Lava Beds National Monument

Visitor Study
May - June, 2007

Dear Visitor:

Thank you for participating in this important study. We want to learn about the expectations, opinions, and interests of visitors to Lava Beds National Monument. This information will assist us in our efforts to better manage this park and to serve you, our visitor.

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 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 Director, 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,

David Kruse
Superintendent

This visitor study is partially funded by Recreation Fee Program funding.
DIRECTIONS

At the end of your visit:

1) Please have the selected individual complete this questionnaire.
2) Answer the questions carefully since each question is different.
3) Seal it with the stickers provided.
4) Drop it in a U.S. mailbox.

Thank you!

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 Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139, email: littlej@uidaho.edu.
Lava Beds National Monument Visitor Study

Your Visit To Lava Beds National Monument

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

1. a) Prior to your visit, how did you and your group obtain information about Lava Beds National Monument (NM)? Please check (√) all that apply in column (a).

b) Prior to a future visit, how would you and your group prefer to obtain information about Lava Beds NM? Please check (√) all that apply in column (b).

a) Prior to this visit (√) b) Prior to future visits (√)

_____ Obtained no information prior to visit ➔ Go on to part b of this question

_____ Previous visits

_____ Friends/relatives/word of mouth

_____ Travel guides/tour books (such as AAA, etc.)

_____ Maps/brochures

_____ Television-radio programs/videos

_____ Newspaper/magazine articles

_____ Email/telephone/written inquiry to park

_____ Lava Beds NM website: www.nps.gov/labe

_____ Other websites

_____ State welcome center

_____ Chamber of Commerce

_____ Information from local motel or other business

_____ Other (Please specify below.)

a) ____________________________ b) ____________________________

c) From the sources checked above, did you and your group receive the type of information about the park that you needed?

_____ No ➔ Go on to Question 2

_____ Yes ➔ Go on to Question 2
Lava Beds National Monument Visitor Study

2. For this trip, what was the primary reason that you and your group visited the Lava Beds NM area (within 60 miles of the park)? Please check (√) one.

_____ Resident of area ➔ Go on to Question 3

_____ Visit Lava Beds NM

_____ Visit other attractions in the area

_____ Visit friends/relatives in the area

_____ Travel through to other destinations

_____ Business

_____ Other reasons (Please specify: ____________________________)

3. On this trip, which of the following sites in the Lava Beds NM area (within 60 miles of the park) did you and your group visit?

_____ None ➔ Go on to Question 4

_____ Tulelake National Wildlife Refuge   _____ Modoc National Forest

_____ Medicine Lake   _____ Glass Mountain

_____ Klamath National Forest   _____ Tulelake Museum

_____ Lower Klamath National Wildlife Refuge

_____ Tulelake Internment Camp (WWII)

_____ Other (Please specify: ____________________________)

4. a) In what community did you obtain support services (e.g. information, gas, food, lodging) for this visit to Lava Beds NM? Please check (√) all that apply.

_____ None ➔ Go on to Question 5

_____ Tulelake, CA   _____ Newell, CA   _____ Canby, CA

_____ Alturas, CA   _____ Weed, CA   _____ Dorris, CA

_____ Klamath Falls, OR   _____ Merrill, OR   _____ Tionesta, CA

_____ Other (Please specify: ____________________________)

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

_____ No

_____ Yes ➔ Go on to Question 5

Please go on to the next page ➔
c) If NO, what services did you and your group need that were not available?  

<table>
<thead>
<tr>
<th>Service (List)</th>
<th>Comments (Please be specific.)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5. a) On this trip, did you and your group stay overnight **away from home** inside Lava Beds NM and/or in the **area** (within 60 miles of the park)?  
   □ Yes □ No ➔ **Go on to Question 6**  

b) If YES, please list the number of nights you and your group stayed inside Lava Beds NM and/or in the **area** (within 60 miles of the park).  
   □ Number of nights inside Lava Beds NM  
   □ Number of nights in Lava Beds NM **area** (outside park)

c) In what type of lodging did you and your group spend the nights inside the park? Please check (√) **all** that apply in column (c).  

d) In what type of lodging did you and your group spend the nights in the **area** (within 60 miles of the park)? Please check (√) **all** that apply in column (d).

<table>
<thead>
<tr>
<th>c) Inside park (√)</th>
<th>d) In the area (√)</th>
<th>Type of lodging</th>
</tr>
</thead>
<tbody>
<tr>
<td>n/a</td>
<td>□</td>
<td>Lodge, hotel, motel, cabin, rented condo, B&amp;B, etc.</td>
</tr>
<tr>
<td>□</td>
<td>□</td>
<td>Developed campground/RV trailer park</td>
</tr>
<tr>
<td>□</td>
<td>□</td>
<td>Backcountry camping</td>
</tr>
<tr>
<td>n/a</td>
<td>□</td>
<td>Personal seasonal residence</td>
</tr>
<tr>
<td>□</td>
<td>□</td>
<td>Residence of friends or relatives</td>
</tr>
<tr>
<td>□</td>
<td>□</td>
<td>Other (Please specify below.)</td>
</tr>
</tbody>
</table>

c)                       (Inside park)  
d)                       (In the area)

6. a) In what town/city did you and your group stay on the night before you arrived at Lava Beds NM? If you stayed at home, please write the name of your home town.  

   Nearest town/city: ___________________________ State: ____________

b) In what town/city did you and your group stay on the night after you left Lava Beds NM? If you stayed at home, please write the name of your home town.

   Nearest town/city: ___________________________ State: ____________
7. a) On this visit, were the signs directing you and your group to and inside Lava Beds NM adequate? Please check (✓) one answer for each of the following.

<table>
<thead>
<tr>
<th>Sign location</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signs on interstates</td>
<td></td>
</tr>
<tr>
<td>Signs on state highways</td>
<td></td>
</tr>
<tr>
<td>City street signs in communities</td>
<td></td>
</tr>
<tr>
<td>Signs within Lava Beds NM</td>
<td></td>
</tr>
</tbody>
</table>

b) If you answered NO for any of the above, please explain.

8. a) As you were planning your trip, what activities did you and your group expect to include on this visit? Please check (✓) all that apply in column (a).

b) On this visit, what activities did you and your group participate in within Lava Beds NM? Please check (✓) all that apply in column (b).

a) Planned activities (✓)                      b) Activities on this visit (✓)

<table>
<thead>
<tr>
<th>a) Planned activities (✓)</th>
<th>b) Activities on this visit (✓)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visiting caves</td>
<td></td>
</tr>
<tr>
<td>Walking trails</td>
<td></td>
</tr>
<tr>
<td>Camping</td>
<td></td>
</tr>
<tr>
<td>Viewing visitor center exhibits</td>
<td></td>
</tr>
<tr>
<td>Viewing outdoor exhibits</td>
<td></td>
</tr>
<tr>
<td>Use trail guides</td>
<td></td>
</tr>
<tr>
<td>Visiting historic sites</td>
<td></td>
</tr>
<tr>
<td>Attending ranger-led activities/programs</td>
<td></td>
</tr>
<tr>
<td>Nature study (viewing plants/wildlife, including birds)</td>
<td></td>
</tr>
<tr>
<td>Shopping in park bookstore</td>
<td></td>
</tr>
<tr>
<td>Picnicking</td>
<td></td>
</tr>
<tr>
<td>Painting/drawing/taking photographs</td>
<td></td>
</tr>
<tr>
<td>Other (Please specify below.)</td>
<td></td>
</tr>
</tbody>
</table>

a)                                                                  b)  

c) Which one of the above activities was the primary reason you and your group visited Lava Beds NM on this visit? Please list one response.
9. On this visit to Lava Beds NM, how long did you and your group spend visiting the park? List partial hours or days as 1/4, 1/2, 3/4.

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

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

10. For this trip, please list the **order** in which you and your group visited the following sites in Lava Beds NM. **Please write 1, 2, 3, etc. on the line beside each site. If you did not visit a site, please leave the line blank.**

_____ Hospital Rock

_____ Wildlife overlooks

_____ Gillem’s Camp

_____ Fleener Chimneys

_____ Caves on Cave Loop Road

_____ Mammoth Crater

_____ Skull Cave

_____ Other (Please specify: ____________________________)

11. On this visit, what were the reasons that you and your group visited the Lava Beds NM visitor center? Please check (√) all that apply.

_____ Did not visit visitor center  ➔ Go on to Question 12

_____ Obtain information

_____ Purchase items in visitor center bookstore

_____ View exhibits

_____ Other reasons (Please specify: ____________________________)

12. a) On this visit, did you and your group attend any ranger-led activities/programs at Lava Beds NM?

_____ No

_____ Yes  ➔ b) If YES, what activities/programs did you and your group attend?

______________________________

b) If YES, what activities/programs did you and your group attend?

______________________________

c) If NO, why not? Please check (√) all that apply.

_____ Not interested in activities/programs  ➔ Go on to part d of this question

_____ Lack of time

_____ Activities/programs not scheduled often enough

_____ Other (Please specify: ____________________________)
d) What would encourage you to attend a ranger-led activity/program in the future? Please check (✓) all that apply.

- [ ] Nothing  ➔ Go on to Question 13
- [ ] Programs scheduled more often
- [ ] Greater variety of program topics
- [ ] Greater variety of activities
- [ ] Other (Please specify: ____________________________)

13. a) During your visit to Lava Beds NM, did you and your group learn about the following topics? Please check (✓) YES or NO for each topic.

b) Next, whether or not you checked YES or NO for this visit, please check (✓) all topics that you are interested in learning about on a future visit to Lava Beds NM in column (b).

<table>
<thead>
<tr>
<th>Topic</th>
<th>a) Learned on this visit?</th>
<th>b) Interested on future visit?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not interested in learning about any topics on a future visit</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Caves and cave life
- The Modoc War
- Rock art and Modoc culture
- Volcanism and surface volcanic features
- Wilderness
- Native plants and animals
- Other (Please specify below.)

14. What would make you and your group stay longer than you did in the Lava Beds NM area?


15. In your opinion, how appropriate is the amount of the current entrance fee ($10/vehicle for 7 days) that you paid on this visit to Lava Beds NM?

- [ ] Too low
- [ ] About right
- [ ] Too high

Please go on to the next page ➔
16. a) Please check (✓) all of the visitor services and facilities that you or your group **used** in Lava Beds NM during this visit in column (a).

   b) Next, for only those services and facilities that you or your group **used**, please rate their importance to your visit from 1-5 in column (b).

   c) Finally, for only those services and facilities that you or your group **used**, please rate their quality from 1-5 in column (c).

<table>
<thead>
<tr>
<th>a) Visitor services and facilities used</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check (✓)</td>
<td>1=Not important</td>
<td>1=Very poor</td>
</tr>
<tr>
<td></td>
<td>2=Somewhat important</td>
<td>2=Poor</td>
</tr>
<tr>
<td></td>
<td>3=Moderately important</td>
<td>3=Average</td>
</tr>
<tr>
<td></td>
<td>4=Very important</td>
<td>4=Good</td>
</tr>
<tr>
<td></td>
<td>5=Extremely important</td>
<td>5=Very good</td>
</tr>
</tbody>
</table>

- _____ Park brochure/map
- _____ Visitor center
- _____ Visitor center exhibits
- _____ Sales items in visitor center bookstore
  (selection, quality, price, etc.)
- _____ Assistance from park staff
- _____ Historic sites/interpretive trails
- _____ Other trails (such as Lyons, Three Sisters, Whitney Butte, etc.)
- _____ Outdoor exhibits
- _____ Information boards
- _____ Trail guides
- _____ Ranger-led activities/programs
- _____ Picnic areas
- _____ Restrooms
- _____ Campground
- _____ Park website: www.nps.gov/labe
  (used before or during visit)

   d) If you rated the **quality** of any services/facilities as 1 or 2, please explain why.

<table>
<thead>
<tr>
<th>Service/facility (List)</th>
<th>Comment (Please be specific.)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
17. What did you and your group like most and least about Lava Beds NM visitor center and outdoor exhibits?

a) Visitor center exhibits  Did not use  ➔ Go on to part d
b) Liked most:  

c) Liked least:  

d) Outdoor exhibits  Did not use  ➔ Go on to Question 18
e) Liked most:  
f) Liked least:  

18. It is the National Park Service’s responsibility to protect Lava Beds NM natural and cultural resources/attributes and visitor experiences that depend on them. How important is protection of the following to you and your group? Please circle one answer for each resource/attribute/experience.

<table>
<thead>
<tr>
<th>Resource/attribute/experience</th>
<th>Not important</th>
<th>Somewhat important</th>
<th>Moderately important</th>
<th>Very important</th>
<th>Extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caves/volcanic landscape</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Clean air</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Scenic views</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Natural quiet/sounds of nature</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Night sky (stargazing)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Solitude</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Threatened/endangered species</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Historic sites/cultural resources</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Archeological sites</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Native plants/animals</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Recreational opportunities</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(hiking, camping, etc.)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Educational opportunities</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Wilderness</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Please go on to the next page ➔
19. Overall, how would you rate the quality of the visitor facilities, services, and recreational opportunities provided to you and your group at Lava Beds NM during this visit? Please circle one.

Very poor  Poor  Average  Good  Very good

20. For you and your group, please report all expenditures for the items listed below during this visit to Lava Beds NM and the surrounding area (within 60 miles).

Please write "0" if no money was spent in a particular category.

a) Please list your group’s total expenditures inside Lava Beds NM in column (a).

b) Please list your group’s total expenditures in the area outside the park (within 60 miles) in column (b).

NOTE: Surrounding area residents should only include expenditures that were just for this trip to visit Lava Beds NM.

<table>
<thead>
<tr>
<th>EXPENDITURES</th>
<th>a) Inside Lava Beds NM</th>
<th>b) In surrounding area outside park</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodge, hotel, motel, cabin, etc.</td>
<td>n/a</td>
<td>$__________</td>
</tr>
<tr>
<td>Camping fees and charges</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>Guide fees and charges</td>
<td>n/a</td>
<td>$__________</td>
</tr>
<tr>
<td>Restaurants and bars</td>
<td>n/a</td>
<td>$__________</td>
</tr>
<tr>
<td>Groceries and snacks</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>Gas and oil (auto, RV, boat, etc.)</td>
<td>n/a</td>
<td>$__________</td>
</tr>
<tr>
<td>Other transportation expenses: (including rental cars, taxis, etc., but NOT airfare)</td>
<td>n/a</td>
<td>$__________</td>
</tr>
<tr>
<td>Admission, recreation, entertainment fees</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>All other purchases (souvenirs, books, sporting goods, clothing, etc.)</td>
<td>$__________</td>
<td>$__________</td>
</tr>
<tr>
<td>Donations</td>
<td>$__________</td>
<td>$__________</td>
</tr>
</tbody>
</table>

21. On this visit, were you and your personal group part of the following types of groups?

Please write "0" if the expenditures did not include any children.

a) Commercial guided tour group

b) School/educational group

c) Other organized group (such as business group, scout group, etc.)
22. On this visit, what kind of personal group (not guided tour/school/other organized group) were you with? Please check (√) one.

☐ Alone  
☐ Family
☐ Friends  
☐ Family and friends
☐ Other (Please specify: ________________________________)

23. a) On this visit, how many people were in your personal group, including yourself?

☐ Number of people

b) On this visit, how many vehicles did you and your personal group use to enter the park?

☐ Number of vehicles

c) On this visit, how many times did you and your personal group enter Lava Beds NM during your stay in the area?

☐ Number of entries

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

<table>
<thead>
<tr>
<th>a) Gender</th>
<th>b) Current age</th>
<th>c) U.S. Zip Code or name of country other than U.S.</th>
<th>d) Number of visits made to Lava Beds NM (including this visit)</th>
</tr>
</thead>
<tbody>
<tr>
<td>M=Male</td>
<td>F=Female</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yourself</td>
<td>☐ ☐ ☐ ☐</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #2</td>
<td>☐ ☐ ☐ ☐</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #3</td>
<td>☐ ☐ ☐ ☐</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #4</td>
<td>☐ ☐ ☐ ☐</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #5</td>
<td>☐ ☐ ☐ ☐</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #6</td>
<td>☐ ☐ ☐ ☐</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #7</td>
<td>☐ ☐ ☐ ☐</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

25. a) When visiting an area such as Lava Beds NM, what one language do you and most members of your personal group prefer to use for the following?

Speaking  
Reading

g) What services in the park would you like to have provided in languages other than English?

☐ None ➔ Go on to Question 26

b) Which language?

Please go on to the next page ➔
26. For you and each member (age 16 or over) in your personal group on this visit, please indicate the highest level of education completed. Please check (✓) one for each person. If you do not know the answer, leave blank.

<table>
<thead>
<tr>
<th>Highest level of education (✓)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some high school</td>
</tr>
<tr>
<td>Yourself</td>
</tr>
<tr>
<td>Member #2</td>
</tr>
<tr>
<td>Member #3</td>
</tr>
<tr>
<td>Member #4</td>
</tr>
<tr>
<td>Member #5</td>
</tr>
<tr>
<td>Member #6</td>
</tr>
<tr>
<td>Member #7</td>
</tr>
</tbody>
</table>

27. 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 28

b) If YES, on this visit, what activities or services did the person(s) have difficulty accessing or participating in? Please check (✓) all that apply.

    _____ Visitor center
    _____ Visitor center exhibits
    _____ Ranger-led activities/programs
    _____ Restrooms
    _____ Trails
    _____ Caves
    _____ Campground
    _____ Other (Please specify: ________________________________)

c) Because of the physical condition, what specific problems did the person(s) have? Please check (✓) all that apply.

    _____ Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff, even with hearing aid)
    _____ Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs, even with prescribed glasses or due to blindness)
    _____ Mobility (difficulty accessing facilities, services, or programs, even with walking aid and/or wheelchair)
    _____ Other (Please specify: ________________________________)

28. a) What did you and your group like most about your visit to Lava Beds NM?

________________________________________________________________________

________________________________________________________________________
b) What did you and your group like **least** about your visit to Lava Beds NM?


29. On a future visit, how would you and your group prefer to learn about cultural and natural history/features of Lava Beds NM? Please check (✓) all that apply.

   ____ Not interested in learning about the park  ➔ **Go on to Question 30**
   ____ Indoor exhibits  ____ Park website: www.nps.gov/labe
   ____ Outdoor exhibits  ____ Ranger-led activities/programs
   ____ Self-guided tours  ____ Interactive computer programs
   ____ Volunteer opportunities  ____ Junior Ranger program
   ____ Children’s programs (other than Junior Ranger program)
   ____ Teacher materials/education kits
   ____ Audiovisual programs (video, movie, etc.)
   ____ Electronic media (downloadable digital files, MP3 players, etc.)
   ____ Printed materials (brochures, books, maps, etc.)
   ____ Other (Please specify: ________________________________)

30. If you were a manager planning for the future of Lava Beds NM, what would you propose? Please be specific.


31. Is there anything else you and your group would like to tell us about your visit to Lava Beds NM?


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
P.O. Box 441139
Moscow, Idaho 83844-1139