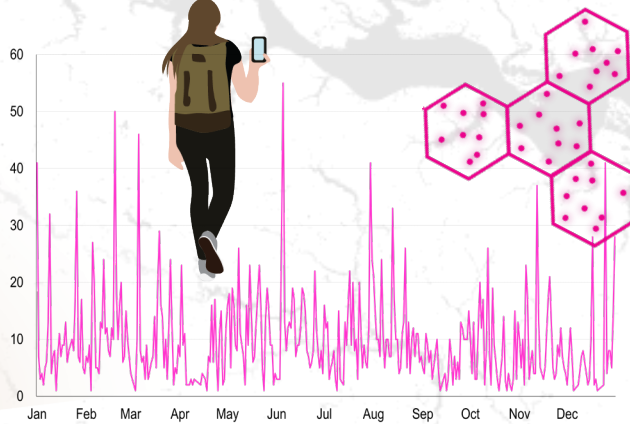


COASTAL VIRGINIA OUTDOOR RECREATION STUDY

Understanding who visits coastal and marine areas and why is crucial for natural resource managers. However, this information is expensive to collect and, therefore, often unavailable. This project will combine three data sources to better understand outdoor recreation in coastal Virginia. Information can be used by local managers and municipalities to understand visitor experiences, pressures on recreational sites, and potential barriers to access for underserved communities.

PEDESTRIAN & VEHICLE COUNTERS

Visitor counters will be placed in select recreational areas along the York River. This information will be used to estimate daily, monthly, and yearly visitation to these areas. These observation counts can also be used to calibrate human mobility data.



HUMAN MOBILITY DATA

Human mobility data is anonymous, georeferenced data derived from smart device (e.g., cell phones, smart watches, tablets) applications. This information will be analyzed for areas throughout the Virginia coastal zone, and can be used to understand spatial and temporal trends in human activity.

SURVEY OF HUMAN POPULATIONS

A survey will be distributed by mail in communities within a one-hour driving distance of the York River. This survey will ask visitors about their recent experiences in and around the York River. This information can be used to improve outdoor recreation opportunities to local communities.

