

## On-site Pre-trip Questionnaire

Dear Recreation User,

The Ranger Station at the REI store in Seattle (known as the Outdoor Recreation Information Center or "ORIC") is a multi-agency operation that provides recreational information in the area. To improve the quality of services, the staff of the Ranger Station would like to hear your opinions. We'd like to know how the station is meeting visitors' needs, and how it can be improved. This short survey should take about 13 minutes to complete.

Please complete the following questionnaire and return it along with the clipboard to the desk when you are done. The information you provide is very important in planning and management of ORIC. Your participation is greatly appreciated.

Klondike Gold Rush National Historical Park- Seattle Unit

[insert signature here]

Jacqueline Ashwell  
Superintendent

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**Paperwork Reduction Act Statement:** The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services cooperatively managed by the Klondike Gold Rush Seattle Unit National Historic Site (KLSE). Your response is voluntary. Your name and e-mail address have been requested for follow-up purposes only. At the completion of this collection all names and personal information will be destroyed and in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number. We estimate that it will take an average of 13 minutes to complete the survey associated with this collection of information. You may send comments concerning the burden estimates or any aspect of this information collection to Lena Le, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; lenale@uidaho.edu (email).

**Topic Area 3 – TRIPC1**

1. What was the primary reason you came into the REI store today? Please mark (●) **one**.

- I came **only** to obtain information from the Ranger Station
- I came to shop at REI **and** to obtain information from the Ranger Station
- I came **only** to shop at REI, but decided to talk to the ranger at the desk

**Topic Area 2 - TPLAN1**

2. How did you find out about the Ranger Station at the Seattle REI? Please mark (●) **all** that apply.

- Didn't know about its existence until going in to shop at REI today
- Have used it in the past
- Referred to by friends/relatives/word of mouth
- Social media (Facebook, Twitter, etc.)
- REI employees
- Printed material (Senior Center Flyer, guide book, backside of Green Trails map)
- Internet website (Which one?) \_\_\_\_\_
- Referred to by staff at another recreational area (Which one?) \_\_\_\_\_
- Other (Specify) \_\_\_\_\_

**Topic Area 3 – TRIPC**

3. What was your motivation for approaching the Ranger Station? Please mark (●) **one**.

- I didn't know about its existence until today, just want to check it out
- I prefer to obtain their help rather than using other sources
- I had enough information, just wanted to confirm
- I needed additional information
- I had too much information and needed help sorting it out
- Other (Specify) \_\_\_\_\_

**Topic Area 3 – TRIPC**

4. Did you call the Ranger Station at REI prior to visiting in person?

- Yes
- No

**Topic Area 2 - TPLAN**

5. Which recreational areas were you seeking information about today?

Didn't have a specific area in mind, looking for suggestions

OR Please list all \_\_\_\_\_  
\_\_\_\_\_

**Topic Area 1 – KNOW9**

6. a) Prior to talking to a staff at the Ranger Station, were you aware of the different recreational pass options in Washington state?

Yes

No

**Topic Area 2 - TPLAN**

b) Did you inquire information about recreation pass options at the Ranger Station today?

Yes

No → Go on to question 7

**Topic Area 2 - TPLAN**

c) If Yes, which recreation pass(es) did you inquiry about? Please mark all that apply

- Daily Northwest Forest Pass
- Annual Northwest Forest Pass
- Volunteer Northwest Forest Pass
- Annual National Parks and Federal Recreational Lands Pass (\$80 America the Beautiful Pass)
- Senior National Parks and Federal Recreational Lands Pass ("Senior Pass")
- Access National Parks and Federal Recreational Lands Pass ("Access Pass")
- Daily Discover Pass
- Annual Discover Pass
- Daily Sno-Park Pass (December thru April only)
- Seasonal Sno-Park Pass (December thru April only)
- Seasonal Sno-Park Special Groomed Trails Sticker (December thru April only)

**Topic Area 1 – LEARN1 Variation**

d) How would you rate your level of understanding about recreation passes in Washington state after contacting Ranger Station staff? Please mark (●) only one.

I was more confused	They didn't tell me anything I didn't already know	I didn't look for new information and was able to confirm my previous information	I have a better understanding
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Topic Area 2 - TPLAN**

7. What kind of information about the recreational area were you seeking today? Please mark (•) all that apply.

- Day hiking opportunities/information
- Backpacking opportunities/information
- Car camping opportunities/information
- Hunting and fishing opportunities/information
- Recreation pass
- Wilderness permit information
- Winter/snow activities/information
- Rules and regulatory information (Specify) \_\_\_\_\_
- Hiking guide and map information
- Referral information (contact phone numbers, hours, directions, etc.)
- Water activities (Specify) \_\_\_\_\_
- Safety advice (Specify) \_\_\_\_\_
- Other (Specify) \_\_\_\_\_
- Activities for children/families
- Road and trail conditions
- Weather

**Topic Area 2 - TPLAN1**

8. What other sources did you use to learn about the information above prior to contacting staff at the Ranger Station at the Seattle REI? Please mark (•) all that apply.

- None
- Friends/relatives/word of mouth
- REI employees
- Outdoor Club (Specify) \_\_\_\_\_
- Books/magazines/printed materials
- Television/radio program/podcast
- General search on the Internet
- Site-specific search on the Internet (List site) \_\_\_\_\_
- Email/phone inquiry to recreational site
- Local businesses
- Chamber of Commerce/Visitor Tourism Bureau/State Welcome Center
- Social media (Facebook, Twitter, etc.)
- Other (Specify) \_\_\_\_\_

**Topic Area 6 – EVALSERV10 Variation**

9. On a scale of 1 to 5, please rate the quality of the trip-planning information provided by Ranger Station staff at the Seattle REI. Please mark (●) **one** number for each criterion.

Staff's knowledge about the recreational area/activity	Not knowledgeable	1 0	2 0	3 0	4 0	5 0	Extremely knowledgeable
Amount of information provided	Incomplete	1 0	2 0	3 0	4 0	5 0	Extremely thorough
Type of information provided	Not helpful	1 0	2 0	3 0	4 0	5 0	Very helpful
Staff's manner	Unfriendly	1 0	2 0	3 0	4 0	5 0	Very friendly

**Topic Area 5 – CROWD9 Variation**

10. a) Was there a waiting line when you approached the Ranger Station at the Seattle REI?

Yes       No

**Topic Area 3 – TRIPC7 Variation**

b) If YES, did you leave and return to the station later?

Yes       No

**Topic Area 5 – CROWD10 Variation**

c) Once you were in line, approximately how long did you have to wait to speak with a ranger?

\_\_\_\_\_ Number of minutes

**Topic Area 3 – TRIPC9 Variation**

11. Approximately how much time did you spend talking with a ranger?

\_\_\_\_\_ Number of minutes

**Topic Area 1 – AGE3**

12. What is your age? \_\_\_\_\_

**Topic Area 1 – RES3**

13. What is your ZIP CODE or name of country (if not U.S.)? \_\_\_\_\_

**Topic Area 1 – GR1**

14. What type of group are you with today? Please mark (●) **one**.

- Alone  Friends  
 Family  Family and friends  
 Other (Specify) \_\_\_\_\_

**Topic Area 1 – GR3**

15. a) How many people are in your party today? \_\_\_\_\_

**Topic Area 1 – AGE1 Variation**

b) How many are under 18? \_\_\_\_\_

**Topic Area 1 – GEND1**

16. What is your gender?  Male  Female

**Topic Area 1 – RACE/ETH2**

17. a) Are you Hispanic or Latino?  Yes  No

**Topic Area 1 – RACE/ETH4**

b) What is your race? Please mark (●) **all** that apply.

- Native Hawaiian or other Pacific Islander  
 American Indian or Alaska Native  
 Black or African American  
 White  
 Asian

**Topic Area 1 – LANG3**

18. Which language(s) do you prefer to use?

- English  Other (Specify) \_\_\_\_\_

**Topic Area 2 - TPLAN12 Variation**

19. When do you expect to go on your trip? Please mark (●) **one**.

- Today or tomorrow
- More than 2 days but within a week
- More than a week but within 2 weeks
- More than 2 week but within a month
- More than a month
- No current plan

**Topic Area 3 – FVIS7**

20. a) Would you be interested in attending informational programs organized by Ranger Station staff at the Seattle REI?

- Yes       No

**Topic Area 3 – FVIS4**

b) If YES, what topics/subjects (such as safety, natural history, equipment, etc.) would you be interested in? Please be specific.

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**Topic Area 3 – LEARN4**

21. What is the most valuable information you received today from the Ranger Station at the Seattle REI?

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**Topic Area 6 – OPMGMT3**

22. Is there anything else that you would like to tell us about your experience with the Ranger Station at the Seattle REI?

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**Topic Area 3 – ACT - Variation**

23. We have a short (5 minute) Internet survey to obtain your opinion about your experience with the Ranger Station after your trip. Would you be interested in participating in the survey?

- No → Thank you for your help today and have a great trip
- Yes → Please provide us with your name and email address so that we can email you the link to the post-trip survey

Name: \_\_\_\_\_

Email: \_\_\_\_\_



Web-based post trip questionnaire

**Post trip questionnaire (on-line and only applicable for those who will travel in within 2 weeks of the original contact)**

**OMB control number: 1024-0224**

**Expiration date: 08/31/2014**

**Dear recreational user,**

About two weeks ago, you contacted the ORIC (Outdoor Recreation Information Center in the Seattle REI) staff to obtain recreational information to prepare for your trip. During this time you completed a survey. You also provided us with your contact information for a follow-up survey in which you agreed to participate. This survey is very important for determining the quality of the information you received at ORIC. The results of this study will help the National Park Service (the agency responsible for the operation of ORIC) to plan for recruitment and employee training. Only a small number of participants were selected at random to complete this survey. Your opinion is very important to us.  
Klondike Gold Rush National Historical Park- Seattle Unit

**Paperwork Reduction Act Statement:** The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to determine the quality of the information you received at ORIC and will help the National Park Service to plan for recruitment and employee training. Your response is voluntary and will remain complete anonymous. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number. We estimate that it will take about 5 minutes to complete this survey. You may send comments concerning the burden estimates or any aspect of this information collection to: Lena Le, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139;lenale@uidaho.edu (email).

[insert signature here]

Jacqueline Ashwell  
Superintendent

**Topic Area 2 – TPLAN14 Variation**

1. After we spoke did you take the trip on the date that you planned?

- No, we haven't taken the trip yet → **Thank you for your help**
- No, we changed the date but have already taken the trip
- Yes, we took the trip as planned

**Topic Area 3 – TRIPC19**

2. Where did you go on that trip? \_\_\_\_\_  
\_\_\_\_\_

**Topic Area 3 – TRIPC8**

3. How long were you there?

- Day trip
- Multiple day trip \_\_\_\_\_ Number of days

**Topic Area 2 – TPLAN15 Variation**

4. Did the information you received at Ranger Station at the Seattle REI influence your decision to visit this area? Please mark (●) **one**.

- Not at all
- We didn't have a plan; the staff helped us decide where to go
- We had another destination but changed our mind after talking to staff
- We didn't change our destination but staff helped with the details of the visit (trails, campgrounds, etc.)

**Topic Area 3 – ACT1**

5. What recreational activities did you do? Please mark (●) **all** that apply.

- Day hiking
- Backpacking
- Car camping
- Family outing

- Hunting/Fishing
- Mountain biking
- Horseback riding
- Scenic driving
- Winter/snow activities (Specify) \_\_\_\_\_
- Water activities (Specify) \_\_\_\_\_
- Other (Specify) \_\_\_\_\_

**Topic Area 6 – EVALSERV10 Variation**

6. a) Overall, how good was the information you received at the Ranger Station at the Seattle REI prior to this trip? Please mark (●) **one** number for each criterion.

Accuracy	Not accurate	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	Very accurate
Thoroughness	Incomplete	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	Very thorough

**Topic Area 6 – EVALSERV20 Variation**

b) If there were any inaccuracies, what were they?

\_\_\_\_\_

\_\_\_\_\_

**Topic Area 2 – TPLAN2**

c) Is there any information that you wished you had before this trip?

- Yes       No

**Topic Area 2 – TPLAN3**

d) If YES, please specify \_\_\_\_\_

**Topic Area 3 – FVIS17**

7. What additional services would you have liked the Ranger Station to provide? Please mark (●) **all** that apply.

- Sale of passes that are not currently provided (Which one?) \_\_\_\_\_
- Recreational classes (Which subject?) \_\_\_\_\_
- Additional handouts/materials (Specify) \_\_\_\_\_
- Longer hours of operation (From what time \_\_\_\_\_ to what time \_\_\_\_\_?)
- Other services (Specify) \_\_\_\_\_

**Topic Area 1 – GR3**

8. a) How many people were in your group on this trip? \_\_\_\_\_

**Topic Area 1 – AGE1**

b) How many children (under 18) were in your group on this trip? \_\_\_\_\_

**Topic Area 1 – GR1**

9. What type of group were you with? Please mark (●) **one**.

- Alone
- Family
- Other (Specify) \_\_\_\_\_
- Friends
- Family and friends

**Topic Area 2 – TPLAN1 Variation**

10. If you were to plan another trip in the area, would you return to the Ranger Station at the Seattle REI for information? Please mark (●) **one**.

- Yes, likely
- No, not likely
- Not sure

**Topic Area 6 – OPMGMT3**

11. Is there anything else you want to tell us about your experience with the Ranger Station at the Seattle REI?

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## SURVEY LOG FOR ON-SITE SURVEY

Today's date: \_\_\_\_\_

Weather: \_\_\_\_\_

Hello! The National Park Service is conducting survey to gather your opinions about your experience using Outdoor Recreation Information Center. Your participation is voluntary. If you decide to participate we would like to ask you to complete a short questionnaire after you are done talking with the staff. The questionnaire will take about 13 minutes to complete, would you like to participate?

**IF NO:** Could I ask you a few quick questions that will help us to understand more about the people visiting ORIC today?

- 1) Is this your first time using ORIC?
- 2) What is your zipcode (or name of the country)?
- 3) What is your age?

**IF YES:** Thank you—here's a clipboard and a questionnaire for you to fill out. Please hand this back to me when you are done

Observe and note the person gender

Inter-viewer initials	Start & stop times, breaks	Interval - every nth	Time	First time user?		Zip code or name of country	Age	Gender		COMMENTS: explain reason for refusal, "other" group, etc.
				Yes	No			M	F	
				Yes	No			M	F	
				Yes	No			M	F	
				Yes	No			M	F	
				Yes	No			M	F	
				Yes	No			M	F	
				Yes	No			M	F	
				Yes	No			M	F	
				Yes	No			M	F	
				Yes	No			M	F	
				Yes	No			M	F	
<b>TOTALS</b>										

# SURVEY LOG FOR PHONE-IN

Today's date: \_\_\_\_\_

Your name: \_\_\_\_\_

[After finish with the person on the phone]

The National Park Service is conducting survey to gather your opinions about your experience using Outdoor Recreation Information Center. It's an online survey which takes about 13 minutes to complete. Your participation is voluntary. If you decide to participate I'll need to ask you a few questions and your email address to send you the link to the survey. Would you like to participate?

**IF NO:** Could I ask you a few quick questions that will help us to understand more about the people visiting ORIC today?

- 1) Is this your first time using ORIC?
- 2) What is your zip code (or name of the country)?
- 3) What is your age?
- 4) Observe and note the person gender

**IF YES:** Thank you—Please provide me your name and your email address. We'll email you the link to the survey shortly

If Yes (Make sure to double check spelling)

If No

Start & stop times, breaks	Interval - every nth	Time	Accept?		Name	Email address	1) First time user?		2) Zip code or name of country	3) Age	4) Gender	
			Yes	No			Yes	No			M	F
			Yes	No			Yes	No			M	F
			Yes	No			Yes	No			M	F
			Yes	No			Yes	No			M	F
			Yes	No			Yes	No			M	F
			Yes	No			Yes	No			M	F
			Yes	No			Yes	No			M	F
			Yes	No			Yes	No			M	F
			Yes	No			Yes	No			M	F
			Yes	No			Yes	No			M	F
			Yes	No			Yes	No			M	F
			Yes	No			Yes	No			M	F
<b>TOTALS</b>												

**Initial email to telephone users**

Dear [*Respondent's Name*]:

On [Date], you contacted the Outdoor Recreation Information Center (ORIC in REI store-Seattle) staff to obtain recreational information to prepare for your trip. During that time you agreed to participate in a short post-trip survey. You also provided us with your contact information for this online survey.

This survey has been designed that it will take about 13 minutes to complete. The results of this study will help the National Park Service (the agency responsible for the operation of ORIC) to plan for recruitment and employee training. Only a small number of participants were selected at random to complete this survey, therefore, your input is very important to us.

Please log in to the online survey here: <https://psu.uidaho.edu/survey/klse>

Survey Number = [[survey]]

Password = [[password]]

Klondike Gold Rush National Historical Park- Seattle Unit

[*insert signature here*]

Karen Beppler-Dorn  
Superintendent



**1<sup>st</sup> Follow up email – sent one week after initial contact**

Dear [*Respondent's Name*]:

About a week ago we contacted you regarding a survey that we are conducting on behalf of the National Park Service. When you visited or called the Outdoor Recreation Information Center (in REI store in Seattle) to obtain recreational information to prepare for your trip. At that time, you agreed to take a short survey. We are now following up to ask you to answer a few questions regarding the service you received from the staff at ORIC.

A select number of people were contacted for this study, so it is important to us that we hear from you. As of today, we have not received your response to our online questionnaire. We would appreciate if you would take about 13 minutes to complete a very short survey.

Thank you for participating in the REI Store Ranger Information Station Visitor Survey. We look forward to hearing from you!

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Please log in to the online survey here: <https://psu.uidaho.edu/survey/klse>

Survey Number = [[survey]]

Password = [[password]]

Sincerely,

[*insert signature here*]

Karen Beppler-Dorn  
Superintendent  
Klondike Gold Rush National Historic Site Seattle Unit

**2<sup>nd</sup> Follow up e-mail - sent three weeks after initial contact**

Dear [*Respondent's Name*]:

Over the past few weeks we have invited you to participate in a survey that we are conducting on behalf of the National Park Service. As of today, we have not received your response to our online questionnaire. We are contacting the remaining individuals that have not responded to this request because we would really like to hear from you. Please consider taking the time to complete this online survey.

We would like to hear from you because your experience and opinions with the Outdoor Recreation Information Center (ORIC in REI store in Seattle) may be different from those who already have given their input. Hearing from as many people as possible will help ensure that our results will be as accurate as possible. To complete the survey, just click on the following link.

<https://psu.uidaho.edu/survey/klse>

Survey Number = [survey]  
Password = [password]

Again, we would like to thank you for considering this request and look forward to hearing from you very soon!

Sincerely,

[*insert signature here*]

Karen Beppler-Dorn  
Superintendent  
Klondike Gold Rush National Historic Site Seattle Unit