

Original Report
For / by Western NF
Model Forest

**1995 WESTERN NEWFOUNDLAND
MODEL FOREST
BUS TOUR REPORT**

Prepared for:

**Bob Mercer, Manager
Western Newfoundland Model Forest**

Prepared by:

Ray Humber, Public Awareness Project # 0-403

October 27, 1995

Table of Contents

1.0 Introduction	1
2.0 Bus Tour Information	2
3.0 Recommendations for Improvements	8
4.0 Conclusion	8

Appendices

- Western Newfoundland Model Forest Bus Tour Guide
- Survey Questionnaire
- Newspaper Advertisement

List of Tables and Charts

Table 2.1(a): Daily Tour Attendance	2
Table 2.1(b): Daily Tour Attendance	3
Table 2.2: Tour Cancellation/Operating Days	3
Table 2.3(a): Tour Rating (Re. Enjoyable)	4
Table 2.3(b): Tour Rating (Re. Informative)	5
Table 2.3(c): Tour Rating (Re. Presentation)	5
Table 2.4: Bus Tour Awareness.	6
Chart 2.5: Total Daily Visitors (including schools)	7
Table 2.6: Costs and Disbursements.	8

1. 0 Introduction

The 1995 Model Forest Bus Tour concluded for another year on October 4th. It basically followed the same format as the previous year. A tour guide was employed and a fifteen passenger bus was provided and equipped with a mobile phone and a public address system. The bus was utilized to transport interested persons to and from various forest observation sites that were situated along Logger School Road.

At the observation sites, the tour guide provided interpretation of specific features that were prevalent in the areas, such as flora, fauna, forest management activities, and local logging history. As a carry over from last year, a special feature was provided on the Tuesday tour. A member of the Humber Naturalists joined the tour and assisted the tour guide in the identification of different birds and their calls.

A general tour began at the Model Forest Building where the participants were given a short presentation on the Western Newfoundland Model Forest concept. From there they would embark on the bus tour and be transported to the specific forest sites. At the onset of the school year the tour was for the most part reserved for students. A presentation was delivered in the classroom environment and then the students would be transported to the specific interpretation sites along Logger School Road.

The 1995 Western Newfoundland Bus Tour was once again popular with both local people and tourists. The integration of the insect collection equipment at the balsam fir ecology site proved to be very interesting to the public, and the silviculture management site made people more aware of the benefits gained through pre-commercial thinning. The tour was also enhanced through the presentation of pertinent literature and objects provided by the Model Forest and Provincial Forestry staff.

2.0 Bus Tour Information

The bus tour operated Monday to Friday from July 11th to October 4th for a total of 62 days.

Seven interpretation sites were utilized during the tours:

- The Balsam Fir Ecology Site
- The Hemlock Looper Cutover Site
- Silviculture Management Site
- The Duck Pond Picnic Tour
- Spruce Budworm Salvage Site
- Four in One Site

A summary and description of the activities undertaken at the specific sites is found in Appendix 1.

Daily tour attendance is presented in Tables 2.1(a) and 2.1(b).

Table 2.1(a): Daily Tour Attendance

Daily Number of Bus Tour Guests and Totals						
DAY	July 14	July 21	July 28	Aug 04	Aug 11	Aug 18
Monday	-	12	8	6	14	7
Tuesday	14	20	10	2	13	7
Wednesday	14	Rain	CBD	Rain	2	5
Thursday	14	35	Rain	18	11	9
Friday	10	20	0	6	11	Rain
Total	52	87	18	32	51	28

* Date refers to week ending

Table 2.1(b): Daily Tour Attendance

Daily Number of Bus Tour Guests and Totals							
Day	Aug 25	Sept 01	Sept 08	Sept 15	Sept 22	Sept 29	Oct 04
Monday	11	5	0	27	-	24	28
Tuesday	14	14	0	27	0	14	Rain
Wednesday	14	11	1	26	12	14	14
Thursday	4	0	1	27	21	19	-
Friday	0	0	Rain	6	12	27	-
Total	43	30	2	113	45	98	42

* Date refers to week ending

A total of 641 people took advantage of the tour during the 1995 season. This was 86 fewer people than the previous year. This is attributed mainly to the fact that the tour operated for a total of 13 weeks this year compared to 14 for last year.

The following tables and graphs detail the tour operations. Table 2.2 provides a summary of the operational days. Cancellations were due to rain, no tours, no guests, or days off.

Table 2.2: Tour Cancellation/Operating Days

Number of Tours and Cancellations		
Status	No. of Days	Percentage
Cancelled	14	23
Operating	48	77
Total	62	100

The tour operated for a total of 48 days with 14 cancellations for an operational percentage of 77 percent.

The guests were given the option of completing an evaluation questionnaire of which 325 were returned. A copy of the questionnaire can be found in Appendix 2. The responses provided information about the quality of the tour, how the guests became aware of the tour, and suggestions for future improvements. Tables 2.3(a) and 2.3(b) indicate the results concerning how enjoyable and informative the tour was while Table 2.3(c) rates the quality of the presentation. The totals on these tables vary due to the fact that everyone did not totally complete the questionnaire.

Table 2.3(a): Tour Rating (Re. Enjoyable)

Tour Rating (Re. Enjoyable)		
Rating	Number	Percentage
Excellent	249	77
Good	71	22
Fair	5	1
Poor	0	0
Total	325	100

Table 2.3(b): Tour Rating (Re. Informative)

Tour Rating (Re. Informative)		
Rating	Number	Percentage
Excellent	289	91
Good	27	8.75
Fair	1	.25
Poor	0	0
Total	317	100

Table 2.3(c): Tour Rating (Re. Presentation)

Tour Rating (Re. Presentation)		
Rating	Number	Percentage
Excellent	278	87
Good	38	12
Fair	2	.75
Poor	1	.25
Total	319	100

Table 2.4 provides a synopsis of how people became aware of the tour. The questionnaire only identified four sources of public awareness but a large number indicated that they became aware of the tour through the different school systems and the Western Newfoundland Model Forest brochure. For this reason the chart identifies these two additional sources.

Table 2.4: **Bus Tour Awareness**

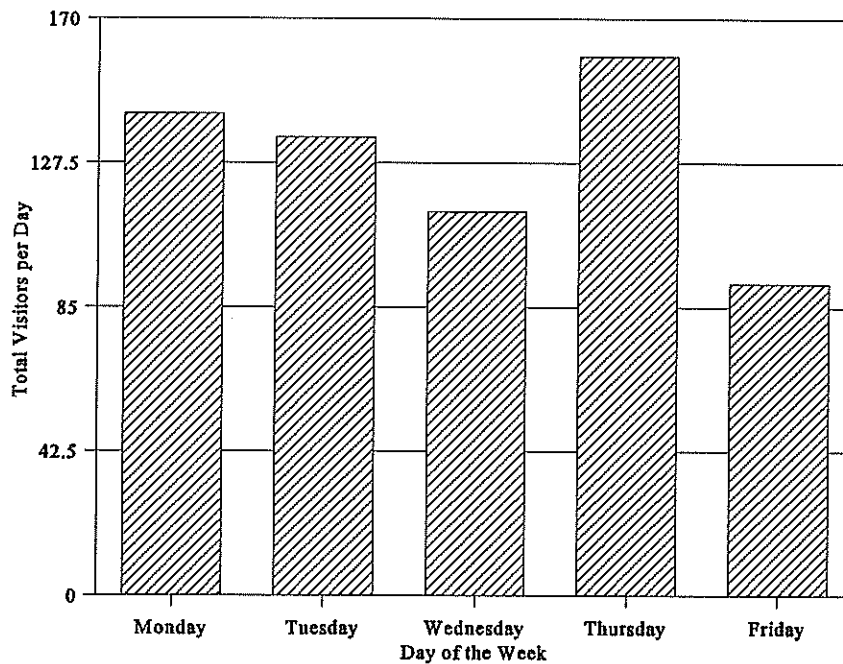
Bus Tour Awareness		
Form of Awareness	No. of People	Percentage
School	126	38
Newspaper	54	16
Friend	131	39
Radio	13	4
Brochure	6	2
T.V.	5	1
Total	335	100%

* The total number of people is greater than 325 because some visitor indicated more than one form of awareness.

The changes that were made to the tour last year did not prove to be a large success. With that in mind, this year the "City of Corner Brook Tree Walking Tour" which rated least popular was cancelled. The "Logging Tour" which rated second least popular last year was changed to a "Picnic Tour". This tour took place on Wednesdays from 10:00 a.m. to approximately 3:45 p.m. with people supplying their own lunch. It proved to be fairly popular with an average of nine people per tour. This tour visited most of the sites. On Mondays, Tuesdays, Thursdays and Fridays the tour concentrated on the "Balsam Fir Ecology Site" and the "Duck Pond Site". A member of the Humber Naturalists joined the tour on Tuesdays to help identify birds and their calls. This day continued to be very popular and was generally booked well in advance.

Chart 2.5 illustrates the number of visitors for each day of the week. Fridays had the lowest attendance with Wednesdays second lowest.

Chart 2.5: Total Daily Visitors (including schools)



On July 26th Corner Brook Day was celebrated and there was no tour that day but the bus was parked as a display at Margaret Bowater Park. Approximately 170 people visited the display and model forest literature and information was given out. Also during the summer CBC Radio joined the tour and produced a five minute air show on the Western Newfoundland Model Forest and its tour.

The tour was booked during the last three weeks of September and early October by schools. Herdman Collegiate, C.C. Loughin, Academy Canada and the Central Newfoundland Regional College at Grand Falls Winsor participated in the tour on a first come first serve basis. Other schools inquired about a tour but could not be accommodated. The tour fit in nicely with certain school curriculums. There seems to be a bigger demand to visit the Balsam Fir Ecology Site since high

school biology students are now studying about forest ecology. Grade two students are now learning forest basics and grade six student are studying about the importance of the forest and the interdependent relationships within a forest.

Finally, costs and disbursements of the tour are listed in Table 2.6.

Table 2.6: Costs and Disbursements

3.0 Recommendations for Improvements

Following are a list of suggestions that may be utilized to increase public participation and awareness of the Western Newfoundland Model Forest and the bus tour.

1. Extend tour until mid October in order to accommodate more schools
2. Continue presentations to students in a classroom environment
3. A cost efficient bus tour brochure should be produced
4. The options provided in the question on the survey sheet dealing with how people became aware of the tour should be expanded to include space for schools and a space for brochures

4.0 Conclusion

There was a slight decrease in attendance during the '95 season compared to the '94 season due mainly to a reduced operating schedule. The present format for the most part is working quite well but the recommendations outlined earlier should further enhance the tour. Quality and cleanliness of the tour bus and presentation room is very important because first impressions are lasting. The tour bus awareness table clearly showed that more people became aware of the tour

through recommendations from a friend, with schools coming next and newspapers third. When considering the general public newspapers, still was an effective manner of promotion. To conclude, the high rating of the tour by those who participated signifies the quality of the tour and the valuable experience gained by those who attended.

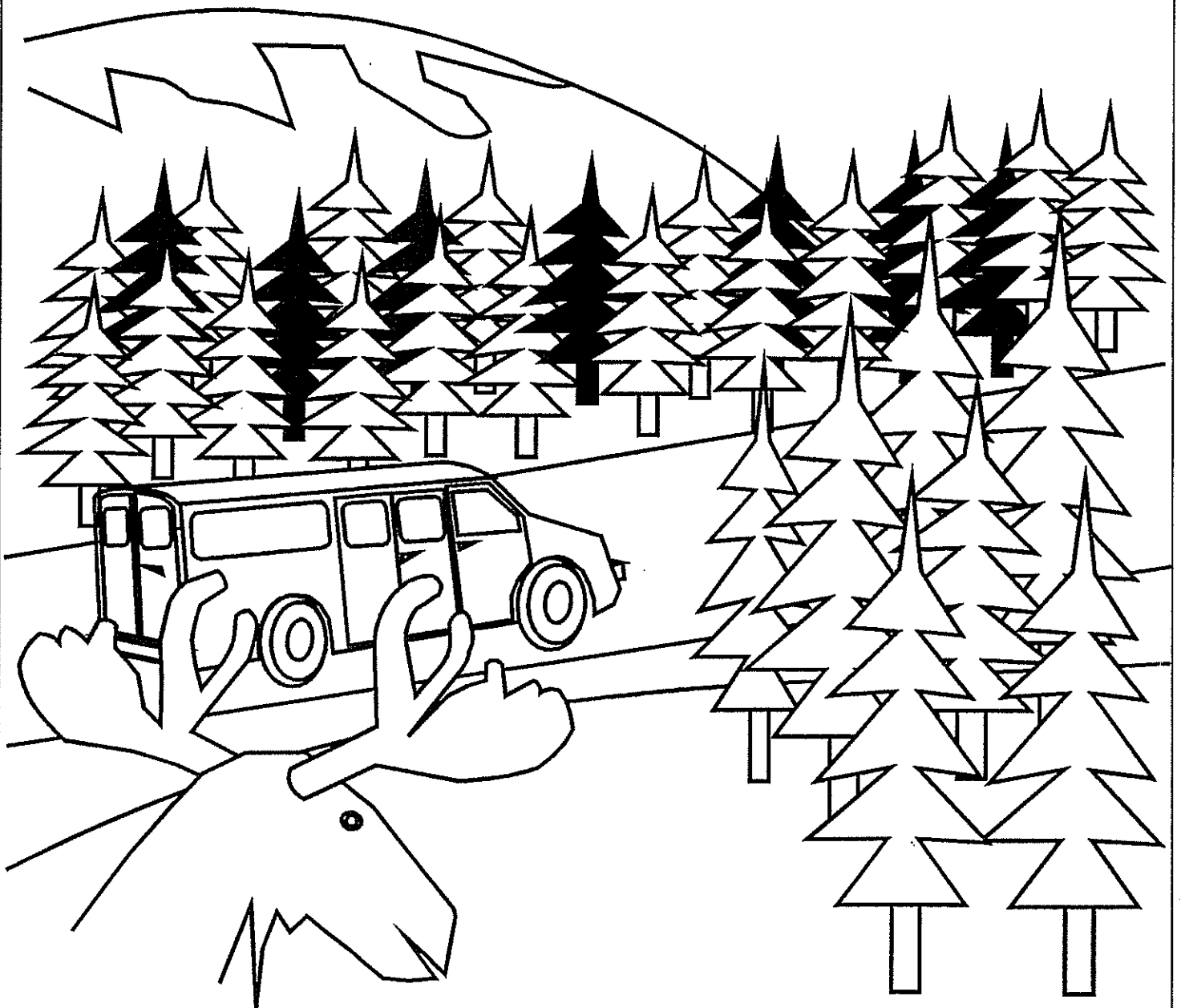
APPENDICES

WESTERN
NEWFOUNDLAND

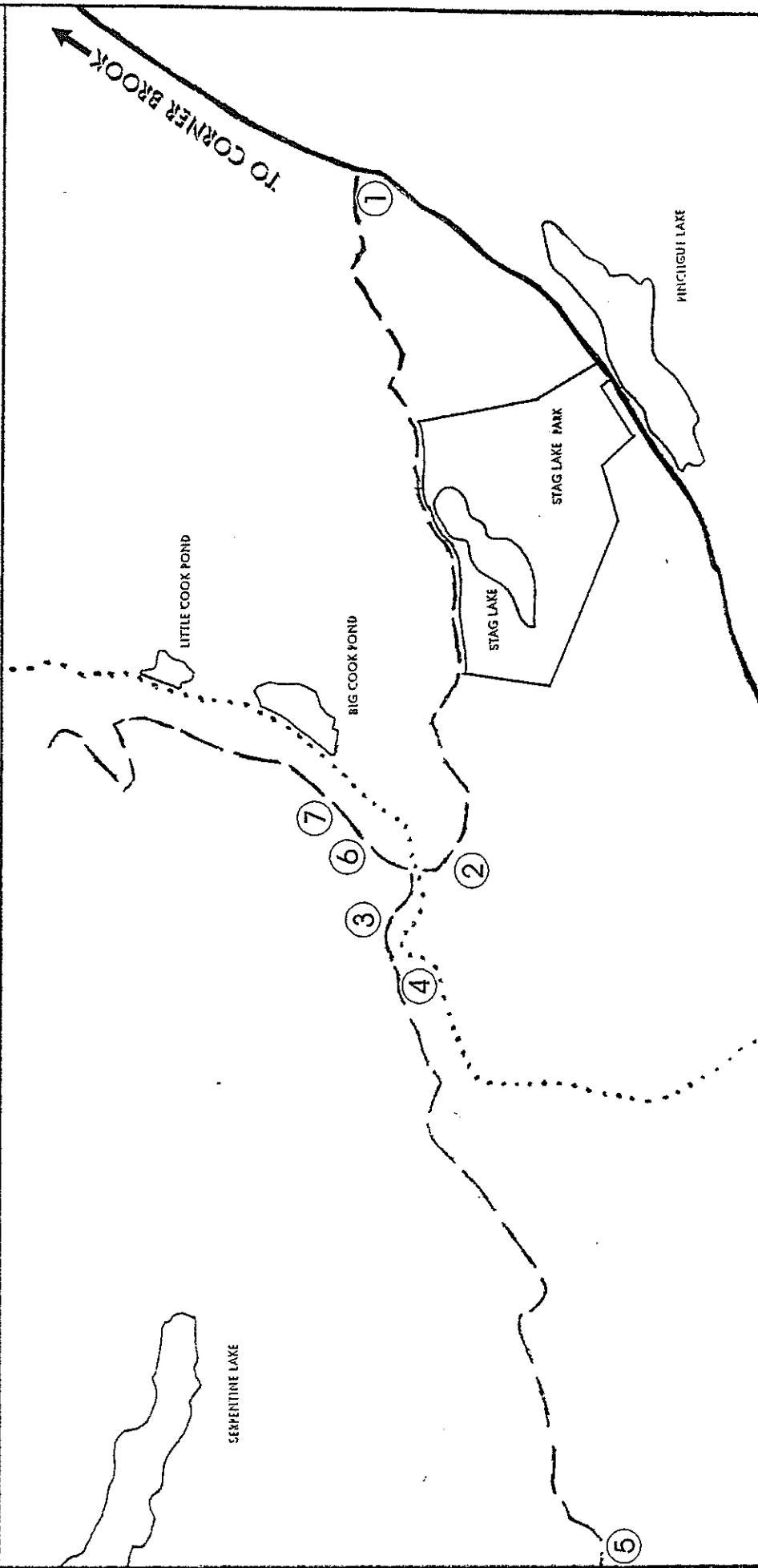


MODEL FOREST
NETWORK
RÉSEAU DE
FORETS MODELES



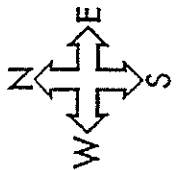


WESTERN NEWFOUNDLAND MODEL FOREST BUS TOUR GUIDE



WESTERN NEWFOUNDLAND MODEL FOREST BUS TOUR STOPS



LEGEND

		
	<p>SCALE 1:100,000</p>	<p>TRUE NORTH</p>
 <p>CNR RAISED</p>		

WESTERN NEWFOUNDLAND MODEL FOREST

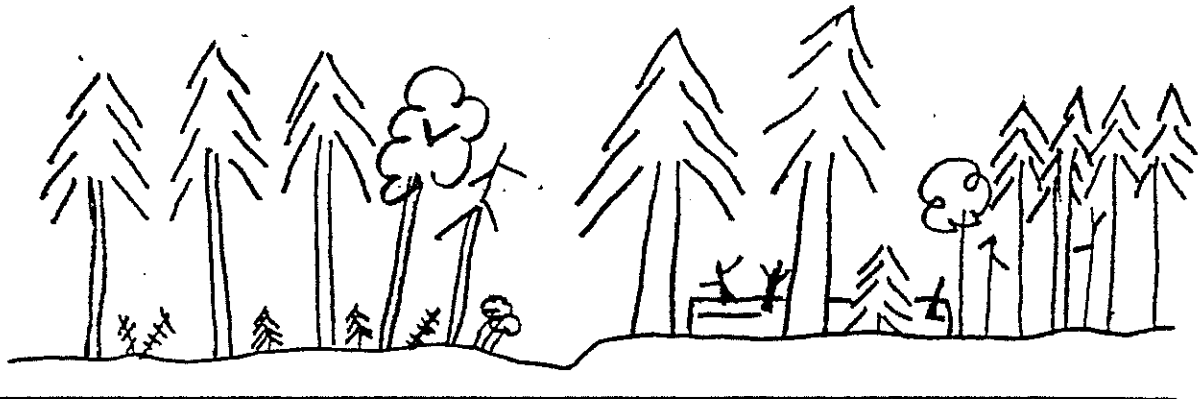
This model forest with its rolling hills has Corner Brook situated in its geographic centre. The weather and soil are suited for good forest and vegetative growth. Half of the land is good for commercial forestry while the remainder contains scrub, rock, barrens, water and development. This forest helps to keep the Corner Brook and Stephenville papermills working with 900 papermakers and 1650 forest workers.

The 280 km of paved Trans Canada Highway and secondary roads and 550 km of gravel forest access roads and 100 km of abandoned CNR railbed provide an excellent transport base for a variety of commercial, outdoor and wilderness activities for much of the year. There are protected areas such as the Pine Marten Study Area and Provincial Parks.

The forest is a balsam fir type with balsam fir being the most abundant tree and included are smaller amounts of white spruce, black spruce, white birch, yellow birch, red maple, mountain ash, black ash and juniper(tamarack). Many species of plants, mushrooms and insects make up the remaining land coverage. From 1977 to 1984 the spruce budworm damaged much balsam fir as did the hemlock looper from 1986 to 1987 which

TOUR STOPS

1: THE BALSAM FIR ECOLOGY SITE

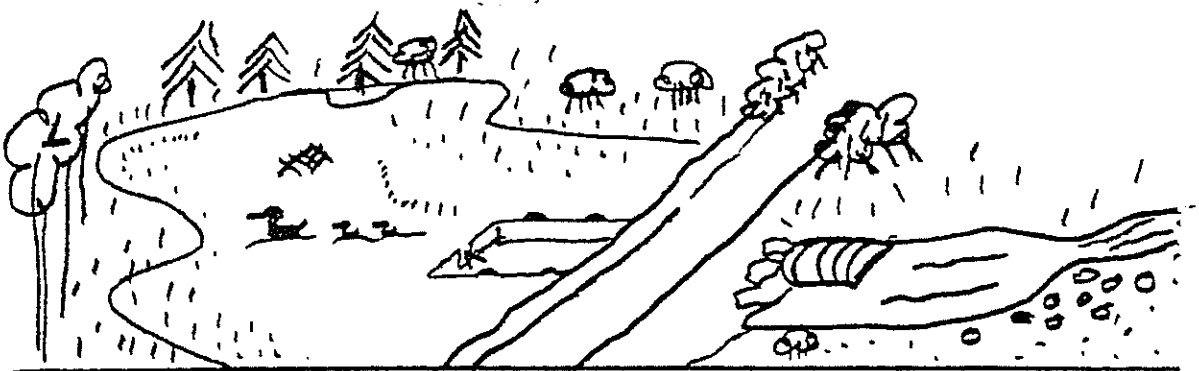


This area is located at the start the Loggers School Road near the Trans Canada Highway. It has a sample of a 75 year, 90 year, and 45 year aged stand of the fern-moss balsam fir forest type. All three stands regenerated naturally but only the 45 year stand was cut and is now called second growth. The dominant trees are balsam fir, white spruce and white birch. The forest floor is covered in ferns, mosses and herbs.

Robins, woodpeckers, squirrels and moose like to visit here. As well, there is evidence of the 10,000 year old glacier meltdown.

2,000 per hectare. Now 15 years later these trees have the same trunk diameters as the trees in the 45 year stand. This is a typical and desirable result so that healthy trees can be harvested earlier. The scattered birches, mountain maple, squash berry and mountain ash add to the food supply for moose. Ruffed grouse, white throated sparrows, red foxes and other animals and birds also make this location their home.

4: THE DUCK POND



This marsh and pond was established as a wetland in 1983. Through the cooperation of the then Bowater Co. and Ducks Unlimited a dam was built and the water level was raised and stabilized. Thus a suitable habitat of 65 acres was created for dabbling duck nesting and brooding such as black duck, pintail and wigeon. The trout fishing is good. Moose have been seen here and there is a beaver lodge in the pond.

Nfld's provincial tree and flower, the black spruce and pitcher plant grow here as well. It is a nice spot for a boil up

6: FOUR IN ONE SITE



These four fern, moss and balsam fir forests display an eye catching difference in ages.

The first site was a white birch stand that was cut in 1982 and used for biomass or fuel. Now it has reverted to a sapling or a 10 year old balsam fir forest. Railway fires especially from the steam locomotive days would result in the balsam fir forest being totally killed as the fir seed, seedlings and trees die. Then the ground is free to reseed to a new species as white birch. The surrounding balsam fir tree seeds blew in and started the new forest that is christmas tree height now and may be considered for thinning later.

The second area was thinned in 1983 after it was logged in about 1962. These trees are robust, healthy, bushy and about 30 years old.

The third and adjoining balsam fir site was cut out back in 1947 and left to regrow on its own, as that was the management decision then. This 45 year wood will be ready for harvest in about 25 years. The beauty of this is that the

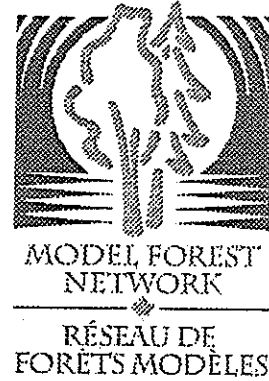
T H A N K Y O U

It has been a pleasure to guide you through some of these forest sites. You are welcome to return and follow all the roads and trails for your own exploring and enjoyment.

We appreciate your comments and will use your suggestions in improving our bus tour.

RAY HUMBER
PUBLIC AWARENESS PROJECT
WESTERN NEWFOUNDLAND MODEL FOREST

Western Newfoundland Model Forest
 89 West Valley Road
 Corner Brook, Newfoundland
 A2H 2X4
 Telephone: (709) 634-6383
 Facsimile: (709) 634-0255



Bus Tour Survey Sheet

Address:	Town/City	≡	Province	Country
_____	_____	_____	_____	_____

Bus Tour Rating: Please Tick your Choice

	Excellent	Good	Fair	Poor
Enjoyable	_____	_____	_____	_____
Informative	_____	_____	_____	_____
Presentation	_____	_____	_____	_____

HOW DID YOU FIND OUT ABOUT THIS TOUR?

Newspaper Ad _____ Radio _____ TV _____ Friend _____ School _____

Comments/Suggestions:



WESTERN
NEWFOUNDLAND



MODEL FOREST
NETWORK

RÉSEAU DE
FORETS MODELES

EVERYONE WELCOME "EXPLORE THE FOREST"

FREE BUS TOUR
MONDAY TO FRIDAY
JULY, AUGUST, SEPTEMBER

NATURE TOUR: MONDAY to FRIDAY (1 p.m.- 4 p.m.)

PICNIC TOUR: WEDNESDAY (10 a.m.-4 p.m.)

On Tuesdays, a representative of the Humber Naturalists will provide assistance in identifying birds and bird calls.

Tours start from the back of the Western Newfoundland Model Forest office at 89 West Valley Road and are FREE but reservations are required. Call 634-6383 or 634-5978, Monday to Friday 9:00 a.m. to 4:00 p.m. for further information.