SEM VISITOR INTERCEPT SURVEY

INTERCEPT OPENING SCRIPT

"Hello, I am working with Golden Gate National Recreation Area 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 Golden Gate NRA recently?"

- ○ *No - visitor is eligible for survey*
- ○ *Yes - previously participated in survey*
- ○ *Yes - park employee*
- ○ *Minor (under 18), ineligible to participate*
- ○ *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.

Ok, may I ask you some questions about your Golden Gate National Recreation Area 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 Golden Gate National Recreation Area?"**
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 Golden Gate National Recreation Area and/or within the local area? (Please refer to map of local area)"**

➔ If the visitor says **YES**, read the following script:

Before we begin, I would like to let you know that this survey has been approved by the Office of Management and Budget. It is important to note that a Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it has a valid OMB control number. The control number for this collection is 1024-0224. Secondly, your participation is voluntary, and your name will never be connected with your individual responses. This survey will only take about five minutes of your time today.

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 Golden Gate National Recreation Area 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 Golden Gate National Recreation Area. 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 (1024-0224). We estimate that it will take about 5

minutes to complete this on-site questionnaire. 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 Chief of Social Science Program, at bret_meldrum@nps.gov (email).

1. **Are you a permanent or seasonal/second home resident of the local area around Golden Gate National Recreation Area? (Please refer to map of local area)**
   - ○ Yes, I am a permanent resident
     - ➢ _____**What is your ZIP code in the local area?**
   - ○ Yes, I am a seasonal/second home resident
     - ➢ _____ **What is your ZIP code in the local area?**
   - ○ No, I am not a permanent or seasonal resident of the local area around Golden Gate National Recreation Area

2. **(If not permanent or seasonal resident) Do you currently live in the United States?**
   - ○ No
     - ➢ **In which country do you currently reside?**_____ *(tablet survey includes drop-down list)*
   - ○ Yes
     - ➢ **What is the ZIP code of your permanent residence?** _____zip code

3. **(If Permanent or Seasonal Residence = NO) Was your visit to Golden Gate National Recreation Area the primary purpose for your overall trip away from home?**
   - ○ Yes
   - ○ No
     - ➢ **Was your visit to Golden Gate National Recreation Area…?**_____
       - ○ The primary reason you came to the local area
       - ○ One of two or more equally important reasons you came to the local area
       - ○ An incidental or spontaneous stop

4. **(If Permanent or Seasonal Residence = NO) How many days are you planning to spend in the local area (including the days you spend in Golden Gate National Recreation Area) on this trip away from home? (Please refer to map of local area)**

   _____ days

5. **On this trip away from home, have you stayed, or will you stay overnight away from your permanent residence in Golden Gate National Recreation Area and/or within the local area? (Please refer to map of local area).**
   - ○ Yes
   - ○ No

6. **(If Overnight = YES) On this trip, what type(s) of accommodations do you expect to use while in the local area, including any nights spent in Golden Gate National Recreation Area? Please mark (●) all that apply** *(tablet includes custom logic flag – if total number of nights is not within +/-1 of the local days, entered above, surveyor will be prompted to double check)*
   - ○ Backcountry Camping in Hawk Campground
     - ➢ _____**# of nights**
   - ○ Camping in Golden Gate National Recreation Area

- _____**# of nights**
- **In which campground(s) did you or will you stay?**
  - Bicentennial Campground
  - Haypress Campground
  - Kirby Cove Campground
  - Unsure

- Camping outside Golden Gate National Recreation Area in the local area
  - _____**# of nights**
- Lodging in Golden Gate National Recreation Area (Headlands Institute, Cavallo Point Lodge, Inn at the Presidio, Lodge at the Presidio, or SF Fisherman's Wharf Hostel)
  - _____**# of nights**
  - **In which in-park lodging did you or will you stay?**
    - Headlands Institute
    - Cavallo Point Lodge
    - Inn at the Presidio
    - Lodge at the Presidio
    - Fisherman's Wharf Hostel
    - Other _____
- Lodging outside Golden Gate National Recreation Area in the local area (e.g., hotels, cabins, vacation rentals, glamping)
  - _____**# of nights**
- Unpaid accommodations (e.g., family and friends)
  - _____**# of nights**

7. **(IF ACCOMMODATION = IN GOGA) What time did you arrive in Golden Gate National Recreation Area on the first day of your stay?**

   _____ Hour (1-12) ○ AM ○ PM

8. **(IF ACCOMMODATION = IN GOGA) What time of day do you plan to leave Golden Gate National Recreation Area on the last day of your stay?**

   _____ Hour (1-12) ○ AM ○ PM

9. **Including yourself, how many people are in your personal group as you visit Golden Gate National Recreation Area?**

   Note: Your personal group is you and companions with whom you visited Golden Gate National Recreation Area on this trip, such as a spouse, family, friends, etc. This <u>does not include the larger group that you might have traveled with, such as a school, church, scout, or tour group</u>.

   _____ Adults (18 years or older)
   _____ Children (under 18 years)

10. **What are the ages of each of the adults in your group?** *Note: ages will be collected for a max of 6 adults per group*

	Your Age	Adult 2	Adult 3	Adult 4	Adult 5	Adult 6
Age (years)						

11. **(If at least 1 child in the group) What are the ages of each of the children in your group?** *Note: ages will be collected for a max of 6 children per group*

	Child 1	Child 2	Child 3	Child 4	Child 5	Child 6
Age (years)						

12. Including yourself, how many people in your personal group paid for the trip expenses? *(For example: if a couple both contributed to the expenses on the trip, the answer should be '2')*

_____number of people

13. On this trip to Golden Gate National Recreation Area, which one of the following entrance fees applied to you personally?

- ○ Did not pay a fee or use a pass to enter the park
- ○ 7-day entrance pass
- ○ Annual pass for Golden Gate National Recreation Area
- ○ America the Beautiful – National Parks and Federal Lands (NPS Annual Pass)
- ○ Senior Pass
- ○ Access Pass
- ○ Military Pass
- ○ Fee was included in Tour Package
- ○ One-day fee (e.g., single-day entry fee)
- ○ Don't know/Unsure
- ○ Other (please specify): _____

14. On this trip, do you plan to visit Golden Gate National Recreation Area for more than one day?

- ○ Yes
  - ➢ **How many days do you plan to spend within Golden Gate National Recreation Area on this trip?**
    ___Days
  - ➢ **On how many different days do you expect to enter the park?**
    ___ Different Days Entered Golden Gate National Recreation Area *(tablet includes custom validation – number of different days must be less than or equal to total number of days spent within site, entered above)*
- ○ No

15. Do you plan to spend one hour or more within Golden Gate National Recreation Area today?

- ○ Yes
  - ➢ **How many hours do you plan to spend within Golden Gate National Recreation Area today?**
    ___hours *(validation requires a number between 1 and 24, whole numbers only)*
- ○ No
  - ➢ **How many minutes do you plan to spend within Golden Gate National Recreation Area today?**
    ___minutes *(validation requires a number between 1 and 59, whole numbers only)*

16. Did you, or do you plan to, leave and re-enter the park today?

- ○ Yes
  - ➢ **How many times?**
    _____# of Times
- ○ No

17. Which was the most recent entrance you used to enter the park? (Please refer to map of local area)

Logic: if intercepted at any Marin County location

- ○ Bolinas Ridge
- ○ Stinson Beach
- ○ Tennessee Valley
- ○ Bunker Road west of US 101
- ○ Bunker Road east of US 101
- ○ Conzelman Road

- O Trailhead at Rodeo Avenue exit from US 101
- O Trailhead at Spencer Avenue exit from US 101
- O Other (please list) _____

Logic: if intercepted at Alcatraz

- O Alcatraz Boat Landing / Pier

Logic: if intercepted in Fort Mason Center

- O Lower Fort Mason

Logic: if intercepted at any Presidio location (West Bluff / Warming Hut, Tunnel Tops / Crissy Field Center, Battery East / GG Bridge Area, or Baker Beach)

- O Fort Point parking area
- O Crissy Field / Mason Street
- O Crissy Field / Promenade
- O East Beach parking at Crissy Field
- O West Bluff parking at Crissy Field
- O Fort Scott Overlook
- O Baker Beach
- O Other (please list) _____

Logic: if intercepted in Lands End area, any Ocean Beach location, or Fort Funston

- O Merrie Way
- O Sutro Heights
- O Navy Memorial
- O Ocean Beach parking / Balboa
- O Ocean Beach parking / Fulton
- O Ocean Beach parking / Sloat
- O Ocean Beach other
- O Fort Funston
- O Other (please list) _____

18. Considering your visit *today*, have you been to or do you plan to visit any of the following locations within Golden Gate National Recreation Area? Please mark (●) all that apply

Marin County / North of Golden Gate Bridge

- O Bolinas Ridge
- O Stinson Beach
- O Muir Beach Overlook
- O Muir Beach
- O Tennessee Valley
- O Bunker Road west of US 101
- O Bunker Road east of US 101
- O Conzelman Road

San Francisco

- O Alcatraz Island
- O Fort Point parking area
- O Lower Fort Mason
- O Crissy Field / Mason Street
- O Crissy Field / Promenade
- O East Beach parking at Crissy Field
- O West Bluff parking at Crissy Field

- ○ Fort Scott Overlook
- ○ Baker Beach
- ○ Lands End Lookout
- ○ Merrie Way
- ○ Sutro Heights
- ○ Navy Memorial
- ○ Ocean Beach
- ○ Fort Funston

San Mateo

- ○ Milagra Ridge
- ○ Mori Point
- ○ Sweeney Ridge
- ○ Rancho Corral de Tierra

19. Which of the following forms of transportation did you use to arrive or enter Golden Gate National Recreation Area?

- ○ Car, truck, or SUV (e.g., standard private vehicle)
  - ➢ **Number of people** _____
- ○ Recreational vehicle or motorhome
  - ➢ **Number of people** _____
- ○ Taxi/rideshare
- ○ Airplane
- ○ Commercial tour bus
- ○ Commercial tour van
- ○ Shuttle
- ○ School bus or church bus/van
- ○ City bus or subway
- ○ Train or long-distance passenger bus
- ○ Bicycle
- ○ Electric bicycle
- ○ Electric scooter
- ○ Water-based transportation
  - ○ Cruise Ship
  - ○ Ferry
  - ○ Tour boat
  - ○ Personal boat
  - ○ Sailboat
  - ○ Canoe/kayak
  - ○ Other: _____
- ○ Motorcycle
  - ➢ **Number of people** _____
- ○ Walk/hike
- ○ Horseback
- ○ Other (Please specify: _____)

20. Was your trip to Golden Gate National Recreation Area part of a multi-day group tour organized by a travel agency or other tour operator (i.e., a package tour)?

Note: Package tours commonly include transportation, meals, lodging, and activities sold as a pre-set itinerary from a single company. You may have purchased a package tour directly from the company providing the service, or you may have worked with a travel agent who booked you on a package tour.

- ○ Yes
  - ➢ **What is the total cost of the package vacation for your personal group?** $_____
  - ➢ **What is the total length of your package vacation?** _____ days
  - ➢ **Did your package vacation include lodging (e.g., hotels, lodges, house)?** Yes, No, Unsure
  - ➢ **Including yourself, how many people in your personal group were on the package vacation?** _____people
- ○ No

21. Are you a first-time visitor to Golden Gate National Recreation Area?

- ○ Yes
- ○ No

- **Including this visit, how many visits have you made to Golden Gate National Recreation Area over the past 12 months?**

  _____visits

- **Including this visit, how many visits have you made to Golden Gate National Recreation Area over the past five years?**

  _____visits *(tablet includes custom validation – visits in past 5 years must be greater than or equal to visits in past 12 months, above)*

22. How many visits have you made to other NPS sites over the past 12 months?

_____visits

Interviewer script:

Thank you for your time. To record a more complete picture of your Golden Gate National Recreation Area visit, we ask you to please take this mail-back survey and complete it after your trip. You can participate either by completing the paper form and mailing it in the postage-paid envelope, or online through a password-protected website. The website information is provided on a slip of paper inside the survey packet.

Because your opinion is important to us, we send replacement surveys if you lost your survey and reminders if you forgot to complete it when you returned home. Would you be willing to share your home address or email to send a reminder or replacement survey in the following weeks? Your information is confidential, and your results will be only reported in the aggregate.

First name: _____

Address:_____

Email: _____