

GOLDEN GATE NATIONAL PARKS VISITOR INTERCEPT SURVEY: CRISSY FIELD, PRESIDIO A, PRESIDIO B

Survey ID	Site ID	Surveyor	Follow Up
Day	Date	Time	Direction
Weather	Wind	Gender	International?

On-site Initial Contact Script:

Hello, I am _____ (name) with _____ (affiliation). We are conducting a study on behalf of the NPS to help improve your experience at [this site]. Have you already been approached and asked to participate in our study?

- 1) Yes [Interviewer: "Thank you for your time."]
- 2) No [Continue]

Would you be willing to complete a short survey about your experience in this park today? Participation is voluntary and your responses are anonymous. The survey takes about seven (7) minutes to complete. Will you participate in our survey?

- 1) Yes [Interviewer: Hand tablet to respondent]
- 2) No [Interviewer: "Thank you for your time."]

PAPERWORK REDUCTION and PRIVACY ACT STATEMENT: 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. We are authorized by the National Park Service Protection Interpretation and research in System (54 USC §100702) to collect this information. The routine uses of this information will be for the benefit of Managers and Planning staff of the Golden Gate National Recreation Area, Presidio Trust and Golden Gate National Parks Conservancy. The data collected will be summarized to better understand visitor uses and expectations. Your responses to this collection are completely voluntary and will remain anonymous. You can end the process at any time and will not be penalized in any way for choosing to do so. All contact information collected for the follow-up survey will be destroyed at the end of the collection period no personal identifiable records will be maintained or stored for any purposes. Data collected will only be reported in aggregates and no individually identifiable responses will be reported. 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 (1024-0224). We estimate that it will take about 7 minutes to complete this questionnaire. You may send comments concerning any aspect of this information collection to: Mike Savidge, Golden Gate National Recreation Area, Michael_J_Savidge@nps.gov (email); or Phadrea Ponds, NPS Information Collection Coordinator, Fort Collins, CO 80525, pponds@nps.gov (email).

1. Including today, how many times have you visited *[this national park site]* In the last 12 months?
- a. _____ visit(s) to this site in the last year
 - b. Not sure/Don't know

2. Approximately how long have you and your group been at *[this national park site]* today?
_____ hours, _____ minutes

3. How many people are in your group today (including yourself)?

_____ # of adults(18 yrs and older)

_____ # of children/youth (0-17yrs old)

_____ person/people.

[Note: If '1', skip to Q4.]

- 3a. [If more than one person] Please describe your group. I'm here with ...

(check all that apply):

- a. Family
- b. Friend(s)
- c. Organized group
 - 1. a commercial guided tour
 - 2. a school/educational group
 - 3. an interest group
- d. Other

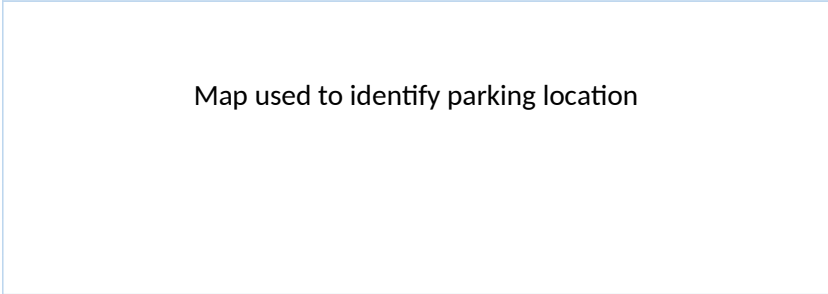
4. Did you use any trails at this park site today?

- a. Yes, I did use a trail at this park site today
- b. No, I did not use any trails at this park site today [Skip to Q5]

- 4a. Which trail(s) did you use?

Place Map Here
Respondent use map and choose from dropdown list of trails

5. How did you get to this park site today? (check all that apply)
 - a. Walked
 - b. Drove or rode in a personal vehicle (car/truck):
 - i. [Follow Up] using trail area map



- c. Arrived using rideshare (Uber, Lyft, etc.)
- d. Rode a personal bicycle
- e. Rode a rental bicycle
- f. Took the free PresidiGo Shuttle
- g. Rode public transit (eg., MUNI or Golden Gate Bridge District bus)
- h. Bay Area Rapid Transit (BART train)
- i. Ferry
- j. Came on a private tour bus
- k. Came on a school bus
- l. Arrived another way

REVIEWER NOTE: Questions 6-9 will use dropdown lists of specific sites and facilities]

6. Which facilities, museums or attractions did you visit today? Select up to 3 options
 - a. I visited [Site specific FACILITIES, MUSEUMS, ATTRACTIONS]
 - b. I did not visit any facilities, museums or attractions today.

CRISSY FIELD

- | | |
|---|---|
| <ol style="list-style-type: none"> 1. Warming Hut/Cafe 2. Japanese American Historical Museum 3. Picnic facilities 4. Historical Military fortifications 5. East Beach 6. Retail outlet: Sports Basement, Roaring 7. Mouse Bikes | <ol style="list-style-type: none"> 8. NOAA Gulf of the Farallones National Marine Sanctuary visitor center 9. Golden Gate Bridge Welcome Center 10. Presidio Visitor Center (on Main Post) 11. Tidal Marsh/Shorebird Overlook(s) 12. Indoor Recreation (climbing gym, dance program, pool, trampoline house, batting cage) |
|---|---|

MAIN POST/PRESIDIO

- | | |
|---|--|
| 1. <u>Presidio Visitor Center</u> | 7. <u>Archaeology Site or Lab</u> |
| 2. <u>Presidio Museum at the Officers' Club</u> | 8. <u>San Francisco National Cemetery</u> |
| 3. <u>Walt Disney Family Museum</u> | 9. <u>Main Parade Ground (events, festivals, picnicking)</u> |
| 4. <u>Inn at the Presidio</u> | 10. <u>Presidio Bowling Center</u> |
| 5. <u>Restaurant/Dining Establishment</u> | 11. <u>Other (please specify _____)</u> |
| 6. <u>Goldsworthy in the Presidio</u> | |

SOUTHERN WILDS/PRESIDIO

- | | |
|---|---|
| 1. <u>Rob Hill Campground</u> | 6. <u>Presidio Visitor Center</u> |
| 2. <u>Mountain Lake Park</u> | 7. <u>Presidio Golf Course</u> |
| 3. <u>El Polin Spring & Picnic Area</u> | 8. <u>Playing Fields</u> |
| 4. <u>Immigrant Point Picnic Area</u> | 9. <u>Presidio Museum at the Officers' Club</u> |
| 5. <u>Goldsworthy in the Presidio</u> | <u>Other (please specify _____)</u> |

GOLDEN GATE PLAZA & BAKER BEACH

- | | |
|---|---|
| 1. Golden Gate Bridge Welcome Center | 6. Presidio Visitor Center (on Main Post) |
| 2. Baker beach | 7. West Crissy picnic facilities |
| 3. Warming Hut/Café on West Crissy Field (near Torpedo Wharf) | 8. Fort Point Historical Site |
| 4. Japanese American Historical Museum | 9. East Beach/Crissy Field |
| 5. Historic Military Fortifications | 10. Golden Gate Bridge |

7. Where did you get information about this park site while preparing for today's visit?

- | | |
|--|--|
| 1. Previous visit | 6. Local businesses (e.g., hotels, motels, restaurants) |
| 2. Friends/family/word of mouth | 7. Maps/brochures |
| 3. Inquiry to park via phone, mail or email | 8. Newspaper/magazine articles |
| 4. Newsletter (e.g., Presidio ENews, Park Eventures) | 9. School class/program |
| 5. Website [Integrate options in drop down menu] | 10. Social media (e.g., Facebook, Twitter, Instagram) |
| <ul style="list-style-type: none"> • Golden Gate National Recreation Area, National Park Service website • Golden Gate National Parks Conservancy website • Presidio Trust website • Yelp • TripAdvisor • Bay Area Hiker • Google Maps • Other | 11. Radio programs |
| | 12. Travel guides/tour books (e.g., AAA, visitors' bureau) |
| | 13. Presidio Visitor Center (on Main Post) |
| | 14. City/State Welcome Center/Chamber of Commerce |
| | 14. Other (please specify _____) |
| | 15. I did not obtain information prior to this visit |

8. On this trip to [name park site], which of the following activities did you participate in? [Select up to five (5) activities]
- a. Viewing nature (e.g., wildlife, vistas)
 - b. Learning about nature
 - c. Picnicking
 - d. Visiting a cultural or historic site (e.g., National Japanese-American Museum, Presidio Museum, El Presidio archeological site, National Cemetery, Historic Batteries)
 - e. Driving for pleasure
 - f. Exploring woods or shoreline
 - g. Commemorating/Honoring/Remembrance
 - h. Walking/short hike (less than 1 hour)
 - i. Longer hike (1-4 hours)
 - j. Non-motorized water sport (e.g., kayaking, windsurfing)
 - k. Bicycling (e.g., road biking, mountain biking)
 - l. Running/jogging
 - m. Dog walking
 - n. Group sports (e.g., frisbee, outdoor exercise class)
 - o. Indoor Recreation (e.g., bowling, rock climbing)
 - p. Fishing/crabbing
 - q. Camping at Rob Hill
 - r. Dining at a café/restaurant
 - s. Family gathering/reunion
 - t. Water play (e.g., beach, swimming)
 - u. Creative arts (e.g., photography, drawing)
 - v. Educational or Arts exhibition
 - w. Special event or scheduled program
 - x. Other (please specify: _____)
 - y. I did not have a primary activity on this trip today

9. On this trip to [name park site], which of the following park programs and services did you personally participate in? [check all that apply]
- a. Attending a ranger or volunteer-led activity such as a tour or talk
 - b. Talking informally with a ranger or volunteer
 - c. Viewing outdoor exhibits
 - d. Viewing indoor exhibits
 - e. Attending an exhibition, cultural demonstration or performance
 - f. Reading a park brochure or newspaper
 - g. Going to the Visitor Center
 - h. Reading informational kiosk and interpretative signage
 - i. Watching movies or videos about the area
 - j. Participating with a child in the Junior Ranger or other youth program
 - k. Obtaining a National Park passport stamp
 - l. Using self-guided materials (maps, audio tours, app, geo-caching, etc.)
 - m. Using a smart phone app specific to the Presidio or GGNRA
 - n. Using park's accessibility features (sand wheelchair, accessible trails, etc.)
 - o. Participating in a race or competition
 - p. Attending an organized picnic/food event
 - q. None of the above

10. How crowded did you find this park site today?
- a. Very crowded
 - b. Moderately crowded
 - c. Slightly crowded
 - d. Not crowded at all
 - e. Don't know/Not sure

11. How safe did you feel at this park today?

- a. Very safe [Skip to Q12]
- b. Somewhat safe [Skip to Q12]
- c. Neither safe nor unsafe [Skip to Q12]
- d. Somewhat unsafe
- e. Not at all safe

11a. [If Respondent felt 'somewhat unsafe' or 'not at all safe', answer following question] Why did you feel (somewhat unsafe/not at all safe) today.

- a. Dogs encountered
- b. Bikes on trail
- c. Unsafe trail conditions
- d. I was alone
- e. I did not feel welcome
- f. Inadequate lighting
- g. Other: _____

12. Please rate your overall experience with the park site today. Did you have an excellent, good, fair, or poor experience?

- a. Excellent
- b. Good
- c. Fair
- d. Poor
- e. Don't know

13. How likely are you to refer a friend to this park site: very likely, somewhat likely, probably not likely, or not likely at all?

- a. Very likely
- b. Somewhat likely
- c. Probably not likely
- d. Not likely at all
- e. Don't know/Not sure

14. What top 3 items contributed most toward you enjoying your visit to [name park site] today? [place a #1, #2 and #3 next to your top choices in priority order]

Setting related	Facilities related	Activity related
<ul style="list-style-type: none"> • Scenic views of nature • Views of city/bridges • Nice weather • Being outdoors in natural setting • Ocean/beach • Being somewhere quiet/peaceful • Observing flora and fauna(ie. wildlife/native plants) • Having open space/freedom • Fresh air • Close to home or work 	<ul style="list-style-type: none"> • Good trail/path conditions • Cleanliness of facilities • Parking was available • Public transit opportunities • Cleanliness of beaches • Affordable food options • Available visitor amenities • Gathering places to sit (eg. picnic areas) • Clear signs and directions • Shelter from wind/sun 	<ul style="list-style-type: none"> • Getting exercise • Gathering with family/friends • Learning about the history of this site • Relaxing • People watching • Getting away from people • Friendly people • Art exhibits • Scheduled walks/tours • Informative staff/volunteers • Visitor center information/exhibits/ • Recreation and play • Special event • Free public program
Other (please specify: _____)		
Nothing		

15. What most detracted from your enjoyment of [name park site] today? [place a #1, #2 and #3 next to your top choices, in priority order]

Setting related	Facilities related	Activity related
Water temperature Wildlife encounters (e.g., jellyfish, birds, bird droppings) Blowing sand Poor weather	Inadequate trail/ path surface conditions Lack of cleanliness of facilities Poor condition of facilities Lack of available parking Littered beach Lack of restrooms Vehicle traffic noise Lack of signage/information Construction interference Lack of dedicated bicycle lanes/racks Lack of public transit Lack of affordable food options Lack of healthy food options Lack of culturally diverse food options	Feeling crowded Conflicts with cyclists Conflicts with dogs Unfriendly/rude people Not aware of activities available
Other (please specify: _____)		
Nothing		

And now just a few more questions about you. You're almost done!

16. In what year were you born?

17. What is the highest level of education you've completed?

- a. Less than high school
- b. Some high school
- c. High school graduate/GED
- d. Some college, business or trade school
- e. Associate degree
- f. College, business or trade school graduate
- g. Some graduate school
- h. Masters, doctoral or professional degree
- i. Graduate or professional degree
- j. I prefer not to answer

18. Which category best describes your total annual *household income* last calendar year?

- a. Less than \$9,999.
- b. \$10,000 to \$24,999
- c. \$25,000 to \$49,999
- d. \$50,000 to \$99,999
- e. \$100,000 to \$149,999
- f. \$150,000 to \$199,999
- g. \$200,000 or more
- h. I prefer not to answer

19. Including yourself, how many people live in your primary household?

_____ (# of people)

20. Is your primary household currently in the United States of America?

- a. Yes
- b. No [Skip to Q23]

21. What is your zip code? _____

22. Do you currently live in San Francisco?

- a. Yes
- b. No [Skip to Q24]

22a. Do you live within one (1) mile from [*name park site*]?

- a. Yes
- b. No

22b. Which San Francisco neighborhood do you live in? [include drop down list of neighborhoods]

[Skip to Q24]

23. Which country are you from? [Skip to Q27]

- a. Australia
- b. Brazil
- c. China
- d. France
- e. Germany
- f. India
- g. Japan
- h. Russia
- i. South Korea
- j. Taiwan
- k. Other

24. Are you Hispanic, Latino, or Spanish origin?

- a. No, not of Hispanic, Latino, or Spanish origin
- b. Yes, of Hispanic, Latino, or Spanish origin
- c. Don't know/Not sure
- d. I prefer not to answer

22. What is your race? (*one or more categories may be selected*)

- a. American Indian or Alaska Native
- b. Asian
- c. Black or African American
- d. Native Hawaiian or other Pacific Islander
- e. White
- f. Another: (*please describe*) _____
- g. Don't know/Not sure
- h. I prefer not to answer

25. What is the primary language spoken in your home?

- a. English
- b. Cantonese or Mandarin
- c. French
- d. German
- e. Japanese
- f. Russian
- g. Spanish
- h. Tagalog
- i. Vietnamese
- j. Other

27. Do you or anyone in your group have special challenges that made it difficult to participate in activities while in the park today (e.g., mobility, sensory or developmental impairment)?

- a. No [Skip to Q28]
- b. Yes

27a. What specific challenges did you or another member of your group experience today?

- 1. Hearing (e.g., difficulty hearing ranger programs, bus drivers, staff members)
- 2. Visual (e.g., difficulty seeing exhibits, signs, or other visual aids)
- 3. Mobility (e.g., difficulty accessing facilities, services, or programs)
- 4. Developmental (e.g., difficulty with cognitive learning and adaptive skills)

28. What is your gender?

- a. Female
- b. Male
- c. Transgender Male
- d. Transgender Female
- e. Gender Variant/Non-Conforming
- f. Other _____
- g. Don't know
- h. I prefer not to answer

29. What else you would like to tell us about your experience today?

INVITATION To Take

Finally, are you interested in participating in a follow up survey to help us improve the visitor experience? A

- No, I am not interested in participating in a follow up survey
- Yes, I am interested in participating in a follow up survey

Please provide us with the following information and a park or partner representative will contact you within 10 days:

First name: _____

Telephone number: _____

Email address: _____

What is the best time to reach you? (please check all that apply)

_____ day time

_____ weekdays

_____ evenings

_____ weekends

THANK YOU FOR PARTICIPATING IN THIS STUDY AND HELPING TO IMPROVE THE PARK!