



Merced River Plan Socioeconomic Workshop February 27, 2013

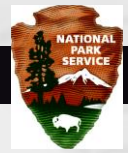
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Range of Alternatives

Actions	No Action	Alt 2	Alt 3	Alt 4	Alt 5	Alt 6
Acres Restored	0	347	302	223	203	170
Peak East Valley Visitation	20,900	13,900	13,200	17,000	19,900	21,800
Day Visitors	14,800	9,400	8,500	10,500	12,800	13,700
Overnight Visitors	6,100	4,500	4,700	6,500	7,100	8,100
Yosemite Valley Lodging Units	1,034	556	621	823	1,053	1,248
Yosemite Valley Campsites	466	450	477	701	640	739
Parking Spaces for East Valley	5,200	4,000	4,300	4,905	5,600	6,099
Total Project Cost (\$M)		\$263	\$187	\$223	\$235	\$418



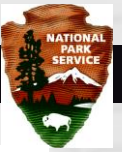
Introduction

- Need for a Socioeconomic Analysis
- Analysis Approach
- About the Author
- Outline of Presentation Topics



Outline of Presentation Topics

1. Socioeconomic Market Overview (the “Affected Environment”)
2. Methodology for Estimating Economic Impacts
3. Visitation and Visitor Spending
4. Baseline Economic Model (“No Action”)
5. Impacts Common to All Alternatives
6. Comparison of the Action Alternatives



4-County Region of Economic Impact



Regional Economic Overview

4 County Regional Perspective

- Population
 - Historical
 - Projected Future
- Incomes
 - Per-Capita
 - Median Household
- Economic Output
- Taxable Retail Sales
- Employment



2010 Employment by County and Major Industry Sector

Industry Sector	Individual Counties				Total Study Area
	Madera	Mariposa	Mono	Tuolumne	
Total	58,309	8,037	10,608	25,319	102,273
Agriculture	12,701	294	105	519	13,619
Mining	88	79	24	118	310
Construction	2,258	478	687	1,692	5,115
Manufacturing	2,990	175	113	764	4,043
Transp. & Utilities	1,468	128	110	368	2,074
Trade	5,593	619	938	3,164	10,314
Service	21,816	4,755	6,493	12,905	45,970
Government	11,393	1,509	2,136	5,789	20,828

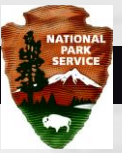
SOURCE: Minnesota IMPLAN Group, Inc. data; Land Economics Consultants analysis



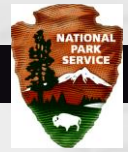
Regional Economic Overview

County by County Perspective

- Economic Structure:
 - Agriculture?
 - Federal Employment?
- Fiscal Importance of Transient Occupancy Tax (TOT)
- Importance of Leisure and Hospitality Sector
- Identity of Gateway Communities

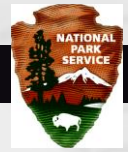


Gateway Communities within the 4 Counties



Socioeconomic Methodology

- Use of the best available data:
 - Recent visitor spending data (2009) by the Visitor Services Project (VSP)
 - Academic literature based on IMPLAN for analyzing socioeconomic impacts of National Parks
 - Unique IMPLAN multipliers for the 4-County Region
 - The Money Generation Model 2 (MGM2) also used



Two Primary Economic Drivers

1. Visitor Spending:

- Number of Visitors per Year in the Park, times
- Average Spending per Visitor (by type).

2. NPS Spending:

- NPS Employment (salaries & wages & benefits), plus
- Spending on Contractors for Restoration & Construction Projects, plus
- One-Time Spending to Implement Plan Elements

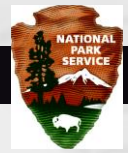


Average Spending for Visitor Groups (per Day/Night, 2010 Dollars)

Spending Category	Average Spending per Day/Night for Visitor Groups in 2010 Dollars ^a						
	Local	Day trip	Motel-in	Camp-in	Motel-out	Camp-out	Other Overnight
Motel, hotel, cabin or B&B	\$0	\$0	\$214	\$3	\$145	\$0	\$0
Camping fees	\$0	\$0	\$2	\$34	\$1	\$29	\$0
Restaurants & bars	\$22	\$17	\$61	\$23	\$49	\$24	\$12
Groceries & takeout food	\$19	\$11	\$19	\$21	\$17	\$16	\$5
Gas & oil	\$17	\$17	\$19	\$30	\$26	\$31	\$10
Local transportation	\$0	\$4	\$10	\$1	\$31	\$4	\$2
Admission & fees	\$12	\$24	\$25	\$38	\$23	\$13	\$6
Souvenirs & other expenses	\$5	\$14	\$22	\$20	\$21	\$13	\$4
Total per Visitor Group	\$75	\$87	\$371	\$170	\$313	\$131	\$38

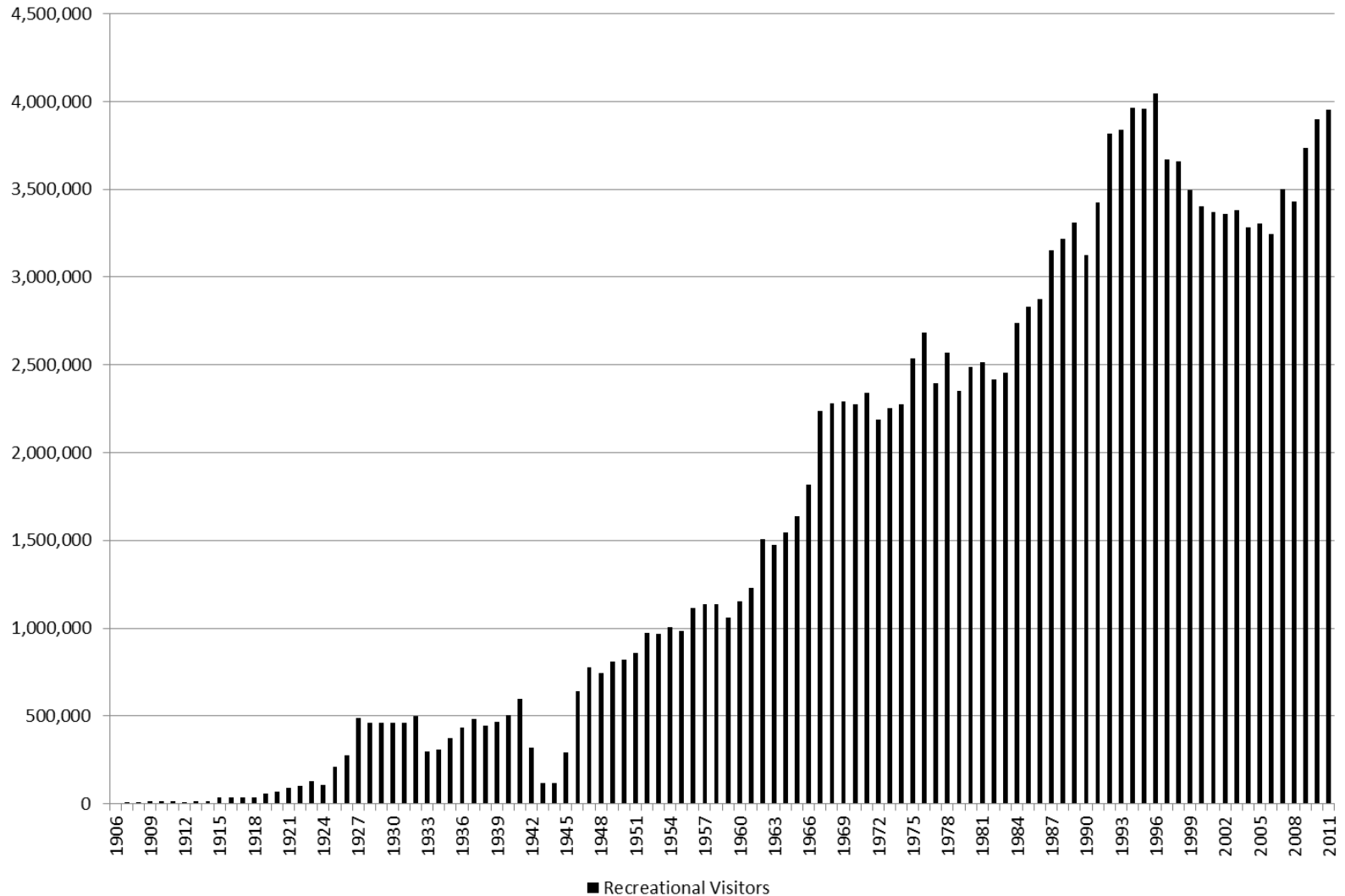
^a Adjusted from the 2009 Visitor Services Project survey results using the CPI for All Urban Consumers, by industry category.

SOURCE: Cook, Philip S., *Impacts of Visitor Spending on the Local Economy: Yosemite National Park, 2009*, February, 2011.



Long-Term Historical Trend in Visitation

Recreational Visitors to Yosemite National Park





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Characterization of Impacts for NEPA

- Context
 - Local = Within the Park (All River Segments)
 - Regional = 4 Counties
- Duration
 - Short-Term
 - Long-Term
- Intensity
 - Negligible < 2.5%
 - Minor 2.5% - 5%
 - Moderate 5% - 10%
 - Major > 10%
- Type of Impact
 - Adverse
 - Beneficial



No Action Alternative: Baseline

- 3,951,393 Annual Visitors
- 1,801,506 Visits in Party-Days (or Nights)
- \$381 Million in Visitor Spending
- 5,357 Jobs Created from Visitor Spending
- 1,186 Jobs Created by NPS Payroll Spending
- 357 Jobs Created by NPS Contractor Spending



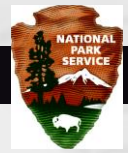
Economic Impacts: All Action Alternatives

- Demand for lodging focuses on the Valley, then radiates out to gateway communities
 - Building new campsites or lodging units in the park can decrease demand outside the park
 - Restrictions on supply of accommodations in the park can increase demand in gateway communities



Economic Impacts: All Action Alternatives

- “Substitution effects” are likely:
 - When unable to secure their first choice in lodging type, people will often substitute a second choice
 - When unable to secure overnight accommodations in the park, some may substitute a lodging unit in a gateway community
 - Willingness to use a gateway hotel/motel instead may be affected by ability to have day-use access



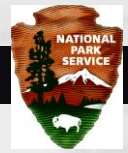
Economic Impacts: All Action Alternatives

- “Displacement” or “time-shift” effects are also forms of economic adaptation:
 - If unable to secure reservations for a peak weekend, some will shift to a lower demand time period
 - Increasing demand over time can increase visitation in fall, spring, and winter



Economic Impacts: All Action Alternatives

- All action alternatives include restoration, construction and rehabilitation projects:
 - Spending for projects would employ people in the 4-county region and beyond
 - Multiplier effects would increase incomes throughout the four counties

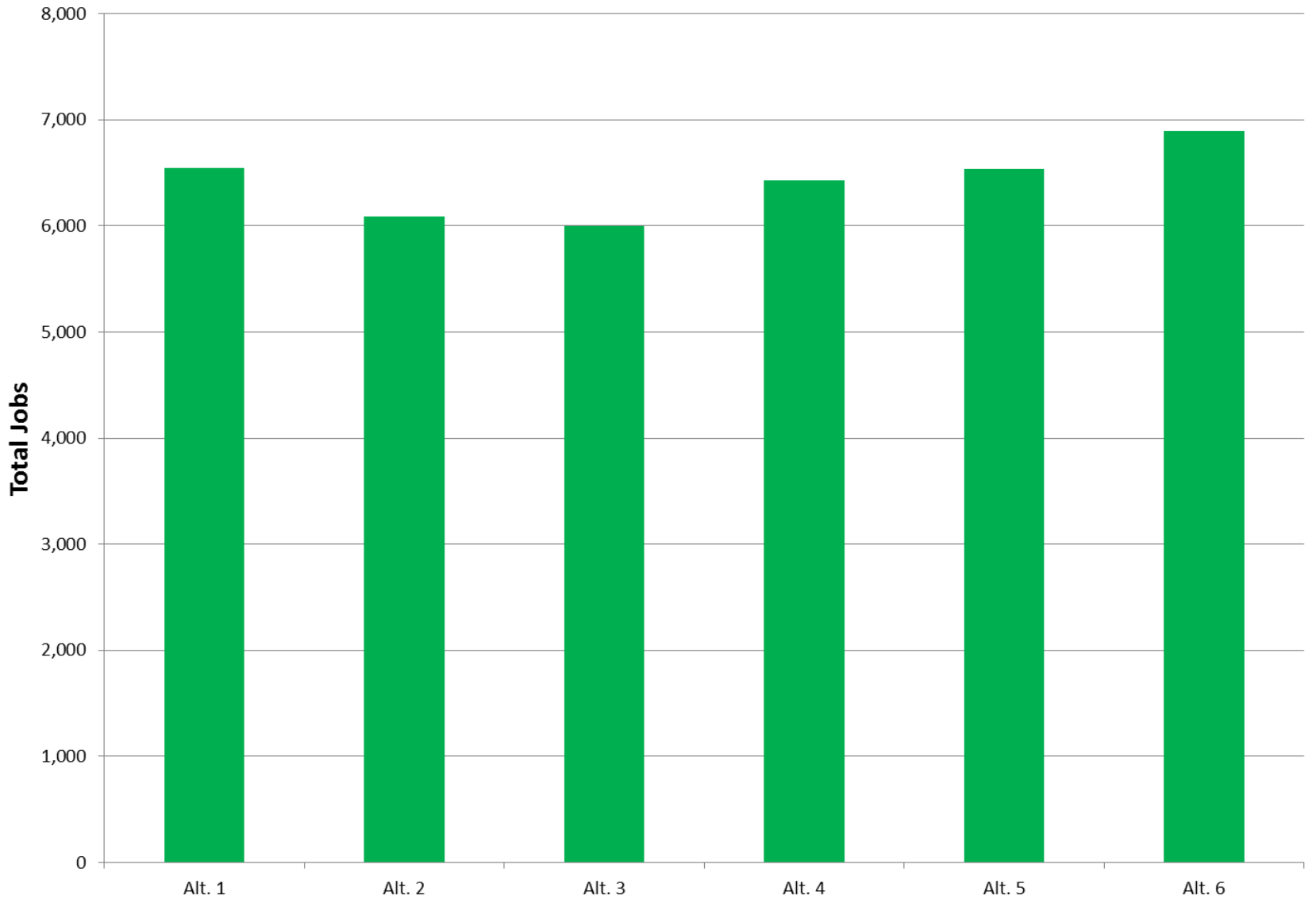


Action Alternatives: Quantitative Impacts

- Job creation is the summary quantitative statistic
- Jobs are correlated with business revenues, profits, salaries and wages, etc.
- Impacts are presented as the theoretical maximums:
 - Actual impacts are likely to be lower due to substitution effects, displacement and time shifting effects

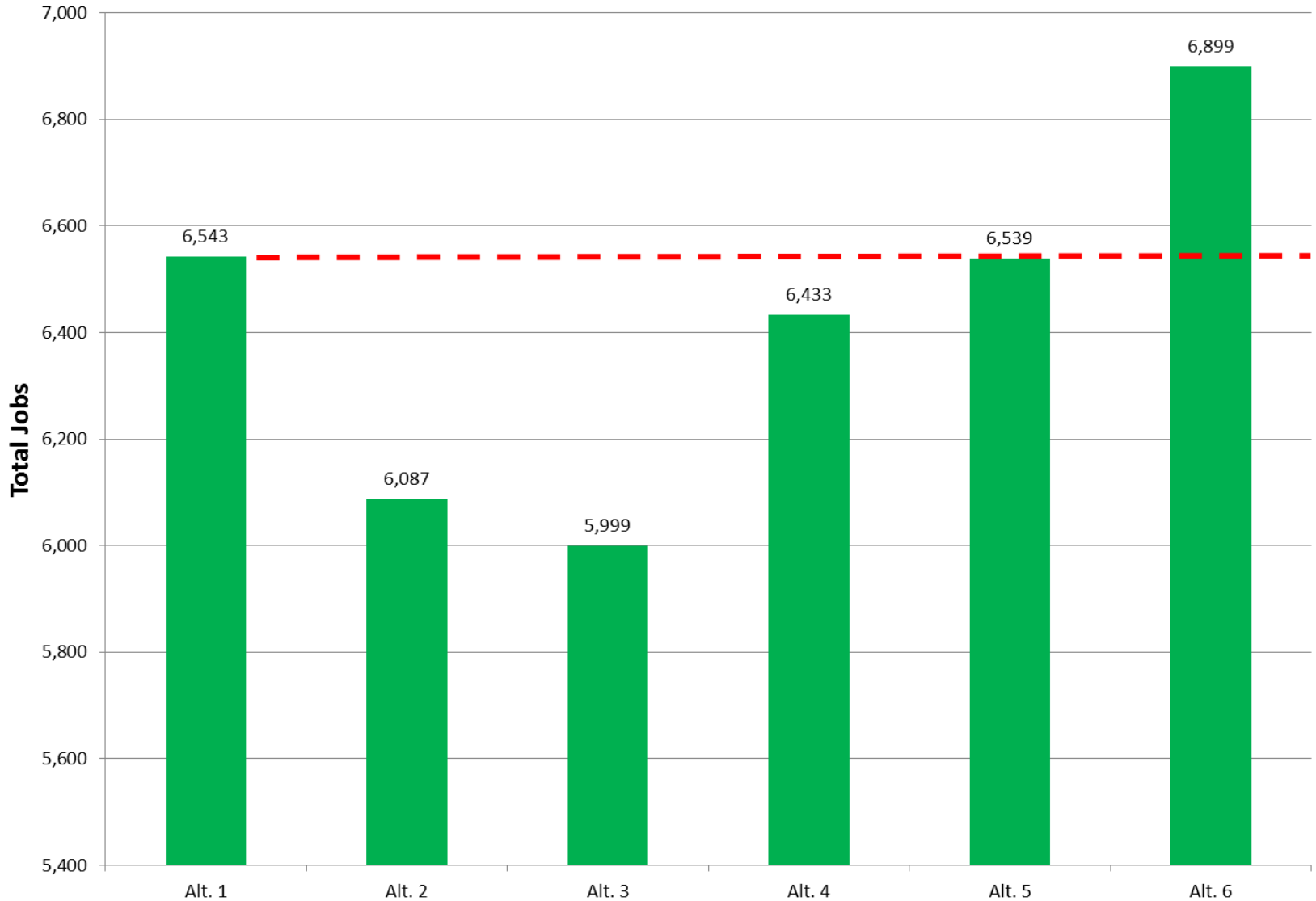


Total Job Creation in Four Counties





Total Job Creation with Emphasis on Differences Between Alternatives





Overall Socioeconomic Impacts

Total Impacts	Total Jobs in the 4-County Region	Net Impact on Jobs	Impact as % of Total	Characterization of Impact Significance	
Alternative 2	102,273	(456)	-0.4%	Negligible	Adverse
Alternative 3	102,273	(544)	-0.5%	Negligible	Adverse
Alternative 4	102,273	(110)	-0.1%	Negligible	Adverse
Alternative 5	102,273	(4)	0.0%	Negligible	Adverse
Alternative 6	102,273	356	0.3%	Negligible	Beneficial



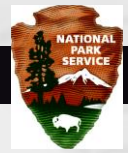
Socioeconomic Impacts: Lodging Sector Focus

Impacts on the Lodging Sector Only	Total Jobs in Lodging	Net Impact on Jobs	Impact as % of Total	Characterization of Impact Significance	
Alternative 2	3,637	(121)	-3.3%	Minor	Adverse
Alternative 3	3,637	(144)	-4.0%	Minor	Adverse
Alternative 4	3,637	(29)	-0.8%	Negligible	Adverse
Alternative 5	3,637	(1)	0.0%	Negligible	Adverse
Alternative 6	3,637	94	2.6%	Minor	Beneficial



Preferred Alternative and Cumulative Impacts

- Market economies trend toward self-correction
- Public lodging & camping units in the park are interconnected with private lodging in gateway communities
- Restrictions on supply inside the park, can increase demand outside the park



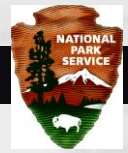
Preferred Alternative and Cumulative Impacts

- Growth in total visitor volumes can continue:
 - through expansion into shoulder seasons
 - through increased use of lodging outside the park
- Overnight visitors outside the park can become day-use visitors inside the park
- Increased certainty of day-use access can be beneficial



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Questions?



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**Thank You for
Your Time**