



National Park Service
U.S Department of the Interior



Social & Economic Sciences Research Center
Washington State University

Fort Monroe National Monument Visitor Study



**United States Department of the Interior**

NATIONAL PARK SERVICE
Fort Monroe National Monument
41 Bernard Road
Fort Monroe, VA 23651



IN REPLY REFER TO:

Summer 2014

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Fort Monroe National Monument. This information will assist us in our efforts to better manage this park and to serve you.

This questionnaire is only being given to a select number of visitors, so your participation is very important. It should only take about 20 minutes after your visit to complete.

When your visit is over, please complete this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. mailbox.

If you have any questions, please contact Matt Strawn, Study Director, SESRC, Wilson-Short Hall #133, Washington State University, Pullman, WA 99164-4014, 509-335-2350 (phone), matthew.strawn@wsu.edu (email).

We appreciate your help.





Sincerely,

Kirsten Talken-Spaulding
Superintendent

DIRECTIONS

At the end of your visit:

1. Please have the selected individual (at least 16 years old) complete this questionnaire.
2. Answer the questions carefully since each question is different.
3. For questions that use circles (○), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil.

Like this: ● Not like this:    

4. Seal it in the postage-paid envelope provided.
5. Drop it in a U.S. mailbox.

Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services cooperatively managed by Fort Monroe National Monument. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number.

We estimate that it will take about 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Matt Strawn, Study Director, SESRC, Wilson-Short Hall #133, Washington State University, Pullman, WA 99164-4014, 509-335-2350 (phone), matthew.strawn@wsu.edu (email).

Your Visit To Fort Monroe National Monument

NOTE: In this questionnaire, your **personal group** is defined as anyone with whom you are visiting the park, such as a spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as a school, church, scout, or tour group.

1. a) Prior to this visit, how did your personal group obtain information to prepare for your visit to Fort Monroe National Monument (NM)? *Please mark (●) all that apply in column (a).*

Did not obtain information prior to visit → **Go to part (b) of this question**

- b) If you were to visit Fort Monroe NM in the future, which sources of information would your personal group prefer to use to prepare for your visit? *Please mark (●) all that apply in column (b).*

a) This visit	b) Future visit	Source of information
<input type="radio"/>	<input type="radio"/>	Friends/relatives/word of mouth
<input type="radio"/>	<input type="radio"/>	Inquiry to park via phone, mail, or email
<input type="radio"/>	<input type="radio"/>	Fort Monroe NM website: www.nps.gov/fomr
<input type="radio"/>	<input type="radio"/>	Other websites — Which one(s)? _____
<input type="radio"/>	<input type="radio"/>	Local businesses (hotels, motels, restaurants, etc.)
<input type="radio"/>	<input type="radio"/>	Maps/brochures
<input type="radio"/>	<input type="radio"/>	Newspaper/magazine articles
<input type="radio"/>	<input type="radio"/>	Other units of the National Park System (NPS)
<input type="radio"/>	<input type="radio"/>	Previous visits
<input type="radio"/>	<input type="radio"/>	School class/program
<input type="radio"/>	<input type="radio"/>	Social media (e.g., Facebook, Twitter, Constant Contact, etc.)
<input type="radio"/>	<input type="radio"/>	State welcome center/visitors bureau/chamber of commerce
<input type="radio"/>	<input type="radio"/>	Television/radio programs/DVDs
<input type="radio"/>	<input type="radio"/>	Travel guides/tour books (such as AAA, etc.)
<input type="radio"/>	n/a	Other, this visit (<i>Please specify</i>) _____
n/a	<input type="radio"/>	Other, future visit (<i>Please specify</i>) _____

- c) Did your personal group receive the type of information needed to prepare for your visit from the sources above?

No Yes → **Go to Question 2**

d) **If NO**, what type of information did your personal group need that was not available? *Please be specific.*

2. a) On November 1, 2011, President Obama signed a proclamation designating portions of Fort Monroe as a National Monument. Prior to receiving this questionnaire, was anyone in your personal group aware that Fort Monroe NM is a unit of the National Park System?

Yes No

- b) Prior to your visit, was anyone in your personal group aware that Fort Monroe NM is a partnership park with the National Park Service, Commonwealth of Virginia, City of Hampton, Fort Monroe Authority, and United States Army with shared management decisions?

Yes No

3. a) Was every member in your personal group a resident of the Fort Monroe NM **area** (within 30 miles)?

No Yes → **Go to Question 4**

- b) Was visiting Fort Monroe NM the primary reason that non-resident members of your personal group came to the **area** (within 30 miles)?

Yes No

4. a) Please mark (●) **all** mapping devices that your personal group used to arrive at Fort Monroe NM on this visit.

None → **Go to Question 5**

GPS devices

Online mapping tools (Google Maps, Yahoo Maps, MapQuest, etc.)

Printed maps/brochures

Smartphone/tablet (such as an iPad) mapping apps

Other (*Please specify*) _____

- b) Did your personal group have any difficulty locating Fort Monroe NM using the above devices?

Yes No → **Go to Question 5**

- c) **If YES**, what were the problems?
-

5. a) On this visit, did any member of your personal group stay overnight **away from their permanent residence** on the Fort Monroe peninsula or in the area (within 30 miles)?

Yes No → **Go to Question 6**

- b) **If YES**, please list the number of nights your personal group stayed on the Fort Monroe peninsula or in the surrounding **area** (within 30 miles).

Number of nights on Fort Monroe **peninsula** _____

Number of nights in Fort Monroe **area** (within 30 miles) _____

- c & d) In which type(s) of accommodation did your personal group spend the night(s) on the Fort Monroe peninsula and in the area? *Please mark (●) all that apply in columns (c) and (d).*

Accommodation	c) On the peninsula	d) Within 30 miles
Lodge, motel, rented condo/home, cabin, B&B	n/a	<input type="radio"/>
Residence of friends or relatives	<input type="radio"/>	<input type="radio"/>
RV/trailer camping	<input type="radio"/>	<input type="radio"/>
Tent camping in a developed campground	<input type="radio"/>	<input type="radio"/>
Personal residence	<input type="radio"/>	<input type="radio"/>
Personal seasonal residence	<input type="radio"/>	<input type="radio"/>
Other (<i>Please specify below</i>)	<input type="radio"/>	<input type="radio"/>

On the peninsula _____ OR Within 30 miles _____

6. On this trip, where did your personal group stay on the **night before and the night after** visiting the Fort Monroe NM area (within 30 miles)? *If you stayed at home, please write the name of the town/city and state where you live.*

a) BEFORE visit: City/Town _____ State _____

b) AFTER visit: City/Town _____ State _____

7. On this visit, how long did your personal group stay in the Fort Monroe NM **area** (within 30 miles)? *Please list partial hours or days as ¼, ½, ¾.*

Resident of the area → **Go to Question 8**

_____ Number of hours, if **less than 24 hours**

_____ Number of days, if **24 hours or more**

8. a) On this visit, how many hours **in total** did your personal group spend visiting Fort Monroe NM? *Please list partial hours as ¼, ½, ¾.*

_____ Total number of hours visiting the park

b) Did your personal group visit Fort Monroe NM on more than one day?

Yes No

c) **If YES**, on how many days did your personal group visit Fort Monroe NM?

_____ Number of days

9. a & b) In which area community or communities did your personal group obtain support services (e.g. information, gas, food, lodging) for this visit to Fort Monroe NM? *Please mark (●) all that apply.*

Did not need support services → **Go to Question 10**

a) Community	b) Services used			
	Information	Gas	Food	Lodging
<input type="radio"/> Colonial Williamsburg	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Hampton	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Newport News	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Phoebus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Yorktown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Other (<i>Specify below</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

c) Were you able to obtain all of the services that your personal group needed in these communities?

No Yes → **Go to Question 10**

d) **If NO**, what needed services were not available?

Service (*Please list*)

Comments (*Please be specific*)

10. On this trip to Fort Monroe NM, which other places in the local area did your personal group visit? *Please mark (●) all that apply.*

- Visited Fort Monroe NM **only** → **Go to Question 11**
- | | |
|---|---|
| <input type="radio"/> Buckroe Beach | <input type="radio"/> Jamestown/Yorktown |
| <input type="radio"/> Busch Gardens | <input type="radio"/> Living History Museum |
| <input type="radio"/> Colonial Williamsburg | <input type="radio"/> Mariners' Museum |
| <input type="radio"/> First Landing State Park | <input type="radio"/> U.S. Army Transportation Museum |
| <input type="radio"/> Fort Wool | <input type="radio"/> Virginia Beach |
| <input type="radio"/> Hampton History Museum | <input type="radio"/> Virginia Air and Space Center |
| <input type="radio"/> Hampton University | |
| <input type="radio"/> Newsome House Museum and Cultural Center | |
| <input type="radio"/> Virginia Welcome Center (<i>Please specify</i>) _____ | |
| <input type="radio"/> Other (<i>Please specify</i>) _____ | |

11. a) Do you live on the Fort Monroe peninsula? Yes No

b) Currently, there are one vehicular and two pedestrian routes of access to the Fort Monroe peninsula. How did your personal group access the peninsula on this visit? *Please mark (●) all that apply in column (b).*

c) If your personal group were to visit in the future, which types of transportation would you prefer be allowed to access the Fort Monroe peninsula? *Please mark (●) all that apply in column (c).*

b) Used on this visit?	c) Preferred on future visit?	Mode of transportation
<input type="radio"/>	<input type="radio"/>	Bicycle
<input type="radio"/>	<input type="radio"/>	Boat
<input type="radio"/>	<input type="radio"/>	Car, pickup, van, SUV, motorcycle
<input type="radio"/>	<input type="radio"/>	On foot
<input type="radio"/>	<input type="radio"/>	RV/motorhome
n/a	<input type="radio"/>	Water taxi
<input type="radio"/>	<input type="radio"/>	Other (<i>Specify</i>) _____

d) If your group was to visit by bicycle or foot in the future, which pedestrian access would you be most likely to use as a first entry point to the Fort Monroe Peninsula? *Please mark (●) only one.*

- Mugler Bridge Mercury Boulevard Buckroe Beach

e) If your personal group were to visit Fort Monroe NM in the future, would you prefer to have only foot traffic allowed inside the historic stone fort?

- Yes, likely No, unlikely Not sure

12. a) On this visit, in which activities did your personal group participate within Fort Monroe NM? *Please mark (●) all that apply in column (a).*

b) On future visits, in which activities would your personal group participate within Fort Monroe NM? *Please mark (●) all that apply in column (b).*

a) This visit	b) Future visit	Activity
<input type="radio"/>	<input type="radio"/>	Attending scheduled events at Paradise Ocean Club
<input type="radio"/>	<input type="radio"/>	Creative arts (photography/drawing/painting/writing)
<input type="radio"/>	<input type="radio"/>	Exploring the North Beach area and trails
<input type="radio"/>	<input type="radio"/>	Fishing at Engineer's Wharf Fishing Pier
<input type="radio"/>	<input type="radio"/>	Observing Mill Creek from observation deck
<input type="radio"/>	<input type="radio"/>	Picnicking
<input type="radio"/>	<input type="radio"/>	Playing on ball fields
<input type="radio"/>	<input type="radio"/>	Taking a walking tour with brochure
<input type="radio"/>	<input type="radio"/>	Taking a ranger or volunteer-led guided tour
<input type="radio"/>	<input type="radio"/>	Visiting Fort Monroe NM grounds
<input type="radio"/>	<input type="radio"/>	Visiting Old Point Comfort Marina/cafe
<input type="radio"/>	<input type="radio"/>	Visiting the Casemate Museum (operated by the Commonwealth of Virginia)
<input type="radio"/>	<input type="radio"/>	Walking along Outlook Beach
<input type="radio"/>	<input type="radio"/>	Other (<i>Please specify</i>) _____

13. a) Please mark (●) **all** of the visitor services and facilities that your personal group **used** at Fort Monroe NM during this visit in column (a).
- b) For only those services and facilities that your personal group **used** on this visit, please rate their **importance** from 1-5 in column (b).
- c) For only those services and facilities that your personal group **used** on this visit, please rate their **quality** from 1-5 in column (c).

a) Visitor services/facilities used?	b) If used, how important?	c) If used, what quality?
	1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	1=Very poor 2=Poor 3=Average 4=Good 5=Very good
<input type="radio"/> Access for people with disabilities	_____	_____
<input type="radio"/> Casemate Museum	_____	_____
<input type="radio"/> Directional signage (on the peninsula)	_____	_____
<input type="radio"/> Engineer's Wharf Fishing Pier	_____	_____
<input type="radio"/> Onsite dining and refreshments	_____	_____
<input type="radio"/> Outdoor exhibits (waysides)	_____	_____
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Park website: www.nps.gov/fomr used before or during visit	_____	_____
<input type="radio"/> Picnic areas	_____	_____
<input type="radio"/> Ranger/volunteer-led programs	_____	_____
<input type="radio"/> Restrooms	_____	_____

14. a) If bicycle rentals are provided in the future, would your personal group be willing to pay \$10/hour (maximum \$30 per day) to rent a bicycle to use on the Fort Monroe peninsula?
- Yes, likely
 No, unlikely
 Not sure
- b) If your personal group were to visit in the future, would you be willing to pay \$5 per person for a 1-day pass to have access to the historic fort, Casemate Museum, beach, trails, and wildlife observation deck?
- Yes, likely
 No, unlikely
 Not sure

- c) If your personal group were to visit in the future, would you be willing to pay \$14 per person for a 7-day pass to have access to the historic fort, Casemate Museum, beach, trails, and wildlife observation deck?
- Yes, likely No, unlikely Not sure
15. a) On this visit, how many vehicles did your personal group use to arrive at Fort Monroe NM? *If you did not arrive by vehicle please write "0".*
- _____ Number of vehicles
- b) On this visit, how many times did your personal group enter the park?
- _____ Number of entries
- c) If onsite parking is provided in the future, would your personal group be willing to pay \$1/hour to park in Fort Monroe NM parking lots?
- Yes, likely No, unlikely Not sure
- d) In your opinion, how reasonable would a \$1/hour fee to park in Fort Monroe NM parking lots be?
- Too low About right Too high
16. If you were to visit Fort Monroe NM in the future, how would your personal group prefer to learn about the park's cultural and natural history? *Please mark (●) all that apply.*
- Not interested in learning about the park → **Go to Question 17**
- As a volunteer in the park Children's activities
- Films, movies, videos Indoor exhibits
- Roadside exhibits
- Trailside exhibits
- Living history/costumed interpretive programs
- Park website: www.nps.gov/fomr
- Printed materials (brochures, books, maps, etc.)
- Ranger-guided walks/talks
- Self-guided tours
- Electronic media/devices available to visitors (downloadable digital files, podcasts, cell phone tours/apps, interactive computer tours, audio, etc.)
- Other (*Please specify*) _____

17. a) Fort Monroe NM interpretive programs and visitor center exhibits discuss topics related to colonial history and defense of the nation along the Chesapeake Bay from 1609 to 2011. *Please mark (●) all the topics your personal group learned (or learned more) about on this visit in column (a).*

Did not learn about any topics on this visit → **Go to part (c) of this question**

b) Please indicate how much your level of understanding of each topic improved during your visit. *Please mark (●) one answer for each topic in column (b).*

c) Please indicate if your personal group would be interested in learning (or learning more) about each topic on a future visit. *Please mark (●) one answer for each topic in column (c).*

a) Learned on this visit?	b) Level of understanding improved?				c) Interested on future visit?	
	Not at all	A little	Somewhat	A lot	Yes	No
<input type="radio"/> Life and experiences of American Indians and early English settlers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> 400-year history of coastal defense and training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Life and leisure at Fort Monroe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Natural history and the formation of the Chesapeake Bay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> The first arrival of captured Africans in the English colonies and people and events significant to ending slavery in the U.S.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

d) Please list any additional topics your personal group is interested in learning about at Fort Monroe NM.

18. On this visit, was your personal group part of any of the following types of organized groups? *Please mark (●) one for each.*

- a) Commercial guided tour group Yes No
- b) School/educational group Yes No
- c) Professional conference Yes No
- d) Military service (individual or family member) Yes No
- e) Other (scouts, work, church, etc.) Yes No

f) If you were with one of these organized groups, how many people, including yourself, were in this group?

_____ Number of people in organized group

19. a) On this visit, which type of personal group (not guided tour/school/professional/military/other organized group) were you with? *Please mark (●) only one.*

- Alone
- Family
- Other (*Please specify*) _____
- Friends
- Family and friends

b) On this visit, how many people were in your personal group, including yourself?
 _____ Number of people in personal group

20. For your personal group, please estimate all expenditures for the items below for this visit to Fort Monroe NM and the surrounding area (within 30 miles of the peninsula). ***Please write "0" if no money was spent in a particular category.***

- a) Please list your personal group's total expenditures on the Fort Monroe peninsula in column (a).
- b) Please list your personal group's total expenditures in the **surrounding area** outside the park (within 30 miles) in column (b).

NOTE: Surrounding area residents should only include expenditures for this visit to Fort Monroe NM.

	EXPENDITURES	
	a) On peninsula	b) Within 30 miles
Spent no money	<input type="radio"/> → Go to (b)	<input type="radio"/> → Go to (c)
Lodge, hotel, motel, cabin, B&B, etc.	n/a	\$ _____
Camping fees and charges	\$ _____	\$ _____
Guide fees and charges	\$ _____	\$ _____
Restaurants and bars	\$ _____	\$ _____
Groceries and takeout food	\$ _____	\$ _____
Gas and oil (auto, RV, boat, etc.)	\$ _____	\$ _____
Other transportation expenses (rental cars, taxis, boat rental, auto repairs, but NOT airfare)	\$ _____	\$ _____
Admission, recreation, entertainment fees	\$ _____	\$ _____
All other expenditures (souvenirs, books, postcards, sporting goods, donations, etc.)	\$ _____	\$ _____

c) How many people did the above expenses cover? *Please write "0" if no children were covered by the expenditures.*

_____ Adults (18 years or over) _____ Children (under 18 years)

21. For your personal group on this visit, please provide the following. *If you do not know the answer, please leave it blank.*

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	c) Number of visits to Fort Monroe NM (including this visit) Lifetime
Yourself	_____	_____	_____
Member #2	_____	_____	_____
Member #3	_____	_____	_____
Member #4	_____	_____	_____
Member #5	_____	_____	_____
Member #6	_____	_____	_____
Member #7	_____	_____	_____

22. a) For you only, which category best represents your annual **household** income? *Please mark (●) only one.*

- Less than \$24,999 \$50,000-\$74,999 \$150,000-\$199,999
 \$25,000-\$34,999 \$75,000-\$99,999 \$200,000 or more
 \$35,000-\$49,999 \$100,000-\$149,999 Do not wish to answer

b) How many people are in your household? _____ Number of people

23. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

- Yes No → **Go on to Question 24**

b) **If YES**, what services or activities were difficult to access/participate in?

24. When visiting an area such as Fort Monroe NM, what language(s) do most members of your personal group prefer to use for speaking and reading?

a) Speaking English Other (*Specify*) _____

b) Reading English Other (*Specify*) _____

c) What **services** in the parks need to be provided in languages other than English? *Please specify any services needed or mark (●) "None."*

- Service (*Please specify*) _____ - OR - None

