

# Instrument F – Transportation Effects on Decisions to Use Park Shuttle Service – MORA

2011



**ID:** \_\_\_\_\_

**Location:** \_\_\_\_\_

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

**Time:** \_\_\_\_\_ AM/PM

**A. Trip Description**

**1. Including yourself, how many people are in your personal group today? [Topic Area 1. GR3]**

\_\_\_\_\_ Number of people

**2. Are there any children under the age of 16 in your group today? (Check one.)  
[Topic Area 1. VARIATION GR3]**

- Yes (\_\_\_\_\_ Number of children)
- No

**3. Which of the following activities have you or do you plan to do during this visit to Mount Rainier National Park? (Check all that apply.) [Topic Area 3. VARIATION ACT18]**

- Day hike
- Bicycle
- Picnic
- Drive to view scenery
- View wildflowers
- View wildlife
- Take photographs
- Visit a visitor center
- Play in the snow
- Backpack
- Mountaineer/climb
- Attend a park service naturalist program
- Tour Longmire Museum
- Camp overnight in a campground
- Stay overnight at Longmire Inn or Paradise Lodge
- Shop for souvenirs
- Eat at one of the eating establishments within the park
- Other (Please specify:\_\_\_\_\_)

**4. Which of the activities listed in Question 3 would you consider to be your primary activity during this visit? [Topic Area 3. ACT23]**

\_\_\_\_\_ Primary activity

5. Which of the following locations have you or do you plan to visit during this trip to Mount Rainier National Park? (Check all that apply.) [Topic Area 3. ACT19]

- Westside Road
- Longmire
- Comet Falls
- Cougar Rock
- Ricksecker Point
- Paradise area
- Ohanapecosh
- Tipsoo Lake
- White River
- Box Canyon
- Sunrise area
- Carbon River area
- Mowich Lake area
- Other (Please specify: \_\_\_\_\_)

6. Which of the following description best fits your group during this visit to Mount Rainier National Park? (Check one.) [Topic Area 2. VARIATION TPLAN4]

- We had not determined any specific destinations to visit before entering the park
- Before entering the park we had decided on ONE destination as the focus of our visit  
( \_\_\_\_\_ *Name of destination*)
- Before entering the park we had decided on multiple destinations, all of which are important to our visit  
( \_\_\_\_\_ *Name of destination*)  
( \_\_\_\_\_ *Name of destination*)  
( \_\_\_\_\_ *Name of destination*)  
( \_\_\_\_\_ *Name of destination*)  
( \_\_\_\_\_ *Name of destination*)

**B. The Visitor Experience**

7. **Did you know that Mount Rainier has a shuttle bus service that operates during summer weekends between Ashford, WA and Paradise? [Topic Area 3. INDIVIDUAL ACTIVITIES AND USES OF PARK RESOURCES]**
- Yes (CONTINUE TO QUESTION 8)
  - No (SKIP TO QUESTION 10)
8. **How did you first find out about the Mount Rainier shuttle bus? (Check all that apply.) [Topic Area 2. VARIATION TPLAN11]**
- Knowledge from previous visit(s)
  - Family/friends/word of mouth
  - Travel guide/Tour book
  - Convention/Visitor Bureau
  - Radio/Television
  - Newspaper/Magazine article
  - Hotel/Motel
  - National Park website ([www.nps.gov/mora](http://www.nps.gov/mora))
  - Other website (Please specify): \_\_\_\_\_
  - Local business (Please specify): \_\_\_\_\_
  - Other (Please specify): \_\_\_\_\_
9. **Have you ridden the Mount Rainier shuttle bus before today's visit? [Topic Area 1. TRANS1]**
- Yes
  - No
10. **Have you used shuttle buses in other National Parks or Monuments before? [Topic Area 3. INDIVIDUAL ACTIVITIES AND USES OF PARK RESOURCES]**
- Yes (CONTINUE TO QUESTION 11)
  - No (SKIP TO QUESTION 12)

11. In which national park(s) have you used shuttle buses, once inside the park? (Check all that apply.) [Topic Area 3. – INDIVIDUAL ACTIVITIES AND USES OF PARK RESOURCES]

- Acadia National Park, Maine
- Denali National Park, Alaska
- Devils Postpile National Monument, California
- Eugene O’Neill National Historic Site, California
- Glacier National Park, Montana
- Golden Gate National Recreation Area (including Mount Rainier), California
- Grand Canyon National Park, Arizona
- Great Smoky Mountains National Park, Tennessee/North Carolina
- Sequoia National Park, California
- Zion National Park, Utah
- Other(s) (Please specify \_\_\_\_\_)

12. Did you use the Mount Rainier shuttle bus system today? [Topic Area 3. TRANS3]

- Yes (CONTINUE TO QUESTION 13)
- No (SKIP TO QUESTION 18)

13. Which of the following descriptions best fits your group during this visit to Mount Rainier National Park? (Check one.) [Topic Area 2. TRIP/VISIT CHARACTERISTICS]

- We decided when we were planning this trip to the park that we would use the Mount Rainier shuttle bus on this visit to the park.
- It was not until we arrived in Ashford, WA that we decided to use the Mount Rainier shuttle bus on this visit to the park.
- It was not until we entered the park that we decided to use the Mount Rainier shuttle bus on this visit to the park.

14. At which of the following locations did you first board the shuttle bus during this visit to Mount Rainier National Park? (Check one.) [Topic Area 3. VARIATION TRIPC2]

- Ashford, WA
- Longmire
- Cougar Rock
- Narada Falls
- Paradise
- Comet Falls
- Don’t know/Not sure

15. For each of the following destinations, please indicate whether you visited the location using the Mount Rainier shuttle bus today? (Check one for each item.)  
**[Topic Area 3. VARIATION TRANS7]**

Location	Yes	No	Don't Know/ Not Sure
Longmire	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cougar Rock	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Narada Falls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paradise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comet Falls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. Are there destinations in the park to which you would have liked to ride the shuttle bus today, but were unable to do so because the bus doesn't go there? (Check one.)  
**[Topic Area 2. TRIP/VISIT CHARACTERISTICS]**

Yes (Please specify all destinations: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_)

No

17. What reasons best explain why you used the Mount Rainier shuttle bus system today? (SKIP TO QUESTION 19) **[Topic Area 2. TRIP/VISIT CHARACTERISTICS]**  
*(Please tell us up to three reasons that best explain why you used the shuttle bus.)*

a. \_\_\_\_\_  
 b. \_\_\_\_\_  
 c. \_\_\_\_\_

18. What reasons best explain why you did not use the Mount Rainier shuttle bus system today? **[Topic Area 2. TRIP/VISIT CHARACTERISTICS]**  
*(Please tell us up to three reasons that best explain why you did not use the shuttle bus.)*

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

19. We would like to know how you feel about using different kinds of transportation in Mount Rainier. To do this, imagine you are traveling on the park road, making your way up the mountain to Paradise. For each item below, **FIRST** rate how much you think it describes your experience today driving your own car on the park road to Paradise. **THEN** rate how much you think it describes what it would be like using the Mount Rainier shuttle bus to travel to Paradise. Please answer this last part even if it is not likely you would use the shuttle bus on a future park visit.

**[Topic Area 6. EVALTRAN1]**

	Riding shuttle bus				Driving your car			
	Strongly Disagree	Disagree	Agree	Strongly Agree	Strongly Disagree	Disagree	Agree	Strongly Agree
You have easy access to your personal belongings (such as recreation equipment)	1	2	3	4	1	2	3	4
You learn about the park	1	2	3	4	1	2	3	4
Travel is affordable or low cost	1	2	3	4	1	2	3	4
You have opportunities to see wildlife	1	2	3	4	1	2	3	4
It is easy to find your way around the park	1	2	3	4	1	2	3	4
You have pleasant interactions with other visitors	1	2	3	4	1	2	3	4
It takes too long to get where you want to go	1	2	3	4	1	2	3	4
You feel safe	1	2	3	4	1	2	3	4
You have little impact on park's natural environment	1	2	3	4	1	2	3	4
You connect with the natural environment	1	2	3	4	1	2	3	4

	Riding shuttle bus				Driving your car			
	Strongly Disagree	Disagree	Agree	Strongly Agree	Strongly Disagree	Disagree	Agree	Strongly Agree
You hear natural sounds	1	2	3	4	1	2	3	4
You have easy access to different areas of the park	1	2	3	4	1	2	3	4
You hear the sounds of traffic	1	2	3	4	1	2	3	4
It is easy to get to scenic overlooks/vistas	1	2	3	4	1	2	3	4
You experience a sense of freedom	1	2	3	4	1	2	3	4
You feel stressed while traveling through the park	1	2	3	4	1	2	3	4
You have trouble finding parking	1	2	3	4	1	2	3	4
You can go “where you want, when you want”	1	2	3	4	1	2	3	4
You experience conflict with visitors using other kinds of transportation	1	2	3	4	1	2	3	4
You avoid traffic congestion	1	2	3	4	1	2	3	4
You feel crowded by other visitors	1	2	3	4	1	2	3	4

20. How likely would you be to use the Mount Rainier shuttle bus system on a future visit to the park? (Check one.) [Topic Area 3. VARIATION FVIS18]

- Very likely
- Somewhat likely
- Somewhat unlikely
- Very unlikely

21. What would make your more likely to use the Mount Rainier shuttle bus system on a future visit to the park? [Topic Area 6. VARIATION EVALTRAN6]

(Please tell us up to three things that would make you more likely to use the shuttle bus.)

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_



22. **Were you aware that there is a “park and ride” in Ashford, WA where visitors can park their cars and ride the Mount Rainier shuttle bus into the park? (Check one.)**  
**[Topic Area 5. INDIVIDUAL EVALUATION OF PARK SERVICES]**
- Yes, and we used the Ashford “park and ride” on this visit
  - Yes, but we did not use the Ashford “park and ride” on this visit
  - No, we were not aware of the Ashford “park and ride”
23. **If you were to visit Mount Rainier National Park again, would you consider using the Mount Rainier shuttle bus from the “park and ride” in Ashford, WA? (Check one.)**  
**[Topic Area 3. VARIATION FVIS 18]**
- Yes (SKIP TO QUESTION 25)
  - No (CONTINUE TO QUESTION 24)
24. **Which of the following reasons best describe why you would not consider using the Mount Rainier shuttle bus from the “park and ride” in Ashford, WA during a future visit to the park? (Check all that apply.)**  
**[Topic Area 5. INDIVIDUAL EVALUATION OF PARK SERVICES]**
- I prefer to drive into the park before boarding the shuttle bus
  - It is difficult to find the “park and ride” in Ashford, WA
  - It takes too long to get where I want to go in the park using the shuttle bus from the “park and ride” in Ashford, WA
  - Other reasons (Please specify: \_\_\_\_\_)

<b>C. Background Information</b>
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25. What is your gender? (Check one.) [Topic Area 1. GEND2]  
 Male  
 Female
26. In what year were you born? [Topic Area 1. AGE1]  
Year born: \_\_\_\_\_
27. Do you live in the United States? (Check one.) [Topic Area 1. RES1]  
 Yes (What is your zip code? \_\_\_\_\_)  
 No (What country do you live in? \_\_\_\_\_)
28. What is the highest level of formal education you have completed? [Topic Area 1. VARIATION ED2]  
(Check one.)  
 Some high school  
 High school graduate or GED  
 Some college, business or trade school  
 College, business or trade school graduate  
 Some graduate school  
 Master's, doctoral or professional degree
29. Are you Hispanic or Latino? (Check one.) [Topic Area 1. RACE/ETH2]  
 Yes  
 No
30. What is your race? (Check all that apply.) [Topic Area 1. RACE/ETH3]  
 American Indian or Alaska Native  
 Asian  
 Black or African American  
 Native Hawaiian or other Pacific Islander  
White

**Thank you for your help with this survey! Please return it to the surveyor.**

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