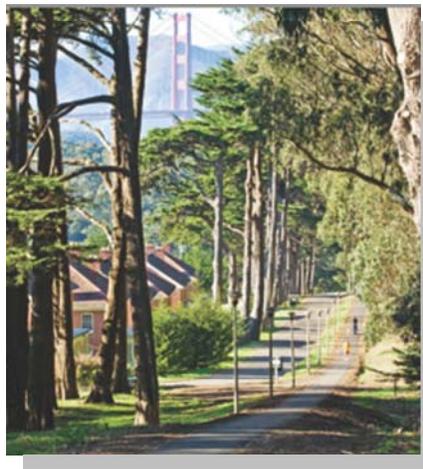


Golden Gate National Recreation Area Follow-Up Visitor Survey

Peer Review Report – v1.0



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[PARK SITE]

正在轉變之中，你有很多機會可以在塑造它的未來上扮演一個角色或學習更多關於公園的事。我將會讀出一列你或可以參於其中的方法。對於這三項參與的方法，請回答會或不會。.....116

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Executive Summary

Introduction

The Golden Gate National Recreation Area, the Presidio Trust, and the Golden Gate National Parks Conservancy are interested in improving their knowledge of the visitor experience for the purpose of making more informed management decisions. In pursuit of this goal, the three partners hosted a social science forum in January 2008 to develop a research agenda of future visitor research. A two-phase plan was developed at that time. Phase 1 would involve an intercept survey conducted with visitors at Ocean Beach, Crissy Field and the Presidio. Phase 2 would involve a follow up telephone survey with Phase 1 respondents who agreed to participate in the telephone interview. This research strategy was implemented beginning June 2008. This report includes findings from the Phase 2 follow up study.

Methodology

The study employed a computer-assisted telephone interview (CATI) survey of adults who visited the National Parks sites from July 23 through September 15, 2008. Contact information for the respondents interested in participating in the follow up survey were forwarded to PRI on a daily basis by the Phase 1 contractor. Those interested respondents were contacted for a telephone follow up survey within 3 to 5 days after the administration of the initial intercept survey. A total of 821 telephone interviews were conducted from July 28 through October 3, 2008. PRI administered the 22.4 minute survey developed by the research team and design panel, prepared pretest data for review by the research team, distributed periodic and final sample disposition reports, calculated sampling weights for the final data, and cleaned, labeled, and coded the final data in SPSS format for analysis by its collaborative partner, Dr. Frederic I. Solop.

Overview of Findings

Visitors to the Presidio, Crissy Field and Ocean Beach speak very highly of their experience in the parks. They come looking to experience nature, take in the beautiful views, and be physically active in an outdoors setting. Visitors rate their experiences quite highly. Visitors also think well of the natural resources and trails at each site, and their positive experiences lead them to desire returning to the parks in the near future. In the area of improvements, visitors would like to see more amenities at the sites, including nature walks, history tours and special events programming.

Overall, there are more similarities than differences in the way visitors experience each of the three parks included in this study. Visitors to all three parks have a positive experience, though Crissy Field and Presidio visitors tend to rate their experiences more positively than Ocean Beach visitors. Although visitors to Ocean Beach are satisfied with their visit, they do express concern about litter at the site and the cleanliness and availability of restrooms. Crissy Field and Presidio visitors would like to see improvement in transit options for getting to the parks.

This report includes a wealth of information that should inform future management decisions in the parks.

Summary Points

Park Visitor Demographics

- Visitors to the Presidio, Crissy Field and Ocean Beach are largely drawn from the local residential population. According to Phase 2 survey results, between two-thirds and three-quarters of visitors at each site reside in the Bay Area. Most other visitors come from throughout the United States. Visitors to the park sites tend to be more well educated and have higher incomes than general population of people living in the San Francisco Bay Area. The parks tend to draw a larger population of whites and a smaller population of Hispanics, African Americans, and Asians than reside in the Bay Area.
- Fifty-eight percent of Phase 2 survey respondents are frequent visitors to park sites. A majority of respondents had already returned to the original site within the four to seven day time period since the Phase 1 intercept survey.

The Visitor Experience

- Visitors come to the Presidio, Crissy Field and Ocean Beach for many reasons. They come to see the scenery (94%) and to connect with nature (88%). They are also drawn to the sites for recreation and play with family and friends (86%). The park sites offer visitors an opportunity to participate in a safe, affordable outing (85%). Affordability and convenience are more important to lower income visitors than higher income visitors. Fewer visitors are drawn to the parks for an education experience.
- Overall, visitors are mostly satisfied with the condition of “natural resources” (87%) and “trails” (76%) at each site. Satisfaction with these features is followed closely by satisfaction with the availability of places to congregate (74%). Roughly two-thirds of visitors said they were satisfied with the availability of park amenities such as benches, water fountains, trash cans (67%), signage (65%), the condition of historic resources (65%), and trail connections that link different parts of the park site together (65). Generally speaking, visitors express less satisfaction with the availability of bike amenities such as trails, lanes and bike rack (46%) and cleanliness of restrooms (46%).
- Thinking about their personal experience at the park, people express greatest satisfaction with having a feeling of safety and security at the parks (85%). Almost two-thirds of Presidio and Crissy Field visitors said they were happy with the availability of outdoor exhibits and park information (61% to 64%). Comparatively, Ocean Beach visitors report lower rates of satisfaction with specific features of the site such as the experience of public safety (76%) and the availability of outdoor exhibits (33%).

- Most visitors to the Presidio, Crissy Field and Ocean Beach have a positive experience. Only between 12 and 16 percent of visitors to Presidio and Crissy Field sites could identify a problem they encountered. Among the minority of visitors to the Presidio or Crissy Field who mentioned problems with their visit, trail conflicts with different types of users (12% to 16%), dogs off-leash (12% to 13%), lack of transit to park sites (8% to 14%), and lack of info about fragile habitats (10 to 12%) are named most often. Ocean Beach visitors tended to identify a different set of problems. Forty one percent of Ocean Beach visitors said the top problem at the site was trash and litter. This was followed by lack of information about fragile habitats (30%), waiting times for restrooms (29%), and dogs off-leash (22%).
- The park experience can be fun and it can be educational. Between 14 percent (Ocean Beach) and 39 percent (Crissy Field) of visitors commented about information learned from exhibits, activities and installations. Thinking about information learned on their last visit, survey respondents commented most often on programs (26%), history (22%), and nature (21%), than aesthetics (9%) and signage (8%).

Future Visits to the Parks

- Nearly every survey respondent (99% to 100 percent of respondents visiting each site) said they intended to return to the site where they participated in the original intercept survey. The main reasons for returning to GGNRA sites are to engage in outside activities (35%), enjoy the physical beauty of sites (31%), and because of the ease of access and geography of the site (25%). This information parallels the special park qualities visitors experienced where visitors commented on the beauty and scenery of parks, nature and ease of access as special features of their experience.
- Facilities most in need of improvement at the park sites included in this study are restrooms (40%), general cleanliness (22%), transportation to park sites (20%), and signage (18%). Just under one-quarter of Ocean Beach visitors add service facilities (23%), including bathrooms, gift shops, water fountains and information centers, to this list.
- Survey respondents say they would like to have more nature walks (76%), special events (71%), and history tours (70%) made available within the parks. Other desirable programs and services include evening programs, and art and photography classes. Visitors would also like to have more self-guided tours (71%), ranger talks (66%), outdoor exhibits (59%), and visitor services (56%) available in each of the parks.

Sources of Information

- Visitors decide how to spend their leisure and recreation time using information available through popular media sources. More than half of visitors in this study said they relied primarily upon the Internet for information about recreation and leisure activities. About a third of visitors utilized newspaper stories as a primary source of

information for recreation and leisure information. Visitors are most interested in having greater access to event information prior to their visits.

Management Considerations

The following list of management considerations was developed by the report authors based on their analysis of survey questions included in this report. This is a summary list of important considerations grouped by topic area. More considerations are included within the analysis of data findings. Readers should reflect on these considerations within the context of the detailed analysis contained within the 'Research Findings' section of this report.

Park Promotion

1. Integrate knowledge of a high proportion of visitors returning to GGNRA sites into marketing and outreach strategies.
2. Increase visitor awareness of educational opportunities.
3. Highlight scenic views and opportunities for physical activities in promotional materials. Also highlight natural resources and trails within park promotional materials and integrate information about high levels of satisfaction with amenities in promotional materials.
4. Target local residents with promotional materials that feature people participating in outdoor activities, both physical and social. Target non-local visitors with promotional materials that emphasize nature, the physical beauty of sites, and the geography and location of sites.
5. Invest more resources in updating and using the Internet as a primary information tool for distributing information and linking people to recreational activities. Consider ways of bringing more visitors to park websites such as a social media campaign, using tools such as Facebook, Twitter, and YouTube, to build support based on personal networks.
6. Organize public meetings to discuss and disseminate information.

Park Improvements

1. Increase availability of benches, water fountains and trashcans at Ocean Beach. Increase availability and quality of amenities, such as park information and food offered at Ocean Beach.
2. Invest more resources into improving bicycling-related amenities at all parks.
3. Place greater emphasis on organizing special events and public programs at each park site, and make indoor exhibits about the natural and cultural history of each site more widely available. Continue offering special exhibits, activities and installations. Organize concerts and outdoor festivals at park sites. Install more outdoor exhibits and kiosks that discuss the natural history of the area.
4. Increase the number of staff available to interact with visitors.

5. Consider translating park information into a variety of Asian languages.
6. Work with the City of San Francisco to improve transit opportunities, especially at Crissy Field and the Presidio.
7. Improve availability and cleanliness of restroom facilities, particularly at Ocean Beach. Consider general improvements to other public facilities at Ocean Beach and Presidio B.
8. Improve directional signage.
9. Invest resources in improving nature walks.
10. Organize tours that highlight park histories. Create regular opportunities for self-guided tours and ranger talks.
11. Emphasize improvement of visitor services.
12. Organize frequent cleanup of trash and litter at Ocean Beach.

Visitor Education

1. Educate the public about problems associated with dogs off-leash. Step up enforcement of off-leash regulations at all sites, and Ocean Beach in particular.
2. Consider instituting a public awareness program about proper trail use at Crissy Field and Presidio sites. Also work to increase awareness about trail erosion at Ocean Beach.
3. Educate the public about fragile plant and animal habitats.
4. Promote information about the history and cultural heritage of sites. Utilize special programming to create linkages between the physical history of sites (buildings and structures) and the natural ecological history of sites.
5. Consider inaugurating a “friends and family” campaign that offers incentives for people to visit with their primary networks of family members, coworkers, and social acquaintances.
6. Respond proactively to expressed interest in volunteerism.

Additional Management Considerations

1. Emphasize the qualities people most appreciate about the parks--aesthetics, location, and nature--in future management plans.
2. The National Park Service should continue to think of ways to increase awareness of their role in managing Ocean Beach resources.
3. The Presidio Trust should continue to think of ways to increase awareness of their role in managing Presidio resources.
4. The Golden Gate National Parks Conservancy should create more opportunities for the public to learn about the organization and to actively connect with a program being administered by the organization.

Reading the Report

Research findings are presented in a series of sections defined by substantive focus. The title of each section reflects the respective focus area. Section headings are followed by the verbatim survey questions analyzed in each section. The data in each section is then looked at through a variety of lenses. A table showing data findings out by multiple locations is presented. The multiple locations include: All respondents, All Presidio, Presidio A, Presidio B, Crissy Field, and Ocean Beach. Columns are labeled by geographic location and findings from specific question responses form the labels of table rows. The reader is asked to find the intersection of question responses and geographic location in order to find the proportion of people within each park providing the respective answer. In Table 10 for example, 87 percent of ‘All Respondents’ said they were satisfied with the condition of natural resources at the site. A second piece of information is found in brackets within each cell. This number reflects the ordering of preferences among visitors to each site. Thus, in the example provided, condition of natural resources at the site is the answer found most often among All Respondents. Condition of trails receives the second highest mention by 76 percent of All Respondents. The final table row indicates the actual number of respondents falling within each geographic area.

A narrative description of the data follows this initial table. Data is first provided for All Respondents. This provides an overall perspective of visitor interests. Significant differences in subgroup responses are also indicated under the All Respondents category. A description of data findings for All Presidio visitors, Presidio A visitors, Presidio B visitors, Crissy Field visitors, and Ocean Beach visitors follows the All Respondents section. A series of ‘Management Considerations’ drawn from data findings is included at the end of each section. These considerations reflect more universally held opinions and beliefs of park visitors. Comments receiving a lower proportion of support were generally not integrated into the ‘Management Considerations’ section. Study authors recommend that park managers think about the implications of these considerations for future management decisions.

Each section ends with a table that subdivides the All Respondent data by population subgroups including income, age, race/ethnicity, location of residence and whether a respondent is a frequent or infrequent visitor. Like the earlier table, columns are headed by labels that indicate the population subgroup being considered. Rows are headed by question responses. In Table 11, for example, under the label ‘income’, 86 percent of visitors living in households with less than \$100,000 income said they were satisfied with the condition of natural resources at the site and 90 percent of visitors in households with incomes of more than \$100,000 provided the same response. Because the margin of error on subpopulation data is higher than the margin of error on survey respondents as a whole group, the authors caution readers to restrain from making small differences in the data out to be larger than may actually be the case. In the situation just identified, a difference of 4 percent (86% versus 90%) between subgroup responses falls easily within the established margin of error. Asterisks are included in cells where differences in the data are large enough as to be considered important to recognize. These asterisks are located in cells where the difference between the subgroup response and the response of All Respondents can be considered to be large enough as to suggest that real differences exist in the data.

Finally, it is important to note that the survey data forming the basis of this report was generated from a combination of closed ended questions and open-ended questions. Closed ended questions include a set list of responses to people completing the surveys. A question asking respondents if they were very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with their park experience is an example of a closed ended question. Open-ended questions allow respondents to provide their own thoughts on a topic. Survey interviewers write down respondent comments and later group these comments into meaningful categories. These categories are reflected in the data findings and verbatim comments are included in report appendices.

Introduction

This report summarizes the data collection activities and procedures conducted by the Public Research Institute (PRI) for the Golden Gate National Parks Conservancy (Parks Conservancy) study entitled, “Administration of Golden Gate National Parks Follow Up Visitor Use Survey.” This study was the second of a two-phase study of visitors to the Golden Gate National Recreation Area (GGNRA), entitled, “Research to Support Visitor Management within the Golden Gate National Recreation Area.” The first phase (Phase 1) of the study invited park visitors to complete a self-administered intercept survey for the purpose of developing a profile of park visitors. In this second phase (Phase 2) study PRI surveyed first phase respondents by telephone shortly after their completion of the intercept survey and their consent for re-contact. The overall intent of the studies is to develop baseline data and to help the park and its partners monitor visitor use, improve visitor experiences, and better engage visitors in park stewardship. The second phase study was conducted to provide a more detailed exploration of park visitors’ experiences.

The primary research questions include:

- What are the reasons for which visitors come to the National Parks sites?
- How satisfied are visitors with their park experiences?
- What issues are of concern to park visitors?
- How would visitors like to see the park improved?
- What kinds of services, programs, and facilities would visitors like to have?
- What is the level of visitor awareness of park agencies?
- How interested are visitors in becoming involved in the park’s future?

The study employed a computer-assisted telephone interview (CATI) survey of adults who visited the National Parks sites from July 23 through September 15, 2008. Contact information for the respondents interested in participating in the follow up survey were forwarded to PRI on a daily basis by the Phase 1 contractor. Those interested respondents were contacted for a telephone follow up survey within 3 to 5 days after the administration of the initial intercept survey. A total of 821 telephone interviews were conducted from July 28 through October 3, 2008. PRI administered the 22.4 minute survey developed by the research team and design panel (attached as Appendix B), prepared pretest data for review by the research team, distributed periodic and final sample disposition reports (attached as Appendix E), calculated sampling weights for the final data, and cleaned, labeled, and coded the final data in SPSS format for analysis by its collaborative partner, Dr. Frederic I. Solop.

Management and Implementation Plan

The Phase 2 collaborative partners, PRI and Dr. Frederic Solop, developed a Management and Implementation Plan for the administration of the follow up visitor survey. The Plan included projected staffing, an overview of staff training, a project timeline, guidelines for data quality control, project management requirements and considerations, and identification of anticipated issues. The plan was submitted to the Parks Conservancy and its partners on

July 17, 2008. The complete Management Implementation Plan is available from the Golden Gate National Parks Conservancy.

Methodology

The following sections describe the data collection methods and procedures developed and implemented by PRI for the study.

Protection of Human Subjects

PRI obtained from SF State's Office for the Protection of Human and Animal Subjects a determination of release from Institutional Review Board review or approval, on the justification that the proposed research was to be conducted for quality improvement purposes and was not intended for publication. Appendix B contains a copy of the email, dated July 9, 2008, providing notification of release.

Questionnaire

Script

For the purpose of gathering information regarding visitor use of the Golden Gate National Parks, the Parks Conservancy, together with its partners the National Parks Service and the Presidio Trust, and a design panel comprised of three survey research specialists, developed a script for a telephone interview (Appendix C). This script included questions on reasons for visiting; visitor satisfaction; issues of visitor concern; park improvements; park services, programs, and facilities; awareness of park agencies; and desired involvement in the parks' future.

Translation

Project time constraints required that bilingual PRI staff persons translate the survey into Spanish and Chinese, and that back-translation into English be contracted to an outside vendor. PRI employs 2.5 FTE staff persons fluent in Spanish and Chinese who have experience translating for numerous PRI studies. In addition to conducting initial translations of the questionnaires, PRI bilingual staff also assisted in reconciling the differences between the original English instrument and the English back-translations of the translated instruments. Appendix D contains the Spanish and Chinese translated instruments.

CATI Instrument

To facilitate the consistent administration of the questionnaire, PRI programmed the instrument for CATI (Computer Assisted Telephone Interview) administration using Sensus™ scripting and WinCATI™ sample management software (Sawtooth Technologies, Inc.). This software allows the entire script of the English, Spanish, or Chinese versions of the questionnaire to be viewed on the interviewer's computer screen, at their discretion. The programming also controlled the hours during which sample cases were available based

upon the time zone assignment of the telephone area code or country code, skipped inapplicable questions based on previous responses, calculated the length of the interview, and saved respondent data to a secure server.

PRI pretested the instrument on July 28 and 29, 2008, utilizing the July 23 and July 24 sample records. The English instrument was pretested on July 28, and the multilingual instrument was pretested on July 29. PRI staff reviewed the pretest data for proper skip patterns, length of administration, and any problems associated with the telephone interview procedures. The pretest revealed a programming error in the multilingual instrument that affected 6 out of 84 sample cases (7.1 percent). With the affected cases, interviewers either scheduled callbacks or completed the interview by pen and paper for later data entry. PRI continued to collect data using the English CATI instrument and the Spanish and Chinese paper instruments until the programming error was corrected on July 31, 2008. No subsequent problems were discovered and the multilingual instrument thereafter performed as expected.

For the following reasons, PRI does not believe that the programming error in the multilingual instrument, or the time required to correct the error, impacted data collection from July 29 to July 31. First, the simplicity of the questionnaire, with its small number of skips, made it easily administered by paper, thus minimizing possible error in the administration of the survey. In addition, during that period, the number of sample records with multilingual preferences was very small (5 out of a total of 160, or 3.1 percent), and thus few if any participants were impacted.

Sample

In order to achieve the goal of 1200 completed interviews, the Phase 1 contractor was to deliver the contact information of at least 1,846 Phase 1 respondents, or an average of 150 records per week over the course of the planned 13 week data collection period, who were willing to participate in the Phase 2 study, assuming a response rate of 65 percent. Participants' contact information was to be delivered within 24 hours of completion of the intercept survey, and PRI was to contact participants within 3 to 5 days of the intercept survey. The contact information included such data as first and last name, telephone number, country (if international), survey identification number, survey site, language preference, and preferred day and time of call.

Sample delivery

From July 24 through September 15, 2008, the Phase 1 contractor delivered a total of 1,683 records, or an average of 224.4 per week over the 7.5 week Phase 1 data collection period. The records were delivered in Excel format by email to the PRI project manager. PRI staff logged all sample files by file name, date received, date loaded, number of cases, number of cases with telephone numbers, number of Spanish language preference, number of Chinese language preference, number of Other language preference, number of domestic long distance telephone numbers, number of international telephone numbers, and comments (Appendix E).

In the first month of Phase 1 surveying, the sample records were delivered within 24 hours of completion of the intercept survey. Thereafter, delivery of sample records was extended

to 48 hours after completion of the intercept survey, in order to allow more time for the Phase 1 contractor to clean and check the sample data. This extension had no impact upon the ability of PRI to prepare and load the sample within 3 to 5 days of intercept survey completion.

Sample validity

Of the 1,683 sample records delivered, 277 (16.5 percent) were found to be ineligible for the survey (Table 1). Wrong (6.1 percent) and disconnected (5.9 percent) numbers comprised the majority of the invalid sample records. Other reasons included no name or no or incomplete telephone numbers (2.1 percent), international mobile numbers (1.5 percent), fax lines (0.5 percent), and prior completion of the interview (0.4 percent). Records with no name or incomplete telephone numbers were not loaded as sample, leaving 1,648 sample records loaded.

Table 1: Survey Ineligibility

Reason for Ineligibility	Count	Percent of Total Sample
Wrong number	103	6.1
Disconnected	99	5.9
None or incomplete name or telephone	35	2.1
International mobile number	25	1.5
Fax line	9	0.5
Already completed interview	6	0.4
Total	277	16.5

Sample distribution among park sites

Contrary to expectations, the sample was not evenly distributed among park sites. Of the sample records loaded, 629 (38.2 percent) were from Ocean Beach, 401 (24.3 percent) were from the Presidio, and 618 (37.5 percent) were from Crissy Field. Both Ocean Beach and Crissy Field achieved the minimum expected number of respondents willing to participate in Phase 2. Phase 1 difficulties in collecting sufficient response from the Presidio were thoroughly discussed and documented during the Phase 1 data collection period and are beyond the scope of this report. Appendix A contains a brief discussion of several issues associated with the target sample size.

Sample implementation

With the exception of two sample files, the sample files were loaded into the CATI system and respondents were contacted within 3-5 days of their completion of the intercept survey (Appendix E). Owing to human error, two files, Contact Card Data 08-18-08 and Contact Card Data 08-19-08, comprising 107 sample records (6.6 percent), were loaded into the CATI system 6 days after their receipt on August 19, 2008.

Long distance and international sample

The numbers of domestic long distance and international telephone numbers delivered were greater than anticipated. A total of 396 telephone numbers (24.0 percent) were domestic long distance, and 87 telephone numbers (5.3 percent) were international (Table 2).

Table 2: Long Distance and International Telephone Sample

	Count	Percent of Total Sample
Total telephone numbers	1683	100.0
Domestic long distance	396	24.0
International number	87	5.3

An unforeseen restriction on international dialing from the CATI facility required the purchase of an international calling card (Appendix F). A protocol was put in place to ensure the authorized use of the calling card. A total of 28 international telephone numbers were attempted at least once, and 5 interviews were completed.

Sample records with international mobile numbers were declared to be ineligible for the survey owing to the high rates charged for calls to international mobile phones (average 50 cents per minute) and to the average length of a completed interview (22.4 minutes). Twenty-five of the 87 international numbers (28.7 percent) were mobile numbers. PRI staff used an online directory (www.fonefinder.net) to determine whether an international phone number was a mobile or land line.

Interviews

Staff training

PRI trained 12 interviewers for this study. Of those, 2 were bilingual in English and Spanish and 1 was bilingual in English and Cantonese. A bilingual Mandarin interviewer was also available if a need had arisen. All interviewers had prior interviewing experience with PRI. On July 28, 2008 at the PRI CATI facility, The PRI CATI Manager trained the interviewers in the background of the study, the interviewing procedures, refusal conversion techniques, and the questionnaire.

Pretest

Pretest interviews were conducted on July 28 and 29, 2008. A total of 121 sample records were attempted and 18 interviews were completed, with an average interview length of 20.1 minutes. Pretest data was downloaded and reviewed by PRI staff for proper skip patterns, length of administration, and any problems associated with the telephone interview

procedures. A technical problem with the instrument was discovered and corrected during pretesting, as described in a preceding section of this report (“Questionnaire”). The pretest also revealed the average interview length to be 20.1 minutes, significantly longer than the 12 minutes of which prospective respondents were advised. After having reported the pretest results to the client, no changes were made to the instrument.

Data collection

The main data collection period spanned 9.5 weeks, beginning on July 30, 2008 and ending on October 3, 2008. Including pretest interviews, a total of 824 interviews were completed, with 313 from Crissy Field, 200 from the Presidio, and 311 from Ocean Beach (Appendix G). The average interview length, including introductions and informed consent, was 22.4 minutes. The final data dictionary and codebook are presented in a separate publication and have not been attached due to length.¹

Multilingual interview preferences were lower than expected (Table 3). Of the 1,648 loaded sample cases, only 6 cases (0.4 percent) indicated a preference for Spanish, and only 5 cases (0.3 percent) a preference for Cantonese or Mandarin. 8 cases (0.5) indicated another language preference, such as German, French, Russian, and Filipino.

Table 3: Multilingual Interview Preferences

Language	Count	Percent of Loaded Sample
English	582	35.3
Spanish	6	0.4
Cantonese or Mandarin	5	0.3
Other	8	0.5
Not specified/recorded	1047	63.5
Total	1648	100.0

The CATI Lab Manager and Project Manager met regularly throughout the data collection period to monitor progress, data collection protocols, sample management, interview shift schedules, and expenses. These regular meetings allowed the project team to be responsive to conditions in the field. For example, the daily flow of new sample at times made follow up with older sample difficult. In response, the managers developed a strategy to manage the flow of new sample, which ultimately resulted in an improved response rate.

¹ See “Administration of Golden Gate National Parks Follow Up Visitor Use Survey: Codebook,” November 12, 2008.

Response Rate and Cooperation Rate

Response Rate

A response rate compares the number of completed interviews to the number of respondents qualified to participate in the study. The response rate has been calculated using the American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3) formula.² This formula estimates the proportion of cases of unknown eligibility, that is actually eligible, and has been calculated as follows:

$$RR3 = \frac{I}{(I + P) + (R + NC + O) + e(UH + UO)}, \text{ and}$$

$$e = \left(1.0 - \frac{\text{ineligible for survey}}{\text{total sample}} \right)$$

Where I	=	Complete interview,
P	=	Partial interview,
R	=	Refusal and break off,
NC	=	Non-contact,
O	=	Other,
UH	=	Unknown if household/occupied housing unit,
UO	=	Unknown, other, and
e	=	Estimated proportion of cases of unknown eligibility that are eligible.

Response Rate 3 was thus 62.2 percent. Table 4 details these calculations.

Table 4: Response Rate 3 Calculations

$e = 1 - \frac{282}{1683} = 0.83$
$\text{Response Rate 3} = \frac{824}{824 + (205+260) + 0.83(44)} = 62.2\%$

In order to ensure adequate response rates, CATI interviewer training sessions included appropriate refusal conversion protocols to be used if respondents initially express disinterest in participation. In these protocols, respondents who explicitly ask to be removed from the call list after having been contacted by an interviewer are coded as “hard” refusals,

² The American Association for Public Opinion Research. 2008. *Standard Definitions: Final dispositions of case codes and outcome rates for surveys*. 5th edition. Lenexa, KS: AAPOR.

and their interviews are terminated immediately. However, respondents who express some disinterest in participation after having been contacted by an interviewer or after having completed some portion of the interview may be coded as “soft” refusals if, in the judgment of the interviewer and/or supervisor, there is at least a 50 percent chance the respondent could be successfully converted at a later time. These respondents received at least one refusal conversion contact attempt within two weeks of the initial contact.

Cooperation Rate

A cooperation rate compares the number of completed interviews to the number of eligible respondents ever contacted. The cooperation rate has been calculated using the AAPOR Cooperation Rate 3 (COOP3) formula, which “defines those unable to do an interview as also incapable of cooperating,” and thus excludes them from the base number of eligible respondents.³ COOP3 is calculated as follows:

$$COOP3 = \frac{I}{(I + P) + R}$$

- Where I = Complete interview,
- P = Partial interview, and
- R = Refusal and break off.

Cooperation Rate 3 was thus 74.2 percent. Table 5 details this calculation.

Table 5: Cooperation Rate 3 Calculation

$$\text{Cooperation Rate 3} = \frac{824}{(824 + 68) + 205} = 75.1\%$$

Nonresponse and Survey Weights

The decision not to weight the data is based upon the small differences between Phase 2 respondents and the park visitor population. PRI based its population assumptions on the intercept study demographic findings, which is based on a random sample of park visitors. Comparison of the follow up demographics with the intercept demographics revealed nominal differences in education and race, and small differences in gender and Bay Area residence (Appendix H). PRI believes that, given the minimal differences, not to weight the data is preferred over the possibility of introducing design effects through weighting of the data.

³ Ibid.

Visitor Profile

This section describes the population profile of site visitors participating in Phase 2 of the study. Information is presented on a site-by-site basis, as well as at the aggregate level. A total of 824 telephone interviews were completed with persons who had participated in an on-site survey at various intercept points at the Presidio, including Crissy Field, and Ocean Beach.

Due to shared and separate managerial responsibilities, the Presidio data are presented in four groupings: All Presidio respondents, Presidio A respondents, Presidio B respondents, and Crissy Field respondents. A respondent’s data may appear in more than one grouping. Crissy Field, for example, includes intercept sites managed by the National Park Service (Area A) and the Presidio Trust (Area B). Crissy Field respondents are also included in the “All Presidio” category. Ocean Beach respondents do not overlap with any Presidio categories.

In addition, information in the ‘All Resp.’ column reflects information for all visitors participating in Phase 2 of the survey project as well as information for all Phase 1 participants (see information in brackets). Table 6 includes a breakout of Bay Area, California demographics as a loose benchmark of comparison for better understanding the respondent populations.

Table 6: Visitor Location of Origin

	All Presidio	Presidio A	Presidio B	Crissy Field	Ocean Beach	All Resp (Phase 1)
Bay Area	66%	64%	70%	69%	75%	71% (70%)
Other U.S.	31%	33%	27%	29%	23%	26% (21%)
International	3%	3%	3%	2%	2%	3% (9%)
(n)	511	352	159	305	306	824

Note. Presidio respondents may be included in more than one category.

All Visitors

Between two-thirds and three-quarters of Phase 2 respondents visiting each site live in the Bay Area, California. The percentage of all Phase 2 respondents coming from the Bay Area (71%) is similar to the percentage of all Phase 1 respondents coming from the Bay Area (70%). One difference between the Phase 2 and Phase 1 populations is the relative distribution of people living in the U.S., outside the Bay Area, compared to those visiting from international destinations. Just over one-quarter of Phase 2 respondents come from a U.S. location other than the Bay Area (26%), while 21 percent of Phase 1 respondents come from similar locations. Three percent of Phase 2 respondents reside in international locations, compared to 9 percent of Phase 1 respondents. This small difference may be the product of difficulties encountered contacting international visitors by phone. International visitors participating in the Phase 2 survey come from a wide geographic area, including Canada, Europe, and other nations.

Phase 2 respondents are equally divided between being male (50%) and female (50%). More female visitors completed the Phase 1 instrument (53% female, 47% male). Both Phase 1 and Phase 2 respondent populations largely fall in the 18 to 64 year age category (79%). Twenty-one percent of respondents are 65 or older. (See Phase 1 report for a detailed breakout of respondent ages.) The larger sample size and lower margin of error associated with the Phase 1 study allows for a more

accurate understanding of age related information.) The visitor population tends to be slightly older than the Bay Area population as a whole, where 66 percent of residents are 18 to 64 and 12 percent are 65 or older.

Income is similarly distributed between the Phase 1 and Phase 2 survey populations: one-quarter of participants have a total household income of less than \$50,000; less than a third earn between \$50,000 and \$100,000; 22 percent earn \$100,000 to \$150,000 (Phase 2); and, just under one-quarter (24% for both Phases 1 and 2) earn more than \$150,000 a year. Similar data does not exist for the Bay Area population, though American Community Survey data indicates that the median household income of Bay Area residents is \$72,630.

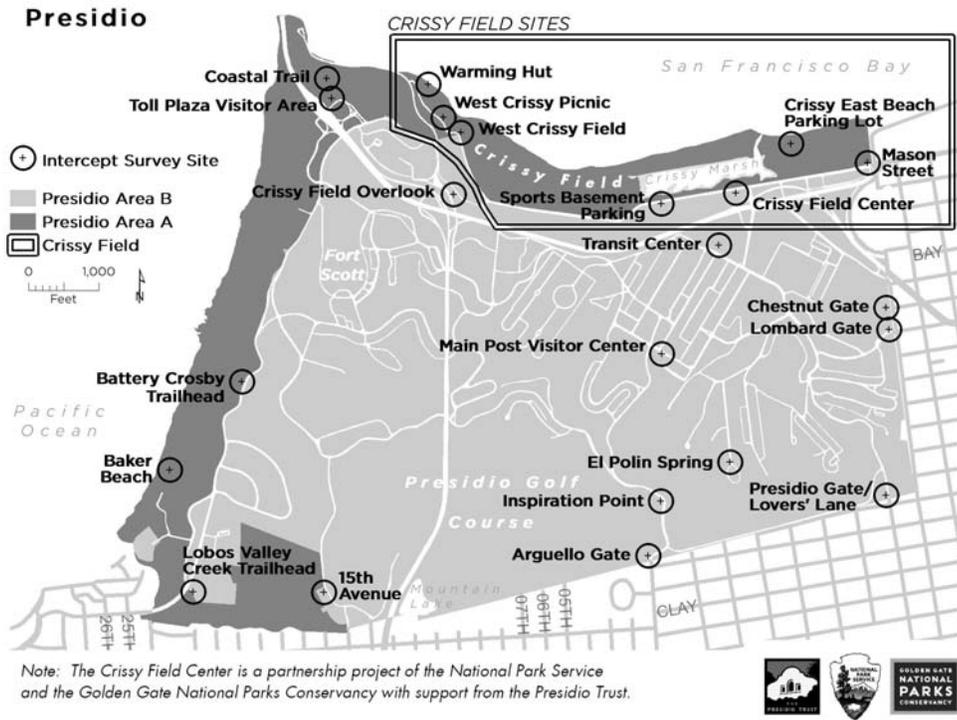
Seventy-four percent of both Phase 1 and Phase 2 respondents self-identified as white. The proportion of respondents identifying as white is larger than the white proportion of the Bay Area population (67%). Hispanics make up 7 percent of the Phase 2 population and 8 percent of the Phase 1 population. This proportion is lower than the 22 percent of Bay Area residents that identify as Hispanic. African Americans make up 2 percent of both the Phase 1 and Phase 2 populations. African Americans are 7 percent of the Bay Area population. Asians are 10 percent of the Phase 2 population and 11 percent of the Phase 1 population. Asians make up 22 percent of the Bay Area population as a whole.

The visitor population participating in this study is comparatively well educated. Eighty-one percent of the Phase 2 population and 79 percent of the Phase 1 population have either a four-year college degree or more. In comparison, 71 percent of Bay Area residents have at least a four-year college degree.

Finally, the visitor survey asked respondents to identify how many times they had visited the specific intercept site where they were surveyed prior to participating in the Phase 1 survey. Respondents were then placed into three categories: Infrequent visitors (25 or fewer prior visits), Frequent visitors (26 –100 prior visits) and very frequent visitors (more than 100 prior visits). The Phase 1 and Phase 2 populations are similar in the frequency with which they visit GGNRA sites. Forty-seven percent of Phase 1 respondents and 41 percent of Phase 2 respondents are infrequent visitors. More than a third of respondents (38% Phase 2 and 36% Phase 1) are frequent visitors. Twenty-one percent of Phase 2 respondents and 18 percent of Phase 1 respondents are very frequent visitors of the sites in which they originally completed the Phase 1 survey instrument.

In sum, Golden Gate National Recreation Area tends to draw higher income visitors, more well educated visitors, and a less racially and ethnically diverse population of visitors than may initially be expected given the demographics of San Francisco county and the Bay Area. Also, middle-aged visitors tend to be slightly overrepresented among the visitor populations of respective sites.

Figure 1: Presidio and Crissy Field Intercept Sites



All Presidio

Telephone interviews were completed with 511 respondents who were initially intercepted at the Presidio (including all Crissy Field survey sites.) Figure 1 shows the location of the intercept sites.

Two thirds of ‘All Presidio’ visitors (66%) come from the Bay Area, just under a third come from other U.S. locations (31%) and 3 percent come from international locations. Just over half of Phase 2 respondents (53%) are women. Forty-eight percent of respondents from All Presidio are male. The ‘All Presidio’ population falls largely within the 18-64 age category (79%). Just over one-fifth of the visitor respondents (22%) live in households making less than \$50,000 a year. Twenty-eight percent of respondents come from households with incomes of \$50,000 to \$100,000 a year, twenty-one percent from households with incomes of \$100,000 to \$150,000 a year, and 29 percent from households earning more than \$150,000 a year.

The ‘All Presidio’ population is largely white (78%). Six percent of ‘All Presidio’ respondents are Hispanic, one percent is African American, and eight percent are Asian. All Presidio respondents are well educated, with 41 percent having earned a 4-year college degree and 45 percent having a post-college education. Fourteen percent of All Presidio respondents have earned less than a college degree. The majority of All Presidio respondents are either frequent or very frequent visitors to the Presidio (59%). Forty-one percent of respondents say they are infrequent visitors to the Presidio.

Presidio A

Three hundred and fifty-two Phase 2 telephone interviews were completed with persons initially intercepted at Presidio Area A sites. Presidio Area A is managed by the National Park Service. Sixty four percent of 'Presidio A' visitors (66%) come from the Bay Area, while one-third of visitors come from other U.S. locations (33%) and 3 percent come from international destinations. Just over half of Phase 2 respondents (53%) from 'Presidio A' are women. Forty-seven percent of respondents from 'Presidio A' are male. The Presidio A population falls largely within the 18-64 age category (80%). Just over one-fifth of visitor respondents (20%) live in households making less than \$50,000 a year. Twenty-eight percent of respondents come from households with incomes of \$50,000 to \$100,000 a year, twenty-one percent from households with incomes of \$100,000 to \$150,000 a year, and 30 percent from households earning more than \$150,000 a year.

The 'Presidio A' population is largely white (79%). Six percent of 'Presidio A' respondents are Hispanic, one percent is African American, and nine percent are Asian. 'Presidio A' respondents are well-educated, with 40 percent having earned a 4 year college degree and 46 percent having a post-college education. Fourteen percent of 'Presidio A' respondents have earned less than a college degree. The majority of 'Presidio A' respondents are either frequent or very frequent visitors to 'Presidio A' (58%). Forty-two percent of respondents say they are infrequent visitors to Presidio A.

Presidio B

One hundred and fifty-nine people interviews were completed with persons initially intercepted at Presidio Area B sites. Presidio Area B is managed by the Presidio Trust. Seventy percent of 'Presidio B' visitors are from the Bay Area, 27 percent visit from other U.S. locations, and 3 percent visit from international locations. Half of Phase 2 respondents (50%) from Presidio B are women. Fifty percent of respondents from 'Presidio B' are male. The 'Presidio B' population falls largely within the 18-64 age category (75%). Just over one-quarter of visitor respondents (26%) live in households making less than \$50,000 a year. Twenty-eight percent of respondents come from households with incomes of \$50,000 to \$100,000 a year, twenty-one percent from households with incomes of \$100,000 to \$150,000 a year, and 26 percent from households earning more than \$150,000 a year.

The 'Presidio B' population is largely white (76%). Six percent of 'Presidio B' respondents are Hispanic, two percent are African American, and six percent are Asian. 'Presidio B' respondents are well-educated. Forty-five percent of respondents have earned a four year college degree and 41 percent have a post-college education. Fifteen percent of Presidio B respondents have earned less than a college degree. The majority of 'Presidio B' respondents are either frequent or very frequent visitors to the Presidio (63%). Thirty-seven percent of respondents say they are infrequent visitors to the Presidio B.

Crissy Field

Three hundred and five Phase 2 telephone interviews were completed with persons intercepted at the Crissy Field survey sites. Crissy Field has sites managed by the National Park Service and the Presidio Trust. More than two-thirds of 'Crissy Field' visitors (69%) come from the Bay Area, just under a third come from other U.S. locations (29%) and 2 percent come from international locations. Over half of Phase 2 respondents (55%) from Crissy Field are women. Forty-six percent of respondents from 'Crissy Field' visitors are male. The 'Crissy Field' population falls largely within the 18-64 age category (77%). One-fifth of visitor respondents (20%) live in households making less

than \$50,000 a year. Twenty-five percent of respondents come from households with incomes of \$50,000 to \$100,000 a year, twenty-three percent from households with incomes of \$100,000 to \$150,000 a year, and 32 percent from households earning more than \$150,000 a year.

The 'Crissy Field' population is largely white (81%). Four percent of 'Crissy Field' respondents are Hispanic, one percent is African American, and eight percent are Asian. 'Crissy Field' respondents are well-educated, with 40 percent having earned a 4 year college degree and 47 percent having a post-college education. Thirteen percent of 'Crissy Field' respondents have earned less than a college degree. The majority of 'Crissy Field' respondents are either frequent or very frequent visitors to the Crissy Field (53%). Thirty-seven percent of respondents say they are infrequent visitors to the Crissy Field.

Ocean Beach

Three hundred and six telephone interviews were completed with visitors intercepted at Ocean Beach sites. Figure 2 shows the intercept sites for Ocean Beach.

Three-quarters of 'Ocean Beach' visitors (75%) come from the Bay Area, less than a quarter of visitors come from other U.S. locations (23%), and 2 percent come from international locations. Just over half of Phase 2 respondents (53%) from Ocean Beach are male. Forty-seven percent of respondents from Ocean Beach are female. The 'Ocean Beach' population falls largely within the 18-64 age category (82%). Just under one-third of visitor respondents (31%) live in households making less than \$50,000 a year. Twenty-nine percent of respondents come from households with incomes of \$50,000 to \$100,000 a year, twenty-four percent from households with incomes of \$100,000 to \$150,000 a year, and 16 percent from households earning more than \$150,000 a year.

The 'Ocean Beach' population is largely white (68%). Nine percent of Ocean Beach respondents are Hispanic, four percent African American, and thirteen percent Asian. 'Ocean Beach' respondents are well-educated, with 36 percent having earned a 4 year college degree and 38 percent having a post-college education. Twenty-six percent of 'Ocean Beach' respondents have earned less than a college degree. The majority of 'Ocean Beach' respondents are either frequent or very frequent visitors to Ocean Beach (59%). Forty-one percent of respondents say they are infrequent visitors to Ocean Beach.

Figure 2: Ocean Beach Intercept Sites

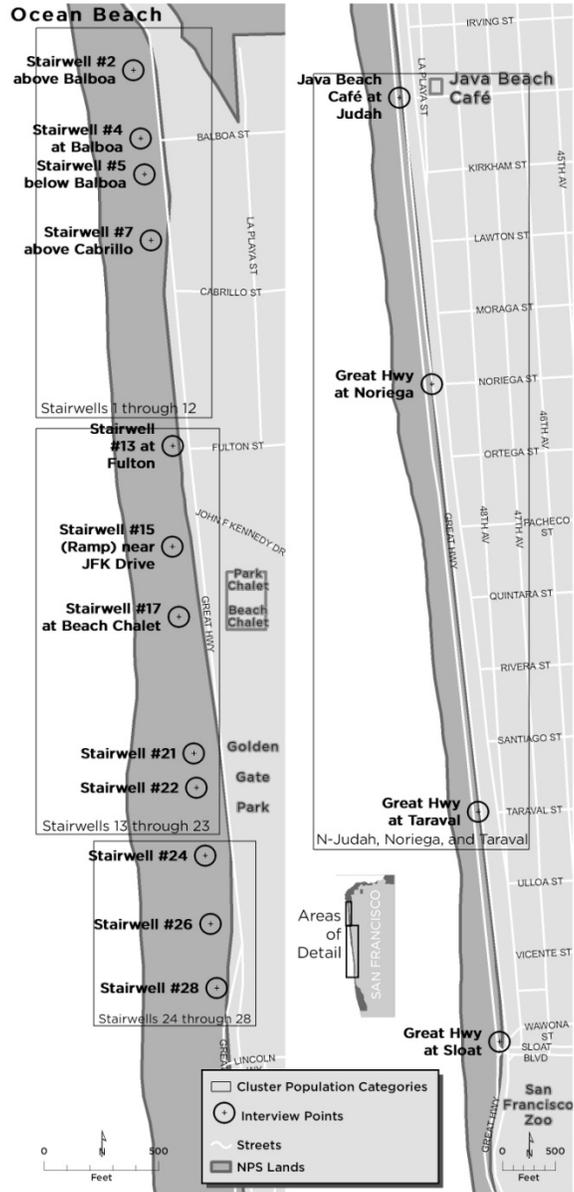


Table 7: Visitor Demographics Compared to Bay Area Population

	All Presidio	Presidio A	Presidio B	Crissy Field	Ocean Beach	All Resp (Phase 1)	Bay Area*
Sex							
Female	53%	53%	50%	55%	47%	50% (53%)	50%
Male	48%	47%	50%	46%	53%	50% (47%)	50%
Age							
18-64	79%	80%	75%	77%	82%	79% (79%)	66%
65+	21%	20%	25%	23%	18%	21% (21%)	12%
Income**							
< 50K	22%	20%	26%	20%	31%	25% (25%)	
50K – 100K	28%	28%	28%	25%	29%	29% (31%)	
100k – 150K	21%	21%	21%	23%	24%	22% (20%)	
>150K	29%	30%	26%	32%	16%	24% (24%)	
Race/ Ethnicity							
White	78%	79%	76%	81%	68%	74% (74%)	67%
Hispanic	6%	6%	6%	4%	9%	7% (8%)	22%
African-American	1%	1%	2%	1%	4%	2% (2%)	7%
Asian	8%	9%	6%	8%	13%	10% (11%)	22%
Education							
< College	14%	14%	15%	13%	26%	19% (20%)	32%***
College, 4 yr	41%	40%	45%	40%	36%	39% (38%)	42%
> College	45%	46%	41%	47%	38%	42% (41%)	26%
Visitation							
Infrequent	41%	42%	37%	37%	41%	41% (47%)	
Frequent	37%	39%	34%	43%	40%	38% (36%)	
Very Frequent	22%	19%	29%	20%	19%	21% (18%)	
Respondents	511	352	159	305	306	824	

* 2007 American Community Survey Estimates, U.S. Census Bureau, Bay Area, California
 <<http://www.bayareacensus.ca.gov/bayarea.htm>>. Note: Information is for all persons.

** ACS Data identifies median household income as \$72,630. Media income in the Visitor Survey is \$50,000 to \$100,000.

*** Extrapolated from persons age 25+.

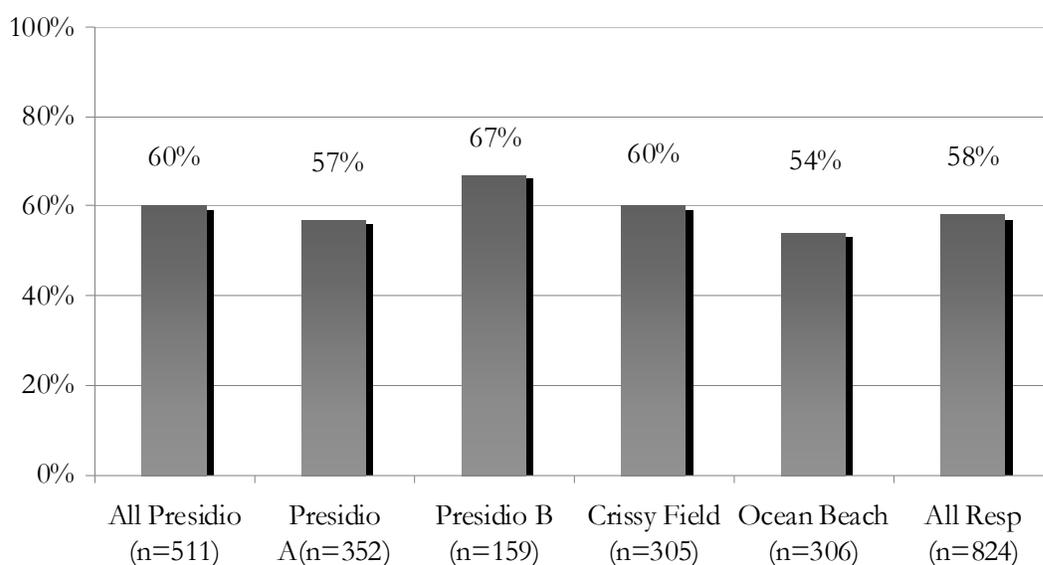
Research Findings

Recent Visit to Park

Question: *Have you been back to [site name] since you completed the on-site survey?*

A large proportion of visitors participating in this research across all study sites (58%) returned to the original site during the short period (generally three to seven days) between the time they took the on-site survey (Phase 1) and were invited to participate in the Phase 2 follow-up survey.

Figure 3: Percent Visiting Site Since Intercept Survey



All Presidio

Sixty percent of people originally surveyed in All Presidio returned to the site before participating in Phase 2 of the study.

Presidio A

Fifty-seven percent of people originally surveyed in Presidio A returned to the site before participating in Phase 2 of the study.

Presidio B

Sixty-seven percent of people originally surveyed in All Presidio B returned to the site before participating in Phase 2 of the study.

Crissy Field

Sixty percent of people originally surveyed in Crissy Field returned to the site before participating in Phase 2 of the study.

Ocean Beach

Fifty-four percent of people originally surveyed in Ocean Beach returned to the site before participating in Phase 2 of the study.

Management Considerations

- Integrate knowledge of a high proportion of repeat visitors into GGNRA site-based marketing and outreach strategies. Percent of repeat visitors can be advertised as being reflective of visitor satisfaction with the parks, for example.

Importance of Reason for Visiting Park

Question: *People have many reasons for visiting National Park sites. I am going to read a list of reasons for visiting [name of park.]...A five-item scale ranging from very important to very unimportant was used to record the responses.*

Visitors were read a list of reasons for visiting the park site and asked to say how important each reason was to their decision to visit. Table 8 identifies the proportion of survey respondents saying each reason was ‘very important’ or ‘somewhat important’ in their decision to visit site where they were initially intercepted and surveyed. Data in Table 8 is presented in descending order for all Phase 2 respondents. The relative ordering of preference is included in brackets ().

Table 8: Importance of Reasons Influencing Decisions to Visit Parks

	All Resp	All Presidio	Presidio A	Presidio B	Crissy Field	Ocean Beach
Experience scenic views	94% (1)	95% (1)	96% (1)	92% (1)	95% (1)	92% (1)
Connect with nature	88% (2)	85% (3)	85% (3)	86% (3)	84% (3)	92% (1)
For recreation and play	86% (3)	87% (2)	87% (2)	88% (2)	87% (2)	85% (3)
Enjoy an affordable outing	85% (4)	84% (4)	85% (3)	81% (6)	84% (3)	86% (2)
Enjoy a safe environment	85% (4)	85% (3)	84% (4)	84% (4)	83% (4)	85% (3)
Improve physical fitness and well-being	84% (5)	85% (3)	85% (3)	84% (4)	87% (2)	81% (5)
Experience natural sounds and quiet	79% (6)	76% (5)	74% (5)	82% (5)	72% (6)	83% (4)
Convenient to where I work or live	73% (7)	73% (6)	69% (6)	81% (6)	73% (5)	72% (6)
Be with family and friends	68% (8)	67% (7)	69% (7)	62% (8)	67% (7)	68% (7)
Experience solitude	59% (9)	58% (8)	54% (8)	66% (7)	53% (8)	61% (8)
Learn about nature	53% (10)	53% (9)	50% (9)	59% (9)	47% (9)	52% (9)
Learn about history and culture	43% (11)	44% (10)	41% (10)	50% (10)	39% (10)	42% (10)
See a special event or exhibit	32% (12)	32% (11)	30% (11)	37% (11)	29% (11)	31% (11)
To volunteer	19% (13)	17% (12)	14% (12)	24% (12)	14% (12)	21% (12)
(n)	(824)	(511)	(352)	(159)	(305)	(306)

All Respondents

The most striking observation made from data in Table 8 is the near unanimous interest in visiting GGNRA to experience scenic views and to connect with nature. These interests are also followed by peoples’ motivation to ‘experience’ natural sounds” and have a “quiet” destination. In sum, visitors appreciate the access to the natural environment.

Respondent interest in the environment and accessing nature is followed closely by an interest in having places to recreate and play. According to the survey respondents, GGNRA areas are both safe and affordable places to be active in the outdoors. Furthermore, almost three-quarters of respondents find the sites studied here to be convenient to where they work or live. This is consistent with information reported earlier that 71 percent of all respondents live in the Bay Area (see Table 6).

About 40 percent of the Phase 2 respondents indicate that “learning about history and culture” was of primary importance in their decision to visit. About 30 percent report that “seeing a special event or exhibit,” was of primary importance. About 20 percent of the Phase 2 participants said “volunteering” was an important reason to visit on the day they were originally surveyed.

It is striking to note the similarity of responses across the five survey site groupings. “Experience scenic views” is the most important reason for visiting these parks. “Improve physical fitness and well-being,” “for recreation and play,” “connect with nature,” “enjoy a safe environment,” “enjoy an affordable outing,” “convenient to where I work or live,” and “experience natural sounds and quiet” are rated as important reasons for visiting by 70 percent or more of respondents. Similarly, the percentages reported for “learn about history and culture,” “see a special event or exhibit,” and to “volunteer” were similar across all five groupings. These three reasons were reported less frequently, at 30 – 50 percent, than the other reasons.

From a macro perspective, experiencing scenery is the top reason people are visiting, followed closely by an interest in being physically active (fitness, recreation, and play). The next group of responses clusters around personal concerns of safety, affordability, and convenience. An interest in experiencing solitude and quiet follows closely; being with family and friends falls roughly in this area, as well. Visitors are less likely to visit to pursue educational interests (learning about history, nature, and culture) or attend a special event.

There appear to be some differences in the data between the ways various population subgroups approach the decision to visit GGNRA park sites (see Table 8). This is determined by comparing reaction to this question across different subgroupings of people. Due to the margin of error for the sample of 824 Phase 2 survey respondents, differences in the data of seven percentage points or more are considered significant, assuming a relatively equal distribution of people across two categories (male and female, for example). Smaller numbers of people are associated with larger margins of error. Therefore, information divided across three categories (e.g., white, Hispanic, Asian) or a skewed distribution of people across categories leads to higher margins of error. In these circumstances, much caution needs to be made in defining when differences are significant. This analysis notes places in which differences in the data can be considered significant.

The greatest differences in visitation decision-making across subgroups are based on income and residence. Lower income visitors, those with household incomes of less than \$100,000 a year are more interested in coming to the parks to enjoy an affordable outing, because of the convenience to work or residence, to experience solitude, to learn about nature, to learn about history and culture, and to see a special event or exhibit compared with higher income visitors.

Visitor interests seem to be divided along economic lines. Lower income visitors are more concerned about affordability and convenience than higher income visitors. Lower income visitors are also more interested in experiencing solitude, learning about nature, learning about history and culture, and visiting the parks to see special events or exhibits.

For the most part, younger and older visitors use similar criteria when deciding to visit. The only difference evident in the data involves the question of being with family and friends, with younger visitors more interested in pursuing this interest. Similarly, there are few differences in the factors whites, Hispanics and Asian visitors use to make decisions about visiting the parks. The few differences that do exist are in the areas of white visitors being less interested in using being with family and friends and learning about nature as decision-making criteria than Hispanic and Asian visitors.

Some of the greatest differences in the data can be found between Bay Area residents and those visiting from other locations. Bay Area residents are more interested in choosing a park site for convenience than other visitors and for experiencing solitude. Bay Area residents are also less interested in choosing a park site to be with family and friends and for learning about history and culture. Origin of location overlaps with frequency of visit, another area where a range of differences is observed. Frequent visitors tend to visit to connect with nature and improve physical fitness and well-being more so than infrequent visitors. Similarly, frequent visitors are more interested in experiencing natural sounds and quiet, convenience, being with family and friends, and having an experience of solitude. Infrequent visitors, on the other hand, visit to be with family and friends and to learn about history and culture.

All Presidio

Among ‘All Presidio’ visitors, “Experience scenic views” is the most important reason why people came to visit on the day they were surveyed (95%). This reason for visiting is followed closely by a cluster of five reasons all found to be important to 80 percent or more of visitors: “for recreation and play,” “connecting with nature,” “enjoy a safe environment,” “improve physical fitness and well-being,” and “enjoy an affordable outing.”

Approximately three-quarters of ‘All Presidio’ visitors said “experiencing natural sounds and quiet,” (76%) and “convenient to where I work or live” (73%) were important reasons for visiting. These reasons were followed in importance by “be with family and friends” (67%), “experience solitude” (58%), and “learn about nature” (53%).

‘All Presidio’ visitors also said “learn about history and culture” (44%), “see a special event or exhibit” (32%), and “to volunteer” (17%) were important reasons to visit.

Presidio A

Among ‘Presidio A’ visitors, “Experience scenic views” is the most important reason why people came to visit on the day they were surveyed (96%). This reason for visiting is followed closely by a cluster of five reasons all found to be important to 80 percent or more of visitors: “for recreation and play,” “connecting with nature,” “enjoy an affordable outing,” “improve physical fitness and well-being,” and “enjoy a safe environment.”

Approximately three-quarters of ‘Presidio A’ visitors said “experiencing natural sounds and quiet,” (74%) and “convenient to where I work or live” (69%) were important reasons for visiting. These reasons were followed in importance by “be with family and friends” (69%), “experience solitude” (54%), and “learn about nature” (50%).

‘Presidio A’ visitors said “learn about history and culture” (41%), “see a special event or exhibit” (30%), and “to volunteer” (14%) were important reasons for why they visited the GGNRA on the day they were surveyed.

Presidio B

Among ‘Presidio B’ visitors, “Experience scenic views” is the most important reason why people came to visit on the day they were surveyed (92%). This reason for visiting is followed closely by a cluster of seven reasons all found to be important to 80 percent or more of visitors: “for recreation

and play,” “connect with nature,” “enjoy an affordable outing,” “enjoy a safe environment,” “improve physical fitness and well-being,” “experience natural sounds and quiet,” and “convenient to where I work or live.”

Approximately two-thirds of ‘Presidio B’ visitors said “experience solitude” (66%) and “be with family and friends” (62%) were important reasons for visiting. Fifty-nine percent of visitors said “learn about nature” was an important factor in their decision-making to visit one of the Presidio B areas. Between 24 and 50 percent of the ‘Presidio B’ visitors said “learn about history and culture” (50%), “see a special event or exhibit” (37%), and “to volunteer” (24%) were important reasons for why they visited a ‘Presidio B’ area on the day they were surveyed.

Crissy Field

Among ‘Crissy Field’ visitors, “Experience scenic views” is the most important reason why people came to visit on the day they were surveyed (95%). This reason for visiting is followed closely by a cluster of five reasons all found to be important to 80 percent or more of visitors: “for recreation and play,” “improve physical fitness and well-being,” “connecting with nature,” “enjoy an affordable outing,” and “enjoy a safe environment,”

Just under three-quarters of ‘Crissy Field’ visitors said “convenient to where I work or live” (73%) and “experience natural sounds and quiet” (72%) were important reasons for visiting. These reasons were followed in importance by “be with family and friends” (67%), “experience solitude” (53%), and “learn about nature” (47%).

Between 14 and 39 percent of the ‘Crissy Field’ visitors said “learn about history and culture” (39%), “see a special event or exhibit” (29%), and “to volunteer” (14%) were important reasons for why they visited Crissy Field on the day they were surveyed.

Ocean Beach

Among ‘Ocean Beach’ visitors, “experience scenic views” and “connect with nature” are the most important reasons why people came to visit on the day they were surveyed (92%). This reason for visiting is followed closely by a cluster of five reasons all found to be important to 80 percent or more of visitors: “enjoy an affordable outing,” “enjoy a safe environment,” “for recreation and play,” “experience natural sounds and quiet,” and “improve physical fitness and well-being.”

Seventy-two percent of ‘Ocean Beach’ visitors said “convenient to where I work or live” (73%) was an important reasons for visiting. This reason was followed in importance by “be with family and friends” (68%), “experience solitude” (61%), and “learn about nature” (52%).

Less than half of ‘Ocean Beach’ visitors said “learn about history and culture” (42%), “see a special event or exhibit” (31%), and “to volunteer” (21%) were important reasons for why they visited the GGNRA on the day they were surveyed.

Management Considerations

- Highlight scenic views and opportunities for physical activities in promotional materials.
- Increase awareness of educational opportunities.
- Promote volunteer opportunities by linking messaging to scenic views and GGNRA sites as locations of physical activity.

Table 9: Important Reasons for Decision to Visit Park by Population Subgroup

	All Resp	Income		Age		Race/Ethnicity			Residence		Visitation		
		<100k	>100k	< 45	45 +	White	Hispanic	Asian	Bay Area	Other	Freq	In-Freq	
Experience scenic views	94%	94%	95%	92%	95%	94%	93%	89%	93%	94%	94%	93%	
Connect with nature	88%	88%	88%	87%	89%	88%	89%	83%	91%	80%	91%*	84%*	
For recreation and play	86%	86%	89%	88%	84%	86%	82%	85%	87%	86%	87%	85%	
Enjoy an affordable outing	85%	88%*	81%*	86%	85%	85%	85%	83%	86%	81%	85%	85%	
Enjoy a safe environment	85%	84%	84%	85%	83%	82%	85%	94%	84%	85%	85%	83%	
Improve physical fitness and well-being	84%	82%	87%	81%	86%	84%	82%	82%	88%	84%	93%*	70%*	
Experience natural sounds and quiet	79%	79%	75%	78%	78%	77%	78%	79%	81%	75%	82%*	74%*	
Convenient to where I work or live	73%	77%*	70%*	74%	73%	73%	67%	76%	83%*	49%*	90%*	47%*	
Be with family and friends	68%	65%	71%	72%*	63%*	65%*	78%	75%	64%*	75%*	63%*	73%*	
Experience solitude	59%	62%*	56%*	62%	57%	58%	59%	64%	63%*	49%*	66%*	47%*	
Learn about nature	53%	56%*	47%*	51%	54%	49%*	57%	57%	51%	56%	52%	54%	
Learn about history and culture	43%	47%*	38%*	43%	42%	40%	48%	44%	40%*	49%*	38%*	52%*	
See a special event or exhibit	32%	36%*	27%*	30%	33%	30%	35%	35%	31%	33%	29%	35%	
To volunteer	19%	20%	15%	20%	17%	17%	15%	24%	20%	15%	21%	15%	
	(n)	(824)	(321)	(274)	(359)	(366)	(605)	(54)	(81)	(565)	(259)	(458)	(316)

Satisfaction with Park Features

Question: *I'd like to know how satisfied you were with the different aspects of [park site]...A five-item scale ranging from very satisfied to very dissatisfied was used to record the responses.*

Survey respondents were read a list of park features and asked to indicate how satisfied they were with each item during their visit. Table 10 reflects the proportion of survey respondents from each survey site grouping saying they were “very satisfied” or “somewhat satisfied” with each feature. Features are ordered in descending order of responses from All Respondents.

Table 10: Satisfaction with Park Features

	All Resp	All Presidio	Presidio A	Presidio B	Crissy Field	Ocean Beach
Condition of natural resources at the site	87% (1)	92% (1)	92% (1)	91% (1)	93% (1)	78% (1)
Condition of trails	76% (2)	86% (2)	86% (2)	84% (2)	87% (2)	61% (3)
Availability of places to congregate, picnic or share time together	74% (3)	78% (3)	79% (3)	77% (3)	80% (4)	67% (2)
Availability of park amenities such as benches, water fountains, and trash cans	67% (4)	77% (4)	79% (4)	73% (6)	84% (3)	48% (7)
Directional signage at the site	65% (5)	70% (6)	69% (7)	70% (7)	68% (7)	57% (5)
Condition of historic resources at the site	65% (5)	73% (5)	72% (6)	76% (4)	72% (6)	51% (6)
Trail connections to other parts of park	65% (5)	69% (7)	67% (8)	74% (5)	68% (7)	59% (4)
Availability of restrooms	52% (6)	69% (7)	73% (5)	61% (8)	77% (5)	23% (9)
Availability of bicycling trails, bike lanes, and bike parking/bike racks	48% (7)	51% (9)	50% (10)	53% (10)	53% (9)	43% (8)
Cleanliness of restrooms	46% (8)	61% (8)	62% (9)	57% (9)	65% (8)	23% (9)
(n)	(824)	(511)	(352)	(159)	(305)	(306)

All Respondents

Generally speaking, “condition of natural resources” (87%) and “condition of trails” (76%) are the features for which Phase 2 respondents expressed greatest satisfaction. This is followed by satisfaction with “availability of places to congregate, picnic or share time together” (74%) and “availability of park amenities such as benches, water fountains, and trash cans” (67%). Just under two-thirds of ‘All Respondents’ (65%) were satisfied with “directional signage at site,” “condition of historic resources,” and “trail connections to other parts of park.” Just under half of ‘All Respondents’ expressed satisfaction with “availability of restrooms” (52%), “availability of bicycling trails, bike lanes, and bike parking/bike racks” (48%), and “cleanliness of restrooms” (46%).

Respondent answers suggest important distinctions. Crissy Field tends to receive highest satisfaction ratings. Ocean Beach receives the lowest levels of satisfaction for all features.

“Condition of natural resources at the site” and “condition of trails” are rated among the top three park features for Crissy Field, the Presidio units and Ocean Beach. Park amenities, such as the “availability of places to congregate, picnic or share time together” are also rated highly. Amenities, including the “availability of benches, water fountains, and trash cans,” are rated highly for Crissy Field. This set of amenities receives lower satisfaction ratings for Presidio and Ocean Beach. “Condition of historic resources at the site” is rated highly for the Presidio and Crissy Field.

It is important to note differences in ratings across the parks. While “trail connections” receives the highest satisfaction rating at the Presidio, these connections receive the lowest satisfaction ratings at Ocean Beach. Similarly Availability of “biking trails, lanes, and bike racks” and restroom “availability” and “cleanliness” receive the lowest ratings for the Presidio and Ocean Beach. Rating differences such as these suggest places in which management plans across the parks should reflect different priorities.

Overall, most people perceive park features in similar ways (see Table 11). Nonetheless, some differences in population subgroup satisfaction with park features appear in the data. High and low income visitors are more similar than different in their experiences. The only difference is that lower income visitors are significantly more satisfied with the availability of bike amenities, including trails, lanes and bike racks. Younger and older visitors are also strikingly similar in the ways they experience the parks. The few differences that exist are in the areas of older visitors being more satisfied with amenities such as benches, water fountains and trash cans, the availability of restrooms, and the cleanliness of restrooms. Younger visitors are less satisfied with these park features.

It is difficult to draw definitive conclusions about the perceptions of people from different racial and ethnic groups because of the low numbers of Hispanic and Asian respondents in the survey population. Nonetheless, one area where differences appear is in white visitors expressing greater satisfaction than Hispanic and Asian visitors with the availability and cleanliness of restrooms.

Visitors coming from outside the Bay Area are more satisfied with the condition of historic resources at the parks compared to Bay Area residents and frequent park visitors are more satisfied with bicycle amenities and the cleanliness of restrooms than infrequent visitors.

All Presidio

A majority of ‘All Presidio’ respondents expressed satisfaction with all features of the area. The “condition of natural resources” (92%) and “condition of trails” (86%) are the park features for which Phase 2 respondents visiting ‘All Presidio’ sites expressed greatest satisfaction. This is followed by satisfaction with “availability of places to congregate, picnic or share time together” (78%), “availability of benches, water fountains and garbage cans” (77%), “condition of historic resources” (73%), “directional signage at the site” (70%), “trail connections to other parts of park” (69%), “availability of restrooms” (69%), and “cleanliness of restrooms” (61%). Fifty-one percent of ‘All Presidio’ respondents were satisfied with “availability of bicycling trails, bike lanes, and bike parking/bike racks.”

Presidio A

Fifty percent or more of ‘Presidio A’ respondents expressed satisfaction with all features of the Presidio. The “Condition of natural resources” (92%) and “condition of trails” (86%) are the park

features for which Phase 2 respondents visiting ‘Presidio A’ sites expressed greatest satisfaction. This is followed by satisfaction with “availability of places to congregate, picnic or share time together” (79%), “availability of benches, water fountains and garbage cans” (79%), “availability of restrooms” (73%), “condition of historic resources” (72%), “directional signage at the site” (69%), “trail connections to other parts of park” (67%), and “cleanliness of restrooms” (62%). Fifty percent of ‘Presidio A’ respondents were satisfied with “availability of bicycling trails, bike lanes, and bike parking/bike racks.”

Presidio B

A majority of ‘Presidio B’ respondents expressed satisfaction with all features of the area. The “condition of natural resources” (91%) and “condition of trails” (84%) are the park features for which Phase 2 respondents visiting ‘Presidio B’ sites expressed greatest satisfaction. This is followed by satisfaction with “availability of places to congregate, picnic or share time together” (77%), “condition of historic resources at the site” (76%), “trail connections to other parts of park” (74%), “availability of benches, water fountains and garbage cans” (73%), “directional signage at the site” (70%), “availability of restrooms” (61%), and “cleanliness of restrooms” (57%). Fifty percent of ‘Presidio B’ respondents were satisfied with “availability of bicycling trails, bike lanes, and bike parking/bike racks.”

Crissy Field

A majority of ‘Crissy Field’ respondents expressed satisfaction with all features of the area. The “condition of natural resources” (93%) and “condition of trails” (87%) are the park features for which Phase 2 respondents visiting ‘Crissy Field’ expressed greatest satisfaction. This is followed by satisfaction with “availability of benches, water fountains and garbage cans” (84%), “availability of places to congregate, picnic or share time together” (80%), “availability of restrooms” (77%), “condition of historic resources” (72%), “directional signage at the site” (68%), “trail connections to other parts of park” (68%), and “cleanliness of restrooms” (65%). Fifty-three percent of ‘Crissy Field’ respondents were satisfied with “availability of bicycling trails, bike lanes, and bike parking/bike racks.”

Ocean Beach

“Condition of natural resources” (78%) and “availability of places to congregate, picnic or share time together” (67%) are the park features for which Phase 2 respondents visiting ‘Ocean Beach’ expressed greatest satisfaction. This is followed by satisfaction with “condition of trails” (61%), “trail connections to other parts of park” (59%), “directional signage at the site” (57%), and “condition of historic resources at the site” (51%). Less than a majority of ‘Ocean Beach’ visitors expressed satisfaction with “availability of benches, water fountains and garbage cans” (48%) and “availability of bicycling trails, bike lanes, and bike parking/bike racks” (43%). Approximately one-quarter of ‘Ocean Beach’ visitors expressed satisfaction with “cleanliness of restrooms” (23%) and “availability of restrooms” (23%).

Management Considerations

- Promote natural resources and trails within park promotional materials.
- Integrate information about high levels of satisfaction with amenities in promotional materials. High levels of satisfaction reflect a positive visitor experience. Information about visitor satisfaction levels sends a positive, welcoming image to others considering how to spend future recreation time.
- Improve restroom availability and cleanliness at Ocean Beach and the Presidio.
- Increase availability of benches, water fountains and trash cans at Ocean Beach.
- Invest more resources into improving bicycling-related amenities.

Table 11: Satisfaction with Park Features by Population Subgroup

	All Resp	Income		Age		Race/Ethnicity			Residence		Visitation	
		<100k	>100k	< 45	45 +	White	Hispanic	Asian	Bay Area	Other	Freq	In-Freq
Condition of natural resources at the site	87%	86%	90%	87%	87%	87%	85%	84%	86%	88%	85%	89%
Condition of trails	76%	78%	79%	78%	76%	77%	76%	69%	77%	75%	77%	74%
Availability of places to congregate, picnic or share time together	74%	75%	73%	76%	72%	74%	81%	77%	75%	72%	72%	77%
Availability of park amenities such as benches, water fountains, trash cans	67%	67%	67%	62%*	70%*	67%	63%	57%	65%	70%	68%	65%
Directional signage at the site	65%	64%	67%	67%	62%	64%	74%	64%	63%	69%	64%	66%
Condition of historic resources at the site	65%	64%	66%	63%	66%	64%	65%	58%	63%*	70%*	63%	66%
Trail connections to other parts of park	65%	68%	66%	66%	66%	66%	67%	59%	65%	66%	66%	63%
Availability of restrooms	52%	50%	55%	47%*	56%*	54%*	46%	37%	51%	54%	55%	49%
Availability of bicycling trails, bike lanes, and bike parking/bike racks	48%	51%*	44%*	48%	47%	47%	50%	45%	47%	50%	51%*	43%*
Cleanliness of restrooms	46%	45%	47%	37%*	54%*	47%*	39%	36%	46%	47%	49%*	42%*
	(n) (824)	(321)	(274)	(359)	(366)	(605)	(54)	(81)	(565)	(259)	(458)	(316)

Perceptions of Park Experience

Question: *I'd like to know how satisfied you were with the staffing, activities and events at [park site]...A five-item scale ranging from very satisfied to very dissatisfied was used to record the responses.*

Golden Gate National Recreation Area managers are interested in understanding visitor satisfaction with staffing, activities and events sponsored at Crissy Field, the Presidio, and Ocean Beach. This topic area was divided into nine subject areas and resented to survey respondents. Information from this question is presented in Table 12. The data in Table 12 indicates proportions of visitors saying they were “very satisfied” or “somewhat satisfied” with each item.

Table 12: Satisfaction with Park Experience

	All Resp	All Presidio	Presidio A	Presidio B	Crissy Field	Ocean Beach
Experience of public safety/personal security at site	85% (1)	90% (1)	90% (1)	89% (1)	91% (1)	76% (1)
Availability of outdoor exhibits about the natural and cultural history of the site	52% (2)	63% (2)	64% (2)	61% (4)	63% (3)	33% (5)
Availability of park information, brochures, and maps	52% (2)	62% (3)	59% (3)	67% (3)	70% (2)	36% (3)
Availability of park visitor or information center	52% (2)	60% (4)	58% (4)	71% (2)	61% (4)	39% (2)
Availability of food and retail service providers	43% (3)	48% (5)	47%(5)	49% (5)	52% (5)	35% (4)
Availability of indoor exhibits about the natural and cultural history of the site	39% (4)	44% (5)	41% (6)	49% (5)	45% (6)	32% (6)
Availability of site staff	37% (5)	42% (6)	41% (6)	42% (8)	42% (7)	28% (7)
Availability of special events	35% (6)	39% (8)	38% (7)	43% (7)	38% (8)	27% (8)
Availability of public programs about the park site	33% (7)	40% (7)	37% (8)	45% (6)	38% (8)	22% (9)
	(n) (824)	(511)	(352)	(159)	(305)	(306)

All Respondents

“Experience of public safety and/or personal security at site” is the feature visitors are most satisfied with at GGNRA park sites. Eighty-five percent of Phase 2 respondents indicated satisfaction with this feature. The level of satisfaction for the next most well received item is 33 percent lower than satisfaction for the public safety experience.

The next clustering of features in the visitor satisfaction list includes equal levels of satisfaction (52%) for “availability of outdoor exhibits about the natural and cultural history of the site,” “availability of park information, brochures and maps,” and availability of a “park visitor or information center.”

Fewer than half of all respondents said they were satisfied with the “availability of food and retail service providers” (43%), “availability of indoor exhibits about the natural and cultural history of the

site” (39%), “availability of site staff” (37%), “availability of special events” (35%), and “availability of public programs about the park site” (33%).

Overall satisfaction levels with park site features are similar for all the Presidio respondents (see Table 8). Satisfaction levels of Ocean Beach features are lower than for the Presidio in this study. While levels of satisfaction for most features at Crissy Field and the Presidio run in the high-40’s to high-50’s, levels of satisfaction for Ocean Beach hover in the range of mid-30’s to mid-20’s.

All Presidio

“Experience of public safety and/or personal security at site” is the feature ‘All Presidio’ visitors are most satisfied with at the GGNRA park sites. Ninety percent of Phase 2 respondents visiting a Presidio site indicated satisfaction with this feature.

The next clustering of features in this list includes “availability of outdoor exhibits about the natural and cultural history of the site” (63%), “availability of park information, brochures and maps” (62%), and availability of a “park visitor or information center” (60%).

Less than a majority of ‘All Presidio’ respondents said they were satisfied with the “availability of food and retail service providers” (48%), “availability of indoor exhibits about the natural and cultural history of the site” (41%), “availability of public programs about the park site” (41%), “availability of site staff” (38%), and “availability of special events” (37%).

Similar to the discussion of visitor perceptions of park features in the previous section, visitors of different population subgroups tend to experience the parks in similar ways. Few differences emerge in the data analysis. Younger visitors express slightly greater satisfaction with the availability of public programs. Asians are less satisfied with the availability of park information, brochures and maps. This may be due to an interest in having information items translated into a variety of Asian languages. The other difference between racial and ethnic group experiences suggested in the data involves the availability of food and retail service providers. Whites appear to be slightly more satisfied than Hispanics and Asians.

Finally, Bay Area residents and frequent park visitors say they are more satisfied with the availability of special events than non-Bay Area residents and infrequent visitors. This may be due to differences in access to information about the parks. Other than this one area, local and non-local visitors, and frequent and infrequent visitors experience parks in similar ways.

Presidio A

“Experience of public safety and/or personal security at site” is the feature for which the largest proportion of ‘Presidio A’ visitors express satisfaction. Ninety percent of Phase 2 respondents visiting a Presidio A site indicated satisfaction with this feature.

The next clustering of features in this list includes “availability of outdoor exhibits about the natural and cultural history of the site” (64%), “availability of park information, brochures and maps” (59%), and availability of a “park visitor or information center” (58%).

Less than a majority of ‘Presidio A’ respondents said they were satisfied with the “availability of food and retail service providers” (47%), “availability of indoor exhibits about the natural and cultural history of the site” (41%), “availability of site staff” (41%), and “availability of special events” (38%), and the “availability of public programs about the park site” (37%).

Presidio B

“Experience of public safety and/or personal security at site” is the feature for which the largest proportion of ‘Presidio B’ visitors expresses satisfaction. Ninety-one percent of Phase 2 respondents visiting a Presidio B site indicated satisfaction with this feature.

The next clustering of features in this list includes availability of a “park visitor or information center” (71%), “availability of park information, brochures and maps” (67%), and “availability of outdoor exhibits about the natural and cultural history of the site” (61%).

Less than a majority of ‘Presidio B’ respondents said they were satisfied with other features of the area, including the “availability of indoor exhibits about the natural and cultural history of the site” (49%), “availability of food and retail service providers” (49%), “availability of public programs about the park site” (45%), “availability of special events” (43%), and “availability of site staff” (42%).

Crissy Field

“Experience of public safety and/or personal security at site” is the feature ‘Crissy Field’ visitors are most satisfied with at the GGNRA park sites. Ninety-one percent of Phase 2 respondents visiting Crissy Field indicated satisfaction with this feature.

The next clustering of features in this list includes “availability of park information, brochures and maps” (70%), “availability of outdoor exhibits about the natural and cultural history of the site” (63%), availability of a “park visitor or information center” (61%), and “availability of food and retail service providers” (52%),

Less than a majority of ‘Crissy Field’ respondents said they were satisfied with the “availability of indoor exhibits about the natural and cultural history of the site” (45%), “availability of site staff” (42%), the “availability of special events” (38%), and the “availability of public programs about the park site” (38%).

Ocean Beach

“Experience of public safety and/or personal security at site” is the feature ‘Ocean Beach’ visitors are most satisfied with at the GGNRA park sites. Seventy-six percent of Phase 2 respondents visiting Ocean Beach indicated satisfaction with this feature. This is the only feature to receive a satisfactory rating from a majority of ‘Ocean Beach’ respondents.

The next clustering of features includes “availability of park visitor or information center” (39%), “availability of park information, brochures and maps” (36%), “availability of food and retail service providers” (35%), “availability of outdoor exhibits about natural and cultural history of the site” (33%), and “availability of indoor exhibits about the natural and cultural history of the site (32%).

Just over a quarter of ‘Ocean Beach’ respondents were satisfied with the “availability of site staff” (28%) and the “availability of special events” (27%). Twenty-two percent of Ocean Beach visitors were satisfied with the “availability of public programs about the park site.”

Management Considerations

- Place greater emphasis on organizing special events and public programs at each park site, and make indoor exhibits about the natural and cultural history of each site more widely available.
- Increase the number of staff available to interact with visitors at each site.
- Increase availability and quality of amenities, such as park information and food offered at Ocean Beach.
- Consider translating park information into a variety of Asian languages.

Table 13: Satisfaction with Park Experience by Population Subgroup

	All Resp	Income		Age		Race/Ethnicity			Residence		Visitation		
		<100k	>100k	< 45	45 +	White	Hispanic	Asian	Bay Area	Other	Freq	In- Freq	
Experience of public safety/personal security at site	85%	85%	88%	85%	84%	86%	87%	82%	84%	87%	83%	86%	
Availability of outdoor exhibits about the natural and cultural history of the site	52%	51%	54%	53%	49%	50%	46%	40%	50%	56%	51%	51%	
Availability of park information, brochures, and maps	52%	55%	51%	53%	51%	53%	57%	41%*	52%	54%	52%	52%	
Availability of park visitor or information center	52%	55%	51%	50%	53%	50%	41%	47%	50%	56%	50%	53%	
Availability of food and retail service providers	43%	44%	42%	39%	45%	43%*	28%*	36%*	43%	43%	45%	40%	
Availability of indoor exhibits about the natural and cultural history of the site	39%	40%	39%	39%	39%	37%	39%	30%	39%	39%	39%	39%	
Availability of site staff	37%	39%	35%	32%	41%	34%	41%	33%	35%	39%	35%	36%	
Availability of special events	35%	36%	35%	35%	34%	33%	37%	35%	37%*	30%*	38%*	30%*	
Availability of public programs about the park site	33%	37%*	30%*	34%	32%	32%	30%	33%	35%	29%	35%	29%	
	(n)	(824)	(321)	(274)	(359)	(366)	(605)	(54)	(81)	(565)	(259)	(458)	(316)

Concerns about Park Experience

Question: *I am going to read a list of issues that sometimes concern park visitors. Please indicate whether each item was NOT A PROBLEM, a SLIGHT PROBLEM, a MODERATE PROBLEM, or a SERIOUS PROBLEM at the site you visited.*

Study respondents were given an opportunity to identify problems they encountered in their visit to park sites. Survey interviewers read a list of twelve possible concerns. Respondents were asked if each concern was “not a problem,” “a slight problem,” “a moderate problem,” or “a serious problem.” The majority of the respondents (80 to 90 percent depending on the concern) did not express strong concern about the items on the list, however, between five and 21 percent of the respondents indicated that the particular concern was a moderate to serious problem at the site they visited.

Table 14 identifies the proportion of people saying each item was either a “moderate problem” or a “serious problem.” The break out of responses saying each was a moderate or serious problem can be found in the annotated survey at the end of this report.

Table 2: Moderate or Serious Problems Associated with Park Experience

	All Resp	All Presidio	Presidio A	Presidio B	Crissy Field	Ocean Beach
Trash/litter at park site	21% (1)	8% (4)	9% (4)	7% (4)	7% (7)	41% (1)
Lack of information about the site’s fragile plant and animal habitats	18% (2)	11% (2)	11% (3)	10% (2)	12% (4)	30% (2)
Dogs off-leash	16% (3)	12% (1)	13% (2)	12% (1)	13% (3)	22% (4)
Waiting times for restrooms	14% (4)	5% (7)	6% (7)	3% (7)	5% (9)	29% (3)
Trail conflicts between different types of users	12% (5)	12% (1)	15% (1)	6% (5)	16% (1)	12% (6)
Lack of transit to sites	10% (6)	11% (2)	13% (2)	8% (3)	14% (2)	9% (8)
Off-trail erosion	10% (6)	7% (5)	6% (7)	7% (4)	6% (8)	17% (5)
Limited parking near site	9% (7)	9% (3)	11% (3)	4% (6)	11% (5)	10% (7)
Waiting times for transit at park site	6% (8)	6% (6)	7% (6)	4% (6)	6% (8)	8% (9)
Visitor-caused noise	6% (8)	5% (7)	5% (8)	6% (5)	5% (9)	9% (8)
Too many visitors at viewing points	6% (8)	7% (5)	8% (5)	3% (7)	8% (6)	6% (10)
Number of visitors encountered on trail	5% (9)	6% (6)	7% (6)	4% (6)	7% (7)	4% (11)
	(n) (824)	(511)	(352)	(159)	(305)	(306)

All Respondents

As Table 14 indicates, the top three problems for all survey respondents are “trash/litter at park site” (21%), “lack of information about the site’s fragile plant and animal habitats” (18%), and “dogs off-leash” (16%). The fourth largest problem overall is “waiting times at restrooms” (14%).

Approximately one-in-ten visitors overall identified the following as moderate or serious problems: “trail conflicts between different types of users” (12%), “lack of transit to sites” (10%), “off-trail

erosion” (10%), “limited parking near site” (9%). Fewer people identified “waiting times for transit at park site” (6%), “visitor-caused noise” (6%), “too many visitors for viewing points” (6%), and “number of visitors encountered on trail” (5%).

Differing population subgroups are experiencing the parks in very similar ways (see Table 15). There were very few differences in the problems people identified at the parks. Hispanics were more critical of waiting times at restrooms than whites or Asians. Bay Area residents and frequent visitors were more likely to say trash and litter are problems at the parks than non-local residents and infrequent visitors.

All Presidio

The top rated problems for ‘All Presidio’ visitors are “dogs off-leash” (12%), “trail conflicts between different types of users” (12%), and “lack of information about the site’s fragile plant and animal habitats” (11%) and “lack of transit to sites” (11%).

Fewer than ten percent of visitors identified other problems with at the Presidio: “limited parking near site” (9%), “trash/litter at park site” (8%), “off-trail erosion” (7%), “too many visitors for viewing points” (7%), “waiting times for transit at park site” (6%), “number of visitors encountered on trail” (6%), “waiting times for restrooms” (5%), and “visitor-caused noise” (5%).

Presidio A

The top rated problems for ‘Presidio A’ visitors are “trail conflicts between different types of users” (15%), “dogs off-leash” (13%), “lack of transit to sites” (13%), “lack of information about the site’s fragile plant and animal habitats” (11%), and “limited parking near site” (11%).

Fewer than one-in-ten ‘Presidio A’ visitors identified these problems as moderate or serious problems at the site: “trash/litter at park site” (9%), “too many visitors at viewing points” (8%), “waiting times for transit at park site” (7%), “number of visitors encountered on trail” (7%), “waiting times for restrooms” (6%), “off-trail erosion” (6%), and “visitor caused noise” (5%).

Presidio B

The top rated problems for ‘Presidio B’ visitors are “dogs off-leash” (12%) and “lack of information about the site’s fragile plant and animal habitats” (10%),

Fewer than one-in-ten ‘Presidio B’ visitors identified the following as moderate or serious problems at the site: “lack of transit to sites” (8%), “trash/litter at park site” (7%), “off-trail erosion” (7%), “trail conflicts between different types of users” (6%), “visitor caused noise” (6%), “limited parking near site” (4%), “waiting times for transit at park site” (4%), “number of visitors encountered on trail” (4%), and “too many visitors at viewing points” (3%).

Crissy Field

The top two problems at Crissy Field include “trail conflicts between different types of users (16%) and “lack of transit to sites” (14%). These problems are followed by “dogs off-leash” (13%), “lack

of information about the site's fragile plant and animal habitats" (12%), and "limited parking near sites" (11%).

Fewer than one-in-ten 'Crissy Field' visitors identified these moderate or serious problems with the site: "waiting times for transit at park site" (9%), "too many visitors for viewing points" (8%), "trash/litter at park" (7%), "number of visitors encountered on trail" (7%), "off-trail erosion" (6%), "visitor caused noise" (5%), and "waiting times for restrooms" (5%).

Ocean Beach

The most serious problem identified by Ocean Beach visitors is "trash/litter at park site" (41%). Just under a third of visitors identified "waiting times at restrooms" (30%) and "lack of information about the site's fragile plant and animal habitats" (29%) as problems at Ocean Beach.

"Dogs off-leash" (22%) and "off-trail erosion" (17%) were identified as problems by 'Ocean Beach' visitors. These problems are followed by concerns related to "trail conflicts between different types of users" (12%) and "limited parking near site" (10%),

Fewer than one-in-ten Ocean Beach visitors identified "lack of transit to site" (9%), "visitor caused noise" (9%), "too many visitors for viewing points" (6%), and "number of visitors encountered on trail" (4%) as moderate or serious problems.

Management Considerations

- Organize more frequent cleanup of trash and litter at Ocean Beach.
- Improve the restroom situation at Ocean Beach by addressing the number of available restrooms.
- Educate public about problems associated with dogs off-leash at all park sites. Step up enforcement of off-leash regulations at all sites, and Ocean Beach in particular.
- Consider instituting an effective public awareness program about proper trail use at Crissy Field and Presidio sites. Also work to increase awareness about concerns with trail erosion at Ocean Beach.
- Work with the City of San Francisco to improve transit opportunities, especially at Crissy Field and the Presidio.
- Educate the public about fragile plant and animal habitats at all park sites.

Table 3: Moderate or Serious Problems Associated with Park Experience by Population Subgroup

	All Resp	Income		Age		Race/Ethnicity			Residence		Visitation	
		<100k	>100k	< 45	45 +	White	Hispanic	Asian	Bay Area	Other	Freq	In-Freq
Trash/litter at park site	21%	21%	19%	20%	23%	20%	23%	28%	25%*	12%*	26%*	12%*
Lack of information about the site's fragile plant and animal habitats	18%	20%	14%	20%	17%	18%	20%	15%	19%	16%	20%	15%
Dogs off-leash	16%	16%	14%	14%	17%	14%	20%	19%	17%	14%	19%	11%
Waiting times for restrooms	14%	16%	12%	15%	12%	13%	25%*	16%	14%	13%	16%	12%
Trail conflicts between different types of users	12%	11%	14%	10%	14%	12%	11%	10%	13%	10%	16%	9%
Lack of transit to sites	10%	11%	10%	12%	10%	11%	11%	10%	10%	10%	11%	10%
Off-trail erosion	10%	11%	9%	11%	10%	10%	19%	10%	12%	7%	13%	6%
Limited parking near site	9%	10%	8%	10%	9%	9%	8%	11%	8%	11%	7%	11%
Waiting times for transit at park site	6%	8%	5%	8%	6%	6%	13%	11%	8%	4%	9%	4%
Visitor-caused noise	6%	7%	5%	6%	6%	6%	11%	4%	6%	7%	7%	6%
Too many visitors at viewing points	6%	8%	6%	7%	6%	7%	10%	4%	6%	6%	7%	5%
Number of visitors encountered on trail	5%	5%	6%	6%	5%	6%	6%	3%	6%	5%	6%	4%

* Indicates significant difference in the data for a specific subgroup of the visitor population compared to All Respondents.

A Note on the Analysis of the Open-ended Questions

Most of the Phase 2 telephone interview questions were written in a close-ended format. In close-ended questions the range of answers is limited with interviewers often offering a list of possible choices within the question prompt. Interview questions framed in this manner are easier to code and analyze. The results are particularly useful for comparative purposes and when survey sponsors are trying to ascertain the relative importance of a range of possible ideas.

Open-ended questions, where respondents provide answers in their own words in response to broader interviewer prompts, are also valuable. Open-ended questions provide a rich source of information that is phrased in the “common language” of visitors. Responses to open-ended questions often reveal trends before they emerge. Conversely, responses to open-ended questions often reflect the “top of mind” issues and responses when data are collected. For these reasons, among others, open-ended questions are more difficult to categorize and analyze.

Six of the telephone interview questions were posed as open-ended questions. Responses were recorded and later grouped by similar theme. Grouping comments into themes is subjective and dependent upon the collective thinking of coders.

It is beyond the scope of this report to fully analyze all answers to the open-ended questions. For this report, responses have been categorized to reveal a sense of the importance of various topics, and whether identified topics vary by park areas and within population sub-groups. This categorical analysis also provides baseline data to develop and refine a framework for additional analyses of the frequently occurring themes, responses of various user types (e.g., trail users, history buffs), the responses of differing population sub-groups (e.g., income, age) or the responses from visitors to different park locations.

The tables and narrative in the following pages provide immediate and valuable information as well as guidance for subsequent analyses. Responses are categorized by survey site grouping as well as by selected population sub-groups such as age, income, racial/ethnic group, residency, and frequency of visitation. If percentages within the population sub-groups are suggestive of differences an asterisk is included. The narrative associated with the tables provides additional details about the responses to the open-ended questions.

Learning about the Parks

Question: What was the most important information that you learned about [this park site] during your recent visit?

Visitors participating in the Phase 2 follow up survey were provided an opportunity to discuss the most important information they learned about respective park sites during their recent visit. This was an open-ended question allowing respondents to offer information about a topic of their choosing. Responses were recorded and later grouped by similar theme. It is important to note that the process of grouping comments into themes is subjective and dependent upon the collective thinking of coders. Across the entire study, 43 percent of respondents offered a comment about information they learned on their visit. A higher proportion of Presidio visitors (54%) offered comments, compared with 40 percent of Crissy Field visitors and 37 percent of Ocean Beach visitors.

All Respondents

Most of the comments received focused on programs offered at the park sites (26%) [see Table 16]. “Programs” is a broad theme that includes comments about exhibits, activities, installations, short or one time productions, and special programming. The second and third items receiving comments referred to the history of the sites (22%) and surrounding nature, including aesthetics (21%). Comments about history include reference to the historical significance of the area, heritage of location, or history of park site. Comments about nature include visitor thoughts about nature and the surrounding environment.

The next tier of comments include reference to facilities, including permanent or basic service buildings maintained by the park (14%), physical or social activities taking place in outdoor areas (11%), aesthetics (physical beauty, space, scenery, style, maintenance of unit) [11%], and signage (8%).

Five percent or fewer visitors commented on location or geography (5%), development and commercialization (4%), the presence of dogs or dog owner behavior (4%), personnel (3%), food (2%), expressions of enjoyment or pleasure (2%), park funding (1%), or comments about the park system (1%).

Few differences in the type of information different groups of people learned at the parks can be observed in the data (see Table 17). Higher income visitors learned more about available programs than low income visitors, and low income visitors learned more about nature than higher income visitors. A larger proportion of younger visitors say they learned more about history than older visitors. Hispanics were also more likely to say they learned something about history from visiting the parks than whites or Asians. People visiting the parks from outside the Bay Area were more likely to say they learned about programs and history than Bay Area visitors. Similarly infrequent visitors learned more history from their visit to the parks than frequent visitors. On the other hand, about twice as many frequent visitors say they learned about nature from their visit than infrequent visitors (30% versus 14%).

Interestingly, visitors had similar things to say regardless of the park site being visited. The top responses across the park sites are quite similar: programs and history. Nature was also mentioned quite frequently.

A complete list of comments made by parks visitors is available.

Table 16: Most Important Information Learned on Recent Visit (open-ended, multiple-response)

	All Resp	All Presidio	Presidio A	Presidio B	Crissy Field	Ocean Beach
Comments about ...						
Programs: exhibits, activities, installations, short or one time productions, special programming	26% (1)	31% (1)	34% (1)	27% (1)	39% (1)	14% (2)
History: historical significance, heritage of location, history of park, archeological value, Native American heritage	22% (2)	26% (2)	27% (2)	25% (2)	22% (2)	14% (2)
Nature: nature, the environment	21% (3)	18% (3)	11% (5)	27% (1)	15% (3)	29% (1)
Facilities: comments about permanent or basic service building provided and maintained by the park (e.g., bathrooms, gift shops, water fountains, information centers)	14% (4)	14% (4)	12% (4)	17% (3)	14% (4)	13% (4)
Outdoors: physical or social activities outside	11% (5)	12% (5)	13% (3)	10% (4)	11% (5)	9% (5)
Aesthetics: physical beauty, space, scenery, style and maintenance	9% (6)	7% (7)	9% (6)	3% (7)	6% (7)	14% (3)
Signage: information, direction, or signage	8% (7)	8% (6)	7% (7)	9% (5)	7% (6)	8% (6)
Location: proximity, availability and geography, level of ease or ability to access the park	5% (8)	6% (8)	6% (8)	6% (6)	7% (6)	3% (9)
Development: development, commercialization, restoration	4% (9)	5% (9)	2% (10)	9% (5)	2% (9)	2% (10)
Dogs: dog owners, rules or presence of dogs	4% (9)	4% (10)	6% (8)	—	6% (7)	4% (8)
Personnel: staffing	3% (10)	2% (11)	2% (10)	1% (7)	1% (10)	5% (7)
Food: food, refreshments, and concessionaires	2% (11)	2% (11)	3% (9)	1% (7)	3% (9)	—
Enjoyment: emotive expressions of pleasure, contentment or positive experience, particularly comments about site not needing improvements	2% (11)	2% (11)	2% (10)	1% (7)	2% (9)	2% (10)
Funding: funding for the parks	1% (12)	1% (12)	1% (11)	—	1% (10)	—
Park: park system	1% (13)	1% (12)	1% (11)	1% (7)	1% (10)	1% (11)
Safety: persons or things related to increased or decreased risk, injury or danger	—	—	—	1% (7)	—	—
Other	4%	4%	6%	1%	3%	4%
(n)	(341)	(227)	(139)	(88)	(116)	(110)

Note: Percentages reflect proportion of visitors commenting on information they learned during their recent park visit. The “n” in the final row reflects the total number of open-ended responses from each park.

All Presidio

‘All Presidio’ visitors commented most frequently on programs (31%), history (26%), and nature (18%). Slightly more than one-in-ten ‘All Presidio’ visitors commented on facilities (14%) and the outdoors (12%). Fewer comments were made with reference to signage (8%), aesthetics (7%), location (6%), development (5%), and dogs (4%). Very few comments were made regarding personnel (2%), food (2%), enjoyment (2%), funding (1%), and the park system (1%).

Presidio A

‘Presidio A’ visitors commented most frequently on programs (34%), history (27%), and the outdoors (13%). Slightly more than one-in-ten ‘Presidio A’ visitors commented on facilities (12%) and nature (11%). Fewer comments were made with reference to aesthetics (9%), signage (7%), location (6%), and dogs (6%). Very few comments were made regarding food (3%), personnel (2%), enjoyment (2%), funding (1%), and the park system (1%).

Presidio B

‘Presidio B’ visitors commented most frequently on programs (27%), nature (27%), and history (25%). They also made comments related to facilities (17%), the outdoors (10%), signage (9%), and development (9%). Fewer comments were referring to location (6%), personnel (1%), food (1%), enjoyment (1%), and the park system (1%).

Crissy Field

‘Crissy Field’ visitors commented most frequently on programs (39%), history (22%), and nature (15%). A number of comments were also received regarding facilities (14%), and the outdoors (11%). Fewer comments were made with reference to signage (7%), location (7%), aesthetics (6%), dogs (6%), food (3%), development (2%), enjoyment (2%), personnel (1%), funding (1%), and the park system (1%).

Ocean Beach

‘Ocean Beach’ visitors commented most frequently on nature (29%). Other comments focused on programs (14%), history (14%), aesthetics (14%), and facilities (13%). Slightly less than one-in-ten ‘Ocean Beach’ visitors commented on the outdoors (9%) and signage (8%). Fewer comments were made with reference to personnel (5%), dogs (4%), location (3%), development (2%), enjoyment (2%), and the park system (1%).

Management Considerations

- Continue offering special exhibits, activities and installations at all sites.
- Promote information about the history and cultural heritage of sites.

- Utilize special programming to create linkages between the physical history of sites (buildings and structures) and the natural ecological history of sites.

Table 17: Most Important Information Learned on Recent Visit by Population Subgroup

	All Resp	Income		Age		Race/Ethnicity			Residence		Visitation	
		<100k	>100k	< 45	45 +	White	Hispanic	Asian	Bay Area	Other	Freq	In-Freq
Programs:	26%	21%*	32%*	28%	22%	24%	16%	28%	22%*	32%*	23%	29%
History:	22%	23%	24%	27%*	20%*	23%	36%*	22%	16%*	31%*	12%*	31%*
Nature:	21%	23%*	9%*	20%	18%	20%	12%	13%	23%	20%	30%*	14%*
Facilities:	14%	14%	13%	12%	14%	13%	---	16%	12%	15%	11%	15%
Outdoors:	11%	10%	9%	9%	10%	9%	12%	13%	11%	11%	14%	8%
Aesthetics:	9%	9%	8%	12%	7%	9%	4%	9%	9%	9%	9%	9%
Signage:	8%	6%	10%	5%	10%	8%	12%	9%	9%	6%	9%	8%
Location:	5%	7%	4%	5%	7%	7%	4%	3%	5%	5%	5%	6%
Development:	4%	3%	5%	2%	6%	5%	8%	---	5%	2%	4%	4%
Dogs:	4%	5%	4%	4%	5%	4%	12%	9%	5%	3%	7%	2%
Personnel:	3%	4%	1%	4%	3%	3%	8%	3%	4%	1%	4%	2%
Food:	2%	1%	3%	1%	2%	2%	---	3%	3%	---	1%	2%
Enjoyment:	2%	1%	3%	1%	3%	2%	---	---	1%	3%	3%	1%
Funding:	1%	---	2%	1%	1%	1%	---	---	1%	---	1%	---
Park:	1%	1%	2%	2%	1%	1%	4%	3%	1%	1%	1%	2%
Safety:	---	1%	---	1%	---	---	---	---	---	1%	---	1%
Other	4%	4%	5%	3%	5%	4%	4%	3%	3%	6%	5%	4%
(n)	(341)	(150)	(99)	(138)	(154)	(239)	(25)	(32)	(194)	(147)	(154)	(170)

* Indicates significant difference in the data for a specific subgroup of the visitor population compared to All Respondents.

Note: Percentages reflect proportion of visitors commenting on information they learned during their recent park visit. The “n” in the final row reflects the total number of open-ended responses from each park

Returning to Park Sites

Question: *Will you visit [the national park site where the visit occurred] again?*

Most parks strive to bring new visitors into their boundaries and invest energy in encouraging current visitors to return again. In this survey of GGNRA park site visitors, essentially everyone said they intend to return to the park site where they took the original survey. One hundred percent of Crissy Field visitors, 99 percent of Presidio visitors and 99 percent of Ocean Beach visitors expressed this intention. This is a very positive reflection on the experiences visitors have had at these sites.

As a follow up to this question, survey respondents were asked in an open-ended question format to express why they would return to the original survey sites. The themes of these comments reflect what visitors' value at each park site. Themes were subjectively arranged by coders reading all comments. All comments are available.

Table 18: Reasons for Returning to Park Sites (open-ended, multiple-response)

	All Resp	All Presidio	Presidio A	Presidio B	Crissy Field	Ocean Beach
Comments about ...						
Outdoors: physical or social activities outside	35% (1)	39% (1)	39% (1)	39% (1)	43% (1)	29% (2)
Aesthetics: physical beauty, space, scenery, style and maintenance	31% (2)	34% (2)	39% (1)	21% (3)	38% (2)	25% (4)
Location: proximity, availability and geography, level of ease or ability to access the park	25% (3)	24% (3)	22% (2)	27% (2)	23% (3)	28% (3)
Nature: nature, the environment	24% (4)	18% (4)	18% (3)	20% (4)	18% (4)	32% (1)
Dogs: dog owners, rules or presence of dogs	10% (5)	12% (5)	12% (4)	11% (5)	15% (5)	6% (7)
Enjoyment: emotive expressions of pleasure, contentment or positive experience, comments about not needing improvements	9% (6)	8% (6)	8% (5)	8% (6)	8% (6)	10% (5)
Relaxation: feelings of peacefulness, refuse, serenity	6% (7)	5% (7)	5% (7)	5% (9)	5% (8)	9% (6)
Social Aspects: social activities	5% (8)	5% (7)	6% (6)	3% (11)	7% (7)	4% (8)
Facilities: comments about permanent or basic service building provided and maintained by the park (e.g., bathrooms, gift shops, water fountains, information centers)	4% (9)	4% (8)	3% (9)	7% (7)	4% (9)	2% (9)
History: historical significance, heritage of location, history of park, archeological value, Native American heritage	3% (10)	4% (8)	3% (9)	6% (8)	2% (11)	1% (10)

Table 19: Reasons for Returning to Park Sites (continued)

	All Resp	All Presidio	Presidio A	Presidio B	Crissy Field	Ocean Beach
Safety: persons or things related to increased or decreased risk, injury or danger	2% (11)	3% (9)	4% (8)	2% (12)	3% (10)	1% (10)
Programs: exhibits, activities, installations, short or one time productions, special programming	2% (11)	3% (9)	3% (9)	4% (10)	3% (10)	1% (10)
Friendliness: friendly demeanor of others	1% (12)	1% (10)	1% (10)	1% (13)	1% (12)	---
People: absence or presence of other people who respondent encounters at the park, comes with, or meets at the park or as part of a motivation for visiting the park	1% (12)	1% (10)	1% (10)	1% (13)	2% (11)	1% (10)
Development: development, commercialization, restoration	1% (12)	1% (10)	1% (10)	1% (13)	1% (12)	---
Affordability: monetary concerns	1% (12)	1% (10)	1% (10)	1% (13)	1% (12)	---
Food: food, refreshments, and concessionaires	---	1% (10)	1% (10)	1% (13)	1% (12)	---
Other	2% (11)	3% (10)	3% (9)	2% (12)	2% (11)	1% (10)
	(n) (824)	(511)	(352)	(159)	(305)	(306)

Note: Percentages reflect proportion of visitors commenting on information they learned during their recent park visit. The “n” in the final row reflects the total number of open-ended responses from each park

All Respondents

Among the population of Phase 2 survey participants responding to this question, the top reasons for returning to the park site where they were first surveyed include physical or social activities taking place in the outdoors (35%) and the aesthetics of the park site, including the physical beauty, space, scenery, style and maintenance of the site (31%) [see Table 18]. A quarter of responses focused on location (25%). This refers to the proximity, availability and geography, or ease of access to the park unit. Just under a quarter of respondents commenting on this question mentioned nature and the environment (24%). About one-in-ten respondents mentioned dogs (10%) and enjoyment, or an emotive expression of pleasure or contentment in their comments (9%). Other responses to this question mention relaxation (6%), social aspects and activities (5%), facilities (4%), history (3%), safety (2%), programs (2%), friendliness of others (1%), people (1%), development (1%), and affordability (1%).

Reasons for returning to the park sites were similar across all five survey site groupings. Visitors to the Presidio and Crissy Field cited the “outdoors” as the top reason they would return to the park, followed closely by “aesthetics,” and “location.” For Ocean Beach visitors, “nature” (32%) was cited as the top reason for returning to the park, followed closely by “outdoors” (29%), and “location” (28%).

For the most part, high and low income visitors have the same reasons for returning to park sites (see Table 20). One noted exception to this is a significantly larger proportion of higher income visitors saying they will return to the parks in order to be involved in social and physical activities outdoors. The only difference observed between younger and older visitors involves the value placed on location. Younger visitors are more interested in accessing the parks because of their location.

Differences between whites, Hispanics and Asians are few. Hispanics appear to be less interested in returning to the parks than whites and Asians to do activities in the outdoors, but low numbers of respondents suggest that this difference is not necessarily that strong.

The greatest differences between visitor types can be seen between local versus non-local visitors and frequent versus non-frequent visitors. Bay Area residents are more likely to return to the parks for activities in the outdoors, location and access, and as a place to visit with their dogs than other visitors. Frequent visitors, which overlap with Bay Area residents, are more likely to return to the parks to do activities in the outdoors and as a place to visit with their dogs, compared to infrequent visitors. Infrequent visitors are more interested in returning to experience the physical beauty and scenery of the parks than frequent visitors.

All Presidio

‘All Presidio’ respondents listed three main reasons why they would return to the Presidio. These reasons are the outdoors (39%), aesthetics (34%), and location (24%). Eighteen percent of ‘All Presidio’ respondents said they would return for the nature and 12 percent included a reference to dogs in their comments. Fewer than ten percent of respondents identified enjoyment (8%), relaxation (5%), social aspects (5%), facilities (4%), history (4%), safety (3%), programs (3%), friendliness (1%), people (1%), development (1%), affordability (1%), or food (1%) as reasons for returning to the area.

Presidio A

‘Presidio A’ respondents commented on outdoors (39%), aesthetics (39%), and location (22%) as the main reasons why they would return to Presidio A sites. Eighteen percent of ‘Presidio A’ respondents said they would return for the nature and 12 percent included a reference to dogs in their comments. Specific comments about dogs are available. Fewer than ten percent of respondents identified enjoyment (8%), social aspects (6%), relaxation (5%), safety (4%), facilities (3%), history (3%), programs (3%), friendliness (1%), people (1%), development (1%), affordability (1%), or food (1%) as reasons for returning to the area.

Presidio B

‘Presidio B’ respondents commented on outdoors (39%), location (27%), and aesthetics (21%) as the main reasons why they would return to Presidio B sites. Twenty percent of ‘Presidio B’ respondents said they would return for the nature and 11 percent included a reference to dogs in their comments. Fewer than ten percent of respondents identified enjoyment (8%), facilities (7%), history (6%), relaxation (5%), programs (4%), social aspects (3%), safety (2%), friendliness (1%), people (1%), development (1%), affordability (1%), or food (1%) as reasons for returning to the area.

Crissy Field

‘Crissy Field’ respondents listed the outdoors (43%), aesthetics (38%), and location (23%) as the main reasons why they would return to Crissy Field. Eighteen percent of ‘Crissy Field’ respondents said they would return for the nature and 15 percent included a reference to dogs in their comments. Fewer than ten percent of respondents identified enjoyment (8%), social aspects (7%), relaxation (5%), facilities (4%), safety (3%), programs (3%), history (2%), people (2%), friendliness (1%), development (1%), affordability (1%), or food (1%) as reasons for returning to the area.

Ocean Beach

‘Ocean Beach’ respondents commented on nature (32%), outdoors (29%), location (28%), and aesthetics (25%) as the main reasons why they would return to Ocean Beach. Ten percent of ‘Ocean Beach’ respondents said they would return for the enjoyment of the area. Fewer than ten percent of respondents identified relaxation (9%), dogs (6%), social aspects (4%), facilities (2%), history (1%), safety (1%), programs (1%), and people (1%) as reasons for returning to the area.

Management Considerations

- Feature people participating in outdoor activities, both physical and social, in promotional materials targeting repeat visitors. Target local residents with these materials.
- Emphasize nature, the physical beauty of sites, and location in advertising materials. Target non-local residents with these materials.

Table 20: Reasons for Returning to Park Sites by Population Subgroup

	All Resp	Income		Age		Race/Ethnicity			Residence		Visitation		
		<100k	>100k	< 45	45 +	White	Hispanic	Asian	Bay Area	Other	Freq	In-Freq	
Outdoors:	35%	30%*	40%*	35%	35%	35%	23%*	44%	39%*	27%*	42%*	27%*	
Aesthetics:	31%	33%	29%	32%	31%	31%	38%	26%	29%	34%	24%*	40%*	
Location:	25%	24%	26%	29%*	22%*	27%	30%	25%	29%*	16%*	28%	23%	
Nature:	24%	28%	22%	22%	24%	23%	21%	19%	25%	22%	24%	22%	
Dogs:	10%	8%	13%	8%	12%	11%	9%	9%	13%*	3%*	14%*	5%*	
Enjoyment:	9%	10%	6%	10%	9%	9%	17%	5%	8%	11%	8%	10%	
Relaxation:	6%	8%	7%	7%	6%	6%	9%	5%	7%	6%	7%	6%	
Social Aspects:	5%	4%	5%	5%	4%	5%	6%	4%	5%	4%	5%	5%	
Facilities:	4%	4%	4%	3%	4%	4%	---	3%	3%	5%	3%	4%	
History:	3%	3%	2%	1%	4%	3%	2%	1%	1%	6%	1%	5%	
Safety:	2%	2%	3%	2%	3%	3%	---	1%	2%	3%	2%	4%	
Programs:	2%	3%	3%	1%	4%	3%	4%	1%	2%	3%	1%	4%	
Friendliness:	1%	---	1%	1%	1%	1%	---	---	1%	---	1%	---	
People:	1%	2%	---	1%	1%	1%	2%	1%	1%	1%	1%	2%	
Development:	1%	1%	1%	---	1%	1%	2%	---	---	1%	--	1%	
Affordability:	1%	1%	---	1%	1%	1%	---	---	1%	1%	----	2%	
Food:	---	1%	---	1%	---	1%	---	---	---	---	---	1%	
Other	2%	3%	1%	2%	2%	2%	---	4%	1%	4%	2%	3%	
	(n)	(824)	(320)	(273)	(357)	(366)	(603)	(53)	(81)	(565)	(257)	(458)	314)

* Indicates significant difference in the data for a specific subgroup of the visitor population compared to All Respondents.

Note: Percentages reflect proportion of visitors commenting on information they learned during their recent park visit. The “n” in the final row reflects the total number of open-ended responses from each park.

Special Park Site Qualities

Question: *Are there any special qualities about [this national park site] that make it important to you?*

Survey respondents were asked a series of questions about how their park experience could be enhanced in the future. This topic was approached in a series of steps. First, respondents were asked to identify special qualities about the park sites they visited. Then, respondents were asked to say which qualities at the park site need improvement. Similar to previous questions, these questions were an open-ended format and respondents were allowed to provide several answers. Responses were coded by researchers and subjectively placed into groups by dominant themes such as the outdoors, aesthetics, location, and nature.

Table 21: Special Park Qualities (open-ended, multiple-response)

	All Resp	All Presidio	Presidio A	Presidio B	Crissy Field	Ocean Beach
Comments about ...						
Nature: nature, the environment	32% (1)	28% (2)	28% (2)	29% (1)	29% (2)	39% (1)
Aesthetics: physical beauty, space, scenery, style and maintenance	29% (2)	33% (1)	40% (1)	16% (3)	39% (1)	23% (2)
Location: proximity, availability and geography, level of ease or ability to access the park	19% (3)	20% (3)	20% (3)	19% (2)	23% (3)	17% (3)
Cleanliness: absence or presence of filth or disorder	10% (4)	7% (7)	8% (6)	6% (9)	7% (7)	14% (4)
People: absence or presence of other people who respondent encounters at the park, comes with, or meets at the park or as part of a motivation for visiting the park	9% (5)	9% (5)	9% (5)	9% (6)	12% (4)	9% (5)
Trails: comments about a marked path or passage, includes comments about signage of trails or paths	8% (6)	10% (4)	9% (5)	13% (4)	10% (5)	4% (10)
Outdoors: physical or social activities outside	8% (6)	8% (6)	8% (6)	7% (8)	10% (5)	8% (6)
Dogs: dog owners, rules or presence of dogs	7% (7)	9% (5)	10% (4)	5% (10)	12% (4)	5% (9)
Attractions: structures, amenities, and sites in and around the park	7% (7)	6% (8)	7% (7)	4% (11)	7% (7)	7% (7)
Facilities: comments about permanent or basic service building provided and maintained by the park (e.g., bathrooms, gift shops, water fountains, information centers)	6% (8)	7% (7)	7% (7)	6% (9)	8% (6)	4% (10)

Table 22: Special Park Qualities (continued)

	All Resp	All Presidio	Presidio A	Presidio B	Crissy Field	Ocean Beach
History: historical significance, heritage of location, history of park, archeological value, Native American heritage	6% (8)	8% (6)	6% (8)	13% (4)	5% (9)	2% (11)
Development: development, commercialization, restoration	6% (8)	6% (8)	6% (8)	8% (7)	6% (8)	5% (9)
Relaxation: feelings of peacefulness, refuse, serenity	6% (8)	5% (9)	3% (10)	10% (5)	3% (11)	6% (8)
Safety: persons or things related to increased or decreased risk, injury or danger	5% (9)	5% (9)	4% (9)	6% (9)	5% (9)	5% (9)
Enjoyment: emotive expressions of pleasure, contentment or positive experience, comments about not needing improvements	4% (10)	4% (10)	4% (9)	3% (12)	3% (11)	4% (10)
Programs: exhibits, activities, installations, short or one time productions, special programming	3% (11)	4% (10)	3% (10)	5% (10)	3% (11)	2% (11)
Vehicles: comments about cars and transportation	3% (11)	4% (10)	4% (9)	6% (9)	4% (10)	1% (12)
Affordability: monetary concerns	2% (12)	2% (11)	2% (11)	1% (13)	1% (12)	2% (11)
Other	2% (12)	1% (12)	1% (12)	1% (13)	1% (12)	2% (11)
	(n=676)	(n=432)	(n=298)	(n=134)	(n=259)	(n=242)

Note: Percentages reflect proportion of visitors commenting on information they learned during their recent park visit. The “n” in the final row reflects the total number of open-ended responses from each park

All Respondents

Overall, 82 percent of all respondents (n=676) commented on special qualities that make the park site where they were originally surveyed special to them. Phase 2 respondents choosing to comment on the special qualities of park sites frequently mentioned nature and the environment (32%), aesthetics, such as the physical beauty of the site (29%), and location, including the proximity, availability and geography of sites (19%) [see Table 21].

Roughly one-in-ten people commenting on this question spoke about the cleanliness of the site (10%), the people they encountered at the site (9%), the quality of available trails (8%), or the outdoors more generally (8%). Seven percent of comments referred to dogs or to local attractions or amenities in park sites. Some comments were received about facilities (6%), historical significance of sites (6%), development or restoration of sites (6%), and a feeling of peacefulness and relaxation associated with sites (6%). Other comments included references to safety (5%), enjoyment (4%), programs (3%), vehicles (3%) and affordability (2%).

Visitors choosing to comment on the special qualities of the park site, made similar comments regardless of the site in which they were surveyed. Most frequently, people commented on the

aesthetics of a particular park site, nature, and the location of the park site. “Trails” was identified highly for all sites except Ocean Beach. Just over 30 percent of comments made by ‘All Presidio’ visitors referred to “aesthetics,” as did 40 percent of ‘Presidio A’ visitors and 39 percent of ‘Crissy Field’ visitors. Aesthetics is a broad theme that includes comments about physical beauty, space, style and maintenance, and scenery. Comments about “nature” and “location” were also cited frequently as special park qualities by visitors to ‘All Presidio,’ ‘Presidio A,’ Crissy Field, and Ocean Beach. The top three responses for ‘Presidio B’ and ‘Ocean Beach’ visitors were: nature, location, and aesthetics. “Enjoyment,” “Programs,” “Vehicles,” and “Affordability” were at the bottom of the list of special qualities identified for each park site.

There are no differences in the special park qualities identified by lower income visitors and higher income visitors (see Table 23). Also, there are no differences in special park qualities identified by younger and older visitors. The differences between whites, Hispanics, and Asians are difficult to determine due to low numbers of Hispanic and Asian respondents. It does appear that Asians are more likely to identify nature and cleanliness as special park qualities, and whites and Asians are more likely than Hispanics to say that issues of location, including geography and proximity, are special qualities of the parks. Bay Area residents and frequent visitors are more likely than non-local residents and infrequent visitors to say that access to nature is a special park quality.

All Presidio

The three special qualities most frequently mentioned by ‘All Presidio’ visitors were aesthetics (33%), nature (28%), and location (20%). Ten percent or fewer ‘All Presidio’ respondents mentioned trails (10%), people (9%), dogs (9%), outdoors (8%), history (8%), cleanliness (7%), facilities (7%), attractions (6%), development (6%), relaxation (5%), and safety (5%). In addition, ‘All Presidio’ visitors made a few references to programs (4%), vehicles (4%), and affordability (1%) were made by ‘All Presidio’ visitors.

Presidio A

The three special qualities most frequently mentioned by ‘Presidio A’ visitors were aesthetics (40%), nature (28%), and location (20%). Ten percent or fewer ‘Presidio A’ respondents mentioned dogs (10%), people (9%), trails (9%), cleanliness (8%), outdoors (8%), attractions (7%), facilities (7%), history (6%), and development (6%). A few references to safety (4%), enjoyment (4%), vehicles (4%), relaxation (3%), and affordability were made by ‘Presidio A’ visitors.

Presidio B

The three special qualities most frequently mentioned by ‘Presidio B’ visitors were nature (29%), location (19%), and aesthetics (16%). Thirteen percent of respondents commented on trails and 13 percent commented on history. Ten percent or fewer ‘Presidio B’ respondents identified the following special qualities of the area: relaxation (10%), people (9%), development (8%), outdoors (7%), cleanliness (6%), facilities (6%), safety (6%), and vehicles (6%). Five percent or fewer respondents mentioned dogs (5%), programs (5%), attractions (4%), enjoyment (3%), and affordability (1%).

Crissy Field

The three special qualities most frequently mentioned by ‘Crissy Field’ visitors were aesthetics (39%), nature (29%), and location (23%). Twelve percent of ‘Crissy Field’ respondents mentioned people and 12 percent mentioned dogs (Note: specific comments about dogs can be found in Appendix B). Ten percent or fewer respondents mentioned trails (10%), outdoors (10%), facilities (8%), cleanliness (7%), attractions (7%), and development (6%). A few references were made to history (5%), safety (5%), vehicles (4%), relaxation (3%), and affordability (1%).

Ocean Beach

The special qualities most frequently mentioned by ‘Ocean Beach’ visitors were nature (39%) and aesthetics (23%). Location (17%) and cleanliness (14%) were also mentioned. Fewer than ten percent of ‘Ocean Beach’ respondents mentioned people (9%), outdoors (8%), attractions (7%), and relaxation (6%). Five percent or fewer respondents mentioned dogs (5%), development (5%), safety (5%), trails (4%), facilities (4%), enjoyment (4%), history (2%), programs (2%), affordability (2%), and vehicles (1%).

Table 23: Special Park Qualities by Population Subgroup

	All Resp	Income		Age		Race/Ethnicity			Residence		Visitation		
		<100k	>100k	< 45	45 +	White	Hispanic	Asian	Bay Area	Other	Freq	In-Freq	
Nature:	32%	34%	34%	33%	33%	32%	30%	42%*	34%*	27%*	36%*	27%*	
Aesthetics:	29%	26%	32%	27%	32%	31%	23%	20%*	29%	31%	30%	27%	
Location:	19%	18%	20%	21%	18%	20%	7%*	21%	20%	16%	20%	18%	
Cleanliness:	10%	12%	8%	12%	8%	9%	16%	26%*	11%	6%	8%	11%	
People:	9%	8%	11%	9%	9%	10%	14%	5%	10%	7%	11%	7%	
Trails:	8%	8%	6%	11%	5%	8%	7%	11%	8%	9%	9%	8%	
Outdoors:	8%	7%	10%	7%	9%	9%	12%	2%	9%	5%	9%	6%	
Dogs:	7%	9%	7%	7%	8%	8%	9%	11%	9%	4%	9%	3%	
Attractions:	7%	7%	8%	7%	6%	6%	2%	5%	6%	9%	6%	9%	
Facilities:	6%	5%	6%	5%	6%	5%	7%	5%	6%	7%	6%	5%	
History:	6%	5%	5%	5%	5%	6%	7%	2%	4%	10%	4%	10%	
Development:	6%	6%	7%	7%	6%	7%	2%	---	6%	6%	6%	6%	
Relaxation:	6%	5%	7%	3%	8%	6%	9%	3%	7%	3%	7%	3%	
Safety:	5%	5%	4%	5%	5%	4%	5%	9%	5%	5%	4%	7%	
Enjoyment:	4%	4%	4%	2%	6%	5%	5%	3%	5%	3%	5%	3%	
Programs:	3%	2%	4%	2%	3%	3%	---	2%	3%	4%	3%	3%	
Vehicles:	3%	3%	3%	4%	3%	3%	5%	6%	3%	4%	4%	2%	
Affordability:	2%	3%	2%	2%	2%	2%	5%	---	2%	3%	2%	2%	
Other	2%	1%	2%	2%	1%	1%	2%	3%	2%	1%	1%	2%	
	(n)	(599)	(257)	(230)	(288)	(311)	(505)	(43)	(66)	(475)	(201)	(458)	(314)

* Indicates significant difference in the data for a specific subgroup of the visitor population compared to All Respondents.

Note: Percentages reflect proportion of visitors commenting on information they learned during their recent park visit. The “n” in the final row reflects the total number of open-ended responses from each park

Park Site Improvements

Prompt: Please list up to five amenities or facility improvements that would enhance your visit to [site name].

After commenting on the special qualities of the respective park sites, Phase 2 respondents were asked to list five amenities or facility improvements that would enhance their visit to their respective park site. As with previous questions, this was an open-ended question and survey interviewers prompted interviewees for multiple answers to the question. Responses were coded and categorized by researchers.

Table 24: Amenities or Facility Improvements that Would Enhance Visit (open-ended, multiple response)

	All Resp	All Presidio	Presidio A	Presidio B	Crissy Field	Ocean Beach
Comments about ...						
Restrooms:	40% (1)	26% (1)	28% (1)	23% (2)	30% (1)	57% (1)
Cleanliness: absence or presence of filth or disorder	22% (2)	10% (8)	10% (7)	10% (6)	10% (6)	37% (2)
Transportation: vehicles, public transit, parking, bicycles, physical accessibility via roads	20% (3)	24% (2)	25% (2)	23% (2)	25% (2)	14% (4)
Signs: comments regarding signs, maps, directions, or information	18% (4)	21% (3)	20% (3)	24% (1)	16% (4)	14% (4)
Facilities: comments about permanent or basic service building provided and maintained by the park (e.g., bathrooms, gift shops, water fountains, information centers)	18% (4)	13% (6)	12% (5)	16% (4)	14% (5)	23% (3)
Food: comments related to the provision of, and facilities related to, food and refreshments	15% (5)	17% (4)	19% (4)	13% (5)	19% (3)	14% (4)
Trails: comments about a marked path or passage, includes comments about signage of trails or paths	11% (6)	14% (5)	11% (6)	21% (3)	9% (7)	5% (9)

Maintenance: upkeep or preservation of facilities and structures as well as of natural areas	10% (7)	6% (9)	5% (9)	7% (9)	3% (10)	7% (6)
Dogs: dog owners, rules or presence of dogs	8% (8)	11% (7)	12% (5)	9% (7)	14% (5)	5% (9)
Rest Areas: comments related to areas or structures provided for visitor rest and relaxation	6% (9)	6% (9)	7% (8)	5% (11)	10% (6)	6% (7)
Safety: persons or things related to increased or decreased risk, injury or danger	6% (9)	5% (10)	5% (9)	5% (11)	10% (6)	6% (7)

Table 25: Amenities or Facility Improvements that Would Enhance Visit (continued)

	All Resp	All Presidio	Presidio A	Presidio B	Crissy Field	Ocean Beach
Plants: comments related to plants and vegetation	5% (10)	4% (11)	3% (11)	6% (10)	4% (9)	6% (7)
Education: programs, exhibits, outreach to improve the knowledge and understanding of the general public	5% (10)	4% (11)	7% (8)	—	5% (8)	5% (8)
Paving: comments related to the paving of streets, sidewalks, and paths	4% (11)	1% (13)	—	3% (12)	—	9% (5)
Programs: exhibits, activities, installations, short or one time productions, special programming	3% (12)	4% (11)	4% (10)	5% (11)	4% (9)	1% (12)
Fire: comments related to camp fires, bonfires, and permits	3% (12)	—	—	—	—	7% (6)
Users: comments related to specific populations or types of park user groups	3% (12)	4% (11)	4% (10)	5% (11)	4% (9)	2% (10)
Outdoors: physical or social activities outside	2% (13)	2% (12)	3% (11)	1% (13)	4% (9)	1% (11)
Open Space: comments related to open space and parks	1% (14)	2% (12)	1% (12)	3% (12)	1% (11)	1% (11)
Other	4% (11)	4% (11)	4% (10)	5% (11)	5% (8)	4% (9)
	(n) (592)	(333)	(224)	(109)	(191)	(256)

* Indicates significant difference in the data for a specific subgroup of the visitor population compared to All Respondents.

Note: Percentages reflect proportion of visitors commenting on information they learned during their recent park visit. The “n” in the final row reflects the total number of open-ended responses from each park. Respondents were allowed to identify up to five improvements.

All Respondents

The number one park site enhancement identified by a plurality of ‘All Respondents’ refers to improvements in restrooms (40%) [see Table 24]. This enhancement was listed first by visitors to all park sites, except for Presidio B where it was placed in second position by one

percentage point. The next tier of enhancements identified by ‘All Respondents’ consists of improving park site cleanliness (22%), improving transportation and access (20%), improving signage (18%), improving park site buildings, including bathrooms, gift shops, water fountains, and information centers (18%), and enhancements to the provision of food (15%).

Nearly one-in-ten comments were received about improving trails (11%), maintaining upkeep or preserving facilities and structures (10%), and improving the situation involving dogs (8%). Some people commented on areas or structures provided for visitor rest and relaxation (6%), safety issues, including decreasing risk or danger (6%), helping plants and vegetation (5%), enhancing education and outreach programs (5%), improving the paving of streets, sidewalks, or paths (4%). Very few comments referred to programming involving exhibits and installations (3%), fire restrictions (3%), specific user groups (3%), outdoor activities (2%), and open spaces (1%).

Generally speaking, responses to this question were similar, with Ocean Beach exhibiting the most variation. “Restrooms,” “transportation,” and “signs” were cited as facilities needing improvement by visitors to all park areas (See Table 24).

Rounding out the top comments received from ‘All Presidio’ visitors were comments about improving “food,” improving “trails,” and improving “building facilities.” “Food” refers to comments made about the provision of and/or facilities related to food at the parks. “Building facilities” includes bathrooms, gift shops, water fountains, and information centers.

Responses from ‘Ocean Beach’ visitors varied somewhat when compared to visitors from other park sites. Concern for “cleanliness” and “building facilities” was commented on more frequently than at other park units.

More people agree that improved restrooms would enhance their visit than any other single enhancement. Some differences occur in how visitors from different population subgroups react to this question (see Table 24). Lower income visitors are significantly more likely to identify restrooms as an issue than higher income visitors. Similarly this is a more significant issue for younger visitors than older visitors, Asian visitors (especially compared to white visitors), and Bay Area residents rather than other residents.

Other significant differences in this area of preferred enhancements include older visitors being more interested in safety issues rather than younger visitors, Bay Area and frequent residents interested in improved cleanliness, and infrequent visitors more interested in having better signage available.

All Presidio

The comment heard most often from ‘All Presidio’ visitors was about improving restrooms (26%). This topic was closely followed by comments on enhancing transportation (24%) and signs (21%). A moderate proportion of comments were received involving food (17%), trails (14%), facilities (13%), dogs (11%), and cleanliness (10%). Less than ten percent of comments were made about maintenance (6%), rest areas (6%), safety (5%), plants (4%), education (4%), programs (4%), users (4%), outdoors (2%), open space (2%), and paving (1%).

Presidio A

The comment heard most often from 'Presidio A' visitors was about improving restrooms (26%). This topic was closely followed by comments on transportation (25%) and signs (20%). A moderate proportion of comments were received about enhancing food (19%), facilities (12%), dogs (12%), and trails (11%). Less than ten percent of comments referred to cleanliness (7%) rest areas (7%), education (7%), maintenance (5%), safety (5%), programs (4%), users (4%), plants (3%), outdoors (3%), and open space (1%).

Presidio B

'Presidio B' visitors commented most frequently on improving signs (24%), restrooms (23%), transportation (23%), and trails (21%). These topics were followed by comments on enhancing facilities (16%), food (13%), and cleanliness (10%). Less than ten percent of comments involved dogs (9%), maintenance (7%), plants (6%), rest areas (5%), safety (5%), programs (5%), users (5%), paving (3%), open space (3%), or the outdoors (1%).

Crissy Field

The comment heard most often from 'Crissy Field' visitors involved improving restrooms (30%). This topic was closely followed by comments on transportation (25%) and food (19%). A moderate proportion of comments discussed enhancing signs (16%), facilities (14%), dogs (14%), cleanliness (10%), rest areas (10%), and safety (10%). Less than ten percent of comments focused on trails (9%), education (5%), plants (4%), programs (4%), users (4%), outdoors (4%), maintenance (3%), and open spaces (1%).

Ocean Beach

More than half of 'Ocean Beach' visitor comments emphasized the need to improve restrooms (57%). Slightly more than a third of people making comments mentioned the need to improve cleanliness (37%) and just under a quarter mentioned facilities (23%). A moderate proportion of comments referred to enhancing signage (14%), transportation (14%), and food (14%). Fewer than ten percent of people commented on needing improvements to paving (9%), maintenance (7%), fire restrictions (7%), rest areas (6%), safety (6%), plants (6%), trails (5%), dogs (5%), education (5%), user groups (2%), programs (1%), the outdoors (1%), and open spaces (1%).

Management Considerations

- Emphasize the qualities people most appreciate about the parks: aesthetics, location, and nature in future management plans.
- Improve cleanliness and availability of restroom facilities at all the park sites, and particularly at Ocean Beach.
- Improve directional signage at all sites.
- Improve transportation and food amenities at all park sites.
- Consider general improvements to public facilities at Ocean Beach and Presidio B.
- Organize a regular clean-up effort at Ocean Beach.

Table 26: Amenities or Facility Improvements that Would Enhance Visit by Population Subgroup

	All Resp	Income		Age		Race/Ethnicity			Residence		Visitation	
		<100k	>100k	< 45	45 +	White	Hispanic	Asian	Bay Area	Other	Freq	In-Freq
Restrooms:	40%	47%*	36%*	44%*	36%*	37%*	44%	54%*	42%*	33%*	42%	36%
Cleanliness:	22%	23%	20%	21%	23%	21%	23%	21%	24%*	16%*	25%*	16%*
Transportation:	20%	19%	21%	20%	20%	21%	19%	15%	20%	21%	18%	24%
Signs:	18%	17%	20%	18%	19%	19%	26%	21%	18%	18%	15%*	22%*
Facilities:	18%	16%	20%	18%	16%	18%	16%	15%	19%	16%	18%	17%
Food:	15%	14%	17%	18%	13%	16%	21%	18%	16%	14%	13%	19%
Trails:	11%	10%	12%	11%	11%	11%	14%	8%	11%	11%	11%	9%
Maintenance:	10%	8%	11%	9%	10%	10%	14%	7%	11%	9%	10%	9%
Dogs:	8%	7%	9%	5%	11%	9%	5%	2%	10%	5%	13%	3%
Rest Areas:	6%	5%	7%	7%	6%	6%	7%	8%	6%	6%	5%	8%
Safety:	6%	5%	6%	3%*	10%*	6%	9%	3%	7%	6%	8%	5%
Plants:	5%	4%	5%	4%	5%	4%	2%	3%	5%	4%	6%	4%
Education:	5%	7%	5%	3%	6%	4%	14%	2%	5%	4%	5%	5%
Paving:	4%	4%	3%	3%	7%	5%	5%	7%	6%	2%	5%	3%
Programs:	3%	1%	4%	2%	3%	2%	2%	2%	3%	2%	3%	2%
Fire:	3%	4%	3%	3%	3%	2%	9%	3%	3%	2%	3%	3%
Users:	3%	3%	4%	3%	4%	4%	---	11%	4%	3%	4%	3%
Outdoors:	2%	3%	1%	2%	---	1%	5%	2%	1%	3%	2%	1%
Open Space:	1%	1%	1%	2%	1%	1%	---	---	1%	2%	1%	1%3%
Other	4%	4%	5%	3%	6%	4%	5%	5%	4%	4%	4%	5%
(n)	(592)	(231)	(197)	(267)	(254)	(428)	(43)	(61)	(421)	(171)	(337)	(224)

* Indicates significant difference in the data for a specific subgroup of the visitor population compared to All Respondents.

Note: Percentages reflect proportion of visitors commenting on information they learned during their recent park visit. The “n” in the final row reflects the total number of open-ended responses from each park.

Interest in Future Programs and Activities

Question: *On a future visit to [the NP site], what types of services or programs would you and your group like to have available? I will read you 9 services and please indicate whether or not you would be interested in each program or activity. (Respondents could answer “yes” or “no.”)*

The survey probed levels of interest in specific services and programs. Respondents were read a list of nine services or programs and asked to indicate which they or their group would like to have available in the future. The purpose of this series of questions is to identify ways park managers can meet specific visitor needs and interests.

Table 27: Programs and Services Desired for the Future

	All Resp	All Presidio	Presidio A	Presidio B	Crissy Field	Ocean Beach
Nature Walks	76% (1)	77% (1)	75% (1)	81% (1)	75% (1)	75% (1)
Special Events/Concerts/Festivals	71% (2)	73% (2)	70% (2)	78% (2)	69% (2)	69% (4)
History Tours	70% (3)	70% (3)	67% (3)	75% (3)	65% (3)	71% (3)
Outdoor Evening Programs	68% (4)	66% (4)	65% (4)	68% (5)	63% (4)	72% (2)
Indoor Evening Programs	56% (5)	60% (5)	55% (6)	70% (4)	53% (5)	50% (7)
Art and Photography Classes	55% (6)	56% (6)	56% (5)	55% (7)	53% (5)	53% (6)
Family Activities	54% (7)	55% (8)	53% (7)	58% (6)	49% (6)	54% (5)
Sports or Fitness Clinics	47% (8)	49% (7)	49% (8)	48% (8)	47% (7)	43% (8)
Children and Youth Programs	35% (9)	35% (9)	34% (9)	37% (9)	31% (8)	36% (9)
	(n) (819)*	(508)*	(350)*	(158)*	(302)*	(304)*

* Note: Percentages reflect proportion of visitors commenting on information they learned during their recent park visit. The “n” in the final row reflects the total number of open-ended responses from each park. Total (n) may vary slightly due to respondent refusal to answer specific questions.

All Respondents

The top requested program/service that ‘All Respondents’ would like to have available is “nature walks” (76%) [see Table 27]. This interest is followed closely by a desire for “special events/concert/festivals” (71%), “history tours” (70%), and “outdoor evening programs” (68%).

Just over half of the population of ‘All Respondents’ expressed interest in “indoor evening programs” (56%), “art and photography classes” (55%), and “family activities” (54%). Less than half of this population indicated interest in “sports or fitness clinics” (47%) and “children and youth programs” (35%). The top four programs/services desired by ‘All Respondents’ is consistent with preferences expressed by visitors to every park area included in this study.

When it comes to expressing the programs and services desired for the future, the visitor population is divided along lines of income and age (see Table 28). Lower income visitors are more likely than higher income visitors to say they would like to have a wider range of programs and services available in the parks, including more special events, history tours, outdoor evening programs, indoor evening programs, art and photography classes, and family activities. Similarly, younger

visitors are more interested in seeing a wide range of programs and services made available in the parks than older visitors. Younger visitors are interested in more special events, evening programs, art classes, family activities, sports and fitness clinics, and children's programs.

There are few differences between white, Hispanic, and Asian visitors on this question. Whites seem less interested in having art classes and family programs scheduled in the parks. Hispanic visitors are more interested in sports or fitness clinics being scheduled than whites or Asians.

Visitors coming from outside the Bay Area are more likely than local visitors to want more special events, history tours, and indoor evening programs scheduled. Infrequent visitors are significantly more likely to want special events, history tours being scheduled than frequent visitors.

All Presidio

'All Presidio' respondents are interested in seeing "nature walks" (77%), special events/concert/festivals" (73%), "history tours" (70%), and "outdoor evening programs" (66%) made available at the Presidio. There is also strong interest in "indoor evening programs" (60%), "art and photography classes" (56%), and "family activities" (55%). Fewer than half of 'All Presidio' respondents expressed interest in "sports or fitness clinics" (49%) and "children and youth programs" (35%).

Presidio A

'Presidio A' respondents are interested in seeing "nature walks" (75%), special events/concert/festivals" (70%), "history tours" (67%), and "outdoor evening programs" (65%). There is also strong interest in "art and photography classes" (56%), "indoor evening programs" (55%), and "family activities" (53%). Fewer than half of 'Presidio A' respondents expressed interest in "sports or fitness clinics" (49%) and "children and youth programs" (34%).

Presidio B

'Presidio B' respondents are interested in having "nature walks" (81%), special events/concert/festivals" (78%), "history tours" (75%), and "indoor evening programs" (70%) made available. There is also strong interest in "outdoor evening programs" (68%), "family activities" (58%), and "art and photography classes" (55%). Fewer than half of 'Presidio B' respondents expressed interest in "sports or fitness clinics" (48%) and "children and youth programs" (37%).

Crissy Field

'Crissy Field' respondents are interested in having "nature walks" (75%), special events/concert/festivals" (69%), "history tours" (65%), and "outdoor evening programs" (63%) made available at Crissy Field. There is also strong interest in "indoor evening programs" (53%) and "art and photography classes" (53%). Fewer than half of 'Crissy Field' respondents expressed interest in "family activities" (49%), sports or fitness clinics" (47%), and "children and youth programs" (31%).

Ocean Beach

Ocean Beach respondents are interested in having “nature walks” (75%), “outdoor evening programs” (72%), “history tours” (71%), and special events/concert/festivals” (69%) available at Ocean Beach. There is also strong interest in “family activities” (54%), “art and photography classes” (53%), and “indoor evening programs” (50%). Fewer than half of Ocean Beach respondents expressed interest in “sports or fitness clinics” (43%) and “children and youth programs” (36%).

Management Considerations

- Invest resources in improving nature walks;
- Organize outdoor and indoor programs such as special events, concerts and outdoor festivals; and
- Organize park tours that highlight history.

Table 28: Programs and Services Desired for the Future by Population Subgroup

	All Resp	Income		Age		Race/Ethnicity			Residence		Visitation		
		<100k	>100k	< 45	45 +	White	Hispanic	Asian	Bay Area	Other	Freq	In-Freq	
Nature Walks	76%	79%	73%	77%	77%	75%	81%	83%	76%	76%	74%	79%	
Special Events/ Concerts/Festivals	71%	78%*	66%*	79%*	63%*	70%	79%	70%	68%*	78%*	67%*	77%*	
History Tours	70%	74%*	66%*	72%	68%	70%	71%	64%	67%*	78%*	65%*	76%*	
Outdoor Evening Programs	68%	73%*	65%*	76%*	63%*	68%	73%	59%	67%	70%	65%	71%	
Indoor Evening Programs	56%	62%*	53%*	60%*	53%*	54%	60%	52%	54%*	62%*	53%	60%	
Art and Photography Classes	55%	62%*	47%*	61%*	51%*	52%*	69%	69%	56%	53%	54%	56%	
Family Activities	54%	60%*	53%*	60%*	52%*	50%*	67%	68%	53%	57%	52%	58%	
Sports or Fitness Clinics	47%	49%	45%	54%*	40%*	44%	64%*	49%	46%	47%	49%	44%	
Children and Youth Programs	35%	39%	34%	42%*	30%*	32%	37%	42%	38%	34%	32%	37%	
	(n)	(819) ¹	(314) ¹	(269) ¹	(356) ¹	(353) ¹	(589) ¹	(52) ¹	(80) ¹	(556) ¹	(251) ¹	(449) ¹	(308) ¹

¹* Indicates significant difference in the data for a specific subgroup of the visitor population compared to All Respondents.

Note: Percentages reflect proportion of visitors commenting on information they learned during their recent park visit. The “n” in the final row reflects the total number of open-ended responses from each park. Total (n) may vary slightly due to respondent refusal to answer specific questions.

Interest in Future Facilities and Services

Question: *On a future visit to [the NP site], what types of facilities or services would you and your group like to have available? (Interviewer read a list of seven facilities or services. Respondents could answer “yes” or “no.”)*

A list of seven types of facilities and services were presented to respondents and respondents were asked to indicate which they would like to have available during future visits to the respective park areas.

Table 29: Facilities or Services Desired for the Future

	All Resp	All Presidio	Presidio A	Presidio B	Crissy Field	Ocean Beach	
Self -Guided Tours	71% (1)	73% (1)	74% (1)	73% (1)	72% (1)	68% (1)	
Ranger Talks	66% (2)	66% (2)	67% (2)	65% (2)	66% (2)	65% (2)	
Outdoor Exhibits/Kiosks	59% (3)	60% (3)	58% (3)	64% (2)	52% (3)	58% (2)	
Visitor Services	56% (4)	55% (4)	53% (4)	64% (2)	50% (4)	54% (3)	
Neighborhood Programs	45% (5)	42% (5)	40% (5)	46% (3)	34% (6)	52% (4)	
Digital Information	39% (6)	42% (5)	39% (6)	46% (3)	36% (5)	36% (5)	
Personal Audio or Video	26% (7)	27% (6)	28% (7)	23% (4)	26% (7)	25% (6)	
	(n)	(812)	(505)	(349)	(157)	(301)	(302)

Note: Percentages reflect proportion of visitors commenting on information they learned during their recent park visit. The “n” in the final row reflects the total number of open-ended responses from each park. Total (n) may vary slightly due to respondent refusal to answer specific questions.

All Respondents

The top rated service ‘All Respondents’ would like to see during future visits to respective park sites are “self-guided tours” (see Table 29). Seventy-one percent of ‘All Respondents’ expressed interest in this service. “Ranger talks” was also rated highly desirable (66%), as was an interest in seeing more “outdoor exhibits/kiosks” (59%) in the parks. More than half of ‘All Respondents’ said they were interested in better “visitor services” (56%). Less than half of ‘All Respondents’ are interested in having “neighborhood programs” (45%), “digital information” (39%), and “personal audio or video guides” (26%). Responses to this question were very similar across all parks with “self-guided tours,” “ranger talks,” and “outdoor exhibits” being rated as highly desirable.

Lower income visitors and younger visitors express greater interest in seeing more facilities and services brought to the parks in the future (see Table 30). Lower income visitors are especially interested in the availability of more ranger talks, visitor services, and neighborhood programs. Younger visitors are more interested in the availability of outdoor exhibits and neighborhood programs. Though difficult to conclude, Hispanic visitors appear to be less interested than whites and Asians in the availability of ranger talks, and more interested in the availability of visitor services, neighborhood programs, and personal audio or video tours.

There are consistent differences in what non-local and infrequent visitors, compared with Bay Area and frequent visitors, would like to see in terms of future programming and services. Non-local visitors and frequent visitors are interested in having greater availability of programs and services

across the board, with only one exception. Bay Area residents and non-local residents have similar levels of interest in seeing neighborhood programs be organized. The same is true for frequent and infrequent visitors.

All Presidio

The top rated services ‘All Presidio’ visitors would like to see during future visits are “self-guided tours” (73%), “ranger talks” (66%), and “outdoor exhibits/kiosks” (60%). More than half of ‘All Presidio’ visitors also expressed interest in better “visitor services” (55%). Less than half of ‘All Presidio’ visitors are interested in having “neighborhood programs” (42%), “digital information” (42%), and “personal audio or video guides” (27%).

Presidio A

The top rated services ‘Presidio A’ visitors would like to see during future visits are “self-guided tours” (74%), “ranger talks” (67%), and “outdoor exhibits/kiosks” (58%). More than half of ‘Presidio A’ visitors also expressed interest in better “visitor services” (53%). Less than half of ‘Presidio A’ visitors are interested in having “neighborhood programs” (40%), “digital information” (39%), and “personal audio or video guides” (28%).

Presidio B

The top rated services ‘Presidio B’ visitors would like to see during future visits are “self-guided tours” (73%), “ranger talks” (65%), “outdoor exhibits/kiosks” (64%), and “visitor services” (64%). Less than half of ‘Presidio B’ visitors are interested in having “neighborhood programs” (46%), “digital information” (46%), and “personal audio or video guides” (23%).

Crissy Field

The top rated services ‘Crissy Field’ visitors would like to see during future visits are “self-guided tours” (72%) and “ranger talks” (66%). Fifty percent or more ‘Crissy Field’ visitors expressed interest in “outdoor exhibits/kiosks” (52%) and “visitor services” (50%). Less than half of ‘Crissy Field’ visitors are interested in having “digital information” (36%), “neighborhood programs” (34%), and “personal audio or video guides” (26%).

Ocean Beach

The top rated services ‘Ocean Beach’ visitors would like to see during future visits are “self-guided tours” (68%), “ranger talks” (65%), and “outdoor exhibits/kiosks” (58%). A majority of ‘Ocean Beach’ visitors also expressed interest in better “visitor services” (54%) and “neighborhood programs” (52%). Less than half of ‘Ocean Beach’ visitors are interested in having “digital information” (36%), and “personal audio or video guides” (25%).

Management Considerations

- Create regular opportunities for self-guided tours and ranger talks;
- Install more outdoor exhibits and kiosks that take advantage of telling the natural history of the area; and
- Emphasize improvement of visitor services.

Table 30: Facilities or Services Desired for the Future by Population Subgroup

	All Resp	Income		Age		Race/Ethnicity			Residence		Visitation	
		<100k	>100k	< 45	45 +	White	Hispanic	Asian	Bay Area	Other	Freq	In-Freq
Self -Guided Tours	71%	70%	72%	71%	72%	71%	71%	67%	69%	76%*	66%*	79%*
Ranger Talks	66%	69%*	61%*	66%	66%	64%	54%*	68%	63%*	71%*	63%*	71%*
Outdoor Exhibits/ Kiosks	59%	61%	60%	64%*	57%*	59%	65%	59%	56%*	67%*	54%*	67%*
Visitor Services	56%	61%*	49%*	57%	51%	53%	64%*	58%	49%*	70%*	43%*	72%*
Neighborhood Programs	45%	51%*	38%*	50%*	43%*	41%	61%*	56%*	47%	43%	46%	44%
Digital Information	39%	41%	38%	46%	33%	38%	45%	42%	36%*	47%*	33%*	47%*
Personal Audio or Video	26%	26%	25%	26%	25%	24%	35%*	29%	21%*	37%*	20%*	33%*
	(n) (812) ¹	(317) ¹	(268) ¹	(353) ¹	(360) ¹	(594) ¹	(52) ¹	(80) ¹	(556) ¹	(254) ¹	(451) ¹	(311) ¹

¹* Indicates significant difference in the data for a specific subgroup of the visitor population compared to All Respondents.

Note: Percentages reflect proportion of visitors commenting on information they learned during their recent park visit. The “n” in the final row reflects the total number of open-ended responses from each park. Total (n) may vary slightly due to respondent refusal to answer specific questions.

Primary Sources of Information

Question: *What are your primary sources of information when you choose recreation or leisure activities or events to participate in?*

Outreach and information campaigns are built around communication tools used regularly by potential visitors. Respondents participating in the follow up visitor survey were asked questions about their primary sources of information for recreational and leisure activities.

Table 31: Primary Sources of Information for Recreation and Leisure Activities

	All Resp	All Presidio	Presidio A	Presidio B	Crissy Field	Ocean Beach
Comments about ...						
Internet: any internet source of information, including emails and news websites, but does not include GGNRA-related web content	56% (1)	56% (1)	56% (1)	55% (1)	57% (1)	55% (1)
Newspapers: source of information is printed newspapers, including locals and weeklies	33% (2)	32% (2)	32% (2)	32% (2)	34% (2)	34% (2)
Friends and Family	29% (3)	28% (3)	28% (3)	28% (3)	27% (3)	32% (3)
Personal or Prior Experience: knowledge gained through personal or prior experience or through proximity to the park	16% (4)	17% (4)	17% (4)	16% (4)	17% (4)	16% (4)
Books: source of information is books	6% (5)	6% (5)	7% (5)	3% (7)	6% (6)	7% (5)
Newsletter: including newsletters, fliers, and brochures	5% (6)	6% (5)	5% (6)	7% (5)	6% (6)	3% (8)
Radio	5% (6)	4% (6)	4% (7)	4% (6)	5% (7)	6% (6)
Television	5% (6)	4% (6)	5% (6)	3% (7)	7% (5)	5% (7)
Visitors Bureau: visitor or tourist related information source	2% (7)	3% (7)	3% (8)	2% (8)	3% (9)	2% (9)
GGNRA: of or related to Golden Gate National Recreation Area or its affiliate organizations	2% (7)	3% (7)	3% (8)	2% (8)	4% (8)	1% (10)
Magazines	2% (7)	3% (7)	2% (9)	3% (7)	2% (10)	1% (10)
Maps	2% (7)	2% (8)	2% (9)	2% (8)	2% (10)	3% (8)
Mail: mail not including email	1% (8)	1% (9)	1% (10)	1% (9)	1% (11)	1% (10)
Affinity Group: any social, cultural, economic, or other membership group	1% (8)	1% (9)	1% (10)	1% (9)	1% (11)	1% (10)
Signs	1% (8)	1% (9)	2% (9)	1% (9)	1% (11)	2% (9)
Other	3%	3%	2%	5%	2%	3%
	(n=759)	(n=485)	(n=333)	(n=152)	(n=287)	(n=269)

Note: Percentages reflect proportion of visitors commenting on information they learned during their recent park visit. The “n” in the final row reflects the total number of open-ended responses from each park. Total (n) may vary slightly due to respondent refusal to answer specific questions.

All Respondents

The “Internet” was cited by a majority of ‘All Respondents’ as their primary source for information about recreation and leisure activities (see Table 31). Fifty-six percent of respondents pointed to the “Internet” as their primary source of information. This is the only news source to reach above a 50 percent threshold. A third of ‘All Respondents’ cited “newspapers” (33%) as a primary source of information.

The two next most frequently cited sources of information were “friends and family” (29%) and “personal or prior experience” (16%). Together, these figures support the importance of word-of-mouth and networking opportunities for reaching out to visitors. Less than ten percent of respondents listed “books” (6%), “newsletters” (5%), “radio” (5%), “television”(5%), “visitors bureaus” (2%), “GGNRA” (2%), “magazines” (2%), “maps” (2%), “mail” (1%), “affinity groups” (1%), and “signs” (1%) as primary sources of information about recreation and leisure activities.

Visitors participating in this research express similar preferences for how to receive information about recreation and leisure activities (see Table 32). One of the few differences comes in the form of an age divide in younger visitors being more likely than older visitors to use the Internet as a primary source of information. Older visitors are more likely than younger visitors to rely upon newspapers for information. Infrequent visitors, like younger visitors, are more likely to rely upon the Internet for recreation and leisure information than frequent visitors. Frequent visitors, however, are significantly more likely to rely on newspapers for this information.

All Presidio

‘All Presidio’ visitors identified the “Internet” (56%) and “newspapers” (32%) as primary sources of information about recreation and leisure activities. “Friends and family” (28%) and “personal or prior experience” (17%) are popular sources of information as well.

Fewer ‘All Presidio’ respondents rely on “books” (6%), “newsletters” (6%), “radio” (4%), “television”(4%), “visitors bureaus” (3%), “GGNRA” (3%), “magazines” (3%), “maps” (2%), “mail” (1%), “affinity groups” (1%), and “signs” (1%) as primary sources of information about recreation and leisure activities.

Presidio A

‘Presidio A’ visitors identified the “Internet” (56%) and “newspapers” (32%) as primary sources of information about recreation and leisure activities. “Friends and family” (28%) and “personal or prior experience” (17%) are popular sources of information as well.

Fewer ‘Presidio A’ visitors rely on “books” (7%), “newsletters” (5%), “television”(5%), “radio” (4%), “visitors bureaus” (3%), “GGNRA” (3%), “magazines” (2%), “maps” (2%), “signs” (2%), “mail” (1%), and “affinity groups” (1%), as primary sources of information about recreation and leisure activities.

Presidio B

'Presidio B' visitors identified the "Internet" (55%) and "newspapers" (32%) as primary sources of information about recreation and leisure activities. "Friends and family" (28%) and "personal or prior experience" (16%) are popular sources of information as well.

Fewer 'All Presidio' respondents rely on "newsletters" (7%), "radio" (4%), "books" (3%), "television" (3%), "magazines" (3%), "visitors bureaus" (2%), "GGNRA" (2%), "maps" (2%), "mail" (1%), "affinity groups" (1%), and "signs" (1%) as primary sources of information about recreation and leisure activities.

Crissy Field

'Crissy Field' visitors identified the "Internet" (57%) and "newspapers" (34%) as primary sources of information about recreation and leisure activities. "Friends and family" (27%) and "personal or prior experience" (17%) are popular sources of information as well.

Fewer 'Crissy Field' respondents rely on "television" (7%), "books" (6%), "newsletters" (6%), "radio" (5%), "GGNRA" (4%), "visitors bureaus" (3%), "magazines" (2%), "maps" (2%), "mail" (1%), "affinity groups" (1%), and "signs" (1%) as primary sources of information about recreation and leisure activities.

Ocean Beach

'Ocean Beach' visitors identified the "Internet" (55%) and "newspapers" (34%) as primary sources of information about recreation and leisure activities. "Friends and family" (32%) and "personal or prior experience" (16%) are popular sources of information as well.

Fewer 'Ocean Beach' respondents rely on "books" (7%), "radio" (6%), "television" (5%), "newsletters" (3%), maps (3%), "visitors bureaus" (2%), "signs" (1%), "GGNRA" (1%), "magazines" (1%), "mail" (1%), and "affinity groups" (1%) as primary sources of information about recreation and leisure activities.

Management Considerations

- Invest more resources in updating and using the Internet as a primary information tool for distributing information and linking people to recreational activities;
- Initiate a social media campaign, using tools such as Facebook, Twitter, and YouTube, to build support based on personal networks;
- Consider inaugurating a "friends and family" campaign that offers incentives for people to visit with their primary networks of family members, coworkers, and social acquaintances.

Table 32: Primary Sources of Information for Recreation and Leisure Activities by Population Subgroup

	All Resp	Income		Age		Race/Ethnicity			Residence		Visitation	
		<100k	>100k	< 45	45 +	White	Hispanic	Asian	Bay Area	Other	Freq	In-Freq
Internet:	56%	59%	59%	68%*	46%*	56%	65%	64%	57%	53%	49%*	66%*
Newspapers:	33%	29%	33%	20%*	44%*	33%	35%	27%	34%	29%	38%*	25%*
Friends and Family	29%	27%	28%	32%	26%	28%	33%	31%	29%	29%	28%	32%
Personal or Prior Experience:	16%	14%	18%	15%	18%	17%	13%	19%	18%	12%	19%	13%
Books:	6%	6%	6%	5%	6%	6%	6%	5%	5%	9%	4%	10%
Newsletter:	5%	6%	4%	3%	7%	5%	8%	4%	5%	3%	5%	4%
Radio	5%	3%	4%	2%	7%	4%	2%	4%	5%	5%	6%	3%
Television	5%	5%	4%	2%	7%	4%	2%	4%	5%	4%	5%	3%
Visitors Bureau:	2%	3%	1%	2%	3%	3%	---	---	1%	5%	1%	4%
GGNRA:	2%	2%	2%	1%	4%	2%	2%	1%	3%	1%	3%	1%
Magazines	2%	2%	3%	1%	3%	2%	2%	1%	2%	3%	2%	2%
Maps	2%	3%	2%	3%	2%	3%	4%	1%	2%	2%	1%	3%
Mail:	1%	1%	1%	---	1%	1%	2%	---	1%	1%	1%	1%
Affinity Group:	1%	2%	---	1%	1%	1%	2%	---	1%	2%	1%	2%
Signs	1%	2%	---	2%	1%	2%	2%	1%	2%	1%	2%	1%
Other	3%	2%	4%	2%	3%	3%	2%	1%	3%	3%	3%	3%
(n)	(759)	(298)	(257)	(337)	(329)	(552)	(48)	(78)	(521)	(238)	(424)	(294)

¹* Indicates significant difference in the data for a specific subgroup of the visitor population compared to All Respondents.

Note: Percentages reflect proportion of visitors commenting on information they learned during their recent park visit. The “n” in the final row reflects the total number of open-ended responses from each park. Total (n) may vary slightly due to respondent refusal to answer specific questions.

Strengthening Connections to the Parks

Question: [Park site where intercept occurred] is in the midst of a transformation and there are many opportunities for you to play an active role in shaping its future or learning more about the park. I am going to read a short list of ways that you might get more involved. Please answer “yes” or “no” on these three ways to get more involved.

Park managers at Golden Gate National Recreation Area are interested in strengthening connections between the public and the parks. Survey participants were asked a series of questions around this theme. Respondents were first read a list of three ways the public could become more involved with the parks. Respondents were asked to identify which option they preferred most.

Table 33: Ways Visitors Would Like to be More Involved with the Parks

	All Resp	All Presidio	Presidio A	Presidio B	Crissy Field	Ocean Beach
More Event Information	66% (1)	65% (1)	62% (1)	71% (1)	62% (1)	67% (1)
Public Meetings	50% (2)	49% (2)	47% (2)	55% (2)	52% (2)	52% (2)
Volunteering	41% (3)	40% (3)	38% (3)	44% (3)	41% (3)	43% (3)
	(n=824)	(n=511)	(n=352)	(n=159)	(n=305)	(n=306)

All Respondents

Two-thirds of ‘All Respondents’ said they would like to receive “more event information” (see Table 33). Half of ‘All Respondents’ said they are interested in attending public meetings involving park-related issues. About four-in-ten ‘All Respondents’ said they were interested in doing volunteer work in the park.

Younger visitors are more interested in receiving event information and in volunteering in the parks, than older residents (see Table 34). A smaller group of Asian visitors express interest in attending public meetings, and Hispanic and Asian visitors may be more interested in volunteering than whites. The greatest differences in ways of being involved are expressed between location of residence and frequency of visit. Bay Area residents are more interested in being involved with the parks than non-local visitors. Similarly frequent visitors are more interested in being involved than infrequent visitors.

All Presidio

About two-thirds of ‘All Presidio’ visitors said they would like to receive “more event information” (65%). Just under half of ‘All Presidio’ respondents (49%) said they are interested in attending public meetings involving park-related issues. Four-in-ten ‘All Respondents’ (40%) said they are interested in doing volunteer work.

Presidio A

Sixty-two percent of ‘Presidio A’ visitors said they would like to receive “more event information.” Just under half of ‘All Presidio’ respondents (47%) said they are interested in attending public

meetings involving park-related issues. Thirty-eight percent of ‘Presidio A’ respondents said they are interested in doing volunteer.

Presidio B

Seventy-one percent of ‘Presidio B’ visitors said they would like to receive “more event information.” More than half of ‘Presidio B’ respondents (55%) said they are interested in attending public meetings involving park-related issues. Forty-four percent of ‘Presidio B’ respondents said they are interested in doing volunteer.

Crissy Field

Sixty-two percent of ‘Crissy Field’ visitors said they would like to receive “more event information.” Just over half of ‘Crissy Field’ respondents (52%) said they are interested in attending public meetings involving park-related issues. Forty-one percent of ‘Crissy Field’ respondents said they were interested in doing volunteer work.

Ocean Beach

Sixty-seven percent of ‘Ocean Beach’ visitors said they would like to receive “more event information.” Just over half of ‘Ocean Beach’ respondents (52%) said they are interested in attending public meetings involving park-related issues. Forty-three percent of ‘Ocean Beach’ respondents said they were interested in doing volunteer work.

Management Considerations

- Increase emphasis on distributing information widely.
- Organize public meetings to discuss and disseminate information relevant to each park.
- Respond proactively to expressed interest in volunteerism.

Table 34: Ways Visitors Would Like to be More Involved with the Parks by Population Subgroup

	All Resp	Income		Age		Race/Ethnicity			Residence		Visitation	
		<100k	>100k	< 45	45 +	White	Hispanic	Asian	Bay Area	Other	Freq	In-Freq
More Event Information	66%	68%	64%	71%*	59%*	62%	74%	73%	69%*	59%*	69%*	61%*
Public Meetings	50%	50%	49%	48%	52%	50%	56%	40%*	58%*	33%*	65%*	30%*
Volunteering	41%	44%	41%	49%*	35%*	41%*	52%	49%	49%*	24%*	51%*	29%*
(n)	(824)	(321)	(274)	(359)	(366)	(605)	(54)	(81)	(565)	(259)	(458)	(316)

Note: Percentages reflect proportion of visitors commenting on information they learned during their recent park visit. The “n” in the final row reflects the total number of open-ended responses from each park. Total (n) may vary slightly due to respondent refusal to answer specific questions.

* Indicates significant difference in the data for a specific subgroup of the visitor population compared to All Respondents.

Knowledge of the GGNRA Park Managers

Question: *Prior to this visit were you and your group aware that [name of park site] was managed by the National Park Service (NPS)?*

OR

Prior to your visit, were you aware of the Presidio Trust?

Information is critical to building a dedicated visitor base over time and information helps to build awareness of what parks offer to future visitors. When thinking of how to deliver a trusted message to the public, it is valuable to understand how aware the visiting public is of who manages the site they had visited: the National Park Service or the Presidio Trust. During the post-visit telephone interview visitors were asked one of two “management agency awareness” questions. If visitors were intercepted at Crissy Field or Ocean Beach they were asked: “**Prior to this visit were you and your group aware that [name of park site] was managed by the National Park Service?**” If visitors were intercepted at one of the fifteen intercept sites at locations administered by the Presidio Trust they were asked: “**Prior to this visit were you aware of the Presidio Trust?**”

After data collection was completed and prior to data analysis being conducted a decision was made to present findings using the five survey site groupings that have been presented throughout this report. Data were grouped according to management authority (Presidio A and Presidio B). Crissy Field data was analyzed separately. Then Presidio A and B data was combined with Crissy Field data into an All Presidio category. Finally, Ocean Beach data was collected separately.

Because the Crissy Field data includes intercept locations in areas managed by NPS and the Presidio Trust and, likewise, the All Presidio category includes intercept locations managed by NPS, information derived from the two management related questions in this section is presented differently.

National Park Service Managed Sites

- 81 percent of respondents intercepted at the Crissy Field intercept sites were aware that the National Park Service managed Crissy Field.
- 68 percent of the Ocean Beach respondents were aware that the National Park Service managed Ocean Beach.

Presidio Trust Managed Sites

- 64 percent of respondents intercepted at Presidio sites managed by the Presidio Trust were aware of the Presidio Trust.

Management Considerations

- The National Park Service should continue to think of ways to increase awareness of their role in managing Ocean Beach resources.
- The Presidio Trust should continue to think of ways to increase awareness of their role in managing Presidio resources.

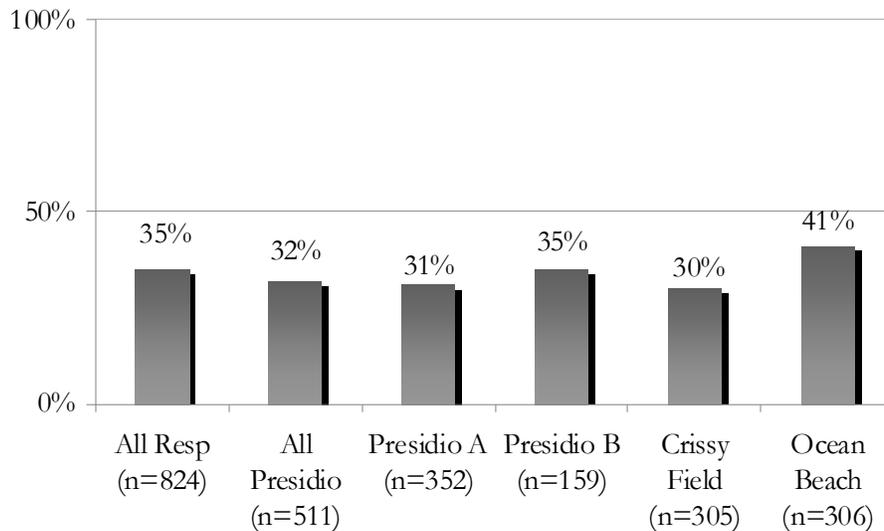
Interest in Learning More About the Golden Gate National Parks Conservancy

Question: *The Golden Gate National Parks Conservancy (Parks Conservancy) is a non-profit organization that supports the parks by providing programs, community engagement and fundraising support. Are you interested in learning more about the Parks Conservancy?*

The Golden Gate National Parks Conservancy would like to better understanding public interest in the organization. To gauge this interest, the visitors completing this survey were told that “the Golden Gate National Parks Conservancy is a non-profit organization that supports the parks by providing programs, community engagement and fundraising support.” Visitors were then asked if they were interested in learning more about the Parks Conservancy.

Overall more than a third of survey respondents (35%) say they are interested in learning more about the Golden Gate National Parks Conservancy. Interest is steady across most park areas: All Presidio (32%), Presidio A (31%), Presidio B (35%), and Crissy Field (30%). Interest in learning more about the Parks Conservancy is slightly higher among Ocean Beach visitors (41%).

Figure 3: Interest in Learning More about the Golden Gate National Parks Conservancy



Management Consideration

- The Golden Gate National Parks Conservancy should create more opportunities for the public to learn about the organization and to actively connect with a program being administered by the organization.

Responses to the Interview Close-out Question

Question: *Is there anything else you would like to tell us about your recent visit to [park site]?*

The telephone interview closed with a question asking respondents if they had “anything else” they would like to say about their recent visit to a park. Two hundred and twenty-eight (28%) of the Phase 2 respondents offered one or more additional comments. The most common comments addressed park enjoyment or other similar positive sentiments (27%). About twelve percent of the comments were about facilities or planning. No other category received more than five percent of the comments.

Appendix A: Management and Implementation Plan

The project Management and Implementation Plan is available from the Golden Gate National Parks Conservancy as a separate document. The document's file name is Appendix A_GGNRA Phase 2 Implementation Plan 2008.pdf.

Discussion

Why this survey was not able to achieve the target the sample size ($n = 1200$, or 400 per park site) is likely the foremost question to be asked by all partners involved in this study. Beyond the fact that insufficient sample was delivered from the Presidio, PRI feels that three explanations may lie at the heart of the shortcomings in sample size. The first explanation is the significant and perhaps unanticipated percentage of ineligible sample (16.8 percent). The second is the abbreviated data collection period. The final reason is that the length of the survey may have exceeded respondent expectations.

PRI's inability to achieve the target sample size is more an outcome of the rate of ineligible sample than of not having reached the target response rate of 65 percent. With respect to the response rate, only 38 more interviews would have been needed to reach the target of 65 percent; however, 38 more would not have achieved the target sample size. Consequently, another explanation must account for the shortcoming, which PRI believes lies in the rate of ineligible sample. The research design appears to have assumed that all of the contact information delivered to PRI would be current and accurate. PRI has found that in fact, nearly 17 percent of the contact information delivered was ineligible for reasons including wrong numbers, disconnections, and international mobile numbers. PRI recommends that the rate of ineligible sample be factored into future study designs.

PRI also believes that the abbreviated data collection period may have impacted its ability to make effective use of the sample. The low rate of refusal and high rate of cooperation suggest that with a longer data collection period, the target response rate might well have been achieved. PRI did not have as much time to make contact with respondents who completed their intercept interviews later in the period, as with those who were interviewed early in the study.

Finally, the length of the survey may have exceeded respondent expectations. The average interview was 22.4 minutes long, almost twice the disclosed length of 12 minutes. Anecdotally, PRI interviewers reported that some respondents felt the intercept interview to be long and were reluctant to commit to a second interview. Others felt that the follow up interview was too similar to the intercept interview. PRI would also like to add that a longer interview increases data collection costs. PRI recommends evaluation of the interview length, particularly if budgetary issues are of concern.

Appendix B: Office for the Protection of Human and Animal Subjects Release Notification

Committee for the Protection of Human
Subjects <protocol@sfsu.edu>

To mayanak@sfsu.edu
cc jdrovers@sfsu.edu

07/09/2008 06:06 PM

Subject Re: CPHS Review for GGNRA Follow-Up Survey?

Hi Monique,

From the information you have provided, the Office for the Protection of Human and Animal Subjects has determined that your study does not require IRB review or approval because it is designed for Quality Improvement purposes and will not be published. You may proceed with your study as described, following your own discipline's code of conduct. If you should have any other questions, please contact us.

Enjoy your evening,
Suzanne

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Appendix C: English Questionnaire

FOLLOW-UP SURVEY

Intercept Survey
Number:
Intercept Location:
Telephone Number:

Time Start:
Time End:
Interviewer ID:

Note. Respondents are adults who indicated a willingness to participate in a follow-up survey when they completed an on-site intercept questionnaire at a national park site at the Golden Gate National Parks in San Francisco County. This follow-up survey has been designed as a telephone interview conducted within 3 – 5 days of the on-site intercept questionnaire.

Initiating Contact Via Telephone

Hello, my name is (*State your first and last name*) and I am calling from [*campus name*]. May I speak with [*person's name*]?

IF PERSON IS NOT AVAILABLE SCHEDULE A CALL BACK.

I am not selling anything. We are following up with people who visited [*name site where intercept survey occurred*] recently and completed a short on-site survey. You indicated an interest in sharing more about your experiences at [*name of the national park where the intercept survey was completed*]. Is now a good time to complete the survey? It will take about 12 minutes.

1. YES [Go to OPTION 1]
2. NO [SCHEDULE A CALL BACK TIME]

[OPTION 1]:

The Paperwork Reduction Act requires approval of all federal government surveys 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.*[See boxed information on next page.] All of your answers are voluntary. Your name and telephone number will be kept on file until the conclusion of the study, at which point all personal information will be destroyed. Final results and reports will be anonymous. If I should come to any question you prefer not to answer, just let me know and I'll skip over it, OK?

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

***Additional Information Provided upon Request. (OMB information appears at the end of this file.**

Introduction and Information About Your Recent Park Experience

INTRO1: SURVEYOR READS:

Before we begin the survey, I'd like to tell you something about the Golden Gate National Parks. The Golden Gate National Parks span more than 80 miles and encompass more than 80,000 acres. They provide Bay Area residents and visitors from around the world with opportunities to experience nature, explore our heritage, enjoy views, or simply have fun and be healthy in the outdoors. They also serve as an oasis for hundred of plants and animals.

(Topic Area 1 – Individual Characteristics)

1. Have you been back to [site name] since you completed the on-site survey?
 1. YES
 2. NO
 777. DON'T KNOW
 999. REFUSED TO ANSWER

2. People have many reasons for visiting National Park sites. I am going to read a list of reasons for visiting [name the National Park site where intercept was completed]. As I read each reason, please tell me how it affected your decision to visit the park site on the day you completed the intercept survey. Was it VERY IMPORTANT, SOMEWHAT IMPORTANT, NEITHER IMPORTANT OR UNIMPORTANT, SOMEWHAT UNIMPORTANT, OR VERY UNIMPORTANT to the decision to visit the park site? [2.TPLAN6]

[RECORD ANSWER. CODE 777 FOR DON'T KNOW/NO RESPONSE AND 999 FOR REFUSALS.]

	Very Unimportant	Somewhat UNimportant	Neither Important or Unimportant	Somewhat Important	Very Important	Don't Know or No Response	Refused
a Convenient to where I live or work	1	2	3	4	5	777	999
b Connect with nature	1	2	3	4	5	777	999
c Experience solitude	1	2	3	4	5	777	999
d Enjoy safe environment	1	2	3	4	5	777	999
e Be with family/friends	1	2	3	4	5	777	999
f Experience scenic views	1	2	3	4	5	777	999
g Improve physical fitness and well-being	1	2	3	4	5	777	999
h Learn about history & culture	1	2	3	4	5	777	999
i Learn about nature	1	2	3	4	5	777	999
j To volunteer	1	2	3	4	5	777	999
k Experience natural sounds and quiet	1	2	3	4	5	777	999
l For recreation and play	1	2	3	4	5	777	999
m See a special event or exhibit	1	2	3	4	5	777	999
n Enjoy an affordable	1	2	3	4	5	777	999

outing

3. Now I'd like to know how satisfied you were with the different aspects of [*national park site where intercept occurred*]. I am going to read a list of features within the park. Please indicate how satisfied you were with each feature by saying whether you were Very Satisfied, Somewhat Satisfied, Neither Satisfied Or Unsatisfied, Somewhat Unsatisfied, Very Unsatisfied with the feature. [6.EVALSERV21]

DO NOT OFFER "DON'T KNOW" AS A POSSIBLE RESPONSE BUT RECORD 777 FOR DON'T KNOW AND 999 FOR REFUSAL.]

Elements of Park Experience – Part 1	Very Unsatisfied	Somewhat Unsatisfied	Neither Satisfied or Unsatisfied	Somewhat Satisfied	Very Satisfied	Don't Know	Refused
a. Directional signage at the site	1	2	3	4	5	777	999
b. Trail connections to other parts of the park.	1	2	3	4	5	777	999
c. Condition of trails	1	2	3	4	5	777	999
d. Availability of bicycling trails, bike lanes and bike parking/bike racks	1	2	3	4	5	777	999
e. Availability of park amenities such as benches, water fountains, and trash cans	1	2	3	4	5	777	999
f. Availability of places to congregate, picnic or share time together	1	2	3	4	5	777	999
g. Camping opportunities [note: only asked where camping is available]	1	2	3	4	5	777	999
h. Availability of restrooms	1	2	3	4	5	777	999
i. Cleanliness of the restrooms	1	2	3	4	5	777	999
j. Condition of natural resources at the site	1	2	3	4	5	777	999
k. Condition of historic resources at the site	1	2	3	4	5	777	999

4. Now I'd like to know how satisfied you were with the staffing, activities and events at [*national park site where intercept occurred*]. I am going to read another list. Please indicate if you were Very Satisfied, Somewhat Satisfied, Neither Satisfied Or Unsatisfied, Somewhat Unsatisfied, Very Unsatisfied with each item on the list.] [6.EVALSERV21]

DO NOT OFFER “DON’T KNOW” AS A POSSIBLE RESPONSE BUT RECORD 777 FOR DON’T KNOW AND 999 FOR REFUSAL.]

Elements of Park Experience – Part 2	Very Unsatisfied	Somewhat Unsatisfied	Neither Satisfied or Unsatisfied	Somewhat Satisfied	Very Satisfied	Don't Know	Refused
a. Availability of site staff	1	2	3	4	5	777	999
b. Availability of food and retail service providers	1	2	3	4	5	777	999
c. Availability of park visitor or information center	1	2	3	4	5	777	999
d. Availability of indoor exhibits about the natural and cultural history of the site	1	2	3	4	5	777	999
e. Availability of outdoor exhibits about the natural and cultural history of the site	1	2	3	4	5	777	999
f. Availability of public programs about the park site	1	2	3	4	5	777	999
g. Availability of special events	1	2	3	4	5	777	999
h. Your experience of public safety and/or personal security at the site	1	2	3	4	5	777	999
i. Availability of park information, brochures and maps	1	2	3	4	5	777	999

5. Next, I am going to read a list of issues that sometimes concern park visitors. Please indicate whether each item was NOT A PROBLEM, a SLIGHT PROBLEM, a MODERATE PROBLEM, or a SERIOUS PROBLEM at the site you visited. [VARIATION OF 6.OPMGMT2]

	Not a Problem	Slight Problem	Moderate Problem	Serious Problem	Don't Know	Refused
a Dogs off-leash	1	2	3	4	777	999
b Too many visitors at viewing points	1	2	3	4	777	999
c Number of visitors encountered on trail	1	2	3	4	777	999
d Off-trail erosion	1	2	3	4	777	999
e Lack of information about the site's fragile plant and animal habitats	1	2	3	4	777	999
f Trail conflicts between different types of users	1	2	3	4	777	999
g Lack of transit to sites	1	2	3	4	777	999
h Limited parking near site	1	2	3	4	777	999
j Visitor-caused noise	1	2	3	4	777	999
k Waiting times for restrooms	1	2	3	4	777	999
l Waiting times for transit at park site	1	2	3	4	777	999
m Trash/litter at park site	1	2	3	4	777	999

Enjoying Park Programs and Learning About Parks

6. What was the most important information that you learned about [*this NPS site*] during your recent visit? [3.LEARN3]

1. I learned: SPECIFY > _____
666. I DID NOT LEARN ANYTHING
777. DON'T KNOW
888. NOT APPLICABLE
999. REFUSED TO ANSWER

7. Will you visit [*the national park site where survey occurred*] again? [3.FVIS1]

- 1.YES If yes, go to question 7a.
- 2.NO If no, go to question 7a.
777. DON'T KNOW
999. REFUSED

7a. Why or why not? [3.FVIS2]SPECIFY > _____

TRANSITION:

We hope that your connection to the parks will continue to grow in the years ahead. We would like to hear from you about how your experience at *[site where intercept survey occurred]* could be improved. To that end we would like your ideas about how to improve *[site where intercept survey occurred]* in the future.

(Topic Area 6 – Individual Perceptions of their Park Experiences)

8. Are there any special qualities about *[this national park site]* that make it important to you?
1. YES (If yes, go to Q 8a)
 2. NO
 777. DON'T KNOW
 999. REFUSED TO ANSWER

8a. What are these special qualities?

1. SPECIFY > _____
2. SPECIFY > _____
3. SPECIFY > _____
4. SPECIFY > _____
5. SPECIFY > _____

(Topic Area 7 – Individual Opinions on Park Management)

9. Please list up to five amenities or facility improvements that would enhance your visit to *[site name]*.

IF RESPONDENT SAYS "I LIKE IT JUST THE WAY IT IS" THEN CODE 666 AND GO TO QUESTION 10.

1. SPECIFY > _____
2. SPECIFY > _____
3. SPECIFY > _____
4. SPECIFY > _____
5. SPECIFY > _____
666. NOTHING, I LIKE IT JUST THE WAY IT IS
777. DON'T KNOW, CAN'T SAY
999. REFUSED

10. On a future visit to *[the NP site]*, what types of services or programs would you and your group like to have available? I will read you 9 services and please indicate whether or not you would be interested in each program or activity. *[3FVIS7]*.

IF RESPONDENT SAYS S/HE IS NOT INTERESTED IN ANY TYPE OF PROGRAM OR ACTIVITY, CODE 666 AND GO TO QUESTION 12.

	YES	NO	DON'T KNOW	NOT APPLICABLE	REFUSED
a. Children's or youth programs	1	2	777	888	999
b. Family Activities (e.g., tide pooling, nature quests, all-age volunteer programs)	1	2	777	888	999
c. Outdoor Evening Programs (e.g., campfire, night sky programs)	1	2	777	888	999
d. Indoor Evening Programs (e.g., performing arts, lectures, exhibits)	1	2	777	888	999
e. Special Events/Festivals/Outdoor Concerts	1	2	777	888	999
f. History tours	1	2	777	888	999
g. Nature Walks	1	2	777	888	999
h. Sport or fitness clinics	1	2	777	888	999
i. Art/Photography classes	1	2	777	888	999
FOR NOT INTERESTED IN PROGRAMS OR ACTIVITIES CODE 666					

11. On a future visit to [this national park site], which of the following facilities or services would you like to have? [3.FVIS8]

[IF RESPONDENT INDICATES THAT S/HE IS NOT INTERESTED IN LEARNING MORE ABOUT THE PARK, CODE 666 AND SKIP TO QUESTIONS 13.]

	WOULD	WOULD NOT	DON'T KNOW	REFUSED
a. Visitor/Information centers	1	2	777	999
b. Outdoor exhibits/kiosks	1	2	777	999
c. Digital Information (e.g., on-site electronic kiosks, downloadable pda or mp3 files)	1	2	777	999
d. Ranger/Staff Talks or Walks	1	2	777	999
e. Self-guided tours	1	2	777	999
f. Programs about [site name] provided in my community or neighborhood	1	2	777	999
g. Personal Audio/Video Guides	1	2	777	999
NOT INTERESTED IN LEARNING MORE ABOUT THE PARK	666			

(Topic Area 2 – Trip/Visit Characteristics)

12. What are your primary sources of information when you choose recreation or leisure activities or events to participate in?

- a. SPECIFY > _____
 - b. SPECIFY > _____
 - c. SPECIFY > _____
777. DON'T KNOW

- 888. NOT APPLICABLE
- 999. REFUSED

Strengthening Connections To The Parks

TRANSITION:

[Park site where intercept occurred] is in the midst of a transformation and there are many opportunities for you to play an active role in shaping its future or learning more about the park. I am going to read a short list of ways that you might get more involved. Please answer “yes” or “no” on these three ways to get more involved.

(Topic Area 3 – Individual Activities and Uses of Park Resources)

13. Would you be interested in:	YES	NO	DON'T KNOW	REFUSED
a. Attending a public meeting or workshop about shaping the park’s future?	1	2	777	999
b. Volunteering in the parks?	1	2	777	999
c. Getting more information about events and activities at the park?	1	2	777	999

[IF INTERCEPT OCCURRED AT OCEAN BEACH, CRISSY FIELD, OR LANDS END ASK 14A. IF INTERCEPT OCCURRED AT THE PRESIDIO ASK QUESTION 14B.]

- 14a. Prior to this visit, were you and your group aware that [NPS site where intercept occurred] is managed by the National Park Service (NPS)? [1.KNOW2]
- 1.YES
 - 2.NO
 - 777. NOT SURE
 - 999. REFUSED

OR

- 14b. Prior to your visit, were you aware of the Presidio Trust? [1.KNOW1]
- 1.YES
 - 2.NO
 - 777. NOT SURE
 - 999. REFUSED

(Topic Area 5 – Individual Evaluation of Park Services)

15. The Golden Gate National Parks Conservancy (Parks Conservancy) is a non-profit organization that supports the parks by providing programs, community engagement and fundraising support. Are you interested in learning more about the Parks Conservancy?
- 1.YES

2.NO

777. DON'T KNOW

999. REFUSED

16. Is there any else you would like to tell us about your recent visit to *[park site]*? [6.OPMGMT7]
1. SPECIFY > _____

CLOSING:

That is all the questions I have. Thank you for taking the time to complete this interview. Your time is valuable and we appreciate your help. We hope you will continue to visit the parks and participate in efforts to make *[park site]* a park that is welcoming and engaging, and one that continues to inspire many generations to come.

TERMINATE CALL.

The Paperwork Reduction Act requires approval of all federal government surveys by the Office of Management and Budget. This survey has been approved under this Act. The Office of Management and Budget control number and expiration date is available at your request. Additional information about this survey and its approval is available at your request.* The questions I would like to ask will only take about twelve minutes to complete. All of your answers are voluntary.

***Additional Information Provided upon Request.**

OMB Approval number: *(Not yet assigned)*
Expiration Date: *(Not yet assigned)*
Person Collecting and Analyzing Information: *PI Name, Address, & Phone*

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. The permanent data will not have your telephone number recorded.

You may direct comments on the number of minutes required to respond, or on any other aspect of this survey to: Mike Savidge, Golden Gate National Recreation Area, Fort Mason, Building 201, San Francisco, CA 94123-0022. Email: Michael_J_Savidge@nps.gov

Appendix D: Spanish and Chinese Questionnaire

FOLLOW-UP SURVEY

Intercept Survey ID:

Time Start:

Intercept Location:

Telephone Number:

Interviewer ID:

Note. Respondents are adults who indicated a willingness to participate in a follow-up survey when they completed an on-site intercept questionnaire at a national park site at the Golden Gate National Parks in San Francisco County. This follow-up survey has been designed as a telephone interview conducted within 3 – 5 days of the on-site intercept questionnaire.

Initiating Contact Via Telephone

[INTRO 1]

你好，我叫

，我是代表金門國家公園保護局，由舊金山州立大學打來的。我可以跟 [PERSON'S NAME] 講話嗎？

1. YES, I AM THE PERSON
2. NOT AVAILABLE (SCHEDULE A CALL BACK)
3. NO ONE BY THAT NAME (WRONG NUMBER)
4. LANGUAGE PROBLEM
5. VOICEMAIL/ANSWERING MACHINE
6. ALREADY COMPLETED INTERVIEW
7. BUSY
8. NO ANSWER
9. DISCONNECTED NUMBER
10. FAX LINE
11. HANG-UP/INITIAL REFUSAL
12. HARD REFUSAL (DON'T CALL BACK)

[INTRO2]

我並不是推銷任何東西。我們想向最近曾經到訪[PARK SITE]

及在園內完成一份簡短問卷的人作出跟進。你指出你有興趣分享更多你在[PARK SITE]的體驗。現在是一個完成問卷的好時間嗎？大約需要12分鐘。

3. YES (GO TO OPTION 1)
4. NO (SCHEDULE A CALL BACK)
5. RESPONDENT DOES NOT WANT TO CONTINUE

[OPTION 1]

節約文書條例規定所有的聯邦政府問卷需由管理及預算署所批准。如果你想知道更多關於本問卷的認可，我可以提供資料。你現在想要這資料嗎？

IF YES: OMB授權號碼是1024-0224。有效日期至2009年10月31日。收集及分析資料的人是PI Name, Address, & Phone

16 U.S.C. 1a-7

授權收集這些資料。公園管理人員將會利用這些資料去為公眾提供更好的服務。回應本要求全屬自願性質。你不會因拒絕提供資料而受到對你不利的行動。永久的數據中將不會包括你的電話號碼。

你可以將你對於訪問的需時，或關於問卷的任何其他方面，直接向Mike Savidge返映，
Golden Gate National Recreation Area, Fort Mason, Building 201, San Francisco, CA 94123-0022.
電郵: Michael_J_Savidge@nps.gov

請問我們可以繼續嗎？

1. YES, CONTINUE NOW
2. YES, CONTINUE LATER (SCHEDULE CALLBACK)
3. RESPONDENT DOES NOT WANT TO CONTINUE

[CONSENT]

你所有的答案都是自願提供的。我們會保存你的姓名及電話直至調查完結，到時候所有個人資料將會被消毀。最終的結果及報告是匿名的。如果我問及的任何問題中，有你不願回答的，請告訴我，我會跳過它，OK？

1. YES, CONTINUE NOW
2. YES, CONTINUE LATER (SCHEDULE CALLBACK)
3. RESPONDENT DOES NOT WANT TO CONTINUE

Introduction and Information About Your Recent Park Experience

[INTRO3]

我們開始問卷之前，我想告訴你一些關於金門國家公園的事。金門國家公園橫跨超過80英里及佔地超過80,000英畝。為灣區居民及來自世界各國的遊客提供體驗大自然，探索我們的傳統，欣賞風景或在戶外玩樂及保持健康的機會。它們亦是數以百計的植物及動物的安樂窩。

[Q1]

完成了問卷後，你有沒有到[SITE NAME]重遊？

1. 有
2. 沒有
3. 不知道
4. 拒絕作答

[Q2]

人們有很多到訪國家公園的原因。我將會讀出一列到訪[PARK SITE]

的原因。當我讀出每一個原因的時候，請告訴我它怎樣影響你選擇當天到訪你完成問卷的那個公園。用以決定到訪這個公園，它是非常重要，有些重要，不是重要亦不是不重要，有些不重要或非常不重要。

[INTERVIEWER: READ RESPONSE OPTIONS FOR EACH ITEM]

	非常重 要	有些重要	不是重要 亦不是不 重要	有些不重 要	非常不重 要	不知道/沒 有答案	拒絕作 答
a. 從家中或工作地點 去都方便	1	2	3	4	5	6	7
b. 跟大自然聯繫	1	2	3	4	5	6	7
c. 體驗孤獨	1	2	3	4	5	6	7
d. 享受安全的環境	1	2	3	4	5	6	7
e. 跟家人/朋友在一 起	1	2	3	4	5	6	7
f. 體驗秀麗的風景	1	2	3	4	5	6	7
g. 改善體質及身心健 康	1	2	3	4	5	6	7
h. 學習關於歷史及文 化	1	2	3	4	5	6	7
i. 學習關於大自然	1	2	3	4	5	6	7
j. 做義工	1	2	3	4	5	6	7
k. 體驗大自然的聲音 及寧靜	1	2	3	4	5	6	7
l. 消遣及玩耍	1	2	3	4	5	6	7
m. 參加一項特別的節 目或展覽	1	2	3	4	5	6	7
n. 享受一個可負擔得 起的郊遊	1	2	3	4	5	6	7

[Q3]

現在，我想知道你對[PARK SITE]

不同方面的滿意程度。我將會讀出一列公園內的特色。請指出你對每一項特色的滿意程度:非常滿意，有些滿意，不是滿意亦不是不滿意，有些不滿意或非常不滿意。

[INTERVIEWER: READ RESPONSE OPTIONS FOR EACH ITEM]

	非常滿意	有些滿意	不是滿意亦不是不滿意	有些不滿意	非常不滿意	不知道/沒有意見	拒絕作答
a. 地點的指示牌	1	2	3	4	5	6	7
b. 小徑通往公園內其他部份的連接性	1	2	3	4	5	6	7
c. 小徑的狀況	1	2	3	4	5	6	7
d. 單車小徑，單車路及單車停泊位/單車架的可得性	1	2	3	4	5	6	7
e. 公園便利設施的可得性，例如長凳，飲水器及垃圾箱	1	2	3	4	5	6	7
f. 可聚會，野餐或分享在一起的時的地點的可得性	1	2	3	4	5	6	7
g. 露營的機會 [NOTE: ONLY ASKED WHERE CAMPING IS AVAILABLE]	1	2	3	4	5	6	7
h. 洗手間的可得性	1	2	3	4	5	6	7
i. 洗手間的清潔	1	2	3	4	5	6	7
j. 地點內自然資源的狀況	1	2	3	4	5	6	7
k. 地點內歷史資源的狀況	1	2	3	4	5	6	7

[Q4]

現在，我想知道你對[PARK SITE]

的職員，活動及節目的滿意程度。我將會讀出另一個表。請指出你對表上每一件事是非常滿意，有些滿意，不是滿意亦不是不滿意，有些不滿意或非常不滿意。

[INTERVIEWER: READ RESPONSE OPTIONS FOR EACH ITEM]

	非常滿意	有些滿意	不是滿意 不是不滿意	有些不滿意	非常不滿意	不知道/ 沒有意見	拒絕作答
a. 地點職員的可得性	1	2	3	4	5	6	7
b. 食物及零售服務業者的可得性	1	2	3	4	5	6	7
c. 公園遊客或資料中心的可得性	1	2	3	4	5	6	7
d. 關於地點的自然及文化歷史的室內展覽的可得性	1	2	3	4	5	6	7
e. 關於地點的自然及文化歷史的室外展覽的可得性	1	2	3	4	5	6	7
f. 關於公園的公眾計劃的可得性	1	2	3	4	5	6	7
g. 特別節目的可得性	1	2	3	4	5	6	7
h. 你對地點的公眾安全及/或個人安全的體驗	1	2	3	4	5	6	7
i. 公園資料，小冊子及地圖的可得性	1	2	3	4	5	6	7

[Q5]

接下來，我會讀出一列有時候會令公園遊客關心的事。請指出這些事在你去過的地點來說不是一個問題，是一個輕微的問題，一個中等的問題或一個嚴重的問題。

[INTERVIEWER: READ RESPONSE OPTIONS FOR EACH ITEM]

	不是一個問題	輕微的問題	中等的問題	嚴重的問題	不知道/沒有意見	拒絕作答
a 沒有被繫上狗帶的狗	1	2	3	4	6	7
b 觀景台有太多遊客	1	2	3	4	6	7
c 小徑上遇到的遊客數目	1	2	3	4	6	7
d 小徑以外地方的自然侵蝕	1	2	3	4	6	7
e 缺少關於地點內脆弱植物及動物產地的資料	1	2	3	4	6	7
f 小徑不同種類使用者的衝突	1	2	3	4	6	7
g 缺少到達地點的交通工具	1	2	3	4	6	7
h 地點附近有限數量的停車位	1	2	3	4	6	7
j 遊客造成的噪音	1	2	3	4	6	7
k 洗手間的等候時間	1	2	3	4	6	7
l 公園地點交通的等候時間	1	2	3	4	6	7
m 公園地點的垃圾	1	2	3	4	6	7

Enjoying Park Programs and Learning About Parks
--

[Q6]

你最近一次到訪[PARK SITE]的時候，你學習到的最重要一項資料是什麼？

1. I learned: SPECIFY> _____
2. I DID NOT LEARN ANYTHING
3. DON'T KNOW
4. NOT APPLICABLE
5. REFUSED TO ANSWER

[Q7]

你會不會再次到訪[PARK SITE]?

1. YES
2. NO
3. DON'T KNOW [SKIP TO TRANSITION]
4. REFUSED [SKIP TO TRANSITION]

[Q7A]

為什麼會或不會?

SPECIFY > _____

Ideas and Enhancements for the Future
--

[TRANSITION]

我們希望你跟公園的聯繫會在未來的日子中不斷增長。我們想知道怎樣可以改善你在[PARK SITE]的體驗。為了達到這個目的，我們需要你對於將來該如何改善[PARK SITE]的想法。

[Q8]

[PARK SITE]有沒有任何特別的條件對你來說是重要的?

1. YES
2. NO [SKIP TO Q9]
3. DON'T KNOW [SKIP TO Q9]
4. REFUSED TO ANSWER [SKIP TO Q9]

[Q8A]

這些特別的條件是什麼?

1. SPECIFY > _____
2. SPECIFY > _____
3. SPECIFY > _____
4. SPECIFY > _____
5. SPECIFY > _____

[Q9]

請列出不多於5項可以提高你在[PARK SITE]的體驗的便利設施或設備。

1. SPECIFY >

2. SPECIFY >

3. SPECIFY >

4. SPECIFY >

5. SPECIFY >

6. NOTHING, I LIKE IT JUST THE WAY IT IS
7. DON'T KNOW, CAN'T SAY
8. REFUSED

[Q10]

將來你到訪[PARK SITE]的時候,你及你的團體想得到那種服務或計劃?

我將會讀出9項服務,請指出你會不會對每個計劃或活動感到興趣。

	YES	NO	DON'T KNOW	NOT APPLICABLE	REFUSE
a. 兒童或青少年計劃	1	2	3	4	5
b. 家庭活動 (例如: 潮池, 大自然探索, 適合任何年齡的 義工計劃)	1	2	3	4	5
c. 夜間戶外活動 (例如: 營火會, 觀星計劃)	1	2	3	4	5
d. 夜間戶內活動 (例如: 表演藝術, 演講, 展覽)	1	2	3	4	5
e. 特別節目/慶祝活動/戶外演唱會	1	2	3	4	5
f. 歷史導覽	1	2	3	4	5
g. 大自然生態行	1	2	3	4	5
h. 運動或健康中心	1	2	3	4	5

i.	藝術 / 攝影班	1	2	3	4	5
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<input type="radio"/>	NOT INTERESTED IN PROGRAMS OR ACTIVITIES					
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[Q11]

將來你到訪[PARK SITE]的時候,你會不會想有以下的設備或服務?

	WOULD	WOULD NOT	DON'T KNOW	REFUSE
a. 遊客/資料中心	1	2	3	4
b. 戶外展覽/亭子	1	2	3	4
數碼資訊				
c. (例如:電子亭子,可下載的個人數位助理或mp3檔案)	1	2	3	4
d. 國家公園管理員/職員的講解或帶領散步	1	2	3	4
e. 自導遊覽	1	2	3	4
f. 在我的社區提供關於[PARK SITE]的計劃	1	2	3	4
g. 個人聲音/影像指南	1	2	3	4
<input type="radio"/> NOT INTERESTED IN LEARNING MORE ABOUT THE PARK				

[Q12]

當你選擇參加那些逍遣或休閒活動或節目的時候,你的主要資料來源是什麼?

1. SPECIFY > _____
2. SPECIFY > _____
3. SPECIFY > _____
4. DON'T KNOW
5. NOT APPLICABLE
6. REFUSED

Strengthening Connections To The Parks

TRANSITION:

[PARK SITE]

正在轉變之中，你有很多機會可以在塑造它的未來上扮演一個角色或學習更多關於公園的事。我將會讀出一列你或可以參於其中的方法。對於這三項參與的方法，請回答會或不會。

[Q13]

你會不會對[answer options]感到興趣？

	會	不會	DON'T KNOW	REFUSED
a. 參加關於公園未來成長的公眾會議或講座	1	2	3	4
b. 在公園做義工	1	2	3	4
c. 得到更多關於公園的節目及活動的資料	1	2	3	4

[Q14]

[IF INTERCEPT OCCURRED AT OCEAN BEACH, CRISSY FIELD, OR LANDS END ASK 14A. IF INTERCEPT OCCURRED AT THE PRESIDIO ASK QUESTION 14B.]

[Q14A] [DO NOT ASK IF PARK SITE IS PRESIDIO]

今次到訪之前，你或你的團體知不知道[PARK SITE]是由國家公園服務局(NPS)所管理？

- 1.YES [SKIP TO Q15]
- 2.NO [SKIP TO Q15]
- 3.NOT SURE [SKIP TO Q15]
- 4.REFUSED [SKIP TO Q15]

[Q14B] [DO NOT ASK IF PARK SITE IS OCEAN BEACH OR CRISSY FIELD]

今次到訪之前，你知不知道Presidio Trust?

- 1.YES
- 2.NO
- 3.NOT SURE
- 4.REFUSED

[Q15]

金門國家公園保護局(公園保護局)是一個為公園提供計劃，社區參與及籌款援助的非牟利組織。你有興趣知道更多關於公園保護局的嗎？

- 1.YES
- 2.NO
- 3.DON'T KNOW
- 4.REFUSED

[Q16]

有沒有其他關於你最近到訪[PARK SITE]的事你想告訴我們？

1. SPECIFY > _____

CLOSING:

這是我所有的問題。多謝你抽空完成今次的訪問。你的時間很寶貴及我們感激你的幫助。我們希望你會繼續到訪公園及為[PARK SITE]

成為一個令人感到被歡迎及迷人的公園出一分力，亦希望它可以繼續激勵世世代代的人。

END CALL.

END TIME:

INTRO1

Hola, mi nombre es _____ y estoy llamando de la Universidad del Estado en San Francisco de parte de Conservación de Parques Nacionales del Golden Gate . ¿Puedo hablar con [NOMBRE DE LA PERSONA] ?

INTRO2

No estoy vendiendo nada. Estamos haciendo un seguimiento a las personas que visitaron [NOMBRE DEL LUGAR DONDE LA ENCUESTA CARA A CARA SE REALIZÓ] recientemente y completaron una entrevista corta en el lugar. Usted mostró interés en compartir más sus experiencias en [NOMBRE DEL PARQUE NACIONAL DONDE LA ENCUESTA CARA A CARA SE COMPLETÓ]. ¿Es buena hora para completar la encuesta? Tomará aproximadamente 12 minutos.

SI (Go to Option 1)

NO (SCHEDULE A CALLBACK)

RESPONDIENTE NO QUIERE CONTINUAR

OPTION 1

La Ley de Reducción de Trámites requiere la aprobación de la Oficina de Administración y Presupuesto para todas las encuestas del gobierno federal. Si usted desea saber más acerca de la aprobación de esta encuesta, yo le puedo proveer información cuando usted lo requiera. ¿Quiere esa información ahora?

SI ES SI: El número de la aprobación del OMB es 1024-0224. La Fecha de Vencimiento es Octubre 31, 2009. La persona que colecta y analiza la información es PI Nombre, Dirección y Teléfono

16 U.S.C. la-7 autoriza la colección de esta información. Los encargados de los parques utilizarán esta información para mejorar el servicio al público. Su participación en esta encuesta es voluntaria. No se tomará ninguna acción en contra suya por negarse a dar la información que se le solicita. Los datos permanentes no tendrán su número telefónico registrado.

Usted puede dirigir sus comentarios del tiempo invertido por responder, o de cualquier otro aspecto de esta encuesta a: Mike Savidge, Golden Gate National Recreation Area, Fort Mason, Building 201, San Francisco, CA 94123-0022. Email: Michael J Savidge@nps.gov

¿Podemos continuar?

CONSENTIMIENTO

Todas sus respuestas son voluntarias. Su nombre y número de teléfono se mantendrán en un archivo hasta la conclusión del estudio. Después, toda la información personal será destruida. Los resultados e informes finales serán anónimos. Si yo hago alguna pregunta que usted prefiere no contestar, sólo hágame saber y la saltaremos, OK?

INTRO3

Antes de comenzar la encuesta, me gustaría decirle algo acerca de los Parques Nacionales del Golden Gate. Los Parques Nacionales del Golden Gate se extienden por más de 80 millas y abarcan más de 80,000 acres. Los parques ofrecen a los residentes del Área de la Bahía y a los visitantes de todo el mundo la oportunidad de disfrutar de la naturaleza/entrar en contacto con la naturaleza/vivir la naturaleza, explorar nuestra herencia,

disfrutar del panorama, o simplemente divertirse y gozar de buena salud al aire libre. También sirven como un oasis para cientos de plantas y animales.

Q1

¿Ha regresado usted a [NOMBRE DEL SITIO] desde que completó la entrevista en el lugar?

SI

NO

NO SABE

REHUSA CONTESTAR

Las personas tienen muchas razones para visitar sitios en los Parques Nacionales. Yo le voy a leer una lista de razones para visitar [NAME THE NATIONAL PARK SITE WHERE INTERCEPT WAS COMPLETED]. Para cada una de las razones que yo le lea, por favor dígame como le afectó su decisión para visitar los sitios en el parque el día que usted completó la encuesta en el parque. ¿Fue muy importante, algo importante, ni importante ni sin importancia, algo sin importancia, o muy sin importancia para su decisión de visitar el parque?

Nada Importante

Algo Sin Importancia

Ni Importante ni sin Importancia

Algo Importante

Muy Importante

NO SABE/NO RESPONDE

REHUSA

Q2A

Fácil de llegar desde donde vivo o trabajo

Q2b

Conectarme con la naturaleza

Q2c

Experimentar la soledad

Q2d

Disfrutar un ambiente seguro

Q2e

Estar con familia/amigos

Q2f

Disfrutar de las vistas panorámicas

Q2g

Mejorar la salud física y bienestar

Q2h

Aprender acerca de la historia y la cultura

Q2i

Aprender acerca de la naturaleza

Q2j

Ofrecerse de voluntario

Q2k

Experimentar los sonidos de la naturaleza y el silencio

Q21

Para recreación y juegos

Q2m

Ver un evento especial o exhibición

Q2n

Disfrutar de una excursión económica

Q3

Ahora me gustaría saber qué tan satisfecho estuvo usted con los diferentes aspectos del [NATIONAL PARK SITE WHERE INTERCEPT OCCURRED] Le voy a leer una lista de características dentro del parque. Por favor indique que tan satisfecho estuvo usted con cada una de las características diciendo si usted estuvo Muy Satisfecho, Algo Satisfecho, Ni satisfecho o Insatisfecho, Algo insatisfecho, Muy insatisfecho con las características.

Muy Insatisfecho

Algo Insatisfecho

Ni Satisfecho o Insatisfecho

Algo Satisfecho

Muy Satisfecho

NO SABE/NO OPINA

REHUSA

Q3A

Señales de orientación en el lugar

Q3b

Veredas que conectan a otra parte del parque

Q3c

La condición de las veredas

Q3d

La disponibilidad de caminos para bicicletas, vías para bicicletas y estacionamiento para bicicletas/ tubos para estacionar las bicicletas

Q3e

La disponibilidad de comodidades en el parque, tales como bancas, fuentes de agua, botes para basura

Q3f

La disponibilidad de lugares para reuniones, día de campo, o compartir tiempo juntos

Q3g

Oportunidad para acampar [NOTE; ONLY ASKED WHERE CAMPING IS AVAILABLE]

Q3h

Disponibilidad de sanitarios

Q3i

Limpieza de los sanitarios

Q3j

Condición de recursos naturales en el lugar

Q3k

Condición de recursos históricos en el lugar

Q4

Ahora me gustaría saber que tan satisfecho estuvo usted con el personal, actividades y eventos en [NATIONAL PARK SITE WHERE INTERCEPT OCCURRED]. Yo le voy a leer otra lista. Por favor indique si usted estuvo muy satisfecho, algo satisfecho, Ni Satisfecho ni Insatisfecho. Algo Insatisfecho, o muy Insatisfecho con cada una de las opciones en la lista.

Muy Insatisfecho

Algo Insatisfecho

Ni Satisfecho ni Insatisfecho

Algo Satisfecho

Muy Satisfecho

NO SABE/NO TIENE OPINION

REHUSA

Q4A

Disponibilidad del personal en el parque

Q4b

Disponibilidad de comida y proveedores de servicio de ventas

Q4c

Disponibilidad de un centro de informacion para el visitante al parque

Q4d

Disponibilidad de exhibiciones bajo techo acerca de la naturaleza e historia cultural del parque

Q4e

Disponibilidad de exhibiciones al aire libre acerca de la naturaleza e historia cultural del parque

Q4f

Disponibilidad de programas públicos del parque

Q4g

Disponibilidad de eventos especiales

Q4h

Su experiencia acerca de la seguridad al público y/o seguridad personal en el parque

Q4i

Disponibilidad de información del parque, folletos y mapas

Q5

A continuación, Le voy a leer una lista de asuntos que en algunas ocasiones preocupan al visitante. Por favor indique si alguno de sus intereses No fue problema, un Poco de problema, un Problema Moderado, o un Problema Serio en el lugar que usted visitó

Ningun Problema

Problema Leve

Problema Moderado

Problema Serio

NO SABE/NO TIENE OPINION

REHUSA

Q5A

Perros sin Correa

Q5b

Demasiados visitantes en los miradores

Q5c

Numero de visitantes encontrados por el camino

Q5d

Erosión fuera de los caminos

Q5e

Carencia de información acerca de los hábitats frágiles de la flora y fauna del parque

Q5f

Conflicto de caminos entre diferente tipos de usuarios

Q5G

Carencia de transporte a los lugares

Q5H

Estacionamiento limitado cerca del lugar

Q5j

Ruido causado por los visitantes

Q5k

Tiempo de espera para usar los sanitarios

Q5l

Tiempo de espera para el transporte público en el parque

Q5m

Basura en el parque

Q6

¿Cual fue la información mas importante que usted aprendió de [THIS NPS SITE] durante su reciente visita?

ESPECIFIQUE

YO NO APRENDI NADA

NO SABE

NO APLICA

REHUSA CONTESTAR

Q7

¿Visitaria usted [THE NATIONAL PARK SITE WHERE SURVEY OCURRED] otra vez?

SI (IR A Q7a)

NO (IR A Q7A)

NO SABE

REHUSA

Q7a

¿Porquè o porque no?

ESPECIFIQUE

TRANSICION1

Deseamos que su acercamiento con los parques continúe creciendo en los próximos años. Nos gustaria saber acerca de como su experiencia en [SITE WHERE INTERCEPT SURVEY OCCUURED] podria mejorar. Con ese fin, quisièramos conocer sus ideas de como mejorar [SITE WHERE INTERCEPT SURVEY OCCURRED] en el futuro.

Q8

¿Hay algunas cualidades especiales de (THIS NATIONAL PARK SITE) que lo hace importante para usted?

SI (IR a Q8a)

NO

NO SABE

REHUSA CONTESTAR

Q8a

¿Cuales son estas cualidades especiales?

ESPECIFIQUE

Q9

Por favor, nombre cinco servicios o mejoramientos de las instalaciones del parque que motivarían más su visita a (SITE NAME)

ESPECIFIQUE

ESPECIFIQUE

ESPECIFIQUE

NADA, ME GUSTA ASI COMO ESTA

NO SE/NO PODRIA DECIR

REHUSA

Q10

En una visita futura a (THE NP SITE) ¿que clase de servicios o programas les gustaria a usted y a su grupo tener disponibles? Le leeré 9 servicios y por favor indique si usted esta o no interesado en algun programa o actividad.

SI

NO

NO LE INTERESA

NO SABE

NO APLICA

REHUSA

Q10a

Programas para niños o adolescentes

Q10b

Actividades para familias (p.ej. explorar charcos que deja la marea, aventura en la naturaleza, programas de voluntariado para todas las edades.)

Q10c

Programas al aire libre por las tardes (p.ej. fogatas, programas nocturnos para observar el cielo)

Q10d

Programas bajo techo por las tardes (p.ej. artes escénicas, clases, exhibiciones)

Q10e

Eventos Especiales/Festivales/Conciertos al Aire Libre

Q10f

Recorridos históricos

Q10g

Caminatas por la naturaleza

Q10h

Clinicas de deporte y mejoramiento físico

Q10i

Clases de arte y fotografía

Q11

En una visita futura a (THIS NATIONAL PARK SITE), ¿cuál de las siguientes instalaciones o servicios le gustaría tener?

LE GUSTARIA

NO LE GUSTARIA

NO SABE

REHUSA

NO LE INTERESA SABER MAS ACERCA DEL PARQUE

Q11a

Centros de información/visita

Q11b

Exhibiciones al aire libre/kioscos

Q11c

Información Digital (e.g., kioscos electrónicos en el lugar, lugar para bajar archivos pda o mp3)

Q11d

Guardabosques/ Platicas con el Personal o Caminatas

Q11e

Paseos autoguiados

Q11f

Programas de (SITE NAME) proporcionadas en mi comunidad o vecindario

Q11g

Audio Personal/Guias de Video

Q12

¿De dónde obtiene principalmente la información cuando usted escoge actividades de recreación o actividades de ocio o eventos para participar?

ESPECIFIQUE

ESPECIFIQUE

ESPECIFIQUE

NO SABE
NO APLICA
REHUSA

TRANSITION2

(PARK SITE WHERE INTERCEPT OCCURRED) está en medio de transformación y hay muchas oportunidades para usted para desarrollar un papel activo en formar el futuro o aprender más acerca del parque. Yo le voy a leer una lista corta de maneras que usted pudiera involucrarse. Por favor conteste Si o No para estas tres maneras de involucrarse más.

Q13

¿Estaría usted interesado en

SI
NO
NO SABE/SIN OPINION
REHUSA

Q13a

¿Asistir a una reunion pública o a un taller para formar el futuro del parque?

Q13b

¿Ofrecerse como voluntario en los parques?

Q13c

¿Obtener más Información acerca de los eventos y actividades en el parque?

Q14a

Antes de esta visita, estaba enterado usted y su grupo de que (NPS SITE WHERE INTERCEPT OCCURRED) es administrado por el Servicio de Parques Nacionales (NPS)

SI
NO
NO ESTA SEGURO
REHUSA

Q14b

¿Antes de su visita, había oído hablar del Fideicomiso del Presidio?

SI
NO
NO ESTA SEGURO
REHUSA

Q15

La Conservación de Los Parques Nacionales del Golden Gate (Conservación del Parque) es una organización sin fines de lucro que ayuda a los parques proporcionando programas, participación de la comunidad y ayuda para la recaudación de fondos. ¿Está usted interesado en aprender más acerca de la conservación de los parques?

SI
NO
NO SABE/SIN OPINION
REHUSA

Q16
¿Hay algo más que a usted le gustaría decirnos acerca de su más reciente visita a (PARK SITE)?

ESPECIFIQUE

CLOSING

Estas son todas las preguntas que tengo. Muchas gracias por tomar el tiempo en completar esta encuesta. Su tiempo es valioso y agradecemos su ayuda. Esperamos que continúe visitando los parques y participe en esfuerzo para hacer (PARK SITE) un parque que nos recibe bien y nos atrae, y que continúe inspirando muchas generaciones por venir.

Appendix E: Sample Log

File Name	Date Received	Date Loaded	Total Cases	Cases with Phone	Cases Loaded	Spanish	Chinese	Other	Long Distance	Intl	Comments
Contact Card Data 07-23-08C.xls	7/24/2008	7/28/2008	13	12	11	0	0	0	3	0	Some cases were shifted over a field, resulting in the telephone # in wrong field; DuplID problem (1)
Contact Card Data 07-24-08.xls	7/25/2008	7/29/2008	16	14	14	0	1	0	1	0	Over half cases were shifted over a field, resulting in the telephone # in wrong field
Contact Card Data 07-25-08.xls	7/26/2008										Data from this file was corrected and incorporated into Contact Card Data 07-26-08.xls
Contact Card Data 07-26-08.xls	7/27/2008	7/29/2008	67	58	58	1	2	1	14	4	Germany, Canada, Peru; DuplID problem (3); Missing ID prob (1)
Contact Card Data 07-27-08.xls	7/28/2008	7/29/2008	40	39	38	0	1	0	6	1	France
Contact Card Data 07-29-08.xls	7/30/2008	7/30/2008	17	16	16	0	0	0	4	2	France
Contact Card Data 07-28-08.xls	7/30/2008	7/30/2008	25	23	23	0	0	3	8	0	
Contact Card Data 08-04-08.xls	8/5/2008	8/6/2008	16	13	13	0	0	1	5	0	
Contact Card Data 08-05-08.xls	8/6/2008	8/6/2008	7	7	7	1	0	0	1	1	
Contact Card Data 08-07-08.xls	8/8/2008	8/8/2008	40	38	38	1	0	0	18	5	Switzerland, UK (2), ? (Italy?), Spain
Contact Card Data 08-08-08.xls	8/11/2008	8/11/2008	33	33	33	0	0	3	5	4	Luxembourg, France (2), ?
Contact Card Data 08-09-08.xls	8/11/2008	8/11/2008	47	45	45	0	0	0	13	2	Italy, France
Contact Card Data 08-10-08.xls	8/11/2008	8/11/2008	78	77	76	0	0	0	18	7	Hungary, UK (3), Romania, ? (2); 1 case pulled for no name
Contact Card Data 08-12-08.xls	8/13/2008	8/13/2008	28	28	28	0	0	0	6	2	? (2)
Contact Card Data 08-13-08.xls	8/14/2008	8/14/2008	73	70	70	1	0	0	11	4	Spain, France, Ireland, UK
Contact Card Data 08-15-08.xls	8/18/2008	8/18/2008	25	23	23	0	0	0	8	0	
Contact Card Data 08-16-08.xls	8/18/2008	8/18/2008	72	70	70	0	0	0	16	1	Argentina
Contact Card Data 08-17-08.xls	8/18/2008	8/19/2008	35	35	35	0	0	0	8	1	?
Contact Card Data 08-18-08.xls	8/19/2008	8/25/2008	94	94	94	0	0	0	25	2	Belgium, Canda
Contact Card Data 08-19-08.xls	8/19/2008	8/25/2008	13	13	13	1	0	0	0	11	France, UK, Guyana, Spain, Greece, New Zealand, Germany, Denmark, Netherlands; rec'd w/8/17 file & forgot to load 2nd file
Contact Card Data 08-21-08.xls	8/25/2008	8/25/2008	23	23	23	0	0	0	4	0	
Contact Card Data 08-22-08.xls	8/25/2008	8/25/2008	23	23	23	1	0	0	5	3	Spain, Canada, France
Contact Card Data 08-23-08 - sent.xls	8/26/2008	8/27/2008	89	89	89	0	0	0	27	4	UK (2), Canada, Australia
Contact Card Data 08-24-08 - sent.xls	8/27/2008	8/27/2008	61	61	61	0	0	0	16	5	Netherlands, Hong Kong, Germany, Spain, Sweden
Contact Card Data 08-25-08 - sent.xls	8/27/2008	8/27/2008	70	70	70	0	0	0	17	2	UK, New Zealand
Contact Card Data 08-25-08 (2).xls	8/27/2008	8/27/2008	2	2	2	0	1	0	0	0	China
Contact Card Data 08-29-08.xls	9/2/2008	9/3/2008	32	32	32	0	0	0	7	0	
Contact Card Data 08-30-08.xls	9/2/2008	9/3/2008	77	77	77	0	0	0	15	3	Italy, Australia, England
Contact Card Data 08-31-08.xls	9/2/2008	9/3/2008	78	78	77	0	0	0	25	1	UK
Contact Card Data 09-02-08.xls	9/5/2008	9/5/2008	92	92	92	0	0	0	26	1	UK
Contact Card Data 09-03-08 - sent.xls	9/8/2008	9/8/2008	40	40	40	0	0	0	7	2	Canada, Ireland
Contact Card Data 09-05-08 - sent.xls	9/8/2008	9/8/2008	50	50	50	0	0	0	11	0	

Appendix F: PRI Request to Purchase International Calling Cards

INTEROFFICE MEMORANDUM

TO: EMILYN SHEFFIELD, PARKS CONSERVANCY
FROM: MONIQUE NAKAGAWA, RESEARCH ASSOCIATE, PRI
SUBJECT: REQUEST TO PURCHASE INTERNATIONAL CALLING CARDS FOR GOLDEN GATE NATIONAL PARKS FOLLOW UP VISITOR USE SURVEY PROJECT
DATE: 6/13/2011
CC: JOHN ROGERS, PRI; JENNIFER URRUTIA, PRI

Public Research Institute (PRI) requests approval to purchase international calling cards for the purpose of dialing international telephone sample for the Golden Gate National Parks Follow Up Visitor Use Survey (“Survey”) project.

PROBLEM

Currently, international numbers comprise approximately 5 percent of the telephone sample for the survey. International dialing, however, is restricted from the telephone lines in our survey laboratory.

BACKGROUND

The Golden Gate National Parks Conservancy (“Client”) has contracted with PRI to conduct a telephone follow up survey with visitors to the Golden Gate National Recreation Area (GGNRA). This survey is a follow up to an intercept survey being conducted by a separate contractor on site at the GGNRA. Initial contact for the follow up survey is to take place within 3 to 5 days after completion of the intercept survey. Data collection on the project began on July 28, 2008, and is expected to be completed on September 30, 2008. The desired number of completed surveys is 1,200, with a target response rate of 65 percent.

When developing the scope of work and budget for the project, both the Client and PRI expected a nominal number of international sample. We had assumed that international visitors would decline to participate in a follow-up telephone survey because of perceived logistical difficulties, such as being contacted within a 3 to 5 day window, being accessible by telephone while on vacation, and perhaps being disinvested in a foreign locale.

To our surprise, we have received a greater number of international phone numbers than we expected. International numbers comprise approximately 5 percent of the total telephone sample to date. The countries range from France to New Zealand to Peru. Additionally, a small portion of the numbers appear to be foreign cell phone numbers belonging to foreign nationals living in the Bay Area.

PROPOSAL

PRI proposes to purchase international calling cards for the purpose of dialing international

telephone sample. The calling cards will allow us to dial international numbers without having to lift the international restriction currently in place on the laboratory telephone lines.

We propose the following protocol to control the use of the calling cards:

1. The calling cards will be kept in a locked drawer to which only the CATI Lab Manager has access.
2. The calling cards may only be used on calls placed in the CATI Lab.
3. Interviewers using the calling cards will be required to log the time, date, and duration of the calls.
4. Senior project staff (e.g. Project Manager, CATI Lab Manager) will check the interviewer call log against the CATI system call log to verify that the calling cards have been used in an authorized manner only.

ALTERNATIVES

We have identified 3 alternative methods: lifting the international call restriction, calling from an unrestricted line, and not calling.

1. Lift the international call restriction.

In this alternative, PRI will contact campus telecom to lift the international call restriction from the telephone laboratory telephone lines. We do not believe this alternative is feasible because of the laboratory's extremely infrequent need to call internationally, the time required to remove the restriction given the September 30 end of data collection, the need to develop protocols and additional supervision to ensure authorized dialing in the laboratory, and the relatively high campus rate for international calls.

2. Call from an unrestricted telephone line.

In this alternative, interviewers would dial from the PRI Executive Director's office, which we believe has an unrestricted telephone line. We do not believe this alternative is feasible because of the relatively high campus rate for international calls, the need to access the office at irregular hours due to time zone differences, and the need to access the Executive Director's computer in order to administer the CATI survey.

3. Do nothing.

The final alternative is not to call the international numbers. This alternative is not preferred because the GGNRA is an international attraction, and therefore the input of international visitors to the visitor survey is valued.

Appendix G: Final Sample Disposition

Current Sample Disposition
Golden Gate National Parks Follow Up Visitor Use Survey
All Respondents

Dates Interviews Conducted: 7/28/2008 - 10/3/2008
Complete Telephone Interviews: 824
Response Rate (AAPOR RR1): 62.2%
Cooperation Rate (COOP3): 75.1%
Maximum Attempts per Number to Date: 30
Current Interview Length: 22.4 min.

Outcome		Freq.	% Of Sample	Cum. %
Eligible for Survey	% Of Eligible			
Total Completes	60.7	824	49.0	49.0
Crissy Field	23.1	313	18.6	
Presidio	14.7	200	11.9	
Ocean Beach	22.9	311	18.5	
Unknown	-	0	-	
Initial / Soft Refusal	1.2	16	1.0	49.9
Total Hard Refusal / Do not call	13.9	189	11.2	61.1
Completed Refusal Questions	5.1	69	4.1	
Refused Refusal Questions	8.8	120	7.1	
Refusal Questions Not Asked	-	0	-	
Incomplete Interview/Callback	5.0	68	4.0	65.2
Language/Comprehension Problem	0.8	11	0.7	65.8
Answering Machine/Busy	18.3	249	14.8	80.6
Total Eligible	100.0	1357	80.6	
Eligibility Unknown	% Of Unknown			
No Answer	63.6	28	1.7	82.3
Busy	31.8	14	0.8	83.1
Not Attempted	4.5	2	0.1	83.2
Total Eligibility Unknown	100.0	44	2.6	
Ineligible for Survey	% Of Ineligible			
Total Loaded	87.6	247	14.7	97.9
International mobile number	8.9	25	1.5	
Wrong Number	37.2	105	6.2	
Fax Line	3.5	10	0.6	
Disconnected	35.8	101	6.0	
Already Completed Interview	1.8	5	0.3	
Did not qualify	0.4	1	0.1	
Total Not Loaded	12.4	35	2.1	100.0
None or incomplete name or telephone	12.4	35	2.1	
Total Ineligible	100.0	282	16.8	
Total Sample Loaded		1648	97.9	
Total Sample		1683	100.0	

Total Completes 824
Total Refusals 205
Refusal % 15.1%

Appendix H: Comparison of Phase 1 and Phase 2 Demographics

Education * Phase 1 and Phase 2 Completes

Level of Attainment	Percent of Phase 1	Percent of Phase 2
Less than high school	0.6	0.3
High school grad/GED	4.7	3.1
Vocational/trade school	1.0	0.7
Some college, no diploma	7.9	8.7
Two year college degree	5.8	5.9
Four year college degree	37.9	38.8
Graduate or professional degree	40.9	41.5
Prefer not to answer	1.2	1.1
Total	100.0	100.0

Latin, Hispanic or Spanish * Phase 1 and Phase 2 Completes

Latin, Hispanic, Spanish	Percent of Phase 1	Percent of Phase 2
No	92.5	92.7
Yes	7.5	7.3
Total	100.0	100.0

Race is Native American* Phase 1 and Phase 2 Completes

Native American	Percent of Phase 1	Percent of Phase 2
No	97.9	97.9
Yes	2.1	2.1
Total	100.0	100.0

Race is Asian * Phase 1 and Phase 2 Completes

Asian	Percent of Phase 1	Percent of Phase 2
No	88.8	90.2
Yes	11.2	9.8
Total	100.0	100.0

Race is Black/African American * Phase 1 and Phase 2 Completes

Black/African American	Percent of Phase 1	Percent of Phase 2
No	97.9	2.1
Yes	97.9	2.1
Total	100.0	100.0

Race is White * Phase 1 and Phase 2 Completes

White	Percent of Phase 1	Percent of Phase 2
No	26.4	26.6
Yes	73.6	73.4
Total	100.0	100.0

Race is Native Hawaiian/Pacific Islander* Phase 1 and Phase 2 Completes

Native Hawaiian/Pacific Islander	Percent of Phase 1	Percent of Phase 2
No	98.5	97.9
Yes	1.5	2.1
Total	100.0	100.0

Gender * Phase 1 and Phase 2 Completes

Gender	Percent of Phase 1	Percent of Phase 2
Male	52.8	49.7
Female	47.2	50.3
Total	100.0	100.0

Bay Area Resident* Phase 1 and Phase 2 Completes

Bay Area Resident	Percent of Phase 1	Percent of Phase 2
No	36.2	31.4
Yes	63.8	68.6
Total	100.0	100.0