

SEM Initial Contact (Non-Response Survey)

INTERCEPT OPENING SCRIPT

"Hello, I am working with [NPS Site] conducting a 5-minute survey to improve visitor experiences in the park. Are you a park employee, or have you or anyone in your personal travel group taken a Visitor Survey at [NPS SITE] recently?"

- ☐ No - visitor is eligible for survey
- ☐ Yes - previously participated in survey
- ☐ Yes - park employee
- ☐ Language barrier / unable to communicate
- ☐ Ineligible for another reason (please specify): _____

→ If the visitor **is eligible**, continue below. If the visitor is ineligible, record the reason, and thank them for their time.

May I ask you some questions about your [NPS Site] experience?

→ If the visitor says **NO**, read the following script:

Ok, may I ask three quick questions?

→ If the visitor says **NO**, thank them for their time.

→ If the visitor says **YES**, ask the non-response bias questions:

1. "Are you a permanent or seasonal/second home resident of the local area around [NPS Site]?"
2. "Do you currently live in the United States?"
3. "On this trip away from home, have you [and your personal group] stayed, or will you stay overnight away from your permanent residence either in [NPS Site] and/or within the local area? [Show map]"
4. Was visiting [NPS Site] the primary purpose for your overall trip away from home?

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 NPS Managers and Planning staff in [NPS Site] in future initiatives related to the visitor use and resource management within the site. The data collected will be summarized to evaluate visitor uses and expectations during their visit at [NPS Site]. 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 purpose of the follow-up survey will be destroyed at the end of the collection period and 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. We estimate that it will take about 2 minutes to complete these questions. You may send comments concerning the burden estimates or any aspect of this information collection to: Dr. Jake Jorgenson, RRC Associates, at jake@rrcassociates.com (email); or Bret Meldrum, NPS Social Science Program Manager, at bret_meldrum@nps.gov (email)