

0023678

From: [James Gramann](#)
To: [Mike Murray](#)
Cc: [Sandra Hamilton/DENVER/NPS@NPS](#); [mike.stevens@sol.doi.gov](#); [carolm@rti.org](#); [John_Dennis@nps.gov](#); [Beth_Johnson@nps.gov](#)
Subject: Re: Visitor Survey at CAHA
Date: 06/23/2009 06:29 PM

Jim Gramann, Ph.D.
Visiting Chief Social Scientist
National Park Service
1201 Eye Street, NW (2300)
Washington, DC 20005
202.513.7189

At Texas A&M University:
Dept. of Recreation, Park and Tourism Sciences
2261 TAMU
College Station, TX 77843-2261
979.845.4920

-----Mike Murray/CAHA/NPS wrote: -----

To: Sandra Hamilton/DENVER/NPS@NPS, mike.stevens@sol.doi.gov
From: Mike Murray/CAHA/NPS
Date: 06/23/2009 05:07PM
cc: carolm@rti.org, James Gramann/Partner/NPS@NPS
Subject: Re: Visitor Survey at CAHA

Mike and Sandy,

I am tempted to send the draft message below to Jim Keene and anybody else who requests a copy of the visitor survey from Carol or Jim Grammen. My concerns, as articulated in the draft message, are self-explanatory. The history here has been of stakeholder efforts to encourage preconditioned responses from its constituents (e.g., the "response guide" to the ORV alternatives elements workbook; or the reported efforts to rally ORV users to areas where Vogel song and crew were conducting their "random" surveys on the beach when that study was done in order to up the percentage of ORV advocates likely to be sampled). I'd hate to go through the expense and effort of doing the visitor survey, as well as the business survey, only to have the results invalidated by collusion between stakeholder groups and respondents. Perhaps, a better approach than me contacting Jim or others directly would be to develop a standard "caveat language" (along the same lines as my message, but simplified) that Carol or Jim could

use whenever they provide the survey questions to a requestor.

Any advice on this, or experience with similar situations (sample language, etc.)? My feeling is we need to figure out a way to convey this message consistently to anyone requesting the survey questions and need to do it soon because no doubt the survey questions will be widely distributed to stakeholder mailing lists and posted on stakeholder websites.

Mike Murray
Superintendent
Cape Hatteras NS/ Wright Brothers NMem/ Ft. Raleigh NHS
(w) 252-473-2111, ext. 148
(c) 252-216-5520
fax 252-473-2595

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----- Forwarded by Mike Murray/CAHA/NPS on 06/23/2009 04:51 PM -----

**Mike
Murray/CAHA/NPS**

06/23/2009 03:42
PM

Tojim.keene@ncbba.org
cc"Mansfield, Carol A."
<carolm@rti.org>,
Cyndy_Holda@nps.gov,
Sandra_Hamilton@nps.gov
SubjectRE: Visitor Survey at CAHA

Draft

Jim,

I appreciate your interest in upcoming visitor survey. Hopefully, anyone else who is interested in the survey questions will feel free to contact Carol for a copy as well. As you are aware, based on stakeholder feedback, NPS decided to fund the discretionary step of doing a new visitor survey in the believe that it would provide useful and usable information on which to assess the potential economic impacts of the various ORV management alternatives

In the spirit of candor, I feel the need to speak up and say that I am keenly aware that during some past public comment periods, some of the stakeholder groups developed and made available to their constituents sample comments, form letters, or "response guides" to use in preparing their individual responses (such as for the ORV alternatives options workbook). While such "orchestrated responses" are pretty apparent when we receive them and are not unusual during public comment periods on park planning documents, it hopefully goes without saying that the visitor survey is NOT a public comment period; it is a study based on scientificall designed sampling methods. Any appearance of orchestrated responses to the vistor survey or to the business survey will seriously compromise the integrity of those surveys and render the specific response(s) unusable in the study, and put the RTI and the NPS in the position of having to rely on the best available information. These studies depend upon the individual respondants providing candid, not canned, responses based on their individual experiences and perspectives.

Please understand this is not a concern about you, NCBBA, or any particular person, user group, or stakeholder group. It is a concern, in general, about the importance of


the survey having the opportunity to be a valid assessment of what a random sampling of visitors think.

Thank you for your interest and for your consideration of these concerns.

Mike Murray
Superintendent
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 "Mansfield, Carol A." <carolm@rti.org>

"Mansfield, Carol A." <carolm@rti.org>	To<jim.keene@ncbba.org> cc"Mansfield, Carol A." <carolm@rti.org>, <Sandra_Hamilton@nps.gov>, <Mike_Murray@nps.gov>, <Cyndy_Holda@nps.gov>
06/23/2009 03:11 PM	SubjectRE: Viitor Survey at CAHA

Hi Jim,

I attached a copy of the visitor intercept survey instrument. The actual survey will be an in-person interview and will be programmed onto a handheld computer.

Thank you,
Carol

Carol Mansfield, Ph.D. | Senior Economist | RTI International
Social and Statistical Sciences Division | Hobbs Building, 3040 Cornwallis Road | Durham, NC 27709
P 919-541-8053 | F 919-541-6683 | carolm@rti.org

From: Jim Keene [<mailto:keene9558@charter.net>]
Sent: Tuesday, June 23, 2009 10:01 AM
To: Mansfield, Carol A.
Subject: Viitor Survey at CAHA

Good Morning Carol

Would you please forward a copy of the form/questionnaire used to gather the data for the visitor survey?

I would prefer it to this email address; jim.keene@ncbba.org or keee9558@charter.net

0023681

Thank You,
Jim Keene, President
North Carolina Beach Buggy Association[attachment
"VisitorSurveys_Respondents_final.pdf" deleted by Mike Murray/CAHA/NPS]