

Initial Contact Letter

Dear National Parks and Federal Recreational Lands Pass Holder:

You have been selected to receive a survey sponsored by the National Park Service because you purchased a National Parks and Federal Recreational Lands Annual [Senior; Access] Pass within the past 12 months. The National Parks and Federal Recreational Lands Pass Program is a cooperative program of five major federal land management agencies in the United States. The passes issued by the program allow admission to several thousand sites throughout the country.

The National Park Service requested the University of Montana to conduct this study to determine how these passes are utilized by the public. Your answers to the survey questions will help the participating agencies better understand where, when and how often the passes are used. Additionally, your input will help the agencies manage and improve the pass program.

Within the next two weeks, you will receive a questionnaire in the mail from the University of Montana. Only a select number of people are being asked to take part in this study, so your participation is very important. Once you receive the questionnaire, we ask that you return it as soon as possible in the self-addressed, postage-paid envelope provided. The questionnaire should take about 15 minutes to complete. We are asking that you and everyone receiving a survey from us complete and return it as soon as possible.

Thank you in advance for your help.

If you have any questions, please contact my office at 406-721-2265.

Sincerely,

Chris Neher, Survey Director
University of Montana

OMB Control Number: 1024-xxx
Expiration Date: XX/XX/XXXX

Survey Packet Cover Letter

Dear National Parks and Federal Recreational Lands Pass Holder:

You were selected for this survey because you purchased a National Parks and Federal Recreational Lands Annual [Senior; Access] Pass within the past 12 months. The National Parks and Federal Recreational Lands Pass Program is a cooperative program of five major federal land management agencies in the United States. The passes issued by the program allow admission to several thousand sites throughout the country.

The National Park Service requested the University of Montana to conduct this study to determine how these passes are utilized by the public. Your answers to the survey questions will help the participating agencies better understand where, when and how often the passes are used. Additionally, your input will help the agencies manage and improve the pass program.

Inside this packet you will find a questionnaire and a self-addressed, stamped envelope. The questionnaire should take about 15 minutes to complete, and it does not require any special knowledge - we just ask that you consider each question and respond to your best ability. All information you provide will remain anonymous and will be combined with the answers of others. Only a select number of people are being asked to take part in this study, so your participation is very important. Once you have completed the questionnaire, we are asking that you return it as soon as possible.

If you have any questions, please contact my office at 406-721-2265.

Sincerely,

Chris Neher, Survey Director
University of Montana

OMB Control Number: 1024-xxx
Expiration Date: XX/XX/XXXX

Reminder Postcard

Dear National Parks and Federal Recreational Lands Pass Holder:

About a week ago you received a questionnaire in the mail from the University of Montana inviting you to participate in a survey of people who have purchased a National Parks and Federal Recreational Lands Annual [Senior; Access] Pass within the past 12 months. If you have already completed and returned the questionnaire, please accept our sincere thanks. We are very grateful for your participation because it will help us to better understand how these passes are utilized by the public

If you have not completed and returned the survey, we would like to express how important it is that we hear from you soon. You are one of a small number of people selected to receive this survey. Your response will help us understand how these passes are used and how the participating agencies can improve the passes in the future.

We are anxious to receive your completed survey. I would like to encourage you to complete the questionnaire we sent and return it today. Your survey responses will add to the success of this study and your time is greatly appreciated. If you need another copy of the questionnaire, please feel free to call me at 406-721-2265 and a replacement questionnaire will be mailed to you today.

Thank you!

Sincerely,

Chris Neher, Survey Director
University of Montana

OMB Control Number: 1024-xxx
Expiration Date: XX/XX/XXXX

Final Letter with the Replacement Survey

Dear National Parks and Federal Recreational Lands Pass Holder:

About three weeks ago you received a questionnaire in the mail from the University of Montana inviting you to participate in a survey of people who have purchased a National Parks and Federal Recreational Lands Annual [Senior; Access] Pass within the past 12 months. As of today we have not received your completed questionnaire. I am writing to tell you that there is still time to complete and return the survey to our research team. If you have mailed it within the past few days, please accept our thanks.

The National Park Service requested the University of Montana to conduct this study to determine how these passes are utilized by the public. Your answers to the survey questions will help the participating agencies better understand where, when and how often the passes are used. Additionally, your input will help the agencies manage and improve the program.

We would like to ask that you consider taking the time to respond to this questionnaire today. It should take about 15 minutes to complete and it does not require any special knowledge - we just ask that you consider each question and respond as best you can. Once you are done, please use the enclosed postage-paid envelope and return it to the University of Montana. Your participation is completely voluntary and your responses will be anonymous.

We are looking forward to hearing from you, and we are very grateful for your participation. If you have any questions, please contact me at 406-721-2265.

Sincerely,

Chris Neher, Survey Director
University of Montana

OMB Control Number: 1024-xxxx
Expiration Date: XX/XX/XXXX