



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: May 12, 2018

PROJECT TITLE: Golden Gate National Recreation Area Visitor Use Survey: On-site and telephone surveys

ABSTRACT: (not to exceed 150 words)

The Golden Gate National Recreation Area Visitor Use survey is designed to provide the National Park Service, the Presidio Trust, and the Golden Gate National Parks Conservancy with information about visitor demographics, use patterns, activities, opinions and perceptions of park management at four sites within the Golden Gate National Recreation Area (GGNRA). The study will be conducted in two parts. A brief visitor intercept survey will be conducted across a two-month period in summer 2018 to profile the visitor population, and a follow up survey will be administered to collect in-depth information about the visitor experience. Survey information will inform development of the GGNRA's Area Plans and provide insight to help improve visitor experiences and engagement in stewardship of the parks.

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PROJECT INFORMATION:

Where will the collection take place? Golden Gate National Recreation Area

Sampling Period Start Date: June 15, 2018 Sampling Period End Date: October 31, 2018

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: Samsung Tab-4 Tablets, Personal Computers

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.

Management Justification:

Golden Gate National Recreation Area (GGNRA) is the largest urban national park area in the nation. With over 19 million visitors per year and a \$27,000,000 budget, park managers work to understand and meet the dynamic needs and preferences of a growing visitor population. Plans for new visitor facilities at Rancho Corral de Tierra, as enhancements to avoid unacceptable visitor impacts, as well as improvements to current facilities must be based on visitor use information that reflect both the range and specificity of park use and users.

Following the recent reconstruction of Doyle Drive, there are plans for major parkland development over the new tunnel tops that connect two previously disconnected parts of the Presidio and Crissy Field. This presents a major planning effort for 2018-2019 upon which data related to current visitor demographics, use (experiences, behavior), needs (priorities), perceptions, opinions, and preferences is needed. Other than existing trails at Rancho Corral de Tierra, there are very few visitor support facilities at this site and no information related to how visitor use this area. The proposed collection is a follow-up study that is intended to build upon the 2008 baseline data that identified visitor trends and uses at the Presidio and Crissy Field. That study was designed to evaluate visitor trends in Crissy Field, the Presidio. The new management plans for Crissy Field and the Presidio (including Baker Beach and the Golden Gate Bridge Plaza), two of the most frequently visited sites at the foot of the Golden Gate Bridge and Rancho Corral de Tierra require updated data.

An on-site survey and subsequent follow-up telephone survey will be conducted at key locations throughout Crissy Field, the Presidio (including Baker Beach and the Golden Gate Bridge), and Rancho Corral de Tierra to gather the following information:

- reasons for visit,
- what would improve it further,
- visitor issues/concerns
- ways to engage visitors in park stewardship opportunities

The questions and methodology are consistent with those used at Crissy Field and the Presidio in 2008. By integrating visitor perceptions, opinions, priorities, and experiences into their management decision-making processes, park managers' will be able to effectively address visitor needs in planning projects scheduled for 2018 and 2019.

SURVEY METHODOLOGY:

(A) Respondent Universe:

The respondent universe for this collection will be all adult visitors (18 years old and older) passing intercept locations at Crissy Field, the Presidio and Rancho Corral de Tierra during July 1 through September 15, 2018. The respondent universe for the follow up survey will be all on-site respondents providing contact information (telephone number or email address) at the end of the on-site survey.

(B) Sampling Plan / Procedures:

Intercept Survey:

A stratified, random sample of weekends and weekdays will be selected for the three sites. Survey teams will be dispatched to designated intercept locations (i.e., vehicle parking lots, trailheads, transit boarding areas, and pedestrian and bike exit gates) during randomly sampled days of the week, taking place between 8:00 am –7:30 pm, during the data collection period (see Table 1).

Table 1: On-site Sampling Schedule

Location	July	August	September	TOTAL
Crissy Field	9	9	2	20
Presidio	9	9	2	20
Rancho Corral de Tierra	9	9	2	20

To ensure a valid and reliable sample, a total of 6,250 visitors will be contacted on site: Presidio (n=2,500); Crissy Field (2,500); and Rancho Corral de Tierra (n=1,250) during the sampling period. Because of lower visitation to the mountainous area of Rancho Corral de Tierra Rancho we anticipate having fewer contacts. During each sampling day, at least one trained surveyor and one assistant, will be stationed at four intercept points.

Table 2 - Estimated Number of Visitor Contacts during Sampling Period

Location	July	August	September	TOTAL
Crissy Field	1,000	1,000	500	2,500
Presidio	1,000	1,000	500	2,500
Rancho Corral de Tierra	550	550	150	1,250
TOTAL	0	0	0	6,250

During a sampling period, the surveyor will approach every *n*th visitor/visitor group at the end of their visit as they begin to exit the sampling area. If a surveyor encounters a group, the person in the group who is 18 or older old with a birthday closest to each month of year on a rotating basis (i.e., start with January, then for the next group February will be used, etc.) will be asked to participate in the survey. After completing this contact, the surveyor will proceed using the same method until the end of the sampling day. All respondents completing the on-site questionnaire will be asked to participate in a follow-up survey.

Follow-up Survey:

The follow-up survey will be conducted as a telephone interview by WestGroup Research of Phoenix, AZ. Every respondent providing contact information will be called within 10 days of completing the initial intercept survey. Nonparticipants will be contacted up to 8 times requesting their participation.

(C) Instrument Administration:

Intercept Survey:

Intercept surveying will occur for 20 randomly selected days during a 10 week period beginning mid-July and continuing through mid-September 2018. These months reflect the peak and shoulder seasons at the park sites. Site specific and translated versions of the survey (Spanish, Mandarin and Cantonese will be available to Limited English Proficiency visitors) will be used to collect information at each location.

At the start of the sampling period, the first visitor group to enter the sampling area will be greeted and asked if they would be willing to take part in the survey effort. Approximately one minute will be used during the initial contact to explain the purpose of the study and to select the adult member of the group (18 years or older) with the next birthday to serve as the respondent for the survey. That individual will be: 1) asked to answer the non-response bias questions, 2) given the computer tablet, and 3) at the end of the survey, if they are willing to participate in the follow-up survey, they will be prompted to provide the following information: name, telephone number and e-mail address. This information will only be used for the purposes of the follow-up survey and will be destroyed at the end of the collection. Trained surveyors will be available to answer questions using a reference/fact sheet prepared by park staff to assist data collectors with common questions. Consistent with the 2008 Visitor Survey research design, visitors passing through

intercept points will be approached and read this script by trained surveyors:

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."]

Survey administration will be monitored regularly for quality control to insure adherence to established standards, quality control, and data integrity. Data from intercept questionnaires will be compiled each day and stored in the cloud, within a password protected environment. Contact information (first name, telephone number, and email address) provided by the respondents agreeing to participate in the follow up study will be downloaded and forwarded to WestGroup Research the subcontractor responsible for administering the follow-up survey. At the end of the on-site sampling period the respondents that agree to participate in the follow-up telephone survey will be contacted within 10 days after the on-site contact.

Follow-up Survey:

WestGroup Research will administer the follow up survey using industry accepted techniques for telephone-based data collection, quality control, and data integrity. Within 10-days of the on-site contact, all respondents, including international respondents, agreeing to complete the follow-up survey will be contacted by phone and asked to complete the survey using the following script:

Hello, my I speak with (respondent's name). [NOTE: If person is not available, the interviewer will schedule a call back time]

Hello, my name is (interviewer name) and I'm calling on behalf of the National Park Service, The Presidio Trust and Golden Gate Parks Conservancy. I'm following up on your recent visit to (name intercept survey site). During that visit, you completed a short survey site and indicated an interest in sharing more information about your experience. This survey will take about 10 minutes to complete. Is now a good time to talk?

1. Yes
2. No [PROBE: Is there a better time to talk? When is that?]

All your answers are voluntary and anonymous. Let me know if you prefer not to answer a question, and I'll skip over it. The Paperwork Reduction Act requires that I tell you that

all federal government surveys must be approved by the Office of Management and Budget. If you would like to know more about the approval of this survey, I can provide information upon request. Is it OK to continue?

A CATI system will be used to automatically display scripts in the respondent’s preferred language, branch to appropriate questions based on previous responses, limit input to valid question responses, and transfer data from completed interviews to a password-protected database on a secure server. Established protocols, including field-tested callback/follow-up procedures, will be utilized to increase survey response rates and reduce non-response bias and errors. If a respondent declines to participate in the follow up survey, interviewers will attempt to clarify or allay any misconceptions expressed by respondents prior to terminating the interview or scheduling a refusal conversion attempt.

Bilingual interviewers and surveys (Spanish, Mandarin, or Cantonese) will be available as-needed. Interviewers will make eight attempts to each active telephone number to make contact with hard-to-reach respondents in the sample database. To the extent possible, callback dates and times will be schedule to best match respondents’ availability. Pre-screener hang-ups, post-screener break-offs, and initial (soft) refusals will receive up to three refusal conversion attempts.

(D) Expected Response Rate / Confidence Level:

On-Site Survey

As indicated in Table 3, it is anticipated that 6,250 visitors will be approached and asked to participate in the on-site intercept survey (2,500 visitors at The Presidio, 2,500 at Crissy Field, and 1,250 at Rancho Corral de Tierra). We are expecting that 35% (n=2,188) all visitors contacted will complete the intercept survey, and 80% (n=1,750) of those completing the survey will agree to provide information to participate in the follow-up survey. Based upon previous NPS research as similar location about 70% (n = 2,182) of the visitors that refuse to complete the on-site survey will at least agree to answer the non-response bias questions, and the remaining 30% (n=1,250) will completely refuse to participate in any way.

Location	On-site Respondents			On-site Non-respondents		
	Initial Contacts	Completed Surveys	Agree to follow-up survey	Non-respondents	Non-response survey	Hard Refusals
Crissy Field	2,500	875	700	1,625	1,125	500
Presidio	2,500	875	700	1,625	1,125	500
Rancho Corral de Tierra	1,250	438	350	812	562	250
TOTAL	0	2,188	1,750	4,062	2,812	1,250

Table 3: On-site Survey

Follow-up Survey

Based on completion rates from the 2008 Golden Gate National Recreation Area Visitor Survey, we estimate that of all on-site visitors (n=1,750) that agree to participate in the follow-up survey at least 60% (n=1,050) will actually complete the telephone survey. Among all non-respondents, we will follow the prescribed non-response protocols for telephone survey and attempt to garner a 67% (n=700) response rate for the non-response bias check, with the remaining 53% (n=560) will not participate in any way and will be categorized as ‘hard refusals’.

Table 4: Follow-up Survey

	Telephone Follow-up Survey			
Location	Agree to follow-up survey	Completed follow-up Survey	Completed Non-response follow-up Survey	Non-respondents Hard refusals
Crissy Field	700	420	280	224
Presidio	700	420	280	224
Rancho Corral de Tierra	350	210	140	112
TOTAL	1,750	1,050	700	560

The number of refusals will be recorded and used in calculating the final response rate. Based on the expected number of responses at each location, there will be 95% confidence that the overall intercept survey findings will be accurate to approximately +/- 3.4 percentage points for The Presidio and Crissy Field and +/- 4.8 percentage points for Rancho Corral de Tierra.

E) Strategies for dealing with potential non-response bias:

Non-response bias will be addressed in a variety of ways.

Intercept Survey

The intercept survey will be administered by well trained staff that includes bilingual interviewers. Survey staff will approach potential respondents using a pre-arranged script that reduces the chances of non-response bias. Non-response bias will be captured at intercept sites by intercept survey interviewers. During the initial contact, the interviewer will ask each visitor three questions taken from the survey. These questions will be used in a non-response bias analysis.

1. *How many adults, 18 and older, and children are in your personal group?*
2. *What is your state of residence (if you live in the US) or country of residence (if you do not live in the US)?*
3. *Did you (or anyone in your group) encounter barriers or challenges with park activities due to any physical conditions you may have?*

Or if the group has just entered the park:

Do you anticipate that you (or anyone in your group) will encounter barriers or challenges with park activities due to any physical conditions you may have?

a. If YES, is the barrier related to mobility, communication, or something else?

All responses will be recorded for every contact. Those refusing to complete the survey or to answer the non-response bias questions will be considered to be “hard refusals” and identified as non-respondents. The responses to the on-site non-response questions for this group will be compared with responses of visitors who complete the entire questionnaire. Results of the non-response bias check will be reported and any implications for applicability of survey results to generalizations about the study population will be discussed.

The demographics of respondents and non-respondents will be compared to assess the extent of bias that may have occurred between intercept survey participants and nonparticipants. Furthermore, a more complete analysis of nonresponse bias will be conducted comparing responders to the intercept survey and responders to follow up survey. All results of nonresponse bias analyses will be provided in the final report produced as a deliverable on this project.

Counts and refusal information will be recorded at each intercept location during the initial contact. Persons refusing to answer the survey will be asked to respond to three salient questions from the intercept survey that will be used as the non-response bias check for this collection. Responses from the non-respondents will be compared against those with the respondents to test for non-response bias. Reasons offered for non- participation (e.g., lack of time, lack of interest, language difficulties) will also be recorded and used to assess differential rates of on-site participation.

Follow Up Survey

To maintain the integrity of the original sampling frame and to minimize non-response bias, people who refuse to complete the survey will be identified as either soft responders unable to take the survey at this time, or hard responders absolutely refusing to participate in the project. A trained interviewer will call back soft respondents attempting to convert the soft response to a completion. For numbers that go unanswered, eight attempts will be made to call the number. After eight attempts, the sample point will be retired and defined as a hard refusal. Response rates will be improved by a systematic schedule of multiple contacts and implementation of refusal conversion techniques as suggested by Don Dillman (2007). These additional attempts, called refusal conversions, are common and necessary in survey research to ensure sample validity. To that end, experienced telephone interviewers will attempt to complete the follow-up interview with any respondent initially refusing to participate by asking the following questions to check for non-response bias:

1. *On your recent visit to (name park site) did you learn anything about the history of this site?* Yes No
2. *Do you think you will ever return to [name park site]?* Yes No

Responses from the non-respondents will be compared against those of the respondents to test for any non-response bias. Reasons offered for non-participation (e.g., lack of time, lack of interest, language difficulties) will be recorded and used to assess non-response bias. If the magnitude of bias in the follow up survey is determined to be extensive, the findings may be subjected to post-stratification weighting to correct the existing non-response bias. Results of the non-response bias check will be described in a report and the implications for park planning and management will be discussed.

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

This survey conforms to the research design employed in the 2008 GGNRA visitor survey. All aspects of the 2008 research effort were designed and/or reviewed by one or more members of the team of social science experts formed to develop and advise on research methods, instrument design, and sampling (Dr. Dan Stynes, Dr. Fred Solop, and Dr. Chase Harrison). Dr. Fred Solop is co-principal investigator of this current effort. The intercept and follow-up surveys contain questions asked in previous NPS surveys and outlined in the NPS Pool of Known Questions. The current surveys have been pretested by the design team to best anticipate clarity of language and instrument length.

BURDEN ESTIMATES:

The combined number of responses 6,750 (on-site survey $n=5000$; follow-up survey $n=1,750$). The total respondent burden for this collection is estimated to be 602 hours. We have estimated respondent burden as follows:

❖ On-site contact – (Initial Contact and Survey Completion): 292 hours

One minute will be used to explain the study and seven (7) minutes will be used with visitors agreeing to complete the questionnaire (8 minutes \times 2,188 respondents = 292 hours). At the end of the questionnaire all respondents are given an opportunity to agree to participate in the follow-up survey.

❖ On-site Non-response bias check (non-respondents): 94 hours

For those refusing to complete the full on-site survey, they will be asked if they would be willing to answer the four non-response bias check question. One minute will be used to for the initial contact and an additional minute will used to conduct the non-response bias check with all non-respondents that agree to answer the three non-response bias question (2 minutes \times 2,812 respondents = 94 hours). We will not calculate the burden for the remaining 20% of non-respondents ($n=1,250$) of the on-site visitors contacted that completely refuse to participate in the study; however, the surveyor will attempt to record any reason for refusal and record observational data.

❖ Telephone follow-up survey: 216 hours

We are anticipating that 1,050 respondents will agree to complete the entire 11 minute telephone survey

(11 minutes x 1,050 respondents = 193 hours). For those refusing to complete the full telephone survey, they will be asked if they would be willing to answer the two (2) non-response bias check question. One minute will be used to for the initial contact and an additional minute will used to conduct the non-response bias check with all non-respondents that agree to answer the three non-response bias question (2 minutes x 700 respondents = 23 hours). We will not calculate the burden for the remaining 53% of the non-respondents (n=560) of the visitors contacted that completely refuse to participate in the study; however, the surveyor will attempt to record any reason for refusal before ending the call.

Table 5. Combined Burden Estimates

Respondents	Responses	Completion Time * (minutes)	Burden Hours
Onsite Survey			
Completed survey	2,188	8	292
Non-response bias check	2,812	2	94
Subtotal	0		0
Follow-up survey			
Completed Telephone survey	1,050	11	193
Non-response bias check	700	2	23
Subtotal	0		0
TOTAL	6,750		602

*Completion time includes initial contact time.

REPORTING PLAN:

When the survey fielding process is completed the site coordinator will review surveys for completeness, open-ended responses will be coded using a coding table, and all data will be coded and entered into a statistical package for data analysis. Data files will be reviewed for accuracy and cleaned to reflect proper variable and value labels.

For the telephone follow-up survey, all data will be exported from CATI as an SPSS formatted file. All responses will be entered verbatim and then coded using a coding table. The data file will be weighted, if necessary, to accurately account for any non-random sampling errors and to more accurately reflect the demographics of the visitor population at the park site.

A complete record and documentation of data management steps and procedures, including final response rates, number of contacts, and response rates by question will be included in the final report. The final report will include an analysis of the information obtained in the original intercept study as well as a substantive analysis of the data from the follow-up telephone survey. A complete record and documentation of data management steps and procedures,

including survey response rates, will be provided. A copy of the technical study report will be archived with the Social Science Program of the National Park Service for inclusion in the Social Science Studies Collection. Project PI's will make an oral presentation of research findings to park managers, and be available for follow-up conversations about how to integrate study findings into park management plans.

NOTICES

Privacy Act Statement

General: This information is provided pursuant to Public Law 93-579 (Privacy Act of 1974), December 21, 1984, for individuals completing this form.

Authority: National Park Service Research mandate (54 USC 100702)

Purpose and Uses: This information will be used by The NPS Information Collections Coordinator to ensure appropriate documentation of information collections conducted in areas managed by or that are sponsored by the National Park Service.

Effects of Nondisclosure: Providing information is mandatory to submit Information Collection Requests to Programmatic Review Process.

Paperwork Reduction Act Statement

We are collecting this information subject to the Paperwork Reduction Act (44 U.S.C. 3501) and is authorized by the National Park Service Research mandate (54 USC 100702). This information will be used by The NPS Information Collections Coordinator to ensure appropriate documentation of information collections conducted in areas managed by or that are sponsored by the National Park Service. All parts of the form must be completed in order for your request to be considered. We may not conduct or sponsor and you are not required to respond to, this or any other Federal agency-sponsored information collection unless it displays a currently valid OMB control number. OMB has reviewed and approved The National Park Service Programmatic Review Process and assigned OMB Control Number 1024-0224.

Estimated Burden Statement

Public Reporting burden for this form is estimated to average 60 minutes per collection, including the time it takes for reviewing instructions, gathering information and completing and reviewing the form. This time does not include the editorial time required to finalize the submission. Comments regarding this burden estimate or any aspect of this form should be sent to the Information Collection Clearance Coordinator, National Park Service, 1201 Oakridge Dr., Fort Collins, CO 80525.