

U.S. Department of the Interior National Park Service

Social Science Program

Visitor Services Project

Cape Lookout National Seashore

Resident Study

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Number: _____

OMB Control Number: 1024-XXXX Current Expiration Date: XX-XX-XXXX



United States Department of the Interior

NATIONAL PARK SERVICE Cape Lookout National Seashore 131 Charles Street Harkers Island, NC 28531



Dear Carteret County resident,

Thank you for participating in this important study. We want to learn about the expectations, opinions, and interests of Carteret County residents regarding Cape Lookout National Seashore. This information will be used to evaluate the ecosystem services and resource management of Cape Lookout National Seashore. We will use it to help us improve our management of this site and to better serve you, the general public, and other stakeholders, when using Cape Lookout National Seashore facilities.

This questionnaire is being mailed to a select number of local residents, so your participation is highly appreciated. Your response to this survey is voluntary and will remain anonymous. Your name will never be associated with your responses. Please do not put your name or contact information on this questionnaire. It should only take about 20 minutes to complete.

After you have completed this questionnaire, please return it to us in the postage-paid envelope provided.

If you have any questions, please contact Lena Le, NPS VSP Assistant Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, 208-885-2585 (phone), <u>lenale@uidaho.edu</u> (email).

We appreciate your help and are looking forward to hearing your opinion.

Sincerely,

[insert signature] Pat Kenney Superintendent

DIRECTIONS
1. Please have the selected individual (at least 18 years old) complete this questionnaire.
2. For questions that use circles (O), please mark your answer by filling in the circle with black or blue ink . Please do not use pencil.
Like this: ● Not like this: 🗭 🗭 ⊘ 💿
3. Seal it in the postage-paid envelope provided.
4. Drop it in a U.S. mailbox.

Paperwork Reduction Act Statement: The National Park Service is authorized by 16 U.S.C. 1a-7 to collect this information. We will use this information to evaluate the ecosystem services and resource management of Cape Lookout National Seashore. Your response is voluntary and anonymous. Your name will never be associated with your responses. Please do not put your name or contact information on this questionnaire. 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 20 minutes to complete this questionnaire. You may send comments concerning the burden estimate 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; lenale@uidaho.edu (email).

Section 1: Familiarity with the park and management practices

Questions 1 and 2 will be used to establish the level of residents' familiarity with the park. Because there are residents of Carteret County that may have not visited CALO prior to receiving this questionnaire, the following questions will be used to understand how familiar the residents are with the National Park Service in general and with the services offered at Cape Lookout. The familiarity scale index was developed and tested in studies by Spotts and Stynes (1985), Baloglu (2001), and Prentice (2004).

The familiarity variables will be used in conjunction with variables from section 3 to determine if residents at different levels of familiarity would perceive different values of the park ecosystem services. In addition, this section will be correlated with variables from section 2 to determine if level of familiarity with the park has an effect on level of awareness and support of the park management actions.

1. How familiar are you with each of the following aspects of Cape Lookout National Seashore? Please mark (•) **one** answer for each.

How familiar are you with:	Not at all	Slightly familiar	Somewhat familiar	Very 	Extremely familiar
Cape Lookout National Seashore (NS) in general	0	0	0	0	0
The geographic layout of Cape Lookout National Seashore	0	0	0	0	0
Recreation activities available at Cape Lookout National Seashore	0	0	0	0	0
Rules/regulations at Cape Lookout National Seashore	0	0	0	0	0
Park purpose and mission of Cape Lookout National Seashore	0	0	0	0	0

2. a) Prior to receiving this questionnaire, were you aware that Cape Lookout National Seashore is a unit of the National Park System?

0	Yes	0	No

b) Are you aware that Cape Lookout is home to several bird species protected by the Endangered Species Act?

O Yes	0	No
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c) From the list below, please tell us if you know whether the animals listed are threatened or endangered at Cape Lookout National Seashore.

	Threa	tened or Endar	ngered				
	YES NO Don't Know						
Loggerhead Sea Turtle							
Raccoon							
Piping Plover							
Sea Beach Amaranth							

4

Bottlenose Dolphin		
Common Tern		

Section 2: Opinions and level of support concerning management of endangered species.

CALO is home to several endangered and protected species and notable cultural resources. Question 3 is needed to measure local resident opinion on the importance of resource protections. Variables generated in Question 3 will be used in a multivariate analysis to determine if the level of support for protection of these resources correlates with the level of trust in federal agency and park managers to manage protected species and cultural resources.

The result of multivariate analysis will help CALO managers determine appropriate actions required for communication and public relations with the local communities to build trust and increase public awareness of park management actions concerning the management of cultural and natural resources. Questions 4, 5 and 6 are needed to determine the level of support the public places in park managers and ways in which support levels could be increased. The questions were developed from Meyer's Credibility Index and tested in previous research. Question 6 will be used by park managers to determine appropriate communications needed to gain public confidence and support regarding park resource management decisions.

3. a) In your opinion, how important is it to protect each of the following at Cape Lookout National Seashore? Please mark () **one** answer for each.

	How	import	tant?		Resources	Interested in learning	
Not at all	Slightly	Moderately	Very	Extremely		Yes	No
0	0	0	0	0	Nesting shorebirds and their habitats	0	0
0	0	0	0	0	Nesting sea turtles and their eggs	0	0
0	0	0	0	0	Wild horses	0	0
0	0	0	0	0	The Cape Lookout Lighthouse	0	0
0	0	0	0	0	Other historic structures	0	0
0	0	0	0	0	Dunes vegetation	0	0
0	0	0	0	0	Undeveloped Natural condition	0	0
0	0	0	0	0	Natural viewscape without development	0	0

b) Would you be interested in learning more about these resources during your visit at Cape Lookout National Seashore? Please check Yes or No for each topic.

c) Please list any additional topic that you would like to learn more about during your visit at Cape Lookout National Seashore. 4. We would like to know which of the following management actions you support concerning the protection of nesting species at Cape Lookout National Seashore. Please rate your level of support for each management action.

Management actions at Cape Lookout	Strongly oppose	Oppose	Neither oppose nor support	Support	Strongly support
Creation of pedestrian only areas on the beaches	0	0	0	0	0
Temporary closures of beaches and/or rerouting of Off Road Vehicles for bird and turtle nesting	о	о	0	о	о
Full visitor access closures, including prohibiting pedestrians, for bird nesting	0	ο	0	ο	0
Requiring pets to be leashed	0	0	0	0	0
Prohibiting camping and beach fires in areas close to protected turtle nests	0	0	0	0	0

5. How important is each of these items to your acceptance of Cape Lookout National Seashore management decisions? Please mark (•) one response for each item.

	Level of importance							
In order for me to accept a management decision, it is important that:	Not imnortant	Slightly	Somewhat immetant	Very	Extremely			
I trust in the decision-maker	0	0	0	0	0			
The decision is based on environmental consequences	0	0	0	0	0			
I understand the objectives of a proposed management action	0	0	0	0	0			
Science plays a role in management decisions	0	0	0	0	0			
Actions will protect natural resources at Cape Lookout	0	О	0	0	о			
The decision protects natural resources over human use	0	о	0	0	о			
The decision maintains access for recreation	0	0	0	0	0			
Actions help support the local community	0	0	0	0	0			
The decision is based on economic consequences	0	0	0	0	0			

6. Please rate the level of your agreement with each of the following statements. Please mark (•) one response for each statement

When it comes to issues concerning natural resource management:	Strongly	Disagree	Neither disagree nor agree	Agree	Strongly
Park managers are doing a good job	о	0	0	0	0
Park managers change policies without good reasons	ο	0	0	0	0
Park managers are too influenced by special interest groups	0	о	0	0	0
Park managers listen to ordinary people's opinions	О	0	0	о	о
Park managers provide all relevant information about decisions to the public	о	о	0	0	0
Park managers have the same ideas about management as I do	о	0	0	о	о
I feel that no additional rules and regulations are needed at Cape Lookout National Seashore	0	0	0	0	0

Section 3: Values associated with Cape Lookout National Seashore.

The questions in this section will be used to identify and map the different social values associated with ecosystem services offered at CALO. This information will be used by park managers to understand what people value about the park and where those values exist, so that the values can be protected and/or enhanced. Information obtained in this section will be used to identify and locate the social values of park resources.

The original scale and mapping technique were developed by Brown and Reed (2000). Since then the methods have been widely adapted for use in many other studies (Alessa et al 2008, Beverly et al. 2008, Brown et al. 2004, 2007, 2008, Nielsen-Picus 2011, Zhu et al. 2010). To date this is still the best method to obtain mapping data of social values associated to a place. This information is important to CALO for manager to evaluate how well the park's resource management goals meet public expectations. Furthermore, the mapping data will help to pinpoint the exact location where resource management plan may need adjustment or modification.

7. Imagine that you could allocate 100 preference points to ensure that Cape Lookout National Seashore and the surrounding waters kept their existing values. You might assign 100 points to one value and zero to all the others, or assign 50 to one, 25 to another and 25 to yet another.

Please read through the list below and use the boxes to assign 100 value points any way you would like. The points you assign should total 100 points.



Aesthetic Value (A). I value Cape Lookout National Seashore because I enjoy the scenery, sights, sounds, smells, etc.

Biological Diversity Value (B). I value Cape Lookout National Seashore because it provides a variety of fish, wildlife, plant life, etc.

Cultural Value (C). I value Cape Lookout National Seashore because it is a place for me to continue to pass down the wisdom, knowledge, traditions, and way of life of my ancestors. Economic Value (E). I value Cape Lookout National Seashore because it provides fisheries or tourism opportunities, such as outfitting and guiding. Future Value (F). I value Cape Lookout National Seashore because it allows future generations to know and experience the area as it is now. Historic Value (H). I value Cape Lookout National Seashore because it has places and things of natural and human history that matter to me. Intrinsic Value (I). I value Cape Lookout National Seashore in and of itself for its existence, no matter what I or others think about the Cape Lookout National Seashore because we can learn about the environment through scientific observation or experimentation. Life Sustaining Value (LS). I value Cape Lookout National Seashore because it provides a place for my favorite outdoor recreation activities. Spiritual Value (S). I value Cape Lookout National Seashore because it provides a place for my favorite outdoor recreation activities. Spiritual Value (Sub). I value Cape Lookout National Seashore because it provides a place for my favorite outdoor recreation activities. Subsistence Value (Sub). I value Cape Lookout National Seashore because it is has sacred, religious, or spiritual meaning to me or because I feel reverence and respect for nature there. Subsistence Value (Sub). I value Cape Lookout National Seashore because it provides necessary food and supplies to sustain my life. Therapeutic Value (T). I value Cape Lookout National Seashore because i		
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100 Points		• • • • •
	100	Points

8. Next please use the attached map and abbreviations above to identify the locations that best represent the values to which you assigned points.

- Find a location on the map associated with each value you assigned (from question 7) and <u>draw a</u> <u>dot there.</u>
- Use <u>the abbreviations listed</u> and write it next to the dot assigned for the value (for example "A" for Aesthetic Value).
- Repeat the steps for additional locations and values. You may select up to **five locations** for each value type.

(This is an example of the map that will be attached as a fold-out. The actual map will be 11x17)

Section 4: Communications regarding environmental challenges at the park

CALO functions as a barrier island that helps to reduce the impact of severe weather and invasion of salt water on the Outer Bank shore. In recent years, the park has faced the challenges of rising sea levels and frequently more severe storms that have directly affected the local communities. Questions 9 and 10 are needed to help the park to frame the communications about effect of climate change at the park to the contexts that are most relevant to visitors.

Question 9 is needed to identify visitors' position on climate change. The original scale was developed from situational theory (Sriamesch 2007, Voss 2009). This information will help Cape Lookout to address challenges at the park in a framework that is most relevant to visitors. Question 10 addresses specific topics that visitors are interested in learning about. This information will help park manager to identify the most suitable communication strategies with public about challenges facing the park.

		Leve	el of agreer	nent	
	Strongly	Disagree	Neither disagree	Agree	Strongly
I am personally concerned about the effects of climate change	0	0	0	0	0
I stay well-informed about the effects of climate change	0	0	0	0	0
In the face of sea level rise, I believe that Cape Lookout National Seashore should protect cultural resources in the park.	о	0	ο	0	О
Future generations will benefit if we address the effects of climate change	о	0	о	ο	О
It is important to consider the economic costs and benefits to local communities when addressing the effects of climate change	о	0	0	0	0
We can improve our quality of life if we address the effects of climate change	ο	0	0	0	0

9. How does each of these following statements describe your position on climate change? Please mark
(•) one response for each of the following statements.

- 10. If you were to visit Cape Lookout National Seashore in the future, which of the following topics would you like to see available through the park interpretive media (exhibits, brochures, etc.), educational programs, and other communications (public meetings, presentation of scientific studies, etc.)? Please check all that apply.
- 0 Not interested in any topic \rightarrow go to question 11
- O Climate science and atmospheric processes
- O Ways that Cape Lookout National Seashore uses to cope with effect of rising sea levels
- O Actions taken at Cape Lookout National Seashore to reduce the impacts of beach erosion
- O Environmental issues relevant to local communities surrounding Cape Lookout

- O Impacts of climate change on natural environment at Cape Lookout
- O Collaborations between Cape Lookout National Seashore and local communities to address future challenges
- O Actions visitors can take to reduce the impacts of climate change
- O Economic issues related to climate change
- O Disaster preparedness

This question is used to determine visitation and determine local residents' familiarity with the park. If they have not visited the park, they will skip the section.

- 11. How often do you visit Cape Lookout National Seashore? Please mark (_) one.
 - O Never visited the park → If you have never visited the park please skip to Question 12
 - O Often (about every week/every month)
 - O Occasionally (several time a year)
 - O Had visited in the past but not in the last 2 years

Section 5: Trip characteristics and visit experiences

The questions in this section will be used to access residents' recreation behaviors (how they access the park, what they do while at the park, with whom they recreate, etc.). The information will be used to identify different user groups. The responses will be compared with the questions concerning the perceived value of the park and level of trust on park management (section 2). We will also compare the value (section 3) that visitors place in different locations of the park to determine how different user groups associate park values with their preferred activities.

12. When was your MOST RECENT visit to Cape Lookout National Seashore?

_____month _____year

13. On your most recent visit, how would you rate the quality of following park services and facilities? Please mark one response for each service/facility

	Rating					
Service/facility	Very poor	Door	Average	Good	Very good	Don't know/did
Overall state of facility maintenance	0	0	0	0	0	0
Restrooms	0	0	0	0	0	0
Information signage (signs about park history, plants, animals, etc.)	0	о	0	0	0	0
Regulatory signage (signs about park rules and regulations)	0	о	0	0	0	0
Directional signage (signs for way-finding)	0	0	0	0	0	0
Accessibility of historic structures	0	о	0	0	0	0
Maintenance of historic structures	0	0	0	0	0	0

Area	s are clean and trash free			0	0	0	0	0	0	
Distr	ibution of facilities			0	о	0	0	0	0	
Access to the park in general					о	0	0	0	0	
lf you	rated any of the above services/facilities '	'poor" or	"very	poor" please	expla	in why	y.			
	Service/Facility	Reason								
			-							
	the most recent visit, what form of trans tional Seashore? Please mark only one	portation	did yo	ou use to arriv	e to I	the isla	ands a	t Cap	e Lookout	
0	Vehicle ferry	0	Priv	ate boat						
0 0	Kayak/canoe Passenger only ferry	0	Oth	er						
	a) Which of the following activities did you National Seashore? Please mark all that ap	• •	ate in (during your m	ost re	ecent	visit to	o Cape	e Lookout	
0	Fishing		0	Kayaking/ca	noeii	ng				
0	Camping		0	Swimming						
0	Birding		0	Horse viewi	ng					
0	Motorized boating		0	Taking phot	ograp	ohs				

0	Lighthouse climbing	0	Shell collecting
0	Sun bathing	0	Surfing
0	Beach driving	0	Visiting historic sites
0	Renting cabins	0	Attending interpretive tour

O Other_____

b) Which one of the above was your primary activity on the most recent visit to Cape Lookout National Seashore?

16. How long did you spend visiting Cape Lookout National Seashore on the most recent visit?

- ODay visit only \rightarrow Please list total number of hours_____OOvernight use \rightarrow Please list total number of days_____
- 17. On the most recent visit, were you part of a larger organized group (such as tour group, school, scout, church, etc.)?

O Yes O No

- 18. a) On the most recent visit, what kind of personal group (not guided tour/school/other organized group) were you with? Please mark () **one.**
 - O Alone O Friends
 - O Family O Family and friends
 - O Other (Please specify) _____
- b) On this visit, how many people were in your personal group, including yourself?
 - _____ Total number of people _____Number of people under 18 years of age

Section 6: Visitor Demographics

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INP	allesnons ir	η τηις ςράπα	n will ne lis	ed to measur	e residents	socio-demo	grannic status
1110	questions n			cu to measur	CICJICCIICJ	JOCIO UCINO	Sidpine status.

- 19. What is your age? _____
- 20. How many years have you lived in the Carteret county, North Carolina? ______years
- 21. What is your status as a resident of Carteret county, North Carolina? Please mark (_) one.
 - O Year round resident
 - O Less than year round but more than 6 months
 - O About 3 to 6 months
 - O Less than 3 months a year
- 22. a) Which category best represents your annual **household** income? Please mark (_) **one**.

0	Less than \$24,999	0	\$50,000-\$74,999	0	\$150,000-\$199,999
0	\$25,000-\$34,999	0	\$75,000-\$99,999	0	\$200,000 or more
0	\$35,000-\$49,999	0	\$100,000-\$149,999	0	Do not wish to answer

b) How many people are in your household? _____ Number of people

- 23. a) Are you Hispanic or Latino?
 - O Yes O No

b) What is your race? Please mark one or more that apply

- O American Indian or Alaskan Native
- O Asian
- O Black or African American
- O Native Hawaiian or other Pacific Islander
- O White

This question provides an opportunity for survey respondent to address any other issues, concerns, or problems that have not been addressed elsewhere.

24. Is there anything else you would like to tell us about management of Cape Lookout National Seashore?