

## Attachment G: Willingness to Pay

Extension of an Existing Collection RE: Programmatic Approval for NPS-Sponsored Public Surveys (OMB #1024-0224)  
Appendix



### United States Department of the Interior

NATIONAL PARK SERVICE  
1849 C Street, N.W.  
Washington, D.C. 20240

IN REPLY REFER TO:

N16(2302)

June 28 2002

#### Memorandum

To: Principal Investigators

From: Gary Machlis, Visiting Chief Social Scientist

Subject: Inclusion of Contingent Valuation Questions in National Park Service-Sponsored Public Surveys

The NPS Social Science Program has worked with the Office of Management and Budget (OMB) to create guidelines on the inclusion of contingent valuation questions in NPS-sponsored public surveys. The following guidelines apply:

1. Contingent valuation questions must be focused on economic costs the public (park visitors, potential park visitors, and residents of communities near parks) could actually incur as real costs. Such questions are limited to those goods and services currently or potentially provided by the NPS, cooperating associations, concessioners, and other partners. Examples include entrance fees, user fees, public transportation services (shuttles, ferries, etc.), interpretive programs, accommodations, and sales items. Survey methodology should reflect current best practices in questionnaire design, sampling and analysis.
2. Each respondent will receive only one contingent cost for a particular good or service in a given survey question. The various amounts included in the survey must be randomized among the sample population. The contingent costs included in the survey should be reasonable and within the range of comparable goods and services.
3. Use of resulting data is restricted to the specific park management issue about which the contingent valuation question(s) are asked. Responses are to be treated as a policy input, limited in scope to the specific situation. For instance, data regarding preferred price points for shuttle bus service to park sites should not be applied to entrance fee or other policy decisions. The specific park management or policy situations for which contingent valuation questions are asked must be described in the survey submission package provided to OMB.

If you have any questions regarding these guidelines, please contact Brian Forist at 202.208.6330 or by email at [bforist@uidaho.edu](mailto:bforist@uidaho.edu).

Appendix 8: Contingent Valuation Memorandum