



Expedited Approval for NPS-Sponsored Public Surveys

1. Project Titles Submission Date:	Visitor Services Project (VSP) studies for 2009: Fort Larned (FOLS) National Historic Site (NHS) Visitor Study Homestead National Monument of America (HOME) Visitor Study Minuteman Missile (MIMI) NHS Visitor Study Perry's Victory and International Peace Memorial (PEVI) Visitor Study Women's Rights (WORI) National Historical Park (NHP) Visitor Study Yosemite (YOSE) National Park (NP) Visitor Study James A. Garfield (JAGA) NHS Visitor Study Boston (BOST) NHP Visitor Study Klondike Gold Rush (KLSE) NHP Seattle Visitor Study Indiana Dunes (INDU) National Lakeshore Visitor Study Acadia (ACAD) NP Visitor Study Laurance S. Rockefeller (LSR) Preserve Visitor Study Martin Van Buren (MAVA) NHS Visitor Study	April 16, 2009
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2. Abstract:	<p>The above 13 parks need to conduct visitor studies to gather data on visitors, either for the first time in the park's history, or to update prior information, as well as to gather visitor opinions about the park services and facilities. The data will be used to prepare or update planning documents such as the parks' General Management Plan, Resource Management Plan, Wilderness Plan, Long-Range Interpretive Plan, and other planning efforts, as well as in decisions about park operations. In addition to being used by park managers, the information is shared with park partners and gateway communities to assist in mutual planning efforts.</p> <p>The mail-back questionnaires used in these visitor studies are designed to systematically collect data from summer visitors, including individual characteristics, trip/visit characteristics, individual activities, individual evaluation of park services/facilities, individual perceptions of park experiences, and individual opinions on park management. Using a random start each sampling day, park visitors will be sampled systematically (i.e., every <i>n</i>th pedestrian group or vehicle after the random start) to participate in the survey as they enter/visit each park. Visitor groups or vehicles will be intercepted at selected locations in parks according to a designated sampling protocol.</p>
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3. Principal Investigator Contact Information					
First Name:	<input type="text" value="Margaret"/>	Last Name:	<input type="text" value="Littlejohn"/>		
Title:	<input type="text" value="NPS Visitor Services Project (VSP) Director"/>				
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4. Park or Program Liaison Contact Information

First Name:

Last Name:

Title:

Park:

Park Office/Division:

Street Address:

City:

State:

Zip code:

Phone:

Fax:

Email:

Project Information

5. **Park Where 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: The National Park Service Act of 1916, 38 Stat 535, 16 USC 1, et seq., requires that the National Park Service (NPS) preserve the national parks for the use and enjoyment of present and future generations. At the field level, this means resource preservation, public education, facility maintenance and operation, and physical developments that are necessary for public use, health, and safety. Allocation of funding is to be roughly in proportion to the seasonally adjusted volume of use (P. L. 88-578, Sect. 6) and in consideration of visitor characteristics and activities for determining carrying capacity (92 Stat. 3467; P. L. 95-625, Sect. 604 11/10/78). Other federal rules (National Environmental Policy Act, 1969 and NPS guidelines) require visitor use data in impact assessment of development on users and resources as part of each park’s General Management Plan.

Policy 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. 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.

Managerial Justification: Study results will be used as follows, depending upon the specific park. n:

- For planning documents (e.g. General Management Plan, Comprehensive Interpretive Plan, Wilderness Plan, Resource Management Plan, Backcountry Management Plan).
- To design interpretive and educational programs to match visitor interests and needs. Interpretive media is outdated in many parks, and waysides need to be replaced and added in many areas.
- For designing future facilities or renovating existing facilities.
- To determine whether concession services are meeting visitor needs.
- For local businesses and governments to use to determine how visitors are contributing economically to the area.

The mail-back questionnaires used in these visitor studies are designed to systematically collect data from visitors, including individual characteristics, trip/visit characteristics, individual activities, individual evaluation of park services/facilities, individual perceptions of their park experiences, and individual opinions on park management. Park visitors will be randomly selected to participate in the studies as they visit selected park locations during each park’s 7-to 10-day sampling period.

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

(a) Respondent universe:
The respondent universe will be all recreational visitors, age 16 and older, who visit the parks during the study period. A systematic sample of visitors will be contacted by VSP-trained interviewers intercepting groups at pre-determined locations in the parks.

(b) Sampling plan/procedures:
The survey design and sampling plan for each of these visitor studies are based upon Dillman's Tailored Design Method (TDM). The TDM has been shown to increase response rates, improve

separate page.)

accuracy, and reduce cost and burden hours. The methodology and survey instrument design has been used in 198 previous surveys conducted by the VSP. The majority of questions has been used in other VSP questionnaires or is very similar to other questions. A systematic sampling procedure, based on the park's visitation statistics from the previous year, will require intercepting every *nth* visitor to participate in the study. Each interviewer will be trained in the interview procedure and will use a tally counter to count visitors, if needed. A supervisor will be on-site during the survey to ensure that interview procedures are followed.

(c) Instrument administration:

The initial contact with visitors to explain the study and determine if visitors are interested in participating (see attached script) takes approximately 1 minute. The number of visitor groups who refuse are recorded and used in calculating response rates. Visitors who voluntarily agree to participate in the study are verbally given a short front-end interview (1 additional minute) to collect information used in a non-response bias check. They also are asked to record their name, address, and phone number/email address. If a group agrees to participate, the researcher will give the survey to the individual within the group who has the next birthday. Participants will be given a stamped, addressed questionnaire to complete and return.

All participants will be mailed a thank you/reminder post card 11 working days after the completion of the survey. If the thank you/reminder post card proves unsuccessful, a reminder letter with a stamped, addressed replacement questionnaire will be sent 21 working days after the completion of the survey. A second reminder letter will be mailed after 35 working days with a stamped, addressed questionnaire.

(d) Expected response rate/confidence levels:

The number of questionnaires to be distributed is based on each park's visitation data and the number of days of surveying. See the attached spreadsheet showing the expected response rates and confidence intervals for each park. Expected response rates are based on actual response rates from previous VSP surveys conducted at similar parks.

Estimates from the surveys will be accurate at the 95% confidence level for questions with dichotomous response scales. The confidence intervals will be somewhat larger for questions with more than two response categories.

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

During the front-end interview, questions are asked of the respondents to check for non-response bias. Answers are recorded on a log which shows the disposition of every survey contact. Results of the non-response bias check are described in the report and the implications for park planning and management are discussed.

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

The questionnaire format and many of the questions have been used in over 198 previous VSP survey instruments. Questionnaires are peer reviewed by NPS managers and university professors. Most of the questions are included in the "pool of known questions" previously reviewed and approved by OMB.

10. **Total Number of Initial Contacts Accept Instrument | Expected Respondents:**

See attached list		
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11. **Estimated Time (mins.) to Complete Initial Contact | (refusals only) Accept Instrument Return Instrument:**

1	1	20
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12. **Total Burden Hours:**

See attached list

13. **Reporting Plan:**

The results of these information collections will be presented in internal agency reports for park managers and NPS managers at the regional and national level. The reports will be archived with the NPS Social Science Program for inclusion in the Social Science Studies Collection. They will also be posted on the Park Studies Unit VSP website at: <http://psu.uidaho.edu/vsp.reports.htm>. Hard copies will be available upon request. The economic data will be used to produce special reports for the NPS covering overall use estimates and local economic impacts.

VSP CONTACTS (2009)										
First name	Last name	Title	Park	Street Address	City	State	Zip	Phone	Fax	Email
Kevin	McMurry	Superintendent	Fort Larned NHS	1767 KS Highway	Larned	KS	67550	620-285-6911	620-285-3571	Kevin_McMurry@nps.gov
Tina	Miller	Education Coordinator	Homestead National Monument of America	8523 West State Hwy. 4	Beatrice	NE	68310	402-223-3514	402-228-4231	Tina_Miller@nps.gov
Pam	Griswold	Chief of Interpretation	Minuteman Missile NHS	21280 SD Hwy 240	Philip	SD	57567	(605) 433-5552	605-433-5558	<Pam_Griswold@nps.gov>
Sue	Judis	Chief of Interpretation	Perry's Victory & Internat'l Peace Memorial	P.O. Box 549/ 93 Delaware Ave.	Put-in-Bay	OH	43456	419-285-2184, x223	419-285-2516	Sue_Judis@nps.gov
Lee	Werst	Chief of Interpretation	Women's Rights NHP	136 Fall Street	Seneca Falls	NY	13148	315-568-5302	315-568-2141	<Lee_Werst@nps.gov>
Bret	Meldrum	Branch Chief, Visitor Use and Social Sciences	Yosemite NP	Box 577/ Administration Bldg	Yosemite	CA	95389	209-379-1216	209-379-1131	<Bret_Meldrum@nps.gov>
Sherda	Williams	Superintendent	James A. Garfield NHS	8095 Mentor Avenue	Mentor	OH	44060	440-974-2993	440-974-2045	<Sherda_Williams@nps.gov>
Bill	Foley	Chief of Interpretation	Boston NHP	Charlestown Navy Yard	Charlestown	MA	02129	617-242-5629	617-242-1048	<Bill_Foley@nps.gov>
Karen	Beppler-Dorn	Superintendent	Klondike Gold Rush NHP-Seattle	319 2nd Ave, South	Seattle	WA	98104	206-220-4232	206-381-0664	<Karen_Beppler-Dorn@nps.gov>
Janet	Ambrose	Chief of Interpretation	Indiana Dunes NL	1100 N Mineral Springs Rd	Porter	IN	46304	219-395-1622		<Janet_Ambrose@nps.gov>
Charlie	Jacobi	Resource Specialist/Visitor Use	Acadia NP	PO Box 177/ Rt. 233 McFarland Hill	Bar Harbor	ME	04609	207-288-8727	207-288-8709	<Charlie_Jacobi@nps.gov>
Jim	McKay	Chief Ranger	Martin Van Buren NHS	1013 Old Post Road	Kinderhook	NY	12106	518-758-9689	518-758-6986	<Jim_McKay@nps.gov>
Susanne	McDonald	Site Manager	Laurance S. Rockefeller Preserve	c/o Grand Teton NP P.O. Drawer 170	Moose	WY	83012	307-739-3656	307-739-3440	Susanne_McDonald@nps.gov

**VSP SAMPLING METHODS
(2009)**

Park	Survey dates From:	Survey dates To:	Intercept method	Intercept location
Fort Larned NHS	5/25/2009	6/13/2009	people on foot	Visitor center
Homestead National Monument of America	5/25/2009	6/13/2009	people on foot	Visitor center
Minuteman Missile NHS	5/25/2009	6/13/2009	people on foot	Visitor center and Delta 9 site
Perry's Victory & International Peace Memorial	6/24/2009	6/30/2009	people on foot	Visitor center
Women's Rights NHP	7/1/2009	7/10/2009	people on foot	Visitor center
Klondike Gold Rush NHP-Seattle	7/5/2009	7/25/2009	people on foot	Visitor center
Yosemite NP	7/8/2009	7/14/2009	vehicle intercept	4 entrance stations (Arch Rock, Big Oak Flat, Wawona, Tioga Pass)
James A. Garfield NHS	7/24/2009	8/1/2009	people on foot	Visitor center
Boston NHP	7/26/2009	8/1/2009	people on foot	Bunker Hill Memorial, visitor center, sites along Freedom Trail (Old State House, Old South Meeting House, Old North Church, Paul Revere statue)
Indiana Dunes NL	8/1/2009	8/7/2009	people on foot	Visitor center, Chellburg farm, Porter Beach, Mt Baldy parking area, Dunewood campground
Acadia NP	8/2/2009	8/8/2009	people on foot	Trailheads (Carriage and East), East Side frontcountry, Seawall area, Echo Lake Beach, Wildwood Stable, Baker/Islesford naturalist cruise
Laurance S. Rockefeller Preserve (in Grand Teton NP)	8/9/2009	8/20/2009	people on foot	Visitor center/parking lot
Martin Van Buren NHS	8/9/2009	8/22/2009	people on foot	Visitor center

**VSP BURDEN
HOURS (2009)**

Park	Expected response rate	Margin of error +/- %	Comparable studies	# initial contacts	# accept survey	# expected respondents	Est. time initial contact--1 min	Est. time to accept survey--1 min	Est. time complete survey--20 min	Total minutes	Total burden hours
Fort Larned NHS	78%	5.3	Golden Spike NHS 2006-78%, Fort Union TP NHS 2007-76%, Agate Fossil Beds NM 2007-80%	374	340	292	374	340	5,840	6,554	109
Homestead National Monument of America	78%	5.3	Golden Spike NHS 2006-78%, Fort Union TP NHS 2007-76%, Agate Fossil Beds NM 2007-80%	374	340	292	374	340	5,840	6,554	109
Minuteman Missile NHS	78%	5.3	Golden Spike NHS 2006-78%, Fort Union TP NHS 2007-76%, Agate Fossil Beds NM 2007-80%	374	340	292	374	340	5,840	6,554	109
Perry's Victory & International Peace Memorial	78%	4.3	Golden Spike NHS 2006-78%, Fort Union TP NHS 2007-76%, Agate Fossil Beds NM 2007-80%	554	504	432	554	504	8,640	9,698	162
Women's Rights NHP	70%	5.3	Dayton Aviation Heritage NHP 2004-75%, John F. Kennedy NHS 2006-67%, Minute Man NHP 2007-68%	374	340	262	374	340	5,240	5,954	99
Klondike Gold Rush NHP-Seattle	66%	5.3	75%, John F. Kennedy NHS 2006-67%, Minute Man NHP 2007-68%, Independence NHP 2007-53%	374	340	247	374	340	4,940	5,654	94
Yosemite NP	67%	2.8	Yosemite NP 2005-59%, Capitol Reef NP 2008-78%, Grand Teton NP 2008-71%, Yosemite NP 2008-60%	1,319	1,200	884	1,319	1,200	17,680	20,199	337
James A. Garfield NHS	74%	5.3	Golden Spike NHS 2006-78%, John Muir NHS 2007-68%, Carl Sandburg Home NHS 2008-77%	374	340	277	374	340	5,540	6,254	104
Boston NHP	63%	3.1	John F. Kennedy NHS 2006-67%, Minute Man NHP 2007-68%, Independence NHP 2007-53%	1,219	1,000	768	1,219	1,000	15,360	17,579	293
Indiana Dunes NL	69%	3.1	Pictured Rocks NL 2001-82%, Apostle Islands NL 2004-75% Glen Canyon NRA 2007-64%, Fire Island NS 2008-56%	1,219	1,000	841	1,219	1,000	16,820	19,039	317
Acadia NP	68%	2.9	Yellowstone NP 2006-69%, Grand Teton NP 2008-71%, Yosemite NP 2008-60%, Everglades NP 2008-72%	1,209	1,100	822	1,209	1,100	16,440	18,749	312
Laurance S. Rockefeller Preserve (in Grand Teton NP)	71%	4.8	Yellowstone NP 2006-69%, Zion NP 2006-65%, Grand Teton NP 2008-71%, Capitol Reef NP-78%	491	420	349	491	420	6,980	7,891	132
Martin Van Buren NHS	74%	5.3	Golden Spike NHS 2006-78%, John Muir NHS 2007-68%, Carl Sandburg Home NHS 2008-77%	374	340	277	374	340	5,540	6,254	104
				8,629	7,604	6,035					2,282