



"Mansfield, Carol A."
<carolm@rti.org>
02/19/2008 07:06 AM EST

To <Sandra_Hamilton@nps.gov>
cc <Bruce_Peacock@nps.gov>, "Poulos, Christine"
<cpoulos@rti.org>, "Clayton, Laurel" <lclayton@rti.org>,
"Fox, Lori" <lfox@louisberger.com>, "Mansfield, Carol A."
bcc

Subject RE: call with econ committee

Hi Sandy,

To do the actual benefit-cost analysis, we don't necessarily need to talk to any businesses. Once we have an estimate of how visitation will change and we have data on how much people spend on different things (lodging, food, equipment rental, souvenirs) we just multiply the change in visitation by spending to get the change in revenue for all the businesses as a group in each sector.

There are really 3 main reasons we talk to business owners. For the small business analysis, if the businesses are willing to answer our questions about revenue and number of employees we will get more accurate data on the size of the business than we can get from publicly available data. In the past, we have usually focused on the businesses that are most likely to be affected and/or are most worried (snowmobile rental shops, for example). In this case, that seems like fishing related stores and lodging. If the proposed alternatives have a big impact on these businesses, then it is probably safe to assume that the alternatives will have a big impact on all the other businesses. And if visitation doesn't change enough to impact fishing and lodging, then it probably won't affect restaurants and souvenirs either.

The second reason is to learn more about visitors, what they like to do and how they might change their behavior. Since ORV users will probably be the most directly affected visitors, talking to the fishing/recreation equipment businesses makes sense. Lodging businesses also seem to know a lot about their customers. I'm not saying restaurants and souvenir shops don't, but I don't think they will tell us more than what we hear from these other businesses.

Which leads to the final reason -- it is time consuming to call the businesses and I don't think we will get a lot of additional information. The restaurants and souvenir shops will still be included in the general write-up of the affected environment, we will estimate the total revenue changes for the business categories, and we will refer to the groups in the small businesses analysis. They won't be excluded.

However, if you decide at any point that it would be a good idea to call more businesses, we can do that.

In terms of analysis by village, we will do as much as our information allows. My plan is to estimate the total costs and benefits for all the affected regions (change in visitation multiplied by per visitor spending and per visitor willingness to pay). I think we will probably try to present results for the Southern part of the island (where CAHA is located) vs. the northern part since the impacts will be much greater in the southern part. We will discuss the number of businesses and, if we can get the data, number of rental houses in each village, village level tax receipts, and other summary information. If the businesses that are most impacted are concentrated in one or two villages, we will

discuss the disproportionate impact.

Let me know if you have other questions or if there is anything you want to talk about before the call this afternoon.

Thanks,
Carol

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-----Original Message-----

From: Sandra_Hamilton@nps.gov [mailto:Sandra_Hamilton@nps.gov]
Sent: Monday, February 18, 2008 9:38 PM
To: Mansfield, Carol A.
Cc: Bruce_Peacock@nps.gov; Mansfield, Carol A.; Poulos, Christine;
Clayton, Laurel; Fox, Lori
Subject: Re: call with econ committee

Thanks, Carol. I had a fantastic trip, and it's harder getting back to this reality than I expected.

I do have a couple questions: 1) what's the rationale for excluding restaurants and souvenir shops?, 2) are you planning to segregate the data and the analysis by village?

Sandy

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"Mansfield, Carol

A."

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To

<Sandra_Hamilton@nps.gov>

02/18/2008 02:14

cc

PM EST

"Mansfield, Carol A."

"Clayton,

<carolm@rti.org>, "Fox, Lori"
<lfox@louisberger.com>,
<Bruce_Peacock@nps.gov>,
Laurel" <lclayton@rti.org>,
"Poulos, Christine"
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Subject

call with econ committee

Hi Sandy,

I hope you had a great trip. It must be hard to switch gears when you have been somewhere so different. I am happy to participate in the call on Tuesday. And I can talk about the business survey. Sorry for the long email, the bottom half is just an update on other things we are working on.

I attached our current draft of the questions for hotels/campgrounds and other lodging that are not rental houses. We will have similar surveys but revised to fit the different business sectors for rental companies and for recreation/sports/fishing equipment businesses. We don't plan to call restaurants, souvenir shops or other businesses like that. I have not decided what we should do with individual home owners (rental homes). Surveying a significant number of non-resident home owners is a bigger undertaking. We can talk about options, but it might be worth waiting until we have a better idea of the alternatives the park is considering and whether the alternatives are significant enough to impact property values or to reduce rental rates to the point where they have to sell their houses. We can also ask the committee members representing these home owners how much information their rental companies would have.

The questions are needed to
1. characterize the businesses by size for the small business impact analysis
2. characterize the current business situation for the baseline/affected environment description
3. gather opinions on possible impacts of the specific management alternatives the park is considering

from the businesses

Hopefully these surveys could be approved under the NPS expedited review at OMB.

If you have a chance to look this over before the call tomorrow, let me know if you have questions or comments.

On other fronts, here are the other things we are working on.

1. Caroline McCormick (Dare County Tourism office) put me in touch with the firm that did their year-long visitor survey (not a random sample, but a lot of observations). I talked to the firm and they are going to give us the responses to the questions by village where the respondents stayed and season. It will be another set of data from a non-random sample to go with the Neal and Vogelsong surveys.

2. I contacted Doug Mumford at the NC Marine Fisheries dept. to find out more about the MRFSS (Marine recreational fishing survey...). He sent me the survey instrument for their intercept surveys. We also found some articles that used this data to estimate the value of a day of fishing. I talked to a prof. at NCSU about using the data to update these older studies and potentially add variables about the sites like whether ORV's are allowed. The MRFSS doesn't have any information about ORV use. I am going to find out how detailed the site location information is and what other information (like species they are catching) might help identify whether the respondent was likely to have used an ORV to get to the site.

3. Christy talked to George Parsons (a prof. at Delaware who has done surveys for Bruce) about his fishing site choice data. He has information on whether ORV's are allowed on the beach in a Texas dataset and might add this information to a mid-Atlantic data set he has. Again, we won't have information on whether the respondent used an ORV, only whether they are allowed on the beach.

Thanks,
Carol

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-----Original Message-----

From: Sandra_Hamilton@nps.gov [mailto:Sandra_Hamilton@nps.gov]
Sent: Friday, February 15, 2008 8:12 PM
To: Mansfield, Carol A.
Subject: call Tues

Hi Carol,

Bruce and I will be on the CAHA reg-neg socio-economic subcommittee call Tues, and the NPS/mediators group on today's call felt it would be helpful if you also participated in Tuesday's call.

I'm forwarding to you an e-mail I just rec'd from Robert asking if you and Bruce could address some of the topics to be discussed Tues, and you'll see that I indicated I'd have to wait until I had a chance to talk to you and Bruce Tues a.m. about it (since Monday is a holiday) before committing either of you. I'll be in Monday a.m. anyway, if you want to give me a call then, or I'll call you Tues a.m.

Hope this makes sense...I haven't re-adjusted to this time zone yet and will be ready to drop in bed in about 20 minutes. Thanks.

Sandy

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(See attached file: Lodging questions 2 18 08.doc)