

Martin Luther King Jr. National Historic Site

VISITOR

FOCUS GROUP SCRIPT AND DISCUSSION GUIDE

Introduction:

Good (Morning/Afternoon), my name is [MODERATOR], I work for the Park Studies Unit at the University of Idaho. We're conducting research sponsored by the National Park Service. The purpose of the research is to better understand visitors' experience at Martin Luther King Jr. National Historic Site.

This discussion group has been approved by the Office of Management and Budget in compliance with the Paperwork Reduction Act. The Office of Management and Budget control number and expiration date are available upon your request.

Before we begin I want to tell you that the information that we obtain here is anonymous and will not be used for any commercial purposes. I also want to inform you that we are audio recording this session, but the recording will not be shared with anyone outside of our research team and will be used only to create a summary of our discussion.

This focus group will take a maximum of 60 minutes to complete.

I am going to ask you to please take turns when speaking, that you do not speak at the same time, and that you do not interrupt when others are talking during the session. If you have something to share while someone else is speaking, raise your hand and I will make time for you to share when that person finishes. I want you to know that there are no right or wrong answers. What we want to know are your opinions and feelings.

You do not have to use your full names during this session. We can refer to one another by using our first names only. Let's begin the session by going around the table and introducing ourselves, please:

- Introduce yourselves by stating your first name.
- Please tell us where you are from.

Let's go around the table one by one, starting to my right....

For the purposes of this review and submission the justifications for each question or section of questions is highlighted in a shaded text box above each question. These text boxes will not be printed on the final version of the surveys. The Topic Areas noted are consistent with the currently approved pool questions for the NPS Programmatic Review Process (1024-0224 - Current Expiration Date: 8-31-2014). The questions that are slight variations are denoted as such. Any variation to the questions have been carefully discussed and generally approved by the NPS Information Collection Review Coordinator with understanding that those questions will require further review and consideration by OMB before full determination and approval can be granted.

Topic Area 3 - TRIPC1

1. What were your primary reasons, or motivations, for visiting Martin Luther King Jr. National Historic Site today?

Topic Area 3 - ITIN7 (variation)

2. The Historic Site includes seven buildings operated by the National Park Service, and two buildings operated by partner organizations.

- a) Using the map in front of you, please mark which of these buildings you have visited so far, and the order in which you visited them, by writing a 1,2,3 etc. in the space provided.

Topic Area 3 - ITIN6

- b) Why did you visit in that particular order?

Topic Area 3 - ITIN8 (variation)

- c) Did you have any difficulty knowing or deciding what to do or where to go? If so, please explain.

Topic Area 6 - EVALSERV16

- d) What [kinds of facilities or services] would help you and others to navigate the site?

Topic Area 3 - ACT14 (variation)

3. Tell us about your experience obtaining tickets for the Birth Home Tour.
 - a) Did you know where to go to get the ticket? If no, explain.
 - b) Once you picked up the ticket did you know where to go for the tour? If no, explain.

Topic Area 1 - KNOW9 (variation)

4. Were you aware that there are educational signs throughout the Birth Home block (the neighborhood surrounding the Birth Home)

a) If yes: how did you become aware of the educational signs?

Topic Area 3 - ACT20

b) Did you have a chance to look at any of the signs?

Topic Area 3 - ACT21

If no: what were the reasons for not looking at the signs?

Topic Area 3 - LEARN4 (variation)

If yes: What did you learn from the signs?

Topic Area 6 - EVALSERV7 (variation)

5. Using the map in front of you, please write “E” where you think there should be an educational sign, and “D” where you think there should be a directional sign.

Topic Area 3 - TRIPC23 AND TRIPC24

6. Please tell us about your experiences obtaining services such as food, overnight accommodations, rental services, and so on.

Prompt: *did you have any difficulties finding or obtaining the services you needed?*

Topic Area 6 - OPMGMT3

7. Is there anything else you would like to tell us about your visit to Martin Luther King Jr. National Historic Site?