

# The Kittatinny Ridge Recognition and Cultural Identification Survey

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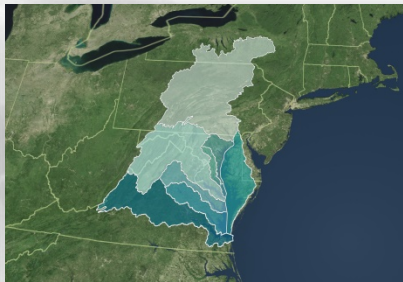
Dr. Claire A. Jantz  
*Director*



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# CLUS Mission and Vision

- Facilitate research, outreach, and education that supports communities by providing science-based solutions to interdisciplinary sustainability challenges.
- Become nationally-recognized for engaging environmental, social, and economic perspectives to provide innovative sustainable solutions that make a difference from local to global scales.



# What we do...

- Grants
- Service Contracts
- Continuing & Professional Education
- Outreach & Student Engagement



SoilHub.com



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# Project Background

Funded by the Appalachian Trail Conservancy in support of the Kittatinny Coalition

Purpose: to consider and develop improved recreation opportunities, enhanced natural resource protection efforts, and a communication strategy that helps boost appreciation for, and fill knowledge gaps about, the Ridge.

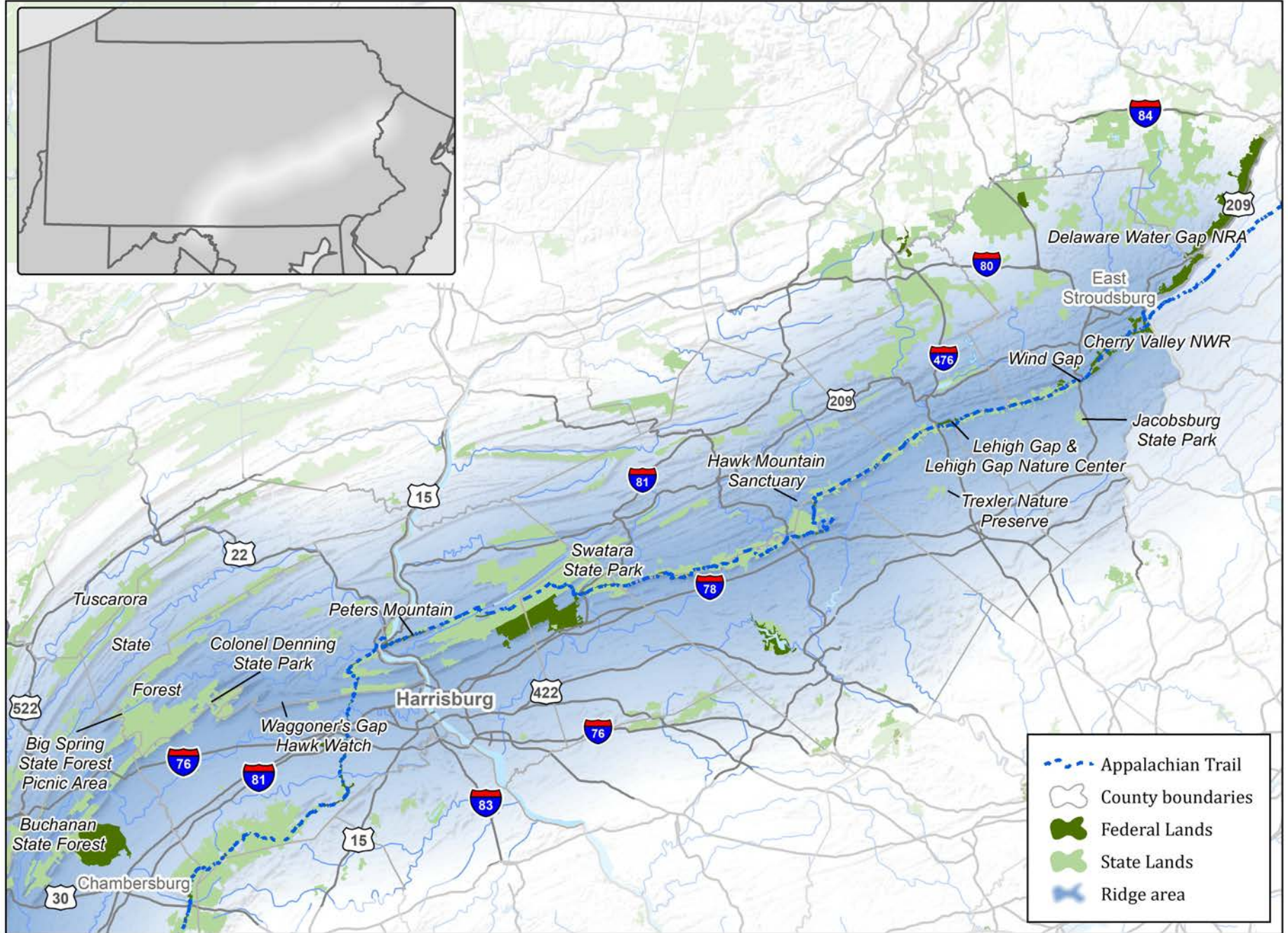
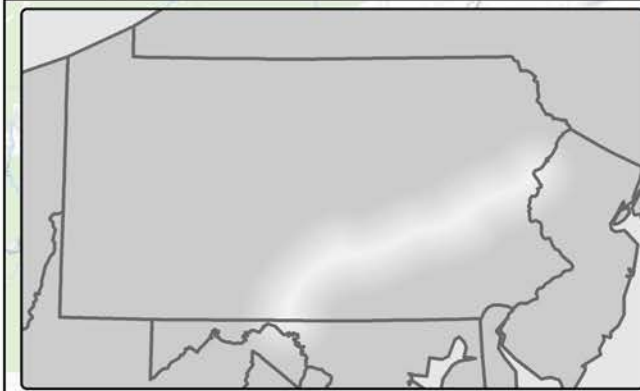


**APPALACHIAN TRAIL**  
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# Methodology



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# Outreach Materials

- Text, flyers, graphics, social media banners



DO YOU LIVE, WORK, OR PLAY  
ON THE

**KITTATINNY  
RIDGE**



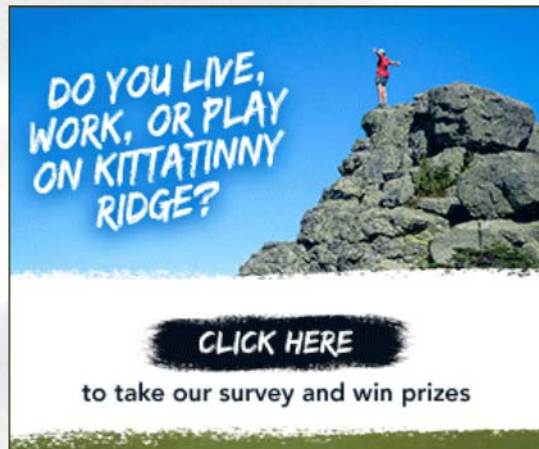
TAKE OUR SURVEY  
& WIN PRIZES!

**[CENTERFORLANDUSE.ORG/KR/SURVEY](http://CENTERFORLANDUSE.ORG/KR/SURVEY)**



# Survey Dissemination

- CLUS social media
- Press releases
- Partner networks
- Paid advertising



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# Results

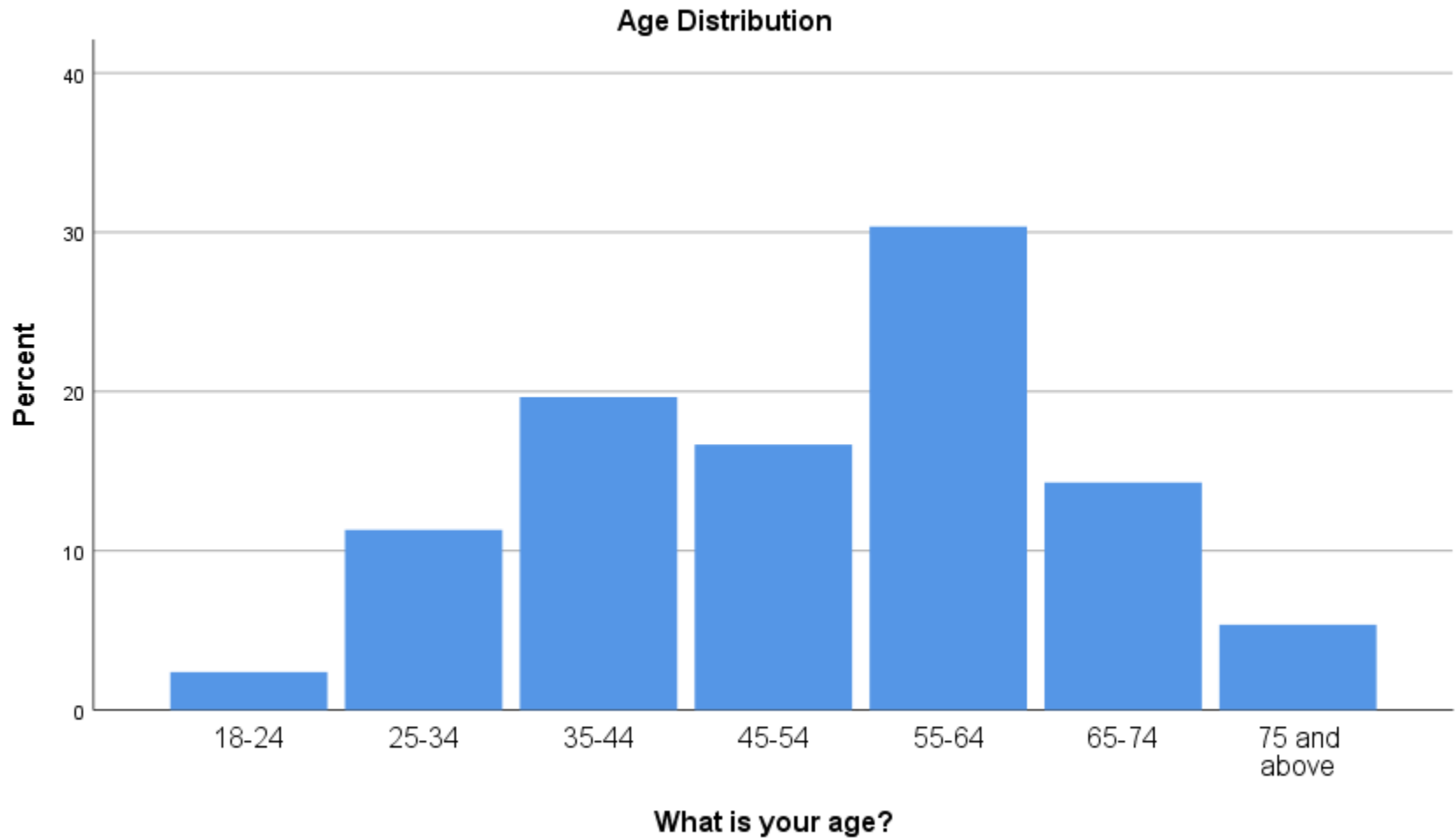
- 187 responses
- 100 zip codes
- 1600 survey views
- 747 unique page views
- 00:01:47 duration



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# Demographics

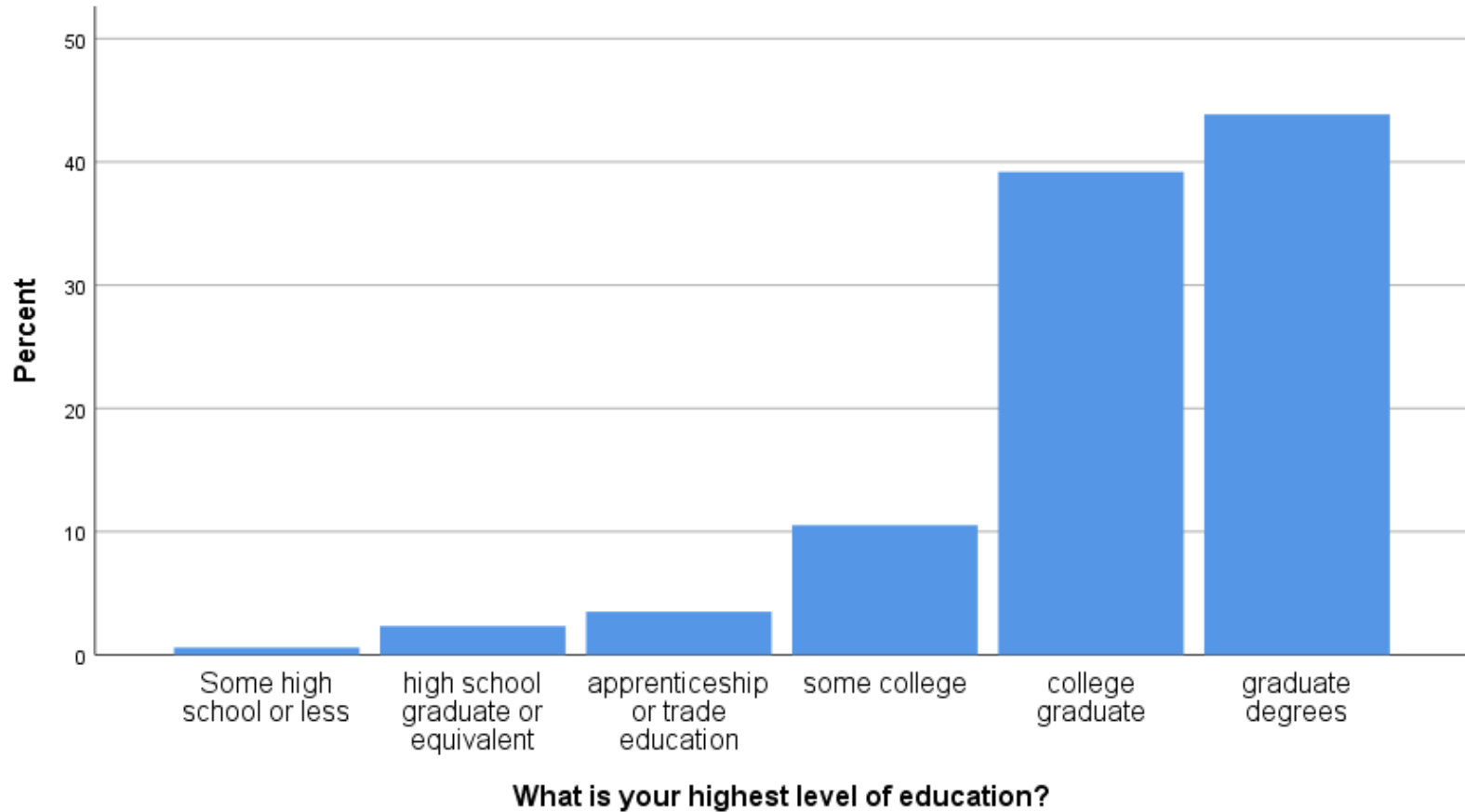


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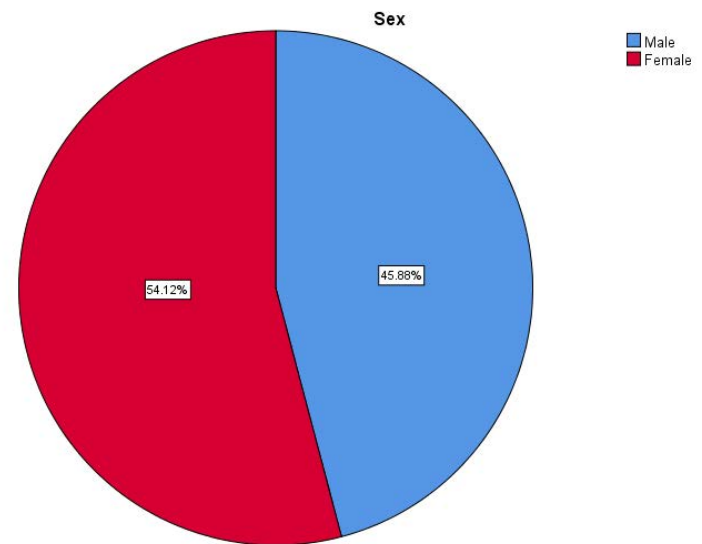
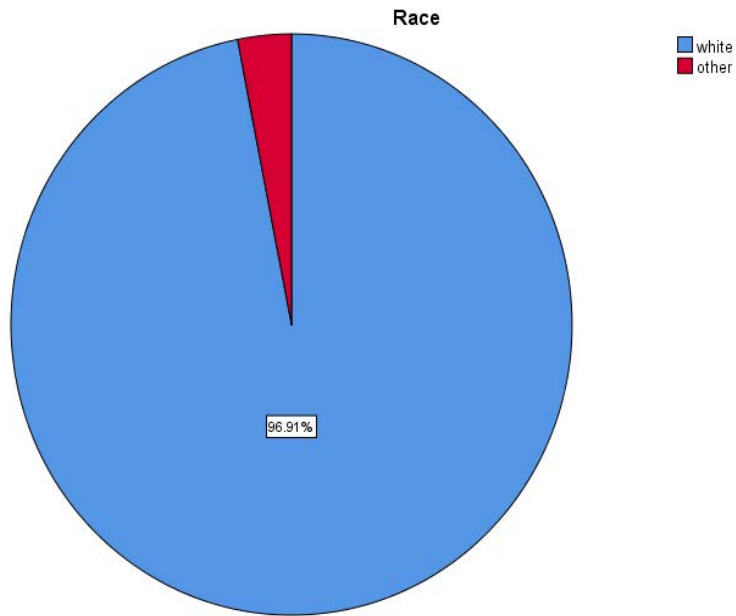
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### Educational Attainment

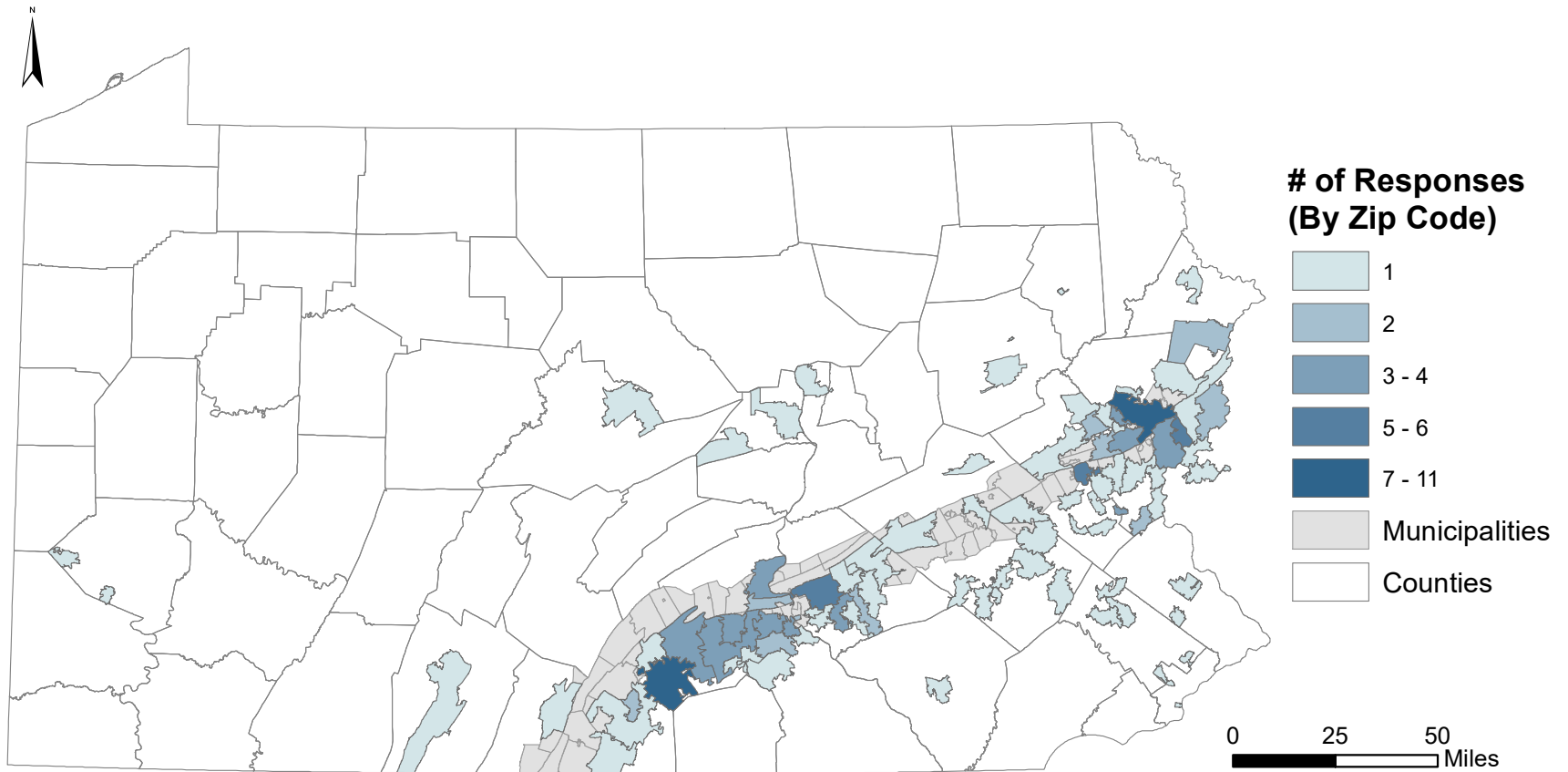


# Race and Gender Info





# Geographic Distribution



*The Kittatinny Ridge is referred to by many different names depending on where you live or where you grew up. What name(s) do you use when referring to the Kittatinny Ridge?*

Endless  
Tuscarora  
Ridge  
Kittatinny  
Blue  
Mountain  
Second  
First  
North



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# Recreation



# Survey Questions

- *People use the Kittatinny Ridge for various recreational activities. Which activities do you participate in on the Ridge or in the area?*
- *When you visit the Kittatinny Ridge for the recreational activities listed above, where along the Ridge do you typically do these activities?*
- *If you use the Ridge for vacation or to stay overnight, where do you typically visit?*
- *What would encourage you to spend more time recreating along the Ridge?*

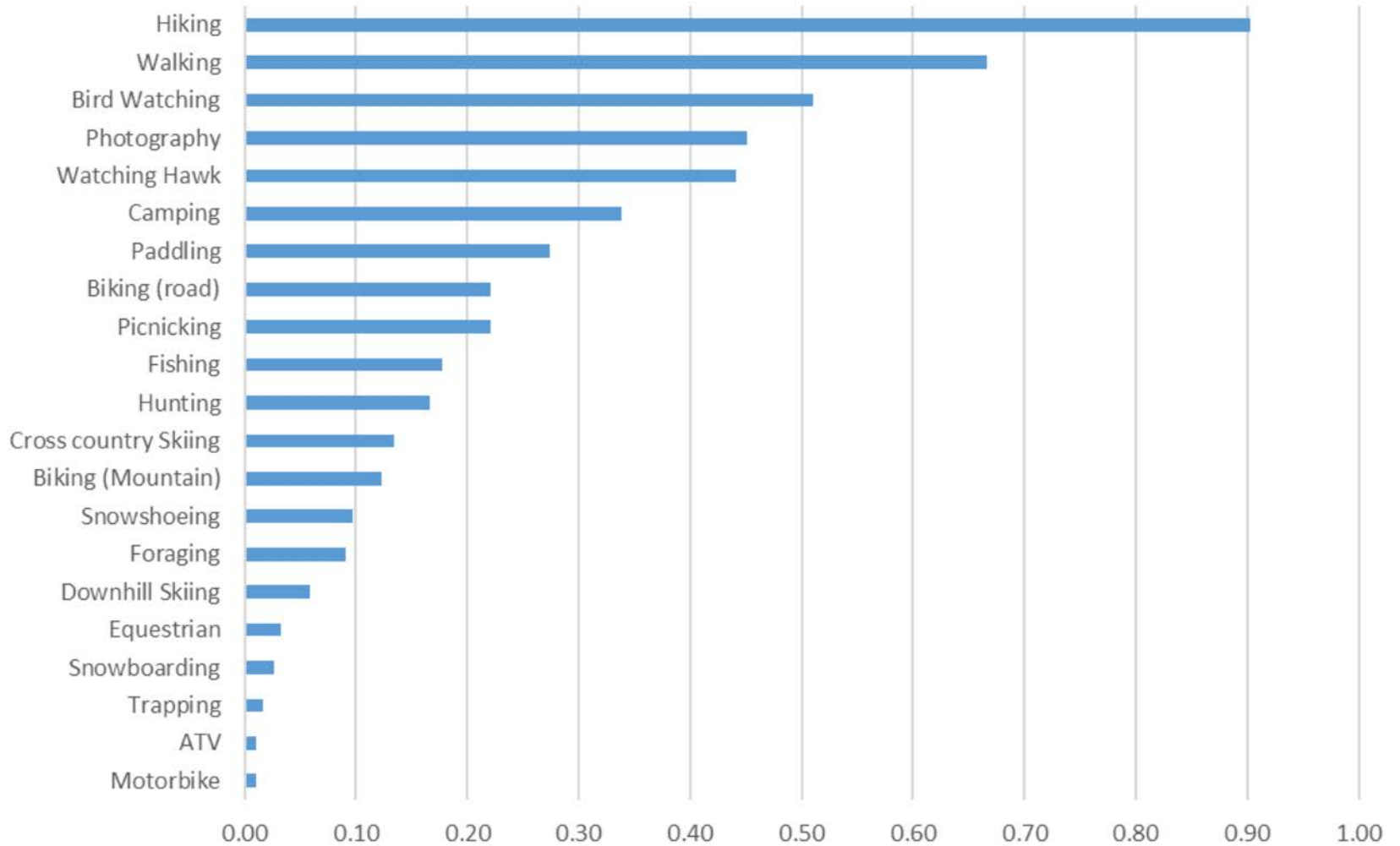


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## Common Activities



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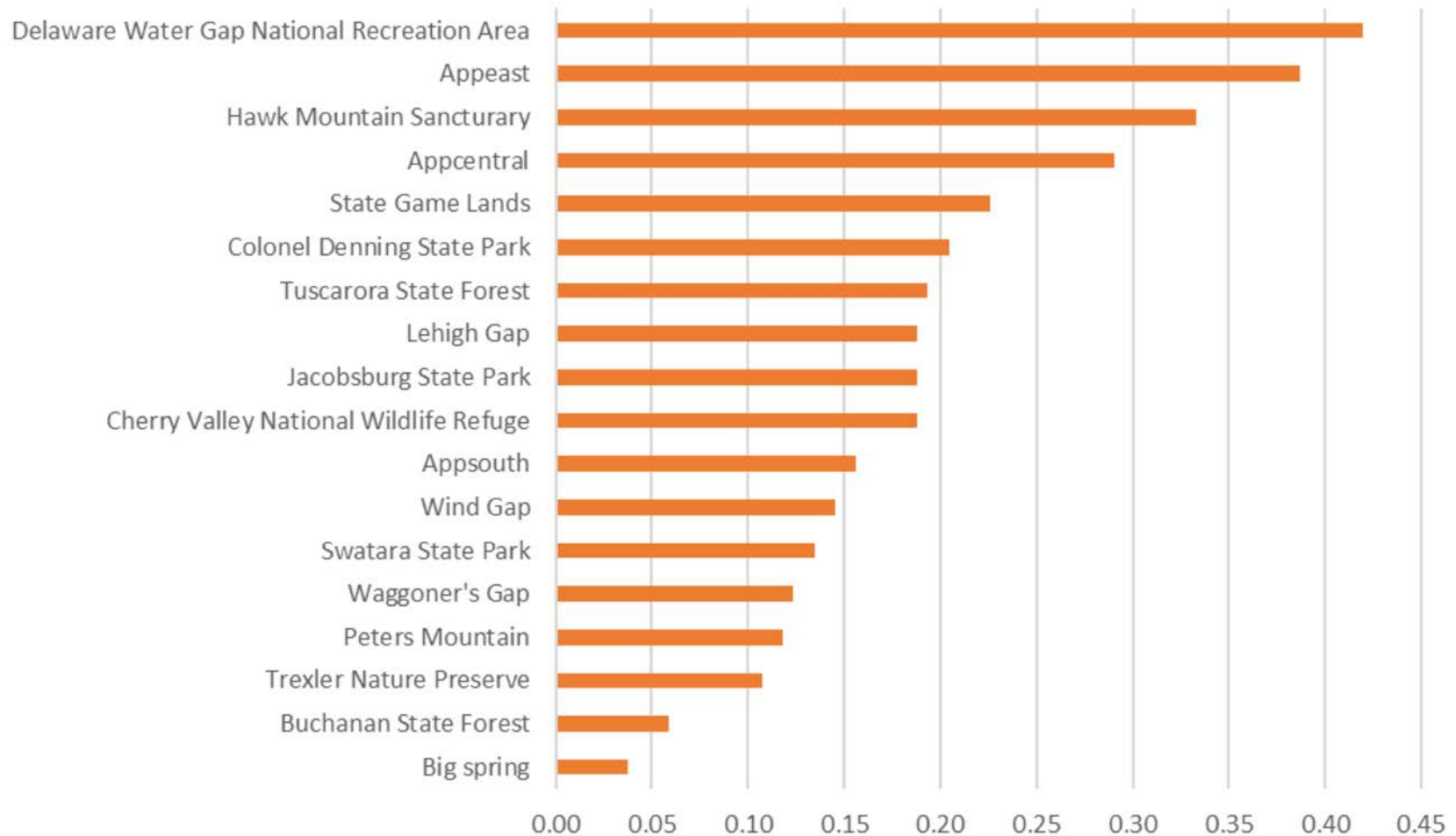
# Other Activities



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## Frequently Visited Locations



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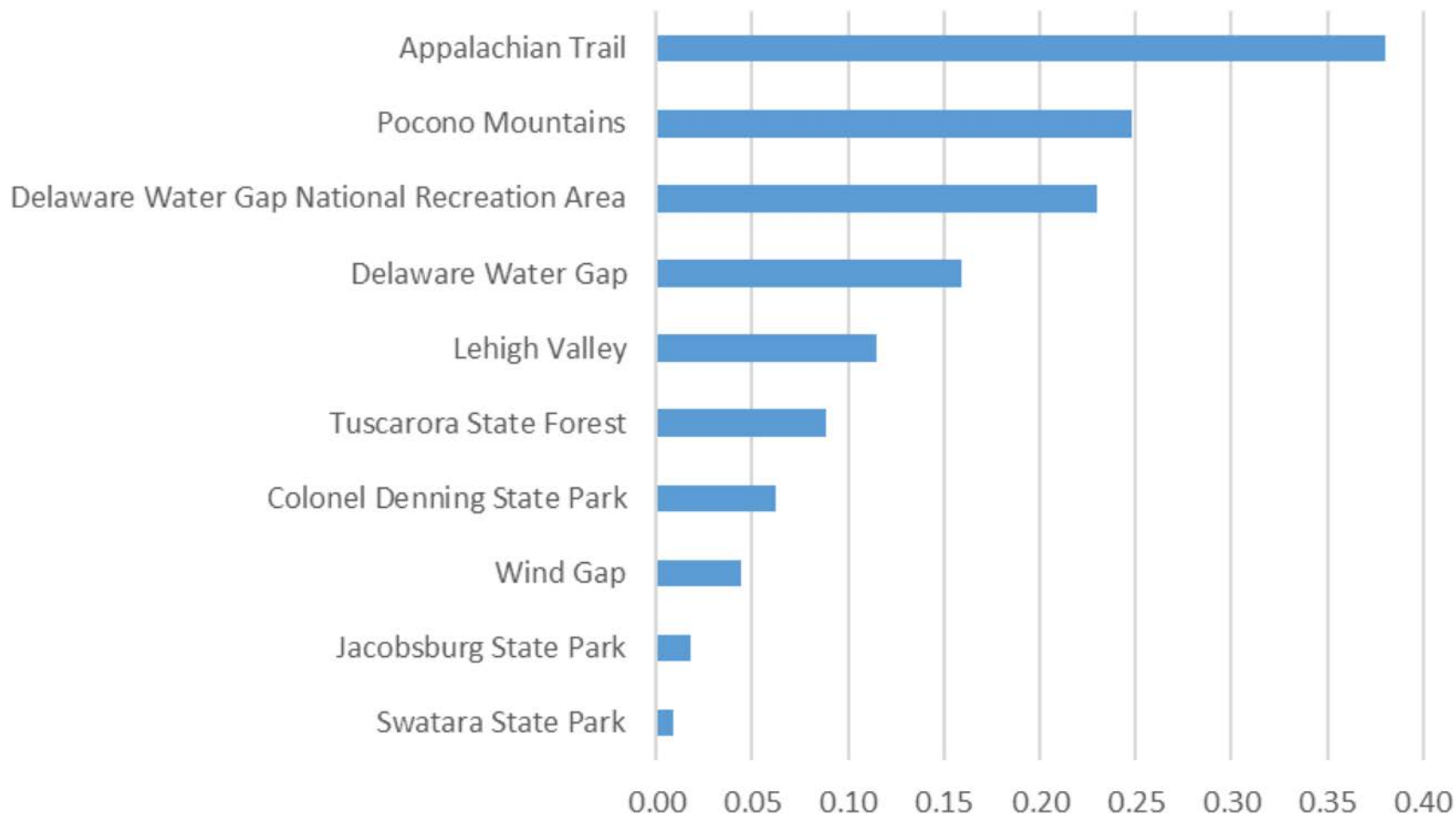
# Other Destinations People Visit



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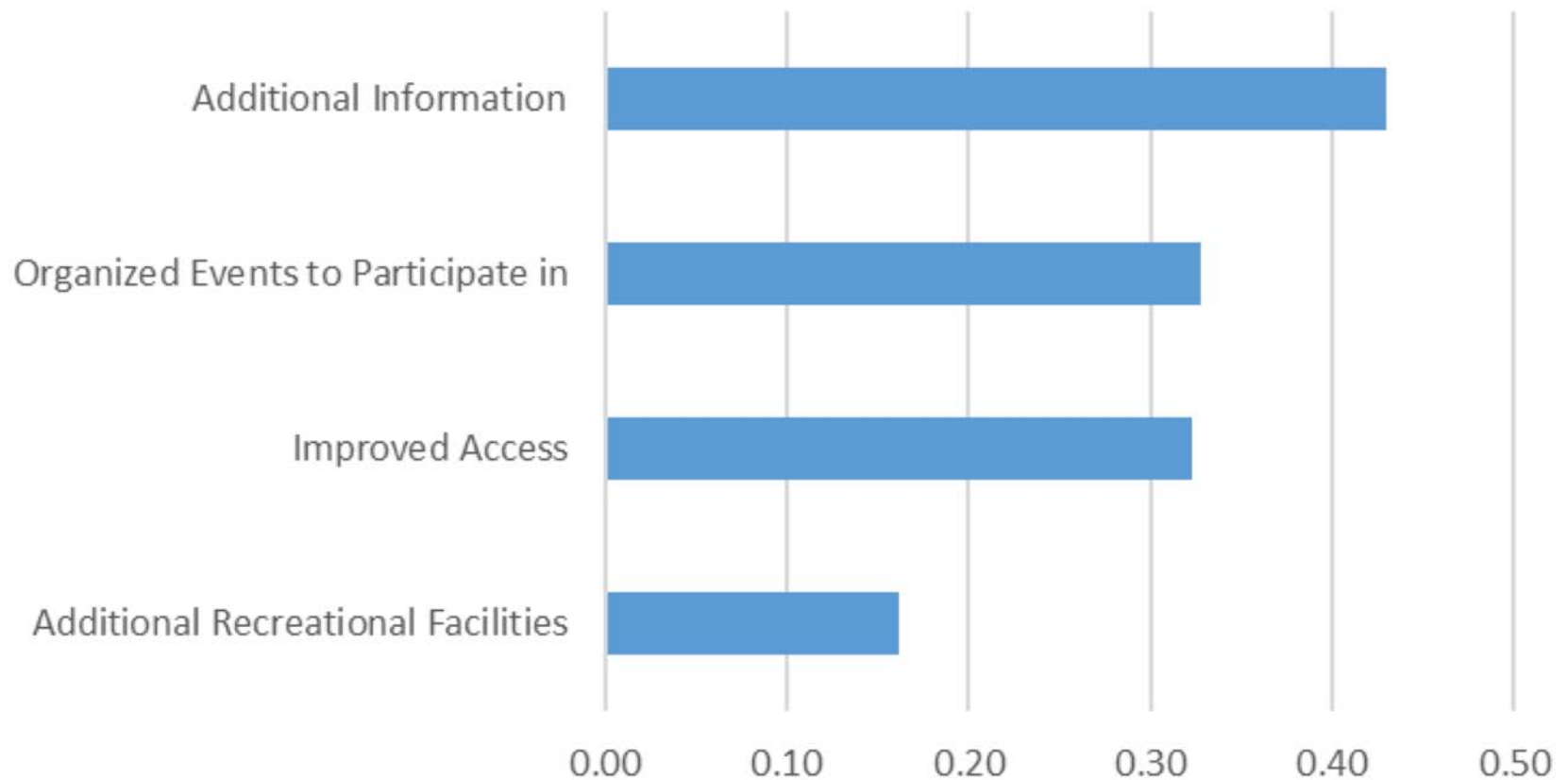
## Where People Go for Vacation or to Stay Overnight



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## Things can be done to attract more visitors





# Conservation





# Survey Questions

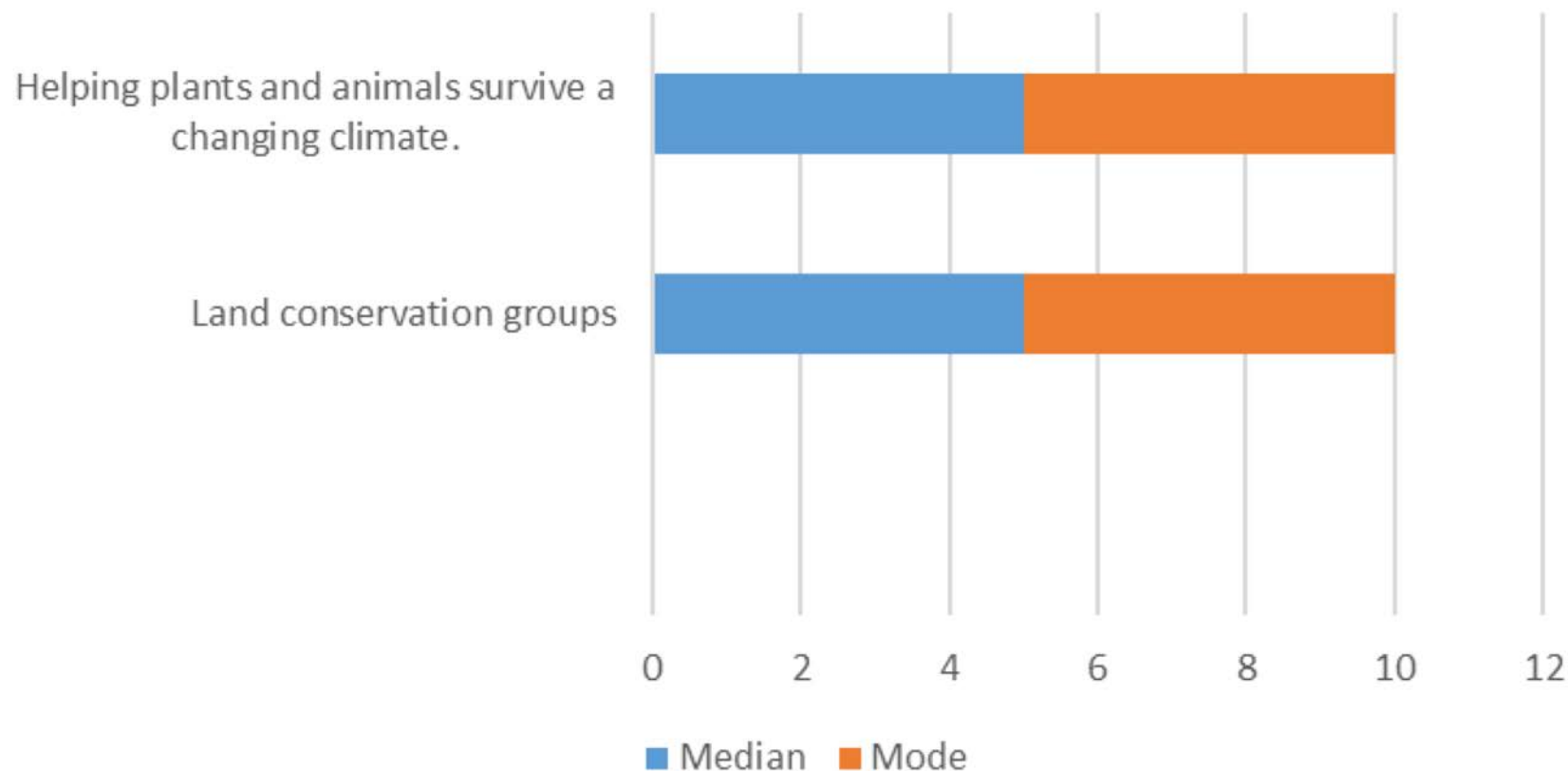
- *How important is it to you for land conservation groups to continue working with private landowners and other state and federal agencies to conserve green space for recreation, fishing and hunting, wildlife habitat, and clean and plentiful drinking water supplies along the Ridge?*
- *Please rate how important you think the Kittatinny Ridge will be in helping plants and animals survive a changing climate.*
- *How do you rate the following factors in terms of their potential impact to forests, farmland, and/or the outdoor recreation experience along the Ridge?*
- *Is there anything you would like to share related to the question above, and potential impacts?*
- *How important do you think the Kittatinny Ridge is as a source of clean drinking water?*



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## Conservation Efforts

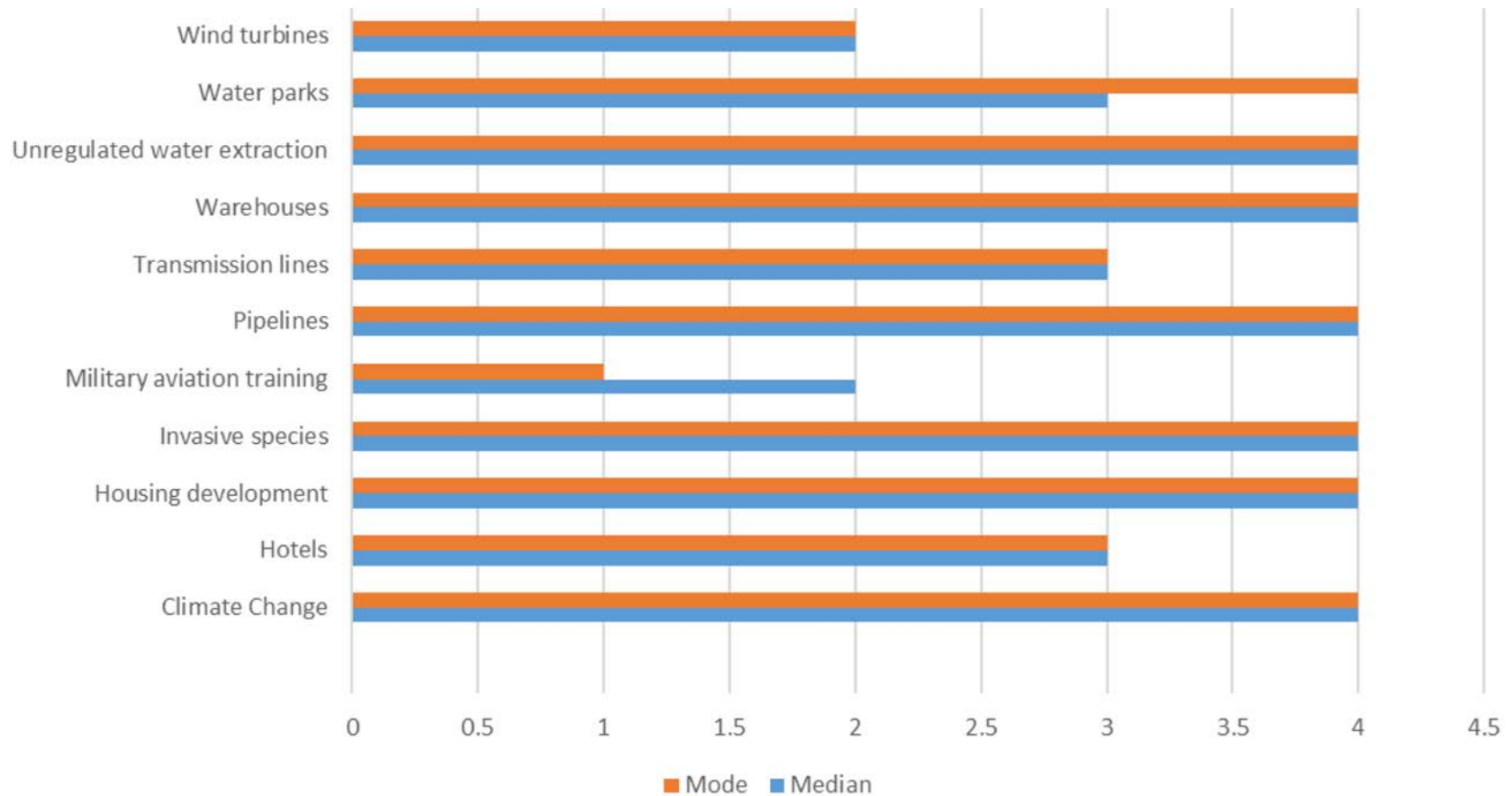


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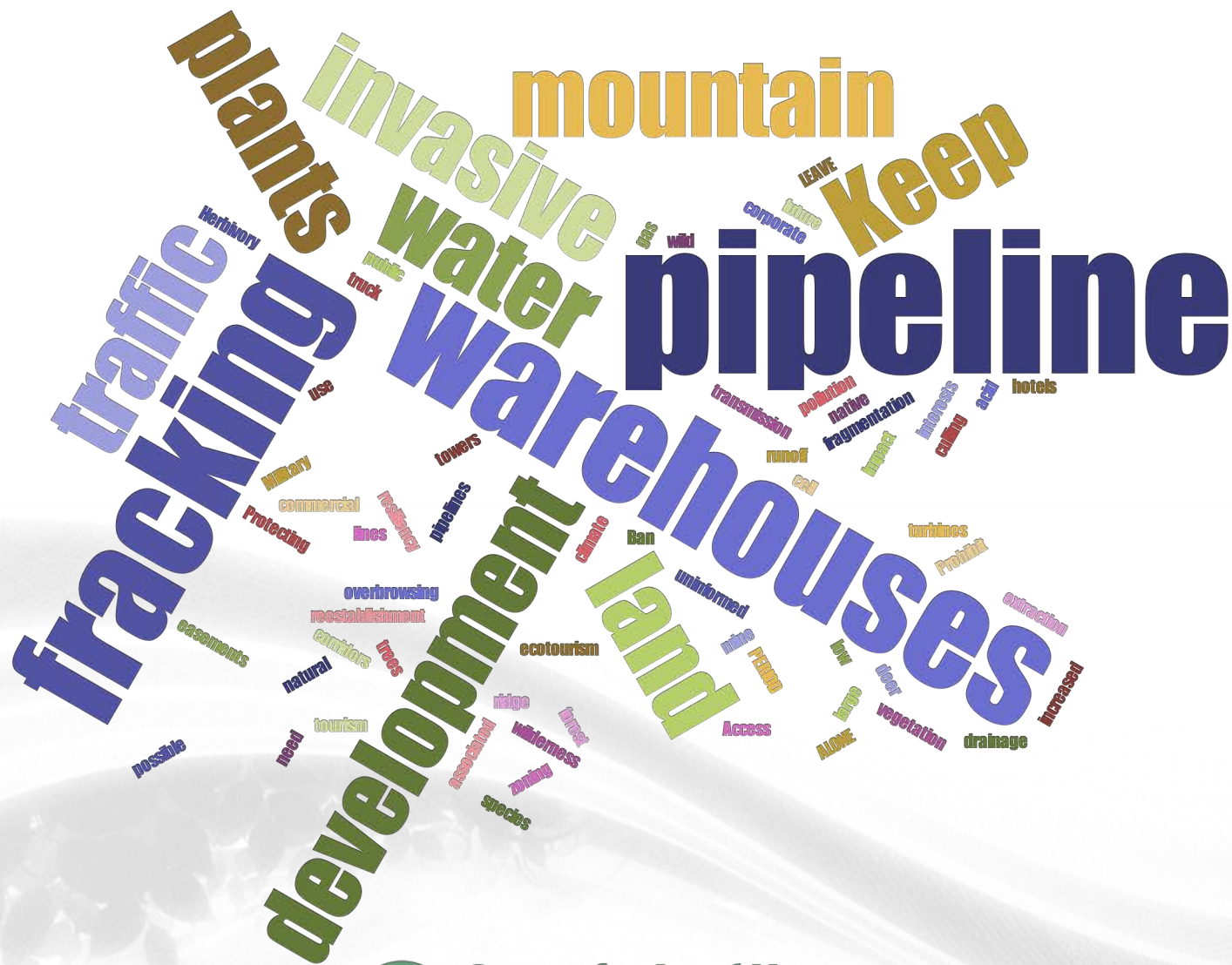
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## Negative Impacts



## Other potential impacts





# Local Culture and Economy





# Survey Questions

- *The Ridge means different things to different people. What words would you use to describe your feelings and experiences about the Ridge and what the Ridge means to you when you see it?*
- *With the goal of developing initiatives that benefit both the local community and Kittatinny Ridge landscape, what economic or tourism initiatives would you personally encourage?*
- *Is there another economic or tourism initiative you would support that you believe should have been included above?*
- *What else would you like to share about the Kittatinny Ridge that isn't covered by our survey questions or your responses?*



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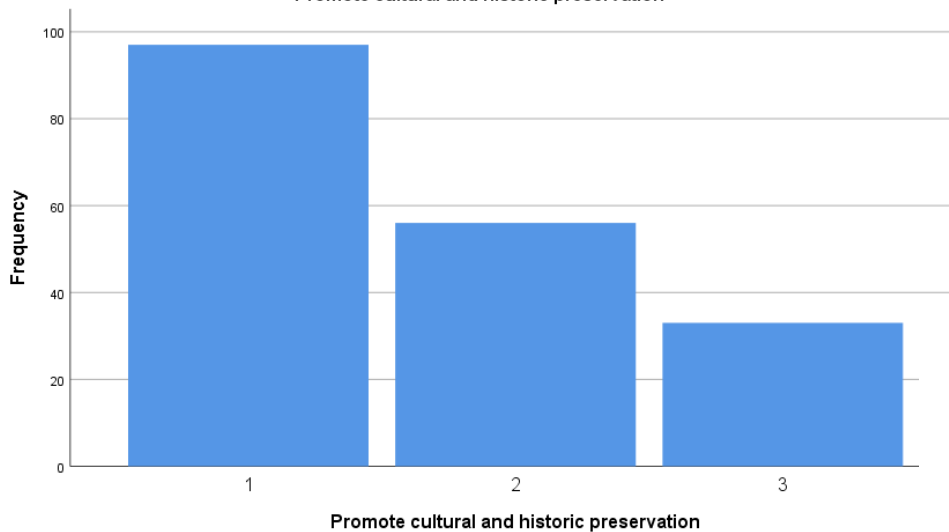
# Feelings Towards the Ridge



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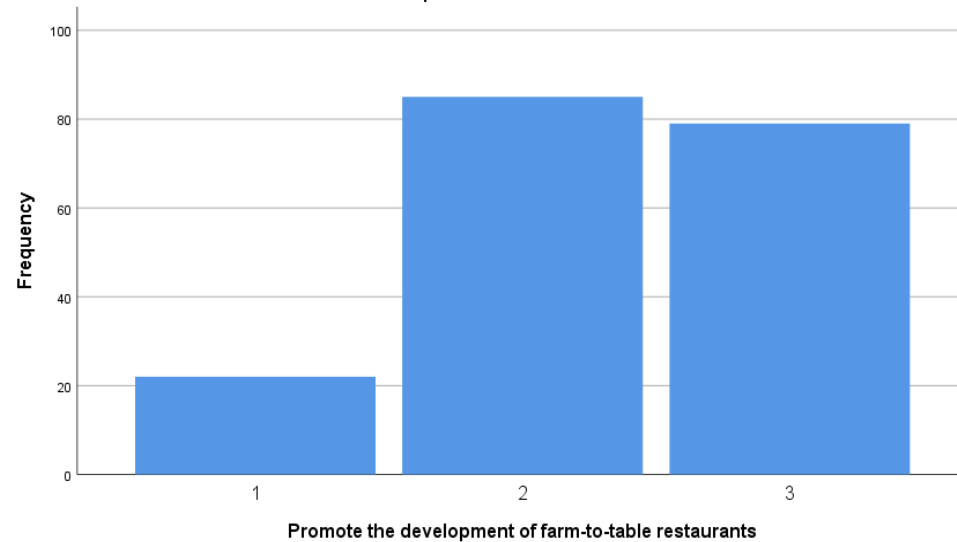
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Promote cultural and historic preservation

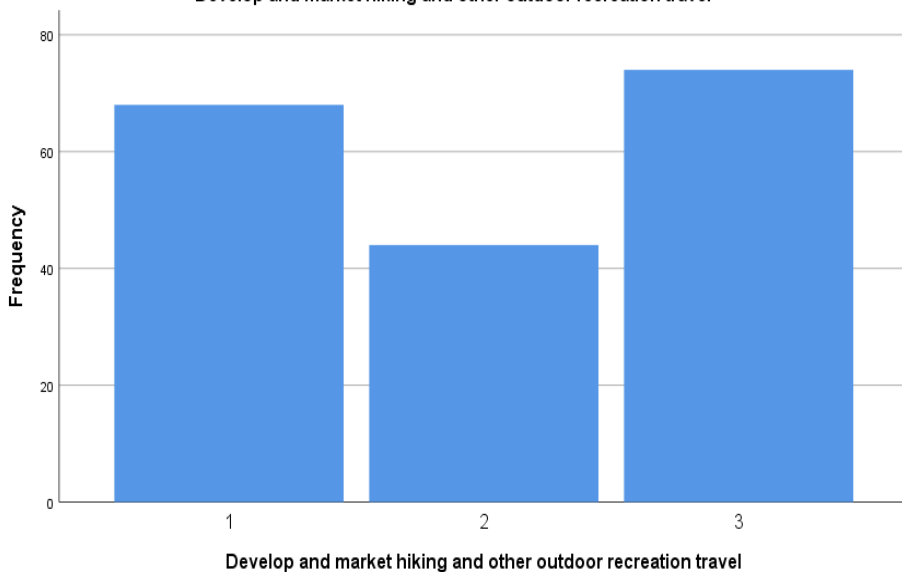


**What economic or tourism initiatives would you personally encourage?**

Promote the development of farm-to-table restaurants

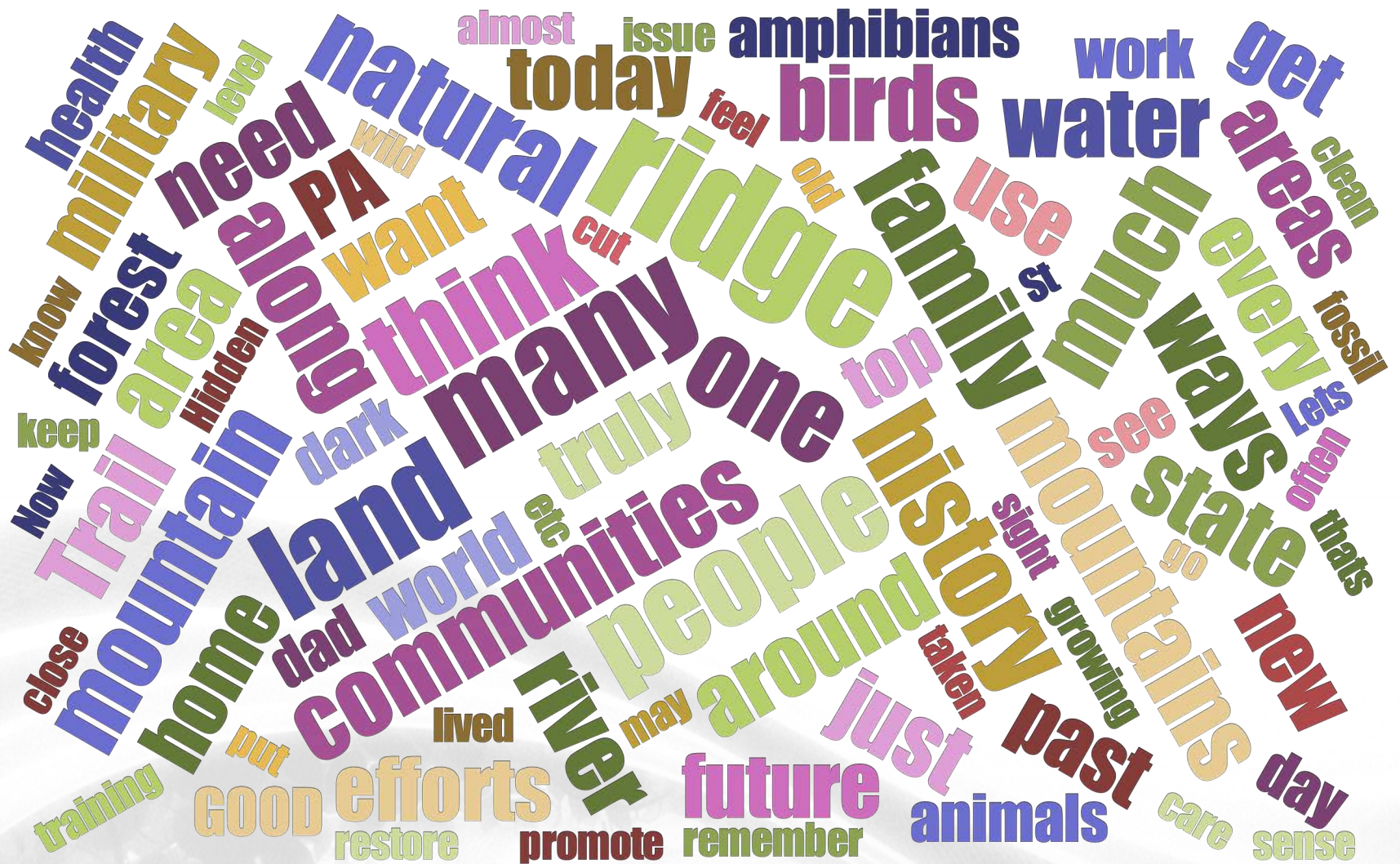


Develop and market hiking and other outdoor recreation travel





What else would you like to share about the Kittatinny Ridge?



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# Thank you!





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