



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: 3/9/2017

Project Title: Visitor use surveys at Eisenhower National Historic Site and Gettysburg National Military Park

Abstract (not to exceed 150 words)

This submission contains two separate collections. Mail back questionnaires with an online option will be used to collect information from visitors at Eisenhower National Historic Site (EISE) and Gettysburg National Military Park (GETT). Both NPS managed areas are in the process of reviewing and updating their Long Range Interpretive and Management Plans. The most recent comprehensive visitor surveys for both areas are more than 10 years old, and the data is considered out of date. Information from a multiple season survey would help managers plan for facilities/services that would help reduce conflicts, enhance visitor experience while protecting the park resources. To that end, the Social and Economic Sciences Research Center at Washington State University will conduct visitor surveys at both sites related to transportation, crowding and recreational behaviors, and visitor experience.

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Project Information

Where will the collection take place? (Name of NPS Site) Eisenhower National Historic Site (EISE)
Gettysburg National Military Park (GETT)

Sampling Period	EISE	Start Date: 6/16/17	End Date: 6/24/17
	GETT	Start Dates: 6/23/17 10/20/17 4/13/18	End Dates: 6/30/17 10/27/17 4/20/18

Type of Information Collection Instrument (Check ALL that Apply)

- Mail-Back Questionnaire
 Face-to-Face Interview
 Focus Groups
 On-Site Questionnaire
 Telephone Survey
 Other (list)

Will an electronic device be used to collect information?

- No
 Yes - type of device: On-line / on personal computer

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.

The last comprehensive surveys at Eisenhower National Historic Site (EISE) was in 2000, and Gettysburg National Military Park (GETT) was in 1994. While the studies offered good baseline data both surveys were conducted more than 10 years ago, new studies are needed to provide updated information about visitor's experiences, preference of services and opinions on park management. Since their most recent surveys, visitation levels at both sites have increased, and park resource managers report that areas in the parks are facing issues such as crowding and multiple-use conflicts which are creating a need for additional services and remediation throughout the park.

EISE is in the process of completing a Transportation Study and Visitor Use Management Plan. EISE is located in within GETT property, visitors can only access to EISE via a transportation system started at GETT Visitor Center. Any changes in EISE transportation planning will affect GETT's operation and its historical landscape. Concurrently, GETT is also in the process of developing plans for facilities/services that will enhance the visitor experience. Because of the special connection between two parks, any changes in GETT's facilities/services will also affect EISE's operation. This visitor survey is needed at both parks to:

- obtain updated visitor demographics
- obtain information related to visitor experience and preferences
- measure perceived visitor use impacts on resources
- understand if current services and programs are meeting visitors' needs

This information will be used in the planning processes to:

- provide input into the transportation and visitor use management planning process at EISE
- provide input regarding ways to reduce crowding and congestion in GETT
- design interpretive and education programs to match visitor interests and needs in different seasons at GETT
- design future visitor facilities or renovate existing facilities

- evaluate visitor behavior and potential impacts on natural and cultural resources in the park and site
- gain an understanding of visitor’s expectations and recreation use and visitation patterns

Survey Methodology

(a) Respondent Universe:

The respondent universe for this collection will be all recreational visitors, age 18 and older, who visit EISE and GETT park during the study periods.

(b) Sampling Plan/Procedures:

The survey design and sampling plan for this collection visitor studies is based on a similar method applied previous Visitor Service Project surveys conducted at over 180 NPS units. A systematic sampling method will be used to intercept visitors at 10-minute intervals. The 38 sampling days will occur every day during each assigned week between 8 a.m. and 5 p.m. at the designated sampling locations listed below.

TABLE 1. Sampling Days Per Site

Location	June	October	April	TOTAL
EISE				
Gettysburg Visitor Center	8	-	-	8
Shuttle bus stop at EISE	8	-	-	8
GETT				
GETT Museum and Visitor Center	8	-	-	8
Tour Stop 8- Little Round top	-	7	-	7
Tour Stop 2 - The Eternal Light Peace Memorial	-	0	7	7
Total	24	7	7	0

One visitor or group will be intercepted at a time and once the initial contact ends the next interval will begin. If researchers are unable to meet their sampling quota for the week, which will be assessed mid-week, an additional day may be added. During the sampling period, we expect to contact 652 visitors at EISE and 2,772 at GETT.

TABLE 2. Number of Visitors Contacted

Location	June	October	April	TOTAL
EISE(n=652)				
Gettysburg Visitor Center	391	-	-	391
Shuttle bus stop at EISE	261	-	-	261
GETT(n=2,772)				
GETT Museum and Visitor Center	500	400	200	1100
Tour Stop 8- Little Round top	443	258	136	837
Tour Stop 2 - The Eternal Light Peace Memorial	443	257	135	835
Total	2,038	915	471	3,424

(c) Instrument Administration:

All on-site surveyors will be trained on every aspect of surveying including how to: use sampling intervals, avoid sampling bias, and handle all types of interviewing situations, especially safety of the visitors and the interviewers. Quality control will be ensured by monitoring surveyors in the field, and by checking their paperwork at the end of each survey day.

During the sampling period, the surveyors will ask each identified visitor or group if they would be willing to participate in a visitor survey. All individuals approached will also be asked the four non-response bias questions listed below (section e). This will about two minutes. Visitors who are unwilling or unable to respond to the four non-response bias questions will be thanked for their time and consideration - no respondent burden will be calculated for this group - and the contact will end.

For those who are willing to participate, the remaining contact time will be used to explain the purpose of the study and to collect contact information. This should take an additional two minutes.

Based up previous efforts at similar sites we anticipate that 92% of all visitors contacted during the sampling period will agree to participate. The estimated acceptance rate was based on results of similar surveys.

TABLE 3. Number of Visitors Agreeing to Participate

Location	June	October	April	TOTAL
EISE (n=600)				
Gettysburg Visitor Center	360			360
Shuttle bus stop at EISE	240			240
GETT n=2,550				
GETT Museum and Visitor Center	460	368	184	1,012
Tour Stop 8- Little Round top	408	237	125	770
Tour Stop 2 - The Eternal Light Peace Memorial	407	237	124	768
Total	1,875	842	443	3,150

For the visitors that agree to accept a questionnaire the surveyor will be read the following script:

“Hello, my name is _____. I am conducting a survey for the National Park Service. The managers here would like to use this survey to understand more about your experiences while visiting the park. Specifically, your opinions about this park's programs and services offered. Your participation is voluntary, and all responses are always anonymous. I have a questionnaire that you will take with you and mail back when you are done. Would you be willing to take a questionnaire and mail it back to us using this self-addressed envelope? Once you begin, it should take about 20 minutes to complete the questionnaire. We would like for you to complete it at the end of your visit or once you return home. Or if you'd like, there is an option to complete the survey online. Would you like the information on how to access the survey online? Thank you for your time, and we will look forward to receiving your completed questionnaire very soon.”

After this, they will be asked to provide or personally record their contact information (name, address, phone number, and email address) on a contact card. The contact card will be coded with a corresponding respondent ID number. This information will only be used to follow-up with all non-respondents. Once the data collection is complete, all hard copies and any electronic versions of visitor contact information will be destroyed.

Upon completing the onsite contact information, visitors that agree to participate in the survey will receive a questionnaire with a pre-addressed and pre-stamped envelope. The questionnaires will be numbered with the respondent ID corresponded to the number on the contact card. An instruction card with survey URL and access code will also be attached to the questionnaire for those interested in completing the survey online.

At the end of the on-site sampling period, all visitors accepting a survey packet will be mailed a thank you/reminder postcard within 11 working days. Respondent ID number will be used to track the responses. A reminder letter with a stamped, addressed replacement questionnaire will be sent to non-respondents 21 working days after the end of the survey period. A letter reminder will be sent on the 35th working day after the survey period. If the response rate is below 50%, an additional stamped and addressed replacement questionnaire will be sent to non-respondents on the 45th working day after the end of the survey period.

(d) Expected Response Rate/Confidence Levels:

We expect an on-site acceptance rate of 92% and that 60% (n=360) EISE visitors and 55% (n=1,402) of GETT visitors will return completed questionnaires. As shown in the table below, traditionally NPS sites with historical context using the same sampling methods often have very high acceptance rate (93% to 99%). The locations listed below have similar resources, the surveys were conducted in similar seasons, and used the same sampling procedures.

Location	Acceptance Rate	Response Rate	N	Sample Period
Chickamauga and Chattanooga National Military Park	99%	51.3%	654	July 2014
Lincoln Boyhood National Memorial	99%	63.8%	398	June 2012
Richmond National Battlefield Park	97%	62%	396	July 2010
James A. Garfield National Historic Site	93%	71.1%	339	July-Sept,2009

A total of 3,424 visitors will be contacted during the sampling periods (EISE n=652 and GETT n=2,772). We estimate that 3,150 (92%) visitors will agree on-site 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 360 visitors at EISE (60%) and 1,402 visitors at GETT (55%) are expected to complete and return the survey by mail. This response rate was estimated based on surveys result of similar NPS units in the area as cited in the table above.

EISE and GETT Expected On-site Acceptance Rates

	June		October		April	
	Number of visitors		Number of visitors		Number of visitors	
	On-site acceptance	Non-Respondents	On-site acceptance	Non-Respondents	On-site acceptance	Non-Respondents
EISE	600	52	-	-	-	-
GETT	1,265	112	842	73	443	28
TOTAL	1,765	164	842	73	443	28

EISE is expected to have a slightly higher response rate than GETT because presidential sites tend to have higher response rate compared to other historic sites as shown in the table above. Also, since the access to EISE is limited visitors to EISE are likely to be more committed to the site and supportive of the survey effort.

Expected Mail Back Response Rates

	On-site acceptance	Response rate	Returned Surveys	Non-respondents
EISE	600	60%	360	240
GETT	2,550	55%	1,402	1148
Total	0		0	0

Based on the survey sample size, there will be 95% confidence that the day-use survey findings will be accurate to within two percentage points for GETT survey and to 4 percentage points for the EISE survey.

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

On-site

Each interviewer will be instructed to keep a record of the number of on-site visitors who were not contacted between the intervals in the survey log. The count data will be used for weighting the survey results if needed.

During the initial contact, the interviewer will ask all visitor visitors contacted five questions taken from the survey. These questions will be used in a non-response bias analysis.

- 1) *Respondent's gender (observe)*
- 2) *What is your group size? # of children under 18 and # of adults 18 or older*
- 3) *What is your trip length? Number of days if overnight, number of hours if day trip*
- 4) *What is your state or country (if international) of resident?*

Question for EISE only

- 5) *Did you have any problem finding parking? (Yes/No/didn't drive to the park)*

Question for GETT only

- 5) *What motivate you to visit GETT today? (learn history, spend time with family, exercise, other)*

Non-response bias check

Responses will be recorded on a log for every survey contact. Results of the responses to the five questions above will be compared between respondents (those who returned the mail back questionnaire) and non-respondents (those who did not return the questionnaire or declined on site). If a systematic difference between respondents and non-respondents are found, nonresponse bias is deemed significant. Results of the non-response bias check will be reported, weighted samples may be needed in reporting the overall results. Any implications for planning and management will be discussed.

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

All questions included in this survey questionnaire appear in the approved NPS Pool of Known Questions (OMB Control Number 1024-0224 Expiration Date 5-31-2019). Some questions in the questionnaire were previously used in the 2000 EISE Visitor Survey. The questionnaires were reviewed by park staff and Social Science Program research coordinator. The survey questionnaires were also reviewed and edited by the Visitor Use Management team from NPS Planning Division in Denver CO. Some of the questions were used in a small focus group effort in the transportation planning process and were tested for clarity by the Visitor Use Management team.

Burden Estimates

Overall, we plan to approach a combined total of at least 3,424 individuals during the sampling periods at both parks. Among which, we plan to obtain verbal agreement to participate in the survey from 3,150 individuals. We expect to receive a combined total of 1,762 completed surveys for this collection.

We are anticipating that the initial contact time will be two minutes per person (3,424 x 2 minutes = 114 hours). This includes the time to obtain verbal agreement or refusal to participate and to ask the non-response bias questions. We expected that 3,150 visitors will agree to participate in the survey. An additional two minutes will be needed to explain the purpose of the study and to provide instruction on how to return the survey (3,150 x 2 minutes = 105 hours). Total burden hours for onsite

contact for this collection is 219 hours.

	Estimated burden hours for onsite contact			
	Total number visitors contacted	Times to complete initial contact and non-response information (minutes)	Estimated burden hour (hour)	Combined Total Estimated burden hour
EISE				
On-site acceptance	548	4	37	39
Non-respondents	<u>52</u>	2	<u>2</u>	
<i>Subtotal Total</i>	600		39	
GETT				
On-site acceptance	2,337	4	156	163
Non-respondents	<u>213</u>	2	<u>7</u>	
<i>Subtotal Total</i>	2,550		163	
Total	2,885	4	193	0
	<u>265</u>	2	<u>9</u>	
	3,150		202	

Based upon our expected response rates, we expect to receive a total of 1,762 completed surveys for this collection, with that, an additional 20 minutes will be required to complete and return the questionnaire by mail (1,762 responses x 20 minutes = 587 hours). The total burden for this collection combines the on-site burden (202 hours) with the time it takes to complete the survey (587 hours) which is estimated to be 789 annual burden hours.

	Estimated burden hours for completing the survey		
	Estimate number of survey returned	Times to complete survey (minutes)	Estimated burden hour (hour)
EISE	360	20minutes	120
GETT	1,402	20 minutes	467
Total	1,762	20 minutes	587

Reporting Plan

The study results will be presented in an internal agency report for the NPS Social Science Program and park managers, and at two meetings with NPS Social Science Program staff and other decision-makers. 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 Social and Economic Sciences Research Center website at - <https://sesrc.wsu.edu/national-park-service-projects/>. Hard copies will be available upon request.