



Programmatic Review and Clearance Process for NPS-Sponsored Public Surveys

The scope of the Programmatic Review and Clearance Process for NPS-Sponsored Public Surveys is limited and will only include individual surveys of park visitors, potential park visitors, and residents of communities near parks. Use of the programmatic review will be limited to non-controversial surveys of park visitors, potential park visitors, and/or residents of communities near parks that are not likely to include topics of significant interest in the review process. Additionally, this process is limited to non-controversial information collections that do not attract attention to significant, sensitive, or political issues. Examples of significant, sensitive, or political issues include: seeking opinions regarding political figures; obtaining citizen feedback related to high-visibility or high-impact issues like the reintroduction of wolves in Yellowstone National Park, the delisting of specific Endangered Species, or drilling in the Arctic National Wildlife Refuge.

Submission Date: 02/25/16

Project Title: Analysis of Interpretive Programs in Grand Teton National Park

Abstract (not to exceed 150 words)

We are proposing to study traditional and facilitated dialogue interpretive programs at Grand Teton National Park through unobtrusive observation and audience survey during summer, 2016. Data on program characteristics will be gathered at selected interpretive programs using an adapted coding form from a NPS study. Then, after each program, attendees age 16 or older will be asked to participate in an electronic survey, which will be delivered to them via Qualtrics about a week after the program. The survey will solicit opinions and perceptions of these interpretive programs in order to examine program preferences and impact.

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Project Information

Where will the collection take place? (Name of NPS Site) Grand Teton National Park

Sampling Period **Start Date: June 5, 2016** **End Date: September 5, 2016**

Type of Information Collection Instrument (Check ALL that Apply)

- | | | |
|---|---|---|
| <input checked="" type="checkbox"/> Mail-Back Questionnaire | <input type="checkbox"/> Face-to-Face Interview | <input type="checkbox"/> Focus Groups |
| <input type="checkbox"/> On-Site Questionnaire | <input type="checkbox"/> Telephone Survey | <input type="checkbox"/> On-line survey |
| <input type="checkbox"/> Other (list) | | |

Will an electronic device be used to collect information?

No Yes - computer/server employing Qualtrics survey software

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 and development.

Interpretation of parks, including their cultural, historical, and natural resources, is important to carry out a park's mission. Interpretation allows visitors to better understand the park and connect with it in deeper ways. Traditional interpretation has been one of "sage on the stage" in which an interpreter talks about park features and resources. Recently, facilitated dialogue programs have emerged as an alternative to traditional programs. Facilitated dialogue programs have potential benefits beyond that of traditional programs, but are facilitated dialogue programs effective? What is the audience perception? Do facilitated dialogue programs increase enjoyment of the Park? Do they help to better protect the Park?

Survey Methodology

(a) Respondent Universe: All interpretive program attendees (age 18 or older) in Grand Teton National Park during summer, 2016 (June 5, 2016 and September 5, 2016).

(b) Sampling Plan/Procedures:

During a typical week in Grand Teton National Park during summer, 2015, approximately 130 programs were offered, but 30 programs (such as Bear Safety, Family Movie Night, Coffee with a Ranger) will not be included in this study because they are not traditional or facilitated dialogue programs; therefore, we expect about to survey participants in 100 eligible programs per week during summer, 2016; the average is about 14 eligible programs per day in Grand Teton. The final summer, 2016 programs have not been announced by Grand Teton managers, but we have been told that summer, 2016 will be very similar to summer, 2015; thus, our estimates are based on summer, 2015 data acquired from Grand Teton.

During a typical day during summer, 2015, Grand Teton offered 14 interpretative programs. On average, approximately 25 individuals attended eligible programs. Of these 25 individuals, approximately 15 were adults. Thus, per day, about 210 adults in Grand Teton would be eligible to participate in the survey and for a week this means about 1,470 adults would be eligible to participate in the survey. All adults attending all programs will be asked by the interpreter giving the program to participate in the survey. And, assuming a 50% rate of agreeing to participate, we would expect about 105 adults each day to sign up for the survey.

Program Days	Number of Programs offered per Day	Targeted Number of Programs Sampled per Day	Targeted Number of Adults per Program	Total number of Adults	Expected Number of Adults Agreeing to Participate
Monday	14	14	15	210	105
Tuesday	14	14	15	210	105
Wednesday	14	14	15	210	105
Thursday	14	14	15	210	105
Friday	14	14	15	210	105
Saturday	14	14	15	210	105
Total	98	98	105	1,470	735

The sample period will 13 weeks long, from June 5th to September 5th, which reflects Grand Teton's summer interpretative season for 2016.

	Number of Programs Offered per week	Targeted Number of Programs Sampled per week	Targeted Number of Adults per Program	Total number of Adults per Week	Expected number of People Agreeing to Participate
1	98	98	15	1,470	735
2	98	98	15	1,470	735
3	98	98	15	1,470	735
4	98	98	15	1,470	735
5	98	98	15	1,470	735
6	98	98	15	1,470	735
7	98	98	15	1,470	735
8	98	98	15	1,470	735
9	98	98	15	1,470	735
10	98	98	15	1,470	735
11	98	98	15	1,470	735

12	98	98	15	1,470	735
13	98	98	15	1,470	735
Total	1,274	1,274	195	19,110	9,555

At the conclusion of each interpretive program, the interpreter will read the following script:

We are conducting a study of Grand Teton National Park interpretive programs this summer in order to learn more about visitor’s perceptions, preferences, opinions, and experiences of our programs. We are asking that you all participate in this study; if you are age 18 or older, you are eligible to participate. If you agree to participate we will ask that you only provide a valid email address so that we can send you instructions on how to complete the survey. Your participation is completely voluntary; however we are now asking that you complete the survey as soon as you can after receiving the notification. Your responses will be anonymous. Your name or any personal information will never be connected to your responses. Once you receive the survey, it should not take longer than 10 minutes to complete. . On behalf of park staff we appreciate your participation in this study. The results of this study will provide valuable information that will help the park staff to understand visitors’ perceptions of our interpretive programs. If you would like to participate in this study, please provide your email address on the card you received. Thank you. If you would like to know more about us or this study, you can contact us at rdarville@sfasu.edu.

The card distributed at the end of the program will provide an opportunity for each adult to providing an email address so that they can receive the on-line survey. Completed cards will be stored in a locked file for safe keeping. Once a week, the completed cards will be mailed to the researchers. Email address will be entered into a secure database and the cards will be secured by the principle investigator for this study.

The use and temporary storage and of email addresses for the purposes of this collection is covered by the following System of Records: Visitor Statistical Survey Forms--Interior, NPS-21. The email addresses will be used for follow-up purposes only; and at the completion of the data collection period all files and documents containing email address will be destroyed.

(c) Instrument Administration:

About a week after those agreeing to participate in the survey will be sent a survey-related email, which will describe the purpose of the survey, instructions for completion, possible risks of participation, and contact information for more information; in addition, a link to the survey will be embedded in the email. To begin the survey, individuals will simply click the link. The survey will be created and administered through Qualtrics, a survey software program licensed to the Stephen F. Austin State University. Once the survey has been completed, the data will be stored in a Qualtrics database and then downloaded by the researchers for analysis. A minimum of two follow-up emails will be sent to those who sign up for the survey. The first follow-up will be sent approximately one week after the initial survey solicitation is sent and the second will be sent about two weeks after the initial survey solicitation is sent.

(d) Expected Response Rate/Confidence Levels:

A total of 19,110 adult program attendees in Grand Teton National Park will be contacted during the 13 week sampling period (summer season). We estimate that 9,555 (50%) 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. Among which 1,236 visitors (60%) are expected to complete and return the survey by mail. This response rate was estimated based on surveys result of previous survey research in Grand Teton National Park by the authors. Based on the survey sample size, there will be 95% confidence that the survey findings will be accurate to within 1 percentage point.

	Number of Initial Contacts	Expected Response Rate	Expected Number of Responses	Margin of Error +/- %	Confidence Level
	19,110	50%	9,555	1.0	95%

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

At the conclusion of the interpretive presentation, each adult will receive a card that will include a request for an email address and four questions to gather information that will be used to check for non-response bias. The following questions will be included on the card:

- (1) gender,
- (2) age,
- (3) number of previous visits to Grand Teton National Park, and
- (4) number of days in Grand Teton National Park on the current trip

We will compare these data with respondent data and weigh data as necessary. Results of the non-response bias check will be reported and any implications for applicability of survey results to the concerns of managers will be discussed. The comparison will be used to assess if non-respondents are significantly different from respondents and the results will be reported and any implications for future planning will be discussed.

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

The survey instrument was entered into Qualtrics and reviewed by professionals in the field of natural resource interpretation, including Grand Teton National Park interpretation program managers. Following these reviews, the electronic survey was pre-tested by seven individuals who had attended interpretive programs within the last year. Changes were made to include edits for grammar and to improve clarity of questions.

Burden Estimates

Overall, we plan solicit participation from at least 19,100 individuals attending a presentation at the GRTE during the sampling period. Among which, we expect that 9,555 individuals will agree to participate in the survey.

We expect that the initial contact time will be three minutes per person (9,555 x3 minutes=956 hours) this include the time relay the invitation to participate in the survey and to complete the card containing the contact information and the non-response survey questions.

We are anticipating a 50% response rate (n= 4,978) for this study. The time to complete and return the questionnaire will require an additional 10 minutes (4,978 x10 minutes = 830 hours). The total burden for this collection is estimated to be 1,309 annual hours.

Estimated Total Number	
Initial Contacts and nonresponse survey	9,555
Returned surveys	4,978
Total	

Estimation of Time (minutes)	
Initial Contacts and nonresponse survey	3
To complete response	10

Estimation of Burden (hours)	
Initial Contacts and nonresponse survey	479
To complete response	830
Total	0

Reporting Plan

An oral and written report will be provided to appropriate staff at Grand Teton National Park, including the Chief and Deputy Chief of Interpretation and research sponsor. An initial report will be sent to appropriate Park staff for their review and intermediate reports will be provided as needed or requested. In addition, the authors may seek other presentation and publication opportunities to disseminate the study to other natural resource professionals.