

**National Park Service
U.S. Department of the Interior**



Social Science Program

Expedited Approval for NPS-Sponsored Public Surveys

1. Project Title: Visitor Services Project (VSP): Understanding Hispanic/Latino visitation experiences – a Tucson AZ focus group study	Submission Date 10/11/2011
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2. Abstract: Saguaro National Park (SAGU) is committed to increasing their efforts to make park relevant to the local communities. According to the US Census Bureau, 30% of Arizona and 35% of the Tucson population are of Hispanic/Latino ethnicity. The results from a survey conducted in 2005 showed that Hispanics represented 3% of the park’s visitor population. In order to design marketing programs that will attract Hispanic visitors and make a better connection to the local community, SAGU has requested assistance from the Visitor Services Project (VSP). The VSP will conduct a series of up to 10 focus groups within the Tucson Hispanic/Latino communities. The purpose of the focus groups will be to better understand the communities’ recreational behavior and to explore alternatives to improve connection with local communities.
(not to exceed 150 words)

3. Principal Investigator Contact Information

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Project Information

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

6. **Survey Dates:** 11/15/2011 to 12/15/2011

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:** *Social science research in support of park planning and management is mandated in the NPS Management Policies 2006 (Section 8.11.1, "Social Science Studies"). The NPS pursues a policy that facilitates social science studies in support of the NPS mission to protect resources and enhance the enjoyment of present and future generations (National Park Service Act of 1916, 38 Stat 535, 16 USC 1, et seq.). NPS policy mandates that social science research will be used to provide an understanding of park visitors, the non-visiting public, gateway communities and regions, and human interactions with park resources. Such studies are needed to provide a scientific basis for park planning, development.*

Managerial Justification.

In a national effort to make national parks more relevant to the general public, especially those of underrepresented minority communities, it is important to understand recreational behaviors and issues facing these groups. There are a few outdated studies about under represented minority groups' visitation and recreation patterns in national parks. These studies have conflicting results and there are no current studies specifically related to Hispanic visitation and recreation behaviors from the communities in Tucson, AZ. In order to create effective outreach programs for the local communities a study is needed to understand their recreational behaviors, and the issues or barriers that prevent the Hispanic community at-large from visiting Saguro National Park.

The VSP proposes to conduct 6-8 focus groups sessions with a sample of Hispanic/Latino communities in and around Tucson, AZ. The information collected will be used to help the NPS determine if additional programs and activities are needed to maximize the park's outreach efforts towards the Hispanic/Latino communities

The research objectives are to:

- understand recreational behaviors of Hispanic communities in the local area;
- learn about any issues or barriers facing local Hispanic communities that may be keeping them from visiting the park;
- determine the changes needed in facilities and staff to meet specific needs of local communities;
- determine the types of interpretive programs and the topics that would attract the local Hispanic community.

9. **Survey Methodology:**
(Use as much space as needed; if necessary include additional explanation on a separate page.)

(a) Respondent Universe:

The respondent universe will be Hispanic/Latino adults at least 18 years of age who are year-round residents of Tucson, or Pima County, AZ. According to the U.S. Census Bureau 2010 Census 265,000 individuals self-identified as Hispanic or Latino. Discounting those who are under 18, the target population for this study is approximately 120,000 individuals.

(b) Sampling Plan/Procedures:

The study will be introduced by a series of meetings with key leaders of the Hispanic community in Pima county, AZ. These key leaders are identified as church leaders, community organizers, youth group leaders, and other influential individuals in the communities. Contact information to these individuals will be obtained through outreach programs at Saguaro National Park and at the University of Arizona. The purpose of the study will be explained to gain community support. A bilingual announcement will also be posted on Saguaro National Park's Facebook page to reach a younger audience that may not be otherwise reached by other channels (see attachment).

Focus group participants will be recruited by telephone using a sampling frame provided by Survey Sampling International (SSI). According to the National Center for Health Statistics, as recently as 2008, approximately 25% of U.S. households were identified as "cell phone only", meaning they had no access to land line telephone service. A study by Tucker, Brick, and Meekins (2007) showed that the percentage of "cell phone only" households is even higher among Hispanic populations. Thus the target sample frame will have 50% cell phone and 50% landline numbers. To increase the chance of success (phone number belonging to a Hispanic/Latino person), the phone numbers in the sampling frame will be selected based on Spanish-sounding surnames. According to a study of Spanish-sounding surnames by Vidal (2009), 91% of people with a Spanish surname identify themselves as Hispanic/Latino. This factor will be taken into account to calculate the sampling frame.

From a list of 900 names and phone numbers (50% cell numbers) a bilingual interviewer will start at the 1st number and then call every 5th number on the list. The interviewer will ask to speak to an adult in the household (at least 18) who has the nearest birthday. If that person is not Hispanic/Latino the next number will be selected. If there's no answer, the number will be called twice at different times on the next two days. If a person declines to participate, his/her age, gender, length of residency will be recorded to conduct a non-response bias check (see attached recruitment material and log). If a target of 80 participants is not met, the interviewer will restart at the 2nd number and call every 5th number after that. The process will restart until a target of 80 eligible individuals who agree to participate in a focus group can be reached.

To encourage participation, we will offer up to \$20 as reimbursement for traveling expenses, a small gift (a park water bottle or a gift certificate to the park's bookstore) and refreshments will be offered to participants who attend and complete the focus group meeting. The gifts and refreshments will be donated by Friends of Saguaro National Park group and the bookstore association (Western National). The gift will be specified in the recruitment

materials. To be eligible to receive a gift, a participant will have to fully complete a focus group session. Friends of Saguaro National Park group will also provide \$10 to reimburse participants' travel costs.

(c) Instrument Administration:

Ten focus groups will be administered by VSP bilingual personnel. The focus group scripts are attached as a separate document. Each session will take approximately 90 minutes to complete. The sessions will be voice-recorded, transcribed and analyzed. Contact information and full transcripts will be kept in a locked cabinet. The responses will be coded in all analyses and publications to protect participants' privacy.

(d) Expected response rate/confidence levels:

It is expected that each focus group will include approximately 8 participants. It is estimated that 800 individuals will be contacted to recruit 80 focus group participants. Because this study design is qualitative and uses purposive samples selected from targeted groups, there is no statistical basis for generalizing the findings to all visitors. Therefore, response rates and confidence levels/intervals do not present the same concerns as they do in quantitative studies based on probability samples and employing inferential statistical analysis. The findings will be used to provide SAGU staff with information that can be used in the development of their outreach process. The results will also be used as preliminary indicators for a future survey in Hispanic communities to obtain generalizable data.

	Number of Initial Contacts	Expected Response Rate	Expected Number of Responses
Phone recruiting	800	10%	80

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

Since this is qualitative research and the results will not be generalized to the entire Hispanic population we do not believe that non-response bias is an indicator of the research rigor. However, qualitative studies require a level of theoretical saturation of the findings, which may relate to maximum variation of study participants. Participants and non-participants will be compared in terms of age, gender, years of residency in the area, and preferred language. If maximum variation is not reached in any of the variables, the discrepancy will be noted as a potential violation of saturation status.

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

The instrument was developed by evaluation professionals at University of Idaho and the VSP based on a literature review and the goals of the SAGU outreach program. The script was pre-tested at the University of Arizona using a small group of Hispanic students (n=8). The questions have been verified for clarity and cultural sensitivity.

10 **Burden Estimates:** We plan to approach 800 individuals during the phone recruitment process. We expect that the initial contact time will be five minutes per person (800 x 5 minutes = 67 hours). We expect that based on the selection process, 720 people will either be ineligible or decline to participate in the focus groups. We will record the basic demographic information (age, length of residency, and gender) that will be used for the non-response check. This time is included in the initial contact time described above.

For those who are selected to participate in the study (80) we expect that it will take at least 90 minutes to complete the focus group sessions (80 x 90 minutes – 120 hours). The total burden for this collection is estimated to be 187 hours.

Total Number of Initial Contacts	800	Estimated Time (mins.) to Complete Initial Contact	5	Estimated Burden Hours	67
Expected number of focus group participants	80	Time to complete focus group sessions (mins.)	90	Estimated Burden Hours	120
				Total Burden	187 Hours

11. **Reporting Plan:** Once the focus groups have been completed, the VSP will create full transcripts of each focus group and submit them as an appendix to the final report. The report will describe the methodology and provide analyses that will include all raw data and an interpretation of the data that will include themes and patterns, consistency of responses, and recommendations. This information will be provided in a manner that will be used to inform the park’s outreach efforts. The final report will be submitted by the VSP to SAGU and NPS and a copy will be archived by the NPS Social Science Division. There will be a potential publication in peer-reviewed journals. All personal information will be removed from reports and publications to protect participants’ identities.