

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

Updated as of February 7, 2024

The National Governors Association (NGA) and Oregon State University's (OSU) Center for the Outdoor Recreation Economy (CORE) held sessions (April 18, 2023, and January 17, 25, and 30, 2024) to answer any questions about the mandatory data survey that is to be completed by all TTOR grantees by February 29, 2024. The following were questions brought up by attendees/grantees regarding the data survey (*in italics*) and NGA/OSU's responses, as well as some FAQs we pre-loaded at the beginning of the project.

1. *What if I get stuck or have problems with accessing the survey?*

Answer: Send Dr. Rosenberger an email (R.Rosenberger@oregonstate.edu) asking for assistance, and he'll help you access the survey.

2. *How can we find out if our project, or our sub-awardees have completed the survey?*

Answer: Send Dr. Rosenberger an email (R.Rosenberger@oregonstate.edu) asking for an update on the status of your data survey, and he'll get that information to you as soon as possible.

3. *Are the results of this survey going to be used to evaluate my project? Because if I don't have anything to report now, I don't want it to reflect badly on me.*

Answer: We have two primary objectives with the survey. First, we are gathering data at a point in time and will be using this information in the aggregate to conduct a preliminary assessment of the TTOR program, not any individual project. And second, we will be refining the assessment tool in case we have future opportunities to evaluate similar programs, including this one after all projects have been implemented.

4. *Where's the SUBMIT button on the survey?*

Answer: There is no SUBMIT button at the end of the survey. It is set up to record all entered information in real time, and 'submits' the survey and closes it when you reach the end of the survey. This does mean that some of you who have entered what you are able to or are required to enter and follow it to the end have not yet 'submitted' your responses to close the survey. We will be following up with each of you who seem to be in this situation.

5. *I am answering for a state tourism / non-competitive award with no sub-awards. I am then asked to fill in the primary contact information for a subaward. How do I respond?*

Answer: Please enter your contact information in this section and ignore the phrase “sub-award” in your case. We intended that this section be broadly applicable to all individuals completing the state tourism / non-competitive awards, including both primary awardees and sub-awardees.

6. *How are you defining partners and collaborators? Are these only people and groups that helped fund our project, or is it anyone that we worked closely with and were instrumental in the project’s implementation?*

Answer: We do not restrict partners and collaborators to only be co-funders of the project. Therefore, anyone or group who is instrumental in the implementation of your project should be identified. If there are a lot of them, then only list the ones with larger contributions in time and effort.

7. *I filled out some information, but when I return to the survey later, I can’t see the data I already entered. How can I see what I have already filled out?*

Answer: This question is only an issue with the state tourism/non-competitive grants and their subawards (the competitive grant recipients should be able to start and stop the survey as needed, but if there is an issue, then please reach out). Because we had to set access restrictions to being multiple responses per state tourism/non-competitive grants data survey, each time someone exits and the tries to re-enter the survey, they are treated as a new response. All data is being recorded immediately, so no data is being lost. If you would like to return to your attempt at the survey with what you already submitted preloaded for viewing and editing, then please send Dr. Rosenberger an email (R.Rosenberger@oregonstate.edu) requesting this and he’ll generate a retake link for you to access your data.

If you are reporting on a competitive award, then you received a unique URL that is connected to your survey. Given multiple responses are not permitted, it will reenter based on where you left off. Again, all data is being recorded immediately.

8. *What if our project isn’t done yet? What do we do?*

Answer: We ask respondents to complete the data survey to the best of their ability, as noted below. Learning about what categories of impacts are expected with a project is important, even though there are no realized impacts yet. This means answering ‘yes’ to those sorting questions where relevant, even though you know you don’t have any information to report yet.

9. *Is completing the data survey mandatory?*

Answer: Yes, EDA has labeled the TTOR data survey as part of the mandatory reporting requirements associated with EDA grants. This data survey does not supersede any other required reporting, including forms 916/917/918.

10. *Given some of the data survey questions are answered by data we enter for our EDA forms 916/917/918, may we use paste these answers into the data survey?*

Answer: Yes, as we noted below, the data survey does complement the existing EDA forms, so using answers to those forms is appropriate when responding to the data survey. We ask for additional breakdowns of the data in many cases.

11. *What if we have multiple sources of funding in addition to the EDA TTOR funding?*

Answer: In the case where you have received funding to complete a project from multiple sources, please answer the TTOR data survey questions based on the entire project. There is a section where we ask you to provide information regarding additional sources of funding associated with a project. You do not need to estimate the impact from just the EDA TTOR portion of your funding portfolio.

12. *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.

13. *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).

14. *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 numbers, 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.

15. *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.

16. *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: Yes, these are two different response tasks. The State Tourism Awards are non-competitive and may include multiple subawards (i.e., the original funds are re-allocated to multiple projects, each with their own primary contact outside of your office). In the State Tourism Awards case, the survey will ask you for contact information for all subawards that you made from



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this primary State Tourism Award. If you do not have any subawards or are also directly managing part of the funds as a 'subaward', then please complete the full data survey.

The Competitive survey, while including most of the same questions, is sent to you specifically for completing based on your competitive award.

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

Answer: We are asking you to provide us with identifiers and contact information for each subaward you have made from your State Tourism Awards. We also ask you to share the link we provided to you with your sub-awardees to complete the survey. This link, while not restricted to only one completion, is connected to the primary award. We will use the contact information you provide to send reminder emails directly to the sub-awardees regarding survey completion. 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"> - average annual wage of new jobs - number of new employees by race, ethnicity and sexual orientation
	Increase in annual visitors <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, 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"> - by race, ethnicity and sexual orientation - by local vs. from 50 miles or more away from site
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.