



Social Science Program
National Park Service
U.S. Department of the Interior

Visitor Services Project

San Francisco Maritime National Historical Park Visitor Study



OMB Approval #1024-0224 (NPS #05-024)
Expiration Date: 11/30/2005



United States Department of the Interior

NATIONAL PARK SERVICE
San Francisco Maritime National Historical Park
Building E, Fort Mason Center
San Francisco, CA 94123

IN REPLY REFER TO:

May 2005

Dear Visitor:

Thank you for participating in this important study. We want to learn about the expectations, opinions, and interests of visitors to San Francisco Maritime National Historical Park. This information will help us improve our management of this site and better serve you, the visitor.

This questionnaire will be given to only a few visitors, so your participation is very important! It should only take a few minutes after your visit to complete.

When your visit is over, please complete the questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Coordinator, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

Kate Richardson
Superintendent

DIRECTIONS

One member of your group, at least 16 years of age, should complete the questionnaire. It should take about 20 minutes. When you have completed the questionnaire, please seal it with the stickers provided and drop it in any U.S. mailbox. We appreciate your help.

PRIVACY ACT and PAPERWORK REDUCTION ACT statement: 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. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to the Information Collection Clearance Officer, WASO Administrative Program Center, National Park Service, 1849 C Street, N.W., Washington, D.C. 20240.

Please go on to the next page →

Your Visit To San Francisco Maritime National Historical Park

1. a) Prior to this visit, how did you and your group obtain information about San Francisco Maritime National Historical Park (NHP)? Please check () **all** that apply.

- _____ Obtained no information prior to visit → **Go on to Question 2**
- _____ Previous visits
- _____ Friends/relatives/word of mouth
- _____ Walking/driving by/saw signs
- _____ Travel guides/tour books
- _____ Maps/brochures/calendar of events
- _____ Brochure at airport
- _____ Videos/television/radio programs
- _____ Newspaper/magazine articles
- _____ Telephone/email/written inquiry to park
- _____ Park website (www.nps.gov/safr/)
- _____ Other websites
- _____ Other National Park Service site
- _____ Other tourist site
- _____ Chamber of Commerce
- _____ Member of association that supports parks (such as National Park Foundation, San Francisco Maritime National Park Association, Golden Gate National Park Conservancy, Friends of the San Francisco Maritime Museum Library, Council of American Maritime Museums, etc.)
- _____ School program
- _____ Other (Please specify: _____)

- b) From the sources checked above, did you and your group receive the type of information about the park that you needed?

_____ No _____ Yes _____ Not sure

↓ ↓ ↓

Go on to Question 2

- c) If NO, what type of park information did you and your group need that was not available? Please be specific.

2. Prior to this visit, were you and your group aware of San Francisco Maritime NHP?

_____ Yes _____ No

3. a) Prior to this visit, did you and your group know that this park is a unit of the National Park System?

_____ No _____ Yes → **Go on to Question 4**



b) If NO, when did you find out? _____

4. On this visit, what was the primary reason that you and your group visited the Fisherman's Wharf **area** (within 1/2-mile)? Please check (✓) **only one**.

_____ Resident of local area (within 1/2-mile) → **Go on to Question 5**

_____ Visit San Francisco Maritime NHP

_____ Visit other attractions in the area

_____ Visit friends/relatives in the area

_____ Business

_____ Other (Please specify: _____)

5. On this visit, what were the reasons that you and your group visited San Francisco Maritime NHP? Please check (✓) **all** that apply.

_____ Learn about maritime history

_____ Learn about history (other than maritime)

_____ Go on board historic ships

_____ Found it by chance

_____ Recommended by friends/relatives

_____ Participate in a park program (such as ship tour, demonstration, pier walk)

_____ Visit a National Park Service site

_____ Other (Please specify: _____)

Please go on to the next page →

6. On this visit, what forms of transportation did you and your group use to arrive at San Francisco Maritime NHP? Please check () **all** that apply.

☐ Cable car	☐ Rental vehicle
☐ City bus	☐ Taxi
☐ Commercial tour bus	☐ Walk
☐ Historic street car	☐ Bicycle
☐ Private vehicle (car, SUV, pickup, RV, motorcycle, etc.)	
☐ Other (Please specify: _____)	



7. a) On this visit to San Francisco, what sites or attractions did you and your group visit **before** visiting the park? Please check () **all** that apply.

b) On this visit to San Francisco what sites or attractions did you and your group visit **after** visiting the park? Please check () **all** that apply.

a) Before visiting park () _____ b) After visiting park () _____

☐ Pier 39	☐
☐ Alcatraz	☐
☐ Submarine <i>Pampanito</i>	☐
☐ Liberty Ship <i>Jeremiah O'Brien</i>	☐
☐ Golden Gate National Recreation Area	☐
☐ Other national park areas	☐
☐ Other San Francisco museums	☐
☐ Other (Please specify: _____)	☐

8. On this visit to San Francisco Maritime NHP, what activities did you and your group participate in? Use the map on the previous page to help locate where you did activities. Please check () **all** that apply for each location.

Hyde Street Pier

- _____ Visit historic ships (e.g. *Hercules*, *Balclutha*, *Eureka*, *C.A. Thayer*, *Lewis Ark*)
- _____ Observe boat building at Small Boat Shop
- _____ Observe ship preservation crew at work
- _____ Participate in ranger or volunteer-led programs
- _____ Purchase items at Maritime Store
- _____ Take photographs
- _____ Other (Please specify: _____)

Maritime Museum

- _____ Visit first floor—Main Lobby, Steamship Room
- _____ Visit second floor—Maritime exhibits
- _____ Visit third floor—Communications at Sea exhibit
- _____ Watch video (*Frolic* on 1st floor, *Historic Ferries* on 2nd floor)
- _____ Take virtual reality tour on computer (at kiosk)
- _____ Other (Please specify: _____)

Visitor Center

- _____ Obtain information from Information desk staff
- _____ View small boat exhibits
- _____ View exhibits (other than small boat exhibits)
- _____ Take virtual reality tour on computer (at kiosk)
- _____ Other (Please specify: _____)

Library/Research Facility (Building E)

- _____ Use library resources
- _____ Other (Please specify: _____)

Please go on to the next page →

9. On this visit, how much time did you and your group spend at the following sites? Please list partial hours as 1/4, 1/2, or 3/4. If you did not visit any of these sites, please check () the column on the right.

Visitor Center	_____	Number of hours	_____	Did not visit
Hyde Street Pier	_____	Number of hours	_____	Did not visit
On board historic ships	_____	Number of hours	_____	Did not visit
Maritime Museum	_____	Number of hours	_____	Did not visit
Library/Research Facility (Bldg. E)	_____	Number of hours	_____	Did not visit
Aquatic Park Historic District	_____	Number of hours	_____	Did not visit

10. a) On this visit, how long did you and your group stay at San Francisco Maritime NHP?

_____ Number of hours (Please list partial hours as 1/4, 1/2, or 3/4.)

- b) On this visit, did you visit San Francisco Maritime NHP on more than one day?

_____ Yes _____ No → **Go on to Question 11**



- c) If YES, on how many days did you visit? _____ Number of days
(Please list partial days as 1/4, 1/2, or 3/4.)

11. a) Did you and your group go on board the historic ships?

_____ No _____ Yes → **Go on to Question 11c**



- b) If NO, why didn't you and your group go on board the historic ships?

_____ → **Go on to Question 12**

- c) If you and your group went on board the historic ships, did they meet your expectations?

_____ No _____ Yes → **Go on to Question 12**



- d) If NO, what could be done to better meet your expectations?

12. a) Are you a local resident of the Fisherman's Wharf area (live within 1/2-mile)?

_____ Yes _____ No → **Go on to Question 13**



- b) If YES, what would make you visit the park more often? _____

13. a) On this visit, did you and your group stay overnight **away from home** within 50 miles of Fisherman's Wharf ?

_____ Yes _____ No → **Go on to Question 14**



- b) Please list the number of nights you and your group stayed in the Fisherman's Wharf area.

_____ Number of nights in Fisherman's Wharf area (within 1/2-mile)

- c) Please list the number of nights you and your group stayed outside of Fisherman's Wharf area.

_____ Number of nights outside Fisherman's Wharf **area** (within 50 miles)

- d) In what type of lodging did you and your group spend the night(s) in the Fisherman's Wharf area (within 1/2-mile)? Please check () **all** that apply.

- e) If you stayed outside the Fisherman's Wharf area (within 50 miles), in what type of lodging did you and your group spend the night(s)? Please check () **all** that apply.

d) **In** Fisherman's
Wharf area ()

e) **Outside** Fisherman's
Wharf area ()

_____ Hotel, motel, rented condo/home, B&B, etc.

_____ Campground (with car or RV)

_____ Personal seasonal residence

_____ Residence of friends or relatives

_____ Hostel

_____ Other (Please specify: _____)

14. On this visit to San Francisco Maritime NHP, please indicate how the following elements may have affected your park experience. Please check () **only one** for each element.

Affect your park experience?	Detracted from	No effect	Added to	Did not experience
Litter	_____	_____	_____	_____
Crowds	_____	_____	_____	_____
Noise—e.g. buses, street musicians, etc.	_____	_____	_____	_____
Skateboarding by others	_____	_____	_____	_____
Homeless people	_____	_____	_____	_____
Graffiti—e.g. in restrooms, on bleacher walls, etc.	_____	_____	_____	_____
Parking availability	_____	_____	_____	_____
Other (Specify: _____)	_____	_____	_____	_____

Please go on to the next page →

15. a) Please check () **all** of the services/facilities that you and your group used during this visit to San Francisco Maritime NHP.

b) Next, for only those services/facilities that you and your group used, please rate their importance from 1-5.

c) Finally, for only those services/facilities that you and your group used, please rate their quality from 1-5.

a) Used service/facility?	b) If used, how important? 1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
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Check () _____

_____ Park brochure/map	_____	_____
_____ Ranger-led or volunteer-led tours/ programs	_____	_____
_____ Assistance from park staff	_____	_____
_____ Information from information desk staff	_____	_____
_____ Information from fee booth staff	_____	_____
_____ Maritime Store sales items	_____	_____
_____ Educational signs	_____	_____
_____ Museum exhibits	_____	_____
_____ Interactive exhibits (film, music)	_____	_____
_____ Directional signs (in park)	_____	_____
_____ Directional signs (in San Francisco)	_____	_____
_____ Historic ships	_____	_____
_____ Small boat shop	_____	_____
_____ Park website (www.nps.gov/safr) used before or during visit	_____	_____

16. On this visit, how many people were in your personal group, including yourself?

_____ Number of people

17. On this visit, what kind of personal group (not guided tour/school group) were you with? Please check () **only one**.

☐ Alone
 ☐ Family
☐ Friends
 ☐ Family and friends
☐ Other (Please specify: _____)

18. On this visit were you and your personal group with the following groups?

a) Guided tour ☐ Yes ☐ No
 b) Educational group ☐ Yes ☐ No
 c) Day care/Day camp ☐ Yes ☐ No

19. For you and your group, please indicate:

	Gender M=male F=female	Current age	U.S. Zip Code or name of country other than U.S.	Number of visits made to this park (including this visit) past 12 months lifetime	
Yourself	_____	_____	_____	_____	_____
Member #2	_____	_____	_____	_____	_____
Member #3	_____	_____	_____	_____	_____
Member #4	_____	_____	_____	_____	_____
Member #5	_____	_____	_____	_____	_____
Member #6	_____	_____	_____	_____	_____
Member #7	_____	_____	_____	_____	_____

20. a) For you only, are you Spanish, Hispanic, or Latino?

☐ Yes ☐ No

b) For you only, which of these categories best indicates your race? Please check () **all** that apply.

☐ American Indian or Alaska Native
☐ Asian
☐ Black or African American
☐ Native Hawaiian or other Pacific Islander
☐ White

Please go on to the next page →

21. a) What is the **one** language you and/or members of your group prefer to speak and read?

- b) What services in the park would you like to have provided in languages other than English?

22. a) Does anyone in your group have any disabilities/impairments that affected their visit to San Francisco Maritime NHP?

_____ Yes _____ No → **Go on to Question 23**



- b) If YES, what kind of disability/impairment? Please check () **all** that apply.

_____ Hearing _____ Mobility

_____ Learning _____ Visual

_____ Mental _____ Other (Specify: _____)

- c) Because of the disability/impairment, did you and your group encounter any access and/or service problems during this visit to San Francisco Maritime NHP?

_____ Yes _____ No → **Go on to Question 23**



- d) If YES, what were the problems?

23. For you and each of the members (age 16 or over) in your group on this visit, please indicate the highest level of education completed. Please check () **only one** for each person.

Highest level of education

	Some high school	High school diploma/GED	Some college	Bachelor's degree	Graduate degree
Yourself	_____	_____	_____	_____	_____
Member #2	_____	_____	_____	_____	_____
Member #3	_____	_____	_____	_____	_____
Member #4	_____	_____	_____	_____	_____
Member #5	_____	_____	_____	_____	_____
Member #6	_____	_____	_____	_____	_____
Member #7	_____	_____	_____	_____	_____

24. An entrance fee is charged to visit the historic ships at San Francisco Maritime NHP. The funds collected remain at the park to be used to pay for such services as educational programs and historic ship preservation.

a) The current fee is \$5/adult which is valid for 7 days. In your opinion, how appropriate is this amount? Please circle **only one**.

Too low About right Too high Don't know/No opinion

b) On this visit, how would you and your group rate the value for the entrance fee you paid. Please circle **only one**.

Very poor Poor Average Good Very good

25. a) Did you encounter any safety issues during your visit to San Francisco Maritime NHP?

_____ Yes _____ No

b) On the scale below, please indicate from 1 to 5 how safe you and your group felt during this visit to San Francisco Maritime NHP? Please circle **only one**.

Very unsafe	Somewhat unsafe	Neither safe nor unsafe	Somewhat safe	Very safe
1	2	3	4	5

c) If you rated safety as 1 or 2, please explain. _____

26. On a future visit, what subjects would you and your group prefer to learn about at San Francisco Maritime NHP? Please check () **all** that apply.

_____ Not interested in learning → **Go on to Question 27**

_____ San Francisco Bay natural history/ecology

_____ Shipwright/small boat building

_____ Ships preservation/technology

_____ Art/architecture of Aquatic Park

_____ Maritime arts and music

_____ Maritime communities and cultures

_____ Conservation/national parks and environmental stewardship

_____ Other (Please specify: _____)

Please go on to the next page →

27. On a future visit, how would you and your group prefer to learn about San Francisco Maritime NHP? Please check () **all** that apply.

_____ Not interested in learning about park → **Go on to Question 28**

_____ Visitor contact stations

_____ Indoor exhibits

_____ Outdoor exhibits

_____ Audiovisual programs (video, movie, etc.)

_____ Printed materials (brochures, books, maps, etc.)

_____ Park website

_____ Interactive computer programs

_____ Self-guided tours

_____ Ranger-led activities

_____ Environmental education programs

_____ Junior Ranger program

_____ Children's programs (other than Junior Ranger program)

_____ Volunteer opportunities

_____ Other (Please specify: _____)

28. On a future visit, what commercial services, that are not currently provided, would you like to have available at San Francisco Maritime NHP? Please check () **all** that apply.

_____ Food service on Hyde Street Pier

_____ Small boat rental (boat, canoe, kayak, sail boat)

_____ Maritime-related classes or workshops

_____ Concerts/theatre

_____ Other (Please specify: _____)

29. a) What was the most important information you learned during this visit to San Francisco Maritime NHP?

b) How (from what source) did you learn it? _____

30. a) What did you and your group like **most** about your visit to San Francisco Maritime NHP?

- b) What did you and your group like **least** about your visit to San Francisco Maritime NHP?

31. If you were a manager planning for the future of San Francisco Maritime NHP, what would you propose? Please include any comments about visitor services and please be specific.

32. Is there anything else you would like to tell us about your visit to San Francisco Maritime NHP?

33. Overall, how would you and your group rate the quality of facilities, services, and recreational opportunities at San Francisco Maritime NHP during this trip? Please circle **only one**.

Very poor Poor Average Good Very good

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.

OFFICIAL BUSINESS

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