

New Jersey
WILD
OUTDOOR^{EXPO}
Explore. Experience. Enjoy!

2014 Visitor Survey Summary Report



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I. INTRODUCTION

The New Jersey Department of Environmental Protection Division of Fish and Wildlife, Division of State Forestry Services, the State Parks Service and the Conserve Wildlife Foundation of New Jersey hosted the fifth annual New Jersey WILD Outdoor Expo on September 13 and 14, 2014. The event was held at the Colliers Mills Wildlife Management Area, located within Central New Jersey, which is the permanent site of the annual WILD Outdoor Expo. Approximately 6,700 people from throughout New Jersey and four other states attended the event over the course of the weekend, despite rainy weather on Saturday, which caused a decrease in participation from the 2013 WILD Outdoor Expo.



The Expo helped people connect with the natural world by providing a unique blend of conservation information, education and hands-on opportunities to learn outdoor skills and activities that can be enjoyed on State lands. The event encompassed a broad spectrum of outdoor activities such as shooting sports, fishing, kayaking, hiking, camping skills, rock climbing, geocaching and wildlife watching.

In order to enhance future Outdoor Expos, a visitor exit survey was conducted on random people as they left the event in order to obtain feedback from participants. Commentary was also obtained after the Expo from exhibitors, presenters, staff and volunteers in order to improve upon all aspects of the event.

II. EVENT DESCRIPTION

New Jersey's fifth annual WILD Outdoor Expo was held on Saturday and Sunday, September 13 and 14, 2014, from 10 a.m. to 5 p.m. One hundred and fifteen different organizations participated in the event to provide hands-on activities, informative seminars, and educational exhibits or to participate in the outdoors-supplies market. Groups included conservation, outdoor recreation, non-profit and government organizations, environmental clubs, historical re-enactors and commercial vendors. In addition, six different Divisions and Offices from within the New Jersey Department of Environmental Protection were represented at the event. (**Appendix A**)



The Expo provided hands-on activities and demonstrations geared toward avid outdoorsmen and women, as well as to novices who wanted to learn skills to venture into the outdoors. Experts were on hand to provide tips and insights on shooting, archery, fishing, camping, backpacking, kayaking, wildlife watching and much more.

Thousands of new shooters were introduced to shotgun shooting and archery at the Expo. More than 5,800 shotgun shells were fired equating to about 1,450 shooters. The numbers of arrows released at the archery ranges were similar to the shotgun range,

drawing more than 1,000 participants in archery over the course of two days.

Camping, outdoor cooking and outdoor adventure demonstrations were held for families looking to get outdoors together. Geocaching 101 classes and a WILD Cache Geo-Trail were offered to test participants' directional skills. Families had the opportunity to watch retrieving demonstrations by sporting dog clubs and to learn about wildlife photography and backpacking in New Jersey.



Participants could also learn to fish, try casting techniques, and practice identifying the state's game fish, which were on display in a giant mobile aquarium. Visitors could watch wild game processing and birds of prey demonstrations along with developing bird and tree identification skills. Children could learn about fisheries management by exploring a gill net maze, make wildlife related crafts, and build a bat house for use by biologists in supporting the state's bat population. Kayak workshops were available to participants along with a rock climbing wall. Conservation organizations provided a wide array of exhibits and displays about the state's natural resources. An assortment of additional activities, demonstrations and seminars were offered to the public as well on a variety of fish and wildlife conservation and recreation topics including snakes of New Jersey, bobwhite quail conservation, scuba diving, mountain biking basics, turkey hunting and calling and forestry stewardship.

This event successfully exposed thousands of participants to a host of outdoor activities that are available within the state's forests, parks and natural areas. The demonstrations and activities held throughout the weekend helped to foster an appreciation for New Jersey's bountiful natural resources and build the confidence of WILD Outdoor Expo visitors to enjoy them safely.

The complete schedule of events appears in **Appendix B**.

III. VISITOR EXIT SURVEY HIGHLIGHTS

Methods

The participant survey was administered as an onsite exit interview, which was modeled after survey recommendations made by the former Weatherby Foundation International's Expo Technical Team. The survey that is administered at the annual Expo includes 27 scripted questions, which appear in **Appendix C**. Highlights from the exit survey results are contained below.

In order to conduct the exit survey on random attendees leaving the Expo, volunteers were recruited from the New Jersey Department of Environmental Protection and the New Jersey Wildlife Conservation Corps program. The volunteer interviewers used two approaches to complete the exit surveys. The interviewers were also informed that the target over the course of the two-day event was to collect 1,000 surveys, based on the 2013 visitor attendance. Volunteers were able to collect 570 completed or partially completed surveys from participants, which represents a visitor survey response rate of 9 percent. Due to the inclement weather on Saturday, the response rate that day was notably less than that on the second day of the event.

Volunteer interviewers were placed at the main exit in order to intercept visitors as they walked back to the parking field to leave. The interviewers were instructed to randomly select participants by turning their back to the attendees, counting to 10, turning back around and approaching the first person they saw that appeared over the age of 18 years old.



The volunteers then used two approaches to collect exit surveys from respondents. Volunteers were encouraged to first offer to walk with visitors toward their vehicle, using a clipboard to record answers to the scripted questions. They could also offer the respondent the option to complete the exit survey themselves, if they preferred. However, there were drawbacks to having respondents fill out the surveys on their own, in that answers to the survey questions were not always complete. The two forms of survey collection used resulted in data being collected in a haphazard fashion rather than truly at random.

In addition to conducting the exit survey on participants, all of the Expo exhibitors, presenters, vendors and volunteers were e-mailed a brief questionnaire after the event, which requested their comments and suggestions for how the Expo could be improved. The following questions were asked of all exhibitors and those volunteers who provided their e-mail contact information.

1. Did you feel that participating in this year's Expo was a worthwhile experience for your organization?
2. Would you be interested in participating in the Expo again next year? If not, why not?
3. Is there another time of the year (month or week) that you'd prefer this event to be held?
4. What were the best and worst parts about participating in/volunteering at the Expo?
5. How can the Expo hosts continue to try to improve the event for participating organizations and the public?
6. Any Additional Comments/Recommendations/Concerns

There were twenty-one responses received from exhibitors, presenters and vendors. Six responses were received from volunteers. Samples of the questionnaire's exhibitor and volunteer responses are located within **Appendix D**.



IV. ESTIMATED ATTENDANCE

More than 6,700 people, including the general public, Expo staff, volunteers, exhibitors, presenters and vendors, attended the fifth annual New Jersey WILD Outdoor Expo. The event staff calculated that approximately 6,400 visitors came to the event by using handheld tally counters at the Expo entrance.



All vehicles entering the Expo grounds were directed through one main entranceway to the parking field. Expo staff members were stationed at the car entrance in order to visually assess the vehicles and use the tally counters to record the number of people in each vehicle. Once the event attendees drove past the staff members collecting the counts of people per vehicle, they were directed to the parking field. Expo staff did not count the more than 300 volunteers, presenters and exhibitors that were already stationed on the event grounds before the general public arrived.

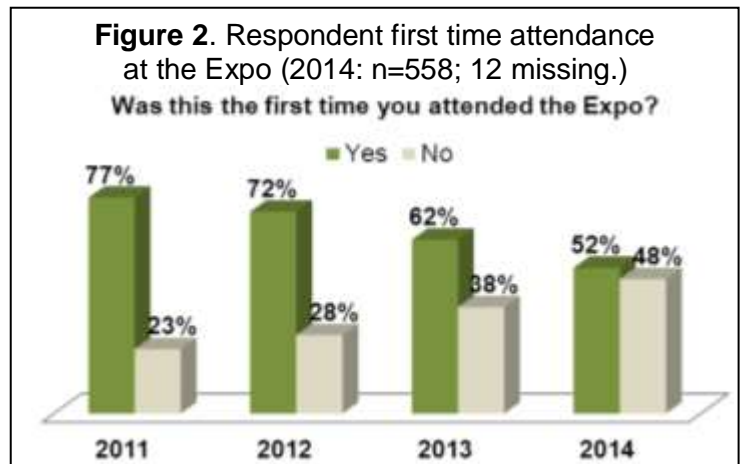
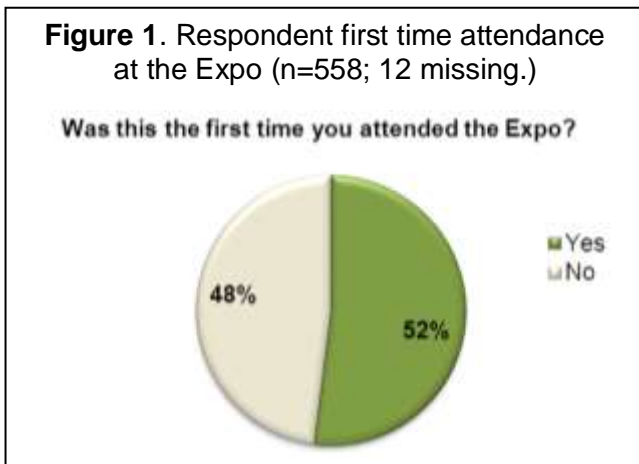
Event staff was onsite at the vehicle entrance for the entire duration of the event in order to tally participants entering the Expo. This approach was manageable for this Expo, due to the crowd size. However, if event participation significantly increases at future Expos, a different approach will need to be taken to calculate attendance. This may include a pre-registration process, or taking a vehicle count and averaging the number of people per car.

Visitor attendance on both days of the event varied, due to inclement weather on the first day of the Expo. On Saturday, more than 2,200 visitors were recorded with the tally counters entering through the main gate. On Sunday, more than 4,200 visitors were recorded with the tally counters entering through the main gate, for a total attendance of more than 6,400 people, not including event staff, volunteers, exhibitors and vendors.



V. HIGHLIGHTS OF SURVEY RESULTS

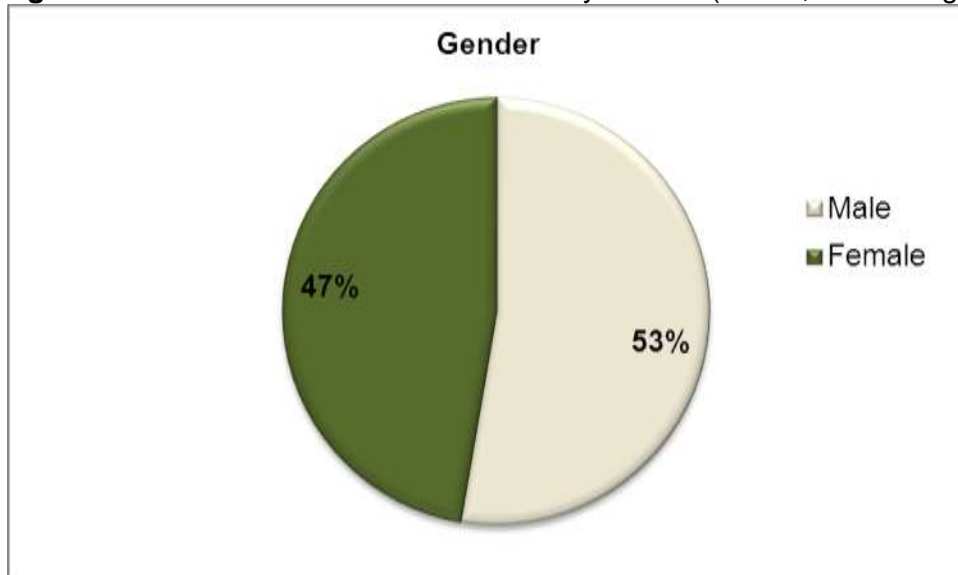
The volunteer interviewers obtained 570 completed or partially completed exit surveys from respondents. With 6,400 visitors in attendance over the course of the weekend, the overall survey response rate was 9 percent. Forty-eight percent of respondents attended a previous Outdoor Expo, so 52 percent of survey respondents were first time participants. The number of new Expo visitors has decreased each year (**Figures 1 and 2.**)



Respondent Demographics

The volunteer interviewers were asked to record the gender of the respondents over 18 years of age that they approached. The data indicated that adult attendance was 53 percent male and 47 percent female (**Figure 3.**)

Figure 3. Gender of individual more than 18 years old (n=484; 86 missing.)



Survey respondents were asked to state their ethnicity and the year in which they were born. The majority of survey respondents were Caucasians between the ages of 36 and 50 years old (Figures 4 and 5.)

Figure 4. Distribution of respondents ethnicity (n=553; 17 missing.)

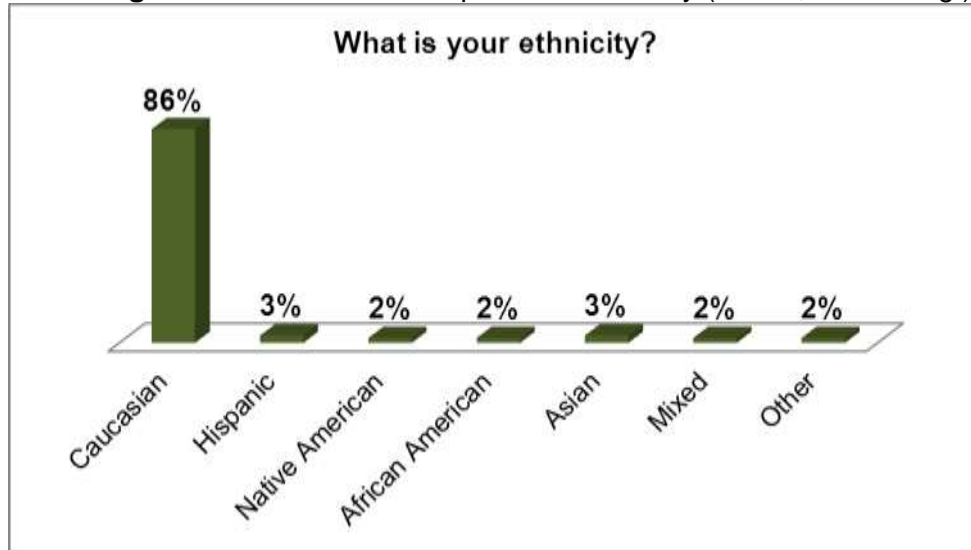
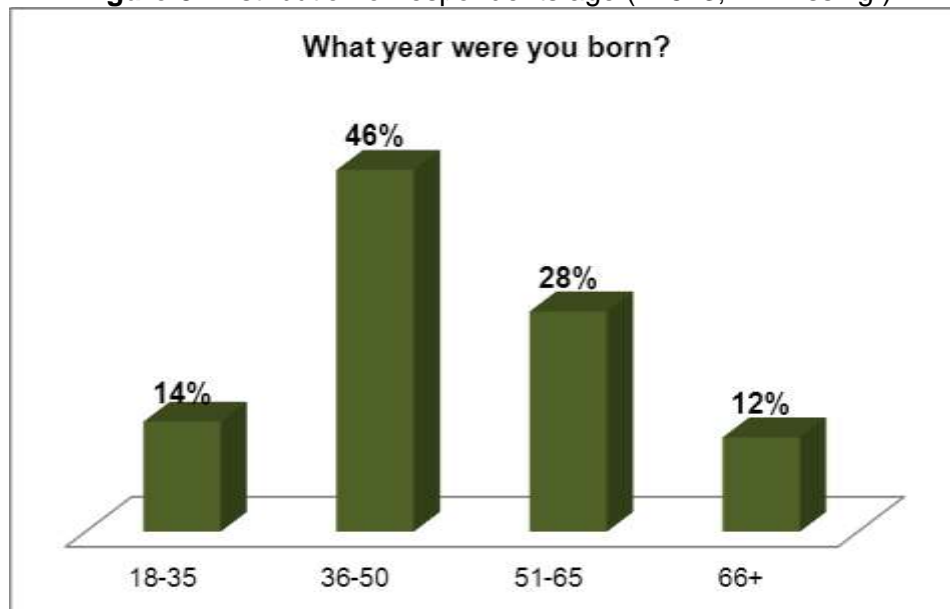
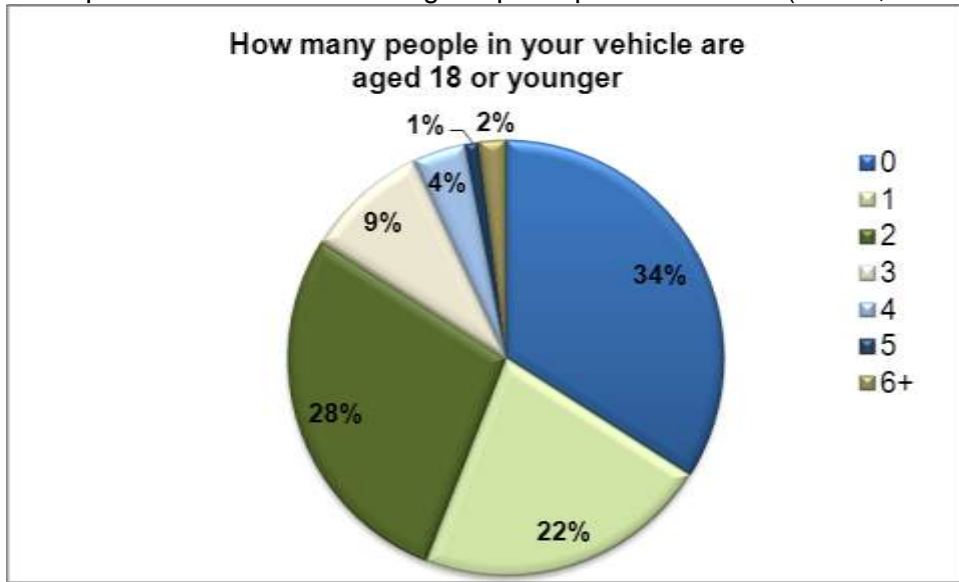


Figure 5. Distribution of respondents age (n=543; 27 missing.)



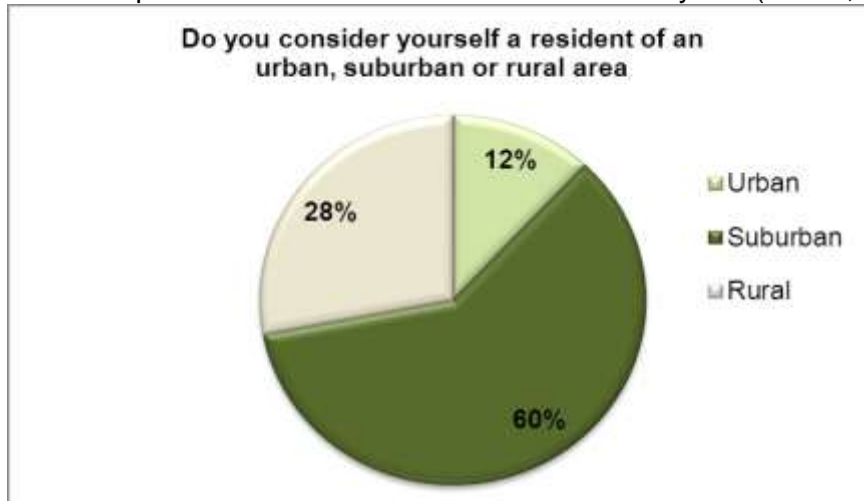
Respondents were asked how many people came to the Expo in their vehicle that were aged 18 years or younger. There were 549 respondents who answered this survey question, representing approximately 9 percent of total Expo participants. Sixty-six percent of respondents had one or more people in their group who were aged 18 years old or younger (Figure 6.)

Figure 6. Respondent classification of age of participants in vehicle (n=549; 21 missing.)



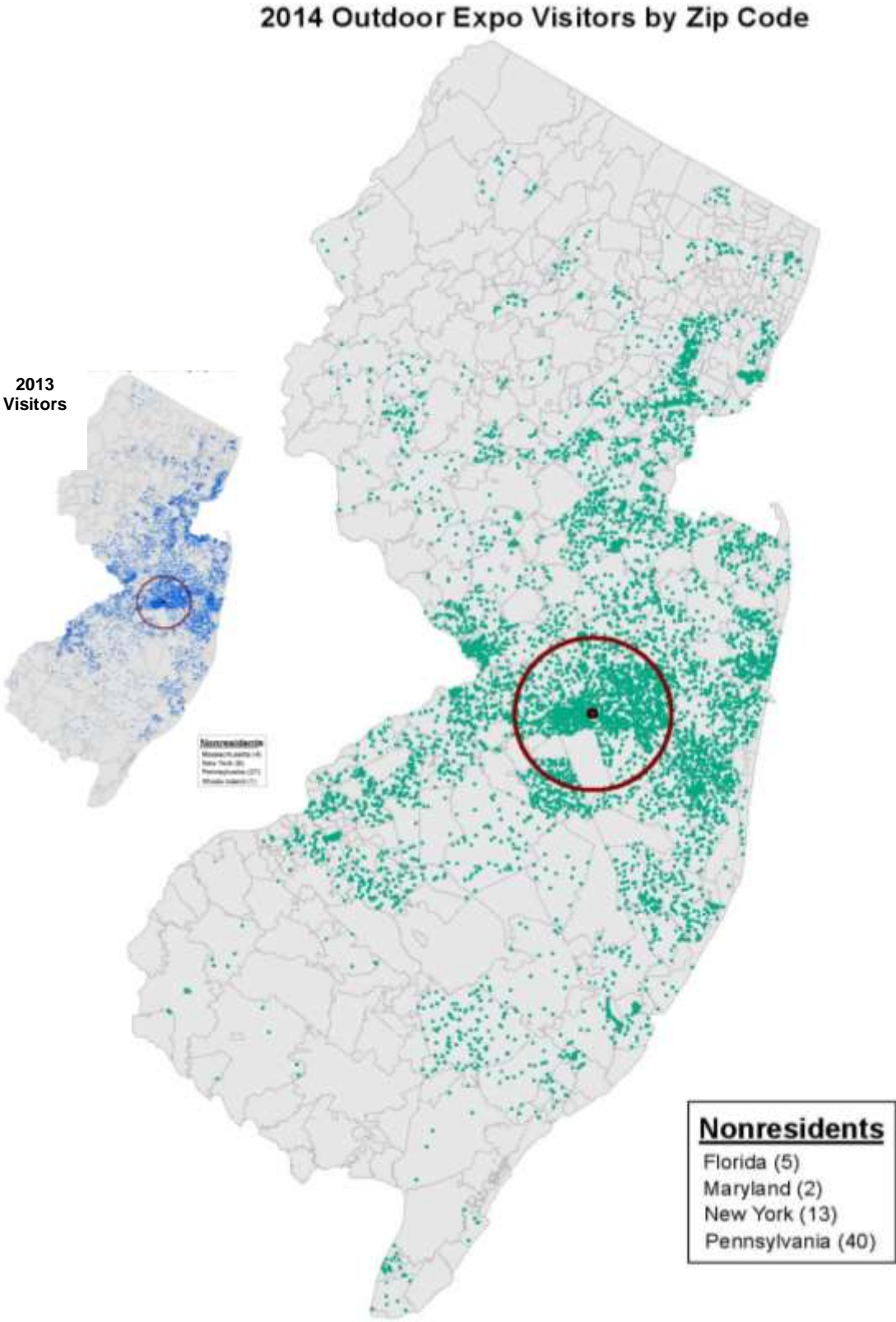
Respondents were asked if they considered themselves to be residents of an urban, suburban or rural area. The majority of respondents considered themselves to be residents of a suburban area (Figure 7.)

Figure 7. Respondent classification of area in which they live (n=555; 15 missing.)



Survey respondents were asked to provide the zip code where they live on the Expo exit survey. In addition, zip codes were collected using the U.S. Sportsmen's Alliance Foundation and Weatherby Foundation International's Outdoor Expo passports. Using Geographic Information System (GIS) software, zip codes of respondents were mapped to understand the density of visitors by zip code (Figure 8.) The Colliers Mills Wildlife Management Area and a 10-mile buffer area are indicated on the map for reference. An additional 60 Expo visitors lived in other states.

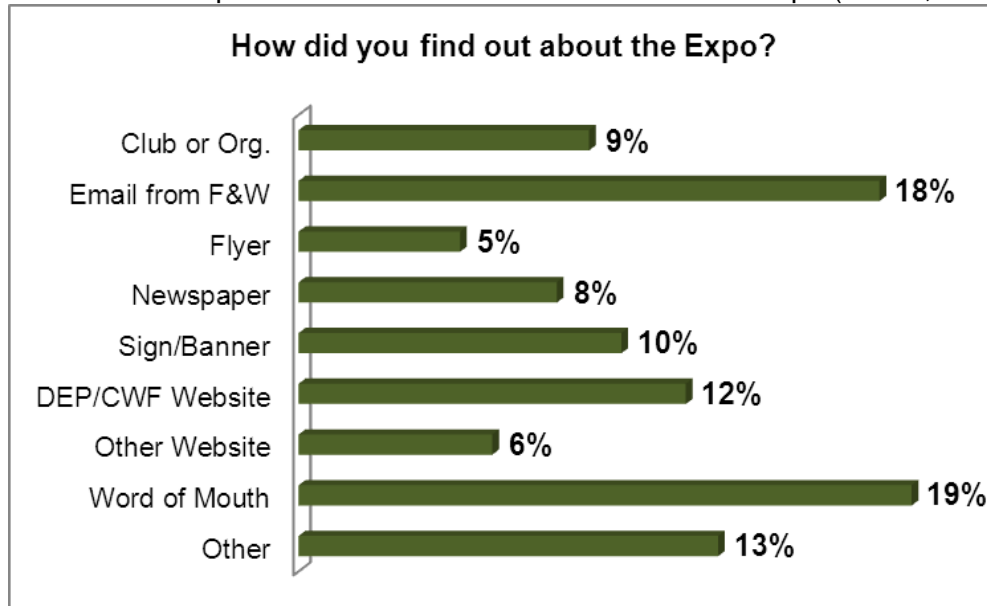
Figure 8. Density of respondents by zip code of residence (n=1,325.)



Information about the Expo

Survey respondents were asked how they heard about the Expo. The most common sources of information about the Expo were word-of-mouth, e-mails from the New Jersey Division of Fish and Wildlife, the host organizations' websites, Expo signs or banners, various clubs or organizations and newspapers (Figure 9.)

Figure 9. Distribution of respondent sources of information about the Expo (n=556; 14 missing.)



Visitor Satisfaction

Respondents were asked to rate their overall satisfaction with attending the Expo, on a scale from one to five. Based on the scale, the number one corresponded with "Poor" and the number five corresponded with "Excellent."

Respondents were overwhelmingly satisfied with their experience. Seventy-three percent of respondents rated their satisfaction level as number five for excellent, followed by 24 percent selecting the number four. Visitor satisfaction was consistent with feedback received from the 2011, 2012 and 2013 exit surveys.



Respondents were also asked to identify their favorite activity at the Expo. Activities were not listed on the survey for respondents to select, so random responses were received. Some responses were general while others were specific to an activity. A number of respondents also noted more than one favorite activity. Most respondents listed the following responses for their favorite activity at the Expo: shooting ranges, everything, fishing, archery, falconers, the historic encampment, exhibits and sporting dog demos. A few of the activities, such as kayaking and

building a bat house box for biologists, were only available to a limited number of participants. (Figures 10 and 11.)

Figure 10. Distribution of respondent satisfaction with the Expo (2014: n=557, 13 missing; 2013: n=747, 23 missing; 2012: n=888, 12 missing; 2011: n=688, 13 missing.)

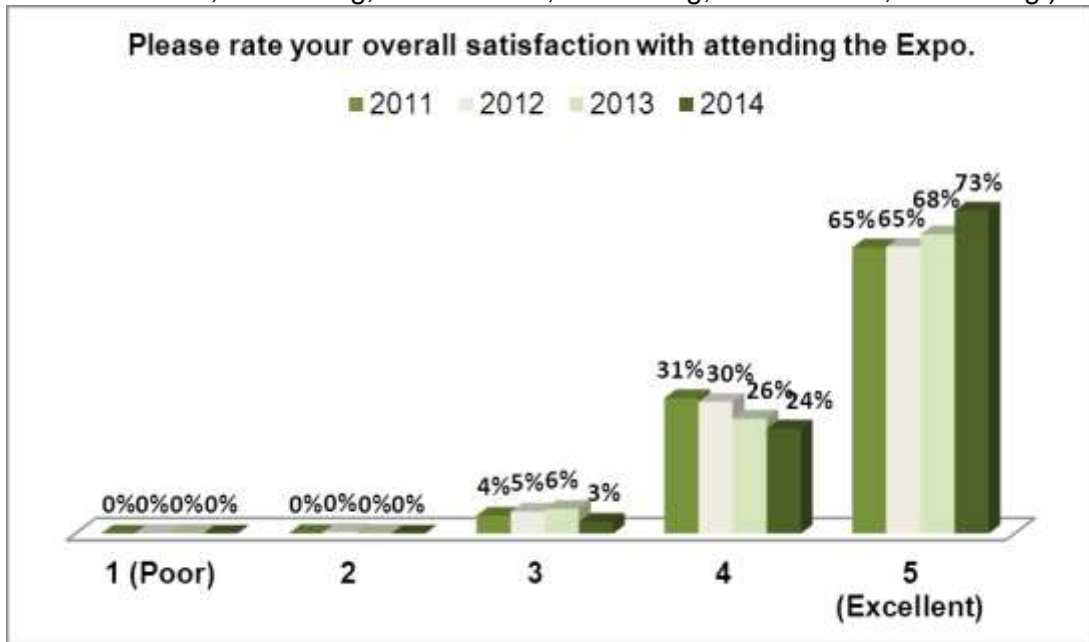
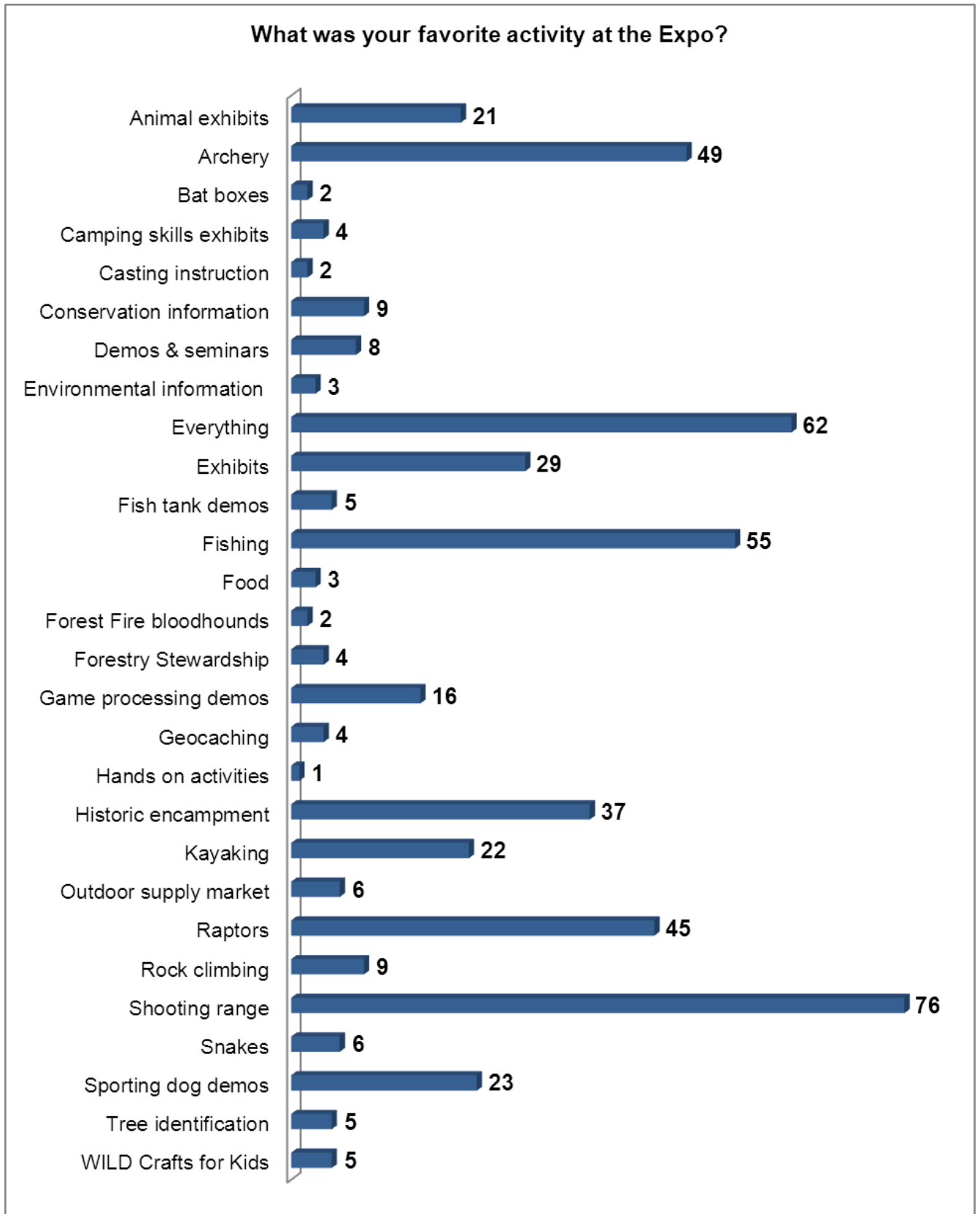


Figure 11. Distribution of respondents' favorite Expo attraction (n=513; 40 missing.)



Recruitment and Retention

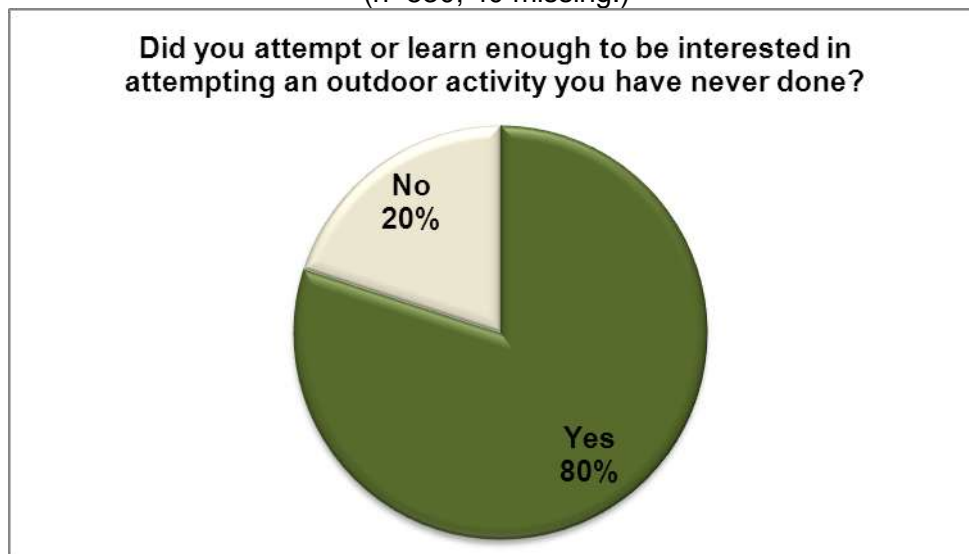
One of the main goals of the New Jersey WILD Outdoor Expo is to reach new audiences in an effort to get more people outdoors enjoying all that New Jersey has to offer, while building a conservation ethic and sense of stewardship in participants for the state's wildlife and great outdoors.

The survey instrument was used to examine possible recruitment and retention potential from the Expo by assessing three factors: attendee interest in attempting a new outdoor activity, impact on license sales and visitor participation in shooting sports.

Interest in New Activities:

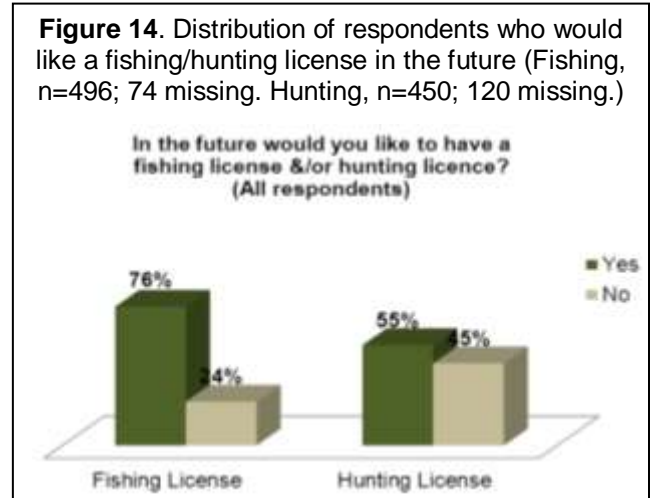
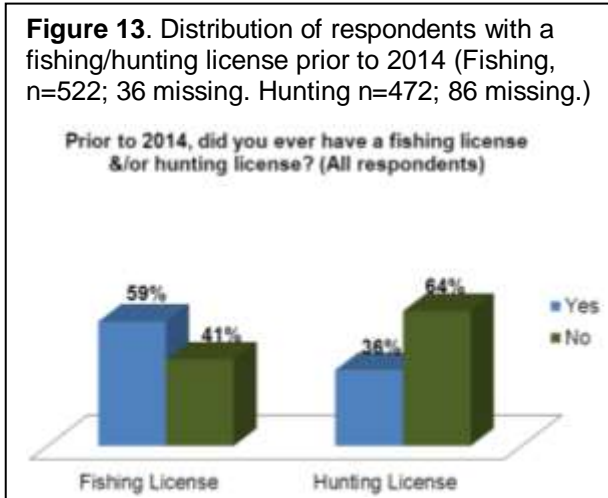
Respondents were asked if at the Expo they attempted or learned enough to be interested in trying an outdoor activity they have never done. Eighty percent of respondents generated an interest in attempting a new outdoor activity (**Figure 12.**)

Figure 12. Distribution of respondent likelihood of participation in new activities (n=530; 40 missing.)

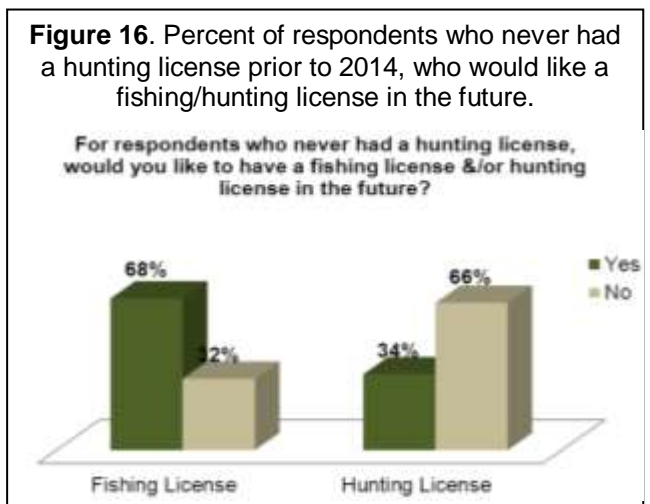
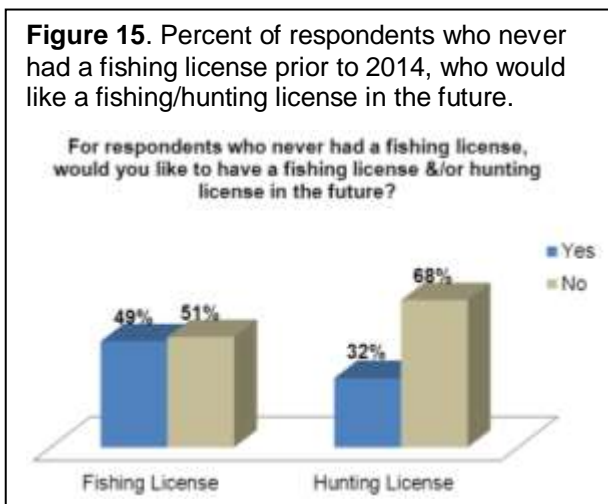


License Sales Impact:

Respondents were asked if prior to 2014 they ever had a fishing and/or hunting license and if in the future they would like to have a fishing and/or hunting license (**Figures 13 and 14.**) The percentage of respondents who would like to acquire a fishing and/or hunting license in the future showed an increase from those that had licenses prior to 2014.

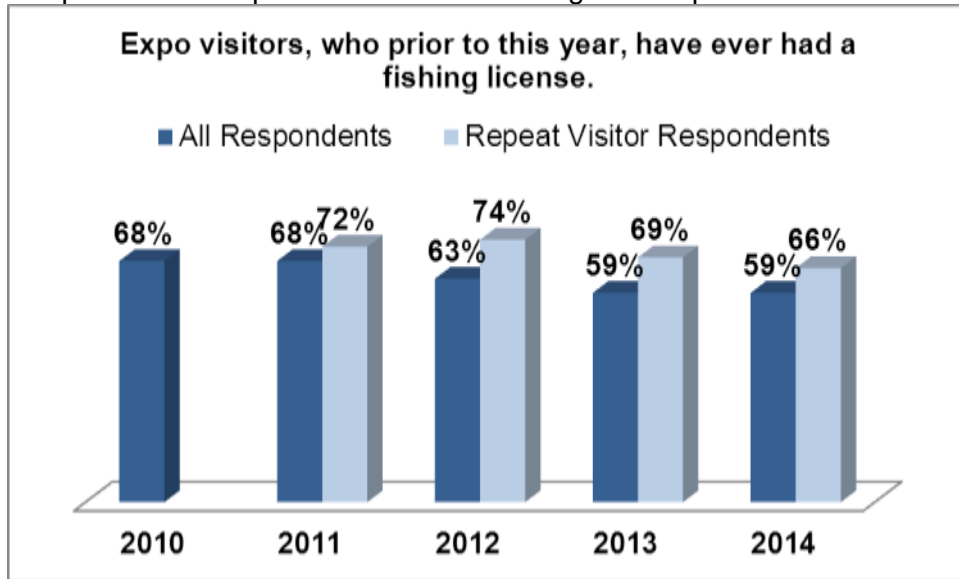


The percentage of respondents who never had a fishing and/or hunting license in the past was examined to look at how many of these respondents would like to acquire a fishing and/or hunting license in the future (**Figures 15 and 16.**)



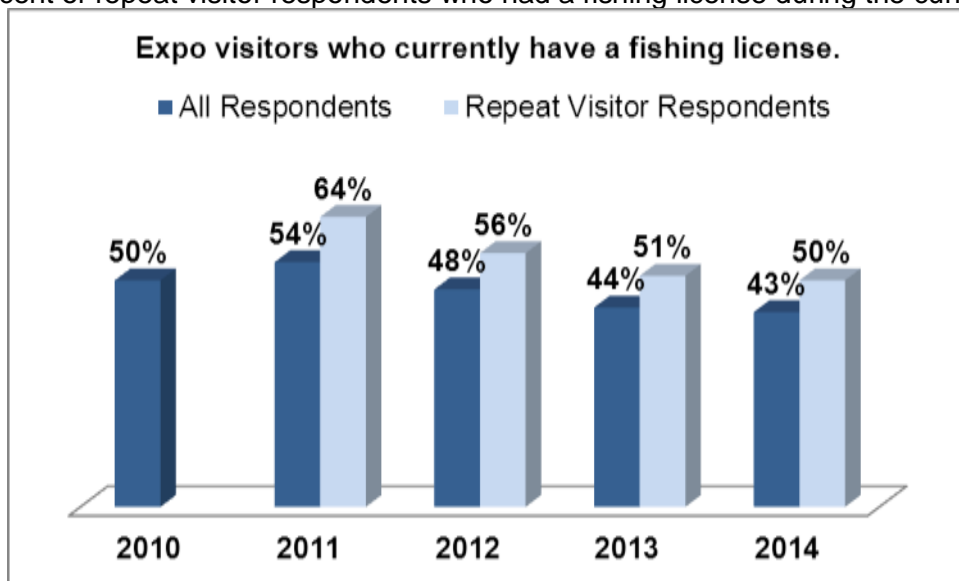
The survey respondents' data over the past five Expo events were analyzed for Expo visitors who ever had a fishing license prior to the respective Expo year. When taking all survey respondents into account, the number of visitors who had a fishing license prior to the Expo year declined and then remained the same since the past four expos. When looking at respondents who have attended more than one Expo, the number of repeat visitors who had a fishing license prior to the current Expo year has declined over the past three Expos (**Figures 17.**)

Figure 17. Percent of all respondents who had a fishing license prior to the Expo year and percent of repeat visitor respondents who had fishing license prior to the current Expo year.



The survey respondents' data over the past five Expo events were analyzed for Expo visitors who currently had a fishing license during the respective Expo year. When taking all survey respondents into account, the number of visitors with a current fishing license has declined at the past three Expos. When looking at respondents who have attended more than one Expo, the number of repeat visitors with a current fishing license has declined at the past three Expos (Figures 18.)

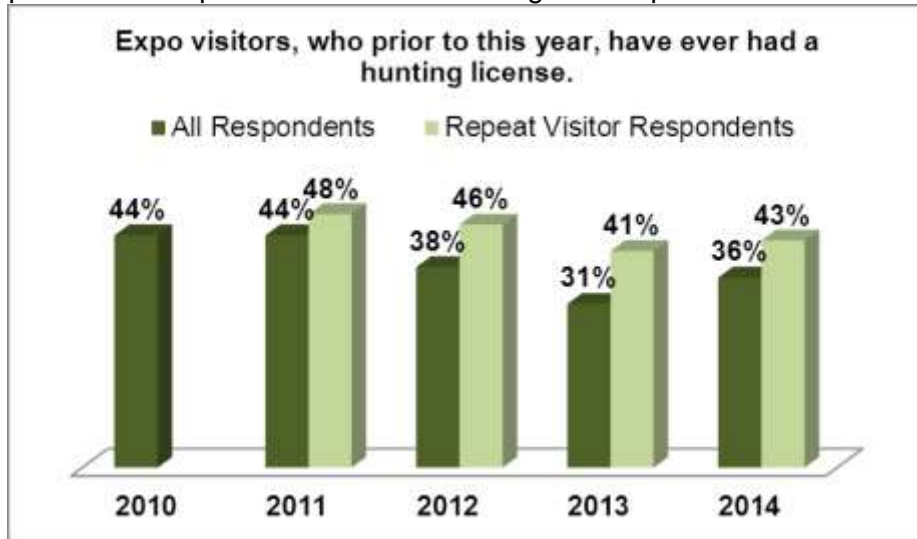
Figure 18. Percent of all respondents who had a fishing license during the current Expo year and percent of repeat visitor respondents who had a fishing license during the current year.



The survey respondents' data over the past five Expo events were analyzed for Expo visitors who ever had a hunting license prior to the respective Expo year. When taking all survey

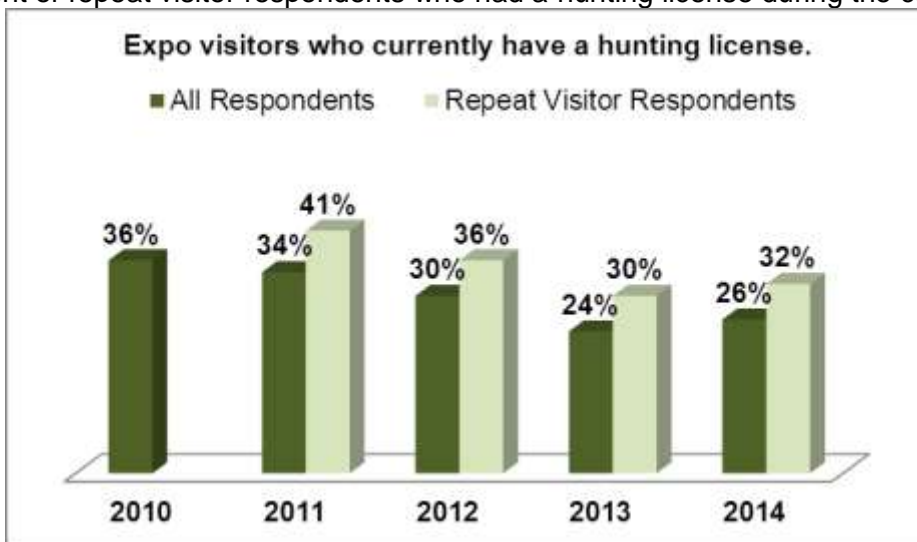
respondents into account, the number of visitors who had a hunting license prior to the Expo year has declined since the first two Expos. When looking at respondents who have attended more than one Expo, the number of repeat visitors who had a hunting license prior to the current Expo year has declined since the second Expo year (**Figures 19.**)

Figure 19. Percent of all respondents who had a hunting license prior to the Expo year and percent of repeat visitor respondents who had hunting license prior to the current Expo year.



The survey respondents' data over the past five Expo events were analyzed for Expo visitors who currently had a hunting license during the respective Expo year. When taking all survey respondents into account, the number of visitors with a current hunting license has declined approximately 10% since the first Expo. When looking at respondents who have attended more than one Expo, the number of repeat visitors with a current hunting license has declined about 10% since the second Expo when this information began to be tracked (**Figures 20.**)

Figure 20. Percent of all respondents who had a hunting license during the current Expo year and percent of repeat visitor respondents who had a hunting license during the current year.



Since the inaugural NJ WILD Outdoor Expo, **Figure 2** and **Figures 15-20** show that overall, the event is drawing less first time participants and that there is a decrease in repeat visitors who have previously purchased a fishing or hunting license, in spite of respondents noting their interest in acquiring a fishing and/or hunting license in the future.

Participation in Shooting Sports:

The Expo introduced a couple of thousand new shooters to shotgun shooting and archery. Approximately 1,450 shooters tried their luck on the shotgun range, firing 5,800 shots. Archers were given 3 different shot opportunities, which included crossbow shooting at a stationary target, compound bow shooting at a stationary target and compound bow shooting at a moving target. The number of arrows released was similar to the shotgun range.

The third archery option was a new addition to the Expo and the archery disc thrower was set up to throw targets skipping along the ground (commonly referred to as a “rabbit” target). Six catch nets were needed to make a safe shooting backdrop for this range. Success at this range was limited, which was expected due to it being a challenging shot. In two days, only nine of these targets were hit and one individual hit three out of three.



Respondents were asked directly if they personally attempted shotgun shooting at the Expo and if so, was it their first time. Of the survey respondents that did attempt shotgun shooting, 34 percent of the respondents were new shooters who noted that it was their first time shooting (**Figures 21 and 22.**)

Note that the shotgun range attracted many children, rather than adults and more children than adults tried their hand at shooting sports.

Figure 21. Respondent participation in shotgun shooting (n=540; 30 missing.)

At the Expo, did you personally attempt shotgun shooting?

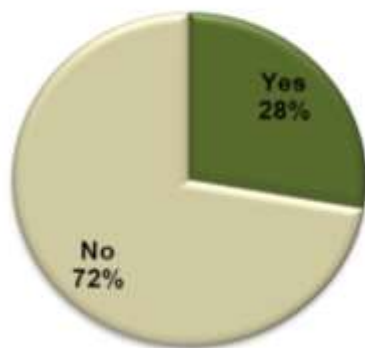
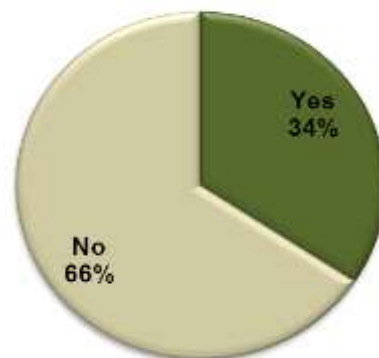


Figure 22. Respondent first-time participation in shotgun shooting (n=172)

If yes, was it the first time?



Respondents were asked if they personally attempted archery at the Expo and if so, was it their first time. Of the survey respondents that did attempt archery at the compound or crossbow ranges, 32 percent of them noted that it was their first time participating in archery (Figures 23 and 24.)

Note that the archery ranges attracted many children, rather than adults and more children than adults tried archery.



Figure 23. Respondent participation in archery (n= 537; 30 missing.)

At the Expo, did you personally attempt archery?

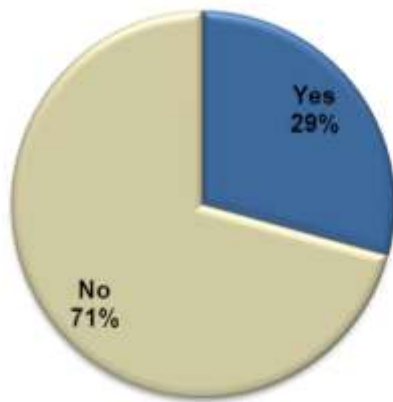
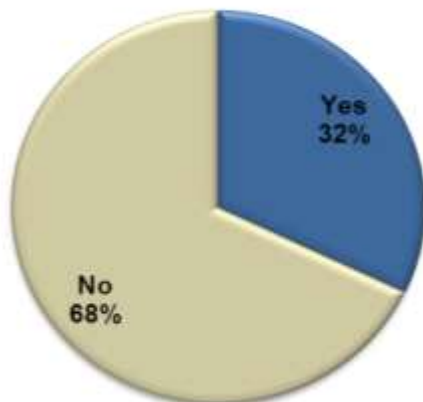


Figure 24. Respondent first-time participation in archery (n=162.)

If yes, was it the first time?



Conservation Awareness

Survey respondents were asked about how the Expo impacted their motivation to participate in outdoor activities. They were also asked about some of their general attitudes toward outdoor recreation. The survey questions were based on a scale of one to five, where “1” meant strongly disagrees and “5” meant strongly agrees with the statement asked.

Eighty-seven percent of respondents agreed or strongly agreed that the Expo gave them information or motivation to increase their participation in outdoor activities, which is a slight increase from the 2011, 2012 and 2013 Expo results. Eighty-five percent of respondents agreed or strongly agreed that the Expo gave them information or motivation to participate in new outdoor activities, compared to 80 percent and 82 percent at the 2012 and 2013 Expo.



Eighty-six percent of respondents agreed or strongly agreed that people who enjoy any form of outdoor recreation share a common goal of land and wildlife conservation, which is an increase from the past four Expo events.



Ninety percent of respondents agreed or strongly agreed that they support all forms of outdoor recreation, including those they would not or could not do themselves, which is essentially the same as the past four Expo years (**Figures 25-28.**)

Figure 25. Respondents’ attitude toward Expo providing information or motivation to participate in outdoor activities (2014: n=559, 11 missing; 2013: n=753, 17 missing; 2012: n=886, 14 missing; 2011: n=680, 21 missing.)

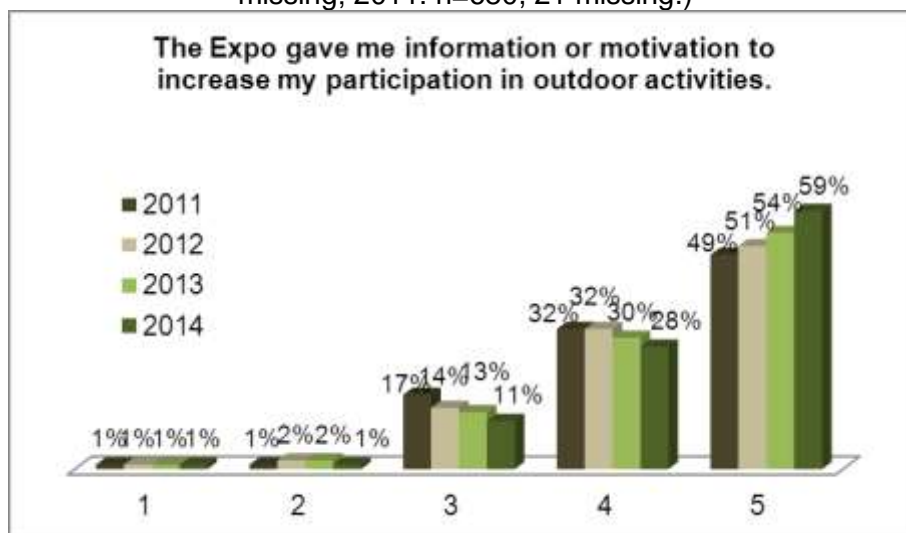


Figure 26. Respondents' attitude toward Expo providing information or motivation to participate in new outdoor activities (2014: n=557, 13 missing; 2013: n=750, 20 missing; 2012: n=884, 16 missing; 2011: n=677, 24 missing.)

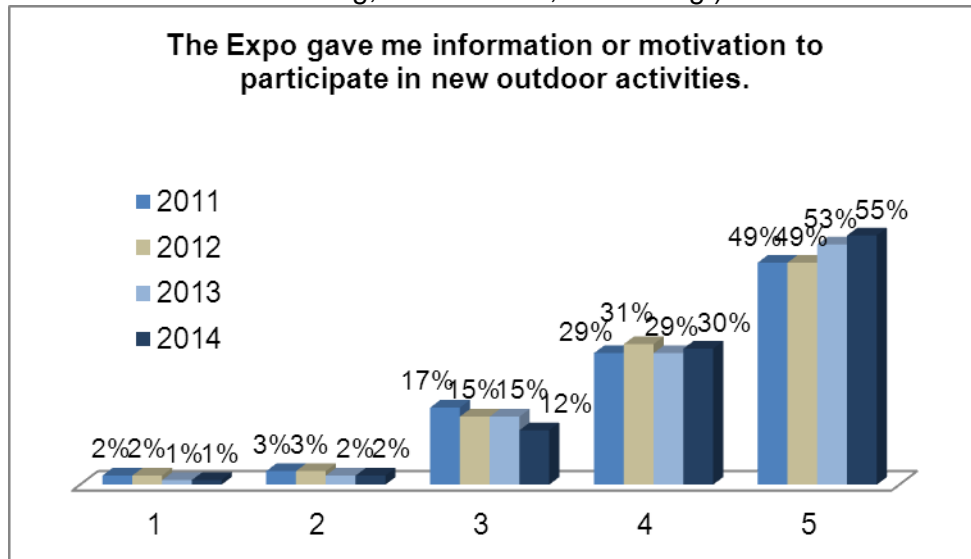


Figure 27. Respondents' attitude toward outdoor recreation and conservation (2014: n=555, 15 missing; 2013: n=749, 21 missing; 2012: n=883, 17 missing; 2011: n=683, 18 missing.)

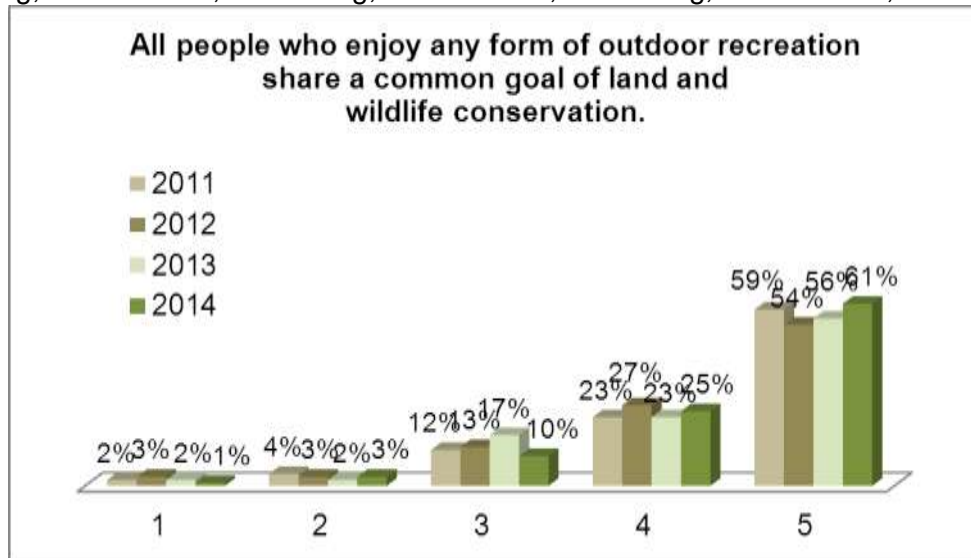
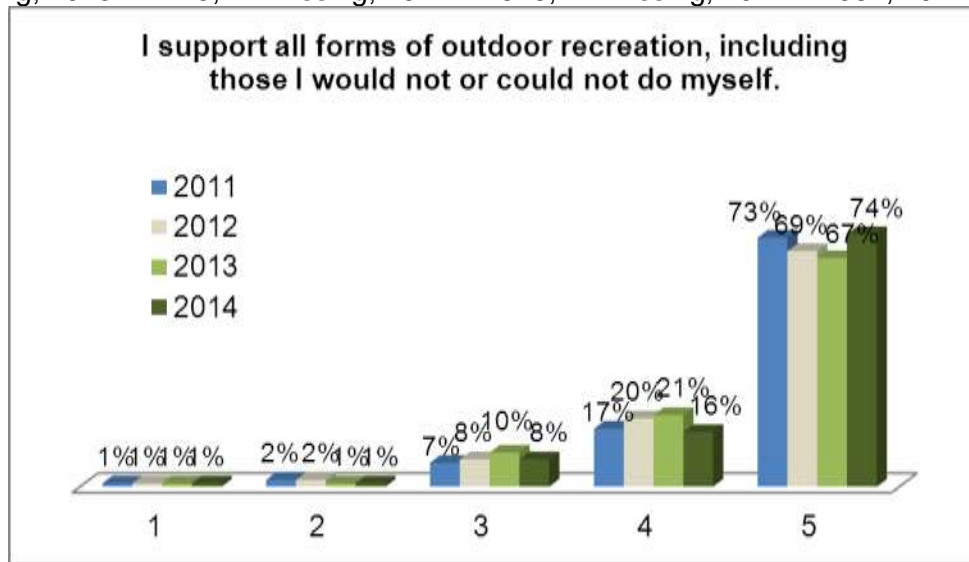


Figure 28. Respondents' attitude toward supporting outdoor recreation (2014: n=556, 14 missing; 2013: n=743, 27 missing; 2012: n=876, 24 missing; 2011: n=682, 19 missing.)



Expo respondents were asked to rate their current level of outdoor recreation as “none,” “low,” “moderate,” or “extensive.” There were only 71 respondents who rated their current level of outdoor recreation as “none” or “low.”

Out of the 71 respondents who rated their level of current outdoor recreation as “none” to “low,” 72 percent of these respondents agreed or strongly agreed that the Expo gave them information or motivation to increase their participation in outdoor activities, which is a decrease compared to 78 percent at the 2013 Expo.

Seventy-six percent of these respondents also agreed or strongly agreed that the Expo gave them information or motivation to participate in new outdoor activities, which is the same as at the 2013 Expo. **(Figures 29 and 30)**



Figure 29. Respondents' (with no level to low levels of outdoor recreation) attitude toward the Expo providing information or motivation to increase participation in outdoor activities (2014: n=71; 2013: n=107; 2012: n=143; 2011: n=83.)

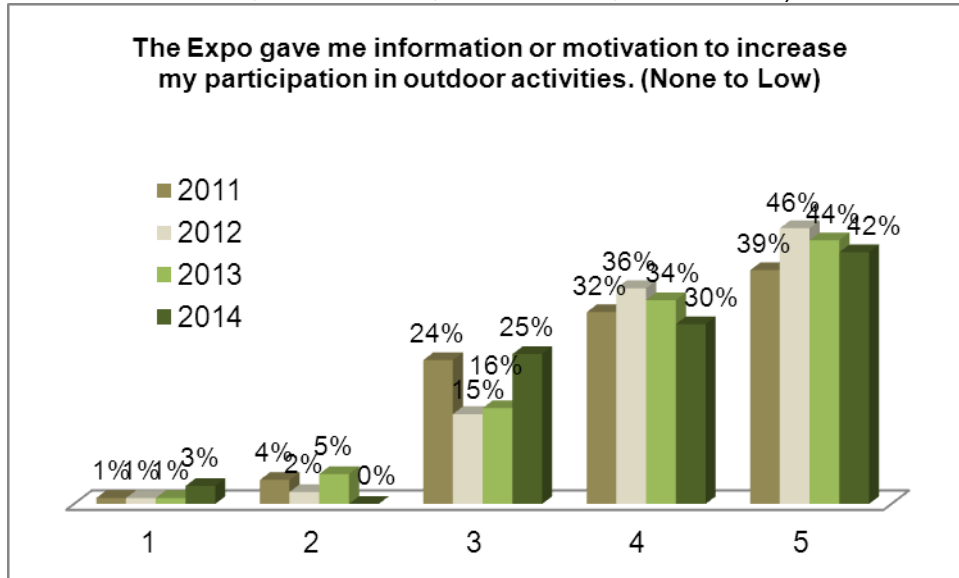
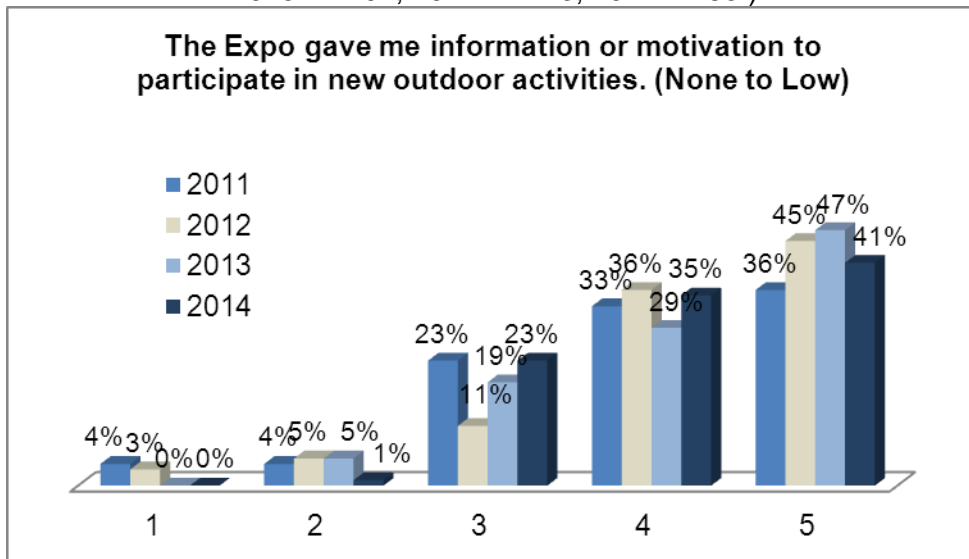


Figure 30. Respondents' (with no level to low levels of outdoor recreation) attitude toward the Expo providing information or motivation to participate in new outdoor activities (2014: n=71; 2013: n=107; 2012: n=143; 2011: n=83.)

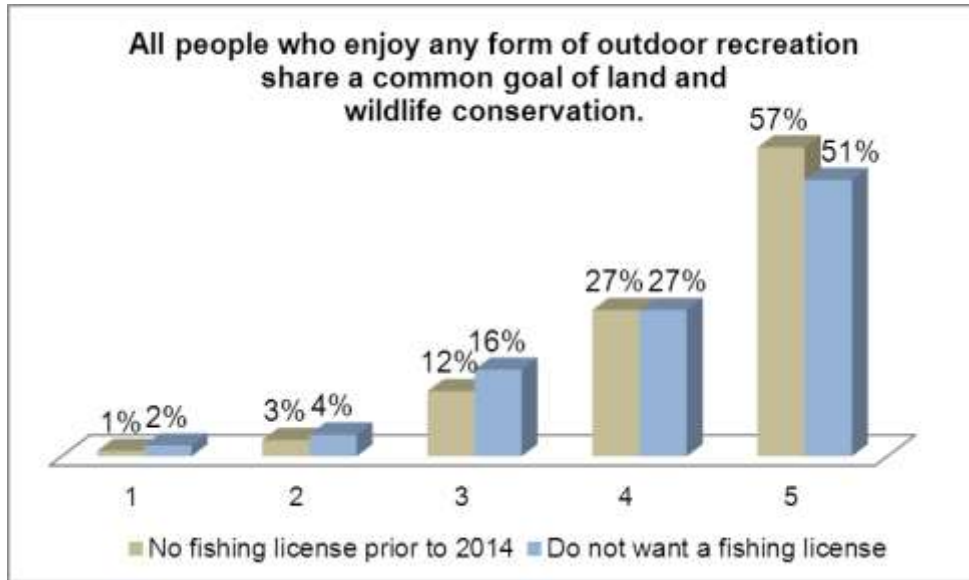


Expo respondents were asked if prior to 2014, they ever had a fishing license or hunting license. Respondents were asked if in the future, they would like to have a fishing license or a hunting license. **(Figures 13 and 14.)**

Out of the respondents who never had a fishing license and who do not want a fishing license in the future, 84 percent and 78 percent of respondents respectively agreed or strongly agreed

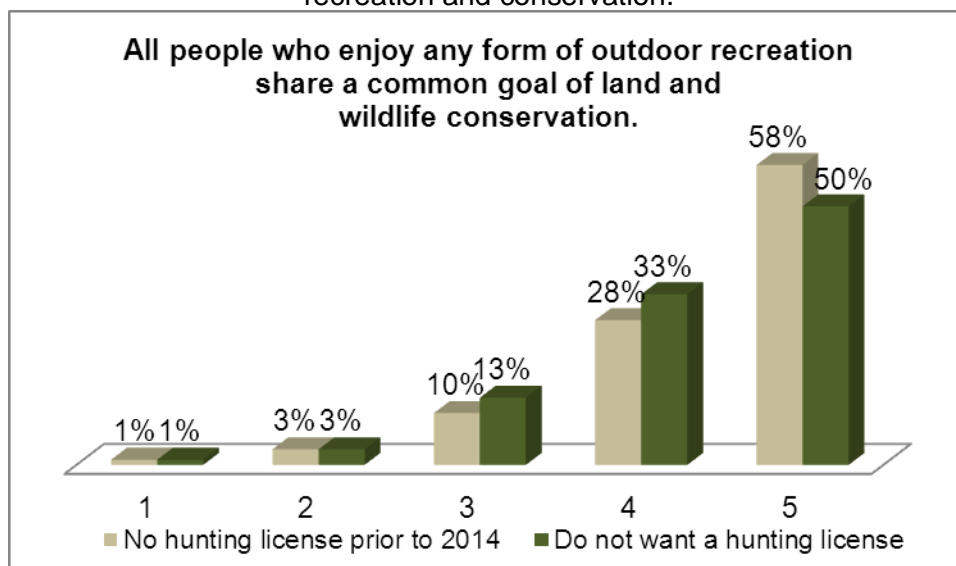
that people who enjoy any form of outdoor recreation share a common goal of land and wildlife conservation. **(Figure 31.)**

Figure 31. Respondents' (who do not have or want a fishing license) attitude toward outdoor recreation and conservation.



Out of the respondents who never had a hunting license and who do not want a hunting license in the future, 86 percent and 83 percent of respondents respectively agreed or strongly agreed that people who enjoy any form of outdoor recreation share a common goal of land and wildlife conservation. **(Figure 32.)**

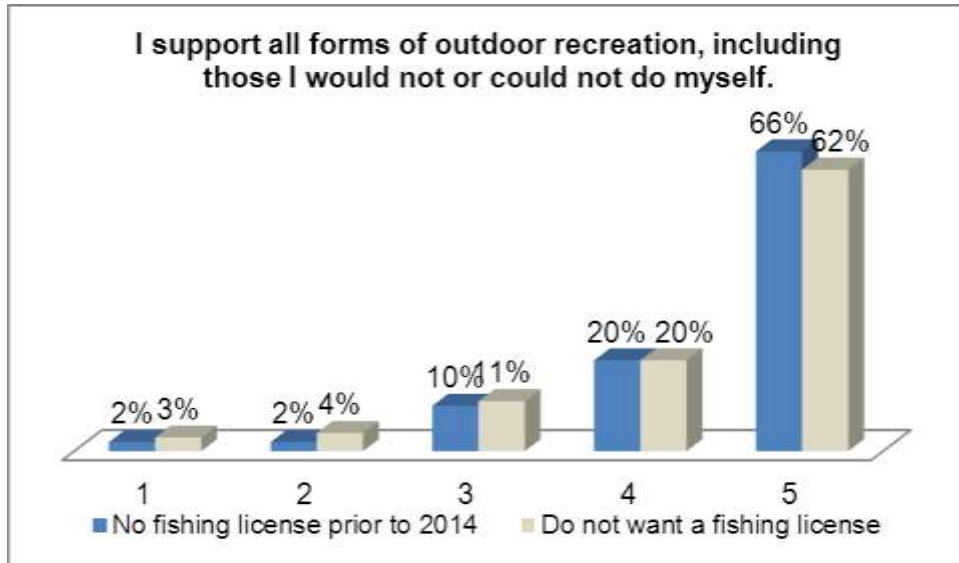
Figure 32. Respondents' (who do not have or want a hunting license) attitude toward outdoor recreation and conservation.



Out of the respondents who never had a fishing license, 86 percent of them agreed or strongly agreed that they support all forms of outdoor recreation, including those they would not or could

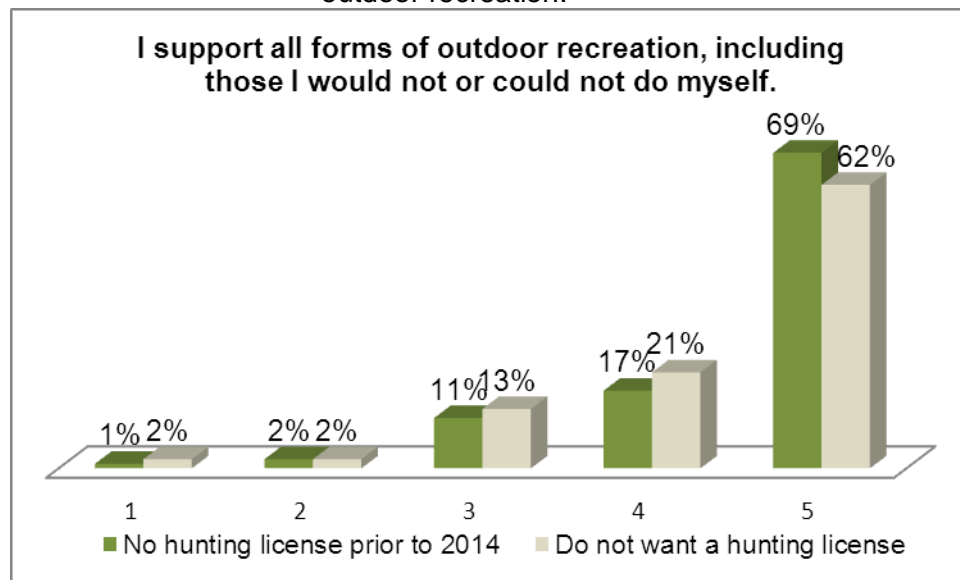
not do themselves. Eighty-two percent of respondents that do not want a fishing license in the future agreed or strongly agreed with the statement as well (**Figure 33.**)

Figure 33. Respondents' (who do not have or want a fishing license) attitude toward supporting outdoor recreation.



Out of the respondents who never had a hunting license, 86 percent of them agreed or strongly agreed that they support all forms of outdoor recreation, including those they would not or could not do themselves. Eighty-three percent of respondents that do not want a hunting license in the future agreed or strongly agreed with the statement as well (**Figure 34.**)

Figure 34. Respondents' (who do not have or want a hunting license) attitude toward supporting outdoor recreation.



VI. CONCLUSION

The fifth annual New Jersey WILD Outdoor Expo, despite inclement weather on Saturday, was another successful event that afforded visitors the opportunity to learn about and experience a wide array of outdoor activities available within New Jersey. The event organizers received overwhelmingly positive comments and valuable feedback from visitors through the exit survey instrument, the questionnaire for exhibitors and volunteers, and from participants' general comments.

Some of the logistical challenges that were faced at previous Expo events, including long wait times for certain activities, dusty conditions and concession concerns, were addressed successfully at this year's Expo. The Expo Planning Committee and event hosts look forward to continuing to enhance this exciting event for New Jersey's residents and all participating organizations. It is the hope of the event hosts that thousands more people will attend the sixth annual New Jersey WILD Outdoor Expo, which is scheduled for September 12 and 13, 2015, and that this event continues to grow as a highly successful and educational annual tradition.

Some of the positive comments that respondents included on the visitor exit surveys follow.

"I love this event! There was more there this time than in previous years."

"Great program with excellent hands-on activities for children!"

"My family had a great time! Thank you!"

"I always enjoy the expo! Keep up the good work!"

"This is a wonderful event! We'll watch for similar things in the future."

"Because of the WILD Outdoor Expo, I love geocaching!"

"The kayaking team was awesome! Very friendly staff, even in the rain!"

"Great program with lots of valuable information! Thanks!"

"Great festival with great service. Loved it! Can't wait for next year!"

"This is a terrific event. Wish your whole team the appreciation your great efforts deserve. I can't wait for next year!"



VII. APPENDIX A

2014 NJ WILD Outdoor Expo's Participating Organizations (Listed Alphabetically)

Alaska Wilderness League
Ambit Energy
Appalachian Mountain Club
Association of NJ Rifle & Pistol Clubs / NRA
Atlantic Saltwater Flyrodders
Barnegat Bay Partnership
Bayshore Saltwater Flyrodders Del Val NAVHDA
Bent Creek Game Farm, LLC
Bi-Catch Café
Birds & Bees Farm
Boy Scouts of America – Cub Scout Pack 204
Bruce S. Gordon
Busy Bee Farm LLC
CamraScapes.com – Nature Photography
Central Jersey Geocaching
Central Jersey Rifle and Pistol Club
Conserve Wildlife Foundation of New Jersey
Cookstown Saltwater Anglers
CT's Bar-B-Que
Debbie's Do Rags
Deer Heads Unlimited Taxidermy
Del Val NAVHDA
Deppen Wood Products
Discount Boots
Edwin B. Forsythe National Wildlife Refuge
EZ Trail Markers
Fernbrook Farms Environmental Education Center
Flight of the Raptor
Freehold Soil Conservation District
Friends of Forsythe National Wildlife Refuge
Fun House Productions
Gamebutchers
Game Creek Hunting Farms
Garden State Black Powder Association
Girl Scouts of the Jersey Shore
GPS Rescue of NJ
Greater Philadelphia Search and Rescue
Harold Lawson's Rocks & Minerals
Healing the Hurting Places – Pinelands Books
Heroes on the Water-NJ Chapter
Home Depot – Environmental Education Kids Workshop
Hunters Helping the Hungry
Indian Rock Campground
Jackson Pathfinders

Jean Radziszewski Fishing Merchandise
 Jenkinson's Aquarium
 Jernet Enterprises
 Jersey Paddler
 Jersey Shore Chapter of the Native Plant Society of New Jersey
 Jersey Shore Trout Unlimited
 John Drulle, MD Memorial Lyme Fund, Inc
 Joint Base McGuire Dix Lakehurst Natural Resources
 Julie Jurusz - Honeybees & Other Pollinators
 Kelly Cole Photographic Arts
 Kodabow Inc.
 Lakehurst Historical Society – People of NJ before of the 16th Century
 Lenart Fishing
 Mark IV Charters
 Mom's Food Concessionaires
 Monmouth County Park System
 Monroe Township Enviro-Mobile
 Navesink Hunting Retriever Club
 NJ American Water
 NJ Audubon Society, Plainsboro Preserve
 NJ B.A.S.S. Nation
 NJ Beach Buggy Association
 NJ CoCoRaHS Program of the Office of NJ State Climatologist (ONJSC)
 NJ Council of Diving Clubs
 NJ Department of Agriculture
 NJ Department of Environmental Protection (NJDEP)
 NJDEP AmeriCorps NJ Watershed Ambassador Program
 NJDEP Clean Water NJ
 NJDEP Communications Office
 NJDEP Division of Fish and Wildlife
 NJDEP State Forest Service
 NJDEP State Park Service
 NJ Ducks Unlimited
 NJ Falconry Club
 NJ Federation of Sportsmen's Clubs
 NJ Forestry Association
 NJ Horse Council
 NJ Mosquito Control Association
 NJ Mycological Association
 NJ Outdoor Alliance-Conservation Foundation
 NJ SnakeMan
 NJ State Chapter of the National Wild Turkey Federation
 NJ State Museum
 NJ Trappers Association
 NJ Tree Farm Program
 NJ Water Association
 NJ Waterfowlers Association
 Ocean County Department of Parks – Wells Mills Co. Park
 Ocean County Department of Planning
 Ocean County Mosquito Commission
 On A Mission Fishing Adventures

Princeton University Graduate Molecular Biology Outreach Program
Rancocas Nature Center
Recreational Fishing Alliance
Reel Time Designs
REI
Retriev-R-Trainer
Round Valley Trout Association
Save Barnegat Bay
Shoot NJ
Society for American Foresters
Solar Mite Solutions
Southard Grange #218
Sunriser Kennels
Sweet Pea Tea
Tasty Kettle Corn
The Kayak Fishing Store
Traditional Archers of NJ
Traditional Archery
Traditional Earth Skills
Tri-State Weimaraner Rescue
United Blood Trackers
United Bowhunters of NJ
U.S. Coast Guard Auxiliary
USDA - Natural Resources Conservation Service
Warpath Archery
Who Let the Dawgs Out
Wolf Visions
Wounded Warrior Program

VIII. APPENDIX B

2014 NJ WILD Outdoor Expo Schedule of Events



The poster features a central text area on the left and a vertical strip of six photographs on the right. The photographs show people engaged in various outdoor activities: birdwatching with binoculars, camping with a yellow tent, kayaking on a river, a person using a canoe paddle, a woman holding a large fish, a man in a white shirt assisting a child with a fishing rod, and two hikers on a forest trail.

New Jersey
WILD
OUTDOOR EXPO
Explore. Experience. Enjoy!
Schedule of Events

Ongoing Activities..... Page 2
Scheduled Activities & Seminars..... Page 3
Expo Site Map..... Page 4
Event Supporters..... Page 4

September 13 and 14, 2014
10 am - 5 pm daily
Colliers Mills Wildlife Management Area
Jackson Township, NJ

Sponsored by:
TRAILBLAZER
U.S. Department of the Interior
Cabela's Outdoor Fun
WGA

Hosted by:

Logos for the following organizations are displayed at the bottom:
New Jersey Department of Environmental Protection
NJ Department of Fish and Wildlife
CONSERVE WILDLIFE
NJ Department of Environmental Protection
NJ Department of Conservation and Forestry

New Jersey
WILD
OUTDOOR EXPO
 Explore. Experience. Enjoy!

The WILD Outdoor Expo is a free event designed to build appreciation for New Jersey's bountiful natural resources and to encourage increased participation in outdoor recreation through a unique blend of conservation information, education and hands-on opportunities to learn about and experience a wide range of outdoor skills and activities. Attendees are encouraged to try their hand at fishing, hiking, shooting sports, kayaking, camping skills, wildlife watching and more. This event is hosted by the NJDEP Division of Fish and Wildlife, State Forest Service, State Parks Service and the Conserve Wildlife Foundation of New Jersey.

ONGOING ACTIVITIES

Please note that all programs, exhibits and activities are subject to change.

Ongoing Activities and Exhibits	Location (see map)
General Information (Agendas, Exit Surveys, Lost and Found)	Main Entrance
New Jersey Department of Environmental Protection Exhibits and Activities	NJDEP Tent
NJ State Forestry Service's Forestry Stewardship and Firewise Exhibits and Demos	Forestry Row & Sawmill
Environmental, Recreation and Nature Photography Exhibits and Activities	Environmental Tent
WILD Craft for Kids, Conservation and Boating Safety Exhibits	Conservation Tent
Additional Environmental, Conservation and Recreation Exhibits and Demos	Exhibitor Area
Historical Encampment and Re-enactment with Crafters and Demos (Period 1740 - 1840)	Historical Encampment
Inflatable Soil Tunnel and Mobile Environmental Classroom	Soil Tunnel & Enviromobile
"Freshwater Fish of NJ" Aquarium and Fishing Demos at 11 am, 12 pm, 2 pm, 4 pm	Fish Tank
Casting & Fishing Instruction and Demonstrations	Casting Area
Kiddie Fishing Tanks: (Ages 4-7) Equipment is provided.	Kiddie Tank
Gill Net Maze and Kids Fishing: (Ages 8-16) 10:30 am-4:30 pm. Register at Kids Fishing Area. Equipment is provided.	Kids Fishing Area
Kayaking for Beginners: (Ages 12+) Sessions last 1.25 hours and begin at 10:30 am, 12 pm, 1:30 pm and 3 pm . Registration is required at Kayak Workshop Area. Appropriate attire is encouraged.	Kayak Workshops Area
"Flight of the Raptor" Falconry Exhibit	Falconer Tent
"Build a Bat House" FREE Workshops at 12 pm and 2 pm . Bat houses will be used by biologists to support NJ's bat population. (There is a \$40 fee to keep the bat house you build.)	Conservation Tent
"Open House" Family Campsite: Camping, Campfire Making & Camp Cooking Demos at 10:30 am, 11 am, 1 pm and 3:30 pm	"Open House" Campsite
Geocaching 101, Demos and Follow the "WILD Cache!" Geo-Trail	Geocaching 101 Area
"Lightweight Backpacking Tips & Tricks" Programs on SATURDAY and "Bike Maintenance Tips & Tricks" Programs on SUNDAY at 11:30 am, 12:30 pm, 2 pm and 3 pm	REI Outdoor Adventure Booth by "Open House" Campsite
Rock Climbing (\$3 fee per climb) & Golf Putting Green by Monmouth County Park System	Climbing Wall
Hunting Dog Water and Field Demonstrations	Sporting Dog Demos Area
Outdoor Supply Flea Market: With environmental, recreational, fish & wildlife related vendors.	Commercial Vendor Areas
Food Vendors and Picnic Area	Picnic Area
Nature Themed Face Painting by Conserve Wildlife Foundation of NJ (\$3 fee)	Conservation Tent
JAKES Take Aim BB Gun Range by NWTF	JAKES BB Gun Range
Introduction to Archery with new Archery Trap Thrower and Shotgun Ranges (Ages 10+) Ranges close at 4 pm.	Archery & Shotgun Ranges
Buy a NJ Fishing or Hunting License here! (Cash or Check Only) Your purchase directly supports the NJDEP Division of Fish and Wildlife and wildlife conservation in New Jersey.	Program Building Area

Page 2 *The complete list of organizations participating in the New Jersey WILD Outdoor Expo can be viewed on the Expo website: wildoutdoorexpo.com*

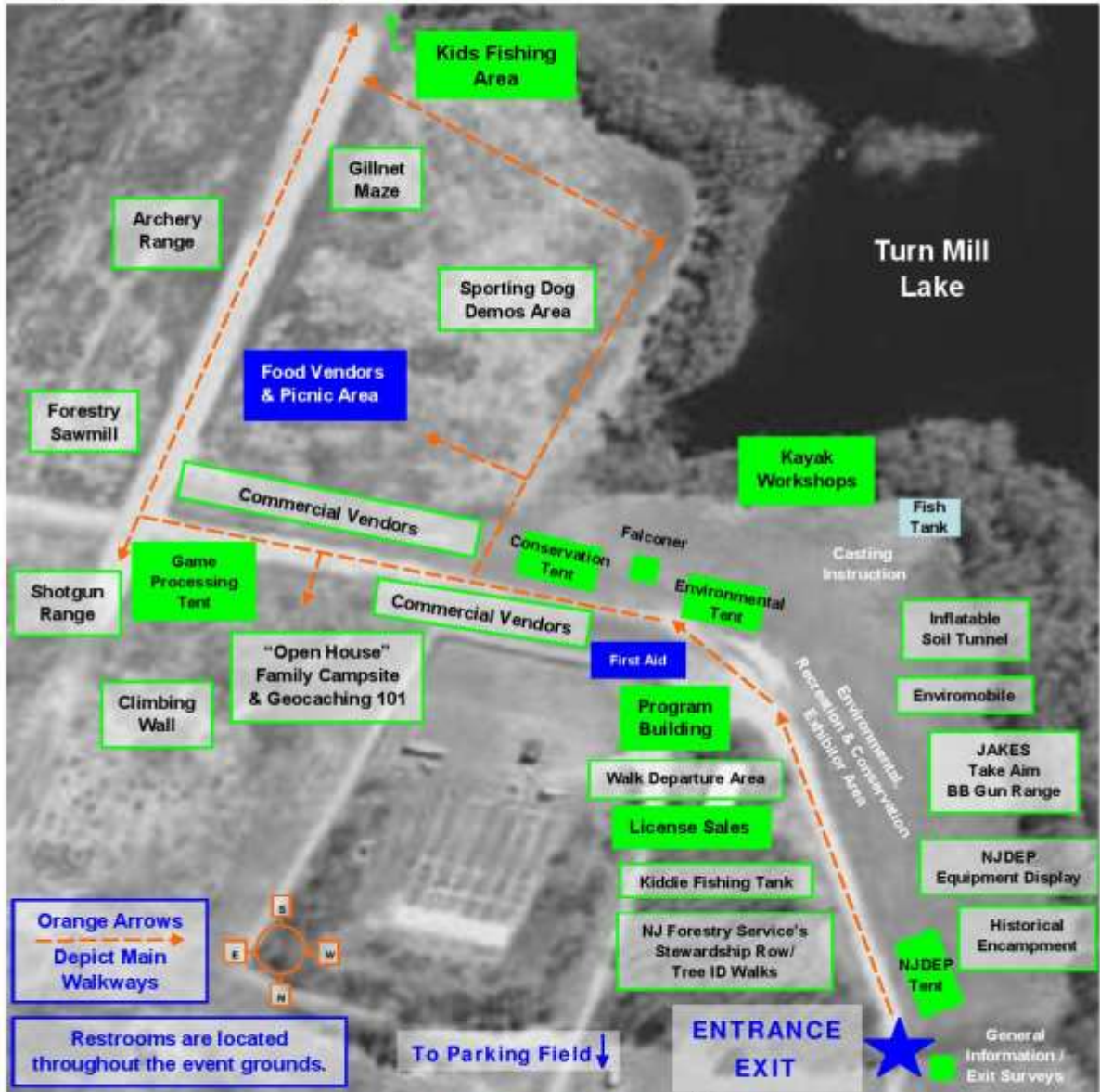
SCHEMULUUL ACTIVITIES, SEMINARS & DEMOS

Time		Activity or Seminar	Location (see map)
10 AM	10:30	"Geocaching 101" Program	Program Building
	10:30	Tree Identification Walk	Forestry Tree ID Walks
	10:30	Water Retriever Demo by Navesink River Hunting Retriever Dogs	Sporting Dog Demos Area
11 AM	11:00	"Backpacking Basics" Program	Program Building
	11:00	Beginner Birding Walk	Walk Departure Area
	11:00	"Insect Safari for Young Explorers" Program by Fernbrook Farms	F.F.'s Booth in Environmental Tent
	11:30	Simulated Blood Tracking Dog Demo	Sporting Dog Demos Area
	11:30	Sport SCUBA Diving Demo	Fish Tank
	11:30	"Flight of the Raptor" Program	Falconer Tent
12 PM	12:00	"NJ Snakes" Program - LIVE ANIMALS!	Program Building
	12:00	NJ Trappers Fur Handling and Skinning Demo	Game Processing Tent
	12:00	"Wounded Warrior Program Service Dogs" Program and Dog Demo	WW's Booth in Exhibitor Area
	12:30	Tree Identification Walk	Forestry Tree ID Walks
	12:30	Turkey Calling/Hunting Seminar & Demo by NJ Chapter of the NWTF	JAKES BB Gun Range
	12:30	Water/Field Versatile Hunting Dog Demo by Del Val NAVHDA	Sporting Dog Demos Area
1 PM	1:00	"Honeybees & Pollinators: What You Can Do to Support Them" Program	Program Building
	1:00	Gamebutcher's Deer Processing Demo	Game Processing Tent
	1:00	WILD Edibles Walk	Walk Departure Area
	1:30	"Flight of the Raptor" Program	Falconer Tent
	1:30	Water Retriever Demo by Navesink River Hunting Retriever Dogs	Sporting Dog Demos Area
	1:30	"Wildlife Photography Techniques" Program by CamraScapes.com	CamraScapes Booth in Exhibitor Area
2 PM	2:00	"Geocaching 101" Program	Program Building
	2:00	Tree Identification Walk	Forestry Tree ID Walks
	2:00	"Wounded Warrior Program Service Dogs" Program and Dog Demo	WW's Booth in Exhibitor Area
	2:30	"Sled Dog Racing" Program	Program Building
	2:30	Beginner Birding Walk	Walk Departure Area
	2:30	Water/Field Versatile Hunting Dog Demo by Del Val NAVHDA	Sporting Dog Demos Area
3 PM	3:00	"Protect and Restore Barnegat Bay" Program	Program Building
	3:00	Sport SCUBA Diving Demo	Fish Tank
	3:00	Water Retriever Demo by Navesink River Hunting Retriever Dogs	Sporting Dog Demos Area
	3:30	NJ Trappers Fur Handling and Skinning Demo	Game Processing Tent
	3:30	Simulated Blood Tracking Dog Demo	Sporting Dog Demos Area
	3:30	Quail Release - SUNDAY ONLY	NJ Federation of Sportsmen's Clubs Booth in Exhibitor Area
4 PM	4:00	"Dispelling the Myth of the Big Bad Wolf" Program - SEE A LIVE WOLF!	Program Building
	4:00	Turkey Calling/Hunting Seminar & Demo by NJ Chapter of the NWTF	JAKES BB Gun Range
	4:00	"Flight of the Raptor" Program	Falconer Tent

Please return your Passport and complete an Exit Survey by the General Information tent as you leave the Outdoor Expo so the hosts can gather information to improve this event.

*NJ WILD OUTDOOR EXPO
 SITE MAP*

*This is a representational map.
 It is not to scale and it is subject to change.*



Event Supporters:



*Monmouth County Park System, NJ Outdoor Alliance Conservation Foundation,
 NJ State Federation of Sportsmen's Clubs, U.S. Fish and Wildlife Service's Wildlife Restoration Program*

IX. APPENDIX C - 2014 Visitor Exit Survey Instrument

2014 NJ WILD OUTDOOR EXPO EXIT SURVEY

You are helping the NJ Division of Fish and Wildlife gather information that will help improve this event by completing this survey. Please circle your responses.

1. Present Time: 11 12 1 2 3 4 5
 2. Day: Saturday Sunday
 3. Gender of individual completing survey (Must be over age 18): Male Female
 4. How many people came in your vehicle? 1 2 3 4 5 6+
 5. How many are aged 18 or younger? 0 1 2 3 4 5 6+
 6. Was this the first time you've been to the NJ WILD Outdoor Expo? Y N (If No, how many times have you attended? ___)
 7. How did you find out about the Expo? (Circle all that apply)

Newspaper (name) _____	Organization website (NJDEP/CWF)
Flyer (location) _____	Other website (name) _____
Sign/Banner (location) _____	Email from Division of Fish & Wildlife
Club or organization (name) _____	Word-of-mouth (you were told of the Expo)
	Other _____
 8. Do you consider yourself a resident of an: URBAN SUBURBAN or RURAL area?
 9. What is the zip code where you live? _____
 10. What year were you born? 19 _____
 11. What is your ethnicity?

Caucasian	Hispanic	Native American	African American	Asian	Mixed	Other
-----------	----------	-----------------	------------------	-------	-------	-------
 12. Please rate your overall satisfaction with attending the EXPO: (1=Poor) 1 2 3 4 5 (5=Excellent)
 13. What was your favorite activity at Expo? _____
 14. At the expo did you attempt or learn enough to be interested in attempting any outdoor activity you have never done? (Y N)
 15. At the expo did you personally attempt shotgun shooting? (Y N) If yes, was it the first time? (Y N)
 16. At the expo did you personally attempt archery? (Y N) If yes, was it the first time? (Y N)
 17. List any outdoor activities that were not at the Expo that you would have liked to see. _____
 18. Please rate your current level of outdoor recreation as (circle response) None Low Moderate Extensive
 19. Do you currently have a 2014 fishing license (Y N) hunting license (Y N)
 20. Prior to 2014, did you ever have a fishing license (Y N) hunting license (Y N)
 21. In the future would you like to have a fishing license (Y N) hunting license (Y N)
- Using a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree please rate your level of agreement with these statements*
22. Attending Expo gave me information or motivation to increase my participation in outdoor activities 1 2 3 4 5
 23. Attending Expo gave me information or motivation to participate in new outdoor activities 1 2 3 4 5
 24. All people who enjoy any form of outdoor recreation share a common goal of land and wildlife conservation 1 2 3 4 5
 25. I support all forms of outdoor recreation, including those I would not or could not do myself 1 2 3 4 5
 26. Would you like the NJ DEP Division of Fish and Wildlife to provide you with more information about **fishing / hunting / wildlife viewing** in NJ? (circle which one) If so, would you provide email or mailing address? (write on line below)
-
27. Include any additional written comments on the back.

Thank you for participating and have a nice day!

X. APPENDIX D

2014 Exhibitor and Volunteer Questionnaire and Sample Responses

All of the Expo exhibitors, presenters, vendors and volunteers were e-mailed a brief questionnaire after the event. The questionnaire and sample responses are listed below.

Questionnaire

Expo Exhibitors & Vendors/Volunteers,

The 5th annual NJ WILD Outdoor Expo drew approximately 6,400 visitors of all ages to the Colliers Mills Wildlife Management Area to learn about our state's natural resources and sample an exciting array of outdoor activities that are available within our state parks, forests and wildlife management areas, despite the rainy weather on Saturday. Together with exhibitors, vendors and volunteers, more than 6,700 people participated in this past weekend's outreach event.

I'd like to extend my sincere thanks to all of you for participating (some of you for years now!) and helping to make the Expo a success! I've received lots of positive feedback from visitors, with many remarking about how much fun the event is for families. Some folks have even made the trip to the Expo an annual family tradition!

I hope you found the Expo to be a worthwhile experience for your organization. With the Expo hosts considering holding this event again, as in past years, I'd like to obtain feedback in order to try to make the event better for all participating organizations and the public. If your time allows, I'd appreciate it if you can send me your responses to the following questions.

1. Did you feel that participating in this year's Expo was a worthwhile experience for your organization?
2. Would you be interested in participating in the Expo again next year? If not, why not?
3. Is there another time of the year (month or week) that you'd prefer this event to be held?
4. What were the best and worst parts about participating in/volunteering at the Expo?
5. How can the Expo hosts continue to try to improve the event for participating organizations and the public?
6. Any Additional Comments/Recommendations/Concerns

I sincerely hope that you will be able to participate in next year's Expo. Your presence makes this event possible! I'll send out a save the date e-mail with registration information when a 2015 date is selected. Thank you again for committing your time, resources and expertise to help make the 2014 NJ WILD Outdoor Expo a success!

Highlights of Exhibitor, Presenter and Vendor Responses

Question 1.

It was a well-organized, fun event and I think it does a lot to promote what we all enjoy.
--

Thanks for putting together such a wonderful event. This was my first year and it was completely worthwhile.
--

I absolutely feel that this event was worthwhile. I, as I do every year, got the opportunity to talk to a lot of
--

people who are not aware of what the program does.
Absolutely! We made contact with many folks interested in native plants and added several dozen names to our emailing list.
Absolutely!
Absolutely! As always, this is a wonderful event. We meet lots of great people who are interested in our organization, and see some old friends too. I love that the event is free to visitors (and to us) as so many people come out even if it's a little rainy like it was on Saturday!
The WILD OUTDOOR EXPO ran as a well-organized event. During the course of the day I had the opportunity to speak with a lot of people visiting our area and no one complained about any part of the event.
We very much enjoyed participating in the 2014 Expo! We made many new contacts and met a lot of interesting people.
Absolutely! We reached families, Scout groups, and individuals who did not know who we were or what we did before this event, and made connections that I know will continue this next year.
Yes. Our sales were good the second day. By bringing our observation hive we reached several hundred people who stopped with questions, and we distributed many pamphlets about the importance of pollinators, etc. We really enjoyed these educational opportunities.
We enjoyed being a part of it again!
Yes, our organization got very good exposure at this year's event.
Yes we enjoyed the experience.
We were excited to be a part of such an outstanding Expo. It was a wonderful experience.
We had a great time meeting everyone and talking to everyone.
Yes, our organization certainly considered this a worthwhile day for our rescue. We had the opportunity to interact with many people who are exposed to our breed in their outdoor experiences.
Your event is always worthwhile for us to participate just for the sheer numbers of people that pass through.
I do feel it was a worthwhile experience.

Question 2.

We would definitely like to participate and help out again next year.
If the dates allow I will definitely be back next year.
I have attended your Expo every year since the beginning in Assunpink, and will continue to do so. I do like the Colliers Mills venue better than Assunpink, so I'm glad it moved there.
We sure would!
Absolutely!
Yes, definitely. Please contact us about participating next year when you select a date.
Please count us in for next year.
We definitely plan on participating again next year.
We were already starting to make plans for next year on a Sanctuary Directors conference call earlier today. YES, we will be there.
Yes
We will certainly attend.
I would like to participate in the event next year as well.
Yes, our organization would like to participate in the event next year.
We enjoy supporting our environment and celebrating it so yes.
YES!
Looking forward to coming again next year.
Absolutely!
We would definitely want to participate in next year's event.
Yes, count me in, just hold off with the rain.....

Question 3.

I think that September is a nice time of year to hold an event like this. This is the first year I remember it raining, and it held off until much later in the day than I thought it would. It's always a nice time of year.

This same weekend works fine for us.
No
No, early to mid-September is perfect for us as we are finished with summer camp but haven't yet started fall programming.
September is a great time of the year for the Expo, I would not change it. Although...May would be nice also – I don't suppose you could do both? If not, I would stick with September.
September works very well for us – after our summer programs, and before school programs start up.
Time of year is good!
Since there are not as many festivals in August, and there are a lot of festivals around the county in September, mid-August would be preferable.
This time is probably the best for us and seems appropriate (although since it is the end of summer people can't always practice the outdoors as much as they could if they learned about some things before summer started.)
No, this is an outstanding time of year with perfect weather. I would love to do this twice a year if we could.
No
I think the fall is the perfect time of year for the event but I know you are trying to get the sportsmen involved as well as the general public, so whatever is suitable to that population is fine with us.
Maybe the third week of Sept. it might be a little cooler.

Question 4.

It is pleasantly surprising that the event has become so well rounded. Definitely evolved into a good family event.
The amount of people we were able to reach out to and the networking with other organizations created such a productive and enjoyable weekend.
The best part of the expo is getting to meet and talk to all of the people who stop by my, but I also enjoy seeing and talking with other vendors that I see there every year. Seeing families come out and enjoy something like this is also something I really enjoy about the expo. I really can't think of anything negative to say about it. You do a wonderful job of putting this together, there are always people who work there that are visible, and available if anything is needed. When it started raining, you came around and asked if we wanted the side panels put on, and were always there to help if needed.
Best: High exposure - opportunity to meet lots of people interested in the outdoors.
As I've commented in previous years, I certainly appreciate being able to have my vehicle parked near my tables. Having the toilets serviced after Saturday, going into Sunday, is another appreciated detail. The best part for me is the many positive comments I get from the public expressing thanks for being there. The conservation officers I had occasion to talk to were also very kind. Worst part? <u>If pressed</u> , I'd say: the dust.
Best: Number of people who attend, cost (as a small non-profit our funds for this sort of thing are limited, so it means a lot that we can come for free), extremely well organized, perfectly suited to our demographic... I could go on!!! This is really an exceptional event! Worst: The only thing I can think of are that people often bring dogs and some think it's okay to let their dogs get really close to whatever farm animals we bring with us...
The best part about the Expo was visiting all the other great booths, and the helpful employees, who were always ready and willing to help and answer questions. The worst part? The wind! And at least the rain waited until later in the day, so it didn't affect things much until the end of the day.
The attendees, the chance to present our organization, the way that the program was arranged, the tent space – all good! Rain on Saturday – not as good, but hard to control.
Best part-opportunities for educating about pollinators. Clear map for location, easy access to park on site vehicle. Worst part-our location was too far for some-we were at the very end.
I love to teach and hopefully I passed some info on.
The best part of participating in the Expo was interacting with locals that we might not interact with daily at our office; the worst part of participating in the expo was being placed inside the environmental tent next to our partner organization, where we had mostly the same information at our tables.
The best was that there were a lot of things for people to do/see/hear. The worst is that our location did not get as heavy a flow of traffic as the front did. So that people are encouraged to go all the way through

to see everything, intermix the vendors with the educational booths and with this idea add some colorful/fun signage to direct people to the "must see" events, therefore forcing them to pass by all of the vendors.
The best is easy, it was the excitement of everyone enjoying the expo, relaxing and learning. The worst is a catch 22; We loved the open area and more space this year, but felt it was almost out of the action at times. I noticed the activities around the lake were set back from the main drag that might lower numbers for them. Ours was great, but still set back toward the end of the show which might have lowered presence. But we are definitely not complaining in the slightest.
We had a great experience loved the other vendors.
There was nothing negative in our experience, it was all positive including your assistance because of the weather in putting up the sides of the tents so we were sheltered from the inclement weather. We try to not get our display materials wet.
Very well organized, Thanks for letting me set up late after my vehicle breakdown. No complaints at all.

Question 5.

We especially LOVE that you ask all in attendance to complete a survey, not just complete it, but you guys actually take what is said into consideration and implement some of the ideas. We love that the event is getting bigger each year, but love that it is done in small increments each year.
I really don't have any suggestions on improving it.
One of the most important and poignant organizations tabling was the US Coast Guard Auxiliary who shared information about garbage. More tables offering information about garbage, water quality, diminishing fresh water supply, climate change, etc... Would be a great addition. The message about our planet's health goes hand-in-hand with the opportunity to recreate and enjoy the outdoors.
Perhaps an occasional passing of a sprinkler water tank truck on the main road to try to keep the dust down? I believe this was included in a previous event?
Whatever you're doing, it's working! We really enjoyed having the Insect Safari this year. .
The only improvement suggestions I would have for improvement would be perhaps to put sidewall on the windward side only on the big tents, to block the prevailing wind.
Better PR – several people I spoke with in conservation had not heard about it.
Law enforcement needed to go by each exhibitor station so a presence is known
The Expo hosts might look into asking participating organizations what will be included in their table displays so as not to be repetitive.
Continue a diverse method of advertising to reach more people.
Seeing a bit more advertising might help.
We had no concerns or problems.
I don't know how much more you can improve an almost perfect event. I would not even try to change anything we were involved with.
You're doing fine, keep up the good work.

Question 6.

We were soo busy on Sun. Had a GREAT time. Don't forget us for next year
Thank you for another great event!!
Thanks again for a fabulous event!
No; none; other than Thank You once again.
I just want to reiterate that this is an awesome event-- it is by far our favorite tabling event that we attend and we look forward to it every year! Thank you for everything that you do.
What a great weekend! Even with a little rain on Saturday, we had non-stop traffic by our table, more productive conversations than we can count, and the opportunity to connect with others involved with NJ Conservation in an efficient and effective way.
Really great event! Nice mix of hands-on experiences for kids AND adults!
Great job on the Expo
The food vendors were a bit of a hike from the environmental/NJDEP tents. A suggestion would be to place them closer, so organizations can leave their tables for a shorter time.
Thank you for the opportunity to spread the word about the environment (and what we do as well to help

people!).
Directional signage on main streets going to the expo would be a plus, but Please keep this going!
I think the expo was a great success even with the rain showers on Saturday.
We thank you for your support these many years and appreciate you having us involved.

Highlights of Volunteer Responses

Question 1.

YES
Yes
Yes
It was definitely worthwhile; I enjoy helping the kids fish. It is very rewarding to see a child catch their first fish.
It was a worthwhile experience working with the kids at the fish tanks.

Question 2.

YES
Yes
Yes as long as I am free at that time .
Absolutely!!
I intend doing it again next year.

Question 3.

NO
No
No, this is a good time of year.
I think September is the perfect month; most families are not on vacation.

Question 4.

Best Helping the kids... Worst 8 hours was too long next time I'd prefer to put in a 1/2 day.
The people and the rain.
Can't say that there were any negative experiences.
The best thing about participating is stated in answer number 1. I can't think of a "worst", only that I had little time to walk around and see the exhibits (my fault).
There were no bad or worst parts of doing this.

Question 5.

The food vendors charged outrageously high prices (NYC prices) to a "captive audience". Perhaps more food options or volunteers could provide a food service. Also a larger seating area would be helpful.
More advertising.
Can't think of anything new, you have all bases covered for this type of event.
I would recommend that Local Clubs be invited to set up stand to encouraging public joining their clubs.
Provide an arm patch or band and a shirt for volunteers.

Question 6.

It would be great to have it in North East New Jersey where there are lots of people that do not do the outdoors much.
None.