TRAVEL INFORMATION COUNCIL/ OREGON TRAVEL EXPERIENCE
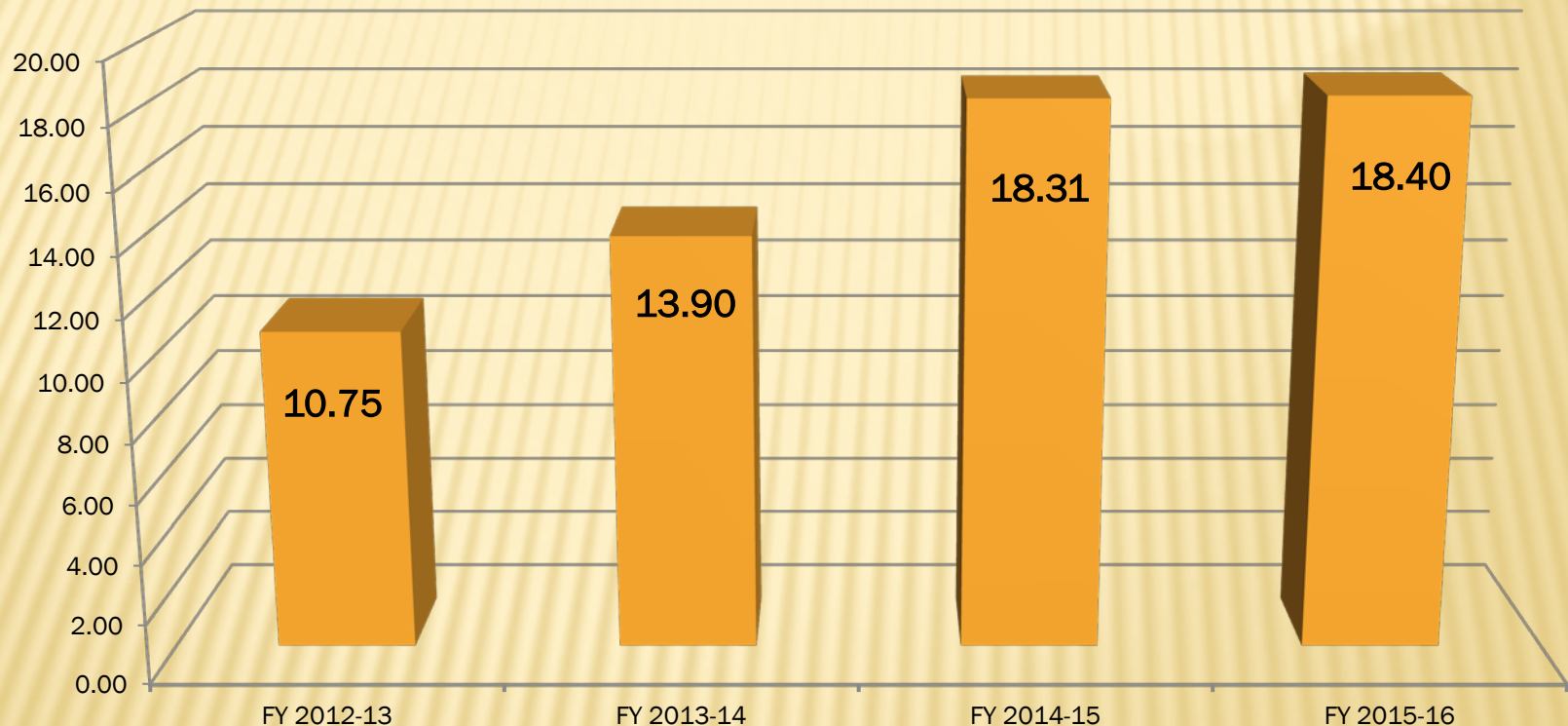
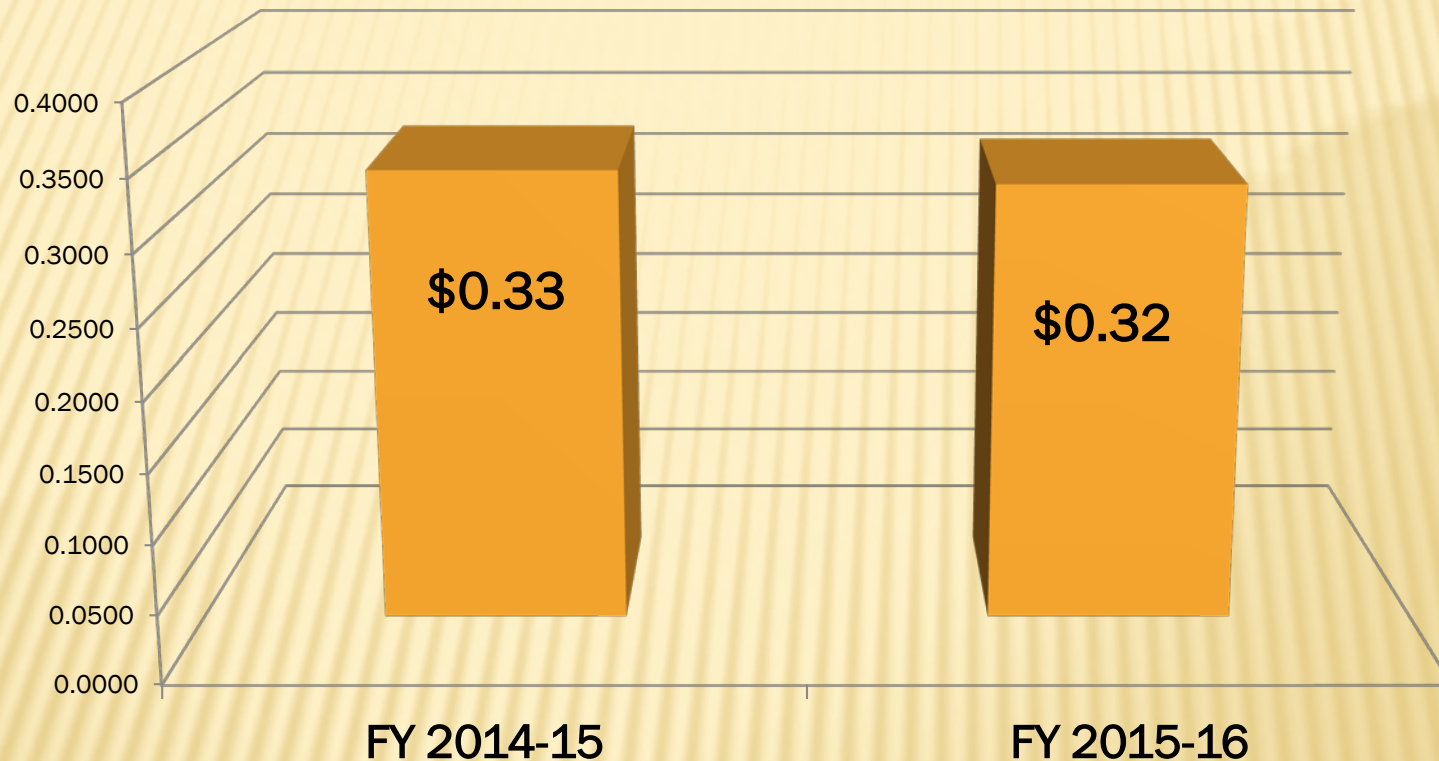# REST AREA PROGRAM

PERFORMANCE MEASURES 2016

TRAVELER COUNTS IN TIC-MANAGED REST AREAS

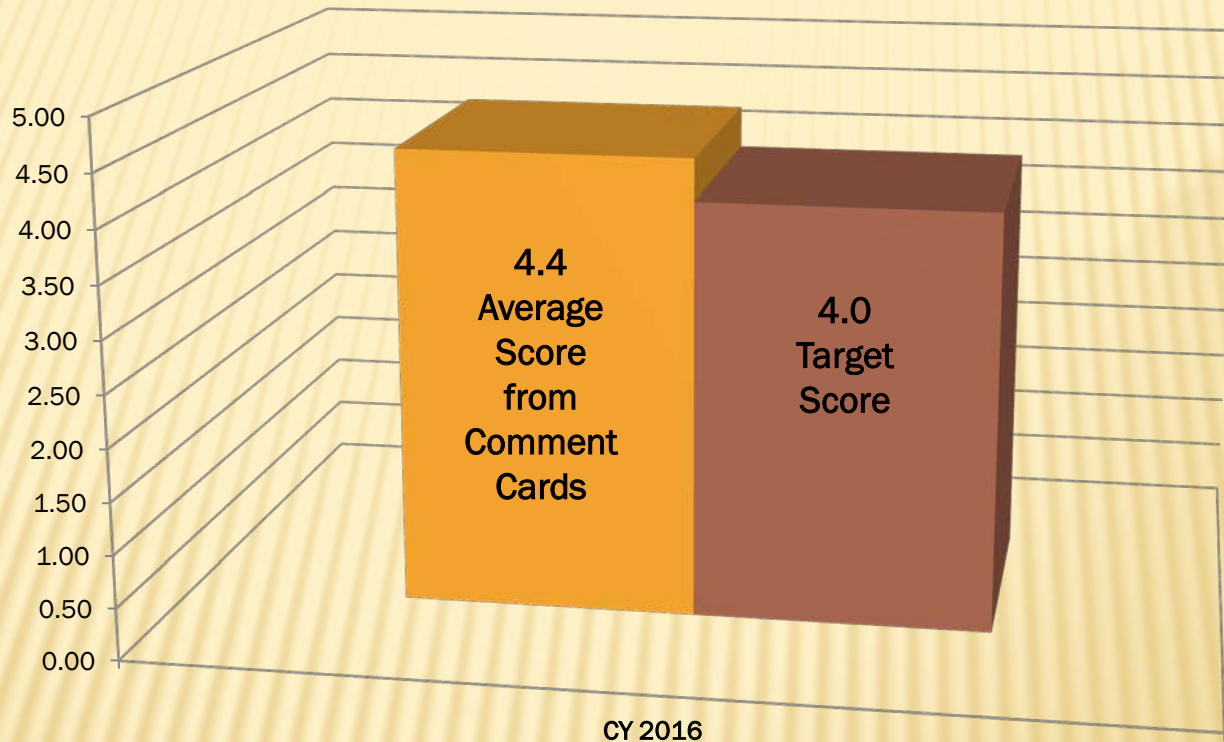## Traveler Count (in Millions)

The number of travelers entering TIC-managed restrooms (or extrapolated from vehicle-counters at some locations). Last 5 rest areas transferred March 1, 2014.
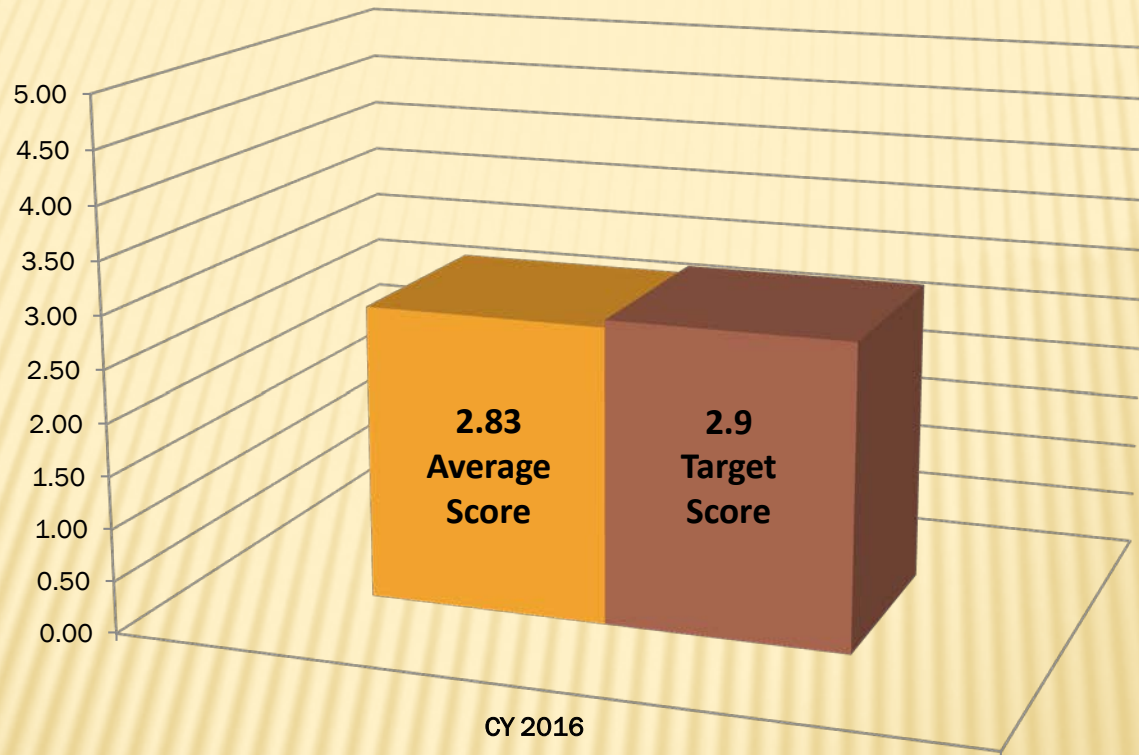
COST PER RESTROOM USER

Cost at the individual traveler level, including the full program cost across all TIC managed rest areas, but does not include capital expenditures.
Cost varies greatly by individual rest area based on location costs and visitor counts.
Highest cost is at Suncrest ($1.02 per visit) and lowest is at Santiam ($0.20 per visit).

PUBLIC PERCEPTION OF TIC REST AREAS

Comment Cards allow users to rate rest area core functions on a scale of 0-5 possible points, including cleanliness, supplies, staff courtesy and perception of personal safety.

INSPECTED CONDITION OF REST AREAS

Begun in 2016, this is a new measure based on physical inspection of rest areas including detailed reviews of facilities, personnel, equipment and information.

REST AREA SAFETY MEASURES

Under development.

Expected to include information from comment cards, calls to the toll-free number, emails from travelers, information from rest area exclusions written and safety ratings of grounds by Oregon State Police.

Oregon Rest Area Visitor Comments

Date of visit: _____ Time of visit: _____

Name (optional): _____ State/Country of residence: _____

Email (optional): _____

Please circle the number that best describes your experience:	Poor	Fair	Average	Good	Excellent
Grounds ....N/A	1	2	3	4	5
Restroom cleanliness ....N/A	1	2	3	4	5
Restroom supplies................N/A	1	2	3	4	5
Tourist information...............N/A	1	2	3	4	5
Vending machines ....N/A	1	2	3	4	5
Staff courtesy....................N/A	1	2	3	4	5
How safe do you feel when visiting this rest area?	1	2	3	4	5

Comments: _____

We appreciate your feedback! Please visit our website at: www.oregonte.com or call 800-574-9397

REST AREA ECONOMIC DEVELOPMENT

Under development.
How do rest areas contribute to statewide and local tourism goals, and the what is the economic impact of travelers leaving the highways to enter communities and their businesses because of information gained from rest area infrastructure resources?