



U.S. Department of the Interior

National Park Service  
Social Science Program  
Visitor Services Project



# George Washington Memorial Parkway Columbia Island Visitor Study



OMB Approval 1024-0224  
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**United States Department of the Interior**

NATIONAL PARK SERVICE  
George Washington Memorial Parkway  
Turkey Run Park  
McLean, VA 22101

IN REPLY REFER TO:

Summer 2013

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to George Washington Memorial Parkway-Columbia Island. 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 Lena Le, Director, Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), [lenale@uidaho.edu](mailto:lenale@uidaho.edu) (email).

We appreciate your help.

Sincerely,

Jon James  
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 (O), 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 managed by George Washington Memorial Parkway-Columbia Island. 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: Lena Le, Director, Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), [lenale@uidaho.edu](mailto:lenale@uidaho.edu) (email).

## Your Visit To George Washington Memorial Parkway Columbia Island

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 about George Washington Memorial Parkway-Columbia Island? 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 Columbia Island in the future, how would your personal group prefer to obtain information about the park? 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"/>	Columbia Island website: <a href="http://www.nps.gov/gwmp">www.nps.gov/gwmp</a>
<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 (Facebook, Twitter, etc.)
<input type="radio"/>	<input type="radio"/>	State welcome center/visitors bureau/chamber of commerce
<input type="radio"/>	<input type="radio"/>	National Park Service volunteers
<input type="radio"/>	<input type="radio"/>	Travel guides/tour books (AAA, Fodors, walking, etc.)
<input type="radio"/>	n/a	Other, this visit (Specify) _____
n/a	<input type="radio"/>	Other, future visit (Specify) _____

c) From the sources you used prior to this visit, did your personal group receive the type of information about the park that you needed?

- No                       Yes → **Go to Question 2**

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

\_\_\_\_\_

2. Prior to this visit, was your personal group aware that Columbia Island is managed by the National Park Service as part of the George Washington Memorial Parkway?

- Yes                       No

3. a) Overall, how would your personal group rate the quality of information provided on the website? Please mark (●) **one** for **each** website you visited.

**a) If used, what quality?**

<b>Website</b>	Very poor	Poor	Average	Good	Very good	Did not use/visit
Park website: <a href="http://www.nps.gov/gwmp">www.nps.gov/gwmp</a>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park Facebook page: <a href="http://www.facebook.com/NPSGWMP">www.facebook.com/NPSGWMP</a>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park Twitter account <a href="http://twitter.com/NPSGWMP">twitter.com/NPSGWMP</a>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b) Did your personal group find the information that you needed on the park websites?

- Park website                       No                       Yes
- Park Facebook page                       No                       Yes
- Park Twitter account                       No                       Yes

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

Park website \_\_\_\_\_

Park Facebook page \_\_\_\_\_

Park Twitter account \_\_\_\_\_

4. a) On this visit, what forms of transportation did your personal group use to travel between your overnight accommodations or home and Columbia Island? Please mark (●) **all** that apply.

- Private vehicle (car, SUV, pickup, RV, etc.)
- Rental vehicle                       Taxi/limousine                       Boat
- Bicycle that you own                       Tour/school bus                       Metro
- Rented bicycle                       On foot                       Motorcycle
- Other (Please specify) \_\_\_\_\_

- b) On this visit, how many bicycles/vehicles did your personal group use to arrive at the park? If you did not arrive by bicycle/vehicle please write "0".

\_\_\_\_\_ Number of bicycles

\_\_\_\_\_ Number of motor vehicles (boat, car, van, SUV, RV, etc.)

5. On this visit, were the signs directing your personal group to and around Columbia Island adequate? Please mark (●) **one** answer for each of the following.

- a) Interstate signs                       Yes                       No                       Did not use
- b) State highway signs                       Yes                       No                       Did not use
- c) Signs in local communities                       Yes                       No                       Did not use
- d) Signs along the parkway                       Yes                       No                       Did not use

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

Interstate \_\_\_\_\_

State highway \_\_\_\_\_

In local communities \_\_\_\_\_

Along parkway \_\_\_\_\_

6. On this visit, how long did your personal group stay at Columbia Island or on the Mount Vernon Trail between the Navy and Marine Memorial and LBJ Memorial Grove? See the map on the next page for the Columbia Island area boundaries. Please list partial hours as  $\frac{1}{4}$ ,  $\frac{1}{2}$ ,  $\frac{3}{4}$ .

\_\_\_\_\_ Number of hours **on Columbia Island** on this visit

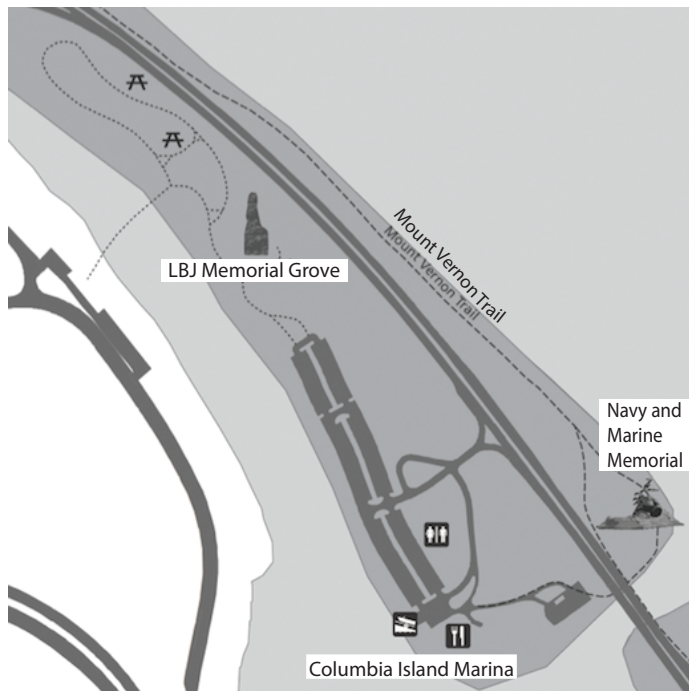
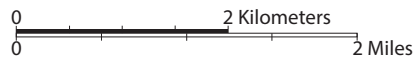
\_\_\_\_\_ Number of hours **on Mount Vernon Trail** between the Navy and Marine Memorial and LBJ Memorial Grove on this visit

7. For this visit, please mark (●) all the sites that your personal group visited in and around Columbia Island. Use the map below to help you locate the sites you visited.

- |  |  |
|--|--|
| <input type="radio"/> Arlington Cemetery           | <input type="radio"/> LBJ Memorial Grove       |
| <input type="radio"/> Arlington Memorial Bridge    | <input type="radio"/> Marina cafe              |
| <input type="radio"/> Columbia Island Marina       | <input type="radio"/> Mount Vernon Trail       |
| <input type="radio"/> Gravelly Point               | <input type="radio"/> Navy and Marine Memorial |
| <input type="radio"/> Other (Please specify) _____ |  |

Columbia Island and Vicinity

1. Theodore Roosevelt Island
2. US Marine Corps War Memorial
3. Netherlands Carillon
4. National Mall
5. Arlington House
6. Arlington National Cemetery
7. US Air Force Memorial
8. Pentagon Memorial
9. Gravelly Point



8. If you accessed Columbia Island via the Mount Vernon Trail, did you use any of the following connector trails?

- |  |   |
|--|---|
| <input type="radio"/> Custis Trail                 | <input type="radio"/> Rock Creek Trail                |
| <input type="radio"/> Four Mile Run Trail          | <input type="radio"/> Washington & Old Dominion Trail |
| <input type="radio"/> Potomac Heritage Trail       | <input type="radio"/> Woodrow Wilson Bridge Trail     |
| <input type="radio"/> Other (Please specify) _____ |   |

9. a) On this visit, in which activities did your personal group participate within and around Columbia Island? Please mark (●) **all** that apply in column (a).  
 b) If you were to visit the park in the future, in which activities would your personal group prefer to participate within the park? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Activity
<input type="radio"/>	<input type="radio"/>	Attending ranger-led talks/programs
<input type="radio"/>	<input type="radio"/>	Bicycling
<input type="radio"/>	<input type="radio"/>	Boating on Potomac River
<input type="radio"/>	<input type="radio"/>	Creative arts (photography/drawing/painting/writing)
<input type="radio"/>	<input type="radio"/>	Eating at Marina cafe
<input type="radio"/>	<input type="radio"/>	Jogging
<input type="radio"/>	<input type="radio"/>	Paddling canoe/kayak
<input type="radio"/>	<input type="radio"/>	Participating in Junior Ranger program
<input type="radio"/>	<input type="radio"/>	Picnicking
<input type="radio"/>	<input type="radio"/>	Stopping at scenic overlooks
<input type="radio"/>	<input type="radio"/>	Viewing outdoor exhibits
<input type="radio"/>	<input type="radio"/>	Walking dog(s)
<input type="radio"/>	<input type="radio"/>	Walking for exercise
<input type="radio"/>	n/a	Other – this visit (Specify) _____
n/a	<input type="radio"/>	Other – future visit (Specify) _____



- c) Which one of the above activities was the **primary** reason your personal group visited Columbia Island on this visit? Please list **one** response.
- 

10. It is the National Park Service's responsibility to protect Columbia Island's natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following park resources/attributes to your personal group? Please mark (●) **one** answer for each resource/attribute.

Resource/attribute	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Clean air (visibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dark night sky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic sites and buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native plants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural quiet/sounds of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Repair/maintenance of buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Repair/maintenance of parkway	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. a) The marina at Columbia Island is one of a few places to obtain gasoline for boats on the Potomac River in Washington, DC. How satisfied was your personal group with the services/facilities available at the marina?

Did not use marina services/facilities → **Go to Question 12**

Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very Satisfied
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b) If you marked “dissatisfied” or “very dissatisfied,” please explain why.

<b>Service/facility</b>	<b>Comment</b>
_____	_____
_____	_____

12. a) Please mark (●) **all** of the information services and facilities that your personal group **used** at Columbia Island during this visit.

b) For only those services and facilities that your personal group **used**, please rate their importance to your visit from 1-5.

c) For only those services and facilities that your personal group **used**, please rate their quality from 1-5.

<b>a) Information services/facilities used</b>	<b>b) If used, how important?</b>	<b>c) If used, what quality?</b>
Mark (●)	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"/>	Assistance from park staff	_____	_____
<input type="radio"/>	Audio recordings	_____	_____
<input type="radio"/>	Bulletin boards	_____	_____
<input type="radio"/>	Junior Ranger program	_____	_____
<input type="radio"/>	Mount Vernon Trail tent info station	_____	_____
<input type="radio"/>	Park brochure/map	_____	_____
<input type="radio"/>	Park website: <a href="http://www.nps.gov/gwmp">www.nps.gov/gwmp</a> used before or during visit	_____	_____
<input type="radio"/>	Ranger-led programs	_____	_____
<input type="radio"/>	Roadside/trailside exhibits	_____	_____

d) Do you have any comments about the above information services and facilities?

<b>Service/facility</b>	<b>Comment</b>
_____	_____
_____	_____

13. a) Please mark (●) **all** the visitor services and facilities that your personal group **used** at Columbia Island during this visit.
- b) For only those services and facilities that your personal group **used**, please rate their importance to your visit from 1-5.
- c) For only those services and facilities that your personal group **used**, please rate their quality from 1-5.

a) <b>Services/facilities used</b>	b) <b>If used, how important?</b>	c) <b>If used, what quality?</b>
Mark (●)	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"/> | Assistance from concession personnel (marina, food service) | _____ | _____ |
| <input type="radio"/> | Emergency services  | _____ | _____ |
| <input type="radio"/> | Garbage disposal/recycling                                  | _____ | _____ |
| <input type="radio"/> | Highway directional signs in park                           | _____ | _____ |
| <input type="radio"/> | Highway directional signs outside park                      | _____ | _____ |
| <input type="radio"/> | Columbia Island Marina                                      | _____ | _____ |
| <input type="radio"/> | Park restaurant/food services                               | _____ | _____ |
| <input type="radio"/> | Picnic areas  | _____ | _____ |
| <input type="radio"/> | Restrooms   | _____ | _____ |

d) Do you have any comments about the above services and facilities?

Service/facility	Comment
_____	_____
_____	_____

14. George Washington Memorial Parkway, including Columbia Island, was established because of its significance to the nation. In your opinion, what is the national significance of George Washington Memorial Parkway?

\_\_\_\_\_

\_\_\_\_\_

15. Which nearby sites did your personal group visit on your trip to Columbia Island on the day you received this questionnaire?

- Did not visit any nearby sites on this trip
- Air Force Memorial
- Arlington National Cemetery
- Gravelly Point
- Netherlands Carillon
- National Mall (Lincoln Memorial, Washington Monument, WWII Memorial, etc.)
- Other (Please specify) \_\_\_\_\_
- Old Town, Alexandria
- Pentagon Memorial
- Theodore Roosevelt Island
- U.S. Marine Corps War Memorial
- Arlington House  
The Robert E. Lee Memorial

16. If you were to visit Columbia Island 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/gwmp](http://www.nps.gov/gwmp)
- Printed materials (brochures, books, maps, etc.)
- Ranger-guided walks/talks
- Self-guided tours
- Social media (Facebook, Twitter, etc.)
- Electronic media/devices available to visitors (downloadable digital files, podcasts, cell phone tours, interactive computer programs/tours, audio, etc.)
- Other (Please specify) \_\_\_\_\_

17. If you were to visit in the future, which subjects would your personal group prefer to learn about at Columbia Island? Please mark (●) **all** that apply.

- Not interested in learning about listed subjects → **Go to Question 18**
- Arlington Memorial Bridge                       Recreational opportunities
- Natural history                                       Volunteering
- Navy and Marine Memorial                       Water resources
- Potomac River history
- Conservation and environmental stewardship
- Lyndon Baines and Lady Bird Johnson
- Other (Please specify) \_\_\_\_\_

18. On this visit, was your personal group part 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) Other (scouts, work, church, etc.)                       Yes                       No

d) 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/other organized group) were you with? Please mark (●) **only one**.

- Alone     Friends
- Family     Family and friends
- Other (Please specify) \_\_\_\_\_

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

\_\_\_\_\_ Number of people in personal group



22. For you only, what is the highest level of education you have completed? Please mark (●) **one**.

- |   |   |
|---|---|
| <input type="radio"/> Some high school        | <input type="radio"/> Bachelor's degree |
| <input type="radio"/> High school diploma/GED | <input type="radio"/> Graduate degree   |
| <input type="radio"/> Some college            |   |

23. a) What did your personal group like **most** about your visit to Columbia Island?

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b) What did your personal group like **least** about your visit to Columbia Island?

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24. If you were a manager planning for the future of Columbia Island, what would your personal group propose?

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25. Is there anything else your personal group would like to tell us about your visit to Columbia Island?

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26. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Columbia Island during this visit? Please mark (●) **one**.

- |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Very poor             | Poor                  | Average               | Good                  | Very good             |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Thank you for your help! Please seal the questionnaire in the postage-paid envelope provided and drop it in any U.S. mailbox.

**OFFICIAL BUSINESS**

**Visitor Services Project  
Park Studies Unit  
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