

From: [Mike Murray](#)
To: [Norah Martinez](#)
Cc: [Darrell Echols](#)
Bcc: [Cyndy Holda](#)
Subject: Re: Visitation Counts - follow-up tasks
Date: 06/20/2008 02:30 PM
Importance: High

Norah,

Thanks for the update. I can understand that breakdowns in equipment occur; however, given the situation with the consent decree, gas prices, smoke from the fire, etc. and any other factors that may significantly affect visitation and the local economy, **the traffic count south of Whalebone Junction is currently the single most important piece of data for us to document accurately and provide to ourselves and to the community in a timely manner.** Under the current circumstances, when many businesses are and will be alleging that a significant decline in revenues is due to the consent decree, accurate and complete documentation of CAHA visitation is far more important than the visitor counts for FORA or WRBR, in part, so that the RTI economist can effectively evaluate cause and effect relative to the visitation impacts of the consent decree.

- Task #1: With the above priority in mind, please come up with a plan to replace the missing Whalebone traffic counter ASAP (e.g., expedite delivery of the one you have ordered; if it is not here soon, relocate a traffic counter from FORA or WRBR where lack of an accurate number is not so critical and where there is other data such as entrance station, VC, bookstore, and/or The Lost Colony data that could help with estimating park visitation). Given that we have three parks to account for, please consider whether we should have an extra counter on hand to cover contingencies such as this in the future.

I understand that the consent decree has increased the workload for many park staff and truly do appreciate Michelle's contributions in tracking the resource orders, payroll and finances for the operation. I also think you have misjudged priorities in allowing her to fall behind in the monthly use statistics for CAHA, considering the importance of visitation to the local economy as described above. In the past few years, we have significantly improved our credibility with the community and key stakeholders in large part by being reliable, doing what we say we are going to do in the time frames we have committed to, and particularly by sharing accurate information in a timely manner. Of all the park staff with increased workloads because of the consent decree, I can think of nobody whose workload and constant demands placed upon them has increased as much as it has for Cyndy and Britta, yet they manage to compile data and prepare fairly complicated and detailed reports for public distribution on a weekly basis. It would be unacceptable if they provided the respective beach access report or resources management report 1-2 weeks late. It is not acceptable for Michelle, or whoever you decide to assign the reports to in the future, to provide a straightforward and important monthly visitation report 1-2 months late, when we know the information is of utmost concern to Carolyn McCormick and others.

- Task #2: From now on, I want Cyndy to be our point of contact to provide the Visitors Bureau with the monthly visitation data, so we can keep track of our reliability in providing it on time. It is still your division's responsibility

to prepare the reports. Please provide updated visitation reports to Cyndy ASAP, and no later than COB on Wednesday, June 25, so she can forward the missing information to the Visitors Bureau and others as soon as possible. If this means that Michelle needs to work some overtime to accomplish it, please have her do so. Also, please establish a reasonable deadline for providing updated monthly reports to Cyndy in the future and let us know what the reasonable time frame is. I will ask Cyndy to put the task of providing her with the information on the Due Date Log as an ongoing monthly assignment for your division so we can track completion of it.

I would appreciate your attention to these issues.

Thank you,

Mike Murray
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▼ [Norah Martinez/CAHA/NPS](#)

**Norah
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To Mike Murray/CAHA/NPS@NPS

cc

06/19/2008 05:36 PM

Subject Visitation Counts

The April/May visitation counts have not been submitted which has been a direct result of the Consent Decree Incident. I assigned Michelle DeMatteo to the incident for the last two months and she has been assisting with alot of the many details of resource orders, time keeping for all on the incident, especially budget tracking of the incident and putting out figures for all the many ELO funding document requests. We will get the visitor stats in and make it a priority for future months. I will move the visitor stats info to the Fee Manager (who arrives next week) especially for the remainder of summer operations so Michelle can continue to help with the many details associated with the Consent Decree Incident, as well as normal operational duties.

In addition, there is no traffic counter at Whale Bone junction. There is one located just south of Whale Bone junction on Hwy 12. The traffic counter is not operating and one has been ordered to replace the

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existing one. As soon as this arrives we will replace the broken counter.

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