



Expedited Approval for NPS-Sponsored Public Surveys

1. **Project Title** | Herbert Hoover National Historic Site Visitor Services Project Visitor Study | **Submission Date:** March 6, 2008

2. **Abstract:** Herbert Hoover NHS (HEHO) recently completed its General Management Plan (2004) and is working on a Long-Range Interpretive Plan. HEHO has never had a VSP visitor study, and because of the unique partnership with the Herbert Hoover Presidential Library-Museum, the Hoover Association, Main Street-West Branch, and the City of West Branch, a visitor study would be extremely valuable to the park and its partners for future planning endeavors, including the Long-Range Interpretive Plan.

The mail-back questionnaire in this visitor study is designed to systematically collect data from winter 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 study as they visit the park at selected locations during a 10-day period from July 24-August 2, 2008.

3. **Principal Investigator Contact Information**

**First Name:** Margaret | **Last Name:** Littlejohn

**Title:** NPS Visitor Services Project (VSP) Director

**Affiliation:** NPS Visitor Services Project, PSU,  
College of Natural Resources,  
University of Idaho

**Street Address:** 6th & Line Streets, Room 17B

**City:** Moscow | **State:** ID | **Zip code:** 83844-1139

**Phone:** 208-885-7863 | **Fax:** 208-885-4261

**Email:** littlej@uidaho.edu

4. **Park or Program Liaison Contact Information**

**First Name:** Cheryl A. | **Last Name:** Schreier

**Title:** Park Superintendent

**Park:** Herbert Hoover National Historic Site (HEHO)

**Park Office/Division:** Management

**Street Address:** P.O. Box 607

**City:** West Branch | **State:** IA | **Zip code:** 52358-0607

**Phone:** 319-643-7870 | **Fax:** 319-643-7853

**Email:** cheryl\_schreier@nps.gov

**Project Information**

5. **Park Where Research is to be Conducted:** Herbert Hoover National Historic Site (HEHO)

6. **Survey Dates:** 07/24/2008 (mm/dd/yyyy) to 08/02/2008 (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.

Managerial Justification.  
HEHO recently completed a GMP (2004) and is working on a Long-Range Interpretive Plan. HEHO has never had a VSP visitor study. The unique partnership between the park and the Herbert Hoover Presidential Library-Museum, the Hoover Association, Main Street-West Branch, and the City of West Branch means that data from a visitor study would be extremely valuable for future planning endeavors, including the Long-Range Interpretive Plan.

The visitor study will help identify visitor use patterns, demographics, and linkages with the local community, as well as the impact of visitation to the park on regional tourism. The study will also assist the park and its partners in determining how much time visitors spend at the site, the library-museum, and the local historic downtown, and what types of services preferred by visitors are lacking in the area.

The mail-back questionnaire in this visitor study is 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 study as they visit the park at selected locations during a 10-day period from July 24-August 2, 2008.

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

**(a) Respondent universe:**  
The respondent universe will be all recreational visitors, age 16 and older, who visit the park during the study period. A systematic sample of visitors will be contacted by VSP-trained interviewers from July 24-August 2, 2008, at two locations: one in the park and the other at the library.

**(b) Sampling plan/procedures:**  
The survey design and sampling plan for the Herbert Hoover National Historic Site visitor study are based upon Dillman's Tailored Design Method (TDM). The TDM has been shown to increase response rates, improve accuracy, and reduce cost and burden hours. This methodology and survey instrument design has been used in 187 previous surveys conducted by the Visitor Services Project (VSP). The majority of questions in this survey appear in the Social Science Program's know pool of questions and have been used in other VSP questionnaires. A systematic sampling procedure, based on the park's visitation statistics from the previous year, will require asking every 15<sup>th</sup> person to participate in the study. Each interviewer will use a tally counter to count people. Approximately

357 visitor groups will be contacted during the planned sampling period, with heavier sampling on weekends, matching the visitation statistics. Visitor groups will be intercepted at two locations in the park, with one survey supervisor overseeing the interviewers.

**(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 are also 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.

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:**

Based on the park's visitation data and the number of days of surveying, approximately 357 groups will be contacted over the sampling period. It is expected that approximately 340 of these will accept the questionnaires, and 265 will return them. This produces an overall response rate of 74%. This expected response rate is based upon similar VSP study response rates (Saint-Gaudens NHS, 2004–81%, Manzanar NHS 2004–77%, Nicodemus NHS 2005–68%, John F. Kennedy NHS 2006–60%, Golden Spike NHS 2006–75%.)

Estimates from the survey will be accurate to within +/-6 percentage points 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 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 187 previous VSP survey instruments. Most of the questions appear in the Social Science Program's known pool of questions. Questionnaires are peer reviewed by NPS managers and university professors.

|     |   |  |     |     |   |   |   |    |                                |     |
|-----|---|--|-----|-----|---|---|---|----|--------------------------------|-----|
| 10. | <b>Total Number of Initial Contacts</b> | 357  | 340 | 265 | 11. <b>Estimated Time (mins.) to Complete Initial Contact   (refusals only)</b> | 1   | 1 | 20 | 12. <b>Total Burden Hours:</b> | 100 |
|     |   | <b>Accept Instrument   Expected Respondents:</b> |     |     |   | <b>Accept Instrument   Return Instrument:</b> |   |    |                                |     |

13. **Reporting Plan:** Responses will be tabulated and frequencies, means, or medians for each question will be reported, as appropriate. The results of this information collection activity will be tabulated as frequency responses and presented in an internal agency report for park managers and NPS managers at the regional and national level. The report will be archived with the NPS Social Science Program for inclusion in the Social Science Studies Collection. It 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.