



**ADRIAN H. GARCIA, LLC**  
forestry support services

Adrian H. Garcia | Owner

January 1, 2013

Dr. Donald B.K. English, Ph.D.  
Recreation, Heritage, and Volunteer Resources  
Mailstop 1125  
USDA Forest Service  
1400 Independence Avenue, SW  
Washington, DC 20250-1125

**Re: Information Collection: National Visitor Use Monitoring**

Dear Dr. English:

Regarding the USDA Forest Service seeking comments about information collection, OMB 0596-0110, National Visitor Use Monitoring ("NVUM"), I found a big problem with the recreation surveys.

Although each Forest is tasked with figuring out how to accomplish its assigned NVUM work, often times the Forest Service will do the field data collection, then turnover the NVUM surveys to colleges, universities, or small businesses later. Although each public, private, and non-profit survey crew is required to conduct exit interviews using the same methods the federal employees previously used, this mixed approach sometimes misses the mark. Because a "motley crew" have different experiences with outdoor recreation concepts, social survey methodology, basic visitor management strategies such as the Recreation Opportunity Spectrum (ROS) and Benefits-Based Management (BBM). Mixing and matching field interviewers can be detrimental to the program; thus affecting the quality of the surveys, analysis, and reporting.

In no fathomable way am I questioning the importance of visitor use patterns and trends, visitor perceptions of social and resource conditions, and visitor satisfaction on National Forest System lands; measuring the number of visits on federally-protected forests and measuring the views of those recreational visitors is very important. However, some of us make the the numbers count in the great outdoors better than others. I am uncertain how many times you conduct exit interviews at remote and desolate sites in dead of winter or under a scorching sun; the cold and heat is nearly unbearable. As one of your former colleagues once said, "we go outside when the polar bears won't."

**That is why, you need the best people for the job.**

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*Making the numbers count in the great outdoors!*

But if the Agency's intent is to establish measurable goals and and monitor its success and meeting those goals, bench the unwilling and use players that can perform, qualified small businesses that make their living doing NVUM surveys. Experts hell bent on accomplishing the mission. However, these opportunities to compete for procurement contracts are dwindling despite these American companies having the exact experience you need in the field, and they have very reasonable prices compared to what the Agency pays its university cooperators.

More to the point: to improve the quality, utility, and clarity of the information to be collected, the Agency must identify the best and the brightest in recreation use survey services. Here is a start:

1. Discuss a procurement strategy in the Offices of the Chief of Business Operations, Branch Chief of Acquisition Policy, Small and Disadvantaged Business Utilization Representatives, and Director of Recreation, fostering an environment where highly skilled small businesses successfully compete for a fair share of the Agency's expenditures; ultimately creating much-needed jobs for Americans.<sup>1</sup> **Washington Office.**
2. Ask Contracting Officers and Program Managers with Small Business Specialists to first consider setting aside NVUM projects before considering grant and agreements.<sup>2</sup> **Regional Office.**
3. Identify potential small business sources that are capable of meeting NVUM requirements by posting Sources Sought Notices in Federal Business Opportunities, also known as FedBizOpps. ([www.fbo.gov](http://www.fbo.gov)).<sup>3</sup> **Supervisor's Office.**

But you need more than a good idea; how about the right tool. The Forest Service can use a blanket purchase agreements ("BPAs"), as a simplified acquisition method that line officers can use to fill anticipated repetitive needs. BPAs trim the red tape associated with repetitive purchasing and and BPA orders cannot exceed the simplified acquisition threshold of \$100,000.<sup>4</sup> BPAs are permitted when:

- There is a wide variety of items in a broad class of supplies or services that are generally purchased, but the exact items, quantities, and delivery requirements are not known in advance and may vary considerably.
- There is a need to provide commercial sources of supply for one or more offices or projects in a given area that do not have or need authority to purchase otherwise. The use of this procedure would avoid the writing of numerous purchase orders.
- There is no existing requirements contract for the same supply or service that the contracting activity is required to use.

<sup>1</sup>Federal Acquisition Regulations in part 19.502-2 require the contracting officer to set aside for small business all acquisitions less than \$100,000, and any acquisition over \$100,000 when there is a "reasonable expectation" that 1) offers will be received from at least two responsible small businesses, and 2) award will be made at a fair market price.

<sup>2</sup>Adrian H. Garcia, LLC presumed contract specialists did not have a reasonable expectation there would have been at least two responses from responsible small businesses at a fair price; therefore, partnerships were pursued instead.

<sup>3</sup>Acquisition policy allows sole source selection of contract awards if there is only one service-disabled veteran-owned business that can provide the service at a reasonable price. FAR 19.1406

<sup>4</sup>BPAs offer an excellent option for federal agencies and contractors, providing convenience, efficiency, and reduced costs. FAR 8.405-3.

*Adrian H. Garcia, LLC is a service-disabled veteran owned, small business (SDVOSB) that provides outstanding recreation use survey services and expertise in the field. We offer dependability and quality not always at the cheapest prices but always at the best value. Always professional and always ready.*

Yours truly,

A handwritten signature in black ink, appearing to be 'A. Garcia', with a large loop and a trailing dash.

**ADRIAN H. GARCIA**

cc: Jim Pena, Associate Deputy Chief, National Forest System

[Federal Register Volume 77, Number 239 (Wednesday, December 12, 2012)]

[Notices]

[Pages 73975-73976]

From the Federal Register Online via the Government Printing Office [[www.gpo.gov](http://www.gpo.gov)]

[FR Doc No: 2012-29928]

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DEPARTMENT OF AGRICULTURE

Forest Service

Information Collection: National Visitor Use Monitoring

AGENCY: Forest Service, USDA.

ACTION: Notice; request for comment.

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SUMMARY: In accordance with the Paperwork Reduction Act of 1995, the Forest Service is seeking comments from all interested individuals and organizations on the extension of a currently approved information

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collection, OMB 0596-0110, National Visitor Use Monitoring.

DATES: Comments must be received in writing on or before February 11, 2013 to be assured of consideration. Comments received after that date will be considered to the extent practicable.

ADDRESSES: Comments concerning this notice should be addressed to Dr. Donald B.K. English, Recreation, Heritage, and Volunteer Resources, Mailstop 1125, USDA Forest Service, 1400 Independence Ave. SW., Washington, DC 20250-1125.

Comments also may be submitted via facsimile to 202-205-1145 or by email to: [denglish@fs.fed.us](mailto:denglish@fs.fed.us).

The public may inspect comments received at Room 400, Rosslyn Plaza Building C, 1601 North Kent Street, Arlington, VA 22209 during normal business hours. Visitors are encouraged to call ahead to 202-205-9595 to facilitate entry to the building.

FOR FURTHER INFORMATION CONTACT: Donald B.K. English, Recreation, Heritage, and Volunteer Resources staff, 202-205-9595.

Individuals who use telecommunication devices for the deaf (TDD) may call the Federal Relay Service (FRS) at 1-800-877-8339, 24 hours a day, every day of the year, including holidays.

SUPPLEMENTARY INFORMATION:

Title: National Visitor Use Monitoring.

OMB Number: 0596-0110.

Expiration Date of Approval: 06/30/2013.

Type of Request: Extension with revision of a currently approved

practical or scientific utility; (2) the accuracy of the Agency's estimate of the burden of the collection of information, including the validity of the methodology and assumptions used; (3) ways to enhance the quality, utility, and clarity of the information to be collected; and (4) ways to minimize the burden of the collection of information on respondents, including the use of automated, electronic, mechanical, or other technological collection techniques or other forms of information technology.

All comments received in response to this notice, including names and addresses when provided, will be a matter of public record. Comments will be summarized and included in the request for Office of Management and Budget approval.

Dated: December 3, 2012.

James M. Pena

Associate Deputy Chief, National Forest System.

[FR Doc. 2012-29928 Filed 12-11-12; 8:45 am]

BILLING CODE 3410-11-P

information collection.

## Abstract

The Government Performance and Results Act of 1993 require Federal agencies to establish measurable goals and monitor their success at meeting those goals. Two of the items the Forest Service must measure are: (1) The number of visits that occur on the National Forest System lands for recreation and other purposes, and (2) the views and satisfaction levels of recreational visitors to National Forest System lands about the services, facilities, and settings. The Agency receives requests for this kind of information from a variety of organizations, including Congressional staffs, newspapers, magazines, and recreational trade organizations.

The data from this collection provides vital information for strategic planning efforts, decisions regarding allocation of resources, and revisions of land and resource management plans for national forests. It provides managers with reliable estimates of the number of recreational visitors to a national forest, activities of those visitors (including outdoor physical activities), customer satisfaction, and visitor values. The knowledge gained from this effort helps identify recreational markets as well as the economic impact visitors have on an area. The information collected is also used by the Office of Management and Budget as part of the Program Analysis Reporting Tool measures for the Forest Service recreation program. For the Forest Service, the collection is designed for a five-year cycle of coverage across all national forests. Conducting the collection less frequently puts information updates out of cycle with forest planning and other data preparation activities.

In addition, the U.S. Department of Interior (USDOl) Bureau of Land Management (BLM) anticipates partnering with the Forest Service, pending funding availability, to conduct further field testing of the National Visitor Use Monitoring (NVUM) survey and estimation protocol as a means for estimating the volume of visitation and describing key visitor characteristics. BLM lands are often adjacent to Forest Service lands, and patterns of visitor access are similar to those of the Forest Service. As well, BLM's information and reporting needs closely mirror those of the Forest Service.

At the recreation sites or access points, agency personnel or contractors will conduct onsite interviews of visitors as they complete their visit. Interviewers will ask about the purpose and length of the visit, the trip origin, activities, annual visitation rates, trip-related spending patterns, use of recreation facilities, satisfaction with agency services and facilities, and the composition of the visiting party. Primary analysis of the information for the Forest Service and partnering agencies will be performed by Forest Service staff in the Washington Office and by scientists in one or more of the agency's research stations.

Estimate of Annual Burden: 9 minutes (average).

Type of Respondents: Visitors to lands managed by the U.S. Forest Service and/or Bureau of Land Management.

Estimated Annual Number of Respondents: 60,900.

Estimated Annual Number of Responses per Respondent: One.

Estimated Total Annual Burden on Respondents: 8,760 hours.

Comment is invited on: (1) Whether this collection of information is necessary for the stated purposes and the proper performance of the functions of the Agency, including whether the information will have



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Numbers count in the great outdoors!

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