

**National Park Service**  
**U.S. Department of the Interior**



**Social Science Program**

OMB Control Number 1024-0224  
Current Expiration Date: 8-31-2014

**Programmatic Approval for NPS-Sponsored Public Surveys**

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1.	<b>Project Title:</b> Alcatraz Ferry Embarkation EIS Visitor Study	<b>Submission Date</b>	4/26/12
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2.	<b>Abstract:</b> This collection is needed to provide information about the potential impacts of the ferry embarkation site alternatives for primary ferry service between the northern San Francisco waterfront and Alcatraz Island and ferry services to Sausalito with connecting shuttle service to Muir Woods. An on-site survey will be used to collect information from current visitors to forecast travel demand to the current Alcatraz ferry embarkation site and to potential ferry embarkation site locations at Fisherman's Wharf and Fort Mason, as well as the likelihood that visitors to Muir Woods would be willing to use ferry service from each of the
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(not to exceed 150 words)

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**3. Principal Investigator Contact Information**

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**4. Park or Program Liaison Contact Information**

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## Project Information

5. **Park(s) For Which Research is to be Conducted:** Golden Gate National Recreation Area (GOGA) -- Alcatraz Island

6. **Survey Dates:** 07/28/12 TO 08/05/12

7. **Type of Information Collection Instrument (Check ALL that Apply)**

Mail-Back  
Questionnaire  
Other (explain)

☒ On-Site  
Questionnaire

Face-to-Face  
Interview

Telephone  
Survey

Focus Groups

8. **Survey Justification:** *Social science research in support of park planning and management is mandated in the NPS Management Policies 2006 (Section 8.11.1, "Social Science Studies"). The NPS pursues a policy that facilitates social science studies in support of the NPS mission to protect resources and enhance the enjoyment of present and future generations (National Park Service Act of 1916, 38 Stat 535, 16 USC 1, et seq.). NPS policy mandates that social science research will be used to provide an understanding of park visitors, the non-visiting public, gateway communities and regions, and human interactions with park resources. Such studies are needed to provide a scientific basis for park planning, development.*

The National Park Service (NPS) is currently conducting a study to identify a long-term Alcatraz ferry embarkation site along the northern San Francisco waterfront. The new location will provide a more sustainable, stable, and visible embarkation area for the Alcatraz ferry and will allow NPS to provide more permanent user facilities and amenities as well as interpretive exhibits. The embarkation site could also potentially be used for ferry service to Sausalito with connecting shuttle service to Muir Woods.

An Environmental Impact Statement (EIS) will be prepared to analyze the ferry embarkation site alternatives under consideration in accordance with the National Environmental Policy Act (NEPA). The means of access for visitors coming to and from the ferry embarkation site may have a significant effect on the surrounding area, especially in terms of increased traffic, transit use, and demand for parking. The EIS is expected to be completed by 2014, with a draft EIS anticipated in summer 2013. The location of the embarkation site may also have an impact on the level of ferry ridership to Sausalito/Muir Woods, which may, in turn, affect the feasibility of operating such service.

The lease for the current Alcatraz ferry embarkation site, located at Pier 31½, expires in 2016. Therefore, selection and construction of the new ferry embarkation site must be completed by the end of 2015 in order for the new terminal to be operational by 2016. The EIS must be complete before site selection can be confirmed. As such, conducting this survey in the summer of 2012 is critical to ensure that there is sufficient time to analyze survey results and complete the EIS within the set timeframe.

A survey will be used to gather information about visitors' travel choices on the day of their visit and stated preference information on how those choices may differ in the future if the site were relocated. This information will be used to determine the breakdown of transportation modes used to access each of the site alternatives, which will be used for site planning feasibility exercises and the EIS.

The survey will also be used to gather information to estimate ferry ridership (from Sausalito with connecting shuttle service to Muir Woods) and how this ridership might vary depending on the location of the proposed new embarkation site.

9. **Survey Methodology: (Use as much space as needed; if necessary include additional explanation on a separate page.)**

**(a) Respondent Universe:**

The respondent universe for this survey consists of adult visitors (18 years and older) traveling to Alcatraz Island via Pier 31½ (approximately 5,000 per day) and Fisherman's Wharf (approximately 63,000 per day).

**(b) Sampling Plan/Procedures:**

An on-site survey will be conducted at two locations to assess travel behavior specific to each location:—

1. the current ferry embarkation sites at Pier 31½ and Fisherman's Wharf,
2. the location of two potential ferry embarkation site alternatives

The survey sampling period will run from July 28 through August 5, 2012, this will include 5 week days and 4 weekend days. Visitors will be intercepted as they enter or exit the current and proposed ferry embarkation sites. During the sampling period, two surveyors will be situated at each location, conducting surveys for 8 hours per day (9AM-5PM).

On each sampling day, two trained surveyors will be stationed at each sampling location during the assigned sampling time. When the sampling period begins, the surveyors at each sampling location will approach the first visitor group entering or exiting the study area and ask them to participate in the survey. If members of the visitor group agree to participate, the eligible person (18 years of age or older) in the group whose birthday is closest to the sampling day will be asked to complete the questionnaire.

When the surveyor has completed his/her contact with the group, the surveyor will ask the next visitor group entering, exiting, or waiting in line in the study area to participate in the survey. This process will continue throughout the sampling period. Visitors will be asked to complete the questionnaire on-site in the presence of the surveyors. Those who refuse to fill out the survey on-site will be considered a "refusal."

Each surveyor is expected to approach an average of 10 potential respondents per hour for a total of 160 potential respondents per day, per site. A total of 1,600 potential respondents are anticipated to be contacted on week days and

1,280 on weekends between the two sites, for an overall total of 2,880 visitors contacted on-site.

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**(c) Instrument Administration:**

The two surveyors will be stationed at different sides of each study area. Each surveyor will ask the first group entering or exiting the study area in their direction to participate in the survey. When each surveyor has completed his/her contact with the group, the surveyor will always ask the next visitor group entering, exiting, or waiting in line in the study area that has not already been approached by the other surveyor. Visitors selected for participation in the survey will be read the following script:

*"Hello, my name is \_\_\_\_\_. I am conducting a survey for the National Park Service to better understand your use of this [embarkation site/potential embarkation site]. Your participation is voluntary and all the responses will be kept anonymous. Would you be willing to answer some important questions regarding your visit here? This should take about 10 minutes."*

➔ If **YES** – ask, "Has any member of your group been asked to participate in this survey before today?"

If **"YES"** (already asked to participate) then, *"Thank you for participating in this study. Have a great day."*

If **"NO"** (has not been previously asked to participate but is willing to accept the survey) then, *"Thank you. Who in your group (at least 18 years old) has the next birthday?"*

➔ If **NO** (soft refusal) – ask them if they would be willing to answer the non-response bias questions (listed below) and then thank them for their time.

1. *How many people are in your [personal, organized, tour] group, including you?*
2. *Where do you live?*
3. *On this visit, which forms of transportation did you and your personal group use to arrive here (i.e., the existing Alcatraz ferry embarkation site or Fisherman's Wharf, depending on the survey location)?*

**Record responses in spaces provided on the survey.**

➔ If **NO** (hard refusal) – end the contact and thank them for their time.

The visitors that agree to participate will be asked to complete the questionnaire on-site.

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**(d) Expected Response Rate/Confidence Levels:**

The total estimated number of visitors contacted will be 2,880. Based on completion rates of a similar visitor intercept survey, it is expected that about 50% of visitors (n = 1,440) will be willing to participate and complete the

survey. With this rate, a total of 400 week day surveys and 320 weekend surveys would be completed at each site, for a grand total of 1,440 completed surveys. Considering the sample universe of each survey, this completion rate will produce a margin of error of less than 6% and a confidence level of above 95% for each site on both week days and weekends. See the following table.

Location	Number of Initial Contacts	Expected Response Rate	Expected Number of Responses	Margin of Error +/- %
Alcatraz Island (Weekday)	800	50%	400	<5%
Alcatraz Island (Weekend)	640	50%	320	5.3%
Fisherman's Wharf (Weekday)	800	50%	400	<5%
Fisherman's Wharf (Weekend)	640	50%	320	5.5%
Total	2,880		1,440	

**(e) Strategies for dealing with potential non-response bias:**

The response rate of the three non-response bias questions (listed above in Section 9[c]) will be compared to the response rate of those who completed the survey. If the response rates are similar, only surveys in which the respondent answered all of the questions will be included and the results will not be adjusted. If the results between the two samples vary, a weight will be determined to account for the response bias to weigh the responses accordingly. Any implications for management decisions based on the results of the non-response analysis will be reported.

**(f) Description of any pre-testing and peer review of the methods and/or instrument (recommended):**

The survey instrument has been reviewed by Fehr & Peers; Anchor QEA, L.P.; and NPS. The survey has been pre-tested by Fehr & Peers staff.

10 **Burden Estimates:** We plan to approach at least 2,880 individuals during the sampling period. With an anticipated response rate of 50%, we expect to receive 1,440 total responses during this collection.

We expect that the initial contact time will be less than 1 minute per person (2,880 people x 1 minute = 48 hours). We expect that 1,440 visitors (50%) will refuse to participate during the initial on-site contact. For these individuals, we will record their reason for refusal and ask them to answer the three questions that will be used for the non-response check. Each session is estimated to take no more than 2 minutes (1,440 people x 2 minutes = 48 hours) to complete.

For those who agree to participate (n = 1,440), we expect that all will

complete the survey, which will take approximately 10 minutes (1,440 people x 10 minutes = 240 hours). The total burden for this collection is estimated to be 336 hours.

Estimated Number of Contacts	
Total Number of Initial Contacts	2,880
Total Number of Responses	1,440

Estimation of Time	
Estimated Time (mins.) to Complete Initial Contact	2
Time to complete and return surveys	10

Estimation of Respondent Burden	
Estimated Burden Hours	96
Estimated Burden Hours	240

**Total Burden** 336

11. **Reporting Plan:** A summary memorandum that outlines the survey methodology and results will be prepared.

A copy of the final summary will be submitted to NPS' Social Science Division for inclusion in the Social Science Studies Collection as required by the Programmatic Approval Process.