

# 2025 North Slope Recreation Area Survey

## Executive Summary

### Overview

Customer Insights & Programs fielded a survey to the **Customers Count** online survey panel to gain insights from customers on recreation at the North Slope Recreation Area (NSRA). 12 questions covering topics such as recreational activities, watersheds, utilities management of reservoirs, and concerns and benefits of adding commercial guided tours were asked. 402 customer responses demographically representative of our overall customer base were received.

These results are to be used quantitatively in conjunction with qualitative information from the open survey and public meetings.

### Key Findings



#### Customers Prefer To Protect Water Supply And Operations

56% of respondents selected a management strategy which emphasizes protecting water supply and operations compared to 23% who chose one which places greater emphasis on enhancing recreational use



#### Environmental Protection And Water Quality Top Objectives

Protecting wildlife and habitat; protecting water supplies including system infrastructure and water quality/watersheds; and providing resilience to wildfires were the most important objectives when thinking about the NSRA and the lands surrounding the reservoirs



#### Those Who Recreate At NSRA Should Pay For Increased Costs

47% believe recreational users should pay for increased cost, 37% say costs should be shared between utilities customers, City and recreators and only 4% of respondents say utilities customers should be fully responsible for costs

### Additional Information

- Customers favor revenue generation strategies and increased fees over limitations on recreation.
- Impacts to forests, watersheds, wildlife, water supply and water quality were seen as the greatest concerns to adding commercial guided tours.
- Providing an opportunity for visitors to learn how to recreate responsibly and bringing tourism revenue to the community were chosen as top benefits of adding commercial guided tours.