



Social Science Program
National Park Service
U.S. Department of the Interior

Visitor Services Project



Fort Monroe National Monument

Visitor Study

Insert photo



IN REPLY REFER TO:

United States Department of the Interior

NATIONAL PARK SERVICE
Fort Monroe National Monument
41 Bernard Road
Fort Monroe, VA 23651



Fall 2013

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Fort Monroe National Monument. This information will assist us in our efforts to better manage this park and to serve you.

This questionnaire is only being given to a select number of visitors, so your participation is very important. It should only take about 20 minutes after your visit to complete.

When your visit is over, please complete this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. mailbox.

If you have any questions, please contact Lena Le, NPS VSP Assistant Director, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, : 208-885-2585 (phone): lenale@uidaho.edu (email).

We appreciate your help.

Sincerely,





(insert electronic signature)

Kirsten Talken-Spaulding
Superintendent

DIRECTIONS

At the end of your visit:

1. Please have the selected individual (at least 16 years old) complete this questionnaire.
2. For questions that use circles (O), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil.

Like this: ● Not like this:    

3. Seal it in the postage-paid envelope provided.
4. Drop it in a U.S. mailbox.

Paperwork Reduction Act Statement: The National Park Service as authorized by 16 U.S.C. 1a-7 to collect this information. . We will use this information to evaluate visitor services at Fort Monroe National Monument. Your response to this request is voluntary and 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 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Lena Le, NPS VSP Assistant Director, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive, MS 1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), lenale@uidaho.edu (email).

Your Visit To Fort Monroe National Monument

TOPIC AREA 1 - GR2

1. On your visit to Fort Monroe national Monument, were you part of the following types of organized groups? Please mark (●) **one** for **each**.
- | | | | | |
|---|-----------------------|-----|-----------------------|----|
| a) Commercial guided tour group | <input type="radio"/> | Yes | <input type="radio"/> | No |
| b) School/educational group | <input type="radio"/> | Yes | <input type="radio"/> | No |
| c) Professional conference | <input type="radio"/> | Yes | <input type="radio"/> | No |
| d) Military service (individual or family member) | <input type="radio"/> | Yes | <input type="radio"/> | No |
| e) Other (scouts, work, church, etc.) | <input type="radio"/> | Yes | <input type="radio"/> | No |

TOPIC AREA 1 - GR3

- f) If you were with one of these organized groups, how many people, including yourself, were in this group?
- _____ Number of people in organized group

NOTE: Your **personal group** does not include the larger group that you might be traveling with, such as a school, church, scout, or tour group. For the purposes of this survey, your **personal group** is anyone who visited the park with you, such as a spouse, family, friends, etc. The following questions pertain to your personal group and not the larger group that you may be traveling with.

TOPIC AREA 1 - GR1

- 2 a) On this visit to Fort Monroe National Monument, who were you with? Please mark (●) **only one**.
- | | |
|--|--|
| <input type="radio"/> Alone | <input type="radio"/> Friends |
| <input type="radio"/> Family | <input type="radio"/> Family and friends |
| <input type="radio"/> Other (Please specify) _____ | |

TOPIC AREA 1 - GR3

- b) On this visit, how many people were in your group, including yourself?
- _____ Number of people in your personal group

Topic Area 1 - KNOW1

3. a) On November 1, 2011, President Obama signed a proclamation designating portions of Fort Monroe as a National Monument. Prior to receiving this questionnaire, were you aware that Fort Monroe NM is a unit of the National Park System?

Yes No

Topic Area 1 - KNOW3

- b) Prior to your visit, were you aware that Fort Monroe NM is a partnership park with the National Park Service, Commonwealth of Virginia, City of Hampton, Fort Monroe Authority, and United States Army sharing management decisions?

Yes No

Topic Area 3 - TPLAN1

4. a) Prior to this visit, how did you obtain information to prepare for your visit to Fort Monroe National Monument (NM)? Please mark (•) all that apply in column (a).

Did not obtain information prior to visit → **Go to part (b) of this question**

- b) If you were to visit Fort Monroe NM in the future, which sources of information would your personal group prefer to use to prepare for your visit? Please mark (•) all that apply in column (b).

a) This visit	b) Future visit	Source of information
<input type="radio"/>	<input type="radio"/>	Friends/relatives/word of mouth
<input type="radio"/>	<input type="radio"/>	Inquiry to park via phone, mail, or email
<input type="radio"/>	<input type="radio"/>	Fort Monroe NM website: www.nps.gov/fomr
<input type="radio"/>	<input type="radio"/>	Other websites — Which one(s)? _____
<input type="radio"/>	<input type="radio"/>	Local businesses (hotels, motels, restaurants, etc.)
<input type="radio"/>	<input type="radio"/>	Maps/brochures
<input type="radio"/>	<input type="radio"/>	Newspaper/magazine articles
<input type="radio"/>	<input type="radio"/>	Other units of the National Park System (NPS)
<input type="radio"/>	<input type="radio"/>	Previous visits
<input type="radio"/>	<input type="radio"/>	School class/program
<input type="radio"/>	<input type="radio"/>	Social media (e.g., Facebook, Twitter, Constant Contact, etc.)
<input type="radio"/>	<input type="radio"/>	State welcome center/visitors bureau/chamber of commerce
<input type="radio"/>	<input type="radio"/>	Television/radio programs/DVDs
<input type="radio"/>	<input type="radio"/>	Travel guides/tour books (such as AAA, etc.)

- n/a Other, this visit (Specify) _____
 n/a Other, future visit (Specify) _____

Topic Area 3 – TPLAN2

c) From the sources above, did you receive the type of information needed to prepare for your visit?

- No Yes → **Go to Question 5**

Topic Area 3 – TPLAN3

d) If NO, what type of information did you need that was not available? Please be specific.

Topic Area 1 – RES2

5. a) Was every member in your personal group a resident of the Fort Monroe NM **area** (within 30 miles)?

- No Yes

Topic Area 3 – TRIPC1

b) Was visiting Fort Monroe NM the primary reason that non-resident members of your personal group came to the **area** (within 30 miles)?

- Yes No

TOPIC AREA 3 – TRIPC31 VARIATION

6. a) Please mark (•) **all** mapping devices that you used to find your way to Fort Monroe on this visit.

- None → **Go to Question 5**
 GPS devices
 Online mapping tools (Google Maps, YahooMaps, MapQuest, etc.)
 Printed maps/brochures
 Smartphone/tablet (such as iPads) mapping apps

Other (Please specify) _____

TOPIC AREA 3 - TRIPC12

b) Did you have any difficulty locating Fort Monroe NM using the above devices?

Yes No → **Go to Question 7**

TOPIC AREA 3 - TRIPC13

c) If YES, what were the problems?

TOPIC AREA 3 - TRIPC3

7. a) On this visit, did you or any member of your group stay overnight **away from their permanent residence** on the Fort Monroe NM peninsula or in the area (within 30 miles)?

Yes No → Go on to question 8

b) If YES, please list the number of nights any one in your group stayed on the Fort Monroe peninsula or in the **area** (within 30 miles).

Number of nights on Fort Monroe NM **peninsula** _____

Number of nights in Fort Monroe NM **area** (within 30 miles) _____

c & d) In which type(s) of accommodations did your group spend the night(s) on the Fort Monroe peninsula and in the area? Please mark (•) **all** that apply.

<u>Accommodation</u>	<u>c) On the peninsula</u>	<u>d) Within 30 miles</u>
Lodge, motel, rented condo/home, cabin, B&B	n/a	<input type="radio"/>
Residence of friends or relatives	<input type="radio"/>	<input type="radio"/>
RV/trailer camping	<input type="radio"/>	<input type="radio"/>
Tent camping in a developed campground	<input type="radio"/>	<input type="radio"/>
Personal seasonal residence	<input type="radio"/>	<input type="radio"/>
Other (Please specify below)	<input type="radio"/>	<input type="radio"/>

c) On the peninsula _____ d) Within 30 miles _____

TOPIC AREA 3 - TRIPC4&5

8. On this trip, where did you stay on the night **before and the night after** visiting the Fort Monroe NM area (within 30 miles)? If you stayed at home, please write the name of the town/city and state where you live.

a) BEFORE visit: City/Town _____ State _____

b) AFTER visit: City/Town _____ State _____

TOPIC AREA 3 - TRIPC8

9. On this visit, how long did you stay in the Fort Monroe NM area (within 30 miles)? (Please list partial hours or days as $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$)

Resident of the area → **Go to Question 10**

_____ Number of hours, if **less than 24 hours**

_____ Number of days, if **24 hours or more**

TOPIC AREA 3 - TRIPC8 VARIATION

10. a) On this visit, how many hours **in total** did you spend visiting Fort Monroe NM? (Please list partial hours as $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$)

_____ Total number of hours visiting the park

TOPIC AREA 3 - TRIPC6

b) Did you visit Fort Monroe NM on more than one day?

Yes No

c) If YES, on how many days?

_____ Number of days

TOPIC AREA 3 - TRIPC20

11. From the communities listed below where did you obtain support services (e.g., information, gas, food, lodging) for this visit to Fort Monroe NM? Please mark (•) **all** that apply.

Did not need support services → **Go to Question 12**

a) Community

b) Services used

		Information	Gas	Food	Lodging
<input type="radio"/>	Hampton	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Phoebus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Yorktown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Colonial Williamsburg	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Newport News	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Other (Specify below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

TOPIC AREA 3 - TRIPC21

c) Were you able to obtain all of the services that you needed?

- No Yes → **Go to Question 12**

TOPIC AREA 3 - TRIPC22

d) If NO, what needed services were not available?

Service (List)	Comments (Please be specific)
_____	_____
_____	_____
_____	_____

TOPIC AREA 3 - TRIPC18

12. On this trip to Fort Monroe NM, what other places in the local area did you visit? Please mark (.) all that apply.

- Visited Fort Monroe NM only → **Go to Question 13**
- | | |
|--|---|
| <input type="radio"/> Buckroe Beach | <input type="radio"/> Jamestown/Yorktown |
| <input type="radio"/> Busch Gardens | <input type="radio"/> Living History Museum |
| <input type="radio"/> Colonial Williamsburg | <input type="radio"/> Mariners' Museum |
| <input type="radio"/> First Landing State Park | <input type="radio"/> U.S. Army Transportation Museum |
| <input type="radio"/> Fort Wool | <input type="radio"/> Virginia Beach |

- Hampton History Museum
- Virginia Air and Space Center
- Hampton University
- Newsome House Museum and Cultural Center
- Virginia Welcome Center (Please specify) _____
- Other (Please specify) _____

TOPIC AREA 3 - TRANS16 VARIATION

13. a) On this visit, how did your personal group access the peninsula? Please mark all that apply in column (a)
- I live on the Live on the peninsula → **Go to Question 14**
- b) If you were to visit in the future, which types of transportation would you prefer be allowed to access the Fort Monroe peninsula? Please mark all that apply in column (b)

a) Access this visit		b) Preferred access on a future visit
<input type="radio"/>	Bicycle	<input type="radio"/>
<input type="radio"/>	Boat	<input type="radio"/>
<input type="radio"/>	Car, pickup, van, SUV, motorcycle	<input type="radio"/>
<input type="radio"/>	On foot	<input type="radio"/>
<input type="radio"/>	RV/motorhome	<input type="radio"/>
<input type="radio"/>	Water taxi	<input type="radio"/>
<input type="radio"/>	Other (Please specify)	<input type="radio"/>

TOPIC AREA 3 - TRANS NEW QUESTION

- c) Would you prefer to have only foot traffic allowed inside the historic fort?
- Yes, likely
 - No, unlikely
 - Not sure

TOPIC AREA 3 - ACT1

14. a) On this visit, in which activities did you or members of your personal group participate within Fort Monroe NM? Please mark (•) **all** that apply.
- b) On future visits, in which activities would you or members of your personal group participate within Fort Monroe NM? Please mark (•) **all** that apply.

a) This visit	b) Future visit	Activity
----------------------	------------------------	-----------------

- Attending scheduled events at Paradise Ocean Club
- Creative arts (photography/drawing/painting/writing)
- Exploring the North Beach area and trails
- Fishing at Engineer's Pier
- Observing Mill Creek from observation deck
- Picnicking
- Playing on ball fields
- Taking a walking tour with brochure
- Taking ranger or volunteer-led guided tour
- Visiting Fort Monroe NM grounds
- Visiting Old Point Comfort Marina/cafe
- Visiting the Casemate Museum (operated by Commonwealth of Virginia)
- Walking along Outlook Beach
- Other (Specify) _____

TOPIC AREA 3 - TRIPC35

15. a) During this visit to Fort Monroe NM, did anything detract from your experience?

- Yes No

b) If YES, please explain. _____

TOPIC AREA 6 - EVALSERV13

16. a) Please mark (•) **all** of the visitor services and facilities that you **used** at Fort Monroe NM during your visit.

b) For only those services and facilities that you **used**, please rate their importance to your visit from 1-5.

c) For only those services and facilities that you, please rate their quality from 1-5.

b) Importance	c) Quality
1=Not at all important	1=Very poor
2=Slightly important	2=Poor
3=Moderately important	3=Average

a) Visitor services/facilities used? _____

	4=Very important 5=Extremely important	4=Good 5=Very good
<input type="radio"/> Access for people with disabilities	_____	_____
<input type="radio"/> Casemate Museum	_____	_____
<input type="radio"/> Directional signage (on the peninsula)	_____	_____
<input type="radio"/> Engineer's Pier	_____	_____
<input type="radio"/> Onsite dining and refreshment	_____	_____
<input type="radio"/> Outdoor exhibits	_____	_____
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Park website: www.nps.gov/fomr used before or during visit	_____	_____
<input type="radio"/> Picnic areas	_____	_____
<input type="radio"/> Ranger/volunteer-led programs	_____	_____
<input type="radio"/> Restrooms	_____	_____

TOPIC AREA 6 - EVALFEE1 VARIATION

17. a) If bicycle rentals were to be provided in the future, would you be willing to pay \$10/hour (maximum \$30 per day) to rent a bicycle to use on the Fort Monroe peninsula?
- Yes, likely No, unlikely Not sure
- b) If you were to visit in the future, would you be willing to pay \$5 for a 1-day pass to have access to the historic fort, Casemate Museum, beach, trails, and wildlife observation deck?
- Yes, likely No, unlikely Not sure
- c) If you were to visit in the future, would you be willing to pay \$14 for a 7-day pass to have access to the historic fort, Casemate Museum, beach, trails, and wildlife observation deck?
- Yes, likely No, unlikely Not sure

TOPIC AREA 3 - TRANS2

18. a) On this visit, how many vehicles did you (or your personal group) use to arrive at Fort Monroe NM?
- _____ Number of vehicles

TOPIC AREA 3 - TRIPC7

- b) On this visit, how many times did you enter the park?

_____ Number of entries

TOPIC AREA 6 - EVALFEE1 VARIATION

c) If onsite parking is provided in the future, would you be willing to pay \$1/hour to park?

- Yes, likely No, unlikely Not sure

TOPIC AREA 3 - FVIS5

19. If you were to visit Fort Monroe NM in the future, how would you prefer to learn more about the park's cultural and natural history? Please mark (•) **all** that apply.

- Not interested in interpretive activities/programs → **Go to Question 20**
- As a volunteer in the park Indoor exhibits
- Children's activities Roadside exhibits
- Films, movies, videos Trailside exhibits
- Ranger-guided walks/talks Self-guided tours
- Electronic media/devices available to visitors (downloadable digital files, podcasts, cell phone tours/apps, interactive computer tours, audio, etc.)
- Living history/costumed interpretive programs
- Park website: www.nps.gov/fomr
- Printed materials (brochures, books, maps, etc.)
- Other (Please specify) _____

TOPIC AREA 3 - LEARN1

20. This is a three part question. Please read each

a) Fort Monroe NM interpretive programs and visitor center exhibits discuss topics related to colonial history and defense of the nation along the Chesapeake Bay from 1609 to 2011. Please mark (•) **all** the topics you learned (or learned more) about on this visit.

Did not learn about any topics on this visit → **Go to part (c) of this question**

b) Please indicate how much your level of understanding of each topic improved during your visit. Please mark (•) **one** answer for each topic.

c) Please mark (•) the topics your personal group would be interested in learning (or learning more) about on a future visit.

a)	b)	c)
----	----	----

Learned on this visit?	Level of understanding improved?				Interested on future visit?	
	Not at all	A little	Somewhat	A lot	Yes	No
<input type="radio"/> Life and experiences of American Indians and early English settlers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> 400-year history of coastal defense and training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Life and leisure at Fort Monroe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Natural history and the formation of the Chesapeake Bay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> The first arrival of captured Africans in English colonies and people and events significant to the end of slavery in the U.S.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

TOPIC AREA 3 - LEARN3

d) Please list any additional topics your personal group are interested in learning about at Fort Monroe NM.

TOPIC AREA 7 - ECON4

21. For your personal group, please estimate all expenditures for the items below for this visit to Fort Monroe NM and the surrounding area (within 30 miles of the peninsula). **Please write "0" if no money was spent in a particular category.**

a) Please list your personal group's total expenditures on Fort Monroe peninsula.

b) Please list your personal group's total expenditures in the **surrounding area** outside the park (within 30 miles).

NOTE: Surrounding area residents should only include expenditures that were **just for this visit** to Fort Monroe NM.

EXPENDITURES

a) On peninsula b) Within 30 miles

Spent no money (.) → Go to (b)

→ Go to (c)

Lodge, hotel, motel, cabin, B&B, etc.	n/a	\$ _____
Camping fees and charges	\$ _____	\$ _____
Guide fees and charges	\$ _____	\$ _____
Restaurants and bars	\$ _____	\$ _____
Groceries and takeout food	\$ _____	\$ _____
Gas and oil (auto, RV, boat, etc.)	\$ _____	\$ _____
Other transportation expenses (rental cars, taxis, boat rental, auto repairs, but NOT airfare)	\$ _____	\$ _____
Admission, recreation, entertainment fees	\$ _____	\$ _____
All other expenditures (souvenirs, books, postcards, sporting goods, donations, etc.)	\$ _____	\$ _____

TOPIC AREA 7 – ECON5

c) How many people do the above expenses cover? Please write "0" if no children were covered by the expenditures.

_____ Adults (18 years or over) _____ Children (under 18 years)

TOPIC AREA 1 – AGE1

22. For your personal group on this visit, please provide the following. (If you do not know the answer, leave blank).

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	c) Number of visits to Fort Monroe NM (including this visit) Lifetime
Yourself	_____	_____	_____
Member #2	_____	_____	_____
Member #3	_____	_____	_____
Member #4	_____	_____	_____
Member #5	_____	_____	_____
Member #6	_____	_____	_____

Member #7 _____

TOPIC AREA 7 - ECON1

23. a) For you only, which category best represents your annual **household** income? Please mark (●) only **one**.

- | | | |
|--|---|---|
| <input type="radio"/> Less than \$24,999 | <input type="radio"/> \$50,000-\$74,999 | <input type="radio"/> \$150,000-\$199,999 |
| <input type="radio"/> \$25,000-\$34,999 | <input type="radio"/> \$75,000-\$99,999 | <input type="radio"/> \$200,000 or more |
| <input type="radio"/> \$35,000-\$49,999 | <input type="radio"/> \$100,000-\$149,999 | <input type="radio"/> Do not wish to answer |

b) How many people are in your household? _____ Number of people

TOPIC AREA 1 - GR4

24. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

- Yes No → **Go on to Question 25**

b) If YES, what services or activities were difficult to access/participate in?

TOPIC AREA 1 - LANG1

25. When visiting an area such as Fort Monroe NM, what language(s) do most members of your personal group prefer to use for speaking and reading?

- a) Speaking English Other (Specify) _____
- b) Reading English Other (Specify) _____

c) What **services** in the parks need to be provided in languages other than English? Please specify any services needed or mark (●) "None."

- Service (Specify) _____ - **OR** - None

TOPIC AREA 6 - EVALSERV32, 33, & 34

26. a) Would your personal group recommend visiting Fort Monroe NM to others?

- Yes** **No**

b) If YES, please explain why.

c) If NO, please explain why not.

TOPIC AREA 6 - EVALSERV3

27. a) What did your personal group like **most** about your visit to Fort Monroe NM?

TOPIC AREA 6 - EVALSERV3

b) What did your personal group like **least** about your visit to Fort Monroe NM?

TOPIC AREA 6 - OPMGMT3

28. Is there anything else your personal group would like to tell us about your visit to Fort Monroe NM?

TOPIC AREA 6 - EVALSERV1

29. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Fort Monroe NM during this visit? Please mark (•) **one**.

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you for your help! Please seal the questionnaire in the postage-paid envelope provided and drop it in any U.S. mailbox.

