

**National Park Service
U.S. Department of the Interior**



Social Science Division

Expedited Approval for NPS-Sponsored Public Surveys

1.	Project Title Submission Date:	Klondike Gold Rush National Historical Park Dyea and Chilkoot Trail/Taiya River Visitor Survey	11/9/2009
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2.	Abstract:	The Klondike Gold Rush National Historical Park Dyea and Chilkoot Trail/Taiya River Visitor Survey will provide the National Park Service with information about attitudes toward management issues among 2 visitor groups in the park. The survey also will gather data informing the development of indicators and standards related to the quality of visitor experiences in the park, as well as data on visitor characteristics. This information will be incorporated into current park planning. The survey is scheduled to be conducted as on-site questionnaires at each of 2 sites during the short summer visitor season at this Alaska park. (not to exceed 150 words)
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3. Principal Investigator Contact Information

First Name:	Robert	Last Name:	Manning		
Title:	Professor				
Affiliation:	University of Vermont				
Street Address:	356 Aiken Center				
City:	Burlington	State:	VT	Zip code:	05405
Phone:	(802) 656-3096	Fax:	(802)656-2623		
Email:	Robert.Manning@uvm.edu				

4. Park or Program Liaison Contact Information

First Name:	Dave	Last Name:	Schirokauer
Title:	Biologist		
Park:	Klondike Gold Rush National Historical Park		
Park Office/Division:	Natural Resources Division		
Street Address:	PO Box 517 Broadway & Second		

City: State: Zip code:

Phone: Fax:

Email:

Project Information

5. **Park(s) For Which Research is to be Conducted:**

6. **Survey Dates:** (mm/dd/yyyy) to (mm/dd/yyyy)

7. **Type of Information Collection Instrument (Check ALL that Apply)**

- Mail-Back Questionnaire On-Site Questionnaire Face-to-Face Interview Telephone Survey Focus Groups
- Other (explain)

8. **Survey Justification:**
(Use as much space as needed; if necessary include additional explanation on a separate page.)

Legal Justification: Social science research in support of park planning and management is mandated in the *NPS Management Policies 2006* (Section 8.11.1, "Social Science Studies"). The NPS pursues a policy that facilitates social science studies in support of the NPS mission to protect resources and enhance the enjoyment of present and future generations (National Park Service Act of 1916, 38 Stat 535, 16 USC 1, et seq.). NPS policy mandates that social science research will be used to provide an understanding of park visitors, the non-visiting public, gateway communities and regions, and human interactions with park resources. Such studies are needed to provide a scientific basis for park planning, development, operations, management, education, and interpretive activities.

Management Justification/Literature Review: The Skagway, AK unit of Klondike Gold Rush National Historical Park (KLG0) has experienced greater visitation over the past decade due to increased cruise ship visitation to the area. Increasing use of the park may negatively affect the quality of visitor experiences through crowding and resource degradation. The park is now conducting planning that requires that managers establish a use capacity for the park. The information collected in this study will enhance current park planning and management efforts by providing visitor use and user characteristics and potential indicators and standards of experience quality. These will assist managers in determining use capacity for the park.

It is critical to understand visitors' attitudes and behavior to inform park planning and management within the context of contemporary management frameworks such as Visitor Experience and Resource Protection (VERP) (Manning, 2001). These frameworks help define quality by setting management objectives to fulfill park mandates, legislation, and policy. The VERP process involves identifying indicators and standards of quality; monitoring indicator variables; and taking management actions to ensure that quality standards for each indicator are maintained. Indicators of quality are defined as measurable, manageable variables that act as proxies for the quality of park resources and experiences. Standards define the minimum acceptable condition of these indicator variables.

The visual simulation and scaling methods and questions used in this study are well-established in the field. Numerous studies at many different NPS units have used similar methods and questions (Manning, 2007). Examples include visitor surveys in Acadia NP, including studies on the park loop road (Hallo & Manning, In Press), on the network of historic carriage roads (Jacobi, et al., 1999; Wang and

Manning, 1999), at Schoodic Peninsula (Manning, et al., 2005), and at the park's Isle au Haut (Manning, 2007).

9. **Survey Methodology: (Use as much space as needed; if necessary include additional explanation on a separate page.)**

This study will employ a cross-sectional survey design with data collected from a stratified sample of current KLGGO visitors at 2 park sites (Dyea and short portions of the Chilkoot Trail and Taiya River) through on-site sampling.

(a) Respondent universe:

The respondent universe will be visitors to the 2 sampling sites, age 18 and over, between July 1 and August 31, 2010.

(b) Sampling plan/procedures:

The sampling period includes the park's peak use period. Sampling at each site will be conducted on 10 randomly selected days throughout the period of the study. The sampling days will be spread out over the days of the week and take place between 8 a.m. and 5 p.m. Sampling will be evenly divided between the Dyea townsite and the Chilkoot Trail/Taiya River locations. Ten days will be sampled at each site, with both weekday periods and weekend periods represented proportional to use. This will ensure that a sufficient number of interviews will be completed to make inferences to the visitor populations at these two locations with an acceptable degree of precision. The 8 a.m. – 5 p.m. period was chosen because it is the time of day when the majority of visitation occurs.

During each sampling period, a trained surveyor will be stationed at the cruise ship pier where commercial tour groups return. When the sampling period begins, the surveyor will approach each group exiting commercial tour transportation and ask them to participate in the survey. If members of the visitor groups agree to participate, the eligible person in the group whose birthday is closest to the sampling day will be asked to complete the questionnaire for their personal group. Since many of the groups will be commercial tour groups off cruise ships, they will be comprised of several personal groups. A member from each personal group will be asked to complete the survey before he/she boards their cruise ship. After they complete the survey, they will return it to the survey attendant. When the surveyor has completed his/her contact with the group, the surveyor will ask the next group exiting commercial tour transportation to participate in the survey. This process will continue throughout the sampling period. Visitors to Dyea who are not part of a commercial tour group will be asked to complete the survey as they complete their visit at each study site. These visitors will complete the on-site questionnaire in the presence of the survey attendant, who will answer any questions that arise and collect the surveys upon completion. A screening question will be asked to assure that participants will not be surveyed more than once.

(c) Instrument administration:

Visitors to the study sites will be read the following script:

"Excuse me, sir/ma'am. We're conducting a study for Klondike Gold Rush National Historical Park to better understand visitor use in this area. Participation is voluntary and all responses are anonymous. Would you be willing to take 10 minutes to help?"

If YES: "Thank you. Who in your personal group (who is at least 18 years of age) has the next birthday? Would you be willing to fill out this survey? Have you completed a survey at a different location in the park?"

If YES: "Thank you, but we can only accept one response per personal group. Thank you for your time."

If NO: "Thank you."

If NO: "I understand. I hope you enjoyed your visit".

(d) Expected response rate/confidence levels:

The estimated sample size at both sampling sites is expected to be 312 visitors. The overall survey sample size is expected to be approximately 624 visitors. Based on previous experience in conducting similar surveys, it is expected that about 80% of visitors (about 500 individuals or 250 visitors per sampling site) will be willing to participate. In a similar study at the Isle au Haut section of Acadia National Park in 2002, a response rate of 87% was attained. More recent studies on the Mount Desert Island portion of Acadia National Park yielded response rates of 83.6% at Acadia Mountain, 78.5% at Hunter’s Beach, 83.5% at Seawall, 86.3% at Valley Cove, and 77% at Little Hunter’s Beach. Study findings are estimated to be accurate within 6 percentage points, based on a sample size of approximately 250 using a 95% confidence level. This will be sufficient for the park’s planning purposes. The number of people in each visitor party and date and time of refusals will be recorded and reported on a refusal log.

(e) Strategies for dealing with potential non-response bias:

Non-response bias will be examined by comparing selected characteristics of the sample population with characteristics observed and recorded in every group contacted (e.g., group size). The results of the check for non-response bias will be reported and implications for data interpretation discussed.

(f) Description of any pre-testing and peer review of the methods and/or instrument (recommended):

The questions included in these surveys have been designed and reviewed by the PI, research staff and graduate students at the University of Vermont, and NPS park and regional staff. The questions are similar to those used at several other national park areas in previous studies. Finally, most questions appear in the NPS/OMB “Pool of Known Questions.”

10.	Total Number of Initial Contacts Expected Respondents:	<u>Dyea</u>	1	Estimated Time to Complete Initial Contact Instrument (mins.):	2	12	1	Total Burden Hours:	60
		312							
		<u>Chilkoot</u>	1		2	10	2.		<u>52</u>
		312							
TOTAL					<u>112</u>				

13. **Reporting Plan:**

The results of this information collection activity will be presented in an internal agency report and will be available upon request. A copy of the technical study report will be archived with the Social Science Division of the National Park Service for inclusion in the Social Science Studies Collection. The key estimates that will be derived from the data collected will be descriptive in nature, primarily measures of central tendency (mean and median), dispersion (standard deviation), and frequency distributions. Some tests for differences in means and proportions may be done.

References

Hallo, J. and Manning, R. (In Press). Transportation and Recreation: A Case Study of Visitors Driving for Pleasure at Acadia National Park. *Journal of Transport Geography*.

Jacobi, C. and Manning, R. (1999). Crowding and Conflict on the Carriage Roads of Acadia National Park: An Application of the Visitor Experience and Resource Protection Framework. *Park Science*, 19(2):22-26.

Manning, R. (2007). *Parks and Carrying Capacity: Commons Without Tragedy*. Washington, D.C.: Island Press.

Manning, R. (2001). Visitor Experience and Resource Protection: A Framework for Managing the Carrying Capacity of National Parks. *Journal of Park and Recreation Administration*, 19(1):93-108.

Manning, R., Lawson, S. and Morrissey, J. (2005). What's Behind the Numbers? Qualitative Insights Into Normative Research in Outdoor Recreation. *Leisure Sciences*. 27: 205-224.

Wang, B. and Manning, R. (1999). Computer Simulation Modeling for Recreation Management: A Study on Carriage Road Use in Acadia National Park, Maine, USA. *Environmental Management*, 23(2):193-203.

KLONDIKE GOLD RUSH TAIYA RIVER/CHILKOOT TRAIL HIKE AND FLOAT TOUR SURVEY



Location Survey Administered: _____

Commercial or Private Group _____

Tour Company: _____

Date: _____

Time: _____

Attendant: _____

Weather: Warm
 Cool
 Sunny
 Partly sunny
 Cloudy
 Foggy
 Rain

KLONDIKE GOLD RUSH
HIKE AND FLOAT VISITOR SURVEY

The Chilkoot Trail and the Taiya River are located within Klondike Gold Rush National Historical Park, which celebrates the famed Klondike Gold Rush of 1898, and was created “in order to preserve in public ownership for the benefit and inspiration of the people of the United States, historic structures and trails associated with the Klondike Gold Rush of 1898” and to make this valuable part of America’s heritage available to visitors for their understanding, enjoyment, and appreciation. The National Park Service is currently developing plans to better manage the natural and cultural resources and visitor opportunities on the Chilkoot Trail and Taiya River. The information you provide in this survey will help the National Park Service understand how visitors use this site and how you would like this site to be managed.

1. How many people (including you) are in your personal group today? Your “personal group” is anyone you are visiting the park with, such as spouse, family, or friends. It doesn’t include the larger group you may be traveling with, such as a tour group or school groups. [1. GR3]

Number of people: _____

2. On this visit, what kind of personal group (not tour group) are you with? Please circle only one. [1. GR5]

1. Alone
2. Family
3. Friends
4. Family and friends
5. Other (Please specify: _____)

3. On this visit, are you and your personal group with any of the following types of groups? Circle all that apply. [1. Variation GR6]

1. Commercial tour group
2. School/educational group
3. Other organized group/club (Specify: _____)

4. Are you visiting this area as part of a cruise vacation? [Topic Area 2, Trip/Visit Characteristics]

1. Yes
2. No

5a. Have you visited one of the Klondike Gold Rush National Historical Park visitor center (in downtown Skagway) during your visit? [3. Variation ACT13]

- 1. Yes
- 2. No

b. When did you learn that the Chilkoot Trail and the Taiya River are within a National Historical Park? [1. Variation KNOW2]

- 1. Before I left home
- 2. On board my cruise ship
- 3. When I got off the cruise ship (on the dock or in Skagway)
- 4. From my tour leader
- 5. From this survey
- 6. I did not learn that the Chilkoot Trail and Taiya River are within a National Historical Park
- 7. Other (please specify): _____

c. Have you visited Klondike Gold Rush National Historical Park before this trip? [1. VISITHIS1]

- 1. Yes
- 2. No (Skip to question 6.)

If YES, approximately how many times have you visited Klondike Gold Rush National Historical Park before this trip?

Number of previous visits: _____

6. Do you live in the United States? [1. RES3]

- 1. Yes (What is your Zip code? _____)
- 2. No (What country do you live in? _____)

7. Why have you visited the Chilkoot Trail and Taiya River today? Please rate the importance of the following reasons for visiting. (Circle one number for each item.) [4. Variation PREF1]

	Not at all Important	Somewhat Important	Very Important
a. To learn about the gold rush history of this area	1	2	3
b. To see and learn about the natural environment of this area	1	2	3

c. To participate in a recreational activity (e.g. hiking, biking, rafting)	1	2	3
d. To be with family and/or friends	1	2	3
e. To get some exercise	1	2	3
f. To experience solitude	1	2	3
g. Other (Please specify: _____)	1	2	3

These questions ask about things that made your visit more or less enjoyable.

8a. What did you like most about your visit to the Chilkoot Trail and Taiya River? [6. EVALSERV25]

b. What did you like least about your visit to the Chilkoot Trail and Taiya River? [6. EVALSERV24]

c. If you could ask the National Park Service to change some things about the way they manage these areas, what would you ask them to do? [6. Variation EVALSERV7]

d. If you have visited the these areas before, please note any things that have changed for the better or for the worse since your last visit. [Topic Area 6, Individual Perceptions of their Park Experiences]

- e. Do you think visitors are having any negative effects on the natural and/or historical resources of this area or the quality of the visitor experience? [Topic Area 6, Individual Perceptions of their Park Experiences]
1. Yes
 2. No
 3. Don't know

If YES, please explain: _____

- f. What do you value most about your visit to the Chilkoot Trail and Taiya River? [Topic Area 6, Individual Perceptions of their Park Experiences]

- g. What do you consider to be the most important qualities of the Chilkoot Trail and Taiya River? [Topic Area 6, Individual Perceptions of their Park Experiences]

9. Some people have suggested that the following issues might be problems on the Chilkoot Trail and Taiya River. To what extent do you think the following issues are problems? (Circle one number for each item.) [6. OPMGMT2]

	Not a Problem	Small Problem	Big Problem	Don't Know
a. The number of people on the trail	1	2	3	DK
b. The number of groups floating on the Taiya river	1	2	3	DK
c. Large groups floating on the Taiya River	1	2	3	DK
d. Ecological impact to the Chilkoot Trail from visitor use	1	2	3	DK
e. Ecological impact to the Taiya River from visitor use	1	2	3	DK

f. Visitors making too much noise	1	2	3	DK
g. Too much noise from outside the park	1	2	3	DK
h. Lack of information about the Chilkoot Trail	1	2	3	DK
i. Lack of information about the Taiya River	1	2	3	DK
j. Waiting to use restrooms	1	2	3	DK
k. Dogs off leash on the Chilkoot Trail	1	2	3	DK
l. Lack of drinking water	1	2	3	DK
m. Lack of public transit access	1	2	3	DK

10. How many people do you think could use the Chilkoot Trail without you feeling too crowded? To help judge this, we have a series of photographs that show different numbers of people on the trail. Please look at the photographs on Poster 1.

- a. Please rate each photograph by indicating how acceptable you think it is based on the number of people shown. A rating of -4 means the number of people is “very unacceptable” and a rating of +4 means the number of people is “very acceptable.” (Circle one number for each photograph.) [5. VERP1]

	Very Unacceptable					Very Acceptable			
	-4	-3	-2	-1	0	+1	+2	+3	+4
Photo 1	-4	-3	-2	-1	0	+1	+2	+3	+4
Photo 2	-4	-3	-2	-1	0	+1	+2	+3	+4
Photo 3	-4	-3	-2	-1	0	+1	+2	+3	+4
Photo 4	-4	-3	-2	-1	0	+1	+2	+3	+4
Photo 5	-4	-3	-2	-1	0	+1	+2	+3	+4

- b. Which photograph shows the level of use you would prefer to see on the Chilkoot Trail? [5. VERP2]

Photo number: _____

- c. Which photograph shows the level of use that is so unacceptable that you would not come back to the Chilkoot Trail? (If none of the photographs represent this condition, you may indicate that.) [Topic Area 6, Individual Perceptions of their Park Experiences]

Photo number: _____

OR

- None of the photographs are so unacceptable that I would not come back to the Chilkoot Trail

- d. Which photograph shows the highest level of use that the National Park Service should allow on the Chilkoot Trail? In other words, at what point should visitors be restricted from visiting the Chilkoot Trail? (If use should not be restricted at any point represented by the photographs, or not restricted at all, you may indicate that.) [5. VERP3]

Photo number: _____

OR

- None of the photographs show a high enough level of use to restrict visitors from visiting the Chilkoot Trail.

OR

- Visitor use should not be restricted.

- e. Which photograph looks most like the number of visitors you typically saw on the Chilkoot Trail today? [5. VERP4]

Photo number: _____

11. How many people do you think could use the Taiya River without you feeling too crowded? To help judge this, we have a series of photographs that show different numbers of people floating on the river. Please look at the photographs on Poster 2.

- a. Please rate each photograph by indicating how acceptable you think it is based on the number of rafts shown. A rating of -4 means the number of rafts is “very unacceptable” and a rating of +4 means the number of rafts is “very acceptable.” (Circle one number for each photograph.) [5. VERP1]

	Very Unacceptable					Very Acceptable			
Photo 1	-4	-3	-2	-1	0	+1	+2	+3	+4
Photo 2	-4	-3	-2	-1	0	+1	+2	+3	+4
Photo 3	-4	-3	-2	-1	0	+1	+2	+3	+4
Photo 4	-4	-3	-2	-1	0	+1	+2	+3	+4
Photo 5	-4	-3	-2	-1	0	+1	+2	+3	+4

- b. Which photograph shows the level of use you would prefer to see on the Taiya River? [5. VERP2]

Photo number: _____

- c. Which photograph shows the level of use that is so unacceptable that you would not come back to the Taiya River? (If none of the photographs represent this condition, you may indicate that.) [Topic Area 6, Individual Perceptions of their Park Experiences]

Photo number: _____

OR

None of the photographs are so unacceptable that I would not come back to the Taiya River

- d. Which photograph shows the highest level of use that the National Park Service should allow on the Taiya River? In other words, at what point should visitors be restricted from rafting on the Taiya River? (If use should not be restricted at any point represented by the photographs, or not restricted at all, you may indicate that.) [5. VERP3]

Photo number: _____

OR

None of the photographs show a high enough level of use to restrict visitors from rafting on the Taiya River.

OR

Visitor use should not be restricted.

- e. Which photograph looks most like the number of rafts you typically saw on the Taiya River today? [5. VERP4]

Photo number: _____

12. People can visit the Chilkoot Trail and Taiya River on several types of commercial tours. We would like to know how big tour groups should be and how long tours should last. Please rate the acceptability of the following range of tour sizes and durations. A rating of -4 means you think the description is “very unacceptable”, and a rating of +4 means you think the description is “very acceptable”. (Circle one number for each description.) [5. Variation VERP1]

Size of tours:	Very Unacceptable					Very Acceptable				
6 people	-4	-3	-2	-1	0	+1	+2	+3	+4	
8 people	-4	-3	-2	-1	0	+1	+2	+3	+4	
10 people	-4	-3	-2	-1	0	+1	+2	+3	+4	
12 people	-4	-3	-2	-1	0	+1	+2	+3	+4	
14 people	-4	-3	-2	-1	0	+1	+2	+3	+4	
16 people	-4	-3	-2	-1	0	+1	+2	+3	+4	
18 people	-4	-3	-2	-1	0	+1	+2	+3	+4	
20 people	-4	-3	-2	-1	0	+1	+2	+3	+4	
Length of tour:	Very Unacceptable					Very Acceptable				
2 hours	-4	-3	-2	-1	0	+1	+2	+3	+4	
3 hours	-4	-3	-2	-1	0	+1	+2	+3	+4	
4 hours	-4	-3	-2	-1	0	+1	+2	+3	+4	
5 hours	-4	-3	-2	-1	0	+1	+2	+3	+4	
6 hours	-4	-3	-2	-1	0	+1	+2	+3	+4	

a. We would like to know how many tour groups (other than yours) you think it would be acceptable to see while visiting the Chilkoot Trail and Taiya River. Please indicate how acceptable you think the following numbers of groups are. A rating of -4 means you think the number of groups is “very unacceptable” and a rating of +4 means you think the number of groups is “very acceptable.” (Circle one number for each number of groups.) [5. Variation VERP1]

	Very Unacceptable					Very Acceptable				
1 group	-4	-3	-2	-1	0	+1	+2	+3	+4	
2 groups	-4	-3	-2	-1	0	+1	+2	+3	+4	
3 groups	-4	-3	-2	-1	0	+1	+2	+3	+4	
4 groups	-4	-3	-2	-1	0	+1	+2	+3	+4	
5 groups	-4	-3	-2	-1	0	+1	+2	+3	+4	
6 groups	-4	-3	-2	-1	0	+1	+2	+3	+4	
7 groups	-4	-3	-2	-1	0	+1	+2	+3	+4	

b. Approximately how many other groups did you see on the Chilkoot Trail and Taiya River today? [5. Variation CROWD17]

Number of other hiking groups _____ Don't Know _____ Does Not Apply _____
 Number of other rafting groups _____ Don't Know _____ Does Not Apply _____

13. How crowded did you feel on the Chilkoot Trail and Taiya River today? (Circle one number for each location.) [5. CROWD1]

	Not at all Crowded		Slightly Crowded		Moderately Crowded		Extremely Crowded	
On the Chilkoot Trail	1	2	3	4	5	6	7	8 9
On the Taiya River	1	2	3	4	5	6	7	8 9
Overall	1	2	3	4	5	6	7	8 9

14a. Did you experience any conflicts today with visitors participating in other recreational activities? [Topic Area 6, Individual Perceptions of their Park Experiences]

1. Yes
2. No (Skip to question 15.)

b. If YES, please briefly describe the conflict.

15. How would you rate the following facilities and services at Klondike Gold Rush National Historical Park during your visit? (Circle one number for each item.) [6.Variation EVALSERV21]

	Very Poor	Poor	Average	Good	Excellent	Did Not Use
a. Amount of information provided by commercial guided tours	1	2	3	4	5	DNU
b. Amount of information provided by National Park Service guided tours	1	2	3	4	5	DNU
c. Amount of information provided by educational signs/displays, brochures.	1	2	3	4	5	DNU
d. Quality of information provided by commercial guided tours	1	2	3	4	5	DNU
e. Quality of information provided by National Park Service guided tours	1	2	3	4	5	DNU

f. Quality of information provided by educational signs/displays, brochures	1	2	3	4	5	DNU
g. Quality of trail surface	1	2	3	4	5	DNU
h. Cleanliness of restroom at the end of your hike	1	2	3	4	5	DNU

16. How did you reserve your place on the commercial tour you took today? (Circle all numbers that apply.) [Topic Area 2, Trip/Visit Characteristics]

1. When I booked my cruise
2. On board my ship
3. On the dock when I got off my ship
4. Independently in town
5. Independently via the internet
6. Tour arrangements made by others
7. I am not participating in a commercial tour today
8. Other (Please specify: _____)

17a. On a future visit, if a free transit (bus) service existed with service to the Chilkoot Trail, how likely would it be that you would use such a service? (Circle one number) [3. FVIS18]

1. Very likely
2. Likely
3. Undecided
4. Unlikely
5. Very unlikely

b. In the future, a bus fee to the Chilkoot Trail may be considered by the National Park Service, with all of the funds collected remaining in the park to support the bus service. If a fee of \$10 were charged for bus service to the Chilkoot Trail, would you be willing to pay it? (Circle one number) [6. EVALFEE1]

1. Yes, likely
2. No, unlikely
3. Not sure

18. The following ideas have been suggested to change the ways in which people experience the Chilkoot Trail and Taiya River. How important would the following changes in services be to you? (Circle one number for each item.) [3. FVIS20]

	Not important	Somewhat important	Moderately important	Very important	Extremely important
a. Provide public transit to the Chilkoot Trail and/or Dyea	1	2	3	4	5
b. Provide more education about the natural history of the area	1	2	3	4	5
c. Provide more education about the geological history of the area	1	2	3	4	5
d. Provide more education about the Klondike Gold Rush	1	2	3	4	5
e. Provide more education about the Chilkoot Trail	1	2	3	4	5
f. Provide more education about the Taiya River	1	2	3	4	5
g. Provide more education about Native American History of the area	1	2	3	4	5

19a. In what year were you born? [1. AGE1]

Year born: _____

b. What is your gender? [1. GEND2]

- 1. Male
- 2. Female

c. What is the highest level of formal education you have completed? (Circle one number.)
[1. ED2]

1. Less than high school
2. High school graduate
3. Vocational/trade school certificate
4. Some college
5. Two-year college degree
6. Four-year college degree
7. Graduate degree

d. Are you Hispanic or Latino? [1. RACE/ETH2]

1. Yes, Hispanic or Latino
2. No, not Hispanic or Latino

e. What is your race? (Circle one or more) [1. RACE/ETH3]

1. American Indian or Alaska Native
2. Asian
3. Black or African American
4. Native Hawaiian or other Pacific Islander
5. White

f. Which one language do you and members of your group primarily use to communicate with each other? [1. LANG3]

1. English
2. Other (Specify): _____

20. Does anyone in your group have a physical condition that makes it difficult to access or participate in park activities or services? [1. GR2]

1. Yes
2. No

a. If YES, on this visit what activities or services did the person(s) have difficulty accessing or participating in? _____

b. Because of the physical condition, what specific problems did the person(s) have? (Circle all that apply)

1. Hearing (difficulty hearing guides or other staff, even with a hearing aid)
2. Visual (difficulty in seeing exhibits, directional signs, or other aids, even with prescribed glasses or due to blindness)
3. Mobility (difficulty in accessing facilities, services, or programs, even with walking aid and/or wheelchairs)
4. Other (Please describe: _____)

Thank you for your help with this survey! Please return this completed questionnaire to the surveyor.

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary and anonymous. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. **BURDEN ESTIMATE STATEMENT:** Public reporting burden for this form is estimated to average 10 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Dave Schirokauer, Biologist-Natural Resource Program Manager, Klondike Gold Rush National Historical Park, (907)983-9228, Dave_Schirokauer@nps.gov.

KLONDIKE GOLD RUSH
DYEA VISITOR SURVEY



Location Survey Administered _____

Tour Company _____

Commercial or Private Group _____

Date: _____

Time: _____

Attendant: _____

Weather: ___ Warm
 ___ Cool
 ___ Sunny
 ___ Partly sunny
 ___ Cloudy
 ___ Foggy
 ___ Rain

KLONDIKE GOLD RUSH
DYE A VISITOR SURVEY

Klondike Gold Rush National Historical Park celebrates the famed Klondike Gold Rush of 1898, and was created “in order to preserve in public ownership for the benefit and inspiration of the people of the United States, historic structures and trails associated with the Klondike Gold Rush of 1898” and to make this valuable part of America’s heritage available to visitors for their understanding, enjoyment, and appreciation. The National Park Service is currently developing plans to improve the condition of natural and cultural resources at the Dyea town site. The information you provide in this survey will help the National Park Service understand how visitors use this site and how you would like this site to be managed in the future.

1. How many people (including you) are in your personal group today? Your “personal group” is anyone you are visiting the park with, such as spouse, family, or friends. It doesn’t include the larger group you may be traveling with, such as a tour group or school groups. [1. GR3]

Number of people: _____

2. On this visit, what kind of personal group (not tour group) are you with? Please circle only one. [1. GR5]

- 1. Alone
- 2. Family
- 3. Friends
- 4. Family and friends
- 5. Other (Please specify: _____)

3. On this visit, are you and your personal group with any of the following types of groups? Circle all that apply. [1. Variation GR6]

- 1. Commercial tour group
- 2. School/educational group
- 3. Other organized group/club (Specify: _____)

4. Are you visiting this area as part of a cruise vacation? [Topic Area 2, Trip/Visit Characteristics]

- 1. Yes
- 2. No

5a. Have you visited the Klondike Gold Rush National Historical Park visitor center (in downtown Skagway) during your visit? [3. Variation ACT13]

- 1. Yes
- 2. No

b. When did you learn that Dyea is within a National Historical Park? [1. Variation KNOW2]

1. Before I left home
2. On board my cruise ship
3. When I got off the cruise ship (on the dock or in Skagway)
4. From my tour leader
5. From this survey
6. I did not learn that Dyea is within a National Historical Park
7. Other (please specify): _____

c. Have you visited Klondike Gold Rush National Historical Park before this trip? ? [1. VISITHIS1]

1. Yes
2. No (Skip to question 6.)

If YES, approximately how many times have you visited Klondike Gold Rush National Historical Park before this trip?

Number of previous visits: _____

6. Do you live in the United States? [1. RES3]

1. Yes (What is your Zip code? _____)
2. No (What country do you live in? _____)

7. We would like to know why you visited the Dyea town site today. Please rate the importance of the following reasons for visiting Dyea. (Circle one number for each item.) [4. Variation PREF1]

	Not at all Important	Somewhat Important	Very Important
a. To learn about the history of this area	1	2	3
b. To see and learn about the natural environment of this area	1	2	3
c. To participate in a recreational activity (e.g. hiking, biking, rafting)	1	2	3
d. To be with family and/or friends	1	2	3

e. To get some exercise	1	2	3
f. To experience solitude	1	2	3
g. Other (Please specify _____)	1	2	3

These questions ask about things that made your trip more or less enjoyable.

8a. What did you enjoy most about your visit to the Dyea town site? [6. EVALSERV25]

b. What did you enjoy least about your visit to the Dyea town site? [6. EVALSERV24]

c. If you could ask the National Park Service to change some things about the way they manage Dyea, what would you ask them to do? [6. Variation EVALSERV7]

d. If you have visited the Dyea town site before, please note any things that have changed for the better or for the worse since your last visit. [Topic Area 6, Individual Perceptions of their Park Experiences]

e. Do you think visitors are having any negative effects on the natural and/or historical resources of Dyea or the quality of the visitor experience? [Topic Area 6, Individual Perceptions of their Park Experiences]

1. Yes
2. No
3. Don't know

If YES, please explain: _____

f. What do you value most about your visit to Dyea? [Topic Area 6, Individual Perceptions of their Park Experiences]

g. What do you consider to be the most important qualities of Dyea? [Topic Area 6, Individual Perceptions of their Park Experiences]

9. Some people have suggested that the following issues might be problems at Dyea. To what extent do you think the following issues are problems? (Circle one number for each item.) [6. OPMGMT2]

	Not a Problem	Small Problem	Big Problem	Don't Know
a. The number of people at Dyea	1	2	3	DK
b. The number of people along trails	1	2	3	DK
c. Large groups of people along trails	1	2	3	DK
d. Sharing the roads and trails with other types of visitor groups (horseback, bicycles, etc.)	1	2	3	DK
e. Finding your way to Dyea	1	2	3	DK
f. Finding your way around Dyea	1	2	3	DK
g. Visitors making too much noise	1	2	3	DK
h. Too much noise from outside the park	1	2	3	DK
i. Lack of information about Dyea	1	2	3	DK

j. Waiting to use restrooms	1	2	3	DK
k. Dogs off leash	1	2	3	DK
l. Lack of picnicking facilities	1	2	3	DK
m. Lack of drinking water	1	2	3	DK
n. Lack of public transit access	1	2	3	DK

10. We would like to know how many people you think could use the Dyea town site without you feeling too crowded. To help judge this, we have a series of photographs that show different numbers of people at the False Front. Please look at the photographs on Poster 1.

- a. Please rate each photograph by indicating how acceptable you think it is based on the number of people shown. A rating of -4 means the number of people is “very unacceptable” and a rating of +4 means the number of people is “very acceptable.” (Circle one number for each photograph.) [5. VERP1]

	Very Unacceptable					Very Acceptable			
Photo 1	-4	-3	-2	-1	0	+1	+2	+3	+4
Photo 2	-4	-3	-2	-1	0	+1	+2	+3	+4
Photo 3	-4	-3	-2	-1	0	+1	+2	+3	+4
Photo 4	-4	-3	-2	-1	0	+1	+2	+3	+4
Photo 5	-4	-3	-2	-1	0	+1	+2	+3	+4

- b. Which photograph shows the level of use you would prefer to see at the False Front? [5. VERP2]

Photo number: _____

- c. Which photograph shows the level of use that is so unacceptable that you would not come back to the False Front? (If none of the photographs represent this condition, you may indicate that.) [Topic Area 6, Individual Perceptions of their Park Experiences]

Photo number: _____

OR

- None of the photographs are so unacceptable that I would not come back to the False Front

- d. Which photograph shows the highest level of use that the National Park Service should allow at the False Front? In other words, at what point should visitors be restricted from visiting the False Front? (If use should not be restricted at any point represented by the photographs, or not restricted at all, you may indicate that.) [5. VERP3]

Photo number: _____

OR

- None of the photographs show a high enough level of use to restrict visitors from visiting the False Front.

OR

- Visitor use should not be restricted.

- e. Which photograph looks most like the number of visitors you typically saw at the False Front today? [5. VERP4]

Photo number: _____

11. We would like to know how many people you think could use the Dyea town site without you feeling too crowded. To help judge this, we have a series of photographs that show different numbers of people at the Warehouse site. Please look at the photographs on Poster 2.

- a. Please rate each photograph by indicating how acceptable you think it is based on the number of people shown. A rating of -4 means the number of people is “very unacceptable” and a rating of +4 means the number of people is “very acceptable.” (Circle one number for each photograph.) [5. VERP1]

	Very Unacceptable					Very Acceptable			
	-4	-3	-2	-1	0	+1	+2	+3	+4
Photo 1	-4	-3	-2	-1	0	+1	+2	+3	+4
Photo 2	-4	-3	-2	-1	0	+1	+2	+3	+4
Photo 3	-4	-3	-2	-1	0	+1	+2	+3	+4
Photo 4	-4	-3	-2	-1	0	+1	+2	+3	+4
Photo 5	-4	-3	-2	-1	0	+1	+2	+3	+4

- b. Which photograph shows the level of use you would prefer to see at the Warehouse site? [5. VERP2]

Photo number: _____

- c. Which photograph shows the level of use that is so unacceptable that you would not come back to the Warehouse site? (If none of the photographs represent this condition, you may indicate that.) [Topic Area 6, Individual Perceptions of their Park Experiences]

Photo number: _____

OR

- None of the photographs are so unacceptable that I would not come back to the Warehouse site

- d. Which photograph shows the highest level of use that the National Park Service should allow at the Warehouse site? In other words, at what point should visitors be restricted from visiting the Warehouse site? (If use should not be restricted at any point represented by the photographs, or not restricted at all, you may indicate that.) [5. VERP3]

Photo number: _____

OR

- None of the photographs show a high enough level of use to restrict visitors from visiting the Warehouse site.

OR

- Visitor use should not be restricted.

- e. Which photograph looks most like the number of visitors you typically saw at the Warehouse site today? [5. VERP4]

Photo number: _____

12. We would like to know how many people you think could use the Dyea town site without you feeling too crowded. To help judge this, we have a series of photographs that show different numbers of people at the Nelson Slough Foot Bridge area. Please look at the photographs on Poster 3.

- a. Please rate each photograph by indicating how acceptable you think it is based on the number of people shown. A rating of -4 means the number of people is “very unacceptable” and a rating of +4 means the number of people is “very acceptable.” (Circle one number for each photograph.) [5. VERP1]

	Very Unacceptable					Very Acceptable			
Photo 1	-4	-3	-2	-1	0	+1	+2	+3	+4
Photo 2	-4	-3	-2	-1	0	+1	+2	+3	+4
Photo 3	-4	-3	-2	-1	0	+1	+2	+3	+4
Photo 4	-4	-3	-2	-1	0	+1	+2	+3	+4
Photo 5	-4	-3	-2	-1	0	+1	+2	+3	+4

- b. Which photograph shows the level of use you would prefer to see at the Nelson Slough Foot Bridge? [5. VERP2]

Photo number: _____

- c. Which photograph shows the level of use that is so unacceptable that you would not come back to the Nelson Slough Foot Bridge? (If none of the photographs represent this condition, you may indicate that.) [Topic Area 6, Individual Perceptions of their Park Experiences]

Photo number: _____

OR

- None of the photographs are so unacceptable that I would not come back to the Nelson Slough Foot Bridge.

- d. Which photograph shows the highest level of use that the National Park Service should allow at the Nelson Slough Foot Bridge? In other words, at what point should visitors be restricted from visiting the Nelson Slough Foot Bridge? (If use should not be restricted at any point represented by the photographs, or not restricted at all, you may indicate that.) [5. VERP3]

Photo number: _____

OR

- None of the photographs show a high enough level of use to restrict visitors from visiting the Nelson Slough Foot Bridge.

OR

- Visitor use should not be restricted.

- e. Which photograph looks most like the number of visitors you typically saw at the Nelson Slough Foot Bridge today? [5. VERP4]

Photo number: _____

13. People can visit Dyea on a several types of commercial tours. We would like to know how big tour groups should be and how long tours should last. Please rate the acceptability of the following range of tour sizes and durations. A rating of -4 means you think the description is “very unacceptable” and a rating of +4 means you think the description is “very acceptable.” (Circle one number for each description.) [5. Variation VERP1]

Very Unacceptable

Very Acceptable

Size of tours:									
6 people	-4	-3	-2	-1	0	+1	+2	+3	+4
8 people	-4	-3	-2	-1	0	+1	+2	+3	+4
10 people	-4	-3	-2	-1	0	+1	+2	+3	+4
12 people	-4	-3	-2	-1	0	+1	+2	+3	+4
14 people	-4	-3	-2	-1	0	+1	+2	+3	+4
16 people	-4	-3	-2	-1	0	+1	+2	+3	+4
18 people	-4	-3	-2	-1	0	+1	+2	+3	+4
20 people	-4	-3	-2	-1	0	+1	+2	+3	+4

	Very Unacceptable					Very Acceptable			
Length of tour:									
2 hours	-4	-3	-2	-1	0	+1	+2	+3	+4
3 hours	-4	-3	-2	-1	0	+1	+2	+3	+4
4 hours	-4	-3	-2	-1	0	+1	+2	+3	+4
5 hours	-4	-3	-2	-1	0	+1	+2	+3	+4
6 hours	-4	-3	-2	-1	0	+1	+2	+3	+4

14a. We would like to know how many groups (other than yours) you think it would be acceptable to see while visiting Dyea. Please indicate how acceptable you think the following numbers of groups are at Dyea. A rating of -4 means you think the number of groups is “very unacceptable” and a rating of +4 means you think the number of groups is “very acceptable.” (Circle one number for each number of groups.) [5. Variation VERP1]

	Very Unacceptable					Very Acceptable			
1 group	-4	-3	-2	-1	0	+1	+2	+3	+4
2 groups	-4	-3	-2	-1	0	+1	+2	+3	+4
3 groups	-4	-3	-2	-1	0	+1	+2	+3	+4
4 groups	-4	-3	-2	-1	0	+1	+2	+3	+4
5 groups	-4	-3	-2	-1	0	+1	+2	+3	+4
6 groups	-4	-3	-2	-1	0	+1	+2	+3	+4
7 groups	-4	-3	-2	-1	0	+1	+2	+3	+4

b. Approximately how many other groups did you see in Dyea today? [5. Variation CROWD17]

Number of other groups _____ Don't Know _____ Does Not Apply _____

15. How crowded did you feel at the Dyea town site today? (Circle one number for each location.) [5. CROWD1]

	Not at all Crowded		Slightly Crowded			Moderately Crowded		Extremely Crowded	
a. At the False Front	1	2	3	4	5	6	7	8	9
b. Along the trails	1	2	3	4	5	6	7	8	9
c. At the Warehouse site	1	2	3	4	5	6	7	8	9
d. At the Nelson Slough Foot Bridge	1	2	3	4	5	6	7	8	9
e. Overall	1	2	3	4	5	6	7	8	9

16. Which of the following activities did you participate in today? (Circle one number for each item.) [3. ACT22]

	Yes	No
a. Picnicking	1	2
b. Bicycling	1	2
c. Horseback riding	1	2
d. Hiking on a trail	1	2
e. Walking your dog	1	2
f. Viewing wildlife	1	2
g. Van tour	1	2
h. Photography	1	2
i. Bird watching	1	2
j. Other	1	2

17. Which of the following facilities/areas did you visit/use today? (Circle one number for each item.) [3. ACT19]

	Yes	No
a. The trails	1	2
b. The picnic area	1	2
c. A restroom	1	2
d. The Flats	1	2
e. The False Front	1	2
f. The Warehouse site	1	2
g. The Nelson Slough Crossing	1	2
h. A campground	1	2

18.a. Did you experience any conflicts today with visitors participating in other recreation activities at Dyea or on trails around Dyea? [Topic Area 6, Individual Perceptions of their Park Experiences]

1. Yes
2. No (Skip to question 19.)

b. Briefly describe the conflict.

19. How would you rate the following facilities and services at Dyea? (Circle one number for each item.) [6. Variation EVALSERV21]

	Very Poor	Poor	Average	Good	Excellent	Did Not Use
a. Amount of information provided by commercial guided tours	1	2	3	4	5	DNU
b. Amount of information provided by National Park Service guided tours	1	2	3	4	5	DNU
c. Amount of information provided by educational signs/displays, brochures	1	2	3	4	5	DNU
d. Quality of information provided by commercial guided tours	1	2	3	4	5	DNU
e. Quality of information provided by National Park Service guided tours	1	2	3	4	5	DNU
f. Quality of information provided by educational signs/displays, brochures	1	2	3	4	5	DNU
g. Number and quality of trails	1	2	3	4	5	DNU
h. Trail signage (directions, distances)	1	2	3	4	5	DNU
i. Availability of picnic tables	1	2	3	4	5	DNU

20. How did you reserve your place on the commercial tour you took today? (Circle all numbers that apply.) [Topic Area 2, Trip/Visit Characteristics]

1. When I booked my cruise
2. On board my ship
3. On the dock when I got off my ship
4. Independently in town
5. Independently via the internet
6. Tour arrangements made by others
7. I am not participating in a commercial tour today
8. Other (Please specify: _____)

21a. On a future visit, if a free transit (bus) service existed with service to the Chilkoot Trail, how likely would it be that you would use such a service? (Circle one number) [3. FVIS18]

1. Very likely
2. Likely
3. Undecided
4. Unlikely
5. Very unlikely

b. In the future, a bus fee to the Chilkoot Trail may be considered by the National Park Service, with all of the funds collected remaining in the park to support the bus service. If a fee of \$10 were charged for bus service to the Chilkoot Trail, would you be willing to pay it? (Circle one number) [6. EVALFEE1]

1. Yes, likely
2. No, unlikely
3. Not sure

22. How long did you stay at Dyea today? Please list partial hours as $\frac{1}{4}$, $\frac{1}{2}$, or $\frac{3}{4}$.

Number of hours _____ [3. TRIPC11]

23. The following ideas have been suggested to change the way in which Dyea is managed. How important would the following changes in management be to you? (Circle one number for each item.) [3. FVIS20]

	Not important	Somewhat important	Moderately important	Very important	Extremely important
a. Provide public transit to the Dyea town site and/or the Chilkoot Trail.	1	2	3	4	5
b. Provide more education about the natural history of the area	1	2	3	4	5
c. Provide more education about the geological history of the area	1	2	3	4	5
d. Provide more education about the Klondike Gold Rush	1	2	3	4	5
e. Provide more education about the Dyea town site	1	2	3	4	5
f. Provide more education about Native American history in the area	1	2	3	4	5
g. Recreate some of the elements of the former town site (clear some former streets, clear historic views)	1	2	3	4	5

24. How much do you agree or disagree with the following statement: I was able to get a sense that a town site once existed in Dyea? [Topic Area 6, Individual Perceptions of their Park Experiences]

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I was able to get a sense that a town once existed in Dyea	1	2	3	4	5

25a. In what year were you born? [1. AGE1]

Year born: _____

b. What is your gender? [1. GEND2]

1. Male
2. Female

c. What is the highest level of formal education you have completed? (Circle one number.) [1. ED2]

1. Less than high school
2. High school graduate
3. Vocational/trade school certificate
4. Some college
5. Two-year college degree
6. Four-year college degree
7. Graduate degree

d. Are you Hispanic or Latino? [1. RACE/ETH2]

1. Yes, Hispanic or Latino
2. No, not Hispanic or Latino

e. What is your race? (Circle one or more) [1. RACE/ETH3]

1. American Indian or Alaska Native
2. Asian
3. Black or African American
4. Native Hawaiian or other Pacific Islander
5. White

f. Which one language do you and members of your group primarily use to communicate with each other? [1. LANG3]

1. English
2. Other (Specify): _____

26. Does anyone in your group have a physical condition that makes it difficult to access or participate in park activities or services? [1. GR2]
1. Yes
 2. No
- a. If YES, on this visit what activities or services did the person(s) have difficulty accessing or participating in? _____
- b. Because of the physical condition, what specific problems did the person(s) have? (Circle all that apply)
1. Hearing (difficulty hearing guides or other staff, even with a hearing aid)
 2. Visual (difficulty in seeing exhibits, directional signs, or other aids, even with prescribed glasses or due to blindness)
 3. Mobility (difficulty in accessing facilities, services, or programs, even with walking aid and/or wheelchairs)
 4. Other (Please describe: _____)

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