation. It will not be used to evaluate your specific project or scope of work. We recognize that not all projects will need to report on all project activities or metrics included in the survey. Therefore, the survey will include skip questions so that you may focus on only those categories of questions that pertain to your project. We understand that you may receive our survey at a specific point in time in your project’s development and implementation, so we expect you to report based on where you are currently with your project and actual outcomes that you have or are able to measure.

The NGA/CORE survey questions will fall into two categories: project activities, and specific metrics. The survey will ask specific questions about your 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 per-year by owners’ race, ethnicity, and sexual orientation
	Number of new private sector jobs created or retained per year. <ul style="list-style-type: none"> - average annual wage of new jobs - number of new employees by race, ethnicity, and sexual orientation



	<p>Increase in annual visitors.</p> <ul style="list-style-type: none"> - by race, ethnicity, and sexual orientation - by local vs. from 50 miles or more away from site
Increasing Quality of Visitation	Improvements in interpretation, physical spaces, access and transportation, diversified/increased staff
Stakeholder Outreach	Number and types, participation counts, partnerships
Developing New Products	Product description and sales
Marketing	<p>Financial investment</p> <p>Increase in annual visitors.</p> <ul style="list-style-type: none"> - by race, ethnicity, and sexual orientation - by local vs. from 50 miles or more away from site
Workforce Training, Skills Training and Certifications	Number of programs held, and certifications earned, types of skills learned, increase in wages and job creation, cost to sustain programs
Equity Focused Activities	Increase in funding and training for diverse marketing, diverse workforce training, indigenous interpretation of attractions, investment in disadvantaged communities, and data on businesses, jobs and visitors disaggregated by race, ethnicity, and gender identification

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