## Visitor Services Project — City of Rocks National Reserve

Introductory script used in contacting visitors:

Hello! The National Park Service is conducting a visitor survey at City of Rocks National Reserve to gather your opinions about the park's programs and services. Participation is voluntary, you have a choice to participate or not. 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. 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!

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 City of Rocks National Reserve 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.

Wallace F. Keck, Superintendent City of Rocks National Reserve 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 City of Rocks National Reserve P.O. Box xxx City, ST ZIP Code

IN REPLY REFER TO:

October 16, 2008

## Dear Visitor:

The National Park Service would like to thank you for participating in the City of Rocks National Reserve 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,

Wallace F. Keck, Superintendent City of Rocks National Reserve

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

November 5, 2008

## Dear Visitor:

I am writing about the visitor study at City of Rocks National Reserve, in which you agreed to participate. The waiting period for incoming questionnaires is almost over, and as of today 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 City of Rocks National Reserve 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 November 19. 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



Social Science Program National Park Service U.S. Department of the Interior

**Visitor Services Project** 

# City of Rocks National Reserve Visitor Study



OMB Approval 1024-0224 (NPS# 00-00)

Expiration date: 0/0/2009



## **United States Department of the Interior**

## **NATIONAL PARK SERVICE**

City of Rocks National Reserve P.O. Box 169 Almo. ID 83312

IN REPLY REFER TO:

September, 2008

Dear Visitor:

Thank you for participating in this important study. We want to learn about the expectations, opinions, and interests of visitors to City of Rocks National Reserve. This information will help us improve our management of this park and better serve you, our visitor. This questionnaire will be given to only a select number of visitors, so your participation is very important! It should only take about 20 minutes after your visit to complete.

When your visit is over, please complete the questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

Results of this study will be available to the public in 2009 and will be posted on the web at www.nps.gov/ciro and www.psu.uidaho.edu.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

Wallace F. Keck Superintendent

City of Rock National Reserve

This study is partially funded by the Recreational Fee Program.

## **DIRECTIONS**

At the end of your visit:

- 1) Please have the selected individual complete this questionnaire.
- 2) Answer the questions carefully since each question is different.
- 3) For questions that use circles (O), please mark your answer by filling in the circle with black or blue ink, or a pencil with dark (e.g. #2) lead.

Like this: (



Not like this: (**√**)





- 4) Seal it with the stickers provided.
- 5) Drop it in a U.S. mailbox.

Thank you!

## 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 is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. 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 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.

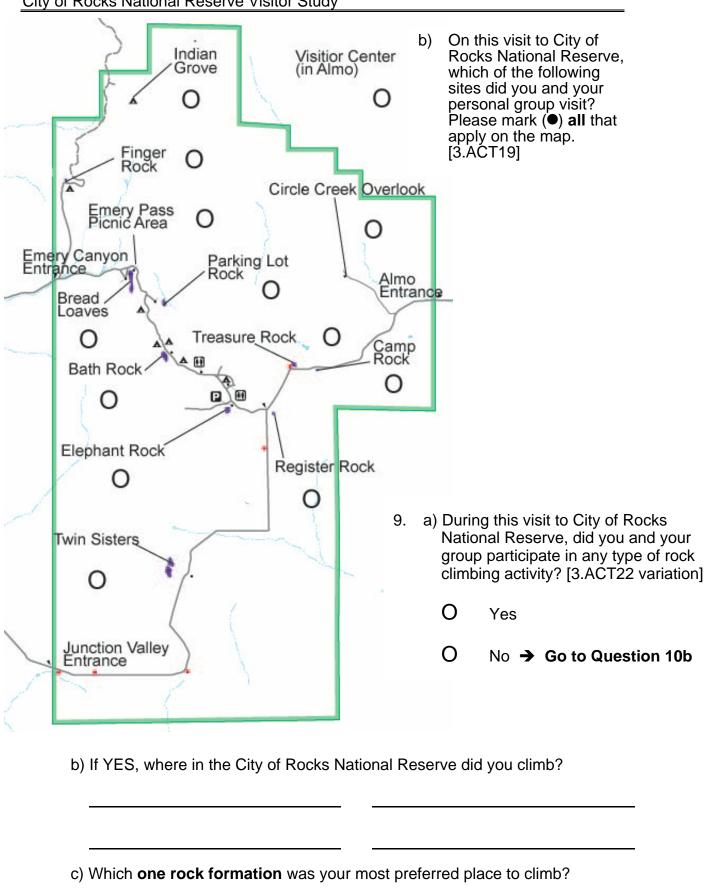
## Your Visit To City of Rocks National Reserve

**NOTE**: In this questionnaire, **personal group** is defined as anyone that you are visiting the reserve with, such as spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as school, church, scouts, or tour group.

- a) Prior to your visit, how did you and your personal group obtain information to plan your visit to City of Rocks National Reserve? Please mark (●) all that apply in column (a). [2.TPLAN11]
  - b) On future trips to City of Rocks National Reserve, what sources would you and your personal group prefer to use to obtain information in planning your visit? Please mark (●) all that apply in column (b).

a) Pric	or to this visit ( $\bullet$ ) b)	<u>On future visits (</u> ●)
0	Obtained no information prior to visit   Go to part b this question	
0	Previous visits	0
0	Friends/relatives/word of mouth	0
0	Travel guides/tour books (such as AAA, etc.)	0
0	Maps/brochures	0
0	Newspaper/magazine articles	0
0	E-mail/telephone/written inquiry to the reserve	0
0	Television/radio programs/videos	0
0	City of Rocks National Reserve website: www.nps.gov/	ciro/ O
0	Castle Rocks State Park website: www.idahoparks.org/parks/castlerocks.aspx	0
0	Other websites	0
0	Travel agency	0
0	State welcome center/Chamber of commerce	0
0	Information from local motel or other business	0
0	School class/program	0
0	Other (Please specify below)	0
This vis	sit: Future visits:	

				City of Rock	s National Re	serve Visitor S	<u>Study</u>
		long did you ar erve <b>area</b> (withi					nal
		Number of ho	ours <b>if less t</b>	han 24 hours	s (e.g. ¼ hr, 1	½ hr, 4¾ hrs)	
			C	R			
		Number of da	ays <b>if 24 ho</b> u	urs or more (	e.g. 1¼ day, 2	2½ days, 5¾ c	lays)
6.	arriv	hat town/city did ral at City of Ro name of the tow	cks Nationa	Reserve? If y	ou stayed at	home please	write
	Near	rest city/town			State		
	<b>depa</b> pleas	hat town/city dic arture from City se write the nar rest city/town	of Rocks Note of the tov	ational Reserv vn and state w	/e? If you stay here you live	yed at home . [3.TRIPC17]	
7.	a) In wl (e.g.	hich communitie information, ga erve? Please m	es did you a as, food, lodo	nd your persoi ging) for this vi	nal group obtainsit to City of F	ain support se	
	0	None → Go	to part b o	f this questic	on		
	Ο	Almo	0	Albion	0	Burley	
	0	Declo	Ο	Malta	0	Oakley	
	0	Other (Please	e specify)				
		e you and your led in these cor			tain all of the	services that y	/ou
	Ο	No <b>J</b>	0	Yes → Go	to Question	8	
	c) If NC	), what needed	services we	re not availab	le? [3.TRIPC2	20]	
	S	Service (List)		Commen	ts (Please be	specific)	
8.		his visit to City on the Residual Resid			e did you and	your personal	
	O	Yes	0	No			



10.	0. a) On this visit, what type of rock climbing activity did you and your personal								
		group	participate in? Pleas	se marl	k (●	) <b>all</b> that a	pply in co	lumn (a).	
	b)	rock c	were to visit City of I limbing activities wor (  all that apply columns.	uld you	ı an				
	a) This visit (●) b) On future								<u>visits (</u> ● <u>)</u>
		$\circ$					,		•
		O	Traditional rock clim	nbing (v	with	traditional	gear)		O
		O	Sport climbing (bolt	ed rout	tes)				0
		O	Bouldering (climbing	g large	bou	ılders with	out a rope	e or gear)	0
		Ο	Scrambling without	rope o	r ge	ar			0
11.	a)	during	e indicate how safe y this visit to City of R er for each location. [	Rocks N	Vátic	onal Reser	ve. Pleas		
	H	ow safe	e did you feel in the re	eserve? Ver		Somowhat	Noithar	Somewhat	Very
		Location	on	unsa	,		safe/unsaf		safe_
		On ro	ads	0		0	0	0	0
		On tra	nils	0		0	0	0	0
		On cli	mbing routes	0		0	0	0	0
		In can	npsites	0		Ο	0	0	0
		In par	king areas	0		Ο	0	0	Ο
	b)		marked that you felt locations, please ex					nsafe" for a	ny of the
Q.	12	: Topic	area 2 — Trip/visit ch	aracteri	istics	s			
12.	a)		ou and your personal nal Reserve?	group	brir	ng pet(s) o	n this visi	t to City of F	Rocks
		Ο	Yes	0	No	→ Go to	Questic	on 13	
	b)	Did yo	ou bring/take your pe	t(s) on	any	trails in th	ne reserve	e?	
		0	Yes	0	No				

Q. 10: Topic area 3 — Visitor activities and use of park resources

13.a) On this		d your perso	onal group	•	rnight <b>away from</b> rea within 50 miles		
Ο	Yes	O No <b>→</b>	Go to Q	uestion 1	15		
b) If YES, please list the number of nights you and your personal group stayed.							
	_ Number of nig	hts inside (	City of Roo	ks Nation	nal Reserve		
	_ Number of nig	hts outside	reserve v	ithin 50 r	miles of Almo		
c) and d night(	) In what type of s)? Please mark	lodging did (●) <b>all</b> that	you and yapply. [3.	our perso	onal group spend t ]	he	
c) Insid	e reserve		d)	Outside	reserve within 5	<u>0 miles</u>	
n/a	Lodge, motel,	cabin, rento	ed condo/	home, or	bed & breakfast	0	
Ο	RV/trailer camping O						
Ο	Tent camping in developed campground					0	
Ο	Backcountry camping						
n/a	Personal seas	onal reside	nce			Ο	
n/a	Residence of	friends or re	elatives			Ο	
Ο	Other (Please	specify bel	ow)			0	
Inside _			Outside	9			
		al group <b>di</b>	<b>d not</b> stay	in City o	f Rocks National F ly.	Reserve	
0	Facility was full			0	Location not cor	venient	
Ο	Facilities lacked	l desired an	nenities	0	Lacked desired	facilities	
Ο	Other (Please s	pecify)					

14. a) Did you and your personal group use the reserve's camping reservation system? [6.EVALSERV9 variation]

O Yes O No → Go to Question 15

- b) If YES, which methods did you and your personal group use to make your reservation? Please mark (●) all that apply in column (c).
- c) Please rate the quality of the service received while using the reservation system. Please mark (●) **one** response for the method(s) you **used**.

City	of of	Rocks	<b>National</b>	Reserve	Visitor	Study	,
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	c) Method	d) If used, what quality?						
	used	Very poor	Poor	Average	Good	Very good		
Website	0	0	0	0	0	0		
Telephone	0	Ο	0	Ο	0	0		
e) Please ex [6.EVALS		ngs of "very po	oor" or "po	or" in colur	nn d,			
Website								
Telephone								

15. It is the National Park Service's responsibility to protect City of Rocks National Reserve's natural, scenic, and cultural resources and visitor experiences that depend on these. How important is protection of the following to you and your group? Please mark (●) one answer for each attribute/resource/experience. [6.OPMGMT4]

Attribute/resource/experience	Not important		Moderately important		Extremely important
Scenic views	0	0	0	0	Ο
Historic trail landscape	0	0	0	0	0
Western rural setting	0	0	0	0	0
Interpretive/informational programs	0	0	0	0	0
Recreational opportunities (hiking, camping, climbing, etc.)	Ο	Ο	Ο	Ο	Ο
Clean water	0	0	0	0	0
Clean air (visibility)	0	0	0	0	0
Solitude	0	0	0	0	0
Natural quiet/sounds of nature	0	0	0	0	0
Dark, starry night sky	0	0	0	0	0

City o	of Rocks	<b>National</b>	Reserve	Visitor Study	,
	JI 1706KS	Mallonai	1/696116	VISILUI SLUUV	,

- 16. a) On this visit, what activities did you and your personal group participate in while at City of Rocks National Reserve? Please mark (●) all that apply in column (a). [3.ACT22]
  - b) If you were to visit City of Rocks National Reserve in the future, what activities would you your personal group prefer to participate in the reserve? Please mark (●) all that apply column (b).

a) This	visit (●)	<u>b) Future visits (●)</u>				
0	General sightseeing	0				
0	Taking photographs/painting/drawing	Ο				
0	Learning/studying geology	Ο				
Ο	Birdwatching	Ο				
Ο	Nature study (wildlife, wildflowers, etc.)	Ο				
Ο	Camping	Ο				
Ο	Hiking (not walking to rock climbing site)	Ο				
Ο	Following historic trail	Ο				
Ο	Mountain biking	Ο				
Ο	Horseback riding	0				
Ο	Rock climbing (technical, sport, bouldering, etc.)	0				
Ο	Picnicking	Ο				
Ο	Hunting	Ο				
Ο	Touring/driving City of Rocks Backcountry Byway	Ο				
Ο	Other (Please specify below)	Ο				
This vis	itFuture visits					
c) Which <b>one</b> of the above activities was the primary activity that you and your personal group participated in at City of Rocks National Reserve on this visit? [3.ACT23]  d) What resources and/or facilities would enhance your participation in this activity?						
	se explain.	aspation in this donvity				

- 17. a) Please mark (●) all visitor services and facilities that you or your group used during this visit to the City of Rocks National Reserve. [6.EVALSERV21]
  - b) Next, for only those services and facilities that you or your group used, please rate their importance from 1-5.
  - c) Finally, for only those services and facilities that you or your group **used**,

´ pl	ease rate thei	r quality from	1-5.	,	, 5	,		
	isitor service lities used (●)	s and		b) If used, how important?  1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important 5=Very				
0	Park brochu	re/map						
0	Self-guided	tour booklets						
0	Visitor cente	r						
0		in park book n, price, etc.)	•	_				
0	Visitor cente	r restrooms						
0	Assistance f	rom park sta	ff					
0	Ranger-led բ	orograms						
0	Junior Rang	er program						
0	Picnic areas							
0	Campsites							
0	Visitor cente	r exhibits						
0	Wayside exh	nibits						
0	•	s National Re gov/ciro/ (use						
opp	erall, how wou oortunities at C <b>only one</b> . [6.f	ity of Rocks	National Re					
V	ery poor	Poor O	Average O		ood '	Very good O		

City of Rocks National Reserve Visitor Study 19. What other local and regional attractions did you and your personal group visit on this trip to City of Rocks National Reserve? Please mark (●) all that apply. [3.TRIPC29] O Hagerman Fossil Beds National Monument O Craters of the Moon National Monument and Preserve O Minidoka Internment National Monument O Yellowstone National Park O Grand Teton National Park O Golden Spike National Historic Site Other (Please specify) \_\_\_ O 20. On this visit, were you and your personal group with the following types of groups? Please mark (•) one for each. [1.GR6] a) Commercial guided tour group Yes No Yes b) School/educational group No  $\mathbf{O}$ O c) Other organized group Yes No (business, church, scout, etc.) 21. On this visit, what kind of personal group (not guided tour/school/other organized group) were you with? Please mark (•) one. [1.GR5] O Alone Family O O Friends Family and friends O Other (Please specify) 22. On this visit, how many people were in your personal group, including yourself? [1.GR3] Number of people 23. a) & b) When visiting an area such as City of Rocks National Reserve, what one language do you and most members of your personal group prefer to use for the following? [1.LANG2] O Other (Specify)  $\mathbf{O}$ a) Speaking: English Other (Specify)\_\_\_\_\_ O b) Reading: O English

						City of Roo	ks Natio	onal Re	serve V	isitor Study
	c) In you other	ır opinior than Eng	n, what <b>s</b> glish? Ple	ervice ease	ces in the specify	he park ne a service	ed to be or mark	provid (●) <b>No</b>	ed in laı <b>ne</b> .	nguages
	0	None			0	Service _		` ,		
		140110				0011100 _				
24.						n this visit, e leave it b			the follo	owing. If
	you do				•	IP code or	c) Num	-		d) Year
		а	ı) Curren		name o	f country	Reser	ve in li	fetime	of first
			age		other t	han U.S.	(includ	ding this	s visit)	visit
	Yoursel	lf					· –		-	
	Membe	r #2					· –		_	
	Membe	r #3		_			. <u> </u>		-	
	Membe	r #4					. <u> </u>		-	
	Membe	r #5							_	
	Membe	r #6							-	
	Membe	r #7					. <u>-</u>		_	
25.	a) Whi	ch categ k (●) <b>on</b> l	ory best l <b>y one</b> . ['	repre	esents y	your annua	al house	<b>ehold</b> in	ncome?	Please
(	O Le	ss than \$	24,999	0	\$50,0	000-\$74,999	)	Ο	\$150,0	00-\$199,999
(	<b>)</b> \$2	5,000-\$34	4,999	0	\$75,0	000-\$99,999	)	0	\$200,0	00 or more
(	<b>C</b> \$3	5,000-\$49	9,999	Ο	\$100	,000-\$149,9	999	0	Do not	wish to answer
	b) How	many pe	eople are	in y	our hou	sehold?		_ Nun	nber of p	people
26.						oup have a park activi				
	Ο	Yes		0	No	→ Go to	Questi	on 27		
	b) If YE	S, what	services	or a	ctivities	were diffic	ult to ac	cess/pa	articipat	e in?
27.	future, a remaini services	an entrar ng at the s. If an e would yo	nce fee n park to entrance	nay b be u fee d	e cons sed for of \$5/ve	I at City of idered with reserve rehicle for a willing to p	n 80% of source p 7-day p	the fur protections ass we	nds colle on and v re charg	ected visitor ged in the

Ο

No sure

Yes

0

No

28.	of Rocks National Reserve Visia) On a future visit to City of Roand your personal group like to mark (  and your that apply. [3.FVIS	ocks National Rese learn about in inte	erve, what topics would you erpretive programs? Please
	Not interested in interpreti	ive programs → (	Go to Question 29
0	Historic pioneer trail	Ο	Western ranching heritage
0	Geology	Ο	Rock climbing
0	Plants	0	Wildlife
0	Other (Please specify)		
b	o) What types of interpretive pro attend to learn about the part all that apply. [3.FVIS7]	ograms would you k's cultural and na	and your personal group like to tural history? Please mark (●)
0	Not interested in learning	→ Go to Questi	on 29
0	Wagon rides	0	Auto tour
0	Horseback rides	Ο	Children's activity
0	Walk/hike	0	Amphitheater program
0	Other (Please specify)		
	If you were a manager planning Reserve, what would you propo		
-			

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.

30. Is there anything else you and your personal group would like to tell us about your visit to City of Rocks National Reserve? [6.OPMGMT7]

# **OFFICIAL BUSINESS**

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
P.O. Box 441139
Moscow, Idaho 83844-1139