San Francisco Maritime National Historical Park
Visitor Study
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.
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 ( )

- Pier 39
- Alcatraz
- Submarine Pampanito
- Liberty Ship Jeremiah O'Brien
- Golden Gate National Recreation Area
- Other national park areas
- Other San Francisco museums
- Other (Please specify: _____________________________)

b) After visiting park ( )
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.

<table>
<thead>
<tr>
<th>Facility</th>
<th>Number of hours</th>
<th>Did not visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor Center</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hyde Street Pier</td>
<td></td>
<td></td>
</tr>
<tr>
<td>On board historic ships</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maritime Museum</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Library/Research Facility (Bldg. E)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aquatic Park Historic District</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.

   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: ___________________________)

   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 ( )
   
   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: ___________________________)

   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: __________)
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.

<table>
<thead>
<tr>
<th>a) <strong>Used service/facility?</strong></th>
<th>b) <strong>If used, how important?</strong></th>
<th>c) <strong>If used, what quality?</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Check ( )</td>
<td></td>
<td></td>
</tr>
<tr>
<td>_____ Park brochure/map</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>_____ Ranger-led or volunteer-led tours/programs</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>_____ Assistance from park staff</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>_____ Information from information desk staff</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>_____ Information from fee booth staff</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>_____ Maritime Store sales items</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>_____ Educational signs</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>_____ Museum exhibits</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>_____ Interactive exhibits (film, music)</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>_____ Directional signs (in park)</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>_____ Directional signs (in San Francisco)</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>_____ Historic ships</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>_____ Small boat shop</td>
<td>_____</td>
<td>_____</td>
</tr>
<tr>
<td>_____ Park website (<a href="http://www.nps.gov/safr">www.nps.gov/safr</a>) used before or during visit</td>
<td>_____</td>
<td>_____</td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>Gender</th>
<th>Current age</th>
<th>U.S. Zip Code or name of country other than U.S.</th>
<th>Number of visits made to this park (including this visit) past 12 months</th>
<th>Number of visits lifetime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td>_____  _____</td>
<td>__________________</td>
<td>_____  _____</td>
<td></td>
</tr>
<tr>
<td>Member #2</td>
<td>_____  _____</td>
<td>__________________</td>
<td>_____  _____</td>
<td></td>
</tr>
<tr>
<td>Member #3</td>
<td>_____  _____</td>
<td>__________________</td>
<td>_____  _____</td>
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<tr>
<td>Member #4</td>
<td>_____  _____</td>
<td>__________________</td>
<td>_____  _____</td>
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<tr>
<td>Member #5</td>
<td>_____  _____</td>
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<td>_____  _____</td>
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<tr>
<td>Member #6</td>
<td>_____  _____</td>
<td>__________________</td>
<td>_____  _____</td>
<td></td>
</tr>
<tr>
<td>Member #7</td>
<td>_____  _____</td>
<td>__________________</td>
<td>_____  _____</td>
<td></td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Highest level of education</th>
<th>Some high school</th>
<th>High school diploma/GED</th>
<th>Some college</th>
<th>Bachelor’s degree</th>
<th>Graduate degree</th>
</tr>
</thead>
</table>
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

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
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