



Social Science Program  
National Park Service  
U.S. Department of the Interior

Visitor Services Project

# **Ebey's Landing National Historical Reserve Visitor Study**



**Trust Board**

Ebey's Landing National Historical Reserve

P.O. Box 774

Coupeville, WA 98239

July, 2007

Dear Visitor:

Thank you for participating in this important study. Ebey's Landing National Historical Reserve was set aside *"to preserve and protect a rural community which provides an unbroken historic record from...19<sup>th</sup> century exploration and settlement in Puget Sound to the present time."* This Reserve is managed by a Trust Board, a partnership of local, state, and federal governments working together to protect historical and cultural resources. The Trust Board wants to learn about the expectations, opinions, and interests of visitors to Ebey's Landing National Historical Reserve. This information will help us improve our management of the Reserve and better serve you, our visitor.

This questionnaire is only being given to a small percentage 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 the questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, Phone: 208-885-2585, email: [littlej@uidaho.edu](mailto:littlej@uidaho.edu).

We appreciate your help.

Sincerely,

A handwritten signature in cursive script, reading "Marshall W. Bronson".

Marshall W. Bronson, Chair  
Trust Board, Ebey's Landing National Historical Reserve:  
Town of Coupeville  
Island County  
Washington State Parks  
National Park Service

**DIRECTIONS**

At the end of your visit:

- 1) Please have the selected individual complete this questionnaire
- 2) Answer the questions carefully since each question is different
- 3) Seal it with the stickers provided
- 4) Drop it in a U.S. mailbox

Thank you!

**PRIVACY ACT and PAPERWORK REDUCTION ACT statement:**

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

**Burden estimate statement:** Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; fax: 208-885-4261; email: [littlej@uidaho.edu](mailto:littlej@uidaho.edu)

Please go on to the next page →

## Your Visit To Ebey's Landing National Historical Reserve

**NOTE:** In this questionnaire, your **personal group** is defined as anyone that you are visiting the park with, such as spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as school, church, scouts, or tour group.

1. Prior to this visit, were you and your personal group aware that Ebey's Landing National Historical Reserve (NHR) is a unit of the National Park System?  
       \_\_\_\_\_ Yes                                \_\_\_\_\_ No
  
2. a) **Prior to this visit**, how did you and your personal group obtain information about Ebey's Landing NHR? Please check (✓) **all** that apply in the left column.  
       b) **On future trips** to Ebey's Landing NHR, what sources would you and your group prefer to use to obtain information in planning your visit? Please check (✓) **all** that apply in the right column.

**a) Prior to this visit? (✓)**

**b) On future visits? (✓)**

- |  |   |
|--|---|
| _____ Obtained no information prior to visit   | <b>→ Go on to part b of this question</b> |
| _____ Previous visits  | _____                                     |
| _____ Friends/relatives/word of mouth  | _____                                     |
| _____ Travel guides/tour books/publications  | _____                                     |
| _____ Maps/brochures   | _____                                     |
| _____ Email/telephone/written inquiry to the Reserve                                     | _____                                     |
| _____ Newspaper/magazine articles  | _____                                     |
| _____ Television/radio programs/videos   | _____                                     |
| _____ Ebey's Landing NHR website: <a href="http://www.nps.gov/ebla">www.nps.gov/ebla</a> | _____                                     |
| _____ Other websites   | _____                                     |
| _____ School class/program   | _____                                     |
| _____ State welcome center   | _____                                     |
| _____ Chamber of Commerce/visitor bureau   | _____                                     |
| _____ Island County Historical Museum in Coupeville                                      | _____                                     |
| _____ Other (Please specify below.)  | _____                                     |

a) \_\_\_\_\_ b) \_\_\_\_\_

- c) From the sources you used **prior to this visit**, did you and your personal group receive the information about the Reserve that you needed?

\_\_\_\_\_ No                                \_\_\_\_\_ Yes **→ Go on to part e of this question**

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

\_\_\_\_\_

e) Once you arrived at Ebey's Landing NHR, where did you go to obtain information about the Reserve?

\_\_\_\_\_

3. a) Prior to this visit, were you and your personal group aware of the Ebey's Landing NHR partnership logo (image below on left), which appears on signs throughout the Reserve?

\_\_\_\_\_ Yes

\_\_\_\_\_ No

- b) During this visit, did you and your personal group learn to recognize the Ebey's Landing NHR partnership logo (image below on left)?

\_\_\_\_\_ Yes

\_\_\_\_\_ No



- c) Prior to this visit, were you and your personal group aware of the National Park Service arrowhead (image above on right)?

\_\_\_\_\_ Yes

\_\_\_\_\_ No

- d) On a future visit to the Reserve, would you and your personal group be more likely to visit a site identified with a National Park Service arrowhead?

\_\_\_\_\_ Yes

\_\_\_\_\_ No

e) Please explain: \_\_\_\_\_

4. On this visit, what was your **primary** reason for visiting Whidbey Island? Please check (✓) **one**.

\_\_\_\_\_ Resident of Whidbey Island → **Go on to Question 5**

\_\_\_\_\_ Visit Ebey's Landing NHR

\_\_\_\_\_ Visit other attractions on Whidbey Island

\_\_\_\_\_ Visit friends/relatives on Whidbey Island

\_\_\_\_\_ Attend special event/festival

\_\_\_\_\_ Business

\_\_\_\_\_ Other (Please specify: \_\_\_\_\_)

5. On this trip to Whidbey Island, how did Ebey's Landing NHR fit into your travel plans? Please check (✓) **one**.

\_\_\_\_\_ Ebey's Landing NHR was the primary destination  
 \_\_\_\_\_ Ebey's Landing NHR was one of several destinations  
 \_\_\_\_\_ Ebey's Landing NHR was not a planned destination

6. On this visit, what were the reasons that you and your personal group visited Ebey's Landing NHR? Please check (✓) **all** that apply.

\_\_\_\_\_ Visit historic sites  
 \_\_\_\_\_ Nature study/learn natural history  
 \_\_\_\_\_ Visit a park in the National Park System  
 \_\_\_\_\_ Enjoy recreation (picnic, camp, hike, paint, take photographs, etc.)  
     What types of recreation: \_\_\_\_\_  
 \_\_\_\_\_ Driving through to another destination  
 \_\_\_\_\_ Other (Please specify: \_\_\_\_\_)

7. a) In what community did you and your personal group obtain support services (e.g. information, gas, food, or lodging) for this visit to Ebey's Landing NHR? Please check (✓) **all** that apply.

\_\_\_\_\_ Oak Harbor      \_\_\_\_\_ Freeland      \_\_\_\_\_ Langley  
 \_\_\_\_\_ Coupeville      \_\_\_\_\_ Bayview      \_\_\_\_\_ Clinton  
 \_\_\_\_\_ Greenbank      \_\_\_\_\_ Port Townsend  
 \_\_\_\_\_ Other (Specify: \_\_\_\_\_)

- b) Were you and your personal group able to obtain all of the services that you needed in these communities?

\_\_\_\_\_ No      \_\_\_\_\_ Yes → **Go on to Question 8**  
 ↓

- c) If NO, what services did you and your personal group need that were not available?

Service (List)	Comments (Please be specific.)
_____	_____
_____	_____
_____	_____

8. a) On this visit to Ebey's Landing NHR, did you and your personal group visit the Reserve on more than one day?

\_\_\_\_\_ Live within Reserve boundaries (see map on page 9) → **Go on to Question 10**

\_\_\_\_\_ Yes



- b) If YES, how many days did you visit Ebey's Landing NHR?

\_\_\_\_\_ Number of days

(Please list partial days/hours as 1/4, 1/2, or 3/4.)

\_\_\_\_\_ No



- c) If NO, how many hours did you visit Ebey's Landing NHR?

\_\_\_\_\_ Number of hours

9. a) On this visit did you and your personal group stay overnight **away from home** on Whidbey Island?

\_\_\_\_\_ Yes



\_\_\_\_\_ No → **Go on to part e of this question**

- b) If YES, please list the number of nights you and your personal group stayed.

\_\_\_\_\_ Number of nights stayed in the **Reserve** (including Fort Casey State Park, Fort Ebey State Park, and Rhododendron Park)

\_\_\_\_\_ Number of nights stayed in the **area** (on Whidbey Island)

- c) In what type of lodging did you and your personal group spend the nights inside the Reserve? Please check (√) **all** that apply in the **left** column.

- d) In what type of lodging did you and your personal group spend the nights on Whidbey Island outside the Reserve? Please check (√) **all** that apply in the **right** column.

c) Inside Reserve (√)	d) On Whidbey Island (√)	Lodging
_____	_____	Motel, hotel, inn, rented condo, etc. What type of lodging: _____
_____	_____	Bed & Breakfast
_____	_____	Campground
_____	_____	Personal seasonal residence
_____	_____	Residence of friends or relatives
_____	_____	Other (Please specify below: _____)

c) \_\_\_\_\_ d) \_\_\_\_\_

- e) In what city/town did you and your personal group stay on the night before you arrived at Ebey's Landing NHR? Please write the name of your home town if you stayed there.

Nearest city/town: \_\_\_\_\_ State: \_\_\_\_\_

- f) In what city/town did you and your personal group stay on the night after you left Ebey's Landing NHR? Please write the name of your home town if you stayed there.

Nearest city/town: \_\_\_\_\_ State: \_\_\_\_\_

10. a) On this visit to Ebey's Landing NHR, did you and your personal group visit the Island County Historical Museum in Coupeville?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No → b) If NO, why not? \_\_\_\_\_



- c) If YES, did you and your personal group purchase items in the museum bookshop?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No

11. For this visit, please check (✓) **all** of the sites that you and your personal group visited at Ebey's Landing NHR. If you did not visit a site, please leave that line blank. Please use the map on page 9 to help you locate the sites.

_____ Driftwood Park/Keystone Spit	_____ Admiralty Head Lighthouse
_____ Fort Casey State Park	_____ Rhododendron Park
_____ Ebey's Landing	_____ Casey Conference Center
_____ Fort Ebey State Park	_____ Bluff Trail
_____ Monroe's Landing boat launch	_____ Crockett Blockhouse
_____ Island County Historical Museum	_____ Prairie Overlook (near cemetery)
_____ Coupeville Wharf & Front Street	_____ Prairie Wayside (Engle Road)
_____ Sunnyside Cemetery/Davis Blockhouse	
_____ Other (Please specify: _____)	

12. a) On **this** visit to Ebey's Landing NHR, what activities did you and your personal group participate in? Please check (✓) **all** that apply.

_____ Scenic drive/sightseeing	_____ Picnicking
_____ Education/learning history	_____ Camping
_____ Viewing wildlife/birdwatching	_____ Walking/hiking
_____ Exploring battlements/forts	_____ Boating/kayaking
_____ Getting National Park Passport stamp	_____ Eating at restaurant
_____ Beach activities (beachcomb, sunbathe)	_____ Clamming
_____ Taking photographs, painting, drawing	_____ Shopping
_____ Other (Please specify: _____)	

- b) Which **one** of the above activities was the most important to your visit?

\_\_\_\_\_

13. a) Was there anything that you and your personal group wanted to see or do at Ebey's Landing NHR that you were not able to?

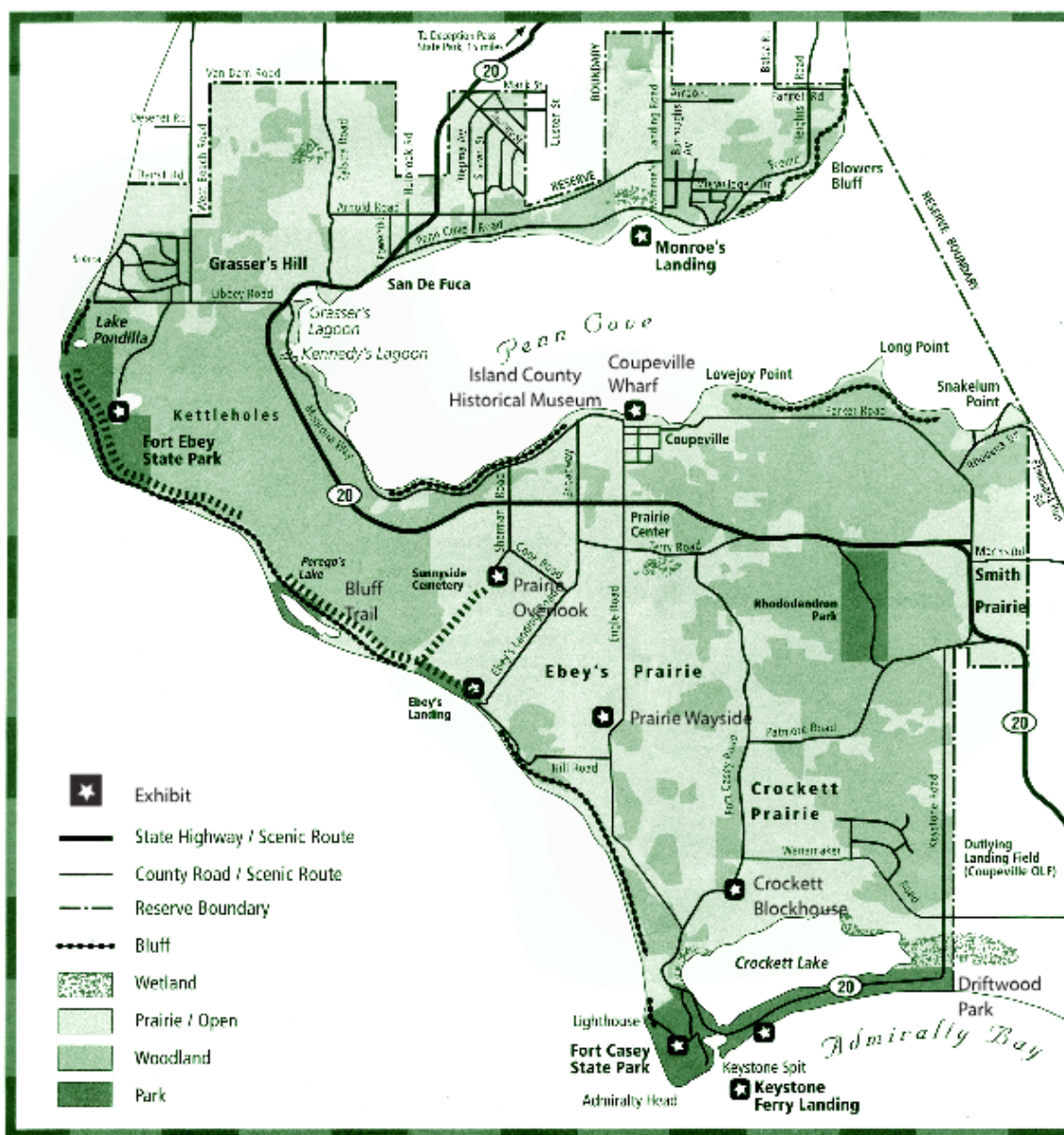
\_\_\_\_\_ Yes



\_\_\_\_\_ No → **Go on to Question 14**

b) If YES, what were you unable to see or do? \_\_\_\_\_

c) Why were you unable to see or do what you wanted to? \_\_\_\_\_



14. a) If your personal group arrived at Ebey's Landing NHR in private or rental vehicles, how many vehicles did you and your group use? If you did not arrive in a private or rental vehicle, please go on to part b of this question.

\_\_\_\_\_ Number of vehicles

b) Were the signs directing you to sites of Ebey's Landing NHR adequate?

Please check (✓) **one** response for each.

Signs on state highways      \_\_\_\_\_ Yes      \_\_\_\_\_ No      \_\_\_\_\_ Not sure

Signs on county roads      \_\_\_\_\_ Yes      \_\_\_\_\_ No      \_\_\_\_\_ Not sure

Signs in communities      \_\_\_\_\_ Yes      \_\_\_\_\_ No      \_\_\_\_\_ Not sure

c) If you answered NO to any of the above, please explain the problem.

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15. a) Please check (✓) **all** of the services/facilities that you and your personal group used during this visit to Ebey's Landing NHR (see map on page 9).

b) Next, for only those services/facilities that you and your personal group **used**, please rate their importance from 1-5.

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

**a) Used visitor service/facility?**

**b) If used,  
how important?**

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

1=Not important  
2=Somewhat important  
3=Moderately important  
4=Very important  
5=Extremely important

1=Very poor  
2=Poor  
3=Average  
4=Good  
5=Very good

Check (✓)

_____ Ebey's Landing NHR brochure	_____	_____
_____ Other Reserve interpretive brochures	_____	_____
_____ Trails	_____	_____
_____ Central Whidbey Chamber of Commerce	_____	_____
_____ Island County Historical Museum exhibits/videos	_____	_____
_____ Lighthouse exhibits	_____	_____
_____ Coupeville Wharf exhibits	_____	_____
_____ Roadside exhibits/pullouts	_____	_____
_____ Access for disabled persons	_____	_____
_____ Directional signs to find sites in the Reserve	_____	_____
_____ Campgrounds (Fort Casey SP, Fort Ebey SP, Rhododendron Park)	_____	_____
_____ Ebey's Landing NHR website: www.nps.gov/ebia used before or during visit	_____	_____

16. Ebey's Landing NHR was established because of its significance to the nation. In your opinion, what is the national significance of the Reserve?
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17. It is the Trust Board's and National Park Service's responsibility to protect the natural, scenic, and cultural resources at Ebey's Landing NHR while providing for public enjoyment. How important are the following attributes/resources in the Reserve to you? Please circle **one** response for each.

Attribute/resource	Not important	Somewhat important	Moderately important	Very important	Extremely important
Historic views/landscapes	1	2	3	4	5
Historic buildings/sites	1	2	3	4	5
Views without development	1	2	3	4	5
Agricultural activities	1	2	3	4	5
Native American sites	1	2	3	4	5
Clean air	1	2	3	4	5
Clean water	1	2	3	4	5
Natural quiet/sounds of nature	1	2	3	4	5
Night sky/stargazing	1	2	3	4	5
Opportunities to conduct research about park resources	1	2	3	4	5
Learning/educational opportunities	1	2	3	4	5
Birdwatching/wildlife viewing	1	2	3	4	5
Recreational opportunities (boating, camping, biking, walking)	1	2	3	4	5

18. On a future visit to Ebey's Landing NHR, would you and your personal group be interested in taking a guided tour or attending special lectures?

a) Guided tour? ☐ Yes ☐ No → **Go on to part c**



b) If YES, **where** would you and your personal group like to take a guided tour?

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c) Special lecture? ☐ Yes ☐ No → **Go on to Question 19**



d) If YES, what subjects would you and your personal group like to learn about?

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19. Would you and your group be willing to pay a modest fee (up to \$3/adult and \$1/child) to participate in these activities?

a) Guided tour? \_\_\_\_\_ Yes \_\_\_\_\_ No

b) Special lecture? \_\_\_\_\_ Yes \_\_\_\_\_ No

c) Other activities, such as preservation tours, history tours, farm stays, etc. \_\_\_\_\_ Yes \_\_\_\_\_ No

d) Please specify type of activity: \_\_\_\_\_

20. For you and your personal group, please report all expenditures for the items listed below for this visit to Ebey's Landing NHR and the surrounding area (on Whidbey Island). **Please write "0" if no money was spent in a particular category.**

a) Please list your personal group's total expenditures in Ebey's Landing NHR.

b) Please list your personal group's total expenditures on Whidbey Island.

NOTE: Surrounding area residents should only include expenditures that were **just for this trip** to Ebey's Landing NHR.

Category	EXPENDITURES	
	a) Inside Reserve	b) On Whidbey Island
Hotels, motels, cabins, B&B, etc.	\$ _____	\$ _____
Camping fees and charges	\$ _____	\$ _____
Guide fees and charges	N/A	\$ _____
Restaurants and bars	\$ _____	\$ _____
Groceries and takeout food	N/A	\$ _____
Gas and oil (auto, RV, boat, etc.)	N/A	\$ _____
Other transportation expenses (rental cars, taxis, auto repairs, etc.)	N/A	\$ _____
Admission, recreation, entertainment fees	\$ _____	\$ _____
All other purchases (souvenirs, books, sporting goods, clothing, etc.)	\$ _____	\$ _____
Donations	\$ _____	\$ _____

c) How many people do the above expenses cover? If you do not have any children in the group, please write 0.

\_\_\_\_\_ Adults (18 years or over)

\_\_\_\_\_ Children (under 18 years)

21. a) Would you or members of your personal group consider visiting Ebey's Landing NHR again in the future?

\_\_\_\_\_ Yes, likely                      \_\_\_\_\_ No, unlikely                      \_\_\_\_\_ Not sure

- b) Would you or members of your personal group recommend visiting Ebey's Landing NHR to your friends/relatives?

\_\_\_\_\_ Yes, likely                      \_\_\_\_\_ No, unlikely                      \_\_\_\_\_ Not sure

22. On a future visit to Ebey's Landing NHR, what interpretive programs/information services would you and personal your group like to have available at the park? Please check (✓) **all** that apply.

\_\_\_\_\_ Not interested in interpretive programs → **Go on to Question 23**  
\_\_\_\_\_ Self-guided audio tours (with map/publications, audio, cell phone, etc.)  
\_\_\_\_\_ Interactive exhibits (displays on computers/palm pilot/blackberry, etc.)  
\_\_\_\_\_ Indoor exhibits                      \_\_\_\_\_ Videos/films  
\_\_\_\_\_ Outdoor exhibits                      \_\_\_\_\_ Ranger talks/programs  
\_\_\_\_\_ Historian/expert lectures/talks                      \_\_\_\_\_ Trail building  
\_\_\_\_\_ Roving rangers available to answer questions                      \_\_\_\_\_ Other volunteer opportunities (besides trail building)  
\_\_\_\_\_ Children's programs                      \_\_\_\_\_ Farming workshops  
\_\_\_\_\_ Other (Please specify: \_\_\_\_\_)

23. On this visit, were you and your personal group with the following groups?

a) Commercial guided tour                      \_\_\_\_\_ Yes                      \_\_\_\_\_ No  
b) Educational group (school, etc.)                      \_\_\_\_\_ Yes                      \_\_\_\_\_ No  
c) Other organized group (church, business, etc.)                      \_\_\_\_\_ Yes                      \_\_\_\_\_ No  
d) What type of other organized group? \_\_\_\_\_

24. On this visit, what kind of personal group (not guided tour/educational/organized group) were you with? Please check (✓) **one**.

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

25. For this visit to Ebey's Landing NHR, how many people were in your **personal** group, including yourself?

\_\_\_\_\_ Number of people

26. For you and your personal group on this visit, please indicate:

	a) <b>Current age</b>	b) <b>U.S. ZIP Code or name of country other than U.S.</b>	c & d) <b>Number of visits to Ebey's Landing NHR (including this visit) past 12 months    lifetime</b>
Yourself	_____	_____	_____
Member #2	_____	_____	_____
Member #3	_____	_____	_____
Member #4	_____	_____	_____
Member #5	_____	_____	_____
Member #6	_____	_____	_____
Member #7	_____	_____	_____

27. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

\_\_\_\_\_ Yes  
↓

\_\_\_\_\_ No → **Go on to Question 28**

b) If YES, what activities or services did the person(s) have difficulty accessing or participating in? Please check (✓) **all** that apply.

_____ Trails/walkways	_____ Coupeville Wharf
_____ Roadside exhibits/ scenic overlooks	_____ Coupeville shops
_____ Fort Casey State Park	_____ Fort Ebey State Park
_____ Island County Historical Museum	_____ Rhododendron Park
_____ Other (Please specify: _____)	

c) Because of the physical condition, what specific problems did the person(s) have during this visit to Ebey's Landing NHR? Please check (✓) **all** that apply.

_____ Hearing (difficulty hearing programs, audio-visual exhibits or programs, or information desk staff, even with hearing aid)
_____ Visual (difficulty seeing exhibits, directional signs, visual aids that are part of programs, even with prescribed glasses or due to blindness)
_____ Mobility (difficulty accessing facilities, services, or programs, even with walking aid and/or wheelchair)
_____ Other (Please describe: _____)

28. a) What did you and your group like **most** about your visit to Ebey's Landing NHR?

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- b) What did you and your group like **least** about your visit to Ebey's Landing NHR?

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29. If you were in charge of planning for the future of Ebey's Landing NHR, what would you propose?

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30. Is there anything else you and your group would like to tell us about your visit to Ebey's Landing NHR?

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31. Overall, how would you and your group rate the quality of facilities, services, and recreational opportunities at Ebey's Landing NHR during this trip? Please circle **one**.

Very poor

Poor

Average

Good

Very good

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.



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**OFFICIAL BUSINESS**

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Park Studies Unit  
College of Natural Resources  
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