



Social Science Program

Expedited Approval for NPS-Sponsored Public Surveys

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|----|----------------------|---|-------------------------|----------|
| 1. | <b>Project Title</b> | Santa Monica Mountains National Recreation Area Science Festival Evaluation | <b>Submission Date:</b> | 3/8/2011 |
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| 2.                        | <b>Abstract:</b> | The Santa Monica Mountains National Recreation Area (SAMO), along with several partner agencies, hosts an annual science festival for families in Los Angeles and Ventura counties. The Science Festival is a two-day event giving the public an opportunity to learn about the natural and cultural resources within the Santa Monica Mountains. The proposed survey intends to evaluate current marketing strategies, assess the attendee's demographics and solicit opportunities to improve the festival. Respondents will be drawn from adults attending the event. |  |  |
| (not to exceed 150 words) |                  |  |  |  |

3. **Principal Investigator Contact Information**

|                        |                             |                   |              |                  |       |
|------------------------|-----------------------------|-------------------|--------------|------------------|-------|
| <b>First Name:</b>     | Lena                        | <b>Last Name:</b> | Lee          |                  |       |
| <b>Title:</b>          | Data Manager                |                   |              |                  |       |
| <b>Affiliation:</b>    | Mediterranean Coast Network |                   |              |                  |       |
| <b>Street Address:</b> | 401 W. Hillcrest Drive      |                   |              |                  |       |
| <b>City:</b>           | Thousand Oaks               | <b>State:</b>     | CA           | <b>Zip code:</b> | 91360 |
| <b>Phone:</b>          | 805-370-2338                | <b>Fax:</b>       | 805-370-1850 |                  |       |
| <b>Email:</b>          | lena_lee@nps.gov            |                   |              |                  |       |

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

|                              |   |                   |                   |                  |       |
|------------------------------|---|-------------------|-------------------|------------------|-------|
| <b>First Name:</b>           | Julie   | <b>Last Name:</b> | Fonseca de Borges |                  |       |
| <b>Title:</b>                | Outreach Coordinator                            |                   |                   |                  |       |
| <b>Park:</b>                 | Santa Monica Mountains National Recreation Area |                   |                   |                  |       |
| <b>Park Office/Division:</b> | Interpretation/Education                        |                   |                   |                  |       |
| <b>Street Address:</b>       | 401 W. Hillcrest Drive                          |                   |                   |                  |       |
| <b>City:</b>                 | Thousand Oaks,                                  | <b>State:</b>     | CA                | <b>Zip code:</b> | 91360 |
| <b>Phone:</b>                | 805-370-2301                                    | <b>Fax:</b>       | 805-370-1850      |                  |       |
| <b>Email:</b>                | julie_fonseca_de_borges@nps.gov                 |                   |                   |                  |       |

| Project Information |  |   |   |   |
|---------------------|--|---|---|---|
| 5.                  | Park(s) For Which Research is to be Conducted:                   | Santa Monica Mountains National Recreation Area           |   |   |
| 6.                  | Survey Dates:  | 4/15/2011   | to  | 4/16/2011                                 |
| 7.                  | Type of Information Collection Instrument (Check ALL that Apply) |   |   |   |
|                     | <input type="checkbox"/> Mail-Back Questionnaire                 | <input checked="" type="checkbox"/> On-Site Questionnaire | <input type="checkbox"/> Face-to-Face Interview | <input type="checkbox"/> Telephone Survey |
|                     | <input type="checkbox"/> Other (explain)                         |   |   | <input type="checkbox"/> Focus Groups     |

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| <b>8. Survey Justification: (Use as much space as needed; if necessary include additional explanation on a separate page.)</b> | <p>Program managers for the Science Festival are in the second year of hosting the event. Each year park staff spends a significant amount of time and resources to promote and solicit participation from groups in both Los Angeles and Ventura counties. The park would like to reach out to new audiences within these counties; this collection will help manager determine where existing audiences are coming from and which marketing approach will be most effective in reaching them. With this data, program managers will be able to make more informed decisions about resource allocation and outreach efforts needed to plan future events. In addition, the park would like to determine which or if the existing audience for this event would appreciate services presented in languages other than English.</p> |
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| <b>9. Survey Methodology: (Use as much space as needed; if necessary include additional explanation on a separate page.)</b> | <p><b>(a) Respondent universe:</b><br/>All adult visitors over 18 years of age participating in the park's Science Festival.</p> <p><b>(b) Sampling plan/procedures:</b><br/>The event will span a total of eight hours, 3 hours on Friday night and 5 hours on Saturday. We are expecting a total targeted attendance of 3000 people, 1000 for Friday night and 2000 for Saturday. We will collect 225 surveys on Friday night; and 375 surveys on Saturday for a total of 600 surveys. Teams of two survey members will be stationed at five locations on both days throughout the event. At the top of every hour during the event, each survey team member will attempt to collect a maximum of 15 surveys within the hour. To do this, each survey team will randomly ask every tenth visitor to participate in the survey. The survey team will solicit for respondents until a total of 15 surveys are completed within the hour for each station, for a total of 75 surveys for all five stations. Each survey team will wait until the top of the following hour to solicit for another 15 surveys. All surveyors will wear identifiable uniforms and volunteer t-shirts to create a positive image for potential respondents.</p> <p><b>(c) Instrument administration:</b><br/>The survey team will be comprised of 10 park staff and volunteers. We will survey visitor on site. We will collect the information by using SurveyMonkey. A laptop computer will be connected to the internet at each of the five survey stations located throughout the event. The visitor will be invited to take the survey, given the instructions, and provided a</p> <p><b>(d) Expected response rate/confidence levels:</b></p> |
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|  | <p>A total of 800 visitors will be intercepted to ask for participation in the onsite survey, of which 600 are expected to complete the on-site survey. The number of refusals will be recorded and reported in the survey log, and will be used in calculating the response rate. With this sample size, there will be 95% confidence that the survey findings will be accurate to within 2.5 percentage points. Thus, the proposed sample size will be adequate for simple comparisons concerning visitor expectation during the festival. For dichotomous response variables, estimates will be accurate within the margins of error and confidence intervals will be somewhat larger for the question with more than two response categories.</p> <p><b>(e) Strategies for dealing with potential non-response bias:</b><br/>During the initial contact, the interview will use the survey log to record information for every survey contact (both respondents and non-respondents). This information will later be used to in the assessment of non-response bias.</p> <p><b>(f) Description of any pre-testing and peer review of the methods and/or instrument (recommended):</b><br/>Informal pre-testing was completed by six random park visitors to help determine completion time, and ensure questions and answer choices were clear and concise.</p> |
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| <b>10. Total Number of Initial Contacts:</b> 800<br><b>Expected Respondents:</b> 600 | <b>11. Estimated Time to Complete Initial Contact (mins):</b> 2<br><b>Estimated Time to Complete Instrument (mins.):</b> 4 | <b>12. Burden to Complete Initial Contact (hours)</b> 27<br><b>Burden to Complete Instrument (hours.):</b> 40<br><br><b>TOTAL BURDEN HOURS: 67</b> |
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| <b>13. Reporting Plan:</b> | <p>A summary of the findings will be submitted as an internal agency report for SAMO park managers and planners. Response frequencies will be tabulated and measures of central tendency computed (e.g., mean, median, mode, as appropriate). The summary will include all documentation pertaining to the overall planning and execution of the Science Festival as well as an outline of the instrument and methods used to collect the information for the survey.</p> |
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## Script – Introduction

Hello! We are conducting a survey to find out how we are doing getting the word out about the program. We are also looking for opportunities to expand or improve the Science Festival. The survey only takes a couple of minutes to complete on line. Would you be interested in sharing your thoughts with us?

Great! **OR** Okay, thank you.

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## Survey Instrument

### Topic Area 1 – Individual Characteristics

1. Where are you visiting us from?

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

### Topic Area 2 – Trip/Visit Characteristics

2. How did you hear about the Science Festival? Please mark (•) **all** that apply.

Newspaper

*Please Specify* \_\_\_\_\_

On-line calendar listing

*Please Specify* \_\_\_\_\_

OUTDOORS magazine

Natural History Museum of Los Angeles

Member's Calendar

Radio

TV

Community flyer

School website

Received email notice of event

Flyer from area museum or nature center

*Please Specify* \_\_\_\_\_

### Topic Area 1 – Individual Characteristics

3. Have you visited Santa Monica Mountains National Recreation Area (SAMO) before today?

Yes  No

If YES, approximately how many times have you visited within the past year?

Number of prior visits: \_\_\_\_\_

### Topic Area 2 – Trip/Visit Characteristics

4. What made you decide to attend SAMO's Science Festival event? Please mark (•) **all** that apply.

To experience nature

To learn about science

To have fun with family/friends

Other: \_\_\_\_\_

**Topic Area 1 – Individual Characteristics**

5. How many people were in your group, including yourself?  
\_\_\_\_ Number of people

**Topic Area 1 – Individual Characteristics**

6. When visiting an area such as SAMO, what **one** language do you and most members of your group prefer to use for the following?  
Speaking:  English     Other *Please Specify* \_\_\_\_\_  
Reading:  English     Other *Please Specify* \_\_\_\_\_

**Topic Area 7 – Individual Opinions on Park Management**

7. In your opinion, what **services** in the park need to be provided in languages other than English? Please specify or mark (•) **none**.  
 None  
 Other (Specify) \_\_\_\_\_

**Topic Area 2 – Trip/Visit Characteristics**

8. Would you and your group attend SAMO’s Science Festival again?  
 Yes, likely     No, unlikely     Not sure  
Why or why not? \_\_\_\_\_

**Topic Area 7 – Individual Opinions on Park Management**

9. Is there anything else you and your group would like to tell us about your participation in SAMO’s Science Festival?

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**PRIVACY ACT and PAPERWORK REDUCTION ACT statement:** 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. 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. Burden estimate statement: Public reporting for this form is estimated to average 3 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to the Information Collection Clearance Officer, WASO Administrative Program Center, National Park Service, 1849 C Street, Washington, D.C. 20240.

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**Survey Log**

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Tally the number of individuals approached to complete the survey in the appropriate box below. Note individual reasons for declining participation in the last box.

|                                    |  |
|------------------------------------|--|
| Participated                       |  |
| Began Survey, but did not complete |  |
| Declined Participation             |  |
| Reasons for declined participation |  |