

National Park Service
U.S. Department of the Interior



Social Science Division

Expedited Approval for NPS-Sponsored Public Surveys

1. **Project Title** **Submission Date:**

Abstract:

(not to exceed 150 words)

3. **Principal Investigator Contact Information**

First Name: **Last Name:**
Title:
Affiliation:
Street Address:
City: **State:** **Zip code:**
Phone: **Fax:**
Email:

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

First Name: **Last Name:**
Title:
Park:
Park Office/Division:
Street Address:
City: **State:** **Zip code:**
Phone: **Fax:**
Email:

Project Information

5. **Park(s) For Which Research is to be Conducted:** Congaree National Park (CONG)

6. **Survey Dates:** 4/27/2011 (mm/dd/yyyy) to 5/3/2011 (mm/dd/yyyy)

7. **Type of Information Collection Instrument (Check ALL that Apply)**
 Mail-Back Questionnaire **On-Site Questionnaire** **Face-to-Face Interview** **Telephone Survey** **Focus Groups**

Other (explain) _____

8. **Survey Justification:** (Use as much space as needed; if necessary include additional explanation on a separate page.)
Legal Justification: The National Park Service Act of 1916, 38 Stat 535, 16 USC 1, et seq., requires that the National Park Service (NPS) preserve the national parks for the use and enjoyment of present and future generations. At the field level, this means resource preservation, public education, facility maintenance and operation, and physical developments that are necessary for public use, health, and safety. Allocation of funding is to be roughly in proportion to the seasonally adjusted volume of use (P. L. 88-578, Sect. 6) and in consideration of visitor characteristics and activities for determining carrying capacity (92 Stat. 3467; P. L. 95-625, Sect. 604 11/10/78). Other federal rules (National Environmental Policy Act, 1969 and NPS guidelines) require visitor use data in impact assessment of development on users and resources as part of each park's general management plan.

Managerial Justification

In 2003, Congaree Swamp National Monument became Congaree National Park. As a designated Wilderness area, International Biosphere Reserve, Globally Important Bird Area, and the largest intact tract of old-growth floodplain forest in North America, Congaree National Park provides a sanctuary for plants and animals, and a research site for scientists. Activities include hiking, primitive camping, bird watching, picnicking, canoeing and kayaking, ranger guided interpretive walks and canoe tours, nature study, and environmental education programs. Since the last VSP survey in 2005, visitation has increased and additional visitor services, external programs and outreach activities have been offered to the public. The superintendent has spent a lot of time and effort to increase awareness of the park and wants to measure whether these efforts have been effective.

This survey has been designed to help managers to learn more about the people who use the park, how they learn about it, the activities they do and their opinions about the services/programs offered by the park. The results from this survey will also help the manager to determine more effective ways to reach the public in the surrounding areas of Columbia, SC.

9. **Survey Methodology:** (Use as much space as needed; if necessary include additional explanation on a separate page.)
(a) Respondent universe: A systematic sample of all visitors, age 16 and older, will be contacted by VSP-trained interviewers at selected locations in each park.
(b) Sampling plan/procedures: The survey and sampling design for this visitor study is based upon Dillman's Tailored Design Method (TDM). The TDM has been shown to increase response rates, improve accuracy, and reduce cost and burden hours. The methodology has been used in 214 previous surveys conducted by the VSP. Most questions have been

included in other VSP questionnaires or appear in the NPS Known Pool of Questions. A systematic sampling procedure will be based on the park's visitation statistics from the previous year. We will intercept every *n*th visitor group to participate in the study, as they arrive at the park visitor center. Each interviewer will be trained in the intercept and interview procedures. A supervisor will be on-site during the survey to ensure that interview procedures are followed. On-site visitors will be intercepted at the location shown below:

Park	Intercept Location
CON	Trailhead outside the visitor center

(c) Instrument administration:

A mail-back questionnaire will be used to systematically collect data from visitors, including: individual characteristics, trip/visit characteristics, individual activities, individual evaluation of park services/facilities, individual perceptions of their park experiences and individual opinions on park management. Park visitors will be randomly selected to participate in this study during a 7-to 14-day period

The initial contact with visitor groups will take approximately 1 minute. This time will be used to explain the study and determine interest of participation. The number of visitor groups who refuse will be recorded and used to calculate response rates. Visitors who volunteer to participate in the study will be asked five questions (2 additional minutes) to collect information that will be used in a non-response bias check. They will also be asked to record their name, phone, and email address on the interviewer's log sheet. Phone and email addresses will be used to follow up with additional questionnaire mailings as necessary.

If a group agrees to participate, the researcher will give the survey to the individual (16 years or older) within the group who has the next birthday. Participants will be given a stamped, addressed questionnaire to complete and mail back to the Visitor Services Project.

All participants will be mailed a thank you/reminder post card 11 working days after the end of the sampling period. A reminder letter with a stamped, addressed replacement questionnaire will be sent to all non-respondents 21 working days after completion of on-site contacts. A second reminder letter and a stamped, addressed replacement questionnaire will be mailed to the remaining non-respondents after 35 working days following the end of the sampling period.

(d) Expected response rate/confidence levels:

The number of questionnaires to be distributed is based on the park's visitation data and the number of days of surveying. The table below gives a projection of the expected sample size, response rate, and associated confidence intervals and confidence level for this park.

Park	Number of Survey Days	Number of initial Contacts	Expected number of questionnaires distributed	Expected Number of Responses	Expected Response Rate	Margin of Error +/-%
CONG	28	1962	1792	1373	70%	2.3

For dichotomous response variables, estimates will be accurate within the margins of error and levels of confidence described above. The confidence intervals will be somewhat larger for questions with more than two response categories.

(e) Strategies for dealing with potential non-response bias:

During the initial contact, the interviewer will ask each visitor five questions taken from the survey. These questions will be used in a non-response bias analysis.

- 1) *What type of group are you traveling with today?*
- 2) *(If with an organized group-tours, school, etc.) How many people are in your group?*
- 3) *How many in your party are, 18 years and older?*
- 4) *How many are in your party are 17 years and younger?*
- 5) *How old is the person who will complete the questionnaire?*

Responses will be recorded for every survey contact. Results of the non-response bias check will be described in a report and the implications for park planning and management will be discussed.

(f) Description of any pre-testing and peer review of the methods and/or instrument (recommended):

The questions included in this survey were initially designed and reviewed by the principal investigator, research staff, and scientists at the University of Idaho. The questionnaire format and many of the questions have been used in 214 previous VSP survey instruments. Questionnaires were peer reviewed by NPS managers and university professors.

10. Total Number of Initial Contacts	1,962	11. Estimated Time to Complete Initial Contact	3	1	Burden Hours:	98
Expected Respondents:	1,373	Estimated time to Complete Instrument (mins.)	20	2	Burden Hours:	458
				.	TOTAL	556

13. **Reporting Plan:** The results of the studies will be presented in internal agency reports for NPS managers at Congaree National Park. Response frequencies will be tabulated and measures of central tendency computed (e.g., mean, median, mode, as appropriate). The reports will be archived with the NPS Social Science Program for inclusion in the Social Science Studies Collection. They will also be posted on the Park Studies Unit VSP website at: <http://psu.uidaho.edu/vsp.reports.htm>. Hard copies will be available upon request. The economic data will be used to produce special reports for the NPS covering overall use estimates and local economic impacts.