

RAMP Public Outreach
Visitor Profile
Procedures and Description of Data Fields

PROCEDURES: Following are recommended procedures for visitor contacts using the Visitor Profile format.

Give visitors advance notice: Customers need a heads up to be thinking along the lines of the Visitor Profile topics. Particularly for camping areas, you may have contract gate attendant distribute a card to incoming campers a day or so before sampling the area, with wording such as:

<p>Do you have ideas for improving and modernizing this recreation area? A Corps representative will be in the area to talk to campers on May 31st. Please be thinking about suggestions you can give if your campsite is selected for an interview.</p> <p>If you do not get to talk directly to the Corps representative you can still give us your ideas by jotting them down on this card and returning it to the Park Attendant before you leave.</p> <p>Thank you for your help.</p>

Sample selection: Consider using a random number generator to select customers to be interviewed, for instance to select campsites in a campground. This is not to imply statistical significance for the results, but works well to get a good distribution across the recreation area. Visitors also readily accept the answer that they were randomly selected when they ask, "Why did you pick me?" and those who ask, "Why didn't you pick me?"

Initiating visitor contact: An example of a simple script to start the conversation:

"Hello, my name is _____. I'm with the Corps of Engineers _____ office. There is a possibility that the Corps is going to get some money from Congress to modernize our areas over the next few years, and we're talking to a random sample of visitors today to get ideas on what we should do (or not do) to meet your needs."

Recording results: Not every group or individual will give information to match each of the blocks on the format. Try to steer the discussion to get information, but depend on a conversational approach rather than a stream of direct questions. It may be most productive to record information after leaving the visitor(s), since otherwise they may become distracted or uncomfortable wondering what is being written down, and not give as much detail.

DEFINITIONS: The following definitions are provided to assist in recording the results of customer interviews on the Visitor Profile format.

No.: Visitor Profile reference number. For each project begin with 1 and number consecutively.

Date: Date of interview

Time: Time interview begins

Weekday/Weekend: Designate if interview occurs on weekday or weekend day

Project: Project name

Area: Name of the recreation area where interview occurs

Day Use/Campground: Recreation area type

Campsite No.: If interviewing a camper, the campsite they are occupying

Campground Class: If interviewing in a campground, indicate whether a Class A, B or C facility

Camping Equipment on Site: If interviewing a camper, from the choices provided on the format, circle the type of equipment they have on the site. Below are some examples to assist with determination of equipment type:



Towable Trailer



Class C Motor Home



Class A or Luxury Coach

WHO:

Major Rec. Activities: From the choices provided on the format, circle all the major recreation activities in which the visitors indicate they participate at the project.

Project(s) Visited: Write in names of other Corps projects that the visitors use.

Frequency of Use: Circle the choices that describe the visitors' frequency of use for both holidays and non-holidays.

Group Type: From the choices given on the format, circle the description of the group.

Local Resident: Prior to beginning interviews, the definition of "local" for this project needs to be determined by project personnel. On the format, indicate by circling "yes" or "no" if the visitor meets that criterion.

Shoreline Resident: On the format, indicate by circling "yes" or "no" if the visitor is a shoreline resident.

First time visitor: On the format, indicate by circling "yes" or "no" if the visitor is a first time visitor to the project.

Only use CE projects: On the format, indicate by circling "yes" or "no" if the visitor uses Corps projects exclusively for their major recreation activities.

Ethnicity: From the choices given on the format, circle the ethnicity of the visitor(s) being interviewed based on visual observation.

WHAT, WHY, and OTHER:

Observations by the visitors on: In the blocks provided, note visitor comments on the various topics listed.