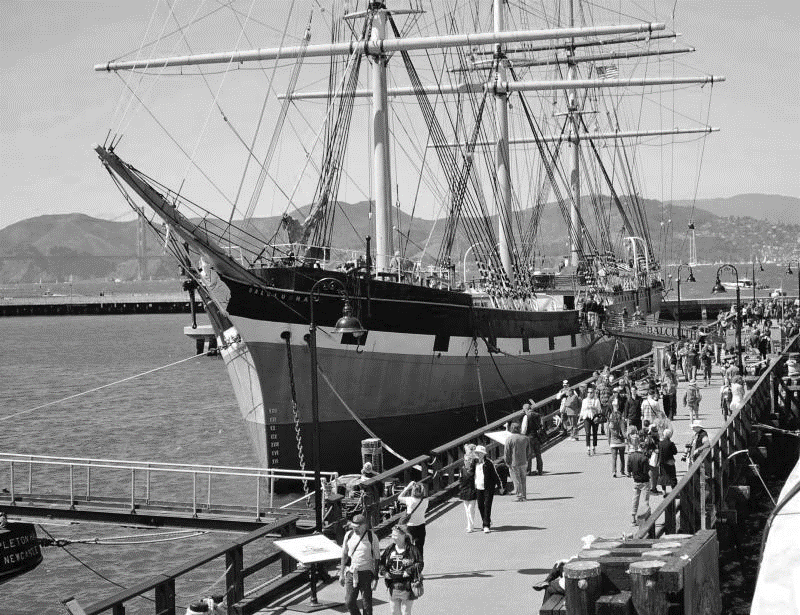
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| w npslogo | National Park Service **U.S. Department of the Interior** |

**San Francisco Maritime**

**National Historical Park**

**Visitor Study**



**2017**

|  |
| --- |
| **Paperwork Reduction and Privacy Act Statements:** The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. 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 visitors’ experiences with and preferences for interpretive services and facilities managed by San Francisco Maritime National Historical Park. Your responses are voluntary and anonymous. Your name and address have been requested for follow-up purposes only. At the completion of this collection all names and personal information will be destroyed and in no way be connected with the results of this survey. 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.  **Burden Estimate:** We estimate that it will take an average of 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to the Social Science Program Chief, National Park Service, 1201 Oakridge Drive, Fort Collins, CO, 80525-5596; nps\_nrss\_social\_science@nps.gov (email). |

OMB Approval 1024-0224

Current Expiration Date: 5-30-2019

|  |  |  |
| --- | --- | --- |
| C:\Users\brett\Pictures\RSG\720px-US-DeptOfTheInterior-Seal.svg.png | **United States Department of the Interior**  **NATIONAL PARK SERVICE**  1849 C Street, N.W.  Washington, DC 20240 | w npslogo |
| Summer, 2017  Dear San Francisco Maritime National Historical Park Visitor:  Thank you for participating in this study. Our goal is to learn about the expectations, opinions, and interests of visitors to San Francisco National Historical Park. This information will assist us in our efforts to better manage this park and to serve you.  This questionnaire is only being given to a select number of visitors, so your participation is very important. It should take about 20 minutes to complete after your visit.  When your visit is over, the adult in your group who will have the next birthday should complete this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. Postal Service mailbox.  If you have any questions, please contact RSG, Inc., 1515 SW 5th Avenue, Suite 1030, Portland, OR 97201; ellen.rovelstad@rsginc.com (email).  We appreciate your help.  Sincerely,  KJH signature  Kevin Hendricks  Superintendent | | |

|  |
| --- |
| **RETURN PROCEDURE**  At the end of your visit:  1. Please have the adult in your group (at least 18 years old) who has the next birthday complete this questionnaire. That will help give us a statistically reliable sample.  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.  Description: bubble-fill-example  3. Seal it in the postage-paid envelope provided.  4. Drop it in a U.S. Postal Service mailbox. |

|  |
| --- |
| **DIRECTIONS**  Please have the adult in your group (at least 18 years old) having the next birthday complete this questionnaire.  In this questionnaire, your **personal group** is defined as you and anyone with whom you visited San Francisco Maritime NHP on this trip, such as a spouse, family, friends, etc. This does not include the larger group that you might have traveled with, such as a school, church, scout, or tour group.  A **visit** is defined as the day in which you were contacted to complete this questionnaire. A **trip** is defined as the total extent of time away from your personal residence that could include multiple visits to San Francisco Maritime National Historical Park. |

**A. Trip Description**

**Topic Area 1** – GROUP5

1.Including yourself,how many people were in your personal group during your visit to San Francisco Maritime National Historical Park (NHP) 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** – GROUP4

2. What type of group were you with, during your visit to San Francisco Maritime NHP on the day you were contacted for this survey? Please mark (●) **one**.

O Alone

O Friends

O Family

O Family and friends

O School group

O Other (Please specify)

**Topic Area 4**– VISHIS11 (Variation)

Please refer to the map when answering Question #3.

**Place holder**

**for map here**

3. On this visit, how much total time did you and your personal group spend at the following sites within San Francisco Maritime NHP? Please list partial hours as ¼, ½, or ¾. If you did not visit any of these sites, please mark (●) **Did not visit.**

|  |  |  |
| --- | --- | --- |
|  | **Number of hours** | **Did not**  **visit** |
| Visitor Center | \_\_\_\_\_\_ | O |
| Hyde Street Pier | \_\_\_\_\_\_ | O |
| On board historic ships | \_\_\_\_\_\_ | O |
| Maritime Museum | \_\_\_\_\_\_ | O |
| Library/Research facility (Building E) | \_\_\_\_\_\_ | O |
| Aquatic Park and beach | \_\_\_\_\_\_ | O |

**Topic Area 4** – VISHIS3

4. Including this visit, approximately how many times have you visited San Francisco Maritime NHP?

In the last 12 months: \_\_\_\_\_\_\_\_\_\_\_\_ times, including this visit

In your lifetime: \_\_\_\_\_\_\_\_\_\_\_\_ times, including this visit

**B. Trip Planning and Motivations**

**Topic Area 2** – ITIN2

5. When did you decide to visit San Francisco Maritime NHP on the day you were contacted for this survey? Please mark (●) **one.**

O On the same day of my visit

O A couple of days before my visit

O A week before my visit

O More than a week before my visit, but in the last month

O More than a month before my visit, but in the last year

O More than a year before my visit

O Don’t know/can’t recall

**Topic Area 2** – INFOSOURCE9 (Variation)

6. a) How did you obtain information about your visit to San Francisco Maritime NHP today? Please mark (●) **all** **that apply in column (a)**.

b) Specifically, how do you usually obtain information about public events and activities? Please mark (●) **all** **that apply in column (b)**.

|  |  |  |
| --- | --- | --- |
|  | **a) Places to visit** | **b) Events and activities** |
| Previous visits | O | O |
| Friends/relatives/word of mouth | O | O |
| Inquiry via phone, mail, or email | O | O |
| San Francisco Maritime NHP website (nps.gov/safr) | O | O |
| TripAdvisor (tripadvisor.com) | O | O |
| Other website (Please specify):  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | O | O |
| Local businesses (hotels, motels, restaurants, etc.) | O | O |
| Maps/brochures | O | O |
| Newspaper/magazine articles | O | O |
| Other units of the National Park System (NPS) | O | O |
| School class/program | O | O |
| Social media (such as Facebook, Twitter, etc.) | O | O |
| Television/radio programs/DVDs | O | O |
| Travel guides/tour books (such as AAA, etc.) | O | O |
| Did not obtain information | O | O |
| Other (Please specify):  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | O | O |

**Topic Area 2** – INFOSOURCE13

7. Did you have the information about San Francisco Maritime NHP you needed on this trip? Please mark (●) **one**.

O Yes

O No (Please specify information you needed but didn’t have on this trip.)

**Topic Area 2** – TPURPOSE2

8. How important to you was each of the following reasons for visiting San Francisco Maritime NHP on this trip? Please mark (●) **one** **for each row**.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Extremely Important** | **Very**  **Important** | **Moderately Important** | **Slightly Important** | **Not at All Important** |
| To learn about a National Park Service site | O | O | O | O | O |
| To spend time with friends/family | O | O | O | O | O |
| To learn more about maritime history | O | O | O | O | O |
| To participate in a park program | O | O | O | O | O |
| To go on historic ships | O | O | O | O | O |
| To be outdoors | O | O | O | O | O |
| To learn more about San Francisco history | O | O | O | O | O |
| To be entertained | O | O | O | O | O |
| To learn through a variety of exhibits and/or program media | O | O | O | O | O |
| To attend a special event (Please specify): | O | O | O | O | O |
| Other (Please specify): | O | O | O | O | O |

**Topic Area 2** – TPURPOSE1

9. Of the reasons listed in Question 8, which was the most important reason for you to visit San Francisco Maritime NHP on this trip?

**C. Park Activities, Programs, and Services**

**Topic Area 5** – RecACT19

10. On this visit, in which of the following programs and services did you personally participate within San Francisco Maritime NHP? Please mark (●) **all** **that apply**.

O Talking informally with a ranger

O Viewing exhibits

O Attending a cultural demonstration or performance

O Reading the park brochure or newspaper

O Reading orientation/wayfinding signs

O Watching movies or videos about the park

O Participating with a child in your group in the Junior Ranger program

O Obtaining National Park passport stamp

O Using a cell phone audio tour specific to San Francisco Maritime NHP

O Using a smart phone app specific to San Francisco Maritime NHP

O Using the Maritime Research Center

O Other (Please specify):

**OR**

O    Did not participate in any programs or services

**Topic Area 5** – RecACT7, RecACT14, and **Topic Area 6** – RecACT19

11. Did you and your personal group attend any informational or interpretive programs at San Francisco Maritime NHP on the day you were contacted for this survey?

O Yes

🡺 What program(s) did you and your personal group attend? Please mark (●) **all** **that apply**.

O Ranger-led ship tour

O Informal table talk on Hyde Street Pier

O Aloft program demonstration

O Children’s program or activity

O Sailing on *Alma*

O Other (Please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

O No

🡺 Why not? Please mark (●) **all** **that apply**.

O Not interested in informational/interpretive programs

O The programs offered did not interest me and my group

O No programs were available when we were there

O Crowds prevented attendance

O Not enough time

O Other reasons (Please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Topic Area 7** – EVALSERV5

12. How important to you was it during your visit to San Francisco Maritime NHP to learn about the following subjects? For each item, please mark (●) **one.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Extremely Important** | **Very**  **Important** | **Moderately Important** | **Slightly**  **Important** | **Not at all Important** |
| Shipbuilding | O | O | O | O | O |
| Maritime commerce | O | O | O | O | O |
| Maritime arts and music | O | O | O | O | O |
| Life at sea | O | O | O | O | O |
| Adventure at sea | O | O | O | O | O |
| African American history and culture | O | O | O | O | O |
| Asian American history and culture | O | O | O | O | O |
| Latino American history and culture | O | O | O | O | O |
| Bay/ocean plants or wildlife | O | O | O | O | O |
| Sailing and steam ships | O | O | O | O | O |
| Recreational boating | O | O | O | O | O |
| San Francisco history | O | O | O | O | O |
| Other (Please specify): | O | O | O | O | O |

**Topic Area 4** – FVIS6

13. If you were to visit San Francisco Maritime NHP in the future, are there specific subjects you would like to learn about? Please mark (●) **one**.

O Yes (Please specify subjects you would like to learn about):

O No

**Topic Area 7** – EVALSERV5

14. When visiting a place like San Francisco Maritime NHP, how important to you are the following elements for the Maritime Museum and Visitor Center to have? Please mark (●) **one for each row.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Extremely Important** | **Very Important** | **Moderately Important** | **Slightly Important** | **Not at all Important** |
| Unexpected information | O | O | O | O | O |
| Multiple perspectives/viewpoints | O | O | O | O | O |
| Untold stories | O | O | O | O | O |
| Ability to make me think | O | O | O | O | O |
| A chance to express my ideas | O | O | O | O | O |
| Hands on | O | O | O | O | O |
| Things to read | O | O | O | O | O |
| Things to watch | O | O | O | O | O |
| Things to hear | O | O | O | O | O |
| Use of technology | O | O | O | O | O |
| Relevancy | O | O | O | O | O |
| Other (Please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | O | O | O | O | O |

**Topic Area 4** – FVIS7

15. On a future visit, how would your group prefer to learn about San Francisco Maritime NHP? For each item, please mark (●) **one.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Extremely Interested** | **Very Interested** | **Moderately Interested** | **Slightly Interested** | **Not at all Interested** |
| 45-minute ranger program | O | O | O | O | O |
| 20 to 30-minute ranger program | O | O | O | O | O |
| 15-minute demonstrations | O | O | O | O | O |
| Historical reenactments | O | O | O | O | O |
| Smart phone tour | O | O | O | O | O |
| Children’s activities | O | O | O | O | O |
| Nighttime events and programs | O | O | O | O | O |
| Daytime special events | O | O | O | O | O |
| Behind the scenes tour | O | O | O | O | O |
| Musical performances | O | O | O | O | O |
| Lectures | O | O | O | O | O |
| Self-guided tour | O | O | O | O | O |
| Photo opportunities | O | O | O | O | O |
| Other (Please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | O | O | O | O | O |

**Topic Area 4** – FVIS7 (Variation)

16. San Francisco Maritime NHP would like to use exhibits to present current issues using historical information. What current issues interest you? Please mark (●) **all** **that apply**.

O Trade/Globalization

O Immigration

O Income inequality

O Race and culture

O Gender issues

O Effects of changing technology

O Equity/fair treatment of others

O Climate change/sea level rise

O Other (Please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**OR**

O    I am not interested in any of these issues.

**Topic Area 7** – EVALSERV15

17. What would you recommend to improve current informational and/or

interpretive programs and exhibits provided at San Francisco Maritime

NHP? Please be specific.

**Topic Area 7** – RecExp15

18. What did you like most about your visit to San Francisco Maritime NHP?

**Topic Area 7** – RecExp16

19. What did you like least about your visit to San Francisco Maritime NHP?

**D. Park Management**

**Topic Area 7** – EVALSERV4 & EVALSERV12

20. How would you rate the quality of the facilities, services, and recreational opportunities in San Francisco Maritime NHP? Please mark (●) **one for each row**.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Park Facilities** | **Very Good** | **Good** | **Average** | **Poor** | **Very Poor** | **Not Used or Not Available** |
| Visitor center | O | O | O | O | O | O |
| Restrooms | O | O | O | O | O | O |
| Hyde Street Pier | O | O | O | O | O | O |
| On board historic ships | O | O | O | O | O | O |
| Library/Research facility (Building E) | O | O | O | O | O | O |
| Maritime Museum | O | O | O | O | O | O |
| Exhibits (indoor and outdoor) | O | O | O | O | O | O |
| Aquatic park and beach | O | O | O | O | O | O |
| Orientation/wayfinding signs | O | O | O | O | O | O |
| **Visitor Services** | | | | | | |
| Assistance from park employees | O | O | O | O | O | O |
| Park map or brochure | O | O | O | O | O | O |
| Ranger programs | O | O | O | O | O | O |
| Value for entrance fee paid | O | O | O | O | O | O |
| **Recreational Opportunities** | | | | | | |
| Learning about history or culture | O | O | O | O | O | O |
| Outdoor recreation (sightseeing, bicycling, using the beach, etc.) | O | O | O | O | O | O |

**Topic Area 7** – EVALSERV4 (Variation)

21. Overall, how would you rate the quality of the facilities, services, and recreational opportunities in San Francisco Maritime NHP? Please mark (●) **one**.

O Very good

O Good

O Average

O Poor

O Very poor

**Topic Area 9** – OPMGMT13

22. Please indicate the extent to which you would support or oppose each of the following potential management actions at San Francisco Maritime NHP. Please mark (●) **one for each row.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly Support** | **Slightly Support** | **Neither Support nor Oppose** | **Slightly Oppose** | **Strongly Oppose** |
| Provide self-service machines to buy admission tickets for historic ships | O | O | O | O | O |
| Charge an admission fee for the Maritime Museum | O | O | O | O | O |
| Require bikes to be walked on the Promenade | O | O | O | O | O |
| Keep Hyde Street Pier open until 7:00 PM | O | O | O | O | O |

**Topic Area 5** – RecEXP17

23. On this visit to San Francisco Maritime NHP, please indicate how the following elements may have affected your park experience. Please mark (●) **one for each row.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Not a**  **Problem** | **Small Problem** | **Big Problem** | **Did Not Experience** |
| Litter | O | O | O | O |
| Crowds | O | O | O | O |
| Noise (e.g., buses, street musicians, etc.) | O | O | O | O |
| Homeless community members | O | O | O | O |
| Too few educational programs offered | O | O | O | O |
| Too few staff available | O | O | O | O |
| Too much vehicle traffic | O | O | O | O |
| Too much bicycle traffic | O | O | O | O |
| Availability of public transportation | O | O | O | O |
| Graffiti (e.g., in restrooms, on bleacher walls, etc.) | O | O | O | O |
| Parking availability | O | O | O | O |
| Other (Please specify):  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | O | O | O | O |

**Topic Area 1** – RES3 & **Topic Area 7** – EVALSERV15 (Variation)

24. a) Are you a local resident of San Francisco?

O Yes

O No 🡺 **Go to Question 26**

b) If YES, what would make you visit the park more often?

**F. Background**

**Topic Area 1** – GROUP3 & **Topic Area 1** – RES2

25. For your personal group during your visit to San Francisco Maritime NHP 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.** |
| Yourself |  |  |
| Member #2 |  |  |
| Member #3 |  |  |
| Member #4 |  |  |
|  |  |  |

**Topic Area 1** – GEND1 & **Topic Area 1** – RACE/ETH1

26. For your personal group during your visit to San Francisco Maritime NHP on the day you were contacted for this survey, please provide the following information. Please mark (●) **one for each group member, including yourself, for gender and Hispanic or Latino. (If you don’t know the answer, mark** (●) **“Don’t know.”)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Yourself** | **Member #2** | **Member #3** | **Member #4** |
| Male | O | O | O | O |
| Female | O | O | O | O |
| Hispanic or Latino | O | O | O | O |
| Not Hispanic or Latino | O | O | O | O |
| **Don’t know** | --- | O | O | O |

**Topic Area 1** – RACE/ETH3

27. For your personal group during your visit to San Francisco Maritime NHP on the day you were contacted for this survey, please provide the following information. Please mark (●) **one or more for each group member, including yourself**. **(If you don’t know the answer, mark** (●) **“Don’t know.”)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Yourself** | **Member #2** | **Member #3** | **Member #4** |
| American Indian or Alaska Native | O | O | O | O |
| Asian | O | O | O | O |
| Black or African American | O | O | O | O |
| Native Hawaiian or other Pacific Islander | O | O | O | O |
| White | O | O | O | O |
| **Don’t know** | --- | O | O | O |

**Topic Area 1** – EDUC1

28. For your personal group during your visit to San Francisco Maritime NHP on the day you were contacted for this survey, what is the highest level of formal education completed by each member of your group? Please mark (●) **one for each group member, including yourself**. **(If you don’t know the answer, mark** (●) **“Don’t know.”)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Yourself** | **Member #2** | **Member #3** | **Member #4** |
| Less than high school | O | O | O | O |
| Some high school | O | O | O | O |
| High school graduate or GED | O | O | O | O |
| Some college, business, or trade school | O | O | O | O |
| College, business, or trade school graduate | O | O | O | O |
| Some graduate school | O | O | O | O |
| Master’s, doctoral, or professional degree | O | O | O | O |
| **Don’t know** | --- | O | O | O |

**Topic Area 1** – LANG1

29. When visiting an area such as San Francisco Maritime NHP, what language do you personally prefer to use? Please mark(●) **one for speaking and one for reading**.

|  |  |  |
| --- | --- | --- |
|  | **Speaking** | **Reading** |
| English | O | O |
| Spanish | O | O |
| Other (Please specify): | O | O |

**Topic Area 9** – OPMGMT10

30. Is there anything else you would like to tell us about San Francisco Maritime NHP’s facilities, services, or recreational opportunities?

**Thank you for your help!**

**Please place the questionnaire in the envelope provided and drop it in any U.S. Postal Service mailbox.**