



National Park Service  
U.S. Department of the Interior

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### Eisenhower National Historic Site

#### Visitor Study

[Place holder for photo/image]

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**Paperwork Reduction Act Statement:** The National Park Service is authorized by the NPS Research Mandate (54 USC 100702) to collect this information. We will use this information to evaluate visitor services cooperatively managed by Eisenhower National Historic Site. Responses to this request are voluntary and anonymous. Your name will never be associated with your answers, and all contact information will be destroyed when the data collection is concluded. No action may be taken against you for refusing to supply the information requested. A federal agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

**Burden Estimate:** We estimate that it will take about 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Matt Strawn, Study Director, SESRC, Wilson-Short Hall #133, Washington State University, Pullman, WA 99164-4014, 509-335-2350 (phone), matthew.strawn@wsu.edu (email).





**United States Department of the Interior**

**NATIONAL PARK SERVICE**  
Eisenhower National Historic Site  
1195 Baltimore Street  
Gettysburg, PA 17325

IN REPLY  
REFER TO:

June 2017

Dear Visitor:

Thank you for participating in this important study. We want to learn about your opinions on transportation and related services at Eisenhower National Historic Site. This information will help us improve our management of this site and improve transportation services to better need your needs.

This questionnaire was given to only a few visitors, so your participation is very important. It should take about 20 minutes complete.

We are asking that you complete this questionnaire at the end of your visit. When you are seal and return it by using the in the postage-paid envelope provided. You can drop it in any U.S. mailbox.

If you have any questions, please contact Matt Strawn, Study Director, SESRC, Wilson-Short Hall #133, Washington State University, Pullman, WA 99164-4014, 509-335-2350 (phone), matthew.strawn@wsu.edu (email).

We appreciate your help.

Sincerely,

Superintendent

Please go on to the next page →

## Your Visit To Eisenhower National Historic Site

### TOPIC AREA 2- INFOSOURCE9

1a. Prior to this trip, how did you obtain information about Eisenhower National Historic Site?

Please mark (●) **all that apply**.

- Did not obtain information prior to this visit
- Previous visits
- Friends/relatives/word of mouth
- Inquiry to park via phone, mail, or email
- Eisenhower National Historic Site website (nps.gov/eise)
- Gettysburg National Military Park website (nps.gov/gett)
- Other website (Please specify) \_\_\_\_\_
- Local businesses (hotels, motels, restaurants, etc.)
- Maps/brochures
- Newspaper/magazine articles
- Other units of the National Park System (NPS)
- School class/program
- Social media (such as Facebook, Twitter, etc.)
- State welcome center/visitors bureau/chamber of commerce
- Television/radio programs/DVDs
- Travel guides/tour books (such as AAA, etc.)
- Other (Please specify) \_\_\_\_\_

### TOPIC AREA 2- INFOSOURCE13

1b. Did you have the information about Eisenhower National Historic Site you needed on this trip? Please mark (●) **one**.

- Yes
- No (Please specify information you needed but didn't have on this trip.)

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### TOPIC AREA 2- ITIN1

2. How would you describe your planning for this trip? (Please select only one response)

- Carefully planned
- Some pre-planning
- Very little pre-planning

- Spontaneous; no planning

**TOPIC AREA 2- ITIN4**

3. How did your visit to Eisenhower National Historic Site fit into your travel plans? Please mark (●) only one.
- Eisenhower National Historic Site is my primary destination
- Eisenhower National Historic Site is one of several destinations
- I am passing through the park to my primary destination
- I did not plan to visit Eisenhower National Historic Site

**TOPIC AREA 4: DEST7**

4. On this visit, did you and your personal group visit Eisenhower National Historic Site on more than one day? Please list partial hours/days
- No -> If NO, how many hours in total did you spend visiting \_\_\_ number of hours
- Yes → If YES, on how many days did you visit the site? \_\_\_ number of days

**TOPIC AREA 2: ITIN9**

5. Were you aware of the tour reservations system at Eisenhower National Historic Site?
- Yes → Did you use it to make reservations prior to your visit?  Yes  No
- No → How did you learn about the tours? (Skip to Question 7)

**TOPIC AREA 2: ITIN10**

6. If you responded YES to the question above, did you get the tour reservation by calling the toll-free telephone number, by going online to the National Park Service website, or Gettysburg Foundation Website?
- Calling phone number
- Online to the National Park Service website
- Gettysburg Foundation Website

**TOPIC AREA 3: TRANSMODE3**

- 7 a) What forms of transportation did you and your group use to arrive at the Gettysburg National Military Park Museum and Visitor Center? Please mark (●) all that apply.
- Private vehicle (car, SUV, pickup, RV, motorcycle, etc.)
- Rental vehicle
- Tour motorcoach/bus
- Hotel shuttle van/courtesy bus
- Taxi/Uber
- Bicycle
- On foot
- Other (Please specify: \_\_\_\_\_)
- b) If your group arrived at the Gettysburg National Military Park Museum and Visitor Center in private or rental vehicles, how many **vehicles** did you and your group use?

\_\_\_\_\_ Number of vehicles

**TOPIC AREA 3: PARKING 5**

8. When you planned this trip to Eisenhower National Historic Site, did you think about the possibility that it might be difficult to find parking here?
- Yes
  - No

**TOPIC AREA 3: TRANSEVAL6**

9. To what extent did the following factors impact your visit to Eisenhower National Historic Site? Please mark (●) one answer for each factor

	Not at all	Very little	Somewhat	To a great extent	Not applicable
Lack visual indication of arrival	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking congestion/shortages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of shuttle service/options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unacceptable shuttle wait times	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Passenger crowding on shuttles-	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of accessibility for people with disabilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pedestrian/vehicle conflicts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please specify _____ )	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**TOPIC AREA 3: PARKING20**

10. Imagine that when you arrived at the Museum and Visitor Center a road sign notified you that parking lots were full, but that you could park at another location and ride a shuttle bus to the Gettysburg Museum and Visitor Center where you would be able to ride a different shuttle bus to Eisenhower National Historic Site. What would you do? (Please select on one response.)

- Drive into Gettysburg Museum and Visitor Center and look for parking anyway
- Park in the lot near the Museum and Visitor Center and ride the shuttle bus into Eisenhower National Historic Site
- Leave and come back later in the day when you could find parking in Museum and Visitor Center
- Go to a different recreation area instead (Please specify):
- Other (Please specify):

**TOPIC AREA 3: TRANSERV16**

11. a. On this visit, did you use the Eisenhower Shuttle?
- Yes
  - No → Go to question 12
- b. Would you use the Eisenhower Shuttle again?
- Definitely yes
  - Probably yes
  - Don't know
  - Probably not
  - Definitely not
  - Will not be back

**TOPIC AREA 3: TRANSERV17**

12. If you were to visit Eisenhower National Historic Site again in the future, how important would the following improvements be in your decision to use the shuttle bus? Please mark (●) one for each item.

	Not at all important	Somewhat important	Moderately important	Very important	Extremely important
More frequent bus shuttle service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Earlier morning service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Later evening service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better visitor information at pass sales outlets, at bus stops, on buses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More parking/better defined parking at Eisenhower National Historic Site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better amenities at bus stops (i.e., shelters, restrooms)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (specify _____)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**TOPIC AREA 3: TRANSERV28**

13. What transportation related issues, if any, did you face when during your visit?
- \_\_\_\_\_

**TOPIC AREA 2: ACCOMM2 AND TOPIC AREA 1: RES3**

14. a) Do you live in the local area within 50 miles of Eisenhower National Historic Site? Please mark (●) one.

Yes → **Go to Question 15**       No

- b) If No, how much time in total did you spend in the local communities?

\_\_\_\_\_ Total number of hours, if day trip  
 \_\_\_\_\_ Total number of days, if more than 24 hours

- c) If you stayed overnight in the local area, what type of accommodation did you use?

- Hotel, motel, B&B  
 Camping  
 Personal seasonal residence  
 Residence of friends or relatives  
 Other, please specify: \_\_\_\_\_

**TOPIC AREA 4: DEST1**

15. Upon arrival, were you able to find your destination using the road signs and maps posted?

Please mark (●) one.

- Yes, I found my destination easily
- Yes, I found my destination but it took some time
- No, I was unable to find my destination with road sign and maps
- We didn't use road signs and/or posted maps



**TOPIC AREA 2: INFOSOURCE17**

16. a) Please mark (●) **all** mapping devices that your personal group used to arrive at Eisenhower National Historic Site on this visit.
- None → **Go to Question 17**
  - GPS devices
  - Online mapping tools (Google Maps, Yahoo Maps, MapQuest, etc.)
  - Printed maps/brochures
  - Smartphone/tablet (iPad, iPhone, Android, etc.) mapping apps
  - Other (*Please specify*) \_\_\_\_\_
- b) Did your personal group have any difficulty locating Eisenhower National Historic Site using the above devices?
- Yes                       No → **Go to Question 17**
- c) If **YES**, what were the problems? \_\_\_\_\_

**TOPIC AREA 5: DEST3**

17. Were you and your personal group able to visit all of the locations in Eisenhower National Historic Site that you planned to?
- Yes
  - No

**TOPIC AREA 4: DEST4**

18. If you answered NO to question 17, what reasons prevented you from visiting those locations? Please mark (●) **all** that apply.
- Not enough time
  - Trail closure
  - Road closure
  - Bad weather
  - Inadequate display of road / map signs
  - Unsafe road
  - Other (please specify): \_\_\_\_\_

**TOPIC AREA 4: DEST6**

19. On this trip, if you and your personal group had not chosen to visit Eisenhower National Historic Site, what other NPS SITE would you have visited instead?
- \_\_\_\_\_
- b) How far is this alternative NPS SITE from your home? \_\_\_\_\_ miles

**TOPIC AREA 4: DEST11**

20. If you and your personal group stayed for a shorter or longer time than planned, what were your reasons for changing your plans? Please mark (●) **all** that apply.
- Fewer things to do/see than expected
  - More things to do/see than expected
  - Longer wait at Eisenhower National Historic Site than expected
  - Shorter wait at Eisenhower National Historic Site than expected
  - Unable to obtain a ticket for Eisenhower National Historic Site
  - Other (Please specify) \_\_\_\_\_

**TOPIC AREA 4: DEST12**

21. What change or changes would make you stay longer in the Eisenhower National Historic Site area (within 50 miles)?

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**TOPIC AREA 6: EVALSERV20**

22. If you took the ranger-led or volunteer-led tour during this visit, please select one response for each of the following aspects of the tour.
- a) Topics discussed on tour were:
- Of interest       Not of interest
- b) Tour/program length was:
- Too short       About right       Too long
- c) Timing of programs/ Taking tour at desired time
- Able to take tour at desired time       Not able to take tour at desired time
- d) Ability to see interior of room due to tour size
- Able to see       Not able to see

## e) Historic appearance of rooms

Very poor	Poor	Average	Good	Very good
O	O	O	O	O

**TOPIC AREA 6: EVALSER28**

23. Below are the list of visitor services provided at Eisenhower National Historic Site
- a) In column (a), please rate the importance of the services listed to your visit from 1-5.
- b) Next, Please mark all the visitor services that you or your personal group used during this visit to Eisenhower National Historic Site
- c) Finally, for only those services and facilities that you or your personal group used, please rate their quality from 1-5

<b>A</b> Importance 1= Not important 2= Somewhat important 3= Moderately important 4= Very important 5= Extremely important	<b>Visitor Services</b>	<b>B</b> Used during your visit?	<b>C</b> Quality 1= Very poor 2= Poor 3= Average 4= Good 5= Very good
① ② ③ ④ ⑤	Assistance from park rangers	<input type="checkbox"/> YES <input type="checkbox"/> NO	① ② ③ ④ ⑤
① ② ③ ④ ⑤	Ranger-led programs	<input type="checkbox"/> YES <input type="checkbox"/> NO	① ② ③ ④ ⑤
① ② ③ ④ ⑤	Indoor exhibits	<input type="checkbox"/> YES <input type="checkbox"/> NO	① ② ③ ④ ⑤
① ② ③ ④ ⑤	Outdoor exhibits	<input type="checkbox"/> YES <input type="checkbox"/> NO	① ② ③ ④ ⑤
① ② ③ ④ ⑤	Park brochure/map	<input type="checkbox"/> YES <input type="checkbox"/> NO	① ② ③ ④ ⑤
① ② ③ ④ ⑤	Park newspaper	<input type="checkbox"/> YES <input type="checkbox"/> NO	① ② ③ ④ ⑤
① ② ③ ④ ⑤	Visitor center bookstore sales items	<input type="checkbox"/> YES <input type="checkbox"/> NO	① ② ③ ④ ⑤
① ② ③ ④ ⑤	Visitor center movies/videos	<input type="checkbox"/> YES <input type="checkbox"/> NO	① ② ③ ④ ⑤
① ② ③ ④ ⑤	Junior Secret Service Program	<input type="checkbox"/> YES <input type="checkbox"/> NO	① ② ③ ④ ⑤
① ② ③ ④ ⑤	Park website: <a href="http://www.nps.gov/eise">www.nps.gov/eise</a> used before or during visit	<input type="checkbox"/> YES <input type="checkbox"/> NO	① ② ③ ④ ⑤

24. Overall, how would you and your group rate the quality of facilities, services, and recreational opportunities at Eisenhower National Historic Site during this trip?  
Please circle **only one**.

Very poor       Poor       Average       Good       Very good

**TOPIC AREA 6: EVALSER22**

25. What did you like most about your visit to Eisenhower National Historic Site?

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26. What did you like least about your visit to Eisenhower National Historic Site?

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**TOPIC AREA 1: GROUP5**

27. Including yourself, how many people were in your personal group during your visit to Eisenhower National Historic Site on the day you were contacted for this survey?

\_\_\_\_\_ Number of adults (18 years or older)

\_\_\_\_\_ Number of children (under 18 years)

**TOPIC AREA 1: GROUP1**

28. Please select the choice below that best describe your personal group? Please mark (●) **one**.

Alone  
 Family only  
 Friends only  
 Family and friends  
 Other (Please specify) \_\_\_\_\_

29. Were you and your personal group part of the following organized group? Please mark (●) **Yes** or **No** for each type of organized group.

Part of the group?	Yes	No
Commercial guided tour group (i.e. package tour)	<input type="radio"/>	<input type="radio"/>
School/educational group	<input type="radio"/>	<input type="radio"/>
Historical society	<input type="radio"/>	<input type="radio"/>
Special interest club	<input type="radio"/>	<input type="radio"/>

**TOPIC AREA 1: GROUP 3**

30. For your personal group, on the day you were contacted for this survey, please provide the following information. (If you don't know the answer, enter "DK.")

	Current Age	U.S. ZIP code or name of country other than U.S.	Number of visits to Eisenhower NHS in last 12 months, including this trip	Gender		
				Female	Male	No answer
Yourself	_____	_____	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member #2	_____	_____	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member #3	_____	_____	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member #4	_____	_____	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member #5	_____	_____	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member #6	_____	_____	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member #7	_____	_____	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**TOPIC AREA 1: GROUP 7**

31. a) Did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services, during your visit to Eisenhower National Historic Site? Please mark (●) **one**.

- Yes
- No → **Go to Question 32**

b) If YES, what activities, services, or facilities did the person(s) have difficulty participating in or accessing? Please be specific.

\_\_\_\_\_

\_\_\_\_\_

c) Because of the physical condition, which specified difficulties did the person(s) have? Please mark (●) **all that apply**.

- Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff even with hearing aid)
- Visual (difficulty in seeing exhibits, directional signs, visual aids that are part of programs even with prescribed glasses or due to blindness)
- Mobility (difficulty in accessing facilities, services, or programs even with walking aid and/or wheelchairs)
- Other (Please specify) \_\_\_\_\_

**TOPIC AREA 1: GROUP10**

32. If Eisenhower National Historic Site were to offer assistive media or equipment for visitor use, which of the following would be used by a member of your group? Please mark (●) Yes or No for each service.

Service	Need to use	
	Yes	No
Electric golf cart	<input type="radio"/>	<input type="radio"/>
Loaner wheelchair	<input type="radio"/>	<input type="radio"/>
Digital media/materials	<input type="radio"/>	<input type="radio"/>
Audio description	<input type="radio"/>	<input type="radio"/>
Assistive listening device	<input type="radio"/>	<input type="radio"/>
Braille or large print media	<input type="radio"/>	<input type="radio"/>

Other? (Please be specific) \_\_\_\_\_

**TOPIC AREA 4: FVIS1**

33. Would you consider visiting Eisenhower National Historic Site again?

- Yes, likely → if Yes why \_\_\_\_\_  
 No, unlikely → if No, why not \_\_\_\_\_  
 Not Sure

**TOPIC AREA 4: FVIS2**

34. If you were to visit Eisenhower National Historic Site in the future...

- a) would you and your personal group be interested in attending ranger-led programs?  
 Yes, likely  
 No, unlikely  
 Not sure

If **YES**, what length of program would you [and your personal group] like to attend?

- Under 1/2 hour  
 1/2 - 1 hour  
 1 - 2 hours  
 Other (Please specify) \_\_\_\_\_

- b) what would encourage you to attend a ranger-led activity/program?

- Nothing → go to question 35  
 Programs scheduled more often  
 Greater variety of program topics  
 Greater variety of types of activities  
 Other reasons (Please specify)

c) which subjects would you and your group be most interested in learning about? Please mark (●) all that apply.

- Eisenhower Military Career
- Eisenhower Presidential Career
- Mamie Eisenhower, Civil Rights
- Conservation Farming and Cattle Operations History
- Other (Please specify)

35. What interpretive programs/information services would you and your group like to have available at the park? Please mark (●) all that apply.

- Not interested in interpretive programs → **Go on to Question 36**
- Roving rangers available to answer questions
- Rangers on tour bus
- Ranger talks/programs (other than on tour)
- Campfire programs
- Night sky programs
- Indoor exhibits
- Children's programs
- Outdoor exhibits
- Electronic media/devices available to visitors (downloadable digital files, podcasts, cell phone tours/apps, interactive computer tours, audio, etc.)
- Other (Please specify: \_\_\_\_\_)

**TOPIC AREA 6: OPMNMT1**

36. Is there anything else you would like to tell us about your visit?

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Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.



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recycled paper