

INTERCEPT CONTACT SCRIPT & SURVEY LOG

Date: _____ to _____ Weather: _____ Park: _____ Sampling site: _____

Hello. I am [*name and affiliation*]. We are undertaking a study on behalf of the National Park Service to help improve this park site. Have you already been approached and asked to participate in our study?

Participation is voluntary and your responses will be anonymous.

If yes, give them a survey.

If no, say *"Thank you for your time. I hope you enjoyed the park today."*

If yes, *"Thank you for your time."* If no, continue with script.

Don't forget to ask participants if they will also help with the follow-up survey. Keep a supply of contact cards handy.

"Would you be willing to participate in an eight minute survey?"

[-----Observable Characteristics-----]

COMMENTS

Interviewer initials, start & stop times, breaks	Interval (every nth person the exiting site)	Time	Already rec'd Q. √	Refuse √ See Codes	Q. ID number	Gender M F	Peer Group √	Mixed Age √	# Kids in Group < 18	# Sr. Adults 65+	Group size #	Active Gear	Bike or Ped B P	Beach √ OB CF	Refusal Reason, "other" group	
1																
2																
3																
4																
5																
6																
7																
8																
9																
10																
11																
12																
TOTALS															<i>Adapted from Visitor Service Project, 6/07</i>	

Refusal Codes: 1 = No Time 2 = No Interest 3 = Weather 4 = Language Difficulty 5 = Personal Reason 6 = Other (describe)

Other comments by line # _____

INTERCEPT SURVEY

*Survey ID	Site ID	Surveyor	Follow up
Day	Date	Time	Direction
Weather	Wind	Gender	International

* These boxes will be used by the interceptor to annotate the completed intercept survey.

Oral Introduction By Intercept Interviewer:

Hello. I am [*name and affiliation*]. We are undertaking a study on behalf of the National Park Service to help improve this park site. Have you already been approached and asked to participate in our study?

If yes, thank you for your time.

If no, continue with script.

Would you be willing to participate in an eight minute survey? Participation is voluntary and your responses will be anonymous.

If yes, give them a survey.

If no, say “Thank you for your time. I hope you enjoyed the park today.”

Note. When this survey is approved it will be reproduced in a more visually appealing manner and the topic area notes will be deleted. When [the national park site] appears in this draft instrument it will be replaced with the site name (e.g., Crissy Field, Lands End, Ocean Beach, Presidio). No Other Text Will Be Modified.

1. Including today, how many times have you visited [*this national park site*] **in the last 12 months?** [1.VISHIS4]

___ Visits in the last 12 months (including today)

___ Not sure

2. On this visit, how long did you and your group stay at [*this national park site*] **today?**

Please list partial hours as ¼, ½, or ¾. [3.TRIPC11]

_____ Number of **hours**, if 1 hour or more

OR

_____ Number of **minutes**, if less than 1 hour

3. On this visit, what kind of personal group (not guided tour/school group/other organized group) are you with? Please mark **one**. [1.GR5]

___ Alone

___ Friends

___ Family

___ Family and friends

___ Other (Please specify) _____

4. a. How many people are in your personal group **today, including yourself**?[1.GR3] _____
- b. Please place a number in each box, indicating the number of people in your group within each of these age ranges. **(Topic Area 1 – Individual Characteristics)**

Under age 6	6-12 years	13 – 18 years	19 – 24 years	25 – 34 years	35 – 44 years	45 – 54 years	55 – 64 years	65 or 74 years	75 or older

5. Are you and your personal group with any of the following? Mark yes or no for each option. [1.GR6]

- a) Commercial guided tour group ___ Yes ___ No
- b) School/educational group ___ Yes ___ No
- c) Other organized group ___ Yes ___ No
- (such as business group, scout group, etc.)

5. What forms of transportation did you and your group use to arrive at [*this national park site*] **today**? (*please check all that apply*) [3.TRANS1]

- ___ Drove/Rode in a vehicle
- ___ Walked
- ___ Rode a bicycle
- ___ Arrive by public transit. Transit Route (if known): _____
- ___ Group Bus (Check one →): _____ Tour Bus or _____ School Bus
- ___ Arrived another way. Please describe, _____

6. On this trip did you visit any other park sites, museums, or attractions inside or outside of [*this national park site*]. If so, please list below: [3.TRIPC29]

- ___ I did not visit other parks sites, museums, or attractions on this trip
- ___ I did visit other sites, and they are:
1. _____
 2. _____
 3. _____
 4. _____
 5. _____

7. How did you and your group get information about [*this national park site*]? (please list specific sources below)

1. _____
2. _____
3. _____
4. _____
5. _____

8. On this visit, did you and your personal group attend a special event (such as cultural events, music, movies, etc.)? [3.ACT7]

No Yes → Please name or describe: _____

9. a. What activities did you participate in **today** while at [*this NP site*] (Check all that apply). [3.ACT22]

Land-Based	Water-Based	Nature-Based	Other Activities
<input type="checkbox"/> Walk	<input type="checkbox"/> Relax on Beach	<input type="checkbox"/> Relax Outdoors	<input type="checkbox"/> Picnicking
<input type="checkbox"/> Hike	<input type="checkbox"/> Beach Activities	<input type="checkbox"/> Enjoy Family/Friends	<input type="checkbox"/> Camping
<input type="checkbox"/> Running/Jogging	<input type="checkbox"/> Surfing/Boarding	<input type="checkbox"/> Explore Outdoors	<input type="checkbox"/> Take Scenic Drive
<input type="checkbox"/> Group Exercise	<input type="checkbox"/> Fishing	<input type="checkbox"/> Bird Watching	<input type="checkbox"/> Walk Dog/Pet
<input type="checkbox"/> Bike on Trails	<input type="checkbox"/> Sunbathing	<input type="checkbox"/> Wildlife Viewing	<input type="checkbox"/> Meditation/Solitude
<input type="checkbox"/> Bike on Roads	<input type="checkbox"/> Wading/Swimming	<input type="checkbox"/> Nature Walk	<input type="checkbox"/> Visit Historic Sites
<input type="checkbox"/> Play Sports	<input type="checkbox"/> Tide-pooling	<input type="checkbox"/> Photography/Art	<input type="checkbox"/> Attend Event
<input type="checkbox"/> Ride Horses		<input type="checkbox"/> Enjoy Views	<input type="checkbox"/> Attend Program
<i>Other, describe:</i>	<i>Other, describe:</i>	<i>Other, describe:</i>	<i>Other, describe:</i>

b. Which **ONE** activity that you participated in was your primary reason for visiting [NP site] today? [3.ACT23]

10. On this visit to [NP site], did you use any park trails today? [3.TBACK12]

No, I did not use any park trails today.

Yes [If yes, please use the numbers from the trail map board to identify.]

Trail # : _____ Trail # : _____ Trail # : _____ Trail # : _____ Trail # : _____

(Topic Area 3 – Individual Activities and Uses of Park Resources)

11. Please list all the visitor services and facilities (e.g., historic sites, visitor centers, restaurants, recreation facilities) that you used during your visit to [*this national park site*] **today**?

Did not use any visitor services or facilities → Go to Question 12

Yes [If yes, please name.]

Facility: _____ Facility: _____

Facility: _____ Facility: _____

12. Overall, how would you rate the quality of the visitor facilities, services, and recreational opportunities provided to you and your group at [*this national park site*] during this visit? Please circle **one**. [6.EVALSERV1]

Very Poor

Poor

Average

Good

Very Good

13. Please indicate how crowded you felt at [*this national park site*] **today**? (Please mark only one response.) [5.CROWD1]

Not at all crowded	Slightly crowded	Moderately crowded	Extremely Crowded
<input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/>

14. What did you like *most* about your visit to [*this national park site*] **today**? [6.EVALSERV25]

15. What did you like *least* about your visit to [*this national park site*] **today**? [6.EVALSERV24]

(Topic Area 6 – Individual Perceptions of their Park Experiences)

16. Do you have suggestions on how today’s experience [*at this national park site*] could be improved?

Please answer a few more questions so we can better understand who is coming to the parks. You are almost finished!

17. Do you live in the United States? [1.RES1]
___ Yes (What is the zip code of your primary residence? _____)
___ No (What country do you live in? _____)

(Topic Area1 – Individual Characteristics)

18. If you live in the city of San Francisco, what is the nearest intersection to your home? If you do not live in San Francisco, please go to question 19.

Cross-street # 1: _____

Cross-street # 2: _____

(Topic Area1 – Individual Characteristics)

19. Do you currently have Internet/Web access in your home?
___ Yes
___ No
___ Don’t Know

20. Are you Spanish, Hispanic or Latino? Check one. [1.RACE/ETH2]
 Yes
 No

21. What is your race? (check one or more) [1.RACE/ETH3]
 American Indian/Alaska Native
 Asian/Asian-American
 Black/African American
 White
 Native Hawaiian/Pacific Islander

22. What language (if any other than English) is frequently spoken in your home? [1.LANG1]
 English only OR Language (other than English): _____

23. Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services? [1.GR2]
 Yes No → Please go to question 24.

23b) If YES, on this visit, what activities or services did the person(s) have difficulty accessing or participating in? Please be specific.

23c) Because of the physical condition, what specific problems did the person(s) have? Please mark all that apply.

- Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff, even with hearing aid)
- Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs, even with prescribed glasses or due to blindness)
- Mobility (difficulty accessing facilities, services, or programs, even with walking aid and/or wheelchair)
- Other (Please specify)

24. In what year were you born? [1.AGE1] _____

25. What is the highest level of formal education you have completed? Mark only one.[1.ED2]

- Less than High School, no diploma
- High school graduate/GED
- Vocational/trade school certificate
- Some college, no diploma
- Two-year college degree
- Four-year college degree
- Graduate or professional degree
- Prefer not to answer

(Topic Area 1 – Individual Characteristics)

26. Which of the following categories best describes your total annual household income for the last calendar year? [1.INCOM1]

- Less than \$24,999
- \$25,000 to 49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more
- Prefer not to answer

Thank you for sharing your ideas and information. Please return your completed survey 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. No action may be taken against you for refusing to supply the information requested. Your name and telephone number are requested for follow-up purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus permanent data will be 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.

OMB control number: _____ Expiration Date: _____

Burden estimate statement: Public reporting for this form is estimated to average **8** minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to: Mike Savidge, Golden Gate National Recreation Area, Fort Mason, Building 201, San Francisco, CA 94123-0022. Email: Michael_J_Savidge@nps.gov

Intercept Surveyor’s Close-Out Script

Thank you for completing our survey. We appreciate your input. Would you also participate in a follow-up survey to help us better understand how we can improve the visitor experience at [*this national park site*]? The follow up telephone interview will help us better understand what you value about [*this national park site*]. It will take about 12 minutes to complete.

Offer the thank you card that includes the perforated Follow Up Survey Contact Form. Ask respondents who agree to complete the Follow Up Survey to provide contact information on the perforated card. For those who do not agree to complete the Follow Up Survey provide the card, but detach the perforated portion.

Appreciation and Contact Information Card

Note. The perforated appreciation and contact information card has two parts. One part includes a note of appreciation from the park superintendent, contact information for the park, and a Trails Forever lapel/hat pin. (Trails Forever is a GGNRA- wide trail initiative.) The other portion provides space for the person completing the intercept survey to provide contact information for the follow-up telephone survey. When completed, the contact information portion is returned to the intercept surveyor. The respondent takes the other portion of the card and pin as reminders to expect a follow-up contact.

Left Portion of Perforated Card:

Dear Visitor:

These are exciting times at the Golden Gate National Parks, and we are glad you came to the park today.

Thank you for participating in this important study. Our goal is to learn more about your expectations, opinions, and interests as a visitor to these national park sites. We want to serve you, the visitor, while preserving natural and cultural resources throughout the parklands.

[shield/logo and website URLs].

Right Portion of Perforated Card – Preferred:

Please provide your contact information and preferences so we can schedule your the follow-up survey.

Name:

Address:

City, State, Zip:

Telephone:

Email:

Most convenient time to call

Morning or Afternoon or Evening

Most convenient day to call

Weekday or Weekend

Preferred language for follow-up is:

Survey Site:

Crissy Field Lands End Ocean Beach Presidio

Survey Number:

FOLLOW-UP SURVEY

Intercept Survey
Number:
Intercept Location:
Telephone Number:

Time Start:
Time End:
Interviewer ID:

Note. Respondents are adults who indicated a willingness to participate in a follow-up survey when they completed an on-site intercept questionnaire at a national park site at the Golden Gate National Parks in San Francisco County. This follow-up survey has been designed as a telephone interview conducted within 3 – 5 days of the on-site intercept questionnaire.

Initiating Contact Via Telephone

Hello, my name is (*State your first and last name*) and I am calling from [*campus name*]. May I speak with [*person's name*]?

IF PERSON IS NOT AVAILABLE SCHEDULE A CALL BACK.

I am not selling anything. We are following up with people who visited [*name site where intercept survey occurred*] recently and completed a short on-site survey. You indicated an interest in sharing more about your experiences at [*name of the national park where the intercept survey was completed*]. Is now a good time to complete the survey? It will take about 12 minutes.

1. YES [Go to OPTION 1]
2. NO [SCHEDULE A CALL BACK TIME]

[OPTION 1]:

The Paperwork Reduction Act requires approval of all federal government surveys by the Office of Management and Budget. If you would like to know more about the approval of this survey, I can provide information upon request.*[See boxed information on next page.] All of your answers are voluntary. Your name and telephone number will be kept on file until the conclusion of the study, at which point all personal information will be destroyed. Final results and reports will be anonymous. If I should come to any question you prefer not to answer, just let me know and I'll skip over it, OK?

1. Yes [*Go to INTRO 1*]
2. No [*PROBE: Is there a better time? When is that?*].

***Additional Information Provided upon Request. (OMB information appears at the end of this file.**

Introduction and Information About Your Recent Park Experience

INTRO1: SURVEYOR READS:

Before we begin the survey, I'd like to tell you something about the Golden Gate National Parks. The Golden Gate National Parks span more than 80 miles and encompass more than 80,000 acres. They provide Bay Area residents and visitors from around the world with opportunities to experience nature, explore our heritage, enjoy views, or simply have fun and be healthy in the outdoors. They also serve as an oasis for hundred of plants and animals.

(Topic Area 1 – Individual Characteristics)

1. Have you been back to [*site name*] since you completed the on-site survey?
 1. YES
 2. NO
 777. DON'T KNOW
 999. REFUSED TO ANSWER

2. People have many reasons for visiting National Park sites. I am going to read a list of reasons for visiting [*name the National Park site where intercept was completed*]. As I read each reason, please tell me how it affected your decision to visit the park site on the day you completed the intercept survey. Was it VERY IMPORTANT, SOMEWHAT IMPORTANT, NEITHER IMPORTANT OR UNIMPORTANT, SOMEWHAT UNIMPORTANT, OR VERY UNIMPORTANT to the decision to visit the park site? [2.TPLAN6]

[RECORD ANSWER. CODE 777 FOR DON'T KNOW/NO RESPONSE AND 999 FOR REFUSALS.]

	Very Unimportant	Somewhat UNimportant	Neither Important or Unimportant	Somewhat Important	Very Important	Don't Know or No Response	Refused
a Convenient to where I live or work	1	2	3	4	5	777	999
b Connect with nature	1	2	3	4	5	777	999
c Experience solitude	1	2	3	4	5	777	999
d Enjoy safe environment	1	2	3	4	5	777	999
e Be with family/friends	1	2	3	4	5	777	999
f Experience scenic views	1	2	3	4	5	777	999
g Improve physical fitness and well-being	1	2	3	4	5	777	999
h Learn about history & culture	1	2	3	4	5	777	999
i Learn about nature	1	2	3	4	5	777	999
j To volunteer	1	2	3	4	5	777	999
k Experience natural sounds and quiet	1	2	3	4	5	777	999
l For recreation and play	1	2	3	4	5	777	999
m See a special event or exhibit	1	2	3	4	5	777	999
n Enjoy an affordable outing	1	2	3	4	5	777	999

3. Now I'd like to know how satisfied you were with the different aspects of [*national park site where intercept occurred*]. I am going to read a list of features within the park. Please indicate how satisfied you were with each feature by saying whether you were Very Satisfied, Somewhat Satisfied, Neither Satisfied Or Unsatisfied, Somewhat Unsatisfied, Very Unsatisfied with the feature. [6.EVALSERV21]

DO NOT OFFER "DON'T KNOW" AS A POSSIBLE RESPONSE BUT RECORD 777 FOR DON'T KNOW AND 999 FOR REFUSAL.]

Elements of Park Experience – Part 1	Very Unsatisfied	Somewhat Unsatisfied	Neither Satisfied or Unsatisfied	Somewhat Satisfied	Very Satisfied	Don't Know	Refused
a. Directional signage at the site	1	2	3	4	5	777	999
b. Trail connections to other parts of the park.	1	2	3	4	5	777	999
c. Condition of trails	1	2	3	4	5	777	999
d. Availability of bicycling trails, bike lanes and bike parking/bike racks	1	2	3	4	5	777	999
e. Availability of park amenities such as benches, water fountains, and trash cans	1	2	3	4	5	777	999
f. Availability of places to congregate, picnic or share time together	1	2	3	4	5	777	999
g. Camping opportunities [note: only asked where camping is available]	1	2	3	4	5	777	999
h. Availability of restrooms	1	2	3	4	5	777	999
i. Cleanliness of the restrooms	1	2	3	4	5	777	999
j. Condition of natural resources at the site	1	2	3	4	5	777	999
k. Condition of historic resources at the site	1	2	3	4	5	777	999

4. Now I'd like to know how satisfied you were with the staffing, activities and events at [*national park site where intercept occurred*]. I am going to read another list. Please indicate if you were Very Satisfied, Somewhat Satisfied, Neither Satisfied Or Unsatisfied, Somewhat Unsatisfied, Very Unsatisfied with each item on the list. [6.EVALSERV21]

DO NOT OFFER "DON'T KNOW" AS A POSSIBLE RESPONSE BUT RECORD 777 FOR DON'T KNOW AND 999 FOR REFUSAL.]

Elements of Park Experience – Part 2	Very Unsatisfied	Somewhat Unsatisfied	Neither Satisfied or Unsatisfied	Somewhat Satisfied	Very Satisfied	Don't Know	Refused
a. Availability of site staff	1	2	3	4	5	777	999
b. Availability of food and retail service providers	1	2	3	4	5	777	999
c. Availability of park visitor or information center	1	2	3	4	5	777	999
d. Availability of indoor exhibits about the natural and cultural history of the site	1	2	3	4	5	777	999
e. Availability of outdoor exhibits about the natural and cultural history of the site	1	2	3	4	5	777	999
f. Availability of public programs about the park site	1	2	3	4	5	777	999
g. Availability of special events	1	2	3	4	5	777	999
h. Your experience of public safety and/or personal security at the site	1	2	3	4	5	777	999
i. Availability of park information, brochures and maps	1	2	3	4	5	777	999

5. Next, I am going to read a list of issues that sometimes concern park visitors. Please indicate whether each item was NOT A PROBLEM, a SLIGHT PROBLEM, a MODERATE PROBLEM, or a SERIOUS PROBLEM at the site you visited. [VARIATION OF 6.OPMGMT2]

	Not a Problem	Slight Problem	Moderate Problem	Serious Problem	Don't Know	Refused
a Dogs off-leash	1	2	3	4	777	999
b Too many visitors at viewing points	1	2	3	4	777	999
c Number of visitors encountered on trail	1	2	3	4	777	999
d Off-trail erosion	1	2	3	4	777	999
e Lack of information about the site's fragile plant and animal habitats	1	2	3	4	777	999
f Trail conflicts between different types of users	1	2	3	4	777	999
g Lack of transit to sites	1	2	3	4	777	999
h Limited parking near site	1	2	3	4	777	999
j Visitor-caused noise	1	2	3	4	777	999
k Waiting times for restrooms	1	2	3	4	777	999
l Waiting times for transit at park site	1	2	3	4	777	999
m Trash/litter at park site	1	2	3	4	777	999

Enjoying Park Programs and Learning About Parks

6. What was the most important information that you learned about [*this NPS site*] during your recent visit? [3.LEARN3]

1. I learned: SPECIFY> _____
666. I DID NOT LEARN ANYTHING
777. DON'T KNOW
888. NOT APPLICABLE
999. REFUSED TO ANSWER

7. Will you visit [*the national park site where survey occurred*] again? [3.FVIS1]

1. YES If yes, go to question 7a.
2. NO If no, go to question 7a.
777. DON'T KNOW
999. REFUSED

7a. Why or why not? [3.FVIS2]SPECIFY > _____

TRANSITION:

We hope that your connection to the parks will continue to grow in the years ahead. We would like to hear from you about how your experience at [site where intercept survey occurred] could be improved. To that end we would like your ideas about how to improve [site where intercept survey occurred] in the future.

(Topic Area 6 – Individual Perceptions of their Park Experiences)

8. Are there any special qualities about [this national park site] that make it important to you?
1. YES (If yes, go to Q 8a)
 2. NO
 777. DON'T KNOW
 999. REFUSED TO ANSWER

8a. What are these special qualities?

1. SPECIFY > _____
2. SPECIFY > _____
3. SPECIFY > _____
4. SPECIFY > _____
5. SPECIFY > _____

(Topic Area 7 – Individual Opinions on Park Management)

9. Please list up to five amenities or facility improvements that would enhance your visit to [site name].

IF RESPONDENT SAYS "I LIKE IT JUST THE WAY IT IS" THEN CODE 666 AND GO TO QUESTION 10.

1. SPECIFY > _____
2. SPECIFY > _____
3. SPECIFY > _____
4. SPECIFY > _____
5. SPECIFY > _____

666. NOTHING, I LIKE IT JUST THE WAY IT IS

777. DON'T KNOW, CAN'T SAY

999. REFUSED

10. On a future visit to [the NP site], what types of services or programs would you and your group like to have available? I will read you 9 services and please indicate whether or not you would be interested in each program or activity. [3FVIS7].

IF RESPONDENT SAYS S/HE IS NOT INTERESTED IN ANY TYPE OF PROGRAM OR ACTIVITY, CODE 666 AND GO TO QUESTION 12.

	YES	NO	DON'T KNOW	NOT APPLICABLE	REFUSED
a. Children's or youth programs	1	2	777	888	999
b. Family Activities (e.g., tidepooling, nature quests, all-age volunteer programs)	1	2	777	888	999

c.	Outdoor Evening Programs (e.g., campfire, night sky programs)	1	2	777	888	999
d.	Indoor Evening Programs (e.g., performing arts, lectures, exhibits)	1	2	777	888	999
e.	Special Events/Festivals/Outdoor Concerts	1	2	777	888	999
f.	History tours	1	2	777	888	999
g.	Nature Walks	1	2	777	888	999
h.	Sport or fitness clinics	1	2	777	888	999
i.	Art/Photography classes	1	2	777	888	999

FOR NOT INTERESTED IN PROGRAMS OR ACTIVITIES CODE 666

11. On a future visit to [this national park site], which of the following facilities or services would you like to have? [3.FVIS8]

[IF RESPONDENT INDICATES THAT S/HE IS NOT INTERESTED IN LEARNING MORE ABOUT THE PARK, CODE 666 AND SKIP TO QUESTIONS 13.]

	WOULD	WOULD NOT	DON'T KNOW	REFUSED
a.	1	2	777	999
b.	1	2	777	999
c.	1	2	777	999
d.	1	2	777	999
e.	1	2	777	999
f.	1	2	777	999
g.	1	2	777	999
	<hr/>			
	666			

NOT INTERESTED IN LEARNING MORE ABOUT THE PARK

(Topic Area 2 – Trip/Visit Characteristics)

12. What are your primary sources of information when you choose recreation or leisure activities or events to participate in?

- a. SPECIFY > _____
- b. SPECIFY > _____
- c. SPECIFY > _____

- 777. DON'T KNOW
- 888. NOT APPLICABLE
- 999. REFUSED

TRANSITION:

[*Park site where intercept occurred*] is in the midst of a transformation and there are many opportunities for you to play an active role in shaping its future or learning more about the park. I am going to read a short list of ways that you might get more involved. Please answer “yes” or “no” on these three ways to get more involved.

(Topic Area 3 – Individual Activities and Uses of Park Resources)

13. Would you be interested in:	YES	NO	DON'T KNOW	REFUSED
a. Attending a public meeting or workshop about shaping the park's future?	1	2	777	999
b. Volunteering in the parks?	1	2	777	999
c. Getting more information about events and activities at the park?	1	2	777	999

[IF INTERCEPT OCCURRED AT OCEAN BEACH, CRISSY FIELD, OR LANDS END ASK
14A. IF INTERCEPT OCCURRED AT THE PRESIDIO ASK QUESTION 14B.]

- 14a. Prior to this visit, were you and your group aware that [*NPS site where intercept occurred*] is managed by the National Park Service (NPS)? [1.KNOW2]
- 1. YES
 - 2. NO
 - 777. NOT SURE
 - 999. REFUSED

OR

- 14b. Prior to your visit, were you aware of the Presidio Trust? [1.KNOW1]
- 1. YES
 - 2. NO
 - 777. NOT SURE
 - 999. REFUSED

(Topic Area 5 – Individual Evaluation of Park Services)

15. The Golden Gate National Parks Conservancy (Parks Conservancy) is a non-profit organization that supports the parks by providing programs, community engagement and fundraising support. Are you interested in learning more about the Parks Conservancy?
- 1. YES
 - 2. NO
 - 777. DON'T KNOW
 - 999. REFUSED
16. Is there any else you would like to tell us about your recent visit to [*park site*]? [6.OPMGMT7]
- 1. SPECIFY > _____

CLOSING:

That is all the questions I have. Thank you for taking the time to complete this interview. Your time is valuable and we appreciate your help. We hope you will continue to visit the parks and participate in efforts to make [park site] a park that is welcoming and engaging, and one that continues to inspire many generations to come.

TERMINATE CALL.

The Paperwork Reduction Act requires approval of all federal government surveys by the Office of Management and Budget. This survey has been approved under this Act. The Office of Management and Budget control number and expiration date is available at your request. Additional information about this survey and its approval is available at your request.* The questions I would like to ask will only take about twelve minutes to complete. All of your answers are voluntary.

***Additional Information Provided upon Request.**

OMB Approval number: *(Not yet assigned)*
Expiration Date: *(Not yet assigned)*
Person Collecting and Analyzing Information: *PI Name, Address, & Phone*

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. No action may be taken against you for refusing to supply the information requested. The permanent data will not have your telephone number recorded.

You may direct comments on the number of minutes required to respond, or on any other aspect of this survey to: Mike Savidge, Golden Gate National Recreation Area, Fort Mason, Building 201, San Francisco, CA 94123-0022. Email: Michael.J.Savidge@nps.gov

Follow-up Contact Script & Refusal Conversion/Non-response

Hello, my name is (*State your first and last name*) and I am calling from [*campus name*]. May I speak with [*person's name*]?

IF PERSON IS NOT AVAILABLE SCHEDULE A CALL BACK.

I am not selling anything. We are following up with people who visited [*name site where intercept survey occurred*] recently and completed a short on-site survey. You indicated an interest in sharing more about your experiences at [*name of the national park where the intercept survey was completed*]. Is now a good time to complete the survey? It will take about 12 minutes.

1. YES [Go to OPTION 1]
2. NO [SCHEDULE A CALL BACK TIME]

[OPTION 1]:

The Paperwork Reduction Act requires approval of all federal government surveys by the Office of Management and Budget. If you would like to know more about the approval of this survey, I can provide information upon request.*[See boxed information on next page.] All of your answers are voluntary. Your name and telephone number will be kept on file until the conclusion of the study, at which point all personal information will be destroyed. Final results and reports will be anonymous. If I should come to any question you prefer not to answer, just let me know and I'll skip over it, OK?

1. Yes [*Go to INTRO 1*]
2. No [*PROBE: Is there a better time? When is that?*].

<p>*Additional Information Provided upon Request. (OMB information appears at the end of this file.</p>
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Refusal Conversion Protocol for the Follow-up Survey

The telephone survey script that appears at the beginning of the follow up survey will be followed during the initial telephone follow-up survey exchange. If the respondent agrees to complete the follow up survey, the interview will proceed. If the respondent is willing to complete the interview at a different time, an appointment will be scheduled at a more convenient time for the respondent. If the respondent declines to participate in the follow-up survey, interviewers attempt to clarify or allay any misconceptions expressed by respondents before terminating the interview or scheduling a refusal conversion attempt.

In an effort to maintain the integrity of the original sampling framework and to minimize non-response bias in sampling, one or more attempts will be made to persuade those who initially decline to participate to complete the follow-up survey. These additional attempts, called refusal conversions, are common and necessary in survey research. Refusal conversion protocols must balance respondents' right to decline participation with investigators' need to ensure sample validity. To that end, experienced telephone interviewers with special training in non-coercive refusal conversion techniques will attempt to complete the follow-up interview with any respondent who initially declines to participate.

The following refusal conversion protocol will be used if a respondent expresses an initial disinterest in participation:

- If the first attempt to complete the follow up interview is unsuccessful, and if, in the supervisor's judgment there is a 50 percent chance the respondent can be successfully converted, the interviewer codes the attempt as an initial (soft) refusal. A second attempt is made, at a different time of day and within 7 – 10 days, to complete the interview.
- If the second attempt is unsuccessful, the respondent is coded as a "hard refusal" and the respondent is then asked if s/he will simply answer four questions (see below) rather than the whole survey; if they refuse, the call is terminated and the record is closed.
- Note. If a respondent asks explicitly to be removed from the call list for any reason, the interviewer codes the attempt as a "hard refusal" and terminates the interview. No further attempt contact attempts are made and a notation is recorded in the calling log.

Four questions will be asked prior to coding a respondent as a "hard refusal" and terminating the call and future attempts to contact. Responses to these questions will be compared to the responses provided by persons completing the entire follow-up survey to determine non-response patterns. These questions appear as questions 7 and 8 on the complete follow-up survey.

1. Will you visit [*the national park site where survey occurred*] again? [3.FVIS1]
 1. YES If yes, go to question 1a.
 2. NO If no, go to question 1a.
 777. DON'T KNOW

999. REFUSED

1a. Why or why not? [3.FVIS2] SPECIFY >

SPECIFY >

SPECIFY >

(Topic Area 6 – Individual Perceptions of their Park Experiences)

2. Are there any special qualities about [*this national park site*] that make it important to you?

1. YES (If yes, go to Q 8a)

2. NO

777. DON'T KNOW

999. REFUSED TO ANSWER

2a. What are these special qualities?

1. SPECIFY >

2. SPECIFY >

3. SPECIFY >

4. SPECIFY >

5. SPECIFY >

TERMINATE CALL.

The Paperwork Reduction Act requires approval of all federal government surveys by the Office of Management and Budget. This survey has been approved under this Act. The Office of Management and Budget control number and expiration date is available at your request. Additional information about this survey and its approval is available at your request.* The questions I would like to ask will only take about twelve minutes to complete. All of your answers are voluntary.

***Additional Information Provided upon Request.**

OMB Approval number: (Not yet assigned)

Expiration Date: (Not yet assigned)

Person Collecting and Analyzing Information: *PI Name, Address, & Phone*

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