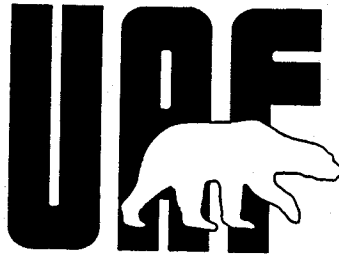


1995
Dalton Highway Visitor Survey
Results Report

Prepared by
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Prepared For the
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and the
Alaska Department of Transportation & Public Facilities
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Introduction

With the recent Alaska Superior Court ruling that the Dalton Highway be opened to public access, a new era in Alaska travel destinations is now being entered. The complete opening of the Dalton Highway has been a contention of debate since the haul road was turned over to State of Alaska management in 1978. Now that the Superior Court Judge Milton Souter has ruled the road be opened, there is a need to determine the impacts that the opening will have on the Pipeline Utility Corridor and the adjacent natural and cultural resources.

In 1991, the Bureau of Land Management introduced its Dalton Highway Recreation Area Management Plan (RAMP) which addressed various development alternatives. The intent of the plan was to identify projects and actions the BLM could undertake to define future recreation management along the Highway. Several interests, including the United States Fish & Wildlife Service, declared their concern that the Dalton Highway RAMP provided "insufficient information on projected visitor use numbers, use patterns, ... to allow a determination of potential impacts" (Stieglitz 1992).

To remedy the lack of a current visitor use profile, I proposed that a comprehensive survey be initiated of Dalton Highway travelers during the peak use period of 1995. This survey will provide the BLM with information needed to reassess portions of the Dalton Highway RAMP and provide comments on the road for the Alaska Department of Transportation and Public Facilities as well as visitor and vehicle demographics. Additionally, an on site visual traffic count was taken to verify DOT&PF traffic algorithms for the Dalton Highway.

During the summer of 1995, visitors traveling the Dalton Highway were asked to take a survey consisting of a pre-trip questionnaire, a journal/stop log, and an exit questionnaire. The survey took place in four separate time periods covering early, middle, and late season traffic, as well as a week during hunting season. The following seven day slots were chosen by BLM: June 19-25, June 30-July 6, July 31-August 6, and August 31-September 6.

The survey station was located next to the BLM visitor information cabin at the Yukon River Crossing. Visitors were asked to fill out the Northbound survey while at the station and to fill out the Journal/Stop Log during their trip on the Dalton Highway. The Exit Questionnaire was to be completed before returning to the Yukon River Crossing.

Survey Products

The data collected from the survey was analyzed to provide the following significant products:

1. **Estimate of visitor use at the three traffic counter locations (private and tour groups).** Through the use of strategically placed counters, the project will determine the traffic load during the summer months. At the Yukon Crossing location, the traffic will be categorized as to the number of axles, type of vehicle, and number and type of passengers (tour v. private individual). These data will be correlated with the accompanying traffic counter to determine the correct algorithm for estimating actual traffic counts. By placing counters near visitor attractions, the extent of northward travel will be identified.
2. **Traveler expectations in terms of viewing opportunities, facilities, and visitor services.** Through the use of a printed survey, northbound traveler expectations of the above subjects will be established. This will help identify the attributes the traveler was expecting to find so that a comparison can be made later to actual realizations. These data should help in the future design of travel information about the Dalton Highway and identify attributes needing further attention by resource managers. The data will be summarized by visitor type and, where possible, tied to specific locations along the Dalton Highway.
3. **Actual travel patterns of the private non-tour participants.** Each vehicle participating in the survey will be asked to complete a linear journal/log during their trip. Travelers will note on a provided log where selected types of activity were participated in during the trip. Corresponding comments will be taken to identify unique attributes of the activity points where use normally concentrates, conflicts have arisen, and specific needs have been met or not met. These data will provide a comprehensive snapshot of each traveler's trip which will then be compared to other traveler's logs to identify areas needing further attention by resource managers. These data will be presented as generalized patterns of use by different visitor types. Discussion will deal with specific locations along the Dalton Highway, where issues and concerns have been identified as part of the overall patterns of use.
4. **Projection of unmet needs in facilities and services for the private non-tour participants.** An exit survey will be taken to compliment the information gathered per items 2 and 3 above. This survey will identify those areas of interest and concern to the traveler and will provide the manager with user perceptions of the viewing opportunities, facilities, and visitor services. The data will be presented by individual responses classified by subject, and rate of response.
5. **An assessment of the proposed facilities and services in Phase II of the BLM RAMP in relation to the above data.** After interpreting the collected data, an assessment will be made of the proposed facilities and services. The assessment will correlate the data from the four survey instruments to provide a comprehensive analysis of the areas of interest to the traveler. This should help resource managers in their future planning efforts concerning the Dalton Highway.

6. **A projection of future research to refine some of the points developed in the data.** A survey of this type will typically bring to light areas needing additional research. These areas will be identified and presented with analysis corresponding to future research needs.

The above data will be presented in a formal document suitable for publication as a Master's Thesis. A description of the project, presentation of methodology, discussion of findings, and references will be included. Complete copies of the survey instruments utilized will be made available as well as copies of the empirical information gathered. Target date for completion of the entire project and analysis is April 30, 1996.

General Information

The following information should be taken into consideration when viewing the data:

- 481 surveys were taken.
- 376 surveys were returned.
- Not all surveys were completely finished.
- The average age of the participant was 50 years old.
- The average number of travelers in the vehicle was 2.43.
- The participants consisted of 365 males and 96 females (10 left blank).

When reviewing the data it will become evident that the number of respondents do not always match the number of surveys taken. This is because some of the participants did not answer every question. It is especially important to remember the different number of surveys per question when comparing the Northbound Questionnaire results to the Exit Questionnaire results.

Comments on the Survey

Two small changes had to be made to the survey during the first week. Luckily, they were needed only on the Northbound Questionnaire and involved slight word clarification which should not affect overall results. Those questions affected were Question #3 and #9. Question #3 was reworded to encourage choosing only one answer even though the instructions for the question asked the participant to circle only one. In

Question #9, the word "occasionally" was substituted for the word "usually" as a clearer mid-scale choice.

Participant response on several questions was disappointing due to either not fully reading the instructions provided or by the visitor's lack of travel plans. Specifically, on Question #3, some of the participants went on to circle multiple answers even when instructed not to and most completed parts 3A and 3B when not required.

Question #7A provided confounding data because most of the visitors had no idea where they were going to spend the night along the road. After the first week, I asked participants to use a question mark to note those nights they planned on spending on the road even if they didn't know where. The results are not presented in this report, but they may be reviewed on the Microsoft® Excel spreadsheet provided to the funding agencies.

Question #12 is known as a willingness-to-pay question and is controversial in nature. The way I used the format was to ask the participant to put into monetary terms how much they value the ability to travel the Dalton Highway. This would allow me to compare the recreational value of the Dalton Highway to other recreational opportunities. The wording was very specific, and if read carefully, there was little confusion as to the intent. Unfortunately, many of the participants either skimmed the question too quickly or misinterpreted the intent of the question altogether. Many even made notes on the survey that they were against paying tolls for using public roads.

This survey report was designed to be a quick reference for the Resource Manager. Where possible, the data is presented in a graph or table. Otherwise, the results are synopsised with an accompanying appendix to present the mass data. Much of the data received was in the form of written comments, which was difficult to enter into the spreadsheet without truncating. If truncated, it was attempted to keep the spirit of the original. Comments that could not have justice done to them are labeled with the word "READ" in capital letters and are presented with the survey identification number for reference.

Analysis of the survey for satisfaction of the survey products is located in its own section as are the results of the traffic counter study. For more indepth analysis of this survey and a review of Dalton Highway history, politics, and function in Alaskan tourism, please refer to the Master's Thesis stemming from this work titled, *Dalton Highway Visitor Use Patterns and Impacts.*

Northbound Questionnaire
and
Survey Results



Northbound Questionnaire

11

1 Including this trip, how many trips have you taken on the Dalton Highway? _____ (# of trips)

2 How far north do you plan to drive before starting back south?

- | | |
|-----------------------------|---------------------------|
| (a) Yukon River Crossing | (f) Wiseman |
| (b) Arctic Circle | (g) Atigun Pass |
| (c) Finger Rock | (h) Galbraith Lake |
| (d) Coldfoot | (i) Deadhorse/Prudhoe Bay |
| (e) Marion Creek Campground | (j) Other: _____ |

3 What is the most important reason why you chose to travel the Dalton Highway? (Circle only one)

- | | |
|--|---|
| (a) New destination (If (a) please answer 3A and 3B) | (d) Desire to see the Arctic Ocean |
| (b) Desire to cross the Arctic Circle | (e) Desire to drive to the top of the continent |
| (c) Desire to see wildlife or pristine scenery | (f) Other: _____ |

Answer 3A and 3B only if you circled (a) for #3.

3A Do you **usually** seek out new destinations for recreation travel? **Yes** **No**

3B When choosing a new destination, what is the most important determining factor?

4 How did you become interested in traveling the Dalton Highway? (Circle all that apply)

- | | |
|-------------------------------|----------------------------|
| (a) Friend(s) | (f) Alaskan visitor center |
| (b) Magazine or newspaper | (g) Other travelers |
| (c) Looking at maps of Alaska | (h) Radio |
| (d) Government literature | (i) Travel brochures |
| (e) Television | (j) Other: _____ |

5 What activities do you plan on participating in? (Circle all that apply)

- | | |
|---|--------------------------|
| (a) Backpacking/Hiking | (f) Observing vegetation |
| (b) Boating | (g) Viewing scenery |
| (c) Fishing | (h) Observing wildlife |
| (d) Camping | (i) Photography |
| (e) Hunting: (What type of animal? _____) | (j) Other: _____ |

6 Which of the above activities are the most important to your having a satisfactory trip? (Circle the corresponding letter)

Most important

Second most important

(a) (b) (c) (d) (e) (f) (g) (h) (i) (j)

(a) (b) (c) (d) (e) (f) (g) (h) (i) (j)

7 Will you be staying any nights on this trip up the Dalton Highway? **Yes** **No** (If no, please skip to #8)

Answer 7A and 7B only if you circled Yes for #7.

7A If you plan on staying overnight somewhere along the Highway, where will that be?

Night #1 _____

Night #3 _____

Night #2 _____

Night #4 _____

7B What will you be sleeping in? (a) Tent (b) Auto (c) R. V. (d) Hotel (e) Other? _____

The survey continues on the other side.

- 8 What level of development do you usually prefer for camping?
- (a) Primitive (off the road or gravel pit) (d) Very developed (phone/showers/electricity)
 (b) Moderately primitive (campsites/outhouse) (e) Prefer not to camp if possible
 (c) Developed (campsites/water/tables/outhouse) (f) Other: _____
- 9 Do you stop at information opportunities (e.g. informative signs or staffed facilities) when traveling?
- (a) Never (b) Almost never (c) Occasionally (d) Almost always (e) Always
- 10 What road conditions did you expect to find before starting your trip?
- (a) Rough surface (including large rocks) (d) Rough pavement
 (b) Graded gravel (e) Good pavement
 (c) Chip coat (gravel over an oiled base) (f) Other: _____
- 11 How far apart should public toilets be located on this type of road?
- (a) 20 miles (b) 40 miles (c) 60 miles (d) 80 miles (e) 100 miles
- 12 In order to assess how much you value the ability to travel the Dalton Highway, please choose the amount of money you would be willing to pay for this experience as if there was a toll booth at the start.
- (a) Less than \$10.00 (c) \$20.00 - \$30.00 (e) \$40.00 - \$50.00
 (b) \$10.00 - \$20.00 (d) \$30.00 - \$40.00 (f) More than \$50.00
- 13 What will be the two most important factors **limiting** your northward travel?
- #1 _____
 #2 _____
- 14 What will be the two most important factors that would **encourage** you to keep driving north?
- #1 _____
 #2 _____
- 15 What is your zip/postal code (include country of origin if other than the U.S.)? _____
- 16 Including yourself, how many are traveling in your vehicle? _____
- 17 What is your age? _____ 17A What is your sex? Male Female
- 18 Choose one of the following that best describes your vehicle. (Circle only one)
- (a) Car, van, or pickup (f) Large motorhome (>28')
 (b) Pickup with cabover camper (g) Motorhome towing something
 (c) Pickup with camping trailer (h) Motorbike
 (d) Car/van with camping trailer (i) Bicycle
 (e) Small motorhome (j) Other: _____
- 19 Are you traveling with a group of other vehicles? Yes (If yes, answer 19A) No (If no, skip to 20)
- 19A How many vehicles are in the group including yours? _____
- 20 Did you do anything **special** to prepare your vehicle for a trip on the Dalton Highway? Yes No
 If yes, what? _____

Please return this part of the survey before leaving. Thank you.

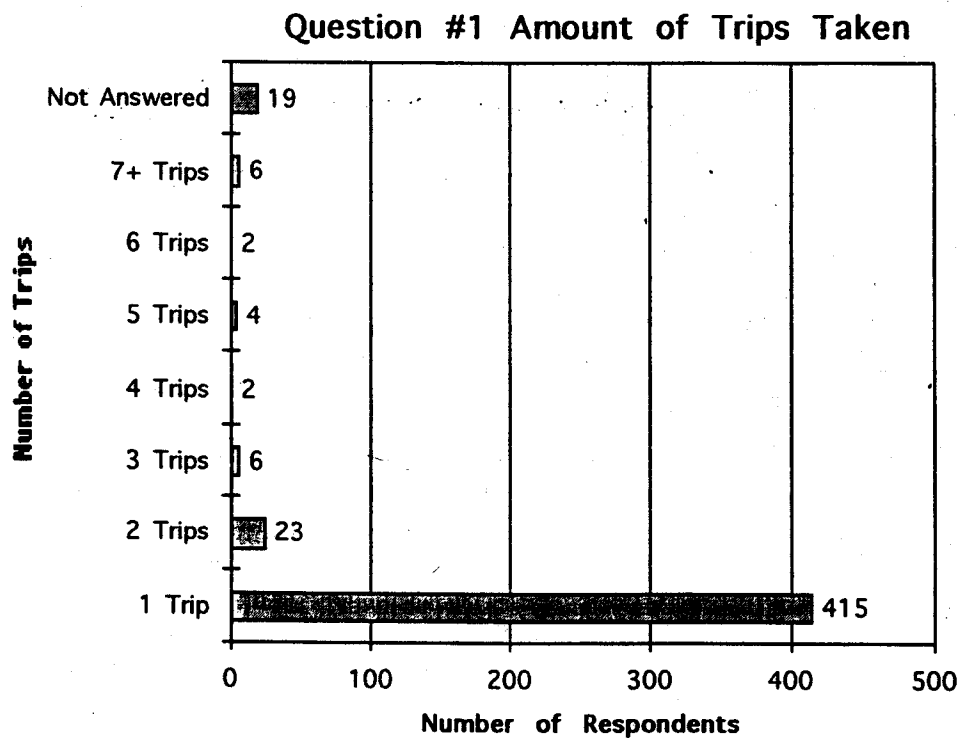
Question #1

Including this trip, how many trips have you taken on the Dalton Highway?

Purpose:

This question determines the amount of trips the visitor has taken on the Dalton Highway. Determining if the traveler is a first time or repeat visitor allows the Resource Manager to design facilities appropriate to the type of user. Since the contact station was located north of the actual beginning of the highway, it was necessary to word the question to include the current trip.

Results:



Comments:

Alaska residents may not have considered themselves as "visitors" if they had previously traveled the Dalton Highway and so declined to participate.

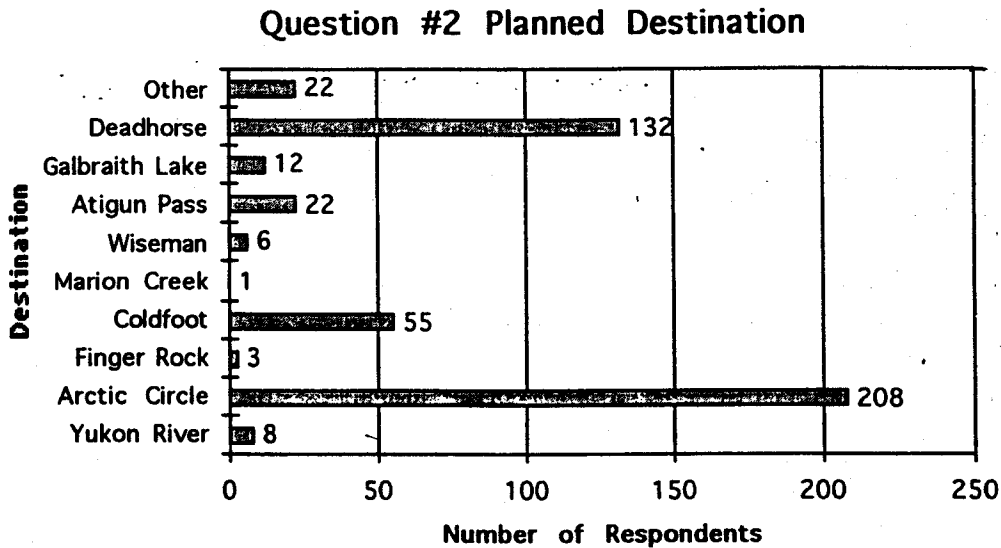
Question #2

How far north do you plan to drive before starting back south?

Purpose:

This question determined the visitor's destination or how far the visitor planned on traveling up the Dalton Highway based on their experience, information, or preconceived opinion of road conditions. This question has a corollary (see Question #1 of Exit Survey) to discover if the predetermined destination changed once the visitor had stopped at the BLM information cabin, got a better idea of road conditions, or experienced recreational opportunities along the trip.

Results:



Comments:

Many visitors were using the *Milepost* as their travel information resource. The 1995 edition of the *Milepost* advised travelers that the road was closed north of Disaster Creek. Visitors planned their trip with this information and may not have allowed sufficient time to travel further once informed at the Yukon Crossing BLM contact station that a permit was no longer required. If the 1996 edition reports that travel is no longer restricted there could be an increase in Deadhorse destinations.

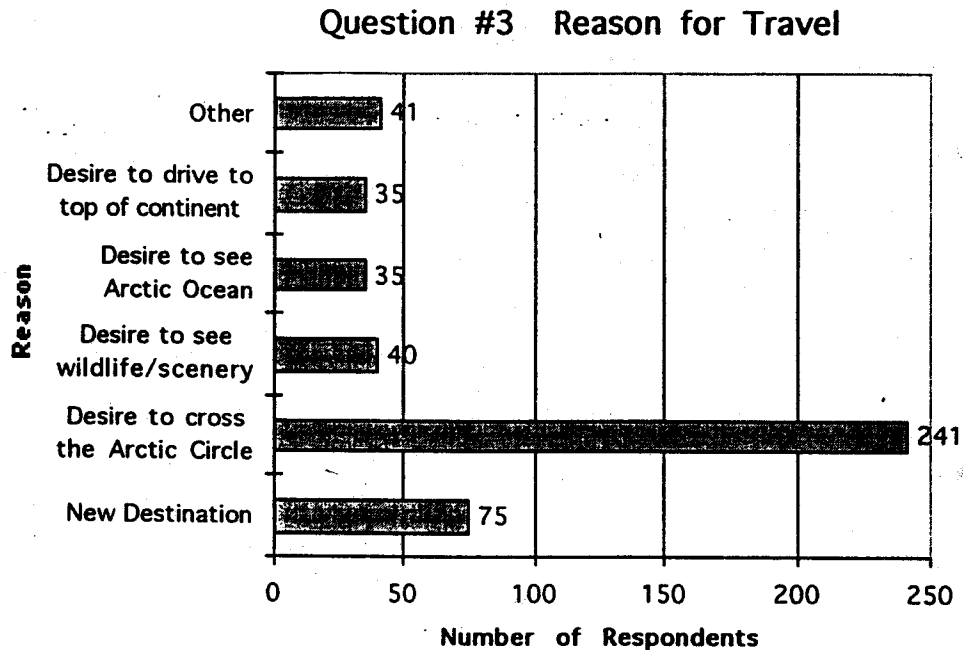
Question #3

What is the most important reason why you chose to travel the Dalton Highway?

Purpose:

This question relates to a topic covered in my thesis. It is designed to determine what aspect of the Dalton Highway persuaded the visitor to travel it. The reason why a visitor chooses a particular area to visit can help determine what types of information and/or facilities may be desired to make it a satisfactory experience.

Results:



Comments:

Although the question was worded to elicit a single answer, some visitors asked to circle more than one. Only a single answer was allowed to prevent confounding of the data.

Question #4

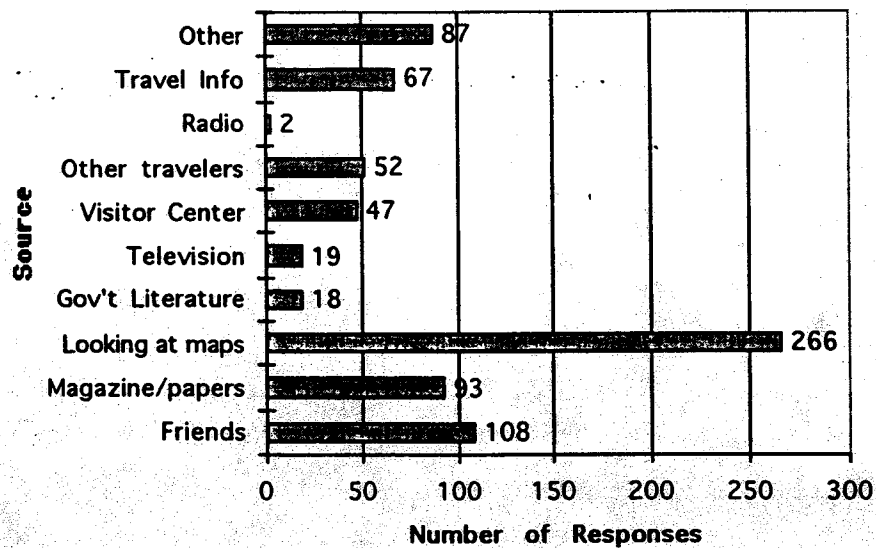
How did you become interested in traveling the Dalton Highway?

Purpose:

This question determined how the visitor found out about the Dalton Highway. It allows the Resource Manager to pinpoint what types of media may be used to inform the public about the highway, road conditions, or recreational opportunities available.

Results:

Question #4 How Interest Developed in Traveling the Dalton Highway



Comments:

The list of choices should have included the *Milepost* as a separate item instead of classifying it as a map. Some participants wrote in *Milepost* as an "Other" choice while others classified it as a magazine.

Question #5

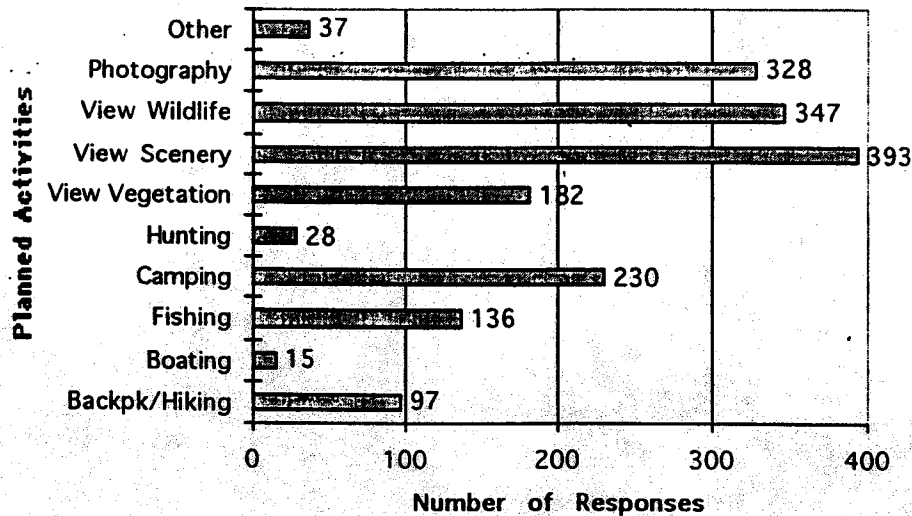
What activities do you plan on participating in?

Purpose:

This question determined the types of activity the visitor planned on participating in during the trip. The visitor was asked to choose all that applied so that the Resource Manager can find out how anticipated activity correlates to actual activity (see Question #5 Exit Survey).

Results:

Question #5 Anticipated Activities



Comments:

This is a staging question for Question #6, which determines what activity is most important to the visitor. Weather conditions at the time of the survey could have had an influence on choices.

Question #6

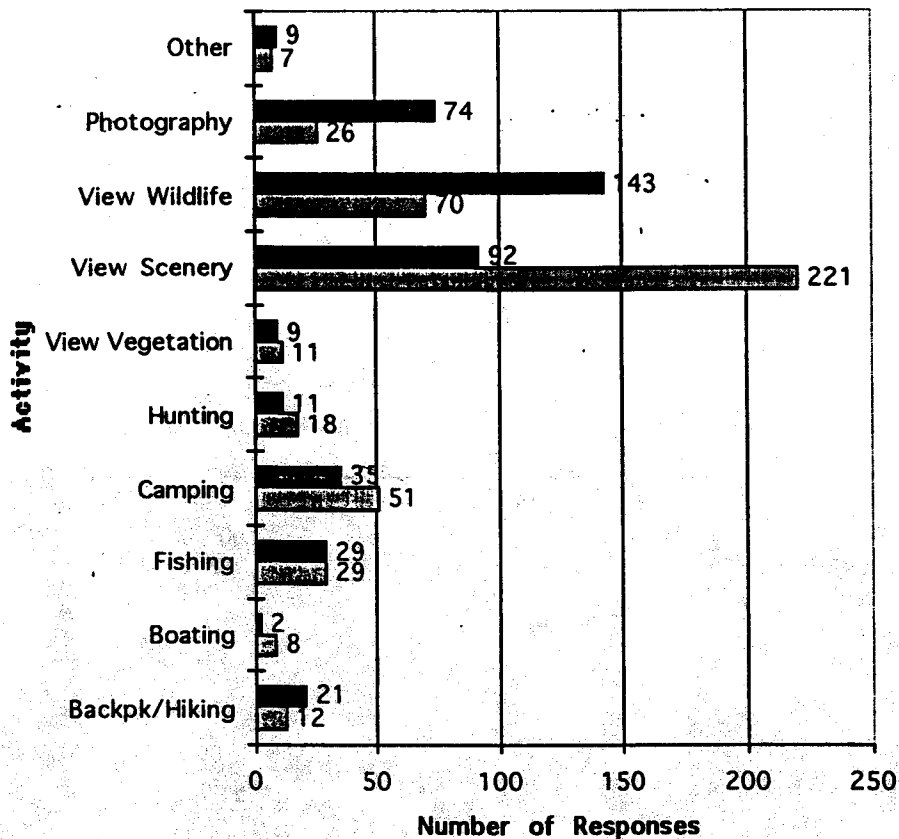
Which of the above activities are the most important to your having a satisfactory trip?

Purpose:

This question pinpoints the activities that are most desirable to the visitor. The Resource Manager can use this data to design information brochures and displays to help the visitor achieve the most satisfaction from the trip. It also determines which resources might be the most heavily impacted, thus allowing for mitigation efforts in high traffic areas.

Results:

Question #6 Most Important Activities



Gray Bars = Most Important
Dark Bars = 2nd Most Important

Comments:

The activities can be divided into passive and physical categories. Age of visitor and time allocated for the trip may impact which activity would be most important to having a satisfactory experience.

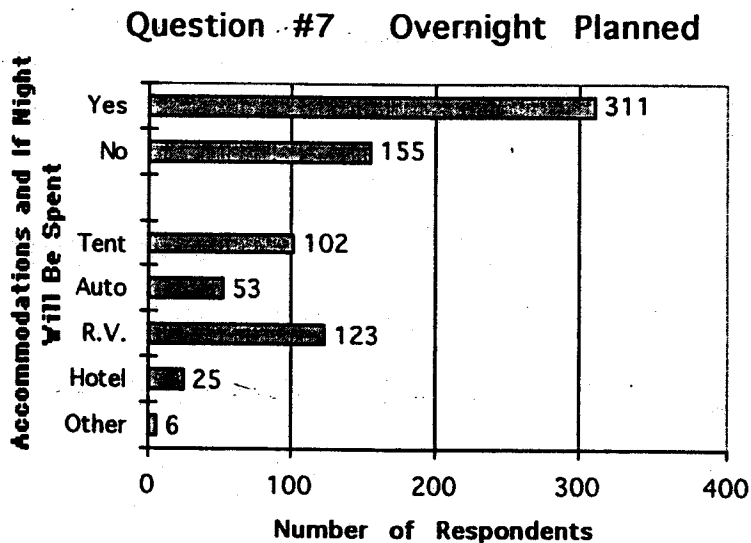
Question #7 & 7B

Will you be staying any nights on this trip up the Dalton Highway?
What will you be sleeping in?

Purpose:

Fairly straight forward. The question determines whether the visitor plans to stay overnight and what will be used for shelter. Part A of Question #7 attempted to pinpoint the planned location of nights spent. Most of the participants left Part A blank because they did not have a preplanned location in mind at the time of the presurvey. The data that is available is confounded and offers little for analysis, but will be made available in the final report.

Results:



Comments:

Some visitors may have planned spending at least one night on the Dalton Highway because they were not sure if a round trip to the Arctic Circle could be done in one day. This would also depend on the time of day that the survey was taken. Early morning participants had a better chance at completing a day trip to the Arctic Circle than those surveyed in the late afternoon.

Question #8

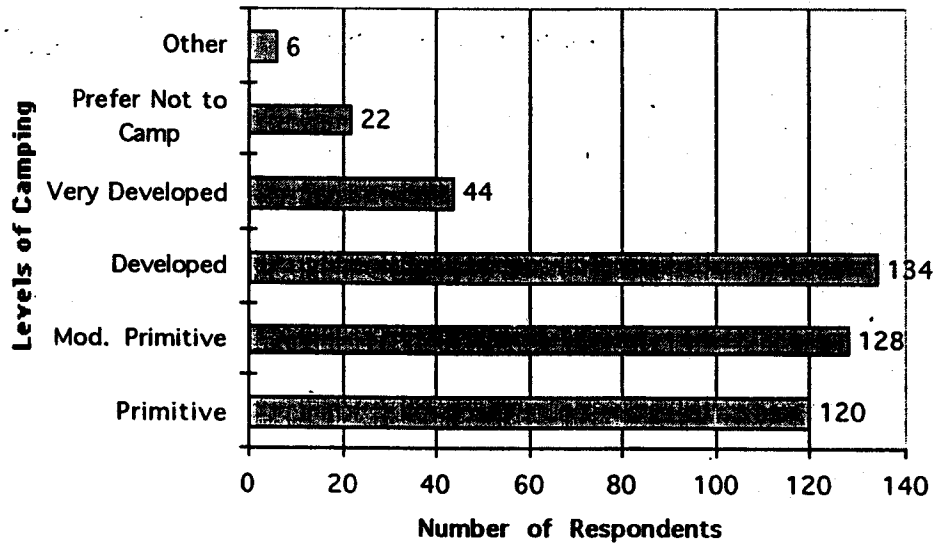
What level of development do you usually prefer for camping?

Purpose:

This question helps the Resource Manager determine the appropriate levels of camping that should be offered. When combined with data from Question #7 and Question #18, an estimate of size and amount of campsites needed may be projected for use in planning.

Results:

Question #8 Preferred Camping Level



Comments:

It should be noted that many of the participants in self-contained R.V.s mentioned that they only required a flat spot off the road and permission to use it to be satisfied. Additional sorts of the data will determine if age and willingness-to-pay are factors in level of camping preferred, since developed campgrounds usually have fee stations.

Question #9

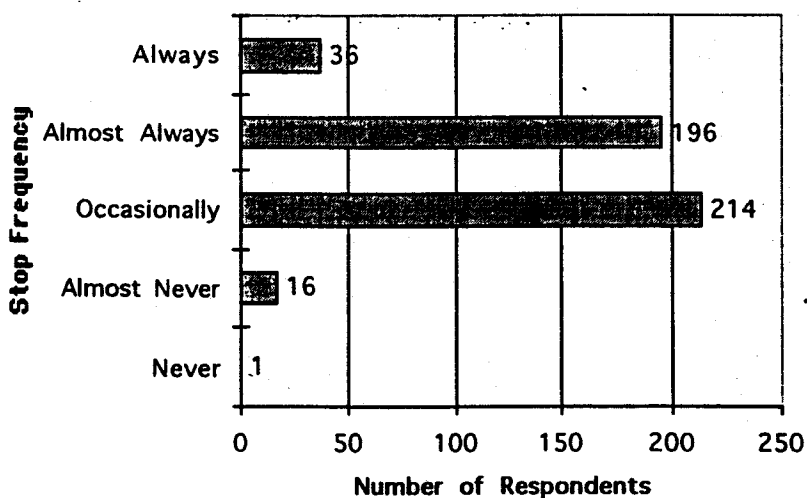
Do you stop at information opportunities (e.g. information signs or staffed facilities) when traveling?

Purpose:

This question gives Resource Managers approximate rates of visitation to interpretive facilities for the type of visitor traveling the Dalton Highway. This question can be correlated with demographic results such as age or with planned activities.

Results:

Question #9 Does Visitor Stop at Information Opportunities



Comments:

During the first week, surveys 1 - 47 used the word "usually" instead of "occasionally". The latter was substituted as a better mid-scale choice. Confounding of the data should be minimal with the change.

Question #10

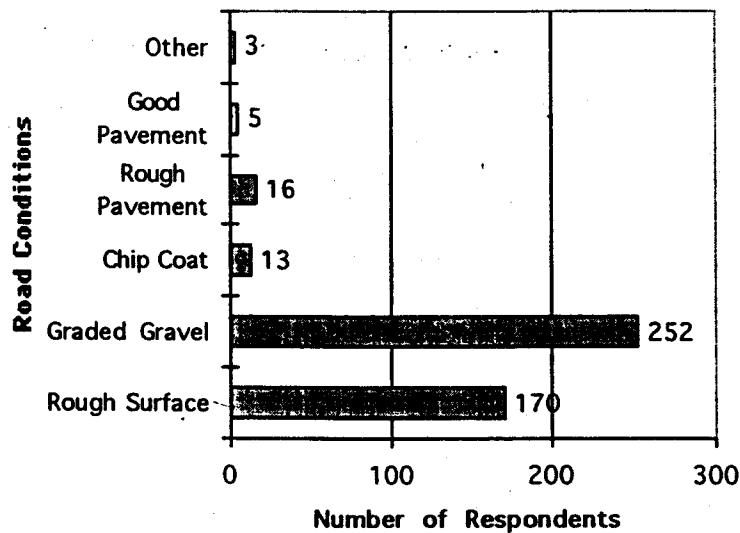
What road conditions did you expect to find before starting your trip?

Purpose:

To determine what the visitor expected for road conditions versus what they actually experienced in Exit Survey corollary Question #8. Media that informs travelers about the Dalton Highway could use the results to update their road advisory comments.

Results:

Question #10 Expected Road Conditions



Comments:

The road surface changes drastically in heavy rain and truck traffic conditions, but overall could be labeled graded gravel. The visitors had a good idea what they were getting into before starting.

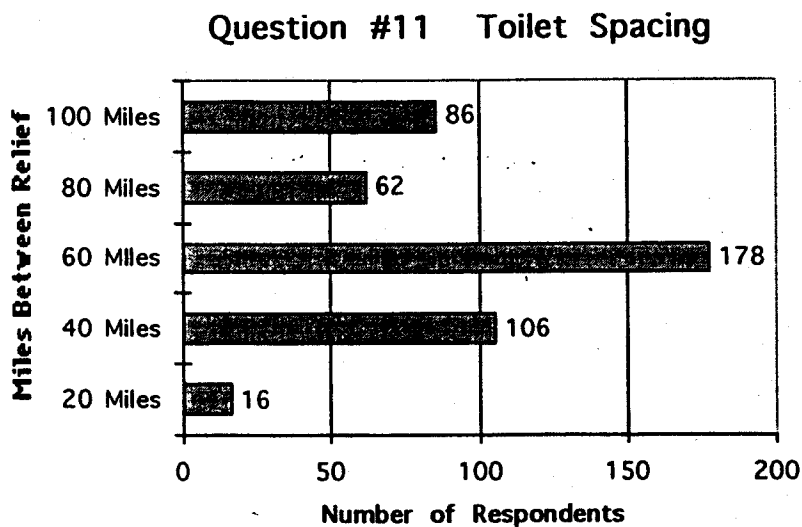
Question #11

How far apart should public toilets be located on this type of road?

Purpose:

The Dalton Highway requires that the visitor travel at a reduced speed from that on most public highways in Alaska. Distance between public toilets will be less than other highways due to the reduced speed.

Results:



Comments:

This question was added to the survey because of discussion at a tourism symposium held spring of 1995 in Anchorage. Several guest speakers brought up the topic of the inadequate amount of visitor rest stops around the state.

Question #12

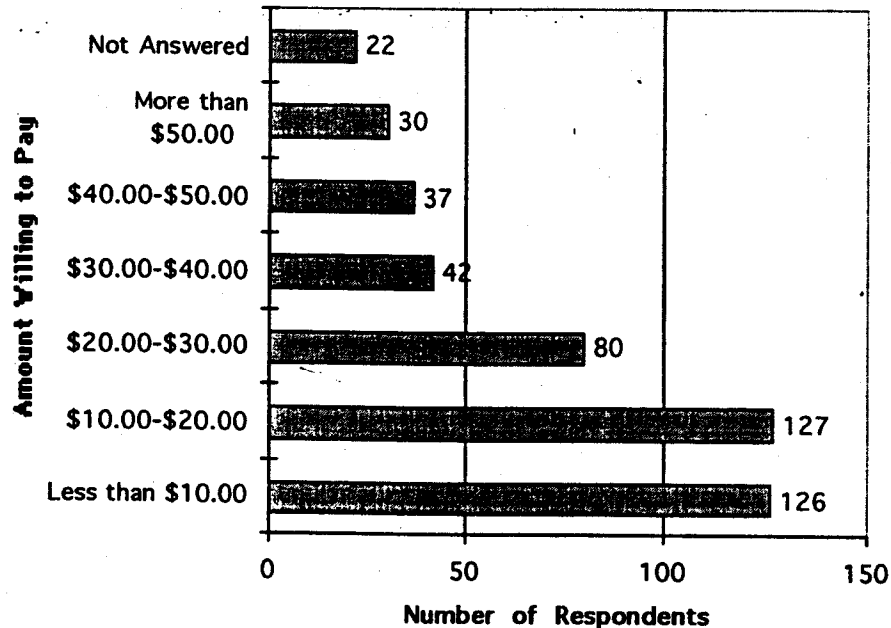
In order to assess how much you value the ability to travel the Dalton Highway, please choose the amount of money you would be willing to pay for this experience as if there was a toll booth at the start.

Purpose:

This question was designed to allow the Resource Manager to determine the quality of the experience. Comparing this question with corollary question #10 on the Exit Questionnaire gives anticipated versus actual satisfaction for the experience.

Results:

Question #12 Willingness to Pay



Comments:

Willingness to pay questions meet with controversy in natural resources literature. This is due to the inherent trait of people to be suspicious of a question concerning payment for what is otherwise a free use of the resource. Participants may choose a low amount hoping that if a charge is instituted in the future it will be less considerable.

Questions #13 & #14

What will be the two most important factors limiting your northward travel?
 What will be the two most important factors that would encourage you to keep driving north.

Purpose:

Once the visitor has traveled some distance up the Dalton Highway, the decision is made whether to turn around at their planned destination, to travel further, or perhaps to cut the trip short. Determining what factors limited their travel, or encouraged them to travel further than planned, can help the Resource Manager better evaluate visitor use patterns. The Northbound survey addressed perceived factors and corollary questions #3 & #4 on the Exit Questionnaire determined the actual factors.

Results:

Questions #13 & #14 Travel Factors

NUMBER OF RESPONSES PER TYPE OF FACTOR					
LIMITING FACTORS			ENCOURAGING FACTORS		
FACTOR	1ST CHOICE	2ND CHOICE	FACTOR	1ST CHOICE	2ND CHOICE
Time	122	31	To Reach Goal	11	12
Reached Goal	10	5	Scenery	56	32
Bad Road	116	86	Add. Facilities	54	61
Lack of Services	42	70	Curiosity	21	13
No Access to AO	5	2	Good Road	109	42
Weather	67	55	Desire to See AO	16	15
Lack of Info	2	1	Wildlife	37	36
Fatigue	9	2	Information	5	5
Vehicle Damage	22	21	Weather	29	22
Other	35	66	Other	82	70
TOTAL	430	339	TOTAL	420	308

*AO = Arctic Ocean.

Comments:

The top three first choice limiting factors could be variable from year to year. Those who chose "Time" may not have planned for a trip all the way to Deadhorse since the opening was not widely reported in 1995. Rain created worsening road conditions, so those visitors traveling in inclement weather may have chose "Bad Road" on that particular day instead of another choice if the road had been dry. Wet roads may also have been a factor for those citing fatigue as a limiting factor. For the complete list of factors see Appendix A.

Question #15

What is your zip/postal code (including country of origin if other than the US)?

Purpose:

Visitor demographic information. The need for foreign language brochures, or interpretive signs in a foreign language, may be identified if a high number of visitors from a particular language background travel the Dalton Highway.

Results:**Question #15 Visitor Origin**

NONRESIDENTS		ALASKA RESIDENTS		INTERNATIONAL	
California	42	Fairbanks Area	52	Canada	12
Washington	22	Other Alaskan	43	Switzerland	5
Texas	22			Germany	3
Colorado	15			Australia	1
Michigan	14			Brazil	1
Wisconsin	12			Cayman Islands	1
Florida	12			Denmark	1
Illinois	10			Italy	1
Pennsylvania	10			Japan	1
New York	8			Mexico	1
Other	147			New Zealand	1
				Poland	1
				Scotland	1
TOTAL	302	TOTAL	95	TOTAL	30

Comments:

Visitors from high population states were more numerous as would be expected. Four of the contiguous US top ten were western states, three were mid-west, two east coast, and one was from the deep south. It is interesting that Florida was well represented, being so far away. Its high retiree population is probably a factor for the strong showing.

Question #16

Including yourself, how many are traveling in your vehicle?

Purpose:

The traffic count estimated the number of Privately Owned Vehicles that traveled the Dalton Highway, but the amount of passengers was not assessed. By including this question on the survey, an average amount of people per private vehicle was obtained.

Results:

There were 2.43 travelers per private vehicle.

Comments:

While there were some large groups and/or families that traveled the Dalton Highway, many of the vehicles contained just a husband and wife. Given the high average age, this couple was probably retired or had grown children not accompanying them on the trip.

Question #17 & #17A

What is your age?
What is your sex?

Purpose:

Visitor demographics. Knowing the average age of the visitor can help the Resource Manager develop age appropriate facilities and interpretive displays.

Results:

The average age of the participant was 50 years old with 365 males and 96 females filling out the survey. Usually the driver of the vehicle filled out the survey. The youngest participant was 16 and the oldest was 82. The median age was 52.

Comments:

Just goes to prove that males, especially those at least 50 years old, prefer to drive rather than let their wives get behind the wheel. With the high age average, it might be prudent to have emergency medical services available for heart attack victims.

Question #18

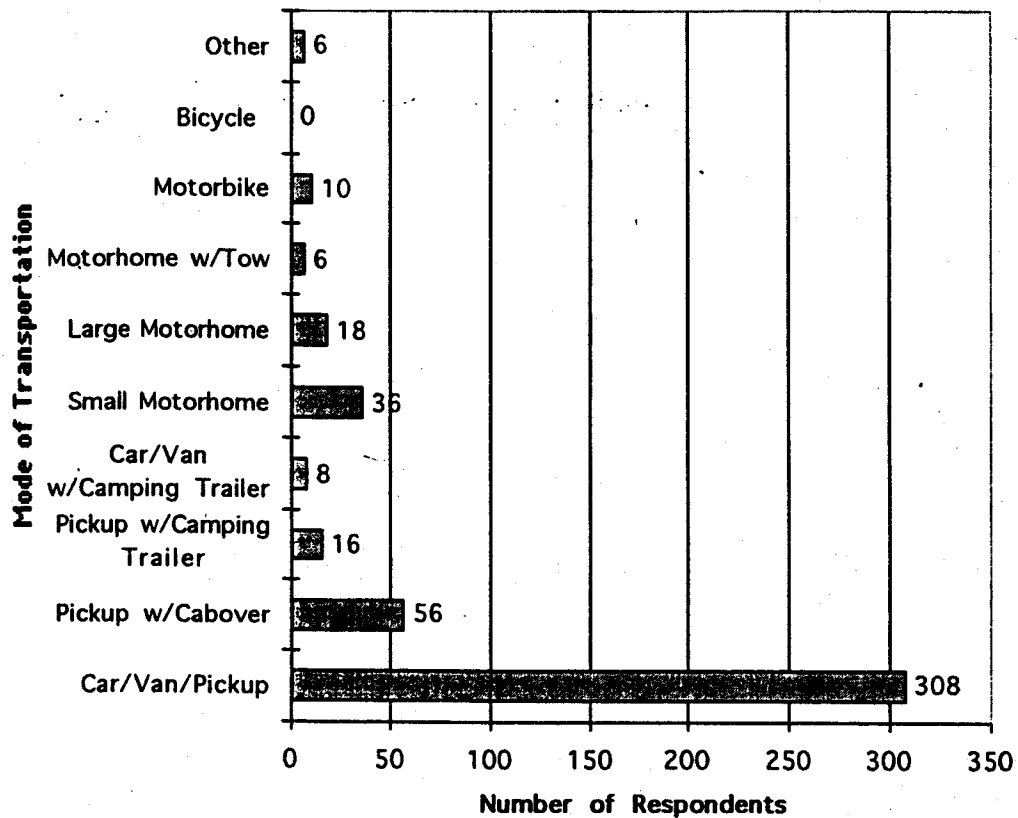
Choose one of the following that best describes your vehicle.

Purpose:

Vehicle description allows the Resource Manager to design appropriately sized pullouts and campsites.

Results:

Question #18 Vehicle Description



Comments:

Some visitors left their R.V. in Fairbanks and drove their towed smaller car up the Dalton Highway to spare the R.V. possible damage due to anticipated road conditions. Many visitors that arrived in Alaska by plane drove rental cars or rental R.V.'s.

Question #19 & #19A

Are you traveling with a group of other vehicles?
How many vehicles are in the group including yours?

Purpose:

Knowing if caravans are traveling the road can help in the design of campground and parking areas. Communal picnic shelters or a fire pit with arena seating can be developed if the campground is frequented by groups such as Good Sam members or the Airstream Trailer association.

Results:

Forty three participants were traveling as a group of two or more. Thirty seven of them were in groups of two and six were in groups of three.

Comments:

The number of actual groups is not represented, only the number of visitors traveling in a group. Often, members of the same group would fill out separate surveys. For instance, there were six participants in a group of three. If all the members of the group filled out the survey, then there were only two groups of three actually traveling the Dalton Highway.

Question #20 & #20A

Did you do anything special to prepare your vehicle for a trip on the Dalton Highway?
If yes, what?

Purpose:

To find out how prepared travelers are that are driving the Dalton Highway and to help develop information sources for visitors before they start up their trip.

Results:

There were 204 visitors that made special vehicle preparations for traveling the Dalton Highway. A list of the preparations is available in Appendix B.

Comments:

It is evident that some of the preparations were made for a trip to Alaska, not just for the side trip up the Dalton Highway.

Exit Questionnaire
and
Survey Results



Exit Questionnaire

1 At what milepost or place did you begin your **southbound** travel? _____

2 Did you travel as far north as you had planned?

- (a) Not as far as planned (b) As planned (c) Farther than planned

3 What were the two most important factors **limiting** your northward travel?

#1 _____

#2 _____

4 What were the two most important factors that **encouraged** you to keep driving north?

#1 _____

#2 _____

5 What activities did you participate in? (Circle all that apply)

- | | |
|---|--------------------------|
| (a) Backpacking/Hiking | (f) Observing vegetation |
| (b) Boating | (g) Viewing scenery |
| (c) Fishing | (h) Observing wildlife |
| (d) Camping | (i) Photography |
| (e) Hunting: (What type of animal? _____) | (j) Other: _____ |

6 Was there ever a time when you pulled off the road to observe something of interest and wished that there was a sign informing you about the subject? **Yes** **No** (If no, skip to #7)

6A If yes, please note what areas of interest you would like to see on information signs.

7 Were the size and convenience of the turn outs appropriate? **Yes** (If yes, skip to #8) **No**

7A If no, please note what general improvements could be made.

8 Using the scale below, were road conditions what you anticipated?

(Worse) 1 2 3 4 5 (Better)

9 Please circle the road surface that you think would be appropriate for the Dalton Highway.

- | | |
|---|--------------------|
| (a) Rough surface (including large rocks) | (d) Rough pavement |
| (b) Graded gravel | (e) Good pavement |
| (c) Chip coat (gravel over an oiled base) | (f) Other: _____ |

10 On the Northbound Questionnaire you were asked how much you would be willing to pay to travel the Dalton if there were a toll booth at the start. Do you think the experience was worth less than you chose, about the same, or worth more?

- (a) Worth less (b) Worth about the same (c) Worth more (d) Don't remember

11 Now that you have traveled the Dalton Highway, how much would you be willing to pay to travel it again?

- (a) Less than \$10.00 (d) \$30.00 - \$40.00
(b) \$10.00 - \$20.00 (e) \$40.00 - \$50.00
(c) \$20.00 - \$30.00 (f) More than \$50.00

12 What two aspects of the Dalton Highway would you like to tell others about?

#1 _____

#2 _____

13 Please rate the following facilities if you visited them:

	Poor		Good		Excellent	Not Applicable
Yukon Crossing BLM Cabin	1	2	3	4	5	N/A
5 mile camping (just north of Yukon River)	1	2	3	4	5	N/A
Gobbler's Knob	1	2	3	4	5	N/A
Finger Rock	1	2	3	4	5	N/A
Arctic Circle	1	2	3	4	5	N/A
Coldfoot visitor's center	1	2	3	4	5	N/A
Marion Creek campground	1	2	3	4	5	N/A
South Fork of the Koyukuk River	1	2	3	4	5	N/A

14 Please use this space to make any comments or suggestions not addressed in the survey.

This concludes the Dalton Highway Survey. Thank you for helping us gain a better understanding of the visitor's point of view. Please return your completed survey to the Dalton Highway Survey Station at the Yukon River Crossing. To enter into the drawing for one of the four Alaska art prints, please fill out the attached entry form and return it with the survey. Thank you and have a safe trip home.

Exit Question #1

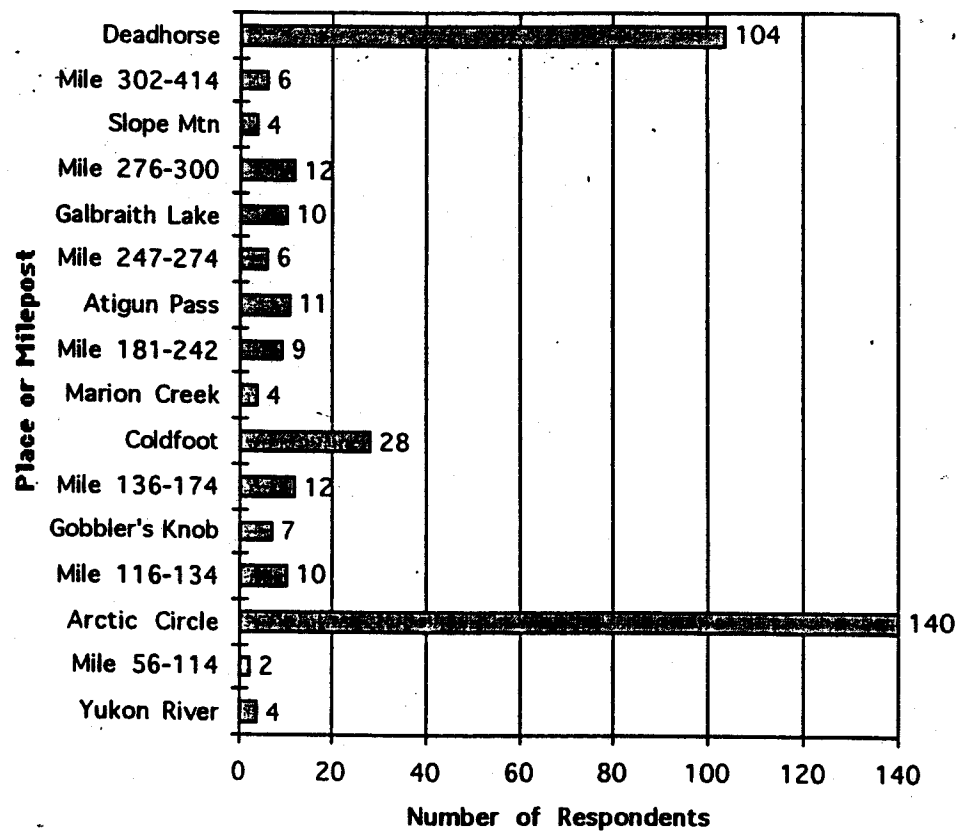
At what milepost or place did you begin your southbound travel?

Purpose:

The question determines the farthest point traveled northward, which may be different than the destination chosen on Question 2 of the Pre-survey.

Results:

Exit Question #1 Began Southbound Travel



Comments:

The distance traveled by the visitor may be different than the amount the visitor had anticipated due to weather, road conditions, or the amount of wildlife seen.

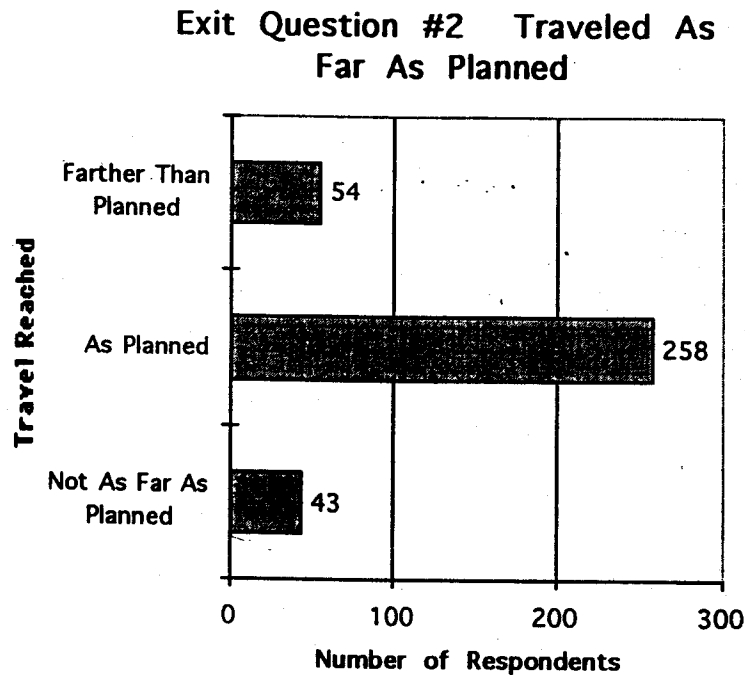
Exit Question #2

Did you travel as far north as you had planned?

Purpose:

Corollary question to Pre-survey Question #2. Allows for confirmation of data obtained from the Journal/Stop Log.

Results:



Comments:

Although this information could be determined from the Journal/Stop Log, it allowed for quicker reference and made the visitor decide whether there actually was a planned destination.

Exit Questions #3 & #4

What were the two most important factors limiting your northward travel?
 What were the two most important factors that encouraged you to keep driving north?

Purpose:

Once the visitor has traveled up the Dalton Highway, it is possible to determine why they decided to continue farther than planned or if they decided to cut the trip short. See corollary questions #13 and #14 in the Northbound Questionnaire to compare reasons for changing travel plans.

Results:

Exit Questions #3 & #4 Travel Factors

NUMBER OF RESPONSES PER TYPE OF FACTOR					
LIMITING FACTORS			ENCOURAGING FACTORS		
FACTOR	1ST CHOICE	2ND CHOICE	FACTOR	1ST CHOICE	2ND CHOICE
Time	116	25	To Reach Goal	69	22
Reached Goal	42	7	Scenery	55	41
Bad Road	38	27	Curiosity	33	20
Lack of Services	26	48	Good Road	27	19
No Access to AO	22	14	Desire to See AO	24	21
Weather	21	23	Wildlife	16	31
Fatigue	11	10	Information	6	3
Vehicle Damage	8	5	Weather	4	2
Lack of Info	1	6	Other	44	40
Other	19	31			
TOTAL	304	196	TOTAL	278	199

*AO = Arctic Ocean

Comments:

Both pre and post Travel Factor questions demonstrate that time was the most significant factor in determining how far up the Dalton Highway people were able to travel. The difference in how many visitors were actually deterred by road conditions, in comparison to those who thought that the road would be a significant factor, is paralleled by Exit Question #8. The results of Exit Question #8 show that most of visitors thought that road conditions were better than anticipated. Better road conditions north of the Yukon River removed much of the concern that travelers had for the trip. For a complete list of factors see Appendix A.

Exit Question #5

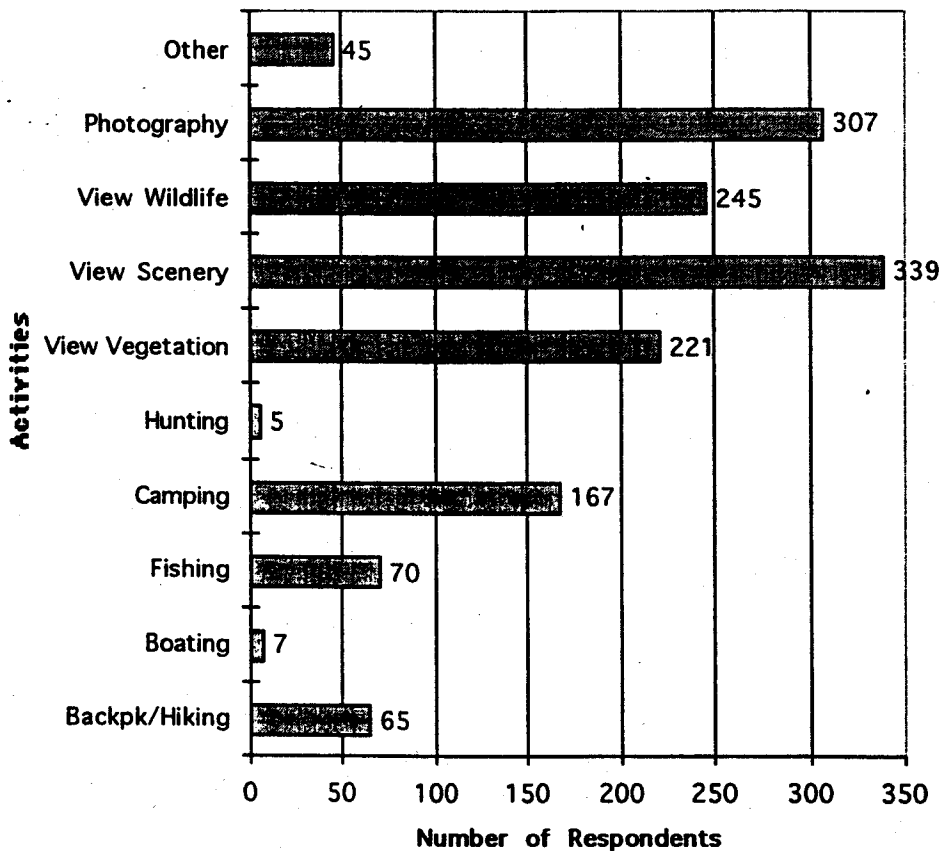
What activities did you participate in?

Purpose:

Corollary to Pre-survey Question #5. Allows for comparison between anticipated and actual activity during the trip.

Results:

Exit Question #5 Activities Participated



Comments:

Activity may have varied due to weather conditions at time of trip. Straight across comparisons of the data cannot be done effectively unless both results are reduced to percentages. This is due to the fact that there were less Exit Questionnaires than Pre-surveys.

Exit Question #6 & #6A

Was there ever a time when you pulled off the road to observe something of interest and wished there was a sign informing you about the subject?

If yes, please note what areas of interest you would like to see on information signs.

Purpose:

There are many subjects of interest that Dalton Highway visitors may want explained. With this survey question, it is possible to ask the visitors firsthand what they would like to see for additional information or interpretation.

Results:

Of the 327 participants that answered the question, 126 chose "Yes", there was a time they wanted an information sign, and 201 chose "No". Many of those who chose "Yes" went on to part A and wrote in a subject matter they would of liked to see addressed. A list of the written comments is available in Appendix C.

Comments:

Visitors that were traveling with a guide book were generally well informed about what they were seeing along the Dalton Highway. Those who wanted information on Finger Rock mostly did so before the interpretive display was installed in mid-summer. Some of the information requested could probably be addressed better by a brochure or pamphlet than through the use of a sign.

Exit Question #7 & #7A

Were the size and convenience of the turn outs appropriate?
If no, please note what general improvements could be made?

Purpose:

Since the Dalton Highway was built as an industrial haul road, vehicle turn outs were designed for utilitarian purposes rather than for scenic viewing. This question helps the Resource Manager develop appropriately designed and placed turn outs.

Results:

Of the 334 participants that answered the question, 253 chose "Yes" and 81 chose "No". Many of those who chose "No" went on to part A and wrote in the improvements they would like to see concerning turn outs along the Dalton Highway. A list of the written comments is available in Appendix D.

Comments:

There was an overwhelming request for more turn outs which is understandable since most currently available turn outs are restricted and not visitor oriented. Also requested, were larger turn outs at rivers and scenic views. Large motorhome drivers were especially ill at ease attempting to use a turn out that required them to back onto the road when resuming travel. Some of the turn outs had tall vegetation blocking what otherwise would have been a good view. Because of the dusty road conditions, many participants mentioned that turn outs farther from the road would have been appreciated. This could also help alleviate a dangerous situation for visitors with small children or pets that may wander onto the road unheeding of the fast truck traffic.

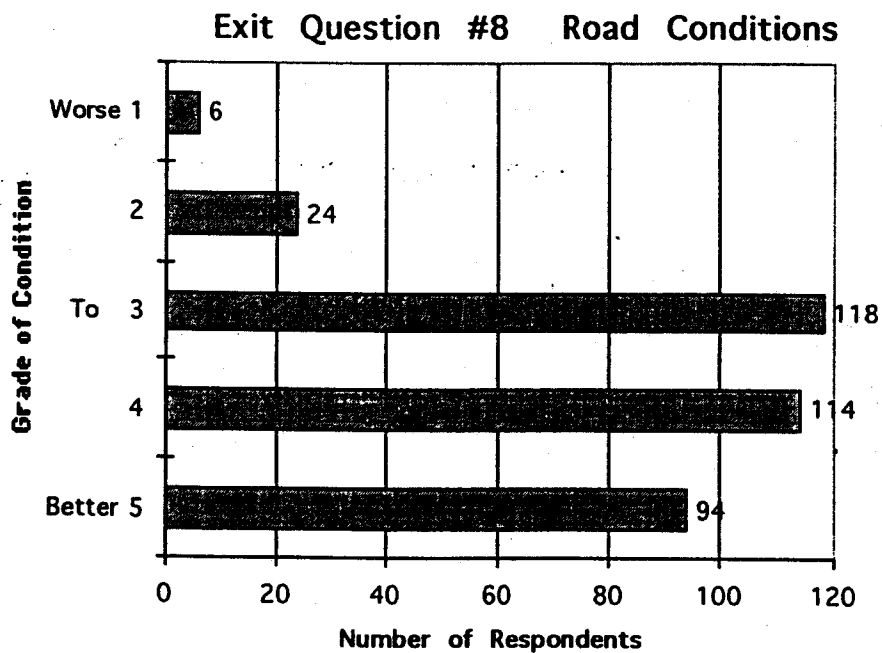
Exit Question #8

Using the scale below, were road conditions what you anticipated?

Purpose:

Corollary to Pre-survey Question #10. Media that informs travelers about the Dalton Highway could use the results to update their road advisory comments.

Results:



Comments:

Many visitors had heard horror stories about driving the Dalton Highway from Alaskan sources such as R.V. parks and travel agents. It is interesting to note that some of these sources might have had a vested interest in having the visitor purchase a tour up the Dalton Highway through their affiliates.

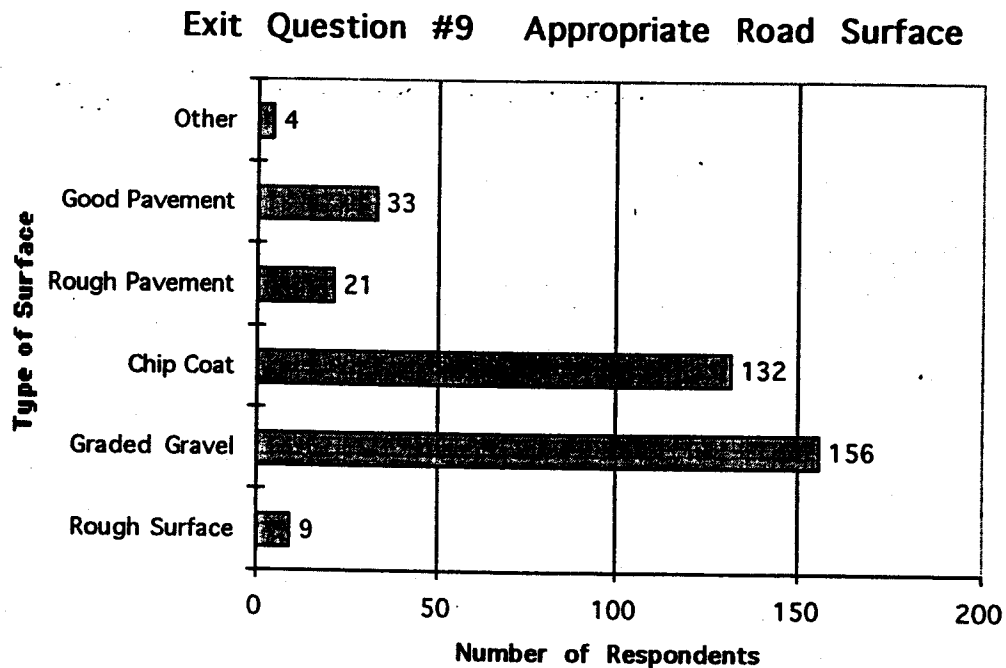
Exit Question #9

Please circle the road surface that you think would be appropriate for the Dalton Highway.

Purpose:

This question is an extension of Question #8 and helps determine the visitor's attitude of whether the experience was satisfactory. Choosing a better grade of road surface than the current surface means that the experience could be improved in their opinion.

Results:



Comments:

Some visitors needed clarification on the types of road surface. Fortunately, they had traveled on all the surfaces listed since leaving Fairbanks on their trip and were instructed to use them as criteria.

Exit Question #10

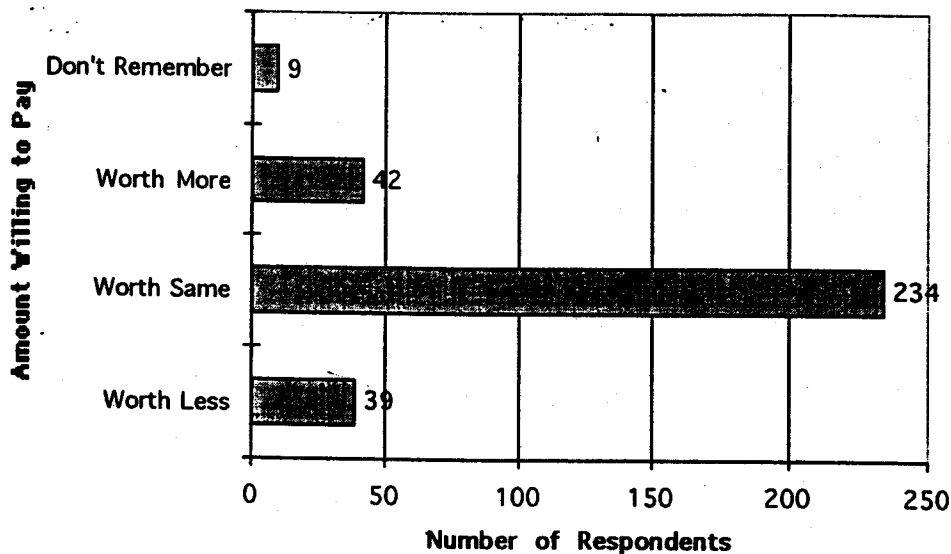
On the Northbound Questionnaire you were asked how much you would be willing to pay to travel the Dalton if there were a toll booth at the start. Do you think the experience was worth less than you chose, about the same, or worth more?

Purpose:

Corollary to Pre-survey Question #12. Allows the Resource Manager to assess if the experience was satisfactory to the visitor.

Results:

Exit Question #10 Willingness To Pay
Corollary



Comments:

See comments under Pre-survey Question #12. A potential bias in the results is that by choosing "Worth Same" the participant is selecting the easiest way to answer. Pausing to consider the alternative would not only take additional time, but would make the participant have to make qualitative judgements about the trip. This could create a situation where the pros and cons of the experience would have to be debated, making this question difficult to answer. Thus, the participant could decide to reaffirm their previous decision rather than create more work for themselves.

Exit Question #11

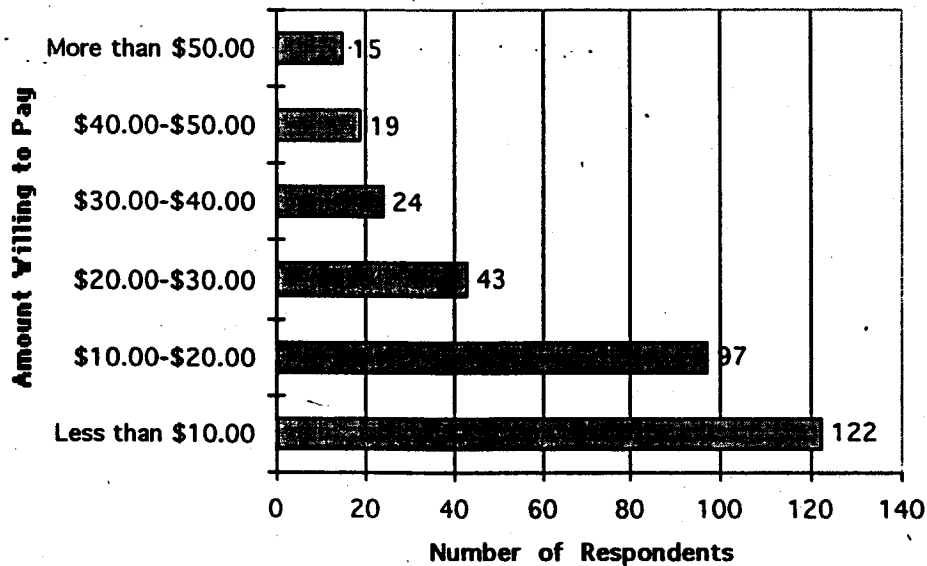
Now that you have traveled the Dalton Highway, how much would you be willing to pay to travel it again?

Purpose:

Clarifies the visitor's satisfaction level of the experience. Determines if the satisfaction level is primarily due to it being a first experience.

Results:

Exit Question #11 Willingness to Pay
for Next Trip



Comments:

This data must be further sorted by number of trips up the Dalton Highway. Visitors may be more willing to pay for a one time experience than for something they will repeat.

Exit Question #12

What two aspects of the Dalton Highway would you like to tell others about?

Purpose:

Knowing what aspect of the Dalton Highway created a lasting impression on the visitor helps the Resource Manager better target interest areas for future interpretation. If the impression was negative, it allows for an attempt at alleviating the cause of the problem.

Results:

Over 25% of the responses identified "scenery" as the number one aspect of the Dalton Highway that the participant would like to tell others about. Derivations of this response were specific scenic attributes such as the Brooks Range or Finger Mountain. While some of the responses mentioned a place or attribute, others forewarned travelers to be prepared by offering tips on how to have a safer trip or to take the tour at Prudhoe Bay. Only a review of the actual comments can give the true spectrum of the responses. Both the first and second choices are listed in Appendix E.

Comments:

The variety of responses was both surprising and illuminating. It was evident by some of the responses that the participant did not have a perfect trip, while others were definitely exhilarated by the experience. Many of the comments might not have been made if the prevailing weather had been different. Some complained about the road dust, while others complained about the mud. One person waxed philosophical saying, "The Dalton is for the brave and foolish." A few visitors advised future travelers to bring special equipment such as a CB radio or an extra spare tire.

Exit Question #13

Please rate the following facilities if you visited them.

Purpose:

Visitors were asked to rate the available facilities to help determine the quality and level of satisfaction. In turn, this information can help in the planning process and help identify the appropriate level of development for the type of recreation opportunity.

Results:

Exit Question #13 Facility Rating

VISITED FACILITY	TOTAL REPOSSES	RATING BY PERCENTAGE OF RESPONSES				
		POOR		GOOD		EXCELLENT
		1	2	3	4	5
Yukon River BLM Cabin	237	1 = 0.4%	8 = 3%	76 = 32%	75 = 32%	77 = 32%
5 Mile Camping	39	4 = 10%	6 = 15%	16 = 41%	8 = 21%	5 = 13%
Finger Rock	226	1 = 0.4%	15 = 7%	68 = 30%	65 = 29%	77 = 34%
Arctic Circle	310	5 = 0.2%	11 = 4%	75 = 24%	99 = 32%	120 = 39%
Gobbler's Knob	112	6 = 5%	20 = 18%	45 = 40%	22 = 20%	19 = 17%
Coldfoot Visitor Center	119	5 = 4%	6 = 5%	26 = 22%	31 = 26%	51 = 43%
Marion Creek	81	0 = 0%	1 = 1%	6 = 7%	16 = 20%	58 = 72%
S.F. Koyukuk River	37	1 = 3%	6 = 16%	18 = 49%	8 = 22%	4 = 11%

Comments:

The more developed the facility the higher the rating. For instance, the 5 mile camping area's excellent markings were only 13% of the total, where the highly developed Marion Creek campground received 72% excellent markings. Finger Rock's ratings raised slightly after the interpretive signs were installed. While Gobbler's Knob and the Southfork of the Koyukuk River only offered toilets, participants did mention that they were exceptionally clean. One visitor called Dalton Highway outhouses the cleanest in Alaska.

Exit Question #14

Please use this space to make any comments or suggestions not addressed in the survey.

Purpose:

Freely made comments can be one of the best sources of ideas and feedback that a survey can provide. While the rest of the survey asks for comments towards a particular goal, the undirected comment section is only limited by the experience of the visitors.

Results:

While many of the participants declined to spend the time filling in the comment section, others wrote voluminously and were quite opinionated. It was impossible to provide enough space on the spreadsheet to record every word of the response, so some of the comments are synopsisized, striving to keep to the gist of the intention. A review of the full comments is recommended, but the truncated list is available in Appendix F.

Comments:

The comments were one of the most interesting aspects of the survey. Some were humorous and others were dead serious - reflecting on the wide spectrum of visitor tastes, desires, and expectations. Some of the responses were so well written, that it is advised to read the entire survey and this is noted in the appendix as "READ". Comments that were made in the Stop Log section of the survey that were unique were added to the exit comments.



Journal/Stop Log
and
Visitor Use Patterns



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Visitor Use Patterns

To determine the actual use patterns of survey participants, the visitor was asked to complete a modified journal by noting wherever they stopped and for what reason on their travels north of the Yukon River. In addition, they were encouraged to make any comments about the stop that they felt the managing agency should know about. After the first few surveys were returned, it was noted that many of the surveys contained comments that would be of no help to the resource manager (e.g. "weather rainy" or "nice sunset"). The introductory spiel given to each participant was changed to have the comments not only be descriptive, but to note any changes that the visitor thought would improve that particular stop for future travelers. This change improved the overall effectiveness of the Journal/Stop Log.

While most of the participants did a good job making entries into the Journal/Stop Log, it is safe to assume that more stops were actually made than were reported due to the participant's forgetfulness or apathy. Some visitors noted where they stopped, but did not note what activities they participated in at the stop. When this occurred, the stop was counted and it is included in the "total" column. Because of this, activities noted may not match the total stops counted.

One of the goals of the survey was to determine what new facilities or services were requested by travelers and as such it provided the visitor several places to make these requests: The Journal/Stop Log comment boxes, question 7A of the Exit Questionnaire, and the general comment segment at the end of the Exit Questionnaire. Of these three areas to make comments, only the Journal/Stop Log is not categorized. This is due to the large and diverse array of comments, amount of stops, and the reason the stop occurred. By browsing through the survey hard copies, anyone interested in individual survey results will get a good feel for the general flow of comments. What was noted from the Journal/Stop Log were the location of the stop and the activity participated in during the stop (if noted).

There are a few exceptions to note when reviewing the results. During data entry, it was observed that at several stops certain activities could be assumed to have occurred. In order to save time making redundant entries, only the fact that the visitor stopped was noted, unless the activity was out of context for that particular stop. For instance, visitors stopping at Finger Mountain did so almost exclusively for the scenic view and for using the toilet. These were not recorded as activities unique to the stop in contrast to the fact that some visitors camped at Finger Mountain, which was considered unique. The Arctic Circle was similar in its redundancy of selected activity. At Coldfoot, the visitors using the toilet

facilities were not recorded as it is a commercial venture, and visitors did not differentiate between using the toilets provided by Coldfoot Services or by the Coldfoot Visitor's Center. Visitors stopping at Marion Creek campground to stay the night may have noted that they used the toilet, but it can be assumed that someone staying overnight would have to use the toilet facilities sooner or later. It must be further considered that the Journal/Stop Log entry does not note whether the toilet facility used was agency provided, RV provided, or if any facility were used at all.

A review of the Stop Log Totals chart points to several interesting use patterns. Almost every mile of the Dalton Highway north of the Yukon River was listed as a stop by the 376 participants who returned the survey. At least 2,469 stops were recorded by the returned surveys for an average of 6.5 stops per vehicle. Extrapolated to the entire surveyed population of 480, this amounts to 3,148 stops. Using the corrected estimated traffic count of 56 (see Part V: Traffic Count Study) POVs per day for the period of June 14, 1995 through September 1, 1995 the amount of stops by visitor traffic can be estimated to be 25,116. By interpreting the traffic stops in this way, it is possible for the resource manager to comprehend the amount of impact visitor traffic has on the Dalton Highway.

When reviewing the Stop Log Totals it is evident that the majority of visitor stops were due to scenic viewing activity. Of the 2,469 stops recorded, at least 1,135 (46%) were for scenic viewing. The next largest stop activity was toilet use for a total of 792. This includes all the surveys that included Finger Mountain and the Arctic Circle as a stop. Wildlife viewing totaled 246 which is surprisingly low. By comparing the results of Exit Question #5, which asked which activities were participated in, to the Stop Log wildlife viewing total, it is possible to detect a discrepancy in wildlife reporting. At first glance, the two totals seem to be similar with 245 reporting they viewed wildlife in EQ #5, and 246 Stop Log reports. If you take into account the fact that many surveys listed multiple stops for wildlife viewing, then the percentage of visitors that reported seeing wildlife is considerably less than anticipated in comparison to EQ #5.

Summary of Visitor Activity

Yukon River to Arctic Circle

Out of 369 surveys that mentioned where the visitor turned around to begin their southbound travel, 140 (38%) did so at the Arctic Circle. Of the 140 visitors, 28 (20%)

reported camping on this trip up the Dalton Highway. It is evident that many of the travelers on the Dalton Highway were day trippers. During personal interviews conducted upon the return of the survey, it was noted that there were many Fairbanks area residents who were making a quick trip up to the Arctic Circle so that visiting relatives could note the achievement. Also, there were several travelers who mentioned that due to horror stories that they had heard about the Dalton Highway, they had decided to leave their RV in Fairbanks and drive a towed vehicle up to spare their RV any road damage.

Camping in this section was concentrated at the Arctic Circle campground with a few staying at Old Man Camp. Some visitors mentioned that they would have stayed at Old Man Camp if they would have been informed that it was open for camping. Because of the tremendous view that is offered at Old Man Camp, along with the flat gravel pads and mosquito deterring breeze, there is a large potential for greater utilization of the Old Man Camp site for visitor camping. Drivers of large RVs would especially favor the easy access and relative levelness of the site.

Fishing was heaviest along this section of road due to the accessibility of fishable waters. Many comments were received about the great grayling fishing at the Kanuti River bridge, but there were more recorded stops at Fish Creek.

Arctic Circle to Marion Creek

It is interesting to note that most of the visitors that reached Marion Creek continued north. This is probably because the Arctic Circle and the Arctic Ocean are the two main points of interest and travel goals. This is supported by the results of Question #2 and #3 of the Northbound Questionnaire. Also, depending on the fuel tank capacity and location of the last fill up, the traveler would at some time reach a point of no return in terms of fuel usage. Either they would continue on, hoping to reach Coldfoot, or would turn back for fuel at Yukon Crossing or Fairbanks.

Most of the activity in this segment is limited to fishing, with the heaviest impact occurring on the Jim River. Camping was not concentrated, such as with the Arctic Circle in the first segment, but instead was spread evenly between fishing access locations. Some camping occurred at Gobbler's Knob in conjunction with Solstice observances.

Hiking was more prevalent in this segment than the first, but is less than is found in the third segment. This is probably due to the gradual lessening of taiga and muskeg as the visitor traveled north and the more preferred hiking terrain approaching the Brooks Range.

Marion Creek to Deadhorse

While many of the visitors traveling north of Marion Creek had Deadhorse as a destination goal, there were a substantial amount that, after crossing over the Brooks Range and getting a taste for what the North Slope was like, turned back. This could be due to time limitations, lack of spectacular scenery, fatigue, or as in the second segment, they had reached a point of no return in terms of fuel capacity. Facing a 240 mile distance with no services available, many might have been intimidated by the risk of vehicle problems. The results of Question #3a and #3b point to time being the number one factor limiting northward travel with lack of services coming in second (adding 1ST and 2ND choices).

Camping north of Marion Creek was evenly distributed over the various available wide spots along the road and slightly higher use at obvious locations such as Sukapak Mountain and Galbraith Lake. Interestingly, there were a few hardy souls that slept on Atigun Pass, although the exact location is not available. Possibly this occurred at a turnout that truckers use to do a mechanical check before attempting the steep descent off the summit. Most of the visitors continuing north of the Brooks Range camped at or near Deadhorse, although exactly where is not known. Some campers noted that they stayed in the parking lot of the airport terminal, while others mentioned a place by the Sag River just south of town.

Wildlife sightings were noted at almost every mile of the road and many visitors commented on the musk-ox herd that stayed near the road just south of Deadhorse. Also, a sow grizzly and her cubs were in residence just north of Atigun Pass most of the summer.

Hiking was more prevalent nearest to the Brooks Range and became almost nonexistent north of Toolik Lake. Several visitors took time to picnic along this stretch and the need for toilet facilities is evident from the amount of visitors that noted a toilet stop at fairly random intervals.

Those visitors that reached Deadhorse were unsure of where tourist facilities were located, but many found information on the Prudhoe Bay and oil field tours. Most of the comments about the oil field tours were favorable, with the predictable few that thought they were too expensive. At least one visitor extended his trip by flying to Kaktovik out of Deadhorse. In total, 28% of the survey participants made it all the way to Deadhorse.

Comments Specific to the Activity Spreadsheet

The Journal/Stop Log was designed to determine where the visitor stopped while traveling the Dalton Highway and what activities were participated in at the stop. While most of the participants did a good job making entries into the Journal/Stop Log, it is safe to assume that more stops were actually made than reported due to the participant's forgetfulness or apathy. Some visitors noted where they stopped, but did not note what activities they participated in at the stop. When this occurred, the stop was counted and it is included in the "total" column. Because of this, the number of activities noted may not match the total stops counted.

Some of the visitors noted the milepost marker and some wrote in the place name. These were added together when possible to avoid confusion when reviewing the data.

At Finger Mountain and at the Arctic Circle, the stop almost always associated use of the toilet along with exhibit viewing. Because of this, only the stop was recorded, along with odd uses such as camping at Finger Mountain.



Survey Instructions

Please complete this part of the survey as you travel and stop along the Dalton Highway. Each time you stop please note the place name or closest milepost, circle or write in the appropriate activity, and note any comments about the stop that you feel we should know about. Please describe any improvements you think are necessary and use an extra activity box if needed for longer comments.

A map of the Dalton Highway accompanies the activity boxes to help you complete the survey. It is split into three sections and includes some of the possible attractions along the highway. Please fill out the activity boxes corresponding to the map section you are currently traveling. Additional activity boxes are available on the back side of each map section. For your convenience, a sample survey sheet has been included below.

Before returning to the Yukon Crossing Survey Station, please take time to complete the Exit Questionnaire. Remember, only a fully completed survey will allow you to be eligible for the gift drawing.

Thank you again for your help with this survey. Enjoy your trip and remember to drive with your headlights on at all times.

Sample Survey

Stop # 1	Place Name or Approximate Milepost <u>Yukon River</u>
Circle all that apply: Scenic View Wildlife View Fishing Camping Picnic Hiking <input checked="" type="checkbox"/> Toilet Stop <input checked="" type="checkbox"/> Exhibit Viewing	
Comments: <u>I would like to see more info about the Yukon River and riverbanks. Could use a public toilet and a RV dump station.</u>	

Stop # 2	Place Name or Approximate Milepost <u>Arctic Circle</u>
Circle all that apply: <input checked="" type="checkbox"/> Scenic View <input checked="" type="checkbox"/> Wildlife View Fishing Camping <input checked="" type="checkbox"/> Picnic <input checked="" type="checkbox"/> Hiking <input checked="" type="checkbox"/> Toilet Stop <input checked="" type="checkbox"/> Exhibit Viewing	
Comments: <u>WOW! This is great! Could use more picnic tables. What are those blue colored berries and are they good to eat?</u>	

Stop # 3	Place Name or Approximate Milepost <u>Marion Creek Campground</u>
Circle all that apply: Scenic View Wildlife View Fishing <input checked="" type="checkbox"/> Camping <input checked="" type="checkbox"/> Picnic Hiking Toilet Stop Exhibit Viewing	
Comments: <u>Nice campground except the spaces were too close together - not enough privacy. Can we fish Marion Creek? Where can we get firewood?</u>	

Stop # 4	Place Name or Approximate Milepost <u>Mile 301</u>
Circle all that apply: Scenic View <input checked="" type="checkbox"/> Wildlife View Fishing Camping Picnic <input checked="" type="checkbox"/> Hiking Toilet Stop Exhibit Viewing	
Comments: <u>Counted 33 sheep on the mountain to the west (what's its name?) This might be a good place for a pullout since 4 other cars were stopped here also.</u>	

Milepost #	Total	Scenic	Wildlife	Fishing	Camping	Toilet	Picnic	Exhibit	Hiking
Yukon River	10				10				
56									
57	1	1							
58									
59									
60 Mile Camping	25	3			9	4	4		
61	1	1							
62	1		1						
63									
64									
65									
66	1								
67	2	2							
68	3	2							
69	1					1			
Ray River	27	17		3		2	3		
71	2	2							
72	7	2	1	2	1		1		
73									
74	3	1				1	2		
75	3		1				1		
76	1	1				1			
77	6	4				2			
78	1	1							
79									
No Name Creek	37	15	5	8		12	5		1
81	1					1			
82	1					1			
83	6	3				1			
84									
85									
86	15	15	1		2	2			1
87	2	2							
88	5	4	1			1			
89									
90	63	57			1	1	3		
91	2	2							
92	4	2	1			1			
93	1	1							
94									
95	5	4				1			
96	6	6				1			
Finger Mountain	257				2				
98									
99	1	1							
100	2	1	1						
101	2		1						
102									
103									
104	1		1						
105	2	2							1
Kanuti River	27	6	8	11					
Oldman Camp	22	12	2		5	4			
108									
Beaver slide	13	9	1			1			2

Milepost #	Total	Scenic	Wildlife	Fishing	Camping	Toilet	Picnic	Exhibit	Hiking
110	14	10	2						1
111	3	1							
112	6	2	3						
113	8		8						
Fish Creek	30	5	1	21	3	3			
Arctic Circle	351				53				
116									
117	1	1							
118	1	1							
119	1	1							
120	1	1							
121									
122									
123									
124									
S.F. Bonanza	12	2	2	5	1	1	1		2
126	2	1		1					
127	1	1							
128	6	1	4			1			1
129									
130	1	1							
Gobbler's Knob	94				5		1		2
132									
133	1					1			
134									
Prospect/Jim R. #1	35	6	5	16	6	1		1	
Pump Station #5									
137									
138									
139									
Jim River #2	19	2	5	11	2	1	1		1
Jim River #3	13	1	1	8		2	1		
142									
143									
144									
145	4	3		1					
146	3	2			1				
147									
148	1	1							
149	3		3						
Grayling Lake	20	3	10	3	1	1			
151	3	1	1						
152	1		1						
153	2	1	1						
154									
155									
S.F. Koyukuk River	36	7	1	7	4	18	7		2
157									
158									
159	1	1							
Chapman Lake	11	9	1			1			
161									
162									
163	1	1							
164	3	1	2						

Milepost #	Total	Scenic	Wildlife	Fishing	Camping	Toilet	Picnic	Exhibit	Hiking
Galbraith Lake	33	12	1	1	8	2	1		2
276	4	2		1	2	1			
277	1								
278	3	1	1		1				
279	1		1						
280	3				2	1			
281	7	4	2		1	1	1		1
282	1	1				1			
283	1		1						
284	4	2				1			
285	4	2	2						
Toolik Lake	30	14	3	1	3	6	2		3
287	2						1		
288	3		2			1			
289									
Kuparuk River	9	2	1	3	1	2	1		
291	3	1	2						
292									
293	1		1						
294	1	1							
295	1					1			
296									
297	3	1	1	2					
298	1	1							
299	2		1						
300	1					1	1		
Slope Mountain	16	2	5			1	4		
302	2		2						
303									
304	2		1			1			
305	1								
Sag River DOT	1					1			
307									
308	1		1						
309	2	1	1						
310	5	1	2			2			
311	2		2						
Pump Station #3	5		1			2			
313	3	1	1			1			
314	2	1	1						
315	2	1	1						
316									
317									
318	2		1		1				
319	1								
Oil Spill Hill	7	2	2			1	1		
321	2						1		
322	2		2						
323									
324	1	1							
Ice Cut	13	2	4		1	2	3		
326	1		1						
327	1		1						
328									
329	1	1							

Milepost #	Total	Scenic	Wildlife	Fishing	Camping	Toilet	Picnic	Exhibit	Hiking
385	5	1	2						
386									
387	2	1					1		
388									
389	1								
390	12	4	2		4	2			1
391									
392	1		1						
393	1		1						
394									
395	2		2						
396									
397	4	1	3						
398									
399	6	1	5				1		
400	1								
401	2		1						
402									
403	1				1				
404	6		6						
405	1				1		1		
406	4		3		1				
407	1		1						
408									
409	1		1						
410	5		4		1				
411									
412	3		1		2				
413	1				1				
Deadhorse	95		1		29				1

Traffic Count Study and Analysis



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Traffic Patterns on the Dalton Highway

Opponents of public road access to Alaska's wilderness expressed concern that visitor traffic would increase dramatically with the court ordered opening of the Dalton Highway to Deadhorse. In order to document any increase in traffic, the survey project included analysis of commercial and private traffic at the Yukon River. DOT&PF has conducted previous traffic counts on the Dalton Highway at the Yukon River and near the Kuparak River. Those data can be used as a baseline for comparison to some extent, but it does not provide a breakdown of vehicle type, number of axles, or direction of travel. The survey project traffic count was designed to provide this missing information and to visually verify the traffic count obtained via the pneumatic counter located at the northern end of the bridge.

Originally, firsthand visual monitoring was to be conducted. Due to the background noise of the truck stop and interruptions by survey participants, it was decided to video tape the north end of the bridge for later analysis. By doing so, a much more accurate traffic count was obtained. The video allowed for up to 16 hours of continuous monitoring rather than the 4-6 originally intended. DOT&PF uses counter data from Wednesdays for its counting purposes as Wednesday provides a good average count. To increase the accuracy of the survey count, it was decided to expand the daily data to three days per week. According to DOT&PF, weekends are not desirable for counts nor are Mondays, so the data from Tuesday, Wednesday, and Thursday has been included in the survey count. The exceptions to this are Tuesday, June 21, which was deleted due to the small amount of counting completed on that day, and Friday, August 31, which is the only nonweekend day that pneumatic counter data is available during the last week of the survey. The counter no longer functioned after September 1, due to a hose puncture.

Table 1 examines nine days of visual and video counting at the Yukon River. The important information revealed by this table is that there is a direct correlation between the amount of truck traffic and the accuracy of the pneumatic counter. This relationship is more easily observed when graphed using the inverse percentages of Difference and Privately Owned Vehicles (POV) and the average Axle Per Vehicle. Table 2 presents the graphed data of these three items. The top series of data points is the daily average axle count per vehicle. This varies with the amount of commercial truck traffic on the highway. The higher the number the greater the amount of truck traffic on that given day. The middle series of data points is the inverse percentage of POV's. For instance, if the POV percentage for a given day was 53%, the inverse percentage of 47% (amount of non-POV

traffic) is graphed. By comparing this data series with the Axles Per Vehicle it is clear that when the axle count is high the commercial traffic count is also high. The bottom series of data points is the inverse percentage of the difference between the DOT&PF traffic counter and the visual/video count. The higher the point on the graph the greater the difference between the two methods of counting. By comparing the three data series it is obvious that there is a direct correlation between the amount of trucks crossing the DOT&PF counter and the accuracy of the traffic count data provided. The most accurate daily count happened on July 4, which is understandable due to the lack of commercial traffic on a holiday.

DOT&PF provided 1995 traffic count information along with previous year's counts to the Governor's Dalton Highway Advisory Board (see Table 3). The average daily traffic (ADT) presented, using the pneumatic counter at the Yukon River, is 269 vehicles per day during the visitor traffic season. By using the averaged percent of difference from Table 1, it is possible to revise this figure down to 201 vehicles per day ($269 \times 74.66\%$). It is not possible to compare this number with previous year's totals since the accuracy of the previous year totals is not known. The pneumatic counts can successfully be used for comparison studies, assuming that the degree of accuracy is constant from year to year.

There are other factors to consider when reviewing the traffic totals at the Yukon River Bridge. The Yukon River Crossing is an abnormally high traffic area due to the presence of Pump Station 6 just south of the river. Alyeska's security vehicles, crew buses going to the airstrip, and the water truck's two daily trips to the well at 60 Mile could provide up to 30% of the traffic crossing the counter on any given day. Also, the DOT&PF maintenance camp at Mile 62 generated traffic heavier than at points north. Thus, it is important to take note of the percentage of POV's when trying to determine the impacts of visitors. One other factor to consider is that the traffic counts provided by DOT&PF and by this survey are inclusive of traffic going north and south. This may demonstrate the true impact on the road, since traffic heading north eventually has to return, but it does not accurately demonstrate the amount of visitor traffic. If each vehicle is counted once instead of twice (coming and going) the actual resource impacts of visitor use can be better estimated. For example, on first reading it seems as though there has been a huge increase in visitor traffic since last year (using the DOT&PF data). Traffic jumped from 200 ADT to 269 ADT resulting in a 30% increase in traffic. By taking into account the factors mentioned above, it is possible to refine the ADT and determine the daily POV count. First, 269 is divided by half to eliminate the redundant counting. This leaves 135 as the ADT. Then 135 is multiplied by the average percent of POV from Table 1 (55%),

leaving 74 as the average daily POV traffic. Using the same computations, but starting with the revised ADT from the survey, the average daily POV traffic is 56.

The survey only counted traffic from 8:00 AM to 12:00 midnight. Traffic outside of these hours consists mainly of trucks and Alyeska Security. With the higher truck traffic, it should be recognized that the total daily POV percentage is probably lower than the conservative estimate used above. Only 24 hour monitoring of the highway could establish the true number.

The reason for the 25% difference between DOT&PF count and the UAF survey count is directly related to the placement of the counter at the northern (bottom) end of the bridge. This location is preferred for its lack of gravel so as to decrease hose puncture and counter failure. Since the bridge is built at a steep grade, trucks traveling north slow down to cross the bridge - especially on rainy days when the oily wood decking becomes slick. Trucks pulling out of the Yukon Ventures' parking lot to travel south do not have a chance to build up speed before crossing the bridge going up hill. In both circumstances, relative truck speed may cause the pneumatic counter to trip multiple times per vehicle. To obtain a better count of traffic near the Yukon River it is suggested that the count be taken south of Pump Station 6. This would eliminate extraneous traffic to and from the airstrip and well at 60 Mile while providing an accurate count of traffic up to that point.

Table 3: DOT&PF Average Daily Traffic Totals

Location	Milepost	92 ADT	93 ADT	94 ADT	95 ADT
Yukon Crossing	55.6	225	200	200	269
Bonanza Creek	124.7	na	na	na	154
Dietrich Camp	209.1	na	na	na	147
Kuparuk River	288.8	100	100	100	143

**Analysis of Results
in
Terms of Survey Products**



Analysis of Results

The graphically displayed survey results allow a glimpse of the story told by the collected data. Several interesting trends are discussed as the individual questions are presented along with their results. What remains to be analyzed are the individual comments made by the visitors, and how they, along with the hard data, can provide insights to management considerations on the Dalton Highway. While much information can be gleaned from the survey data, the project specifically was designed to address the following items:

1. Expectations of Dalton Highway Visitors
2. Projection of Unmet Needs
3. Assessment of Proposed Facilities and Services
4. Recommended Additional Research
5. Visitor Use Patterns
6. Traffic Counts

Items 1 through 4 are addressed in this section and items 5 and 6 are discussed in separate sections along with data apropos to the subject.

Expectations of Dalton Highway Visitors

Through the use of the Northbound Questionnaire, correlating it to questions on the Exit Questionnaire, and reviewing comments offered by the visitor, it is possible to assess both the expectations of the Dalton Highway visitor and how well those expectations were met. First, it is necessary to describe the visitors from what is known about them from the survey. As detailed in a previous section, the average visitor is 50 years of age, male, and traveling with a partner (most likely a spouse of like age). They are riding in a passenger vehicle (not an RV) with Lower 48 plates, and found out about the Dalton Highway from a map. They expected a gravel road or worse, yet prefer "Developed" camping facilities. More of them slept in a tent or in their car than in an RV and what they most wanted to do was look at scenery from the comfort of their vehicle or a scenic pull out.

The visitor was embarking on an adventurous trip into the wilds of Alaska, and while not expecting paved highways and fast food, did expect to find basic traveler

accommodations such as a toilet every two hours of travel and a campground to stay at in the evening that provided toilets, a designated camp site, picnic tables, and potable water. When the visitor visited the current facilities they were pleased with what they found, rating the interpretive sites as excellent and a few commenting that the outhouses were the cleanest they had seen in Alaska. The visitor was generally satisfied with the experience and wanted to tell others about the spectacular scenery and wildlife.

What the traveler did expect was a continuation of these services along the entire road. From the general comment section, it is evident that, while the vast majority wanted to keep the Dalton Highway as a wilderness experience, it would be acceptable to have additional services and interpretive opportunities, at least north of Coldfoot and especially north of the Brooks Range. The visitor felt at a disadvantage in being in a new and potentially hazardous area without ready access to information. The comforting highway signs informing a traveler that parking is allowed at a gravel pad or that there is a toilet only five miles ahead are not available. The visitor ends up risking a confrontation with authority figures, whether Alyeska or government, through the sheer act of pulling off the road at the wrong place, ignorant of their transgression.

The amount of questions that visitors have about the area is amazing. The BLM volunteers at the Yukon River are kept busy the entire day answering questions from people eager to see an official source of information after traveling for hours through total wilderness. More than once the comment was heard that someone was happy to see the US flag flying above the cabin. While government brochures and pamphlets and descriptions in the *Milepost* help inform the traveler, there is no substitute for direct visitor contact by interpreters, either as information cabin volunteers or as trained specialists at the Coldfoot Visitor Center. The long distances and primitive conditions of the trip make stops at such places a treat for the information starved.

When the visitor stopped at a commercial enterprise, they were generally pleased with what they found. Although the survey did not expressly inquire as to what the visitor thought of commercial services, there were a few gratuitous comments offered. There was some disappointment that grocery items were not readily available, especially at Deadhorse. A few commented that they wished it was possible to buy an official Arctic Circle certificate while at the circle. Evidently, having to stop at Yukon Ventures on the way back to buy a certificate took some of the glory away from the accomplishment. A few of the visitors brought the certificates over to the BLM cabin so that a government official could sign them.

There were a few requests for a dumpstation, especially at Deadhorse. Evidently the RV drivers did not want to haul sloshing sewage back over the pass. Providing a

dumpstation would be a convenience and could possibly end the acts of wanton dumping, of which a few were reported during 1995.

In summary, the visitor expects adequate pullouts for scenic viewing and some kind of information telling them what they are viewing. Every sixty miles they would like an outhouse and at the end of their traveling day they want to safely park someplace that they know is appropriate. When their vehicle needs gas or breaks down they expect to have service available within a half of a day's drive and they want to know just how far away that service is without cluttering up the view with signs every few yards. Once their destination is reached, they would like to be told something about it, and perhaps, buy a souvenir of the occasion while still in the throes of discovery.

Projection of Unmet Needs

In response to data gathered from the Exit Questionnaire, the Journal/Stop Log, and from anecdotal comments from personal interviews, it is possible to identify several areas of unmet needs falling into three distinct categories:

1. Improvements to existing facilities.
2. Unimplemented improvements identified in the DHRAMP.
3. Improvements not related to existing facilities.

The identification of these needs does not mean that they are suggested for immediate action, only that they were mentioned by the visitor for possible inclusion in future development planning.

Improvements to Existing Facilities

One of the most mentioned requests for an improvement to an existing facility is the addition of public restrooms to the services offered by BLM at the Yukon River. At present, the visitor must use restrooms provided by Yukon Ventures. Many of the visitors made the information cabin their first stop after arriving at Yukon River crossing and were in dire need of a toilet, sometimes exiting the vehicle before it came to a complete stop. On one occasion, while the father was taking the survey, a family from Finland with three

young boys used the sparse bushes next to the Alyeska bridge exhibit platform as a convenient toilet. Campers that stayed at the unimproved camping area east of the base of the bridge were seen to disappear into the brush along the river for a few minutes for obvious reasons. A walk through the site will confirm the unsanitary conditions due to a lack of outhouse. If BLM cabin volunteers continue to suggest this site to inquiring campers, then a public toilet should be made available.

Potable water is hard to come by on the Dalton Highway and the artesian well at the 60 Mile site is handy for visitors to use - if they can find it. Lack of any kind of highway sign identifying the turnoff confused visitors that were told there was water available and other visitors bypassed the site, ignorant of the refreshing water available just a few hundred feet off the road. An appropriate sign would help guide visitors to the correct turnoff.

The Finger Mountain wayside was a popular stop for many of the survey participants. Comments such as "mystical place" and "expected to see fairies and elves" describe the ethereal nature of the rocky outcrop. Some visitors hiked to the spike of rock for which the stop is named. Such continued off trail activity could pose a threat to the frail tundra ecology. A few of the hikers were aware of the potential and mentioned that a hardened trail, possibly a loop in nature, would alleviate the situation.

The Arctic Circle was unquestionably the most popular stop on the Dalton Highway. The new exhibit was a popular photo opportunity and the interpretive display answered many of the questions the visitors had about life in the arctic. A reoccurring theme that appeared in personal interviews was that the display did not explain about the Arctic Circle and its significance. Also, several comments were made that the visitors expected some sort of demarcation line that allowed the traveler to "cross" the circle or perhaps place a foot on either side such as is popular at the Four Corners Monument in the southwest United States.

Being the number one destination, according to Question #2 of the Northbound Questionnaire, the Arctic Circle was the termination of many day trip journeys. This made it a popular place for the visitor to pause for a bite to eat on one of the picnic tables. Three out of the four weeks that the survey was conducted, the visitor could have been eating a soggy sandwich due to the prevailing weather. One survey comment mentioned that a roof over one of the tables would have been appreciated to provide shelter for picnickers.

While the Arctic Circle turnoff is designated by a sign for northbound travelers, there is not a similar sign for southbound travelers. Without appropriate signage, first time visitors must rely on travel guides such as the *Milepost* to keep track of where they are along the road and for those traveling without such a guide it is easy to become disoriented.

Coldfoot Services is entered via two access roads. The Coldfoot Visitor Center is located on the northernmost access. Unfortunately, several visitors that made it to Coldfoot only used the southern access road and missed the opportunity to learn more about the area from the excellent staff at the Visitor Center. A sign informing visitors that the Visitor Center exists and its location, placed south of the southern access road, could remedy the situation. Again, the lack of signing was a ubiquitous problem.

Unimplemented Improvements Identified in the DHRAMP

The Dalton Highway Recreational Area Management Plan identifies development recommended for implementation that is either scheduled for action in the near future, are on indefinite hold, or are awaiting funding for implementation. Several of these development designations would immediately address some of the unmet needs identified by the Dalton Highway Visitor Survey. Questions #6 and #7 of the Exit Questionnaire addressed the size of pullouts and whether or not there was something observed at the pullout that the visitor would have liked explained. Over half of the Question #6 respondents said there was a time that they had wished something had been explained at a pullout. Of these, geological topics were most prevalent along with other natural history questions. While most respondents thought the pullouts were adequate in Question #7, there were several suggestions to make them more accessible to larger vehicles, especially at fishing access locations and scenic views.

Some of the unmet needs, determined from question results, are dealt with in the Dalton Highway RAMP through the use of various development projects. For example, at Sukapak Mountain the RAMP proposes an interpretive site at a wayside. On Chandalar Shelf, questions about the Brooks Range can be addressed at the proposed overlook and interpretive site.

Many of the suggestions for needed development centered on the theme that there is a lack of services between Coldfoot and Deadhorse. The proposed Happy Valley Public Service Facility would address these concerns and give the traveler assurance that basic services would be provided if the trip to Deadhorse were attempted. Placement of a service facility should take into account the mileage driven north of Coldfoot before the visitor decides to turn around. From Question #1 of the Exit Questionnaire, it is evident that over 80% of visitors not continuing to Deadhorse turn back before Slope Mountain. If the service node were to be placed at Happy Valley, this could entice visitors to travel to the node before turning back. An alternative site for the node that would provide services north of Atigun Pass, yet not encourage non-Deadhorse bound visitors to travel farther

north than they otherwise would, is at Galbraith Lake. Galbraith Lake is already slated for a wayside and campground, has a maintained airstrip for emergency services, and is a recognized destination.

Another benefit of locating the node at Galbraith Lake is that it will take pressure off the Toolik Lake area, mentioned by Mike Able of the University of Alaska Fairbanks as being very sensitive to disturbance by curious visitors, with potentially deleterious effects on the research being conducted by the international science community. The visitor will be able to satisfy their goal of crossing the Brooks Range and be provided with a destination that makes a good spot to turn back south. For those wishing to continue to Deadhorse, the additional 140 miles is within most vehicle fuel tank ranges and the road north of the Galbraith Lake gets progressively better, reducing the need for emergency services.

Visitors that drove to Deadhorse made many stops on the north slope and coastal plain. Almost every mile was tallied as a stop, usually for scenic viewing or for wildlife viewing. Interpretive services requested included wanting information on musk oxen to tundra vegetation. The proposed interpretive sites at Ice Cut, Sagwon Bluffs, and the Arctic Coastal Plain would satisfy the information comments addressed in the survey.

Improvements Not Related to Existing Facilities

After hearing about the mighty Yukon River and driving for 5 hours to reach it, many visitors are disappointed that there is not a pullout that would allow them to take a picture of the bridge and river. Stopping on the bridge is not allowed by Alyeska Security and the trees just south of the bridge obscure any possible view. Suggestions were made that an interpretive wayside should be developed on the south side of the river allowing for better scenic and photographic views of the Yukon River.

Many visitors were curious about the Trans-Alaska Pipeline and the function of some of the facilities and hardware that parallel the Dalton Highway. The pipeline is a constant reminder of why the road was built, yet there is no exhibit along it explaining the history or functioning of the pipeline. There is no recommended place for this exhibit, but somewhere south of the Arctic Circle would allow the majority of the visitors to learn about the financial artery that pumps the lifeblood of Alaska's economy. The pipeline exhibit in Fox is bypassed by many visitors for some reason, otherwise its design is appropriate.

The Dalton Highway is not for the faint of heart and while most of the visitors taking the survey were aware of what they were driving into, there was still a general agreement that somewhere just north of Fairbanks there should be a Dalton Highway information wayside. Information on current road conditions and tips on how to prepare

for the trip could help the traveler make a wiser decision on whether or not to attempt the journey.

Visitors that reached Deadhorse offered comments about how hard it was to find out anything about the area. Visitor information in Deadhorse is only available via commercial interests and those can be hard to find without circling endlessly through the muddy streets. Many visitors expressed their desire for some kind of information stop just before entering the developed area that would tell them something of what to expect and "how to get there from here". Those visitors that decide to spend the night are not provided with a designated place to camp but instead must guess where there is a safe place to park out of the way.

Assessment of Proposed Facilities and Services

The Dalton Highway Recreational Area Management Plan called for development along the highway to progress in three phases. Some of phase 1 had been implemented as of summer 1995, with implementation of phase 2 and 3 to proceed according to schedule if funding was available. The survey provided sufficient data to assess currently available facilities and services. Assessment of planned facilities and services is best accomplished by reviewing the survey comments requesting further development or the status quo. A quick review of comments made at the end of the Exit Questionnaire reveals much about what visitors would like to see for additional facilities and services. The desire for additional development is discussed in the Unmet Needs portion of this analysis.

Many of the planned development sites focus on interpreting natural history along the Dalton Highway or providing designated stops such as camping, river access, and enhanced scenic viewing. All effectively address the requests for facilities mentioned in the survey comment sections. Visitor concerns, such as where it is appropriate to camp, providing improved river access points, and strategically placed overlooks are pro-actively planned in the Dalton Highway RAMP.

It must be pointed out that in a format such as the Dalton Highway survey, comments will usually lean more toward wanting additional services or suggesting improvements rather than mentioning that the status quo is desired. With this in mind, it is foreseeable that once implemented, the planned developments on the Dalton Highway will receive high ratings. The BLM facility rating results from the Exit Questionnaire demonstrate that the more developed the site the higher the satisfaction of the visitor. For instance, Marion Creek campground, which is newly implemented and of modern design,

received the highest marks of any of the facilities rated. Finger Mountain ratings improved once the interpretive signs were installed halfway through the season.

In assessing the proposed developments as presented in the Dalton Highway RAMP, the question is raised, when implemented, will the amount and level of development draw the amount of visitation that is desired? Or, will the development become an attractive nuisance, so causing vast hordes of inquisitive travelers to attempt the Dalton Highway? Everything depends on the amount of information the visitor receives about the highway before deciding to travel it. With its reputation for being unforgiving, the Dalton Highway will keep the timid traveling more benign roads. But with advertised improvements and additional services, the less fearless may decide to accept the challenge in order to reach the top of the continent.

Recommendations for Future Research and Monitoring

The 1995 Dalton Highway Visitor Survey produced a unique snapshot of what could perhaps become Alaska's newest tourist destination. The Dalton Highway presents an opportunity to witness the metamorphosis of a recreational attraction and only with continued observation will the full benefits of the survey be realized. Now that a baseline study of visitor use patterns has been completed, it is crucial for the road's managing agencies to monitor visitor impacts as the traffic increases. There are several areas the survey identified that are recommended for future monitoring and additional research.

Areas for Continued Monitoring

One of the largest concerns expressed by opponents of the Dalton Highway's opening to public access along its entire length is that visitor traffic would skyrocket. The 1995 survey produced a revised traffic count of the Yukon River bridge counter results allowing DOT to obtain more accurate traffic data in the future. With this information, managing agencies can better plan for adverse visitor impacts and be proactive managers to increased traffic levels. One of the determining factors in the revised traffic count was the ratio of trucks to passenger vehicles. Monitoring this ratio will allow DOT to use the correct algorithm for the periods counted. This could be achieved through the use of video cameras or perhaps with the assistance of Alyeska Security's Yukon River bridge remote video monitors.

Visitor Use Patterns

The 1995 survey described the patterns of travel and use of facilities by the visitor. As descriptive travel guides of the Dalton Highway become readily available and knowledge of the road's attributes becomes more widespread, the patterns of use may shift. Keeping abreast of any shifts will allow the managing agencies to appropriately mitigate perceived impacts to the new points of interest. This could be achieved through the use of subsequent exit surveys taken at the BLM visitor station at Yukon Crossing or via on site monitoring by dedicated personnel.

Increased Access Vs Increased Use

One of the interesting aspects of planning for recreational use of a resource is the fine line between providing basic services and creating a more attractive experience that leads to undesired visitor growth. The Dalton Highway is an opportune subject for conducting research into this sensitive topic. Until recently, the highway provided very little in visitor services with the existing facilities being designed mainly for commercial use and light visitation by tourists. Increasing the availability of facilities will shift the experience from primitive to modern along the Recreational Opportunity Spectrum. With the recent additions of the new Finger Rock interpretive site, an upgraded Arctic Circle, and the new Marion Creek campground, there is the possibility that these additions will draw more tourists by their attractive design and function. At some point, the managing agencies will have to decide what is necessary and desirable so as to determine the Limits of Acceptable Change for the resource.

Public Access Pressures

The Dalton Highway provides close access to two attractive areas that might see increased requests for more convenient public access. The Gates of the Arctic National Park is currently only accessible by air, by hiking in across a buffer zone, or by floating a river into the park. The Arctic National Wildlife Refuge has received national attention and is generating increased interest as a recreational destination. Both of these areas are considered very sensitive to visitor pressure and as such have not been heavily "advertised" as a tourist attraction for the state. With the Dalton Highway passing close to these two federal land holdings there could possibly be increased pressure to provide more convenient public access. The Congressional Act that created the National Park System specified that the public would be allowed access to National Parks, but the definition of public access or mode of access is still being debated. Considerable pressure will be

brought to bear by access advocates to provide road access to these areas in order to open the areas to all people. This is especially relevant with the recent Americans With Disabilities Act which could be used as a tool to open the park to handicapped visitors without incurring the extra expense of air travel. Studying the progression of public access issues in relationship to the Dalton Highway could provide insight into future access battles as the State's road network encroaches on the threshold of its wilderness.

In Summary

This survey provided a unique snapshot of the Dalton Highway before it was heavily advertised as being opened for unrestricted travel to Deadhorse. During the compilation of the data, it became evident that many improvements could have been made in the survey instrument and data collection methods that would have improved the results. The survey project produced good information for the management agencies and should be considered a baseline study for future research.

Every attempt was made to conduct a non-biased, fair, and accurate collection of the data. Minor counting mistakes or mis-typed entries have been kept to a minimum by the practice of double checking the datum entry when possible.

The volume and variety of information obtained through this survey method makes it possible to run many different sorts by classification. In the interest of those who would wish to explore any of the thousands of sorts possible, a copy of the Microsoft® Excel spreadsheet containing the entire data collection is being made available to the funding agencies.

In conclusion, it is important to note that future development along the Dalton Highway will cause the recreational opportunity to shift from primitive to a higher place on the development spectrum. With this shift, the attraction of the road will be felt by a larger percent of the traveling population. Many of the participants commented on the vast remoteness of the Dalton Highway and the many miles of undeveloped area. While the survey described an average visitor that wanted a bit more services, those services were not to come at the detriment of what makes the Dalton Highway so unique - its ability to show you what the real wild Alaska looks like. Great care must accompany each and every decision concerning the addition of services or visitor facilities along the Dalton Highway, so as to preserve the spirit of the greatest drive in Alaska.

Appendix A
List of Travel Factors from
Northbound Questions #13 & #14
and
Exit Questions #3 & #4



Northbound Factors

S#	q13 1ST Choice Limitation	q13 2ND Choice Limitation	q14 1ST Choice Encouragement	q14 2ND Choice Encouragement
1	repetition		new scenery	
2	lack of highway info	war stories given	more info	Being aware of services
3	time	road cond	better road	more campsites
4	rough road	closer service facilities	better roads	
5	road cond	camp facilities	road cond	camp facilities
6	bad road	expense	good road	expense
7	time	convenience	reasonably prices lodging	info before starting
8	road cond	not much to see N of Atigun	better road	alternate road to return
9	end of road	time	i intend to..(?)	
10	when the road ends	ability to get gas		
11	roads		paved road	
12	weather	time	time	
13	time		see the pipeline	see the arctic ocean
14	road cond	weather	little or no government restrictions	fish and goldpanning access
15	weather	road cond	weather	road cond
16	Lack of facilities	time	facilities	good roads
17	bad road	bad weather	good road	good weather
18	weather	road cond	weather	road cond
19	aggressive trucks			
20	high cost		finding work	would like to stay in area
21	oil company security gate	Arctic ocean	removal of travel restrictions	
22	gas availability	roads to travel on	gas availability	roads to travel on
23	time		scenic	Arctic circle
24	time fuel availability	time	fuel availability	
25	road cond	weather	road cond	weather
26	fuel availability and cost	dusty road	seeing more wildlife	good fishing
27	time		time	cost
28	weather	road cond	few people on road due to dust	good road
29			scenery	
30	arctic ocean	weather	travel time	cost of gas
31	time	road cond	good road	camping facilities
32	government	lack road	a road	gas
33	facilities	rest areas	access to the arctic ocean	Better access to G of Arctic
34			to cross Arctic Circle	see Brooks Range
35	Visa time limit		Winter travel	
36	road cond	fatigue	excitement	problem free
37	road cond	weather	R.V. Parks with facilities	vehicle services
38	time limitations	lack of facilities	additional facilities	better road
39				
40	type of road	fuel availability	time	
41	gas and vehicle condition	limits of small children	everything keeps working	Happy kids
42	road	weather	gas stations	
43	road quality	facilities	road quality	facilities
44	Left trailer in FBX	distance	gas availability	
45	kids	road cond	to complete the mission	scenery
46			scenery	
47	road cond	cost	scenery	curiosity
48	time	road cond	wildlife	scenery
49	road cond	weather	good road	good weather
50	road cond	availability	better roads	good weather
51	vehicle trouble		It's up there	
52	road cond	service facilities	better highway	info about services and scenery
53	time	facilities	curious husband	fishing
54	time	lack of hotel between cf & pb	unrestricted ocean access	more hotels
55				
56	time	road cond	time	road cond
57	none			
58	road cond	have to return same road		
59	safety	time	wildlife	midnight sun
60	road cond	time	arctic ocean	scenery
61	services and accommodation availab	road and time factor	service availability	road and time
62	lack of services	width and commercial traffic	wider road	more services
63	weather	road closure	wildlife	location AC=dream
64	crossing the arctic circle	crossing the Yukon		
65	environmental protection	wildlife protection	viewing scenery	viewing wildlife
66	distance	road cond	road cond	service availability
67	time	limited desire to go on	facilities	
68	price of gas	weather	scenery	observing wildlife
69	weather	time	job assignment	wilderness
70	road cond	camping facilities	road cond	camping facilities
71	gas availability/price	time	gas availability/price	time
72				
73	weather	fuel	fuel	motel

Northbound Factors

74	time	road cond	improved road	time
75	distance	fuel availability/cost	time	cost
76	road cond		better road	rooms (motel?)
77	tires	fuel	better roads	better services
78	distance		weather	
79	time	wear and tear on vehicle	access to the bay	
80				
81	roads		beautiful scenery	wildlife
82	roads	weather	roads	wildlife
83	road		never been there before	
84	weather	road cond	weather	road
85	sun		fatigue	
86	road cond	fee charged	good road	
87				
88	road cond	dust	no windshield breakage	reasonable fuel costs
89	road cond	car repairs	better road	discovery sights POI
90	road cond	no sights to view	fishing opportunities	animals
91	gas	campgrounds	gas	
92	gas station	good campsite	gas station and facilities	better roads
93	trouble		good weather	
94			just to see everything	
95	time		time	
96	impassable road	car breakdown	curiosity	isolation
97	weather	road cond	pavement	services
98			weather	
99	road cond	weather	good road	good weather
100	vehicle problems	rough roads	better roads	emergency help
101	unpassable roads	weather	scenery	wildlife
102	weather	time	facilities	road cond
103	road cond	no facilities(gas/food)	better road	good fishing
104	road cond	hungry	good fishing	
105	time		more time	
106	road cond	weather	road cond	weather
107	fuel	camping facilities	smooth road	fuel available
108	time			
109	none			
110	road cond		wildlife	
111	vehicle breakdown	willingness of companion	continued good road	photo op
112			weather	
113	time	lack of activities	availability of facilities	information stops
114	none		weather	
115	flat tires	wife	arctic circle	wildlife
116	time	afraid of breaking windshield	better road	
117	road cond	weather	road cond	availability of fuel
118	services available		better road	
119	road cond	weather	good roads	good weather
120	time	none	time	
121	road cond	time	better road	scenery
122	time			
123	time	road cond	good roads	light vehicle use
124	time		scenery	wildlife
125	time	fuel range	more fuel supply n of cf	
126	road cond	lack of R.V. pits		
127	fatigue	road cond	desire to complete trip to the top of the world	
128	road cond		road cond	
129	time	road cond	better roads	
130	none		better roads	
131	none		road cond	time
132	vehicle failure	bad weather	good weather	fuel availability
133	end of road	mechanical problems	good road	road cond
134	tires	road surface	good road	no mechanical problems
135	end of road			gas and rest stops
136	fuel stops	auto repair availability	scenery	wildlife
137	time	not knowing road open to DH	more time /car rental OK	not having 4th of July
138	time	money	good roads	accommodations
139	time	rejoin traveling group in FB		
140	bad road	no fuel	good scenery	good road
141	lack of facilities	gas	fishing	camping
142				
147	time	money	time	weather
148	time		time	
149	damage to car	gas	better road	
150	time	weather	time	scenery

151	snow	rain	good weather	visitor center and rec facilit
152	rough road	weather		
153	car problems	bad weather	view scenery	say been north
154	time	money	time	money
155	weather	road conditions	road	time
156	road conditions	scenery	wildlife	scenery
157	road conditions	time	something worth seeing	such as scenery or wildlife
158	end of road	weather cond. and road cond.	good campsites	good fishing sites
159	expense		cond. of road	expense
160	end of road	required limit of travel	road access to Arctic Ocean	road to barrow
161	time		scenery, flora, fauna	
162	time	road condition	time	road condition
163	access by road		being able to drive to ocean	
164	time		If I had more time	desire to see prudhoe bay
165	road conditions	fuel	road conditions	fuel
166				
167	time	money	time	money
168			better roads	better weather
169	road conditions	weather	wildlife	weather
170	rough road	lack of services		
171	vehicle wear and tear		big game	
172	time	money	time	money
173	toll roads		sights	wildlife
174			scenery	arctic ocean
175	overnight facilities	auto service and parts availa		
176	time	reaching destination		
177				
178	roads	distance	wildlife	scenery
179				
180	time	cost	time	road conditions
181	road conditions	weather	road cond.	facilities
182	time	money	more services	
183	rough road	dogs being upset	everything working	good fishing
184	time		scenery	weather
185	money			
186	time	road	road	facilities
187	time	damage to vehicle	wildlife	safe travel
188	weather	road cond.	good road	
189	no scenery	wildlife	scenery	wildlife
190	time	service availability	more time	available services
191	time	no camping facilities	road	
192	time	weather	wildlife observing	curiosity of country
193	distance between gas stops			
194	road cond.	time	road condition	time
195	time	weather	time	scenery
196	road conditions	dull scenery	good roads	lack of people and traffic
197	road conditions	public facilities	road cond.	public facilities
198	fuel	bathrooms		
199	time		time	no encouragement needed
200				
201	gas availability		another gas supply	
202	road cond.	lack of wildlife	accommodations	
203	companion acquiescence		companion	
204	availability of gas	weather	weather	wildlife
205	toll booth at start	services	accessibility	services
206	road conditions		nice roads	
207	safety	fuel	safety	fuel
208	gas stops		wildlife	new wildlife
209	weather	road cond.	campsites	attractions
210	road cond	weather	road cond	camping locations
211	time	road cond	road cond	desire to see arctic ocean
212	time	nonaccess to Prudhoe Bay	more time	
213	weather cond	road cond	information from APLIC	road better than expected
214	time	distance	more gas stations	additional rest stops(toilets?)
215	fishing	time	good weather	time
216				
217			few visitors	
218	time	other people	time	rivers
219	road cond	facilities	wildlife	road cond
220	time		curiosity	adventure
221	time		scenery	
222	weather	gas, food, etc. availability	gas, food, etc. availability	wild/pristine
223	road conditions	services	road cond.	services available
224	time		enough time	enough facilities

Northbound Factors

225	time			
226	time	cost		
227	road cond	expense	better roads	places to stay
228	camping sites	road cond	good facilities at other end	
229	road cond	enjoyment	enjoy	scenery
230	aid	road cond	better road	more accommodations
231	road cond	glass or tire breakage	better roads	
232	time	money	more toilets	
233	gas facilities	weather	weather	wildlife
234				
235	not enough time		better road	
236	road cond	weather	road cond	less dust
237	time		time	
238	time	funds	scenery	open prudhoe bay
239	poor weather/road conditons	heavy traffic	good weather	lots of wildlife
240	road conditions		scenery	wildlife
241	road conditions	weather	wildlife	scenery
242	money	time	animals	
243	time	ehd of road	scenery	geology
244	weather	road conditions	road conditions	access to ocean
245	limits of fuel	hard to pull long trailer/hill	large fuel tank	easy to pull trailer on hills
246	poor road surface	fuel availability	smooth road	new scenery
247	end of road	rough road	less people	
248	gas availability	road/weather conditions	gas	weather/road
249	fuel availability	road conditions	fuel	good road
250	different			
251	distance in gravel		road and services	
252	time	money	none	
253	road conditions	absense of places to stay	adventure-something to see	place to stay
254	bad road	bad weather	pullovers	good weather and roads
255	time		new/interesting scenery	reaching end of road
256	time	money	time	
257	refinery		access to arctic ocean	
258	time	distance	24 hour sun	northern cities
259	road cond.	available services	available services	scenery to see
260	roads	weather/snow	scenery	
261	time	money	scenery	road
263				
263	no gas between CF and PB		gas availability	access to ocean w/o paying
264			better rest stops	
265	sanity	road cond	good road	time
266			reasonable roads for pass. ve	rest areas/service areas
267	distance and services	road cond	services more often	better roads
268	time	road cond	see arctic ocean	
269	road cond		road cond	access to arctic ocean
270	weather	road cond	services	road cond
271	time		see the arctic ocean	
272	road cond	weather	scenery	wildlife
273	fuel availability	emergency services	beautiful scenery	wildlife
274	time			
275	heavy rain	problems with RV	good weather	RV is OK
276	weather	road cond	weather	animals
277	time		wildlife	scenery
278	time	limited points of interest	more points of interest	abil to expl on rds in Gates
279	time	road cond	see arctic circle	
280	road cond	time	arctic ocean	Oilfields
281	time	camping and supplies faciliti	time	facilities and camping
282			distance between services	views
283	end of roads	car breaks down	arctic ocean	untouched nature
284	road cond	money	animals	roads
285	time	facilities	scenery	desire to go N as far as possi
286	time		accommodations/campgrounds	
287	road cond		better roads	services
288	Didn't know road was open		Prepared for trip to DH	
289				
290	time		time	gas and free access to ocean
291	money	facilities	roads	facilities
292				
293	time	Companyweartravelingwith	time	We need to be alone
294	roads		none	
295	none			
296	money		Ability to see the Arctic Ocea	Dip foot in Arctic Ocean
297	road cond		good roads	
298	cost	weather	wildlife/scenery	cost

Northbound Factors

299	weather	bad road	good weather	scenery and wildlife
300	time	distance	Keeping it pristine	Better hunting
301			accessibility	
302	time		time	road cond
303	road cond		good hunting	
304	gas	road cond	roads	gas
305	time	money/better vehicle	more highway	more scenery/wildlife
306	roads	weather	roads	weather
307	distance	road cond	scenery	exotica
308	time		facilities	road cond
309	time	road cond	improved road	
310	car problems	distance between gas	desire to see tundra	Just to say I did it
311	time			
312	winter cond.		clear info on what to expect	
313	vehicle breakdown		few improvements/less traf	
314	road cond	weather		
315	road cond	services		
316	time	weather	time	road cond
317	road cond	weather	good road	moderate weather
318	weather	road cond	see the circle	brag to friends on how far N
319	time		more time	
320	weather	road cond	weather	good fishing
321	availability of gas	time	time	good weather
322				
323	wear and tear on motorhome	lack of services	better road	more services
324	bad weather	bad road	interesting sights	good roads
325	road cond	better fishing south of here	none	
326	weather	tire cond	scenery	new experience
327	time	distance	scenery	wildlife
328	weather	time of year	road cond	
329	time	road conditions	scenery	wildlife
330	road cond	time	road cond	scenery
331	weather	mech difficulties	scenery	lots of wildlife
332	road cond	weather	opportunity to see unknown	good road
333	not prepared to camp	bigger vehicle	bigger vehicle	more services
334				
335	road cond	facilities	good roads	facilities
336	time		adventure	
337				
338	time	accomodations	paved road	Arctic ocean access
339	road cond			
340	fire	toilets	scenery	bragging about trip to A.C.
341	time		new scenery	
342	time	distance	time	better roads
343	weather	lack of fuel	emergency stops	young child(baby)
344	weather	road conditions	good roads	wildlife
345	road cond	mech problems	good roads	no problems
346	road conditions		wildlife	scenery
347	car problems	snow	view	solace
348	no mining	no hunting	good road	wildlife
349	Time	Availability of tent sites	signs to point out upcoming interest	reasonable road service
350	weather	time	wildlife	activities
351	time	better equiped	time	auto facilities
352	road cond	automobile cond	good road	
353	road cond	constant rain	scenery	wildlife
354	facilities for food and gas		campsites	mining
355	time	fuel	more vacation time	more gas stacions
356	car problems		time	
357	weather	road cond	desire to make it to Deadhorse	
358	nothing		wildlife	
359	time		time	
360	road cond	weather	scenery	wildlife
361	gas	road cond	gas mileage	camp grounds
362	time	road cond	time	
363	toll road	weather	fewer people	rougher road
364	road cond	weather	better roads	lower gas prices
365	road cond	wear and tear on vehicle	unique destination	wildlife and scenery
366	road cond	weather	wildlife	lack of people
367	road cond	weather	wildlife	photography
368	weather	road cond	weather	road cond
369	time	need more accomodations	loop route	more info on road
370	weather	vehicle problems	emergency facilities	
371	weather	time	better roads	better maintained facilities
372	road cond	time	road cond	scenery

Northbound Factors

373	time	road cond	wildlife	fuel cost
374	road more traveled	service facilities	good roads	service facilities
375	time	facilities	wildlife	facilities
376	weather	road	weather	road
377	road cond	facilities	seeing the Brooks range	seeing the Yukon River
378	age and health	worry about motorhome/tires	better road	
379	road	trucks	service facilities	scenic view pull offs
380	time	distance	time	scenery
381	loss of hunting opportunities	too many people	continued hunting	good road
382	blown tire		tire repair facilities	
383	time	distance	points of interest	time
384	no campsites with toilets	time	campsites with toilet	time
385	crowds	traffic	scenery	lack of crowds
386	road cond	campground availability	road cond	campground availability
387	gas	gas	make AK closer to S. Cal	
388	equipment	road cond	adventure	scenery
389				
390	weather	road cond	weather	road cond
391	weather	vehicle trouble	hunting opportunities	scenery
392	weather		access to arctic ocean	
393	time	facilities	time	facilities
394	road cond	time	road cond	time
395	weather	time	scenery	wildlife
396	weather	road cond	weather	road cond
397	road cond	lack of facilities	better roads	
398	road cond	snow	wildlife	scenery
399	weather	fuel	weather	fuel
400	vehicle problem	lack of gas stations	better road	gas
401	gas availability	gas prices	more gift shops/tourist traps	more facilities and restrooms
402	weather	scenery	weather	scenery
403	toll booth	road cond	road cond	camping or hotel facilities
404	time		time	
405	weather	road cond	info/mileage signs	good road
406	mechanical or health problems		weather	good fishing
407				
408				
409	weather			
410	snow	lack of funds	cheaper gas	warmer weather
411	weather	road condition	good weather	drier roads
412	weather	fuel	fuel	
413	weather	road cond	see more wildlife	weather
414	weather	road cond	weather	road cond
415	time		desire	
416	vehicle breakdown	time	exploration	scenery
417	fuel availability	road/weather cond	good road	good weather
418	weather	road cond	scenery	wildlife
419	gas	weather	gas	good road surface
420	time		time	
421	gas	money	adventure	animals
422	weather	road condition	location of gas stations	tourist things
423	road cond	weather	time and distance	road cond
424	finding a caribou	taking a caribou	not finding a caribou	not taking a caribou
426				
427			undeveloped	
428	toll on road		regular road maintenance	
429	road cond/weather	time	beauty of scenery	wildlife(muskox)
430	hunting	sightseeing	hunting	sightseeing
431	time	road cond	improved road	Access to parks above Arct.C
432	Oil field checkpoint		ocean	
433	time			
434	road cond	weather	great scenery	sport fishing opportunities
435	road cond	weather	fewer trucks	
436	time	food/motel	improved road	more facilities/food stops
437	road conditions/trucks	time	scenery	ocean/Prudhoe Bay
438	time		more facilities	
439	too civilized	time	rugged terrain	see new things
440	gas	car(breakdown?)	game	
441	road cond	weather	road cond	weather
442	primitive road		developed road	
443	weather	road cond	good hunting	good fishing
444	weather	road cond	good hunting	sightseeing
445	weather	road cond	wildlife	scenery
446	car problems		to find caribou	
447	time		adventure	

Northbound Factors

448	weather	road cond	nice weather	good roads
449	gas money	wear and tear	women	money
450	deep snow	fog-no scenic views	good weather	smooth road
451	road cond	lack of service stations	roads	seeing arctic circle
452	road condition		improved road	
453	gas	road cond	game	
454	road cond	weather	scenery	adventure
455	time			
456	time to get there	gas	better road	the arctic ocean
457	weather	time	scenery	wildlife
458	road cond	facilities/emergency needs	wildlife opportunities	bowhunting the corridor
459	distance	road surface	scenery and wildlife	hiking opportunities
460	access to arctic ocean	distance to deadhorse	tour of Prudhoe Bay	camping
461	time	road cond	good roads	time/weather
462	weather	flat tires	beautiful scenery	wildlife
463	cost or fuel	time	scenery and wildlife	road cond
464	road cond	weather	better roads	
465	time	vehicle	more time	4WD and service central
466			better road	
467	road cond		scenery	
468	time	facilities	interesting sights	attractions
469	time	road cond	wildlife	bragging rights
471	weather	road cond	scenery	wildlife
472	snow	time	scenery	move time
473	time		time	
474	weather	road	weather	desire to see arctic ocean
475	time	temp	see new vistas	driving to Prudhoe Bay
476	time	road cond	road cond	good weather
477	weather		information stops	
478	weather	time	likelihood of rocks and miner	scenery and wildlife
479	time	road cond	improved road	lodging
480	weather	gas	just to do it	it's there
481				

Actual Travel Factors

S #	Q3 1ST Choice Limitation	Q3 2ND Choice Limitation	Q4 1ST Choice Encouragement	Q4 2ND Choice Encouragement
1				
2	time		reaching the AC	good road
3	time	distance	REach destination	life long dream
4	time			
5				
6	time	road cond	reaching AC	Reaching YR
7	nothing		reach AC	
8	road cond	time	dest goad/time	road cond
9	end		desire to AO	to drive as far north as possible
10	end		see end of road	see ocean and oilfields
11	time	road		
12	services	time	reaching AC	scenery
13	time	roads		
14	time	endurance	good road	
15			determination	scenery/wildlife
16	fog		full solstice	
17	road cond	weather	curiosity	
18	Access		an existing road	new curiosity
19	access		scenery	wildlife
20				
21	end		Arctic Ocean	
22	road cond	tire damage	desire to se AO	wildlife increased
23				
24	time	road cond		
25			go as far as possible	beauty
26	onle came to see solstice	dust	solstice	remote fishing
27				
28				
29				
30	access		curiosity	sense of adventure
31	time	lack of interest	once in a lifetime	
32	access		Didn't know about checkpoint	
33	time	facilities		reaching AC
34	end		wildlife	scenery
35	time			
36			to see it all	
37				
38		time	solstice	new country
39				
40	time			
41	kid patience	time	good roads	cargo held up well
42	time	access to AO	Brookds range	remoteness
43	rental car	lack of info	reaching AC	friends
44	day trip			
45	kids	vehicle cond	fun	see PB
46	time	road cond	see the county	try to see wildlife
47	rough on tires		stubbornness	desire to see animals
48	time		good road	pretty weather
49	solstice	out of beer	good road	good weather
50	road cond	access		
51				
52				
53	less fishing avail	scenery similar		
54	tire problems	lack of repair facilities	wildlife	changing veg
55				
56	time			
57	access		curious of north	
58	damage to truck	same route back		
59	access		beauty	bragging rights
60				
61	road cond			
62	time	tire trouble	scenery/brooks	wildlife
63	end	access	see arctic	wildlife
64	time	road cond	AC	roads ok
65				
66	road cond	lack of services		
67	time	fuel	glimpses of brooks	curiosity
68				
69				
70				
71				
72				
73	lack of fuel and toilet	time	AC	

Actual Travel Factors

74	lack of info on road cond		more tour buses needed	time
75	fuel avail\$price	access to AO	scenery	roads better than expected
76				
77	road cond	lack of services	distance already traveled	companions
78	time			
79	time	pulling trailer	curious about AC	
80				
81				
82				
83			seeing muskox	Arctic Ocean
84	rough road	lack of campgrounds and services		
85	met objective	weather	good road	
86	road cond	time	reaching AC	wildlife
87	Crossing Brooks	time	good weather	good road
88	road cond	time	road improved	
89	no foce	no accommodations	crossing AC	wildlife
90	gas	time	good road	fishing opportunity
91				
92				
93	end			
94				
95				
96		lack of gas avail	wanted to see all	poss of seeing wildlife
97	time		beauty/good road	interest
98	end	tours	scenery	wildlife
99	road	dust	goal	stupidity
100			failed prior trip	advice of friends
101	same scenery			
102	gas	time	challenge	wildlife/mtns
103	old car	traveling alone	better car	
104	gravel road		animals	
105	time			
106	road cond	weather		
107	fuel	road	to cross AC	
108	time	desire	fishing	seeing Brooks
109				
110				
111				
112			24 hour light	good road
113	time	facilities	crossing AC	
114			AC	scenery
115	time	weather	adventure	challenge
116	weather			
117			reach AO by land	
118	distance		AC	
119	road before YR	weather		
120	time			
121			new destination	
122	time			
123	time		far as could go	
124	time	weather	pipeline views	wildlife
125	time		To see tundra	wildlife
126				
127	rocks and mud	lack of toilets	determination	desire to see AO
128	weather		to cross AC	
129				
130	time	concern about facilities avail	cross AC	see arctic
131				
132			New scenery	flowers
133	end		goal	see AO
134	No access to AO	road	Goal of AC	
135				
136	time			
137				
138	time		AO	getting to PB
139				
140	lack of camping facilities	private property	goal of PB	drivable roads
141	lack of tent facilities	bugs bad	scenery	expect of more sights,animals,fish
142				
143				
144				
145				
146				
147				

Actual Travel Factors

148				
149	unpaved road	pain	new car	wildlife
150				
151	distance	time/wear&tear	AC	potential wif
152				
153			desire to AO	
154				
155				
156				
157				
158			scenery	wif potential
159				
160				
161	weather		scenery	wildlife
162	time	rain		
163	access to ocean		desire to see AO	
164	time			
165				
166				
167	time		interest	fun to cross AC
168				
169	gas	monotony	see new country	wildlife
170	road cond	reached goal	scenery	
171	car wear&tear	flat tires		
172			new road to explore	never been to DH
173				
174	tour times bad		see PB and AO	see terrain &wif
175	expense of lodging	baby's health	scenery	desire to see wildlife
176				
177	security checkpoints	end	easier after Atigun	
178	reached goal			
179				
180				
181	time	facilities		
182	reached goal			
183	end	access	"It's there"	
184				
185			see something new	see wif
186				
187	time	fatigue	Coldfoot urged travel farther	desire to travel N far as possible
188	reached goal		good weather	fair road
189	lodging	roads	reach goal	
190	ran out of road	only one source of fuel	available services after 200+ miles	see end of road
191	see AC		goal of AC	
192	time		curiosity	scenery
193	availability of gas	wet weather	scenery	
194				
195	time	intentions		
196	road			
197	time	road/service		
198	time	road		
199	time		time	want to see more
200	time		goal	
201	gas stops	public toilets	damn meanness	see AO
202	road	time	reach goal	
203	time	roads	to purchase gas for return trip	
204	goal		see birds nesting at AO	To see muskox
205	no desire		to reach CF	goal oriented
206			see AO	
207				
208	rough roads	flats	new scenery	different wif
209				
210				
211	time		AO	
212	time		See AC	
213	lack of gas	The road was described worse than	info obtained at visitor centers	Actual state of road
214				
215	time	fuel	adventure	
216	Didn't bring 5th wheel	Didn't plan ahead		
217	Choice of river takeout		Planned destination	
218	river takeout	travel plans	River takeout	
219	reached goal			
220	end		adventure	to see DH
221	time			

Actual Travel Factors

222	time		To see tundra	noncommercialization
223	roads	time	never been there	scenery
224	reached AC			
225	time			
226	time	Felt the best part was over		
227	time			
228	time		desire to go new place	scenery
229				
230	fear	accommodations		
231	end	tour	Desire to see AO	tour
232	time	money	scenery	
233	AC		Scenery	
234				
235	time	fuel		
236			destination goal	
237				
238	time	child	weather	road
239	weather		scenery	wildlife
240	distance		Crossing Atigun	
241	fuel	accommodations	AC	wildlife
242	time	road cond		
243	end		new scenery	chance to see coastal plain
244	time	Didn't bring camping trailer	See AC	See wif
245	reached goal		BLM VC said GK good view	
246	pouting uncle	weather N of AP	seeing BR	Wanting to see AO
247	end			
248				
249				
250			road not bad	scenic view
251	time	roads		
252	time	money		
253			good road	AC
254				
255	end		bad weather in BR	see end of road
256	time	limited services	made good time	
257				
258	time	road cond	AC	Position of sun
259	time	children	bragging rights	road cond is excellent
260	Security point		Go farthest N in US	
261			roads	view
262	no gas N of CF	time	bragging rights	personal pride
263				
264	goal reached	lack of gas	See AC	
265				
266	dust	time	made good time	adventure
267	distance/time	fear of road going bad	desire to see AC	better rds than anticipated
268	cond of road	toilets	wildlife	scenery/knowledge of oilfields
269				
270	distance	time	to see tundra	cross AC
271				
272				
273	mosquitos	no place to pull off	pass point of no return for gas	
274	time		Cross AC	wildlife
275	oil company		scenery/veg	uncrowded rd
276				
277	time	distance	wif potential	Brooks Range
278	time	no access to AO	cross AC	road better than anticipated
279	Goal	tired of road	To see AC	Having picture taken at sunset
280			rd better than expected	good weather
281	time	facilities	What's up ahead	
282	end		Gas only at DH	goal
283				
284	lack of restrooms	lack of campsites	AO	wildlife
285	time		curious	food
286	time			
287	road		road better than expected	scenery
288	motel paid in FBX			
289			Chance to see Arctic plain&PB	Delivery of people to airport
290	time		scenery	road cond
291			Go as far N in US	To see AO
292				
293	time		rd cond	interesting
294	road	no facilities of fuel	see AC	scenery
295	road cond	lodging	desire to AC	go beyond AC

Actual Travel Factors

296			rd better than expected	
297	distance	road ocnd		
298	gas		Go far as campgrounds/gas provided	mntns
299				
300	no AO access	bugs	Big fish	Bigger fish
301			Knew I could do it	not far
302				
303			goal of Ac	
304	end		Goal of PB	May as well finish
305	road	acommodations	goal	wildlife
306	no plans to go N	Didn't know road was this good		
307	distance to DH	rd cond	curiosity	challenge
308	goal			
309	tire trouble		scenery	area history
310		nothing	truck kept working	got more spectacular N
311	time		bragging rights	good road
312			good road	scenery
313				
314	time	rd cond		
315	PB security		road not too bad	
316				
317	rd cond concerns		scenery	adventure
318				
319				
320	end	restrictions	better than thought	goal
321				
322				
323	time		VC mentioned Wiseman	
324	no loop rd	time	scenery	to be there
325	road	no wildlife	scenery	hoping to see wif
326	fatigue	fog	dramatic scenery	never been this far N
327	goal	facilities	road is good	adventure
328	time		desire to see wif	to reach AC
329	fee for tour	time	see ecosystems	see Brooks
330				
331			end of rd person	chance to see AO
332	no tent	time	rd cond	goal
333	time		goal	
334	time	no desire		
335			motorhome	great people
336				
337	time		wildlife	adventure
338	time	foggy	scenery	Go farthest N
339			goal	
340	toilets	bad road	YC info/rd ok	to see AO/adventure
341	time	wet sleeping bag	unique situation	desire to see biomes
342	time	rd cond	time	landmark
343	gas	infant	goal	hope to see wif
344	time	money		
345				
346	Security gate		birds/wif	scenery
347	Bad tour review		scenery	wilderness
348				
349	gas	time	cross BR	See northslope
350	time	no activites	picture at AC	
351	time		explorers passion	beauty
352	road cond/rain	no access to AO	scenery	just to see it
353			Arctic Ocean	wildlife/scenery
354	Left RV in FBX	time	changes in terrain	Bragging rights
355	time		curiosity	Desire to cross AC
356				
357	Access to AO	\$ for air charter	The fact that you could!	
358	tires	gas	scenery	good road
359	time			
360				
361	weather	times of tours	Road cond	To see tundra/permafrost
362	time	money	To cross AC	
363				
364	road	gas prices	scenery	desire to cross AC
365	time/weather	No Access to AO	curiosity	peace&quiet
366	weather		scenery	wildlife viewing
367	weather	car problems	wildlife	
368	time	desire	scenery	objective
369	time	retracing travel		

Actual Travel Factors

370				
371	time	rain	Brooks Range	Fishing
372	time		To see CF & BR	Scenery/snow
373	time	fuel	To cross AC	see new country
374	road cond	service station location	road cond	weather
375				
376	weather	visibility		
377				
378	RV trouble	driver fatigue	sense of adventure	good camping
379	Achieved destination	Wanted to camp at AC		
380	time	mileage	scenery	
381				
382	No spare tire			
383	time	distance	curiosity	reasonable road
384	time	road		
385	muddy roads		hiking	coastal plain
386	Road cond	Rainy weather	scenery	Adventure
387				
388	equipment	road cond	adventure	scenery
389				
390				
391				
392	No public access		visit AO	
393	time	nice facilities	scenery	reaching goal
394	time			
395			scenery	
396	road cond	time		
397				
398	Rain	rough road	view	AC
399				
400	No roads	weather	Never been there	Achiever
401	weather	roads	Cross AC	Relative tour
402	time	lodging	Visit AC	scenery
403	Limited access to AO	poor roads	wildlife	destination
404				
405	weather	distance between services	AO	Reaching goal
406	End of line		As planned	
407	time			
408	time	Mission accomplished	Info on tors	
409				
410	Ran out of road		Motorcycle challenge	
411	Weather	Road cond	Visit AC	Road not as bad
412				
413	snow	snow	Potential wif	To reach PB
414	time	no wildlife seen	scenery	chance of seeing wild
415			desire	
416	Road's end	Weather	To see AO	
417	Reached access point		Caribou	Getting 5 miles off rd by water
418				
419	rain poor visibility			
420				
421				
422	Gas	weather	Hunting	
423				
424				
425				
426	Weather/fog	flat tire	desire to see muskox	
427	Fuel	Camping Facilities	curiosity	
428				
429			Scenery	To touch AO
430				
431	time	no emergency support	personal goal	scenery
432	Barrier	mud	stubbornness	Magnificent and exotic
433	time of day	time on AK	to see AC	road not bad
434	Weather	car problems	good fishing	new scenery
435				
436	Lack of scenic PO		Grizzly	fall color
437	Slick roads	Too cold for baby	Interest in PB	Caribou hunting
438			Curiosity	Not much further
439	time		To see AP	
440				
441	Lack of access	Road to coast	curiosity	adventure
442				
443			adventure	

Actual Travel Factors

444				
445				
446				
447				
448				
449	money(gas)	car wear & tear	Brooks Range	See aurora
450	weather		good weather	
451	time	rough roads	Missed AC turn	
452				
453				
454	time	money	curiosity	had enough gas
455	time		goal of AC	see scenery
456	time	weren't prepared	fantastic scenery	CF recommends
457	weather	time	scenery	exploring
458				
459	cost of gas	lack of scenery	scenery	photo opps
460	No tour available	snow	views of BR	What is around the next curve
461				
462	time	no plans to go	bathroom stop	cross pass
463				
464	had enough rough stuff	got close to snow level	mountains	wildlife
465	wrong type of vehicle	vehicle repair services	better road than anticipated	scenery
466				
467				
468	Road cond	lodging	scenic view	AC
469	ice on AP	time	beauty	
470				
471	time	accommodations	goal of AC	good weather
472	time	distance	views of BR	visit Toolik
473				
474				
475	time		see AC	
476	time	road cond	scenery	came too far to turn around
477				
478	Interest is S of AP	No side trails	curiosity	Won't be back
479				
480	security	Ocean	Ocean	

Appendix B
Preparations Made
for
Traveling the Dalton Highway
Northbound Question #20



tires/service	Brought food and water
made sure vehicle in good cond	new tires
heavy duty tires/skid plate	service/new brakes/new tires
filled with gas	complete service
headlight and radiator guards/spare tire	extra gas
mech check/food and gas	extra tires
gravel guards	extra gas/tools/food
check over	filled with gas
vehicle check	checked tire pressure and liquids
bug screen	new tires and checkover
mech check/plywoodunderwaste tank	new tires
check spare and fluids	extra spare and gas
extra spare tire	extra fuel and spare
food and maps	rock guard(net over windshield)
Custom camper (German ATV)	mech check extra spare
rockguard	rock guards
filled gas/film water	extra gas
extra spare and gas/tuneup	mech check
emergency supplies	installed extra gas tank
topped off gas	extra gas
new tires	mech check in FBX
headlight covers	mech check
topped off fuel tanks	extra tire/locked in 4WD
installed portable CB	tune-up and maintenance
rented 4WD	oil change/good spare
rented a car instead of driving motorhome	extra tire/tool kit/rockguard/CB
mech check	checked tire quality
new tires and extra belt	headlight covers
extra spare and fuel	checked tires and shocks
check on road cond and rules	rock guards/extra light
bought camping equipment	checked on road conditions
toolkit/extra fluids	tune up
rockguard	extra gas
mech check and service	rock guard
rockguard	mech check
extra spare tire	extra gas and water
extra food and water	extra tire
rock guard	protection for wiring underneath
extra spare and tools	checked spare
rockguard	checked spare
bought Milepost	mech check/repair kit
mech check	changed oil
extra gas and spare tire	checked spare
mech check	extra spare/food/full water/mech check
read Milepost	new tires and battery
rockguard/tools/new tires	rock guard
CB radio contacts	new tires/rockguard
rockguard	extra gas
safety check	mech check
reduced air in tires	extra gas and tire
extra spare	extra spare
	rock guard
warm clothing	tire repair kit
extra gas and rockguard	rock guard/spare parts
rockguard	camping gear
mech check	extra headlight/parts/oil

Appendix C
Recommended Signage
Exit Question #6



S #	Q6a Information Needed On Signs	S #	Q6a Information Needed On Signs
94	altitude at pass	193	mtn names
6	Animal viewing signs	206	mtn names
253	Beaverslide?	242	mtn names
281	botanical/biological	351	mtn names
432	Brooks/DH	290	mtn names/altitude
393	Brooks/lichen	228	mtn names/veg info
231	Camping areas	301	mtns
358	caribou crossings	140	mtns names
327	Caribou mtn	10	names of mtns
475	change from trees to tundra	151	names of mtns and animal habitat
245	connection rock/beaver slide	80	north slope
76	connection rock?	335	not always the best
264	Cont. divide/mtn names	56	obvious landmarks
480	Continental Divide	286	Oldman camp
18	Dalton Pamphlets	123	oxbow lakes
183	descrip. of scenery/mtns/locations of facilities	190	oxbows,pingos
133	directions in DH	26	permafrost
442	Dune at Franklin Bluffs ie. color	31	pipeline
284	elevation info	277	pipeline
50	exhibit on muskox	343	pipeline
134	explain view	77	pipeline info
38	finger mtn	380	Pipeline info
241	Finger mtn	130	pipeline info/mtn names
312	finger mtn	339	pipeline technifo
314	finger mtn	320	PO at good photo
315	finger mtn	8	points of interest
61	finger rock	416	Prefers Milepost
103	finger rock	278	prehistoric hunting camps/mtn names
120	finger rock	296	preturnout signs
306	finger rock	107	River and Valley names
308	finger rock	267	rock formations
333	finger rock info	439	Rock formations
357	geography/tundra	127	rock forms/mtns
374	geologic features/veg	174	scenery and objects built
365	geologic formations/veg	400	scenery names
429	Geologic infoREAD	403	See stop info
311	geology of area	353	Sheep way of life
239	geology/history	138	slides on mtns
158	had milepost	43	solstice info
210	identify surrounding veg/wlf	338	Suk mtn/GL/tundra
57	info on brooks	427	Swans/birds
47	info on brooks range	97	terrain/veg/PL const
213	info on cont. divide	326	Toolik camp/pingo
132	info on geology/flowers/trees/birds	472	Toolik Lake/Sukapak
54	info on tundra	99	tors
187	info on tundra	426	Use brochures
204	info on tundra/animals/mtns	289	use guidebooks
111	info on veg	305	veg
189	info on veg	441	veg/birds/geology at Franklin Bluffs
33	info on vegetation	352	veg/tundra/geology/AC
13	mileage	329	veg/tundra/permafrost/Brooks Range
16	mileage	373	vegetation
225	more description	465	views/mtns/geological zones
212	more interpretation	197	vista turnouts
256	more mile markers/mtn names	149	walking trails
349	more on maps	293	What are blue sticks/veg
342	more on vegetation/wildlife	108	What is the Arctic Circle?
340	more safe and guidance signs	226	What is Connection rock
41	more viewpoints	361	Where camping is ok
266	mountains	297	which is FR
434	mountains	243	wildlife/pingos
454	MP #107 (? possible hazard or view)	63	wildlife/veg
98	mtn geology	263	Wlf/veg
102	mtn names	175	Yukon River & scenic views



Appendix D
Recommended Improvements
at
Turn Outs
Exit Question #7



S #	Q7a Pullout improvements needed	S #	Q7a Pullout improvements needed
342	access both directions	253	more toilets
365	At good viewing places	291	more toilets
18	away from road	192	more toilets/area info/better markings
281	better placement&marking	128	more trash/toilets
226	bigger	405	more&gas stations
50	bigger and level	434	more/better/near water
243	build on inside of curves to reduce gravel throw	388	more/further from road
317	camera logo signs	277	more/larger/picnic tables
335	convenient	266	more/pass lanes
432	Cut brush	140	more/picnic tables
62	drove 5 miles on flat to find a turn out	63	more/toilets
427	farther from road	246	more/wider shoulders
43	fishing piers	431	muddy/missed views due to lack of turnouts
465	further from road/better formed	169	need gas at Toolik
459	Hiking tracks at Sukapak	197	need more
231	larger	413	Need more
296	larger(5th wheel)	311	need more
361	Larger/less muddy	244	need toilets
228	longer	286	not frequent or well marked
318	make them exciting	449	not marked well
250	map with miles sign on?	16	parking further off road
436	Mileage corrected	10	picnic tables
19	more	47	pullouts at top of grades
133	more	469	road wider at views
138	more	88	small at rivers
320	more	369	Too brushy to see
393	more	190	too few/more toilets
426	more	340	too few/not in advance enough
280	more	416	Too small/Too far/Too few
476	more and better marked	84	trees in way
400	More and biggerREAD	44	turnout at prospect creek
213	more and larger	204	What turnouts?
403	More and larger	206	Where to see wildlife
111	more and w/toilets		
406	more at fishing&larger		
175	more at panaramic vistas		
315	more at scenery		
208	more for scenery		
366	More for wildlife/scenery/toilets		
98	more garbage		
472	more in mountains		
100	more level/larger		
323	more near rivers		
38	more needed		
57	more needed		
132	more needed		
195	more needed		
3	more needed at scenic locations		
475	more on hills		
177	more on N slope		
273	more on NS		
170	more passing lanes		
225	more passing lanes		
41	more picnic tables		
478	More so can explore		
54	more toilets		
158	more toilets		
174	more toilets		



Appendix E
What to Tell Others About
the
Dalton Highway
Exit Question #12



S #	Q12a What to tell others about the highway	S #	Q12b What to tell others about the highway
223	Arctic Circle	223	Pipeline
33	almost killed by a truck	33	friendly people
94	animals on road	94	varied scenery
405	Arctic Ocean	405	Rough road
98	Atigun Pass	98	flowers/wildlife
158	Atigun Pass	158	tundra N of BR
97	availability	97	
76	bad road	76	scenery
325	bad roads	325	no wildlife
432	Barrier at Arctic Ocean	432	Magnificent and Exotic
378	Be prepared	378	wonderful experience
385	be self-sufficient	385	Wants to do again
215	beautiful country	215	
10	Beautiful scenery	10	Wildlife
11	Beautiful scenery	11	
235	beautiful sites and terrain	235	Restrooms were clean
75	beauty	75	road not bad
285	beauty	285	road surface
415	beauty	415	remoteness
472	beauty	472	remoteness
320	beauty of land	320	pipeline not hurting environment
183	better than AK Highway	183	magnificent views
431	Better than expected	431	wildlife
288	Better than told by others	288	
340	Brooks Range	340	Arctic Ocean
403	Bring 2 spares	403	Bring wiper fluid
18	Brooks Range	18	Wildlife
246	Brooks range	246	changing scenery
273	Brooks Range	273	Atigun Pass
449	Brooks Range	449	Arctic Circle
457	Brooks Range	457	Finger Mountain
476	Brooks Range	476	Finger Mtn
161	Brooks	161	vistas
74	Can cross Arctic Circle	74	road not bad
278	Can reach Arctic Circle	278	Not as rough as expected
22	carry 2 spares	22	rock guards
454	Changes in scenery	454	Can drive to Arctic Circle
111	changing landscape/climate	111	gravel road
45	coldfoot	45	Arctic Circle
113	conditions of road	113	wildlife
384	Cracked windshields	384	limited services
112	Day light	112	
85	daylight all night	85	good road
402	Decent road	402	Good American tour
480	Desolateness	480	road cond
331	desolation	331	ample primitive camping
46	difference in nature	46	
260	different terrains	260	
105	distance	105	trucker courtesy
311	don't use small car	311	
326	drive a truck	326	fulfilled expectations
32	dust	32	wildlife increased
294	dustybumpy	294	scenery
350	dustybumpy	350	look for wildlife
141	ecology of tiaga	141	fishing opps
127	everything	127	scenery variety
286	expanse	286	solitude
441	expanse/scenery	441	Prudhoe Bay is clean

427	Expansive beauty	427	
175	expense of services	175	beauty
394	experience	394	interest in pipeline
460	fall colors	460	lack of crowds
461	fall colors	461	bugs
197	fast trucks	197	rough
464	find out when grader has been out	464	
318	finger rock	318	arctic circle
244	fishing	244	unusual tundra
371	Fishing	371	Awesome wilderness
251	Geographics of AC	251	wilderness
253	good cond of road	253	scenery
44	good road	44	Gobbler's at solstice
191	good road	191	nice views
48	good roads	48	very scenic
115	good roads	115	
41	good scenery and road	41	lack of wildlife
357	Gorgeous scenery	357	Sense of adventure
116	gravel road	116	view of pipeline
122	great country	122	better than expect roads
128	great drive	128	scenery
471	great hills	471	varied terrain
54	great scenery	54	Coldfoot is good stop
462	great scenery	462	bumpy road
77	history	77	excitement
410	History	410	Geographical features
296	how good road is	296	scenery
304	Incredible Atigun Pass	304	finger rock
50	inconsistency of road cond	50	dusty
38	incredible vistas	38	isolation
203	isolation	203	beauty
103	It's good to drive	103	
307	It's scenic	307	Rd better than expected, but challenging
213	Its length	213	dust
57	its rough	57	carry spare spares
417	Lack of services	417	Variable road cond
305	landscape	305	pipeline
349	landscape	349	undeveloped great
61	long	61	bugs
386	Long distances	386	Bad road
401	Long drive to see a sign	401	Nothing for kids
47	look close	47	drive slow rocks chew up tires
298	lots of wildlife	298	excellent camp(MC)
185	lots to see	185	
14	Low traffic	14	Rugged but passable
170	miles of wilderness	170	
439	Mining history	439	mountains
380	Moose and calf	380	Finger mountain
284	mosquitos	284	lack of restrooms
242	mountain views	242	trees/flowers
140	mtn scenery	140	wildlife
138	mnts/views	138	good dirt road
155	muddy	155	watch for road holes and chips
83	muskox	83	tundra
388	Northernmost milepost	388	wildlife/scenery
12	Narrow road	12	Lack of visibility due to trees
124	natural wilderness	124	pipeline
167	nature	167	nothing before more people make it unpleasa
208	need more spare tires	208	scenery

206	need tight motorhome	206	dust bad
358	nice scenery	358	Road was good
393	nice views	393	remoteness/no services
287	not as bad as expected	287	scenery
187	not as bad as warned	187	being one of the few to visit here
354	nothing special	354	
297	open country	297	
361	peace & quiet	361	Road not as bad
35	pipeline	35	Arctic Circle
163	pipeline	163	terrain
202	pipeline	202	road cond/broken windshield
226	pipeline	226	scenery/Yukon River/Finger Rocks
258	pipeline	258	rd cond
259	pipeline	259	permafrost trees
267	pipeline	267	good cond of rd
332	pipeline/history	332	expanse/vastness
335	potholes & rocks	335	steepness warning
42	pristine land	42	lack of people
222	pristine wilderness	222	scenery
308	road better than expected	308	scenery is magnificent
314	road cond	314	beauty
317	road cond	317	beauty of scenery
306	road cond is great	306	view
24	remoteness	24	worth eating dust
88	remoteness	88	wildlife
329	remoteness	329	variety of ecosystems
341	remoteness	341	vegetation
351	remoteness	351	the wish to keep remote
414	remoteness	414	experience everyone should do
8	Remoteness/scenic	8	No wildlife
279	Rent your vehicle	279	Take food and drink
312	rivers & mountain	312	friendly people at Prudhoe Bay
2	Road better than expected	2	Horror stories untrue
373	Road better than expected	373	good experience
478	Road better than expected	478	Lack of ability to get off road
101	road better than thought	101	drive slow
136	road cond	136	scenery
212	road cond	212	scenery
219	road cond	219	lack of wildlife
241	road cond	241	no animals
422	Road cond	422	sights
469	road cond	469	uniqueness
355	Road cond is OK	355	Dusty
49	road condition	49	remoteness
295	road dictates speed	295	read up beforehand
245	road is better than Fairbanks says	245	
67	road is good	67	beauty
90	road is ok	90	not many toilets
195	road is ok	195	pipeline
456	Road not as bad	456	fall colors
64	road not bad	64	Arctic Circle
392	Road not bad	392	Beautiful terrain
434	Road not bad	434	Great fishing
236	road was fine	236	scenery/big mosquitoes
174	roads not bad	174	scenic
43	rock formations	43	road
264	rough and dusty	264	trip is worth it
86	rough road	86	scenery
89	rough road	89	picturesque

134	rough road	134	not enough tourist signs and info
396	rough road	396	wilderness
31	ruggedness/beauty	31	Arctic Circle exhibit
149	saw Brooks Range	149	pipeline
328	scant wildlife	328	landscape
4	Scenery	4	Road cond
16	Scenery	16	Remoteness
17	Scenery	17	Wild animals
20	Scenery	20	Wildlife
66	scenery	66	bad roads
73	scenery	73	
84	scenery	84	rough roads for campers
87	scenery	87	
93	scenery	93	interesting
99	scenery	99	poor road
102	scenery	102	awe of pipeline
120	scenery	120	Arctic Circle
123	scenery	123	Arctic Circle
130	scenery	130	road cond
133	scenery	133	wildlife
164	scenery	164	wildlife
178	scenery	178	Arctic Circle
179	scenery	179	wildlife
182	scenery	182	pipeline
189	scenery	189	wildlife
192	scenery	192	conditiorts
193	scenery	193	
199	scenery	199	monotony
204	scenery	204	birding opportunities and good road
205	scenery	205	experience of being there
217	scenery	217	decent road
218	scenery	218	wildlife
221	scenery	221	Arctic Circle
224	scenery	224	
228	scenery	228	unique trees
232	scenery	232	
233	scenery	233	
238	scenery	238	lack of traffic
239	scenery	239	abundant wildlife
240	scenery	240	
255	scenery	255	remoteness
262	scenery	262	passable road
268	scenery	268	friendly people
270	scenery	270	wildlife
277	scenery	277	pipeline
282	scenery	282	
289	scenery	289	interesting geology
290	scenery	290	Road in better cond than expected
300	scenery	300	fishing is good
301	scenery	301	rugged but do-able
324	scenery	324	steep hills
327	scenery	327	wildlife opportunities
333	scenery	333	road cond
339	scenery	339	pipeline
344	scenery	344	pipeline
352	scenery	352	vegetation
359	scenery	359	good road North of Yukon River
364	scenery	364	road cond
365	scenery	365	lack of traffic

368	scenery	368	Atigun Pass
374	Scenery	374	Unique geophysical features
377	scenery	377	good road cond
395	scenery	395	lack of services
398	scenery	398	road surface
406	scenery	406	Brooks Range
407	Scenery	407	Arctic circle
411	Scenery	411	Far north experience
413	Scenery	413	Meet new people
429	Scenery	429	Chance to see wildlife
436	scenery	436	animals
437	scenery	437	slick when rainy
438	scenery	438	very unique
443	scenery	443	hunting
450	scenery	450	roads better than expected
455	scenery	455	be prepared
465	scenery	465	wilderness feel
468	scenery	468	uniqueness of nature
34	scenery	34	remoteness
266	scenery at AP	266	Isolation/pristine
366	Scenery at AP	366	Neat to be far north
433	scenery in fall	433	wildlife
310	scenery is spectac	310	be prepared
459	scenery N of CF	459	Wilderness
216	scenery/dust	216	friendly people
369	scenery/tundra	369	cold
36	scenery/wildlife	36	take pictures
151	scenery/wlf/pipeline	151	adventure
25	scenic	25	rough road
426	scenic	426	Be prepared
451	scenic route in W	451	YR/AC/snow on MTNs
250	scenic view	250	experience
315	scenic views	315	rd cond better than expected
475	sights/trees/tundra	475	
337	sightseeing	337	road/pipeline
275	silence/loneliness	275	good air
117	spectacular flora and fauna	117	pristine nature
15	Spectacular scenery	15	Wildlife
379	Spectacular scenery	379	Rd better than expected
162	stay off when rain	162	spare tires
96	Sukapak and atigun	96	wildlife
291	take time	291	change drivers
293	terrain	293	
201	terrible roads	201	lack of toilets
227	the challenge	227	Scenery
210	The Dalton is for the brave and foolish	210	
7	The pipeline is interesting	7	
231	tour	231	AC
100	travel slow/camp	100	take tour at PB
383	tundra	383	AC
200	uncrowded	200	pristine
346	undeveloped	346	go before its developed
281	unique features	281	pipeline
132	unique terrain	132	be prepared
252	uniqueness	252	loneliness
243	unscarred beauty	243	flowers
256	unspoiled land	256	pipeline
400	Unusual scenery	400	Take a bus
419	Variety of veg	419	isolation

343	vast scenery	343	experience
62	vast wilderness	62	
372	Vast wilderness	372	Drive slow & enjoy
408	Vastness	408	Pipeline
416	Vehicle prep/chains	416	Use C.B. radio
131	view is breathtaking	131	good road
338	view north of Coldfoot	338	road surface
181	viewing wildlife	181	scenery
119	views of pipeline	119	Arctic Circle
420	Visit the AC	420	
362	Watch for potholes	362	
9	Wilderness	9	Scenic views
230	wilderness	230	You are all alone
172	wildest road in AK	172	travel it before its changed
59	wildlife	59	flat tires/windshield warning
63	wildlife	63	scenery
190	wildlife	190	scenery
247	wildlife	247	flowers
280	wildlife	280	tundra
353	wildlife	353	arctic scenery
30	wildlife view	30	scenery
323	Wiseman	323	Marion Creek
13	You can drive it	13	Nice trip
214	Yukon Bridge	214	Arctic Circle
6	Yukon River	6	Solstice at AC
108	Yukon River	108	Arctic Circle
1		1	
3		3	
5		5	
19		19	
21		21	
23		23	
26		26	
27		27	
28		28	
29		29	
37		37	
39		39	
40		40	
51		51	
52		52	
53		53	
55		55	
56		56	
58		58	
60		60	
65		65	
68		68	
69		69	
70		70	
71		71	
72		72	
78		78	
79		79	
80		80	
81		81	
82		82	
91		91	
92		92	

Appendix F
Exit Questionnaire Comments



Survey#	Started back at mile #	Good comment on subject.
1		
2	120	
3	115	
4	115	
5		
6	115	
7	115	
8	244	
9	415	
10	415	
11	115	Wants visitor center and gift shop at Arctic Circle
12	135	
13	245	
14	115	
15	275	Road advisory desired
16	286	Travel advice (such as) milepost for sale
17	415	
18	415	Wants visitor facilities in DH
19	415	
20		
21	415	More campgrounds
22	415	
23		
24	115	
25	415	
26	R	Liked BLM handout on Dalton Highway points of interest
27		
28	415	
29		
30	415	More toilets/direction of BLM volunteers
31	115	
32	415	Didn't want toll
33	188	
34	415	Info needed on camping at DH
35	115	
36	415	Service facilities need north of AP
37		
38	115	Mileage and road cond info signs needed
39		
40	56	
41	245	Good comments on campgrounds/toll
42	245	Don't make too convenient. Limit access
43	115	READ Good comments on solstice
44	140	
45	275	
46	115	
47	415	Info needed at Gates of Arctic and on pipeline restrictions
48	115	
49	115	
50	415	
51	415	
52	115	Wants trinkets at AC
53	56	
54	268	Spare tire rental needed/CB's
55		
56	115	
57	415	
58	115	
59	415	
60	-	
61	115	
62	175	
63	415	
64	115	
65		
66	115	
67	131	
68		
69		
70		

71		
72	115	
73	115	
74	285	
75	115	
76	124	More mileage signs to next toilets
77	115	READ/interpretation
78	115	
79	115	No dramatic change in landscape
80	415	
81		
82		
83	415	Don't attract people. Need more toilets and trash cans.
84	275	
85	132	Open road to top of hill at Gobblers
86	115	
87	275	Wants toilet before Yukon River
88	115	
89	115	Keep speed low
90	140	N
91	115	
92		
93	415	
94	415	
95		
96	415	Need dump station and water at Deadhorse
97	230	Best adventure in state/some dev is OK
98	415	Wants info signs at pingos/disappointed no groceries avail in DH
99	115	
100	415	Need gas north of pass
101	115	Wants info at AC campground
102	301	Keep it primitive but open
103	115	Wants info in german
104	115	More info at beginning of Dalton Highway
105	60	Good trip
106	115	
107	115	
108	141	Should warn about slippery cond when wet
109		
110		
111	415	Do not encourage tourist activity/READ
112	115	
113	115	
114		
115	415	
116	280	
117	415	Markers needed at 65th and 70th parallels
118	115	
119	115	Sign needed quarter mile before AC
120	115	Discrepancy in mileage signs at AC&FR
121		
122	115	
123	135	Wants historic info at YR/ Liked BLM staff
124	115	Keep as natural as possible but accessible
125	320	Spent 3 nights at Marion Creek
126		
127		
128	115	
129		
130	115	Need more mileage signs/provide water
131	115	Don't pave road
132	415	Obtain right of way to Arctic Ocean
133	415	Replace missing mileposts
134	115	Move Arctic Circle to Finger Rock - much more scenic
135		
136	115	
137		
138	415	Need more toilets
139		
140	415	Insufficient camping areas/lack of signs/wants free certificates at AC
141	301	READ- almost an essay!

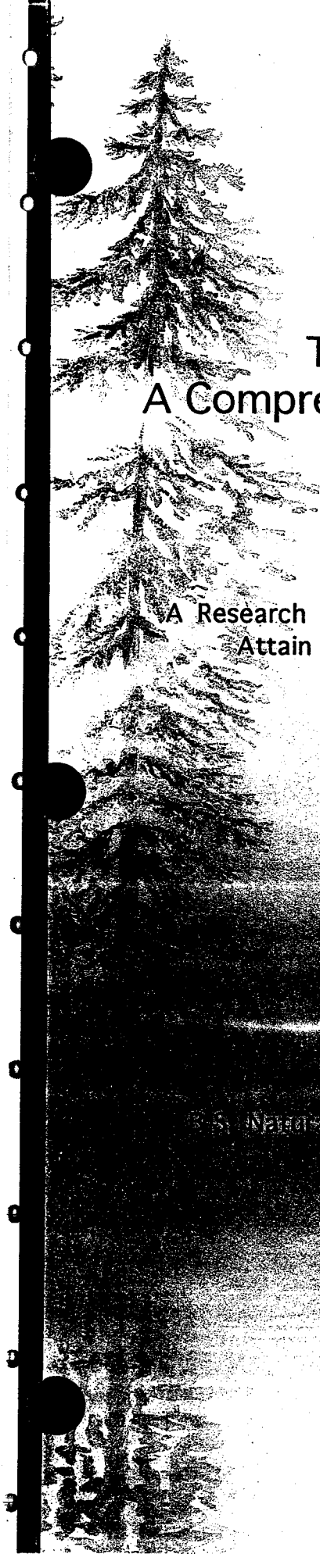
142		
143		
144		
145		
146		
147		
148		
149		
150		
151	115	Info on history, landmarks, exploration
152		
153	415	
154	115	Wants area to remain as is
155	115	
156		
157		
158	415	
159		
160		
161	277	Need info at Gobblers
162	115	More toilets
163	115	Liked lack of crowds and giftshops
164	80	Keep as is/don't encourage tourists
165		
166		
167	115	Don't make it comfortable/people will destroy
168		
169	280	
170	115	
171	56	Unimpressed(2 flat tires)
172	415	Keep as is(Frontier is what AK is all about)
173		
174	415	Need toilet /camp sign on highway at AC
175	175	Encourage business growth/educational signs needed/promote tourism growth
176		
177	415	Need more restrooms like at Gobblers
178	115	
179	305	
180	115	
181	156	
182	115	Clear brush at pullouts
183	415	Took precise latitudes/wants campgrounds at DH and Fish Creek
184		
185	415	
186		
187	175	Road not a nightmare despite chipped windshields and flat tires
188	175	Leave it alone. If people want to travel the Dalton, they will.
189	115	
190	415	Wants advance notice of turnouts. Doesn't like fresh spread dirt
191	115	Leave as is. Too much of USA already lost to tourism
192	175	Wants more info areas with turnouts
193	227	Need stop between CF and DH
194	175	
195	115	Dirty toilets at YR, need more like at 5 mile. Need 2 gas pump station at YR
196	115	
197	115	
198	175	
199	135	Do not improve. Leave the way it is.
200	115	
201	415	
202	115	
203	239	
204	415	Don't encourage tourism, but campgrounds and interpretation OK
205	175	If improved too much more people will come and ruin it
206	415	Warn about mosquitos in DH
207		
208	280	Need more gas and tire repair services (at least every 100 miles)
209		
210	115	
211	415	Need signs in PB. More picnic tables and toilets needed.
212	115	Would like to see area more accessible to pipeline.

213	415	Warn visitors about lack of wildlife.
214	115	
215	115	Voracious bugs
216	175	Use most cost effective measure to make road better
217	325	Need mini Milepost for Dalton
218	325	
219	115	More warning signs on dangerous sections of roads.
220	415	
221	130	
222	115	Keep it wild. No signs-use brochures instead. Info on tundra and watertable
223	175	Need more toilets and potable water. Saw Elvis at Coldfoot
224	115	
225	115	
226	122	More toilets and garbage cans needed
227	115	Reputation of road not deserved- actually fairly decent
228	115	Need maps of likely places to see wildlife. More toilets
229	175	
230	115	
231	415	One lane traffic signs when grader is working
232	140	
233	115	
234		
235	135	The people who drive it are courteous and friendly
236	415	Disappointed in what was offered at Deadhorse
237		
238	115	
239	415	Warn that extra tires are needed. Had a great time
240	245	
241	115	
242	118	Need more toilets
243	415	Wants generator-free campground sections
244	135	
245	135	
246	275	
247	415	
248		
249		
250	415	It must be possible to make a public road to Arctic Ocean
251	126	Better now than if paved
252	115	
253	115	Road to Livengood the worst. N of 95 is good
254		
255	415	Don't develop the Dalton. Road deters the faint of heart. READ
256	175	Need more trash barrels and dust control
257		
258	175	
259	115	Do not pave or modernize. It shouldn't be heavily traveled.
260	415	Disappointed there were no penguins. PB looks like military base.
261	175	No game. Myth we think.
262	115	Don't make road too easy. Gas stop OK N of CF
263	415	Comments are in German
264	415	Pamphlets at VC on wildl/veg/mtns. Map of PB. Camps w/H2O&toilets.
265	273	
266	415	A few more amenities needed(services). Leave fairly primitive
267	115	
268	415	More mileage signs needed. Interpretation. Slower trucks
269	185	
270	115	
271		
272		
273	415	Mileage signs/more campgrounds/
274	115	Roads far better than in New Zealand
275	415	Handicap comments READ
276		
277	301	Campground at AC could be improved greatly
278	115	Make it a loop road.
279	115	Don't modernize or else Tom, Dick, and Harry will visit
280	120	
281	175	
282	415	Points of interest markers needed
283	415	

284	415	Need campsite at Deadhorse
285	175	Do not allow commercialization/no junk(souvenir)stores/keep remote
286	115	more turnouts and information
287	175	Need more gas stations
288	115	
289	415	
290	175	Need toilets at Yukon Crossing
291	415	
292		
293	115	Toll comment
294	153	
295	115	Need picnic tables along route
296	175	Invent a sign to tell how large a pullout is. Alaska still think its a HAUL road
297	175	Direction signs in AK are generally poor.
298	180	Need more opportunity to gas up
299		
300	285	Blue & yellow signs offensive. Keep development to bare minimum.
301	415	Need campgrounds at DH. Need public access
302	115	
303	115	
304	415	Finger rock is enchanted-expected fairies and elves
305	115	
306	115	
307	115	Wants roofs over picnic tables
308	115	Almost didn't do it after Taylor Hwy experience
309	234	Need more emergency services
310	415	More toilets/Turnouts where Milepost mentions wif view/info at geo changes
311	115	Leave road the way it is/more toilets
312	415	
313		
314	115	
315	415	More toilets
316		
317	180	Not clear where CF visitor center located/more litter barrels
318	115	Signs were bland
319		
320	415	More signs at AC on history/gravel road is excellent-don't change
321		
322	115	
323	185	Put MC style camp every 100 miles.
324	115	Glad permit is no longer needed
325	185	
326	415	Most enjoyable road traveled in AK/Don't improve road/provide info at DH
327	115	More nature trails & interpretive signs/needed warmer clothes
328	115	
329	275	Do not upgrade rd(part of attraction)Need info on Parks,subsistence hunting philosophy
330		
331	415	
332	115	Hysteria in FBX says this rd is a nightmare-not even. Don't make too accessible
333	115	Roads not as bad as they thought
334	115	
335	415	
336		Wants signage/water/shower. Food at PB sucks. Food at CF is great.
337	115	From Brazil
338	415	READ Need picnic tables at FR
339	415	Leave way as is
340	415	Directions in DH/more toilets and photo turnouts
341	115	Don't upgrade. It will diminish the experience
342	115	Info needed before YC/More interpretation & displays
343	115	Have to see to believe
344	115	
345		
346	415	Too much hunting- keeps wildlife off road. Don't develop READ
347	415	Don't develop READ
348		
349	275	Keep natural
350	175	
351	175	FR trail should be loop to reduce damage. Don't lose remoteness
352	244	More places to camp needed & A place with gas, toilets, etc N of CF
353	415	AC sign should show country names. DH needs campground and toilet.
354	115	More rec.gold prospecting would bring campers and visitors. READ EQ #3

0	115	
356		
357	415	READ Need more accomodations. Preserve G of A NP. AO access.
358	415	More turnouts and camping by rivers - at least closer.
359	115	Wants info on Eco systems and how they are managed. Courteous truckers.
360	115	Don't change anything. Don't encourage travel. READ
361	415	
362	175	
363	115	
364		Wants dump station and fresh water.
365	175	Wants info on prehistoric man and dumpstation
366	275	Covered picnic areas. BLM has done good job so far with DEV. Keep commercial businesses out.
367	242	Dalton is better road than Taylor or Dempster. We'll be back.
368	285	
369	115	Enjoyed trip. Don't improve too much-people cause damage.
370		
371	145	More modern additions & traffic would ruin this. It is remote and wild
372	250	READ Don't improve highway. Don't allow large RV, commercial buses(Princess) and no tourist shops
373	115	
374	150	Road improved N of YR. Had wonderful time
375		
376	175	
377	56	
378	180	Wished AC campground was more developed. Had ? about pipeline.
379	115	Less trucks than expected/Lack of wildlife/Pipeline impacts little
380	115	
381		
382	115	
383	115	
384	115	Potable water needed at campgrounds/turnouts. Drive was as expected.
385	415	READ Keep remote/provide restrooms & campgrounds/better PO at AP
386	175	
387		
388	415	Wants more campgrounds like MC. Thought no camping allowed at AC
389		
390		
391		
392	415	Campground at DH is needed
393	180	Wants overhead covering for picnics/info on pipeline
394	115	
395	415	READ Survey is biased. Leave road as is except more turnouts
396	115	Do not make this a toll road
397		
398	115	
399		
400	415	Wants better signage and warnings of good places to pull off road
401	115	Wants gravel parking for elderly/AC was a disappointment-could use a pavillion
402	115	Enjoyed trip/wants to go farther north/Recommends that visitors be acquainted with geography
403	415	Wants more facilities like MC. Recommends 4 days/3nights
404		
405	415	CF visitor center never open
406	415	Leave road as is to keep an adventure and keep Disney fans out.
407	115	
408	115	Have correct mileage signs and signs pointing where to turn.
409		
410	415	Ban tour buses. Overlook at YR needed.
411	115	Mileage sign discrepancies
412		
413	245	Road rough for RV's and trailers.
414	289	
415	415	
416	415	Need maps and tour info at DH & campground
417	400	
418		
419	115	Brain dead truckers. Would like to spend more time in area.
420	115	
421		
422	280	Wants dumpstation
423		
424		
425		

426	301	
427	415	READ Wants places for kids to explore. Info on water
428		
429	415	READ Keep remote/wants water&toilets/human feces at Grayling Lake
430		
431	160	Good survey-Well developed and easy to use. Install thermometer at AC
432	415	Make deal with Alyeska for simple visit to pump stations. Turn on the sun.
433	115	
434	415	READ stop log entries. Wants campgrounds
435		
436	115	Like to see more pullouts (photography)
437	170	
438	415	
439	245	Doesn't like 5 mile corridor hunt restrictions.
440		
441	415	READ Access to highway should be limited. Limit development.
442	415	Limit people to area. Don't allow ATV use. Control commerce.
443	400	
444		
445		
446		
447		
448		
449	265	Oil companies should pay for better roads.
450	415	Mike Strunk NPS 2525 Gambell St. Anchorage, AK 99503
451	140	
452		
453		
454	175	
455	115	
456	175	Wants to come back next summer.
457	281	READ Wants more brochures&maps of hiking areas.
458		
459	275	Trip is under-rated in the guide books. The real Alaska.
460	245	Need sign at 5 mile. Need sign at Atigun Pass
461		Need sign at 5 milecamp for water. Need phone and services at AC. Elevation at FM
462	275	Need more restrooms and an emergency phone.
463		
464	175	Alyeska should pave road in gold - they and the commercial traffic.
465	135	Scotland. Wants vehicle access to G of the A NP
466		
467		
468	115	
469	244	Keep it simple. Provide pamphlets instead of signs
470		
471	115	Need trash cans at mile 110
472	286	Too large of firewood at MC/ More hiking trails and toilets
473		
474		
475	125	
476	2	Wants more toilets. Speed signs at bad spots. More restrooms
477		
478	246	Wants more side roads so can explore without being a Sierra Club type.
479		
480	415	Public access to AO with a campground is a must.



Traveling the Dalton Highway: A Comprehensive Study of Visitor Expectations and Realizations

A Research Project Proposal for the Thesis Requirement Required to
Attain a Master's Degree in Natural Resource Management

Gregory A. Robbe
B.S. Natural Resource Management, University of Alaska Fairbanks
October 10, 1994

INTRODUCTION

Every spring, as soon as the last vestiges of winter pass from the sub-arctic landscape, thousands of visitors travel to Alaska's Interior. Arriving by train, plane, bus, or personal vehicle, they eagerly explore what can only be described as the Alaska Experience. A journey to Alaska is not a weekend jaunt. For many, it is the fulfillment of a life long dream, while for others it is yet another destination to achieve. Being a young state, Alaska is struggling to cope with the ever increasing demand tourists place on her natural resources. With few roads into the wilderness, the main routes are besieged with huge RV's, motorcoaches, rented cars, and bicycles. Yet, the vast majority never travel north of Fairbanks, thus leaving a full one-third of the state unseen. With the recent push to open the Dalton Highway to public travel, this road to the Arctic could see a deluge of use leading to possible resource degradation. In order to assess the possible impacts of increased use, I propose to conduct comprehensive research consisting of written and personal surveys of travelers on the Dalton Highway.

The goal of the survey and interviews is to determine the visitor's preconceptions about travel conditions on the Dalton and if those preconceptions were correct or false. In addition, visitors will be surveyed as to how their recreational experience could be enhanced. This information would be of benefit to; the Bureau of Land Management in the implementation of their recent Dalton Highway Recreational Area Management Plan; the State of Alaska Department of Parks and Recreation; and private interests wishing to cater to the increasing visitation. With a

comprehensive survey to help determine areas of potential visitor use, natural resources along the Dalton could be managed more effectively and with less degradation.

Many of the visitors to Alaska are shepherded by efficient package tour companies. Because they spend the majority of their time either in a bus or in a motel room, I will not be actively seeking them out to survey. Instead, I propose to set up a voluntary checkpoint at the Yukon Crossing and to travel to designated camping areas. Samples would be taken randomly throughout the season as funding permits. Post season, the results would be compiled on a computer and statistically analyzed. The final product would be a report consisting of the tallied stats and analysis along with use patterns and demographic profiles.

In addition to the apparent fruits of the survey, I see another subtle, yet potentially more exciting outcome of the project: Can preimpact analysis substantially reduce recreational resource degradation? Resource management agencies in the past have operated on a crisis management basis. That is, allowing public use to determine levels of resource allocation and exploitation. I hypothesy that preimpact analysis can be used to predict visitor use patterns and potential resource degradation levels.

With information available from a preimpact survey, agencies and private industry could be a step ahead of the visiting hordes by knowing who they are, where they want to go, and what they want to do once they get there. As a state, we'll benefit from a healthy tourist industry, while managing our recreational resources on a sustained yield basis.

REVIEW OF LITERATURE

Tourism in Alaska is a relatively young phenomenon when compared to the lower 48, and tourism along the Dalton Highway is still in swaddling clothes. Since the road was turned over to the state in 1977, personal vehicle use of the road for recreational purposes has steadily increased. Because of its infancy, the Dalton Highway has not been comprehensively studied as a tourist attractor and much research remains to be done if we are to fully appreciate its potential as a destination and/or the degradation such attention could have on its natural resources.

Two pieces of work have been completed and published publicly that attempt to explore the future of the Haul Road. The first piece was an in-house study by a Bureau of Land Management (BLM) intern, Charles Duncombe. Mr. Duncombe developed a method of forecasting recreation use along the Dalton and many aspects of his research methods will be useful in developing another study of visitor use patterns. While slightly dated (1978), it can be used as baseline data to determine the actualized growth of visitor use in the 16 years since its publication.

The second work based solely on the Dalton Highway is Jonathan Kamler's "Predicting Landscape Preferences". Mr. Kamler developed a modelling application where by having potential visitors view color photographs of scenery along the Dalton, he could predict the areas that would be most desired as visitor attractions.

The most appropo work I found was a visitor use profile done in 1977 by Greg Prothman. In it, Mr. Prothman detailed the results of a summer study of daily use periods, traffic volumes, typical vehicle types,

and traffic patterns of visitors on the Taylor Highway between Tok, AK and the Canadian border.

Another helpful work is Susanne Phelps', "A Design for Alaska Travel Research". In it, she offers sample questionnaires and response cards for use when studying the Alaska visitor. The questionnaire, along with a questionnaire from Mr. Duncombe's work, will help in designing a usable and effective questionnaire for my use at the Yukon River crossing.

A study by Patrick Moore compares arctic tourists with those who did not visit the arctic while in Alaska in 1983. Aspects of his study that would be relevant to my research would be his anticipation and planning factor statistics and his trip evaluation measures.

METHODOLOGY

To successfully determine the visitor's preconceptions and needs, a cross-sectional survey instrument will be utilized to sample travelers on the Dalton Highway. The current BLM information cabin at the Yukon crossing would be used as the sampling station. Depending on the traffic load, every third car that stops at the cabin will be used as a sample. If the sampling rate is found to be an inefficient use of time, a larger sampling rate will be implemented starting at the next sampling period.

As northbound visitors arrive, they will be greeted and, after a short visitation period, will be asked to participate in a University sponsored survey. Assurances will be made that individual responses will be anonymous and that the overall results will assist in determining future development along the Dalton. It will also be stressed that their participation is important and that only the driver of the car is to complete the survey.

The test instrument will be in the form of a questionnaire with an appropriate cover letter (see appendix A). The cover letter will thank the user for his/her participation and reassure anonymity. An address and telephone number for further information about the survey, and where to send for a copy of the results, will be included. Also, the visitor/sample will be informed that a completed and returned survey will be rewarded with a complimentary packet of wildlife brochures (similar to those freely distributed by AF&G).

The sampling will be done intermittently over a two-month period at the height of the visitor season (mid-June through mid-July). The sample is skewed in nature in that the sample demographics will consist of all visitors driving the Dalton Highway.

The test instrument will consist of questions relating to the visitors preconceived and actualized images of road conditions, services, scenery, developed attractions (camping spots, waysides, interpretive sites), and levels of charismatic macrofauna. In addition, demographic questions, vehicle type, and number of passengers will be included.

The survey will attempt to define levels of satisfaction pertaining to what the traveler found, determine what development the traveler deems necessary to obtain a satisfactory recreational experience, and develop a profile of the average traveler on the Dalton Highway.

After the two-month survey period is over, the results will be tabulated and the comments will be categorized into similar responses. A statistical analysis will be completed and the findings published as a Master's degree thesis. An abbreviated list of the tallied results will be made available to those participants that requested one.

APPLICATION and CONCLUSION

The questions asked in the test instrument were designed to produce a before and after snapshot of what the visitor experienced on the Dalton Highway. The visitor was questioned as to what s/he thought they would experience and then a follow-up question asked what they had actually experienced. This strategy was used to determine what concepts values visitors had before the trip and then compares them to the actual current conditions.

By learning what the visitor wants or requires for a satisfactory recreational experience, the Bureau of Land Management will be better able to plan appropriate facilities and offer essential services. This survey and analysis provide the baseline data from which BLM can efficiently extrapolate the levels of development opined by visitors.

Thank you for your consideration of this proposal. Many Alaskans are interested on the debate over if and when the Dalton Highway should be opened to the public to Prudhoe Bay. A comprehensive development plan that can be supported by data from this survey could help citizens in their decision concerning the future of the Dalton Highway.

Dear Participant,

The University of Alaska Fairbanks and the Bureau of Land Management appreciate your cooperation in this comprehensive survey. The survey will allow us to determine visitor use patterns, needs, and quality of recreational use that currently exist on the Dalton Highway.

The survey also allows you to express how you feel about traveling the Dalton Highway. Your answers and comments are important to us and are crucial for a successful survey. The Bureau of Land Management is currently reviewing its Recreational Area Management Plan for this area and your response will help guide future development.

It is important that only the person driving when this vehicle stopped at the BLM kiosk complete the survey. Your returned survey will be acknowledged with a unique gift to thank you for your cooperation. Please complete every question and fully erase changed answers. There is a 24 hour drop box located at the Yukon River crossing BLM kiosk for you to return your completed survey.

Any questions or comments you may have about the survey or the manner in which it was conducted may be directed to the address given below.

Thank you and enjoy your trip!

Gregory A. Robbe , B.S. Natural Resources Management
Graduate Studies, University of Alaska Fairbanks

You can receive a copy of the survey results by sending a business size SASE to:

Dalton Highway Survey Results
c/o SALRM
University of Alaska Fairbanks
Fairbanks, AK 99775-0100
(907) 474-5550

CIRCLE NUMBERS CORRESPONDING TO ANSWERS UNLESS
DIRECTED OTHERWISE

Q-1 Is this your first time driving the Dalton Highway?

1. YES (continue on to Q-2)
2. NO (please answer parts A & B & C before going to Q-2)

A. Please estimate the number of times you have personally driven the Dalton Highway. (place answer in box)

B. Is your destination always the same?

1. YES
2. NO

C. Is the purpose of your trip the same as past trips?

1. YES
2. NO

Q-2 Which activities did you personally participate in? (circle the numbers of all that apply)

- | | |
|-----------------------|-----------------------|
| 1. BACKPACKING/HIKING | 6. OBSERVING PLANTS |
| 2. BOATING | 7. VIEWING SCENERY |
| 3. CAMPING | 8. OBSERVING WILDLIFE |
| 4. SPORT FISHING | 9. PHOTOGRAPHY |
| 5. SPORT HUNTING | 10. OTHER: _____ |

Q-3 Which of the above activities were important to your experience on the Dalton Highway? (record one of the above numbers in each box)

1. MOST IMPORTANT

2. SECOND MOST IMPORTANT

Q-4 How did you become interested in traveling the Dalton? (circle all that apply)

- | | |
|----------------------------------|-----------------------------------|
| 1. FRIEND | 6. ALASKAN VISITOR CENTER |
| 2. MAGAZINE OR NEWSPAPER ARTICLE | 7. OTHER TRAVELERS |
| 3. LOOKING AT MAPS OF ALASKA | 8. RADIO |
| 4. GOVERNMENT INFORMATION | 9. TRAVEL BROCHURES |
| 5. TELEVISION | 10. OTHER: (please specify) _____ |

Q-5 How long was your trip?

1. ONE DAY (If you answered this, please go to Q- 11)
2. OVERNIGHT
3. MORE THAN TWO NIGHTS
4. MORE THAN ONE WEEK

Q-6 What did you camp in?

1. TENT
2. CAR OR PICKUP (including pickups with canopies)
3. NON SELF-CONTAINED CAMPER OR TRAILER
4. SELF-CONTAINED CAMPER OR TRAILER
5. MOTORHOME (please specify length: _____)

Q-7 What level of development do you prefer for camping?

1. VERY PRIMITIVE (off the road or gravel pit)
2. MODERATELY PRIMITIVE (designated camp site/outhouse)
3. MODERATELY DEVELOPED (designated camp sites/water/tables/outhouse)
4. VERY DEVELOPED (phone/showers/vending machines)

Q-8 Using the levels from above, how would you rate the level of camping development currently available? (place number from Q-6 in box)

Q-9 Are you satisfied with the current level of development?

1. UNSATISFIED
2. MODERATELY SATISFIED
3. SATISFIED
4. VERY SATISFIED

Q-10 Construction in the Arctic is expensive and many government agencies are experiencing budget cuts. How much would you be willing to pay for using improved facilities?

1. NOTHING
2. LESS THAN \$5
3. \$5-\$10
4. MORE THAN \$10

Q-11 What road condition did you expect to find?

1. ROUGH DIRT (including large rocks)
2. GRADED GRAVEL
3. CHIP COAT (gravel over an oiled base)
4. ROUGH PAVEMENT
5. GOOD PAVEMENT

Q-12 Choose how you would describe the current Dalton Highway surface condition.

1. UNSATISFACTORY
2. SATISFACTORY
3. VERY SATISFACTORY

Please explain your answer: _____

Q-13 Do you feel the Dalton Highway needs improvement?

1. YES
2. NO (If NO, go to Q-15)

Please explain your answer: _____

Q-14 The State of Alaska maintains the Dalton Highway at great expense. How much would you be willing to pay for improved road conditions?

1. NOTHING
2. LESS THAN \$5
3. \$5-\$10
4. MORE THAN \$10

Q-15 Do you stop at scenic waysides?

1. ALWAYS
2. USUALLY
3. OCCASIONALLY
4. NEVER

Q-16 Do you feel the Dalton Highway could use more scenic waysides?

1. YES
2. NO

Q-17 Do you stop at developed interpretive waysides (informative signs or dedicated structures)?

1. ALWAYS
2. USUALLY
3. OCCASIONALLY
4. NEVER

Q-18 Do you feel the Dalton Highway could use more interpretive waysides?

1. YES
2. NO

Q-19 Do you think there should be staffed information centers on the Dalton Highway?

1. YES
2. NO

Q-20 The BLM is considering building a large, full service interpretive center with media programs, static displays, interpretive talks, and 24 hour emergency services. Do you think the BLM should build such a center?

1. YES (please answer parts A & B before continuing)
2. NO (go to Q-21)

A. Where should the center be built?

1. YUKON RIVER CROSSING
2. ARCTIC CIRCLE
3. COLDFOOT
4. OTHER: _____

B. How much would you be willing to pay to visit the center?

1. NOTHING
2. LESS THAN \$5
3. \$5-\$10
4. MORE THAN \$10

Q-21 The Dalton Highway is only open to public travel to Disaster Creek. Do you think the public should be able to travel to Prudhoe Bay?

1. YES
2. NO

Q-22 Did you know that the Dalton Highway was closed at Disaster Creek before deciding to make the trip?

1. YES (go to Q-23)
2. NO

A. If you had known that the Dalton Highway was closed to public traffic at Disaster Creek would you have made the trip anyway?

1. YES
2. NO

Q-23 Many visitors drive the Dalton to view wildlife in their natural habitat. How much wildlife did you see in comparison to what you thought you would see?

1. MUCH LESS THAN EXPECTED
2. LESS THAN EXPECTED
3. EXPECTED AMOUNTS
4. MORE THAN EXPECTED
5. MUCH MORE THAN EXPECTED

Q-24 How do you think traffic on the Dalton Highway impacts wildlife?

1. NO IMPACT
2. SOME IMPACT
3. MODERATE IMPACT
4. SEVERE IMPACT

Q-25 How do you think traffic on the Dalton Highway impacts the environment other than wildlife?

1. NO IMPACT
2. SOME IMPACT
3. MODERATE IMPACT
4. SEVERE IMPACT

Q-26 The type of facilities and amount of development that should be offered along the Dalton is highly controversial. How do you feel about the desirableness of the following facilities along the Dalton Highway? (circle one in each row)

	Very Undesirable	Undesirable	Neutral	Desirable	Very Desirable
1. Toilets	1	2	3	4	5
2. Picnic Tables	1	2	3	4	5
3. Camp Sites	1	2	3	4	5
4. Garbage Collection	1	2	3	4	5
5. Interpretive Sites	1	2	3	4	5
6. Potable Water	1	2	3	4	5
7. Dump Stations	1	2	3	4	5
8. Commercial Services	1	2	3	4	5
9. Emergency Services	1	2	3	4	5
10. Waysides	1	2	3	4	5

Q-27 How do you feel about the quality of the following facilities along the Dalton Highway? (circle one in each row)

	Well Maintained	Adequately Maintained	Poorly Maintained
1. Toilets	1	2	3
2. Picnic Tables	1	2	3
3. Camp Sites	1	2	3
4. Garbage Collection	1	2	3
5. Interpretive Sites	1	2	3
6. Potable Water	1	2	3
7. Dump Stations	1	2	3
8. Commercial Services	1	2	3
9. Waysides	1	2	3

The next series of questions help us determine who uses the Dalton Highway. The questions may seem personal, but please remember this survey is anonymous.

Q-28 Where do you live?

CITY: _____
STATE: _____

Q-28 What is your occupation?

Q-29 What is your income?

1. LESS THAN \$10,000
2. LESS THAN \$30,000
3. LESS THAN \$50,000
4. LESS THAN \$90,000
5. MORE THAN \$90,000

Q-30 How old are you?

Q-31 What is your sex?

1. FEMALE
2. MALE

Q-32 The opening of the Dalton Highway to Prudhoe Bay is a controversial topic. Some people consider opening the road a right guaranteed by the State constitution. Other people wish to keep the road closed to protect the environment. How do you consider yourself?

1. FOR OPENING THE DALTON TO PUBLIC TRAVEL TO PRUDHOE BAY
2. AGAINST OPENING THE DALTON TO PUBLIC TRAVEL TO PRUDHOE BAY
3. NOT DECIDED
4. OTHER: _____

Q-33 What, if any, environmentally based organizations do you belong to? (list all that apply)

Q-34 Any additional comments you may have that would help us in making this trip a better one for all visitors will be greatly appreciated.

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