

H-OMB Approved Visitor Registration Card

U.S. DEPARTMENT OF AGRICULTURE FOREST SERVICE 		FORM APPROVED OMB NO. 0990-0019 Expires 8/2004		VISITOR REGISTRATION CARD				(13) Travel Plan If a travel zone map is available, list all zones that you will be traveling through, in sequence, and indicate the number of nights you plan to spend in each zone. If travel zones are unknown, describe your planned trip by listing campsites, lakes or named landmarks you plan to visit and the number of nights you will spend in each area.				TRAVEL ZONE CODE		N I G H T S					
Completion of this form is voluntary and is not required by law or to obtain a Federal benefit. However, we would appreciate your cooperation in providing us with information about your planned National Forest visit. It will help us plan for future management and protection of this area. We will enter the proper codes in the shaded blocks.												THANK YOU!							
(1) NAME (Print, include initials, and last)												32		33		34		35	
(2) MAILING ADDRESS (Optional)												36		37		38		39	
(3) CITY AND STATE						(4) ZIP CODE		40		41		42		43					
						1		2		3		4		5					
(5) AREA VISITING (Write name of area)						6		7		8		9		10					
(6) DATES OF VISIT (Give best estimate of start and finish dates of your visit)						11		12		13		14		15					
From month/day						16		17		18		19		20					
Through month/day						21		22		23		24		25					
(7) LOCATION OF ENTRY POINT (Write name of entry point)						26		27		28		29		30					
(8) LOCATION OF EXIT POINT (Write name of exit point)						31		32		33		34		35					
(9) PRIMARY METHOD OF TRAVEL (Write method such as hiking, horseback, canoe, etc.)						36		37		38		39		40					
(10) NUMBER OF PEOPLE IN GROUP						41		42		43		44		45					
(11) NUMBER OF PACK OR SADDLE STOCK						46		47		48		49		50					
(12) NUMBER OF WATERCRAFT OR VEHICLES						51		52		53		54		55					
(14) REMARKS - SUGGESTIONS												56		57		58		59	
												60		61		62		63	
												64		65		66		67	
												68		69		70		71	

GPO : 1984 O - 442-588

FS-2306-32 (1081)



I-CUSTOMER Report Card and Comment Card

United States	Forest	Washington	14th & Independence SW
Department of	Service	Office	P.O. Box 96090
Agriculture			Washington, DC 20090-6090

Reply to: 2300

Date: October 25, 1993

Subject: Available Customer Satisfaction Survey Instruments

To: Regional Foresters, Station Directors, and Forest Supervisors

President Clinton's Executive Order - Setting Customer Service Standards - September 11, 1993 - states that agencies are to "survey customers to determine the kind and quality of services they want and their level of satisfaction with existing services." The following enclosure contains 2 OMB approved survey instruments that are currently available for use with Forest Service recreation customers. The management information that these surveys can generate directly address the Executive Order. Please make this material available to all field units for their optional use.

The enclosed package contains and explains the CUSTOMER Report Card and COMMENT Card. The following items are included:

1. A description of Report Card and Comment Card.
2. Sampling procedures for Report Card and Comment Card.
3. A DG version of Report Card.
4. Printing instructions for Report Card.
5. Examples of optional questions that can be added to Report Card.
6. Examples of a Comment Card.

If a unit chooses to use one of the survey instruments, the sampling procedures listed for both the Report Card and Comment Card must be followed to comply with OMB requirements. In addition, a sampling plan for the CUSTOMER Report Card must be filed with the Outdoor Recreation and Wilderness Assessment Group, Southeastern Forest Experiment Station, Athens, Georgia. A sampling plan for the COMMENT Card is also required but should be kept in the field unit files. At this time the analysis of survey results is the responsibility of the unit using the survey.

Contact Greg Super (202-205-1398 or DG G.Super:W01C), WO Recreation, Cultural Resources, and Wilderness Management Staff, with questions on these survey instruments. Research questions should be directed to Ken Cordell (706-546-2451 or DG K.Cordell:S29L01A), Southeastern Experiment Station, Athens, Georgia.

For information about the more detailed, full-length, OMB approved CUSTOMER on-site survey, please contact Claire Payne (706-546-2451 or DG C.Payne:S29L01A).

/s/ H. M. Montrey
 H. M. MONTREY
 Associate Deputy Chief, NFS

Enclosures



The Outdoor Recreation and Wilderness Assessment Studies

CUSTOMER REPORT CARD AND COMMENT CARD

THE ISSUE

The unveiling of the new Forest Service Meaningful Measures (MM) program for recreation revealed a logical linkage between MM and the full-length CUSTOMER survey. A short-form method of measuring customer satisfaction was needed. Careful selection of importance and satisfaction measures from full-length CUSTOMER gave rise to the CUSTOMER Report Card (CRC).

CUSTOMER Comment Card is a post-card type survey instrument designed individually by those units desiring a very brief feedback mechanism.

OBJECTIVES OF REPORT CARD

- * To provide measures of satisfaction specifically related to the following factors: health and cleanliness, safety and security, setting, condition of facilities, and responsiveness to customers.
- * To collect baseline monitoring information at each site; subsequent changes in satisfaction as measured by repeat use of CRC would be compared with this baseline data.
- * To provide a vehicle where recreationists can comment on any aspect of their recreation experience.
- * To provide a vehicle whereby managers can easily obtain information regarding the needs and desires of their customers.

COOPERATORS

- * Virginia Polytechnic Institute & State University
- * USDA Forest Service, Region 8
- * USDA Forest Service Recreation, Cultural Resources, and Wilderness Management Staff, Washington, D.C.
- * USDA Forest Service, Southeastern Forest Experiment Station
- * University of Georgia
- * Georgia Southern University

PRESENT STATUS

Currently, the development of the report card instrument has been completed. Sampling procedures are included in this package and must be employed to use the OMB clearance authorization and number. A sampling plan adhering to the attached procedures must be filed with the Outdoor Recreation and Wilderness Assessment Group, Southeastern Forest Experiment Station, Athens, Georgia for the Report Card.

CUSTOMER Comment Card is being introduced for use under the CUSTOMER OMB package. There is no single required format for Comment card but an example is included in this package. Comment card should be a post-card sized instrument (front and back may be used) which takes no longer than three minutes to complete. Under most circumstances, Comment Card will be self-administered and can be mailed in or deposited in "drop-boxes". A Sampling plan must be developed for the Comment card and kept on file at the developing field unit; it does not have to be submitted to the Southeastern Station.



SAMPLING PROCEDURES FOR OMB APPROVED USE OF
CUSTOMER REPORT CARD AND CUSTOMER COMMENT CARD

USDA FOREST SERVICE, RECREATION

The following sampling procedures MUST be adhered to. The survey instruments are only OMB approved when strict sampling procedures are employed. Failure to follow these procedures may result in loss of information gathering privileges. Please direct questions to Greg Super:W01C or Ken Cordell:S29L01A. Copies of Report Card are available in DG or Word Perfect versions from K.Cordell:S29L01A.

INTRODUCTION

The CUSTOMER Report Card (CRC) is an abbreviated version of the "main" CUSTOMER (Customer Use and Survey Techniques for Operations, Management, Evaluation and Research) survey. CRC focuses on only a few of the key variables and characteristics in the CUSTOMER survey instruments, principally satisfaction. Report Card is designed, therefore, as a shortened version of CUSTOMER to have minimal time impact on visitors, and to be administered primarily by the management staff at administering Forest or District.

CUSTOMER Comment Card is an even shorter instrument which can be developed on an individual site-by-site basis. There is no prototype CUSTOMER Comment Card; rather, the intention is for individual sites to collect some very brief feedback about a particular issue. The general idea was to model the Comment Card after the "index card" type survey instruments commonly found in restaurants and hotels.

Report Card and Comment Card can be administered through personal interview, by mail, or by self administration by recreationists at recreation sites and areas. The Southeastern Forest Experiment Station at its Forestry Sciences Laboratory in Athens, Georgia, and its research cooperators, VPI, Georgia Southern University and the University of Georgia, have developed a prototype of Report Card designed to be self administered by recreationists on a voluntary, primarily self-selecting basis. Presented below is a list of guidelines for providing some control over self selections on the part of the recreationists as they make choices of whether to participate in the survey. As a self selection survey, sampling rates will not be known, therefore, neither use estimates nor degree of representativeness can be established. The principal strategy for sampling will be through selection of sites and times where and when Report Card questionnaires will be made available to recreationists. The principal objective of the sampling strategy described below are to provide to each district and/or forest electing to participate summary statistics (percentages and means) describing the recreation visitors who respond to the survey.

Both Report Card and Comment Card must follow the attached sampling guidelines.

GUIDELINES

1. Identify and classify each site, place or access point by principal type of recreation use as defined below. Assemble the names and RRIS site codes of these sites, places or access points into 5 lists according to the classification under which each site or place fits.

- a. Developed, overnight use -- camping and use at cabins and lodges



b. Developed, day use -- picnicking, family gatherings and use at beach or other developed sites, etc.

c. Road-based use -- sightseeing, autotouring and use at overlooks, visitor centers, interpretive areas, or other such facilities connected with and/or along road corridors.

d. Land-based dispersed or backcountry use -- backpacking, horsepacking, mountain biking, off-highway vehicle driving, etc.

e. Water-based dispersed use -- whitewater floating (canoe, kayak, raft, or tubes), rowing, sailing, other boating, fishing, etc.

2. Classify each site in each of the lists referred to above by amount of use that occurs within or that is accessed through the site. Use categories include:

a. Heavily used sites, those with greater than "X" number of visits per year,

b. All other, lightly to moderately used sites.

3. Under each type of recreation use described in Step 1 above, develop a separate list of heavily used sites and of lightly to moderately used sites, Step 2 above. These lists, classified by both type and amount of recreation use, are the operational lists from which a sample will be drawn. There should be a total of 10 such listings of sites by type and amount of use. For example, a list of the heavily used, developed, overnight sites would be one of the 10 lists from which a random sample will be drawn.

4. Within each of the 10 lists, draw a random sample of 1/4 to 1/3 of all sites, places, etc., included. The sites thus randomly selected are the locations where the CUSTOMER Report Card questionnaires will be distributed. The RRIS site code should be recorded by hand on each questionnaire by Forest personnel before the questionnaires are distributed to sites for recreation visitor use.

5. For each randomly selected site, determine the best method for getting a questionnaire into the hands of recreation visitors. Alternative recommended methods include:

a. Distribution in person by official personnel at "manned" sites with return of completed questionnaires to a designated and clearly signed location or drop box.

b. Distribution in person by official personnel at "unmanned" sites or through placement of questionnaires on the windshields of cars or by other suitable method with return of completed questionnaires to a clearly marked and signed drop box.

c. Distribution through a signed pickup and drop box station (such as at a trailhead).



If 5a is selected as the appropriate method, for example for use at visitor centers, a questionnaire should be handed to all visitors 12 years old or older at the approximate end of each 1/3 of the period during the day that the site or facility is open. For example, if a visitor center is open from 9 to 5, questionnaires would be distributed to all visitors 12 years old or older at approximately 11:30 a.m., 2 p.m., and at 4:30 p.m. Similarly, logical times for distribution can be devised by the Forest, keeping in mind that a representative sample of visitors across the day is the target.

If 5b is the selected, appropriate method, for example for use at overlooks, a questionnaire should be handed to all visitors 12 years old or older or a questionnaire placed on the vehicle windshields at the end of each 1/3 (or other appropriate period divisions) of the time span during the day that the site or facility is open. Because of the greater expense of this method, it is recommended that a random sample of days during the recreation season be drawn on which to distribute the questionnaires. To draw such a sample, weekend and holiday days should be "put into a separate hat" from weekdays. Draw a minimum season-long sample of 10 days from each of these "hats". If sites are too numerous or are located too far apart to all be visited during a single day, 2 or more samples of weekend/holiday days and of weekdays must be randomly drawn.

If 5c is the selected method, each pickup/drop station should be visited as often as necessary to assure an adequate supply of questionnaires. Questionnaires must be kept dry and should be picked up for data processing at least every two weeks. A visually prominent location should be selected for placement of the pickup/drop station.

6. Sampling Plans for both the Report Card and Comment Card must be developed. The Sampling Plan for the Report Card must be filed with the SE Station, Athens, Georgia. This is required for OMB monitoring purposes and also to facilitate the gathering of both consistent and high quality information. The Comment Card Sampling Plan must be kept up to date and be available in field files - it does not have to be submitted to Athens, Georgia.

7. For further information, contact Claire Payne or Ken Cordell at (706)-546-2451, DG:S29L01A or Greg Super at (202)-205-1398, DG:W01C.

5. Was _____ National Forest your only destination on this trip or was it one of several? (Check which:)
 Only Destination One of Several-if one of several, was this your primary destination? Yes No
6. Which setting best describes the area in which you did (or are doing) your main activity? (Check the one that best applies.)
- a developed setting such as a campground, picnic area or visitor center.
 along or adjacent to roads (paved or gravel) in the countryside or in a forest area.
 away from roads (using trails or going cross-country).
 on the water in streams or lakes.
 snow or ice.
7. On this visit, when did you first arrive at _____?
- _____/_____/_____ _____ AM or PM (please circle AM or PM)
 Month/Day/Year Time
8. When will you be leaving (site)?
- _____/_____/_____ _____ AM or PM (please circle AM or PM)
 Month/Day/Year Time
9. Your AGE: _____ years, and SEX: M F
10. What type of party are you visiting the site with?
 (Check the one that best applies)
- my family unrelated friends
 group of two or more families an organized group or club
 group of family and friends traveling alone
11. How many people are in your party? _____
12. The section on the following page - refers to quality measures we are trying to monitor. First, please read each statement and rate the IMPORTANCE of that item as it contributes to the kind of outdoor recreation experience you typically expect AT AN AREA SUCH AS THIS. Then, please rate each statement again, this time in terms of HOW SATISFIED you are with the items as they pertain to this area.

13. How do you feel about the overall quality of the recreation services provided? (Check one)

- | | |
|---|--|
| <input type="checkbox"/> terrible | <input type="checkbox"/> mostly satisfied |
| <input type="checkbox"/> unhappy/dissatisfied | <input type="checkbox"/> pleased |
| <input type="checkbox"/> mostly dissatisfied | <input type="checkbox"/> delighted |
| <input type="checkbox"/> mixed | <input type="checkbox"/> don't know/don't care |

14. How do you feel about the overall recreation experience you had here? (Check one)

- | | |
|---|--|
| <input type="checkbox"/> terrible | <input type="checkbox"/> mostly satisfied |
| <input type="checkbox"/> unhappy/dissatisfied | <input type="checkbox"/> pleased |
| <input type="checkbox"/> mostly dissatisfied | <input type="checkbox"/> delighted |
| <input type="checkbox"/> mixed | <input type="checkbox"/> don't know/don't care |

Comments: Please use this section to tell us anything you think we should know.

(For example, do you have any comments about how we could improve your recreation experience or is there something in particular you enjoyed about your visit here?)

One to three specialized questions can be inserted here:

If you have questions or would like to speak with someone about your concerns, please call (000) 000-0000. We will be happy to answer your questions.

THANK YOU



PRINTING INSTRUCTIONS
CUSTOMER REPORT CARD

1. Enter your developed site-specific code number or longitude/latitude coordinates in the upper right corner.
2. Enter the name of the National Forest at the top of page 1.
3. Enter the name of the forest, district, recreation area, or other administrative unit as appropriate just below the privacy act statement.
4. Enter the same name as above for question #5.
5. Enter some specialized questions on the last page if desired. An answer list can be included or the questions can be left open ended. See sample questions enclosed.
6. Enter a phone number and possibly a person's name to handle questions if desired.



ADDING LOCAL OPTION QUESTIONS TO REPORT CARD OR COMMENT CARD

The CUSTOMER OMB approval authorizes the addition of specialized (site specific) questions to both the Report Card and the Comment Card. The Report Card can have up to 3 site specific questions added at the end of the question set. The Comment Card question set can be entirely site specific or a combination of site specific and general area questions - as long as the 3 minute response time limit is not exceeded.

NOTE: Any questions involving hypothetical fee situations or specifically contingent valuation methodology must be individually approved by OMB. This approval takes at least three months and the requestor must follow specific request for approval guidelines.

The following SAMPLE questions are acceptable under current OMB guidelines:

S-1 At present, trash is collected from each campsite. Would you personally be opposed to carrying your trash to a dumpster at a centralized location in the campground? (CIRCLE ONE)

- A) No
- B) Yes
- C) Don't know/No Opinion

S-2 The people stationed at the entrance gates are volunteers. Do you personally think the volunteers are informed enough to provide you the information and assistance you need to know about using Lake Smith? (CIRCLE ONE)

- A) No
- B) Yes
- C) Don't know/No Opinion

S-3 Which of the following additional improvements would you like to see at Lower Lost Lake? (READ LIST AND CIRCLE ALL THAT APPLY)

- A) Improved or additional boat launching ramps
- B) Improved or additional parking
- C) Improved or additional boatdocks
- D) Other (please specify _____)

S-4 What changes in campgrounds, if any, would you like to see in the Lost Lakes area in the future? (CIRCLE ONE)

- A) No changes, everything is good as it is
- B) Decrease number or size of existing private campgrounds
- C) Decrease number or size of existing Forest Service campgrounds
- D) Increase number or size of existing private campgrounds
- E) Increase number or size of existing Forest Service campgrounds
- F) Other (please specify _____)
- G) Don't know/No Opinion

S-5 Which of the following do you think is the greatest problem at the Mt. Charles area? (CIRCLE ONE)

- A) Traffic congestion
- F) Damage to the natural environment



- B) Availability of parking
- C) Public safety
- D) Availability of restrooms
- E) Litter
- G) Adequacy of signs or signing
- H) Availability of information
- I) Other (Please specify _____)
- J) Don't know/No opinion

S-6 What solution would you recommend to solve the problem you identified?

S-7 Of the following, which best describes why you came to Alaska?
(PLEASE CHOOSE ONLY ONE)

- A. view scenery
- B. view glaciers
- C. view wildlife
- D. see Mt. McKinley
- E. cultural history
- F. visit family
- G. use cabins
- H. hunt
- I. job
- J. fish
- K. live here
- L. other

S-8 On a scale of 1 through 10, with 1 being "Least Important" and 10 being "Most Important", please rate the following statements:

- A. Importance of cutting grass each year from the sides of the trail.
- B. Importance of having uniformed Trail Rangers in the backcountry contacting people hiking, fishing, etc.
- C. Importance of trails which don't have any facilities, i.e.; cabin or designated camping sites.

S-9 If there was one thing that you could have changed about the Lake Forest Recreation Area on this visit, what would it have been? (SUMMARIZE RESPONSE)

The Bridgeville Ranger District is also interested in your specific use and opinions about their visitor information services.

S-10 Which of the following visitor programs have you attended or used on this trip? (READ LIST AND CIRCLE ALL THAT APPLY)

- A) Visitor center at Bridgeville Ranger District
- B) Amphitheater program
- C) Moon Lake Overlook
- D) I have not used any visitor programs
- E) Don't know/No opinion

S-11 In learning about a specific site in Chugach National Forest, do you prefer on-site information relayed to you by: (CHOOSE ALL THAT APPLY)

- A) Video
- B) Interactive Video
- C) Audio Cassette
- D) Brochures
- E) Signs
- F) A real, live interpreter
- G) A station on your radio
- H) Self-guided nature walks



The facilities "fit nicely" with the natural surroundings. The use of the site is not resulting in unacceptable impacts on the environment.

(Circle one) A B C D F

3. SAFETY AND SECURITY

Campers feel safe, unthreatened and find no safety hazards. Forest Service employees, hosts or contractors are on duty. Visitors are informed in a friendly and positive mannaer about campground rules and what is expected from them.

(Circle one) A B C D F

4. RESPONSIVENESS

Customers can find a Forest Service employee, host or contractor if needed. Customers' information and other basic needs are met and any complaints they submit are handled to their satisfaction.

(Circle one) A B C D F

5. CONDITION OF FACILITIES

Facilities meet the customer's expectations. Facilities are functiona, safe and well maintained.

(Circle one) A B C D F

J-RECUSE Retrieval Instructions

Retrieval Instructions for obtaining personal computer (RECUSEPC.EXE) and Data General (RECUSE.PR) versions of RECUSE Computer Program and User Guide text files. The User Guide text files are designated as README.WRD (Data General files) and README.TXT (personal computer files).

USER NOTE--Before proceeding with the retrieval, contact your Computer Systems Manager to setup your Information System (IS) Staff name, Drawer name, and Folder name.

Log onto the Data General;
Go into **Utilities**; select **User applications**; and run **Information System (IS)**;

From Information System 6.45 menu:

Select option **3. Utilities** (Tapes, Dumpfiles, Import, Remote Access)
Select option **6. Transfer** (Information transfer and DCC access)
Select option **1. Info transfer** (Transfer information between FS Offices)

=====

INFORMATION TRANSFER UTILITY Screen 1 of 2

Transfer Type (1. Send, 2. Retrieve): **2**

Local information structure

Level (1. Public, 2. Staff): **2** Staff name: **YOUR CHOICE**

Drawer name: **YOUR CHOICE**

Folder name: **YOUR CHOICE**

File name: [For personal computer (PC) type: **RECUSEPC.EXE** or **README.TXT**]*
[For Data General (DG) type: **RECUSE.PR** or **README.WRD**]*

* **USER NOTE**--To retrieve the README file, you must repeat the retrieval instructions. The README file contains the User's Guide for the RECUSE program.

Local transfer action (Y/N)? **N**

=====

INFORMATION TRANSFER UTILITY Screen 2 of 2

Host name: **R01A**

Remote information structure

Level (1. Public, 2. Staff): **2** Staff name: **MEDC**

Drawer name: **RIS**

Folder name: **RECUSE**

File name: [For personal computer (PC) type: **RECUSEPC.EXE** or **README.TXT**]*
[For Data General (DG) type: **RECUSE.PR** or **README.WRD**]*

* **USER NOTE**--To retrieve the README file, you must repeat the retrieval instructions. The README file contains the User's Guide for the RECUSE program.

Remote information (Y/N)? **N**

Do you want CEO mail notification (Y/N)? **Y**

Do you want to submit transfer request NOW (Y/N)? **Y**

=====

USER NOTE--After last question, screen starts over with screen 1 of 2

Back out with CANCEL/EXIT Key (**F11**)

Cancel your edits? (Y/N) **Y**

Recuse PC - Instructions for Downloading Files to PC

Once files have been RIS'ed, download both recusepc.exe and readme.txt to PC using CEO Connect.

Begin CEO Connect and complete the following screen:

```
CEO CONNECTION - MAIN MENU
                                Rev. 3.10

1. Document support      (Edit/view/delete/move/copy/print files)
2. Decision support     (Spreadsheets/graphics/data)
3. Terminal             (Become a terminal on host)
4. Send a file          (Send a file to host)
--> 5. Retrieve a file   (Get a file from host)
6. Utilities            (Log on/off/file, Status, Host ID)
7. MS-DOS              (Execute an MS-DOS command or program)
8. EXIT                (Exit CEO Connection)

Enter choice: 5

Host pathname   : :STAFF:YOURSTAFF:YOURDRAWER:YOURFOLDER:FILENAME

MS-DOS pathname: drive:\directory\filename.ext (i.e. c:\recuse\recusepc.exe)

%      - will be replaced by filename matching template.
/OVW   - overwrite the file if it exists.
/T=TXT - file is a text file.
```

Repeat process for both recusepc.exe and readme.txt. At command line type "more readme.txt" for installation instructions.

Example: c:\recuse\more readme.txt

Recuse DG - Instructions for filing readme.wrd in CEO

At CEO filing menu complete the following:

```
Msgs: New: 0 Reject: 1 Oct 04,95 10:26 AM Document:
      FILING FUNCTIONS

1. Drawers      (List, create, change, or delete drawers)
2. Folders     (List, create, rename, or delete folders)
3. Documents   (List, edit, refile, or delete documents)
4. Search      (Locate specific categories of documents)
5. Wastebasket (List, print, or restore discarded documents)
6. Keywords    (List keywords in use)
--> 7. Import   (Import document from other systems to CEO)
8. Export      (Export document from CEO to other systems)
9. Inventory   (Survey list of drawers, folders, or documents)

Enter choice: 7
Filename: :STAFF:YOURSTAFF:YOURDRAWER:YOURFOLDER:README.WRD

File is stored as type: wrd
File will be imported and stored as type: wrd

To return to the previous menu, press the CANCEL/EXIT key.
For assistance here (or on any other menu or question), press the HELP key.
```

F1 to execute, and file in appropriate area.

