Visitor Services Project —Visitor Survey
Fort Bowie National Historic Site

Introductory Script Used in Contacting On-site Visitors

Hello! The National Park Service is conducting a visitor survey at *Fort Bowie National Historic Site* to gather your opinions about the park's programs and services. Participation is voluntary. If you decide to participate we would like to have the survey mailed back. The mail-back questionnaire takes about 20 minutes to complete during or after your visit. Would you like to participate?

> **IF NO**: Thank you.
> **IF YES**: Thank you. I have a few quick questions for you; this should only take about two minutes. Who in your group (at least 16 years old) has the next birthday?

Questions 1-4: Topic area 2—Trip/visit characteristics
Question 5: Topic area 1—Individual Characteristics

1) What type of group are you traveling with today?
2) (If with an organized group-tours, school, etc.) How many people are in your group?
3) How many adults, 18 years and older, are in your personal group?
4) How many children, 17 years and younger, are in your personal group?
5) How old is the person who will complete the questionnaire?

So we can thank you and remind you to mail back the questionnaire, please write your name, address, and email address/phone number. Thank you. Be sure to mail the questionnaire—your opinions are important!

Training for Interviewers

Each interviewer will receive 1-1/2 hours of training on how to conduct interviews. This training goes over every aspect of interviewing, including conducting the interviews using a sampling interval, avoiding sampling bias, and how to handle all types of interviewing situations, including safety of the visitor and the interviewer. Quality control is ensured by monitoring interviewers in the field, and by checking their paperwork at the end of each day of surveying.

1st follow-up printed on a scenic park postcard (sent to all participants 11 working days after completion of survey)

Dear Visitor:

Thank you for participating in the *Fort Bowie National Historic Site Park* visitor study. We look forward to hearing from you.

A select number of people were contacted for this study, so your opinions are very important!

If you have already returned your questionnaire, thank you. If not, please mail it today.

After eight months, look for the survey results at: www.psu.uidaho.edu/vsp.reports.htm.

(Insert electronic signature)

First, MI, Last, Superintendent
(Park name)

OMB Control Number 1024-0224
Current Expiration Date:

2nd follow-up note and letter with replacement questionnaire (sent to non-respondents 21 working days after completion of survey)

United States Department of the Interior

NATIONAL PARK SERVICE
Park Name
P.O. Box
City, ST Zip Code

IN REPLY
REFER TO:

Date

Dear Visitor:

The National Park Service would like to thank you for participating in the (*Park name*) National Park visitor study. Only a select number of visitors were contacted, therefore each visitor's opinions are very important.

If you have already returned your questionnaire, thank you. If you have not returned your questionnaire, please mail it today. Unless your questionnaire was mailed in the last few days, we would appreciate you completing the enclosed replacement questionnaire since we have not received yours as of today.

In approximately eight months, the results of the visitor survey will be posted on the Visitor Services Project website at www.psu.uidaho.edu/vsp.reports.htm.

If you have any questions regarding your questionnaire, please contact Margaret Littlejohn, National Park Service Visitor Services Project Director by phone 208-885-7863 or email: littlej@uidaho.edu.

Thank you for sharing your opinions with us.

Sincerely,

(Insert electronic signature)

First, MI. Last, Superintendent

OMB Control Number 1024-0224
Current Expiration Date:

3rd follow-up letter with replacement questionnaire (sent to non-respondents 35 working days after completion of survey)

United States Department of the Interior

NATIONAL PARK SERVICE
Visitor Services Project
PSU, College of Natural Resources
University of Idaho
P.O. Box 441139
Moscow, Idaho 83844-1139

IN REPLY
REFER TO:

Date

I am writing about the visitor study at (*Park name*) National Park, in which you agreed to participate. The waiting period for incoming questionnaires is almost over and we have not yet received yours. I would appreciate you completing another one unless you mailed it within the past few days.

The staff of (*Park name*) National Park is anxiously awaiting the survey results. They want to use your ideas and opinions in making decisions about what services and programs to provide for visitors in the future.

I urge you to complete the enclosed questionnaire and return it by (Month Day). Your contribution to the success of this study is greatly appreciated.

In approximately eight months, the results of the visitor survey will be posted on the Visitor Services Project website at www.psu.uidaho.edu/vsp.reports.htm.

Should you have questions regarding your questionnaire, please contact me by phone: (208)-885-7863 or email: littlej@uidaho.edu.

Sincerely,

Margaret Littlejohn
Director, Visitor Services Project

OMB Control Number 1024-0224
Current Expiration Date: