

## SAGU Focus Group Recruitment Process - DRAFT

Recruitment strategy: From a list of 800 phone numbers, of which 50% are cell phone numbers, a bilingual interviewer will call every fifth number, beginning with the first number. The interviewer will ask to speak to the adult in the household who has the nearest birthday. If that person is not Hispanic/Latino, the call will be terminated and the next number will be called. If a person declines to participate, his/her age, gender, and length of residency will be recorded for a non-response bias check. The process will continue until a target of 80 eligible individuals is reached.

Dates: start recruiting late [Insert Month here], actual focus group [insert date here]

### Recruitment script:

Hello/Good morning/Good afternoon!

My name is \_\_\_\_\_ (name)\_\_\_\_\_. I'm a volunteer at Saguaro National Park in Tucson. The park interested in learning about how people in Tucson use local recreational areas. We're especially interested in the Hispanic population of the Tucson area. May I please speak to an adult the household who has the next birthday?

1. Are you Hispanic or Latino?

*If NO:* I'm sorry, you are not within our target frame, thank you for your time.

*If YES:*

I'd like to invite you to a small group discussion - about recreation in the Tucson area - that will last about 90 minutes, and will take place at \_\_\_\_\_(location)\_\_\_\_\_ during the first week in October. In return for your time, we'd like to offer you a meal, a Saguaro National Park water bottle, and gift certificate to the Saguaro National Park book and gift store. We'll also give you up to \$20 for your travel costs to \_\_\_\_\_(location)\_\_\_\_\_.

Would you be interested in participating?

*If NO:* Thank you for your time. How long have you lived in this area? And may I please have your age?

*If YES:*

Great! I have a few short questions to ask:

2. What is your zip code?

3. How long have you lived in southern Arizona?
  4. What language would you prefer to speak?
  5. What is your age?
  6. Have you ever visited Saguaro National Park in Tucson?
  7. The group discussions will take place between Saturday October 1<sup>st</sup> and Friday October 7. Which day of the week would you prefer? What time of day would you prefer – morning, around noon, afternoon, or evening?
  8. So that we can confirm with you, what is your name? Phone number? Address?
- Finally, the discussion will be recorded so that I can include all the comments in a report for Saguaro National Park. However, your comments will be anonymous.

# RECRUITMENT LOG

Today's date: \_\_\_\_\_

Name of recruiter: \_\_\_\_\_

Please refer to the recruitment script for procedure and questions.

1. If the person declines record age/gender and length of residency  
If the person accepts focus group invitation record in columns 2-8
2. What is your zip code?
3. How long have you lived in southern Arizona?
4. What language would you prefer to speak?
5. What is your age?
6. Have you ever visited Saguaro National Park in Tucson?
7. The group discussions will take place between Saturday October 1<sup>st</sup> and Friday October 7<sup>th</sup>. Which day of the week would you prefer? What time of day would you prefer – morning, around noon, afternoon, or evening?

8. So that we can confirm with you, what is your name? Address?

Thank you very much for agreeing to participate! We'll be contacting you to let you know the exact date and time of the discussion.

Time	Declined?			2. Zip code	3. # of years in AZ	4. Preferred language (English or Spanish)	5. Age	6. Visited the park? (Y/N)	7a. Pref. day	7b. Pref. time	8. Name/Address/preferred phone number (if different than the current one)
	Age	Gender	Yrs in AZ								
TOTALS											

## **FOCUS GROUP DISCUSSION GUIDE** **(Translated from Spanish)**

### **Introduction:**

Good (Morning/Afternoon), my name is [MODERATOR], and 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 the needs and barriers of the local Hispanic community regarding access to resources at Saguaro National Park

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 at 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 purpose. I also want to inform you that we are audio recording this session, but the recording will not be shared with anyone and will be used only to create a summary of our discussion. Names will not be used in transcripts and quotations.

This focus group will take a maximum of one and a half hours to complete. During this time we invite you to get something to eat or drink and if you need to use the restroom, they are located at \_\_\_\_\_.

I am going to ask you to please take turns when speaking, so 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 discussion. 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. As we go around the table, please:

- **Introduce yourself by stating your first name**
- **Share with us how long you have lived in Tucson area**
- **Tell us how you usually get to work (bus, bike, private vehicle, carpool?)**

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

### **1. Recreational behavior/culture TOPIC AREA 3**

What things you do you like to do for fun when you have free time such as a weekend or vacation?

- a. What is your experience with outdoor recreational activities such as picnicking, daily exercise, walking, playing Frisbee, etc?  
(Alternative wording: What outdoor activities do you engage in? What do you do for fun outside?)  
*Probe: What kinds of things would you NOT do? (due to limitations, preferences, etc.)*
- c. Is this an activity you do on a regular basis (daily, weekly, etc.), or only once in awhile?

### **2. Public Land Use Patterns TOPIC AREA 3**

A public land area is not privately-owned (such as a golf course, amusement park, etc) and is operated by a city, county, state federal entity.

- a. Do you visit any publicly-owned areas, in or around Tucson?
- b. (If Yes,) why do you go there? (If you've visited more than one area, please share answers for all that you've visited...)
  - Describe for me a typical visit to the public land site you visit most often. What do you do there?
- c. (If No) If you have not been to any of the publicly-owned areas, have you heard of any areas that people in your community often go to?
  - What do people say about things that they can do there?

*Prompt for activities including: Driving for pleasure (scenic driving), Viewing/photographing wildlife, birds, etc., Viewing/photographing scenery, plants, flowers, etc., Visiting a nature center, nature trail, or visitor center, Picnicking, Riding a dirt bike or ATV, Hiking, walking, trail running, Skiing, Swimming, Boating (boats, personal watercraft, etc.), Bicycling (road, mountain), Fishing, Rock climbing, Backpacking, Horseback riding, Camping.*

### **3. Information sources**

- a. TOPIC AREA 1\_ What kind of group (and what size) do you usually visit the public land/area with?
- b. TOPIC AREA 2 Is it typically your idea to visit or does someone else usually make the plans/decision? How do you go about planning/deciding when/where to go (logistics, etc.)
- c. TOPIC AREA 2 If you want to find out more about a public land area, how do you get information about it? What sources do you use?
- d. TOPIC AREA 2 Which one is the most important source of information? ("Important" means the source you rely on the most and provides you with most information to prepare for your travel.)

**5-minute break**

#### **4. National park perception/awareness**

*Reinforce: Keep in mind that there is no right or wrong answer for the following questions, I am only interested in your perceptions*

- a. **TOPIC AREA 1** When you hear the term “national park” what does that mean to you? Remember, there is no such thing as a right or wrong answer. I’m interested in your impressions and perceptions.  
How did you first learn about national parks?
- b. **TOPIC AREA 6** Name some of the national parks, if any, that you have visited. If you have not ever visited a national park, have you ever heard of any?
- c. **TOPIC AREA 3** Have you ever interacted with a park ranger, in or outside the park?
- d. **TOPIC AREA 5** If yes, how was this experience – what do you remember about it?

#### **5. Saguaro-specific questions**

- a. **TOPIC AREA 1** Prior to this conversation, were you aware of the Saguaro National Park existed?  
*If yes, describe to me what you know about it. Prompt for awareness that there are two district?*  
*If Yes, have you ever visited the park? Prompt for activities that people do in the park*
- b. **TOPIC AREA 3** When you and others visit an area such as Saguaro National Park what facilities and services do you think they would like to see available?
- c. **TOPIC AREA 2** What do you think might be a potential issue that would prevent you and others in your community from visiting Saguaro National Park?  
*Prompt for Financial, transportation, lack of interest, “close to home syndrome,” Federal land issue, perceptions of park rules/regulations...*
- d. **TOPIC AREA 7** In your opinion, what can park managers do to encourage people from your community to visit the park? What would help Saguaro National Park make a connection with the residents of Tucson?

*Reinforce if needed: I want to remind you that there’s no right or wrong answer, we are only interested in your opinion and preference. Please take as much time as you need to complete this. The following list will be printed and distributed to each participant*

**TOPIC AREA 5**

Below is the list of 10 options that may help Saguaro National Park connect with the local communities. Please rank each option in order of importance, with 1 being the most important and 10 being the least important option for you.

Rank:      Option:

\_\_\_\_\_ Provide transportation from your community to the park.

\_\_\_\_\_ Provide special programs for students at your local schools (career day, science fair, ranger talks, etc.).

\_\_\_\_\_ Provide special programs at your community center for everybody.

\_\_\_\_\_ Provide regularly scheduled programs and events in Spanish. (Please describe the types of programs you would like.)

Types of programs? (please list) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Provide children’s day camp at the park with transportation from the community in Spanish

\_\_\_\_\_ Have park rangers set up presentations/booths at community events

\_\_\_\_\_ Invite the community to the park – get the word out. (Please describe the venues/media you think would be the best way to reach your communities).

Venues/media? (please list) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Provide large picnic areas/facilities that can accommodate large groups.

\_\_\_\_\_ Translate park website, brochures, exhibits, in Spanish.

\_\_\_\_\_ Provide the types of facilities for the way I prefer to recreate. (Please describe the types of activities that you would like to have provided.)

Facilities? (please list) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**TOPIC AREA 6**

**If you have other ideas that could help Saguaro National Park better connect to the local communities, please list them on the back of this sheet, and continue to rank their importance.**

Other ideas:

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**Is there anything else anyone would like to add to the discussion?**

**Close**

Well, now I want to thank each of you for your time and for helping us with this focus group. All your comments have been very useful. Thank you very much.

**\*Additional Information Provided upon Request.**

OMB Approval number: (1024-0224)

Expiration Date: (8/31/2014)

Person Collecting and Analyzing Information:

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**Paperwork Reduction Act Statement:** The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services managed by the Saguaro National Park (SAGU). Your response is voluntary. Your contact information has been requested for follow-up purposes only. At the completion of this collection all names and personal information will be destroyed and 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 an average of 90 minutes to complete collection of information associated with this focus group. You may send any comments concerning the burden estimates or any aspect of this information collection to Lena Le NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: [lenale@uidaho.edu](mailto:lenale@uidaho.edu); or Saguaro National Park Superintendent 3693 South Old Spanish Trail Tucson, AZ 85730