



National Park Service
U.S. Department of the Interior

Social Science Program

OMB Control Number 1024-0224
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Programmatic Approval for NPS-Sponsored Public Surveys

1. **Project Title:** General Visitor and Camper surveys at the Pinnacles National Monument (PINN) **Submission Date :** 12-11-2012

2. **Abstract:** *Pinnacles National Monument (PINN) is in the process of updating the Long Range Interpretive Plan and General Management Plan. Two mail back questionnaires will be used to collect information from visitors to determine how well existing interpretive services are meeting visitor needs and expectations; and to determine visitor's needs and preferences of programs and facilities that the park should offer at a recently acquired campground.*

(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:** Pinnacles National Monument

6. Survey Dates:	Location	Start Date		End Date
	Pinnacles National Monument	04/05/2013	to	04/21/2013

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** *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").*
Justification: *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, gateway communities and regions, and human interactions with park resources. Information on visitor perceptions about security and safety will also be evaluated. Such studies are needed to provide a scientific basis for park planning, development and concession contract decisions.*
(Use as much space as needed; if necessary include additional explanation on a separate page.)

The last VSP visitor study at Pinnacles NM was conducted in 2002. In 2012, Clemson University conducted a Visitor Use and Capacity study to provide data on visitor capacity and effects on visitor experience. The park is completing a General Management Plan and will update the Comprehensive Interpretive Plan in 2014, using data from this study. Park managers are also looking for feedback on the operations at a newly acquired campground. The area is heavily used and needs improvement in services and facilities. There is no information about characteristics of current users. Park managers are looking for feedback about the campground operation as well as interpretive operations, to determine visitor satisfaction at the new site and to understand visitor's knowledge of park resources. This collection will provide information about economic impacts of visitor spending in the local area which is needed during collaborative planning efforts with the local communities.

The findings from the General Visitor Survey will be used to:

- provide input into planning (e.g. Long Range Interpretive Plan, potential development of new programs, finding any gaps in current visitor services to improve operations in the future)
- provide feedback about the current usage of the shuttle bus system to plan for future demand
- provide basic information about the economic benefits of visitation to local businesses and governments in the area
- obtain data about visitor activities, interests, length of stay, etc. to help shape visitor services provided in the future as well as outreach efforts.

The findings from the Camper Survey will be used to:

- establish baseline profile of current users for customer service planning purpose
- obtain data about current usage and future needs of services and facilities at the campground.
- obtain information about visitor awareness of camping impact on resources for Long Range Interpretive Plan and resource management.

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

(a) Respondent Universe:

General Survey: The respondent universe for this collection will be all recreational visitors, age 16 and older, visiting the park during the study period (April 5- 11). Visitors will be intercept at 4 park locations: East side overflow parking area, East side Moses Spring parking lot, West side, and at the park campground.

Camper Survey: The respondent universe for this collection will be recreational visitors, age 16 and older, who use the park campground during the study period (April 13-21). Visitors will be intercept at the park campground.

(b) Sampling Plan/Procedures:

Both surveys will follow the same procedure using mail-back questionnaires to collect the following information from visitors:

- 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 the study as they visit the park during the seven-day study period.

The survey design and sampling plan for this visitor study are 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 consistently been used in 254 previous surveys conducted by the NPS Visitor Services Project (VSP). Most of the questions have been used in other VSP questionnaires or have been taken from the current NPS Pool of Questions (OMB Control Number 1024-0224). A systematic sampling procedure, based on the park's visitation statistics from the previous year, will require intercepting every n^{th} visitor group to participate in the study.

Each interviewer will contact every n^{th} visitor at the selected locations (West Side, East side parking areas and the campground). The interviewers will be trained in every aspect of on-site contact this includes: using sampling intervals, avoiding sampling bias, and how to handle all types of interviewing situations, including safety of the visitor and the interviewer. Quality control will be ensured by monitoring interviewers in the field, and by checking their paperwork at the end of each survey day.

(c) Instrument Administration:

Both surveys will follow the same administration method as follow:
The initial contact with visitors will be used to explain the study and determine if visitors are interested in participating. This should take approximately 1 minute. As each group is encountered, the survey interviewer will ask the individual with the next birthday, and is at least 16 years of age, to serve as the respondent for the study. All individuals approached will be asked the non-response bias

questions (see item 9e below). The visitors that refuse to participate will be asked if they would be willing to take two minutes to respond to the non-response bias questions listed below. The number of refusals will be recorded and used to calculate the overall response rate for the collection.

Visitors selected for participation in the survey will be read the following script:

“Hello, my name is _____. I am conducting a survey for the National Park Service to better understand your opinions about the programs and services here at Pinnacles National Monument. Your participation is voluntary and all responses will be kept anonymous. Would you be willing to take a survey and mail it back to us using the self-addressed envelope?”

→ If **YES** – then ask, “has any member of your group been asked to participate in this survey before?”

If **“YES”** (already asked to participate) then, *“Thank you for agreeing to participate in this study we hope that you will return the questionnaire soon. Have a great day.”*

If **“NO”** (have not been previously asked to participate) then, *“Thank you for agreeing to participate. Who in your group is at least 16 years old and has the next birthday? Ask them to start the process by answering the non-response bias questions (listed below). Record responses in spaces provided on the tracking sheet. Hand them a survey packet including the questionnaire and a self-addressed stamp envelope.*

→ If **NO**– (soft refusal) - ask them if they would be willing to answer the non-response bias questions (listed below) and then thank them for their time. *Record responses in spaces provided on the tracking sheet.*

→ If **NO**– (hard refusal) - *end the contact and thank them for their time.*

Once the visitor has agreed to participate in the study, we will ask them to provide or personally record their name, address, and phone number or email address on the survey log sheet – this information will be only be used to follow-up with all non-respondents. At the end of the survey sampling period, all visitors accepting a survey packet on-site will be mailed a thank you/reminder post card within 11 working days. A reminder letter with a stamped, addressed replacement questionnaire will be sent to non-respondents 21 working days after completion of on-site contacts. A second reminder letter will be mailed to non-respondents after 35 working days with a stamped, addressed replacement questionnaire.

(d) Expected Response Rate/Confidence Levels:

General Survey: The response rate for this collection is based on VSP surveys at similar park sites. Based on the survey sample size, there will be 95% confidence that the survey findings will be accurate to within 3.8 percentage points (Table 1 below). Thus, the proposed sample size will be adequate for bivariate

comparisons and will allow for comparisons between study sites and more sophisticated multivariate analysis. If the response rate is below what would typically be expected, the VSP will call a sample of non-respondents to try to increase the response rate. For dichotomous response variables, estimates will be accurate within the margins of error and confidence intervals will be somewhat larger for questions with more than two response categories (Table 1).

A total of 685 visitors will be contacted during the sampling period. Based on previous and nearly identical studies conducted by the VSP, 630 (92%) visitors will agree to participate in the survey. The number of refusals will be recorded and reported in a survey log, and will be used in calculating the response rate. Of those who agree to participate approximately 409 visitors (65%) are expected to complete and return the survey by mail.

Camper Survey: A total of 293 visitors will be contacted during the sampling period. We expect that 270 (92%) visitors will agree to participate in the survey. The number of refusals will be recorded and reported in a survey log, and will be used in calculating the response rate. Of those who agree to participate approximately 189 visitors (70%) are expected to complete and return the survey by mail. The proposed sample size will provide a result within 5% margin of error.

Table 1: Expected/Actual Response Rates/Confidence Levels

	Number of Initial Contacts	Number Accepting Survey	Expected Response Rate	Expected/ Number of Responses	Margin of Error +/- %
PINN 2013					
General Survey (April 5- 11)	685	630	65%	409	3.8%
Camper Survey (April 13-21)	293	270	70%	189	5%
Total	978	900		589	

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

During the initial contact, the interviewer will ask each visitor four 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) *How many people are in your group?*
- 3) *How did this visit fit into your travel plans? (primary destination, one of several destinations, not a planned destination).*
- 4) *How old is the person who will complete the questionnaire?*

Responses will be recorded on a log for every contact. Results of the non-response bias check will be described in a report and any 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 questionnaire format and many of the questions have been used in 254 previous VSP survey instruments. The questions are taken from the currently approved list of questions in NPS Pool of Known Questions (OMB Control Number: 1024-0224; Current Expiration Date: 8-31-2014). Variations of the questions have been reviewed by NPS managers and university professors.

10 **Burden Estimates:** For the General Survey we will approach 685 random visitors and for the Camper Survey we will approach 293 random visitors. A total of a total of **978** individuals during both sampling periods. From this, we plan to obtain verbal agreement to participate in the survey from **900** individuals (General: $n=630$ and Campers: $n=270$).

We expect that the initial contact time will be two minutes per participant (978×2 minutes = 33 hours). During the initial on-site contact, everyone will be asked to answer the four questions (listed above in item 9e) that will be used for the non-response check.

General Survey

For those who agree to participate ($n= 630$) we expect that 409 will complete and return the survey. An additional 20 minutes will be required to complete and return the questionnaire (409 responses \times 20 minutes = 136 hours).

Camper Survey

For those who agree to participate ($n=270$) we expect that 189 will complete and return the survey by mail. An additional 10 minutes will be required to complete and return the questionnaire (189 responses \times 10 minutes= 32 hours).

The total burden hour this collection will be 201 hours.

Table 2: Estimation of Burden

Estimated Number of Contacts		Estimation of Time		Estimation of Respondent Burden	
Total Number of Initial Contacts	978	Estimated Time (mins.) to Complete Initial Contact	2	Estimated Burden Hours	33
General Survey	409	General Survey	20	General Survey	136
Camper Survey	189	Camper Survey	10	Camper Survey	32
				Total Burden	201

11. **Reporting Plan:** The study results will be presented in an internal agency report for NPS managers. Response frequencies will be tabulated and measures of central tendency computed (e.g., mean, median, mode, as appropriate). The report will be archived with the NPS Social Science Program for inclusion in the Social Science Studies Collection as required by the NSP Programmatic Approval Process; and 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 a special report for the NPS covering overall use estimates and local economic impacts.