

**GOLDEN GATE NATIONAL PARKS VISITOR
CRISSY FIELD, PRESIDIO A, PRESIDIO B
FOLLOW-UP TELEPHONE SURVEY:**

Survey ID _____

Note: This post-intercept survey is to be completed within 10 days of intercept survey completion.

Hello, my I speak with (*respondent's name*). [IF PERSON IS NOT AVAILABLE, SCHEDULE A CALL BACK]

Hello, my name is (*interviewer name*) and I'm calling on behalf of the National Park Service and it's partners, The Presidio Trust and GG parks Conservancy.

I'm following up on your recent visit to (*name intercept survey site*). You completed a short survey on-site and indicated an interest in sharing more information about your experience. This survey will take about 12 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 approval of all federal government surveys by the Office of Management and Budget. It should take no longer than 10 minutes to complete answer the questions. If you would like to know more about the approval of this survey, I can provide information upon request. Is it OK to continue?
Additional Information Provided upon Request.

[If YES] Continue to survey instrument

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, the Presidio Trust, 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 10 minutes to complete this collection. 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).

[If YES] Continue to survey instrument

1. People have many reasons for visiting National Park sites. I am going to read a list of possible reasons for visiting (*name park site*). As I read each reason, please tell me how important it was to your decision to visit the park site **on the day you completed the on-site survey**. Was it Very Important, Somewhat Important, Neither Important nor Unimportant, Somewhat Unimportant, or Totally Unimportant to your decision to visit (*name park site*).

| | Very Important | Somewhat important | Neither Important/Unimportant | Somewhat Unimportant | Totally Unimportant | Don't know | Refused |
|--|----------------|--------------------|-------------------------------|----------------------|---------------------|------------|---------|
| a) Convenient to where I live or work | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| b) Connect with or learn about nature | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| c) Experience solitude | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| d) Be in a safe environment | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| e) Be with family/friends | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| f) Experience scenic views | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| g) Improve fitness, health, and well-being | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| h) Connect with or learn about history/culture | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| i) Visit an organization located within the park | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| j) To volunteer | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| k) Experience natural sounds and/or quiet | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| l) Outdoor recreation & play | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| m) Indoor recreation & play | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| n) Attend public events or exhibits | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| o) Have an affordable outing | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| p) Participate in a park program/tour | 1. | 2. | 3. | 4. | 5. | 6. | 7. |

2. Now I'd like to know how satisfied you were with different aspects of (*name park site*) during your recent visit. I am going to read a list of park features. Please tell me if you were Very Satisfied, Somewhat Satisfied, Neither Satisfied nor Dissatisfied, Somewhat Dissatisfied, or Very Dissatisfied with each feature.

| | Very Satisfied | Somewhat Satisfied | Neither Satisfied/ Dissatisfied | Somewhat Dissatisfied | Very Dissatisfied | Don't know | Refused |
|--|----------------|--------------------|------------------------------------|-----------------------|-------------------|------------|---------|
| a) Orientation signage | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| b) Trail connections to other parts of the park | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| c) Condition of trails | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| d) Availability of bike racks | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| e) Location of amenities such as benches and recycling bins | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| f) Availability of picnic areas or places to congregate | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| g) Availability of public transit to the park | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| h) Availability of public transit within the park | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| i) Restroom availability | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| j) Restroom cleanliness | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| k) Condition of the natural environment | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| l) Condition of historic structures | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| m) Friendliness of park staff | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| n) Affordable food options | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| o) Availability of park information | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| p) Indoor exhibits about the natural and cultural history of the site | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| q) Outdoor exhibits about the natural and cultural history of the site | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| r) Availability of public programs | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| s) Special events | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| t) Sense of public safety and/or personal security at the site | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| u) Availability of lodging | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| v) Availability of WiFi | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| w) Camping opportunities | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| x) Availability of shelter/shade | 1. | 2. | 3. | 4. | 5. | 6. | 7. |
| y) Accessibility features | 1. | 2. | 3. | 4. | 5. | 6. | 7. |

3. Next I am going to read a list of issues that sometimes concern visitors to [name park site]. Please indicate whether each item was Not a Problem, a Slight Problem, a Moderate Problem, or a Serious Problem when you visited [name park site].

| | Not a problem | Slight problem | Moderate problem | Serious problem | Don't know | Refused |
|---|---------------|----------------|------------------|-----------------|------------|---------|
| a) Crowding at viewing points | 1. | 2. | 3. | 4. | 5. | 6. |
| b) Crowding on trails | 1. | 2. | 3. | 4. | 5. | 6. |
| c) Dogs off-leash | 1. | 2. | 3. | 4. | 5. | 6. |
| d) Trail conditions | 1. | 2. | 3. | 4. | 5. | 6. |
| e) Educational information about the natural environment | 1. | 2. | 3. | 4. | 5. | 6. |
| f) Conflicts with other user groups | 1. | 2. | 3. | 4. | 5. | 6. |
| g) Lack of transit to the park | 1. | 2. | 3. | 4. | 5. | 6. |
| h) Lack of transit within the park | 1. | 2. | 3. | 4. | 5. | 6. |
| i) Spread of invasive plants | 1. | 2. | 3. | 4. | 5. | 6. |
| j) Visitor-caused noise | 1. | 2. | 3. | 4. | 5. | 6. |
| k) Waiting times for restrooms | 1. | 2. | 3. | 4. | 5. | 6. |
| l) Lack of orientation signage | 1. | 2. | 3. | 4. | 5. | 6. |
| m) Trash and litter at the site | 1. | 2. | 3. | 4. | 5. | 6. |
| n) Bicycle speed on trails | 1. | 2. | 3. | 4. | 5. | 6. |
| o) Lack of multi-lingual signage | 1. | 2. | 3. | 4. | 5. | 6. |
| p) Availability of educational information about historical significance of sites | 1. | 2. | 3. | 4. | 5. | 6. |
| q) Accessibility features | 1. | 2. | 3. | 4. | 5. | 6. |
| r) Lack of picnicking facilities | 1. | 2. | 3. | 4. | 5. | 6. |
| s) Lack of shelter and shade | 1. | 2. | 3. | 4. | 5. | 6. |
| t) Lack of benches and seating | 1. | 2. | 3. | 4. | 5. | 6. |
| u) Lack of information about available activities | 1. | 2. | 3. | 4. | 5. | 6. |
| v) Absence of sundry essentials for purchase | 1. | 2. | 3. | 4. | 5. | 6. |

4. On your recent visit to (name park site) did you learn anything about ...

4a. The history of this site?

[e.g., Spanish presidio garrison, historic Crissy Airfield, Japanese-American military intelligence, Mexican-American land grants, Native American tribes, American military presence]

- a. Yes
- b. No
- c. Not sure

4b. Nature?

[e.g., shorebirds; dune plants; forest; climate coastal impacts; native and rare species]

- a. Yes
- b. No
- c. Not sure

4c. Culture?

[e.g., place-based, public art; archeological discoveries; cultural landscapes; national historic landmark; Native American artifacts]

- a. Yes
- b. No
- c. Not sure

5. What was the most important thing you learned during your recent visit to [*name park site*].

- a. I learned _____
- b. I did not learn anything.
- c. Don't know/Not sure
- d. Refused

6. On a future visit to this park site, are there specific topics you would like to learn more about?

- a. Yes (Specify topics: _____)
- b. No

7. Do you think you will ever return to [*name park site*]?

- a. Yes
- b. No
- c. Don't know/Not sure
- d. Refused

7a. [If 'YES'] When?

- a) Within one week
- b) Within one month
- c) Within one year
- d) More than one year
- e) Don't know

7b. [If 'YES'] Why will you return to [*name park site*]? _____

7c. [If 'NO'] Why not? _____

We would like to know more about your recent experience at [name park site].

8. Thinking about your recent visit, why did you choose to go to [name park site]?

(open-ended)

- a. Open access, not restricted
- b. It is free
- c. Variety of activities available
- d. Fishing opportunities
- e. Sports fields, courts
- f. History
- g. Family friendly
- h. Not crowded, solitude, quiet, peaceful
- i. Tide pools, ocean, beaches
- j. Safe
- k. Bike friendly
- l. Clean, well maintained
- m. Close, convenient
- n. Trails/paths
- o. Beauty/views
- p. Nature
- q. Personal memories, meaningful experience
- r. Recreational opportunities
- s. Other _____
- t. Don't know/Not sure
- u. Refused

9. What amenities or improvements would enhance your visit to [name park site] in the future? [Open ended, select all that apply]

- a. More restrooms
- b. More affordable food options
- c. More culturally diverse food options
- d. Better orientation signage
- e. Better maps, information
- f. Better enforcement of rules, policies
- g. Better maintenance of structures
- h. Restrict areas for dog walking
- i. Cleaner restrooms
- j. Reduce amount of animal poop
- k. Improve opportunities for bicycling
- l. Improve management of natural environment
- m. Improve trail surface conditions
- n. More benches
- o. More gathering places (e.g. picnic areas)
- p. Improve pedestrian-bicycle safety
- q. More waste recycling
- r. Control poison oak
- s. Other: _____
- t. Nothing. I like it just the way it is.
- u. Don't know/Not sure
- v. Refused

10. I am going to read a list of nine (9) type of programs or structured activities. For each, please tell me whether you or a member of your family would consider participating [*name park site*] in the future.

| | Yes | No | DK | Ref |
|---|-----|----|----|-----|
| a) Children's or youth programs (kids ages 0-17) | 1. | 2. | 3. | 4. |
| b) Interpretive programs (multigenerational) | 1. | 2. | 3. | 4. |
| c) Art exhibitions | 1. | 2. | 3. | 4. |
| d) Special events such as festivals or outdoor films | 1. | 2. | 3. | 4. |
| e) Guided History tours/walks | 1. | 2. | 3. | 4. |
| f) Guided Nature tours/walks | 1. | 2. | 3. | 4. |
| g) Guided art tours/walks | 1. | 2. | 3. | 4. |
| h) Fitness programs | 1. | 2. | 3. | 4. |
| i) Self-guided activities (e.g., audio guides, geo-caching) | 1. | 2. | 3. | 4. |

11. Would you recommend visiting this park site to a friend or family member?

1. Yes, because _____.
2. No, because _____.
3. Not sure.

12. In the future, would you be interested in ...

| | Yes | No | DK | Ref |
|--|-----|----|----|-----|
| a) Getting more information about events and activities at [<i>name park site</i>]? | 1. | 2. | 3. | 4. |
| b) Attending a public meeting or workshop about shaping the future of [<i>name park site</i>]? | 1. | 2. | 3. | 4. |
| c) Volunteering in [<i>name park site</i>]? | 1. | 2. | 3. | 4. |

[IF INTERCEPT OCCURRED AT CRISSY FIELD ASK THE FOLLOWING QUESTION, OTHERWISE SKIP TO Q14.]

13. Prior to your recent visit,

- a. Did you know that much of Crissy Field and other coastal areas in the Presidio are part of the National Park system(ie the coastal areas)?
 1. Yes
 2. No
 3. Don't know/Not sure
 4. Refused

[SKIP TO Q15]

[IF INTERCEPT OCCURRED AT PRESIDEO A OR B, ASK THE FOLLOWING QUESTION]

14. The Presidio Trust brings alive the unique historic, natural, and recreational assets of the Presidio for the inspiration, education, health, and enjoyment of all people. Prior to your recent visit, had you heard of the Presidio Trust?
- a. Yes
 - b. No
 - c. Don't know/Not sure
 - d. Refused
- i. Are you interested in learning more about the Presidio Trust?
15. The Golden Gate National Parks Conservancy is a non-profit membership organization that supports the parks by providing programs, community engagement, and fundraising support. Prior to your recent visit, had you heard of the Park Conservancy?
- a. Yes
 - b. No
 - c. Don't know/Not sure
 - d. Refused
- i. Are you interested in learning more about the Park Conservancy?
16. Do you have any suggestions for improving the visitor experience at [*name park site*]?
- a. Yes: _____
 - b. No
 - c. Don't know/Not sure
 - d. Refused

Thank you for taking the time to complete this interview. We know your time is valuable and we appreciate your help.

TERMINATE CALL