



George Washington Memorial Parkway–Lady Bird Johnson Park (Columbia Island) Visitor Study

Summer 2013

Natural Resource Report NPS/NRSS/EQD/NRR— 2014/815



ON THE COVER

Navy and Marine Memorial

Photograph courtesy of George Washington Memorial Parkway

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Summer 2013

Natural Resource Report NPS/NRSS/EQD/NRR— 2014/815

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June 2014

U.S. Department of the Interior
National Park Service
Natural Resource Stewardship and Science
Fort Collins, Colorado

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Please cite this publication as:

Manni, M. F. and Y. Le. 2014. George Washington Memorial Parkway–Lady Bird Johnson Park (Columbia Island) visitor study: Summer 2013. Natural Resource Report NPS/NRSS/EQD/NRR— 2014/815. National Park Service, Fort Collins, Colorado.

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Executive Summary

This visitor study report profiles a systematic random sample of George Washington Memorial Parkway – Lady Bird Johnson Park (Columbia Island) visitors during July 28 – August 3, 2013. A total of 684 questionnaires were distributed to visitor groups. Of those, 319 questionnaires were returned, resulting in a 46.6% response rate.

Group size and type	Fifty-seven percent of visitor groups were visiting alone and 34% of visitor groups consisted of two or three people. Fifty-seven percent of visitor groups were alone and 25% consisted of family groups.
State or country of residence	United States visitors were from 19 states and the District of Columbia and comprised 95% of total visitation during the survey period, with 63% from Virginia and 18% from the District of Columbia. There were too few international visitors to provide reliable data.
Frequency of visits	Sixty-eight percent of visitors visited the park 1-10 times in the past 12 months. Fifty-two percent of visitors visited the park 1-10 times in their lifetime, 32% had visited 31 or more times, and 16% visited 11-30 times.
Age, ethnicity, race, and educational level	Thirty-five percent of visitors were ages 36-55 years, 28% were 21-35 years old, 22% were 56 years or older, and 11% were ages 15 years or younger. Nine percent were Hispanic or Latino. Eighty-seven percent of visitors were White, 6% were Black or African American, and 5% were Asian. Fifty-nine percent of respondents had completed a graduate degree and 33% had a bachelor's degree.
Awareness of park prior to visit	Fifty percent of visitor groups were aware Columbia Island is managed by the National Park Service as part of the George Washington Memorial Parkway.
Information sources	Forty-three percent visitor groups obtained information about the park prior to their visit most often through previous visits (58%), friends/relatives/word of mouth (43%), and maps/brochures (32%). Most visitor groups (87%) received the information they needed. Sixty-one percent of visitor groups prefer to use the Columbia Island website to obtain information for a future visit, while 38% prefer to use maps/brochures, 38% prefer to use friends/relatives/word of mouth, and 37% prefer to use previous visits.
Park website	Eight-three percent of visitor groups rated the quality of the information on the park website as "very good" or "good." Ninety-six percent of visitor groups found the information they needed on the park website.
Park as destination	During the on-site interview, 68% of visitor groups said the park was their primary destination and for 29%, the park was one of several destinations.
Transportation	Forty-five percent of visitor groups used a bicycle they owned to travel between overnight accommodations or home and the park, 34% traveled on foot, and 28% traveled by private vehicle. Forty-six percent of visitor groups used one bicycle to travel to the park, 23% did not travel by bicycle, and 21% used two bicycles. Sixty-three percent of visitor groups used one motor vehicle to travel to the park, while 34% did not travel by motor vehicle.
Local attractions visited	Seventy percent of visitor groups visited nearby sites on this visit. Of those visitor groups that visited nearby sites, 50% visited Gravelly Point, 45% visited the National Mall, and 30% visited Theodore Roosevelt Island.

Executive Summary (continued)

Sites visited in and around Columbia Island	The sites most commonly visited by visitor groups in and around Columbia Island were Mount Vernon Trail (82%), Gravelly Point (41%), and Arlington Memorial Bridge (36%).
Use of connector trails to access Columbia Island	The most common connector trails used to access Columbia Island by visitor groups were Four Mile Run Trail (49%), Custis Trail (38%), and Washington & Old Dominion Trail (28%).
Length of visit	Fifty-eight percent of visitor groups spent one or two hours in the park, while 36% spent less than one hour. The average length of visit was 0.8 hours. Sixty-five percent of visitor groups spent one or two hours on the Mount Vernon Trail between the Navy and Marine Memorial and LBJ Memorial Grove, while 26% spent less than one hour. The average length of visit on the Mount Vernon Trail was 1 hour.
Activities on this visit	The most common activities were bicycling (56%), jogging (35%), stopping at scenic overlooks (21%), and walking for exercise (20%). The most common activities that were the primary reason for visiting the park were bicycling (432%), jogging (28%), and walking for exercise (11%).
Activities on a future visit	The most common activities to participate in on a future visit were bicycling (74%), jogging (50%), stopping at scenic overlooks (42%), and walking for exercise (40%).
Information services and facilities	The information services and facilities most often used by visitor groups were the Mount Vernon Trail tent info station (57%), park brochure/map (32%), and assistance from park staff (30%).
Visitor services and facilities	The visitor services and facilities most often used by visitor groups were restrooms (67%), garbage disposal/recycling (40%), and highway directional signs in park (31%).
Marina services and facilities	Five percent of visitor groups used marina services/facilities on this visit.
Protecting park resources and attributes	The highest combined proportions of “extremely important” and “very important” ratings of protecting park resources and attributes included clean air - visibility (92%), clean water (87%), and scenic views (84%).
Topics to learn on a future visit	Eighty-three percent of visitor groups were interested in learning about selected topics on a future visit. The most common topics included Potomac River history (73%), natural history (61%), and recreational opportunities (47%).
Methods of learning about the park on a future visit	Eighty-three percent of visitor groups were interested in learning about the park’s cultural and natural history on a future visit. The most preferred methods to use were trailside exhibits (66%), park website (48%), and self-guided tours (36%).
Overall quality	Most visitor groups (86%) rated the overall quality of facilities, services, and recreational opportunities at the park as “very good” or “good.” Three percent of visitor groups rated the overall quality as “very poor” or “poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-2585 or the following website <http://www.psu.uidaho.edu>.

Acknowledgements

We thank Marc Manni for compiling the report, Lena Le for overseeing the fieldwork, Debbie McLaughlin, Matthew Guthrie, the staff, and volunteers of George Washington Memorial Parkway – Lady Bird Johnson Park (Columbia Island) for assisting with the survey, and Matthew Strawn and Brian Quigley for data processing.

About the Authors

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Introduction

This report describes the results of a visitor study at George Washington Memorial Parkway – Lady Bird Johnson Park (Columbia Island), located in the District of Columbia, conducted July 28 – August 3, 2013 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

As described in the National Park Service website for George Washington Memorial Parkway, “The George Washington Memorial Parkway was designed for recreational driving. It links sites that commemorate important episodes in American history and preserve habitat for local wildlife. The parkway and its associated trails provide a scenic place to play and rest in the busy Washington, DC metropolitan area. Lady Bird Johnson earned many awards, including a Presidential Medal of Freedom for her work to transform the American landscape and preserve its natural beauty as a national treasure. In 1968 Columbia Island was renamed in her honor. Graceful plantings and picturesque views recall her conviction that beauty can make the world less grim and tense.” (www.nps.gov/gwmp, retrieved May 2014)

Organization of the Report

This report is organized into three sections.

Section 1: Methods

This section discusses the procedures, limitations, and special conditions that may affect the study results.

Section 2: Results

This section provides a summary for each question in the questionnaire and includes visitor comments to open-ended questions. The presentation of the results of this study does not follow the order of questions in the questionnaire.

Section 3: Appendices

Appendix 1. *The Questionnaire*. A copy of the questionnaire distributed to visitor groups.

Appendix 2. *Additional Analysis*. A list of sample questions for cross-references and cross comparisons. Comparisons can be analyzed within a park or between parks. Results of additional analyses are not included in this report.

Appendix 3. *Decision rules for Checking Non-response Bias*. An explanation of how the non-response bias was determined.

Presentation of the Results

Results are represented in the form of graphs (see Example 1), scatter plots, pie charts, tables, and text.

Key

1. The figure title describes the graph's information.

2. Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.

* appears when the total percentages do not equal 100 due to rounding.

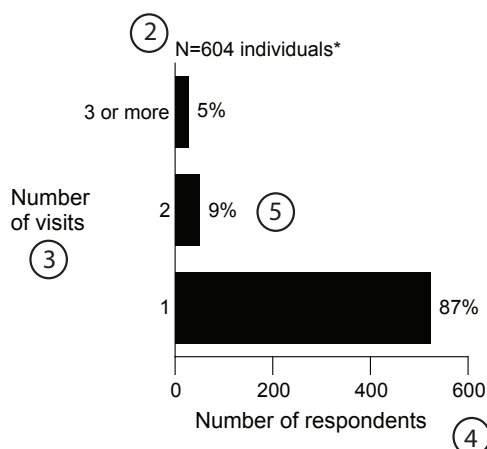
** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information describes the response categories.

4. Horizontal information shows the number or proportion of responses in each category.

5. In most graphs, percentages provide additional information.

Example 1



① **Figure 14.** Number of visits to the park in past 12 months

Methods

Survey Design and Procedures

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2007). Using this method, the sample size was calculated based on the park's visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at two sites during July 28 – August 3, 2013. Visitors were surveyed between the hours of 7 a.m. and 8 p.m. Table 1 shows the two locations, number of questionnaires distributed at each location, and the response rate for each location. During this survey, 754 visitor groups were contacted and 684 of these groups (91%) accepted questionnaires. (The average acceptance rate for 280 VSP visitor studies conducted from 1988 through 2013 is 91.3%.) Questionnaires were completed and returned by 319 respondents, resulting in a 46.6% response rate for this study. (The average response rate for the 280 VSP visitor studies is 71.6%.)

Table 1. Questionnaire distribution

Sampling site	Distributed		Returned		Returned % of total
	N	%	N	% by site	
Navy-Merchant Marine Memorial	607	89	287	47	90
Parking lot	77	11	32	42	10
Total	684	100	319		100

Questionnaire design

The George Washington Memorial Parkway – Lady Bird Johnson Park (Columbia Island) questionnaire was developed through conference calls between the park and VSP staff to design and prioritize questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for George Washington Memorial Parkway – Lady Bird Johnson Park (Columbia Island). Many questions ask respondents to choose answers from a list of responses, often with an open-ended option, while others are completely open-ended.

No pilot study was conducted to test the George Washington Memorial Parkway – Lady Bird Johnson Park (Columbia Island) questionnaire. However, all questions followed Office Management and Budget (OMB) guidelines and/or were used in previous surveys; thus, the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years old) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, the age of the member completing the questionnaire, and how this visit to the park fit into their group's travel plans. These individuals were asked their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank-you postcard and follow-ups. Participants were asked to complete the survey after their visit, and return it using the Business Reply Mail envelope provided.

Two weeks following the survey, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address (see Table 2). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second replacement questionnaire was mailed to participants who had not returned their questionnaires.

Table 2. Follow-up mailing distribution

Mailing	Date mailed	U.S.	International	Total
Postcards	August 19, 2013	599	21	620
1 st replacement	September 4, 2013	396	16	412
2 nd replacement	September 24, 2013	351	0	351

Data analysis

Visitor responses were entered twice and double-key validation was performed on numeric and short text responses. The remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software. Responses to open-ended questions were categorized and summarized prior to data analysis.

Numeric data were processed and statistics were calculated using Statistical Analysis Software® (SAS) and IBM SPSS Statistics.

Limitations

As with all surveys, this study has limitations that should be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after their visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns at the selected sites during the study period of July 28 – August 3, 2013. The results present a ‘snapshot in time’ and do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. When the sample size is less than 30, the word “**CAUTION!**” is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special conditions

The weather during the survey period ranged from hot and sunny to cool with periods of rain, thunder, and lightning.

No special events occurred in the area that would have affected the type and amount of visitation to the park.

Checking non-response bias

Five variables were used to check non-response bias: participant age, group size, group type, park as destination, and distance from participant's home to Columbia Island. Respondents and non-respondents were found to be significantly different in terms of average age and reason for visiting the area (see Table 3 - Table 6). Respondents at younger age ranges (especially 40 and younger) and visitors who visited Columbia Island as the primary destination may be underrepresented in the results. See Appendix 3 for more details of the non-response bias checking procedures.

Table 3. Comparison of respondents and non-respondents by average age and group size

Variable	Respondents	Non-respondents	p-value (t-test)
Age (years)	44.52 (N=315)	40.53 (N=353)	<0.001
Group size	1.96 (N=314)	1.79 (N=294)	0.386

Table 4. Comparison of respondents and non-respondents by group type

Group type	Respondents	Non-respondents	p-value (chi-square)
Alone	178 (57%)	213 (59%)	0.181
Family	71 (20%)	79 (25%)	
Friends	74 (21%)	53 (17%)	
Family and friends	2 (1%)	3 (1%)	

Table 5. Comparison of respondents and non-respondents by primary destination

Destination	Respondents	Non-respondents	p-value (chi-square)
Park as primary destination	202 (64%)	256 (71%)	0.017
Park as one of several destinations	90 (25%)	105 (33%)	
Unplanned visit	17 (5%)	7 (2%)	

Table 6. Comparison of respondents and non-respondents by distance from home to park

Destination	Respondents	Non-respondents	p-value (chi-square)
Within 50 miles	268 (89%)	259 (82%)	0.189
51-100 miles	3 (1%)	6 (2%)	
101-200 miles	4 (1%)	6 (2%)	
201 miles or more	4 (1%)	6 (2%)	
International visitors	7 (2%)	16 (5%)	

Results

Group and Visitor Characteristics

Visitor group size

Question 19b

On this visit, how many people were in your personal group, including yourself?

Results

- 57% of visitor groups consisted of one person (see Figure 1).
- 34% were in groups of two or three.
- 9% were in groups of four or more.

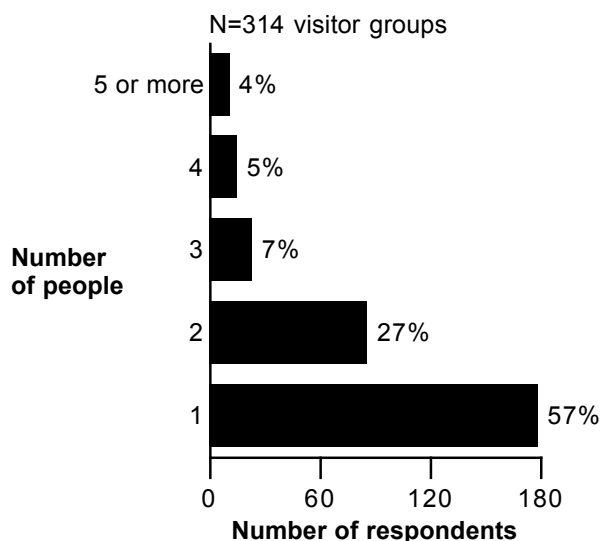


Figure 1. Visitor group size

Visitor group type

Question 19a

On this visit, which type of personal group (not guided tour/school/other organized group) were you with?

Results

- 57% of visitor groups consisted of members who were alone (see Figure 2).
- 25% consisted of family groups.
- 17% consisted of friends.
- “Other” group types (1%) were:

Babysitter and children
Coworkers
Guide and client

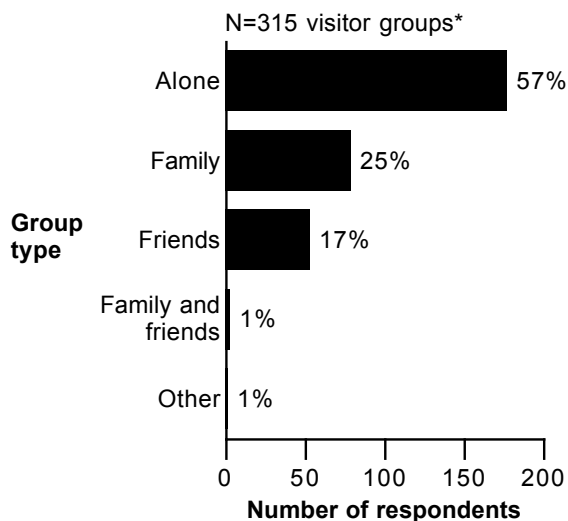


Figure 2. Visitor group type

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with organized groups

Question 18a

On this visit, was your personal group with a commercial guided tour group?

Results

- 1% of visitor groups were with a commercial guided tour group (see Figure 3).

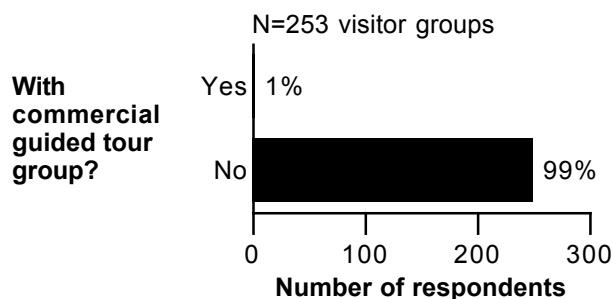


Figure 3. Visitors with a commercial guided tour group

Question 18b

On this visit, was your personal group with a school/educational group?

Results

- Less than 1% of visitor groups were with a school/educational group (see Figure 4).

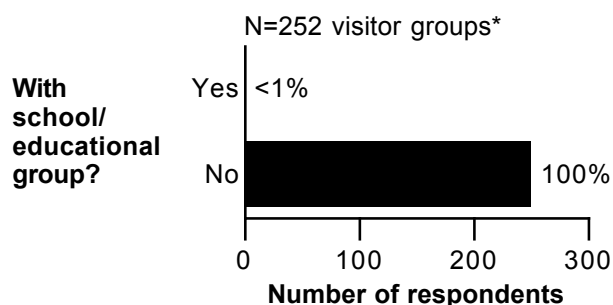


Figure 4. Visitors with a school/educational group

Question 18c

On this visit, was your personal group with an “other” organized group (scouts, work, church, etc.)?

Results

- 2% of visitor groups were with an “other” organized group (see Figure 5).

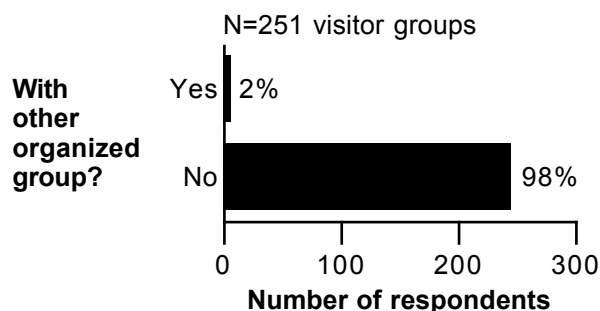


Figure 5. Visitors with an “other” organized group

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 18d

If you were with one of these organized groups, how many people, including yourself, were in this group?

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 6).

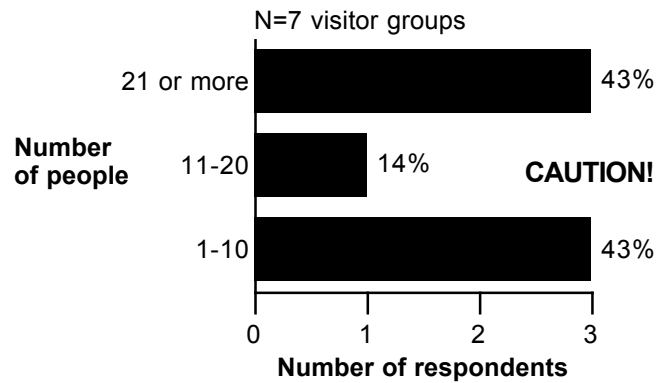


Figure 6. Organized group size

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

United States visitors by state of residence**Question 20b**

For your personal group on this visit, what is each member's state of residence?

Note: Response was limited to seven members from each visitor group.

Results

- U.S. visitors were from 19 states and the District of Columbia and comprised 95% of total visitation to the park during the survey period.
- 63% of U.S. visitors came from Virginia (see Table 7 and Figure 7).
- 18% came from the District of Columbia.
- 9% were from Maryland.
- Smaller proportions came from 17 other states.

Table 7. United States visitors by state of residence

State	Number of visitors	Percent of U.S. visitors N=478 individuals*	Percent of total visitors N=501 individuals
Virginia	299	63	60
District of Columbia	84	18	17
Maryland	41	9	8
Florida	7	1	1
Washington	6	1	1
California	5	1	1
Massachusetts	5	1	1
North Carolina	5	1	1
Pennsylvania	5	1	1
Idaho	4	1	1
Louisiana	4	1	1
Oregon	4	1	1
8 other states	9	2	2

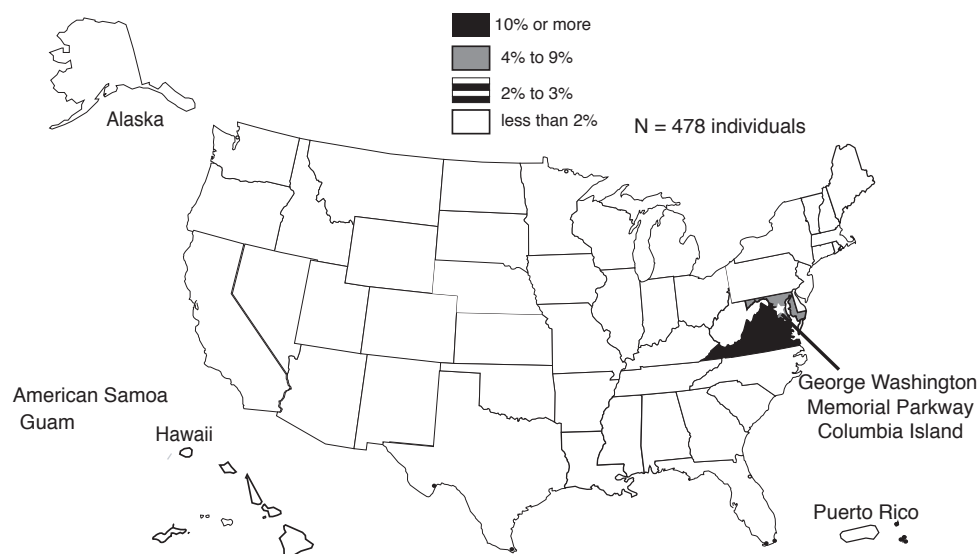


Figure 7. United States visitors by state of residence

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors from the District of Columbia and adjacent states by county of residence

Note: Response was limited to seven members from each visitor group.

Table 8. Visitors from the District of Columbia and adjacent states by county of residence

Results

- Visitors from the District of Columbia and adjacent states were from the District of Columbia and 20 counties and comprised 88% of the total U.S. visitation to the park during the survey period.
- 34% came from Arlington County, VA (see Table 8).
- 22% came from Fairfax County, VA.
- 20% came from the District of Columbia.
- Small proportions of visitors came from 18 other counties in the Maryland and Virginia.

County, State	Number of visitors N=419 individuals	Percent*
Arlington, VA	142	34
Fairfax, VA	94	22
District of Columbia, DC	84	20
Alexandria City, VA	35	8
Montgomery, MD	21	5
Prince Georges, MD	10	2
Loudoun, VA	5	1
Howard, MD	4	1
Prince William, VA	4	1
Carroll, MD	3	1
Roanoke City, VA	3	1
Stafford, VA	3	1
Henrico, VA	2	<1
Virginia Beach City, VA	2	<1
Anne Arundel, MD	1	<1
Charlottesville City, VA	1	<1
Fairfax City, VA	1	<1
Falls Church City, VA	1	<1
Harford, MD	1	<1
Manassas City, VA	1	<1
Rappahannock, VA	1	<1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

International visitors by country of residence**Question 20b**

For your personal group on this visit, what is each member's country of residence?

Note: Response was limited to seven members from each visitor group.

Results – Interpret with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results (see Table 9).

Table 9. International visitors by country of residence – **CAUTION!**

Country	Number of visitors	Percent of international visitors N=23 individuals*	Percent of total visitors N=501 individuals
Belgium	6	26	1
France	5	22	1
China	3	13	1
Colombia	3	13	1
The Netherlands	2	9	1
Australia	1	4	<1
Canada	1	4	<1
Mexico	1	4	<1
Russia	1	4	<1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of visits to park in past 12 months

Question 20c

For your personal group on this visit, how many times has each member visited George Washington Memorial Parkway (Columbia Island) in the past 12 months (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 68% of visitors visited the park 1-10 times in the past 12 months (see Figure 8).
- 18% visited 11-30 times.
- 14% visited 31 or more times.

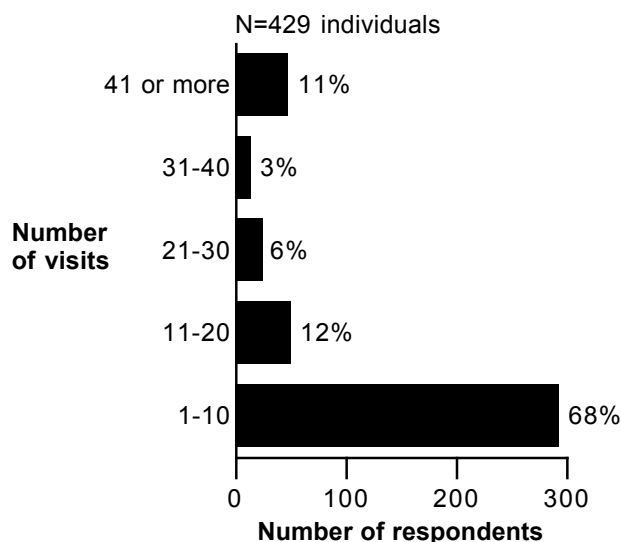


Figure 8. Number of visits to park in past 12 months

Number of visits to park in lifetime

Question 20d

For your personal group on this visit, how many times has each member visited George Washington Memorial Parkway (Columbia Island) in their lifetime (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 52% of visitors visited the park 1-10 times in their lifetime (see Figure 9).
- 32% visited 31 or more times.
- 16% visited 11-30 times.

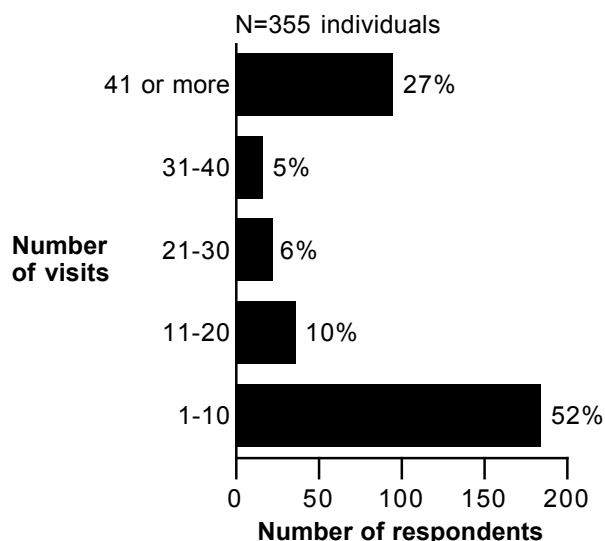


Figure 9. Number of visits to park in lifetime

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor age

Question 20a

For your personal group on this visit, what is each member's current age?

Note: Response was limited to seven members from each visitor group.

Results

- Visitor ages ranged from 1 to 85 years.
- 35% of visitors were 36 to 55 years old (see Figure 10).
- 28% were 21 to 35 years old.
- 22% were 56 years and older.
- 11% were 15 years or younger.

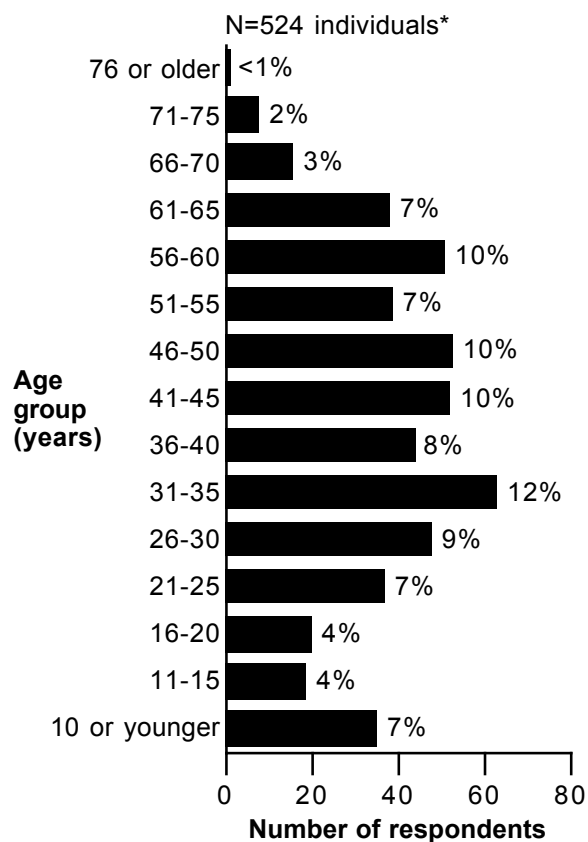


Figure 10. Visitor age

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors of Hispanic or Latino ethnicity

Question 21a

Are members of your personal group
Hispanic or Latino?

Note: Response was limited to seven
members from each visitor group.

Results

- 9% of visitors were Hispanic or Latino
(see Figure 11).

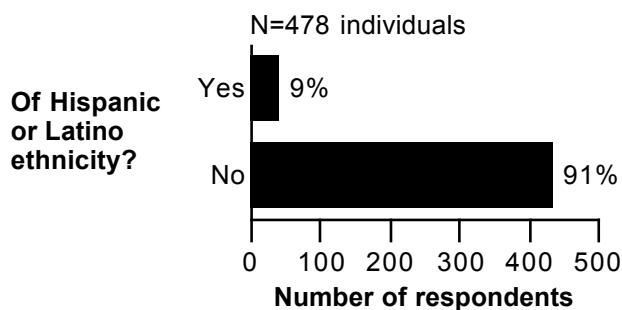


Figure 11. Visitors of Hispanic or Latino ethnicity

Visitor race

Question 21b

What is the race of each member of
your personal group?

Note: Response was limited to seven
members from each visitor group.

Results

- 87% of visitors were White (see
Figure 12).
- 6% were Black or African American.
- 5% were Asian.

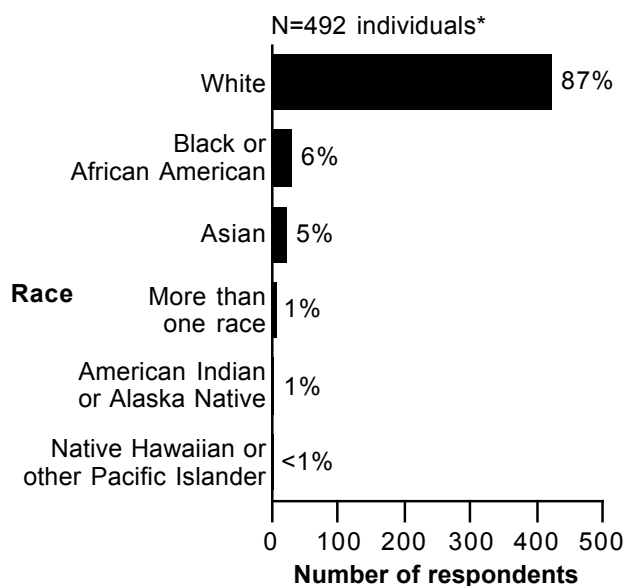


Figure 12. Visitor race

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Respondent level of education

Question 22

For you only, what is the highest level of education you have completed?

Results

- 59% of respondents had a graduate degree (see Figure 13).
- 33% had a bachelor's degree.

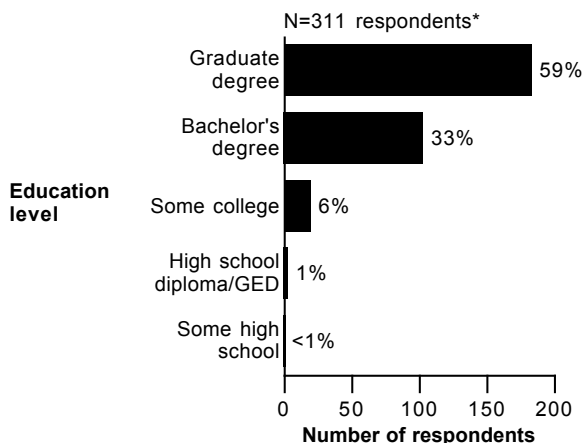


Figure 13. Respondent level of education

Awareness of park management

Question 2

Prior to this visit, was your personal group aware that Columbia Island is managed by the National Park Service as part of the George Washington Memorial Parkway?

Results

- 50% of visitor groups were aware Columbia Island is managed by the National Park Service as part of the George Washington Memorial Parkway (see Figure 14).

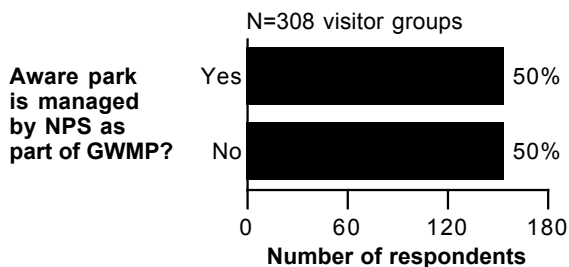


Figure 14. Visitor groups that were aware Columbia Island is managed by the National Park Service as part of the George Washington Memorial Parkway

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a

Prior to this visit, how did your personal group obtain information about George Washington Memorial Parkway - Columbia Island?

Results

- 43% of visitor groups obtained information about George Washington Memorial Parkway (Columbia Island) prior to their visit (see Figure 15).

- As shown in Figure 16, among those visitor groups that obtained information about park prior to their visit, the most used sources were:

58% Previous visits
43% Friends/relatives/word of mouth
32% Maps/brochures

- Other websites (12%) used to obtain information prior to visit were:

bikearlingtonforum.com
capitalbikeshare.com
everytrail.com
gmap-pedometer.com
google.com
kayakarlington.com
mapmyride.com/us
mapmyrun.com/us
maps.google.com
waba.org
Mount Vernon Trail

- “Other” sources of information (9%) were:

App
Bicycled by - offered literature and water
Bike and Roll DC
Drove by it and wanted to visit
Live nearby
On bike path
Overlap from National Harbor
Sign on George Washington Parkway

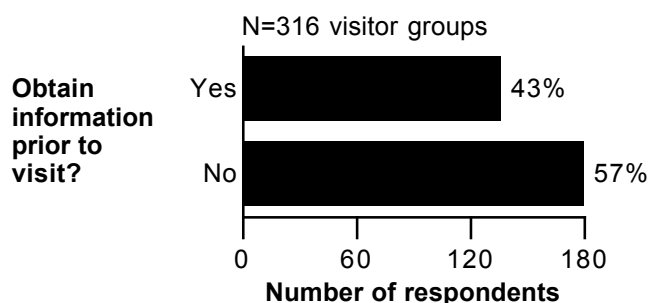


Figure 15. Visitor groups that obtained information about the park prior to visit

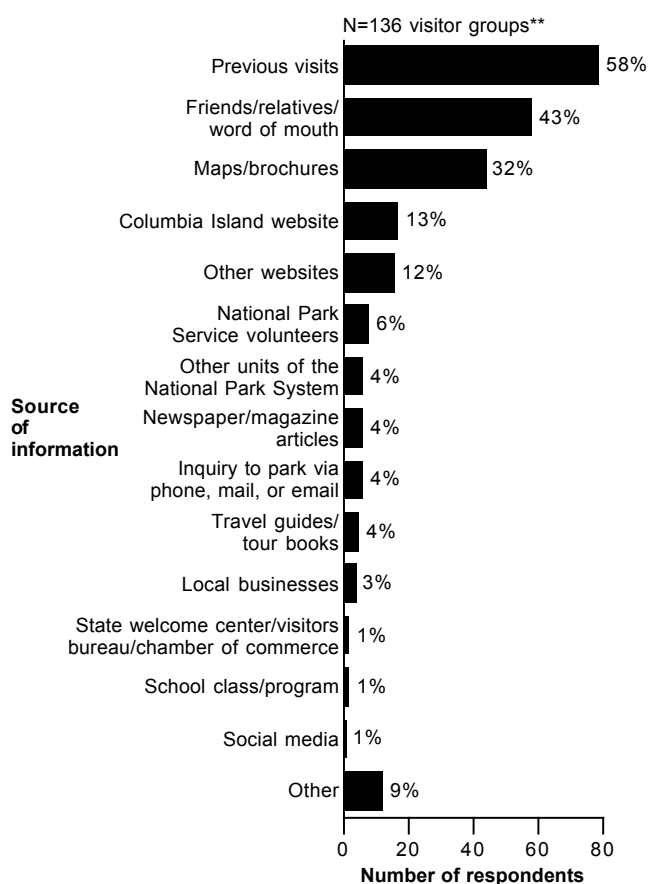


Figure 16. Sources of information used by visitor groups prior to visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Information sources prior to visit

Question 1c

From the sources you used prior to this visit, did your personal group receive the type of information about the park that you needed?

Results

- 87% of visitor groups received needed information prior to their visit (see Figure 17).

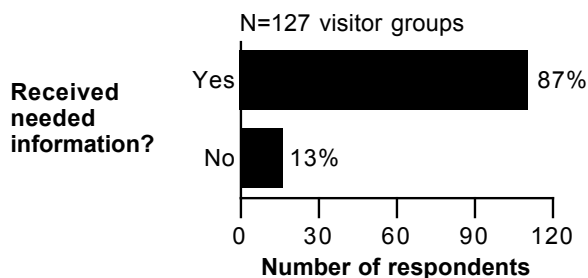


Figure 17. Visitor groups that received needed information prior to their visit

Question 1d

If NO, what type of park information did your personal group need that was not available? (Open-ended)

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results.
- 15 visitor groups listed information they needed but was not available (see Table 10).

Table 10. Needed information that was not available (N=15 comments) – **CAUTION!**

Needed information	Number of times mentioned
Map with access points/distances	4
Information about the area/intent of the park	2
Unaware of park	2
Water fountains	2
Better bike information	1
Information in French in the hotel	1
Location of bathrooms	1
Location of Columbia Island	1
Section closures after storms	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Information sources for future visit

Question 1b

If you were to visit Columbia Island in the future, how would your personal group prefer to obtain information about the park?

Results

- As shown in Figure 18, visitor groups' most preferred sources of information for a future visit were:

61% Columbia Island website
38% Maps/brochures
38% Friends/relatives/word of mouth
37% Previous visits

- Other websites (11%) to use to for a future visit were:

bikearlington.com
everytrail.com
google.com
mapmyride.com/us
maps.google.com
tripadvisor.com
yelp.com
Area bike trail websites
Government
Local biking information
Mount Vernon Trail
National park websites
Washington DC tourist information

- "Other" sources of information (4%) were:

Arlington Cemetery
Cycling area to see what's there
Live nearby
Local signs
Mount Vernon Trail
Road sign with information about upcoming events

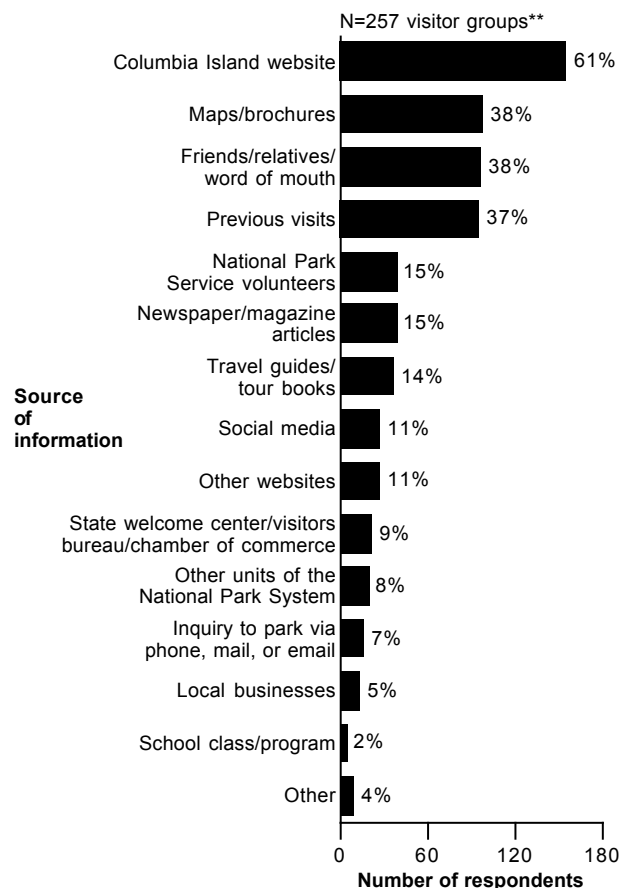


Figure 18. Sources of information to use for a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Park website

Question 3a

Overall, how would your personal group rate the quality of information provided on the website?

Results

- Table 11 shows how different elements of the park website were rated by visitor groups.

Table 11. Quality ratings of park website
(N=number of visitors that responded to the question;
n₁=number of visitors that rated each element;
n₂=number of visitor groups that did not use each element)

Location	Total N	Rating (%)*						Did not use	
		n ₁	Very poor	Poor	Average	Good	Very good	n ₂	% of total
Park website	289	57	0	0	18	60	23	232	80
Park Facebook page – CAUTION!	281	4	0	0	13	38	50	277	99
Park Twitter account – CAUTION!	284	4	0	0	0	25	75	280	99

Question 3b

Did your personal group find the information that you needed on the park website?

Results

- 96% of visitor groups found the information they needed on the park website (see Figure 19).

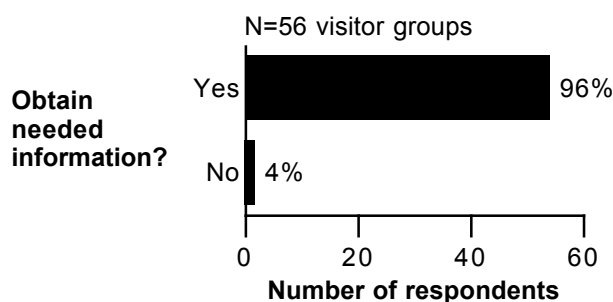


Figure 19. Visitor groups that found the information they needed on the park website

Question 3b – Interpret results with **CAUTION!**

Did your personal group find the information that you needed on the park Facebook page?

Results

- Not enough visitor groups responded to this question to provide reliable results (see Figure 20).

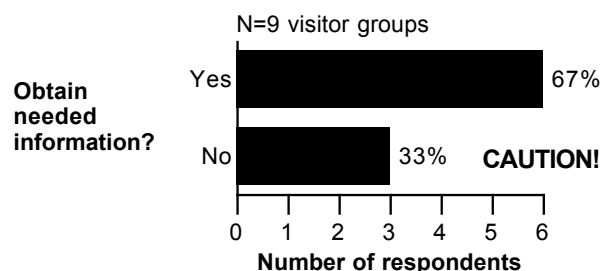


Figure 20. Visitor groups that found the information they needed on the park Facebook page

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 3b – Interpret results with **CAUTION!**

Did your personal group find the information that you needed on the park Twitter account?

Results

- Not enough visitor groups responded to this question to provide reliable results (see Figure 21).

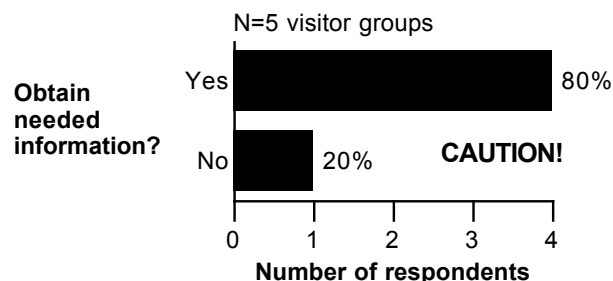


Figure 21. Visitor groups that found the information they needed on the park Twitter account

Question 3c

If NO, what type of information did your personal group need that was not available? (Open-ended)

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results.
- The information that visitor groups needed but was not available on the park websites is shown in Table 12 - Table 14.

Table 12. Information needed but not available on the park website (N=7 comments) – **CAUTION!**

Needed information	Number of times mentioned
Events/program information	2
Jogging/cycling maps with distances	2
Although website says Marina Cafe Grill closes at 6:00 pm, it closes earlier	1
Are bikes allowed on George Washington Parkway?	1
Closed during shutdown	1

Table 13. Information needed but not available on the park Facebook page (N=3 comments; one visitor group made more than one comment) – **CAUTION!**

Needed information	Number of times mentioned
Closed during shutdown	1
Map	1
Parking information	1

Table 14. Information needed but not available on the park Twitter account (N=3 comments; one visitor group made more than one comment) – **CAUTION!**

Needed information	Number of times mentioned
Closed during shutdown	1
Map	1
Parking information	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Park as destination

Question from on-site interview

A two-minute interview was conducted with each individual selected to complete the questionnaire. During the interview, the question was asked: “How did this visit to George Washington Memorial Parkway (Columbia Island) fit into your personal group’s travel plans?”

Results

- 68% of visitor groups said the park was their primary destination (see Figure 22).
- 29% said the park was one of several destinations.

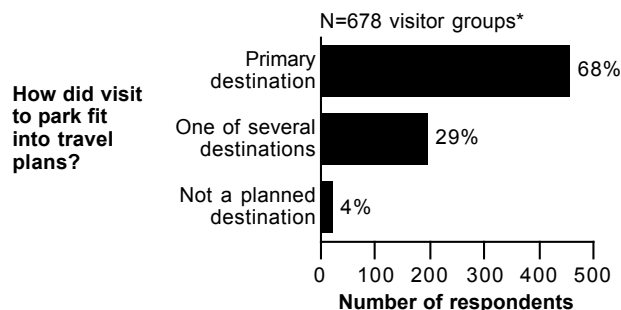


Figure 22. How visit to park fit into visitor groups' travel plans

Transportation

Question 4a

On this visit, what forms of transportation did your personal group use to travel between your overnight accommodations or home and Columbia Island?

Results

- 45% visitor groups used a bicycle they owned to travel between their overnight accommodations or home and the park (see Figure 23).
- 34% arrived on foot.
- 28% used a private vehicle.
- “Other” form of transportation (<1%) was:

Rollerblades

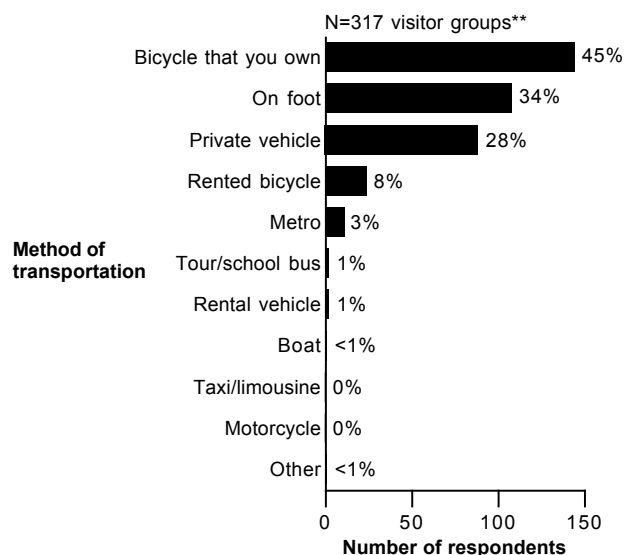


Figure 23. Method of transportation

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of bicycles used to arrive at the park

Question 4b

On this visit, how many bicycles did your personal group use to arrive at the park?

Results

- 46% of visitor groups used one bicycle to arrive at the park (see Figure 24).
- 23% did not travel by bicycle.
- 21% used two bicycles.

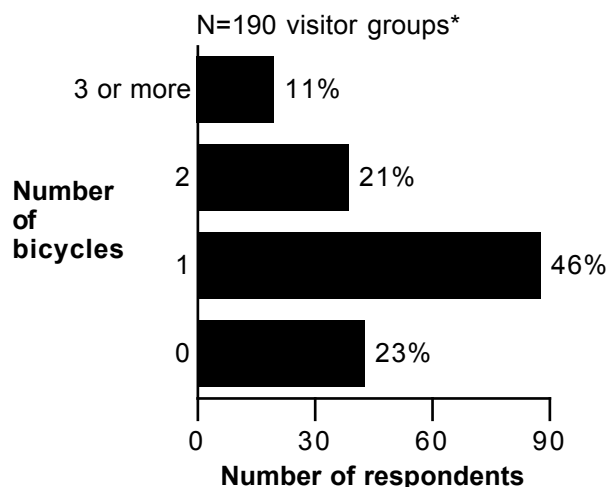


Figure 24. Number of bicycles used to arrive at the park

Number of motor vehicles used to arrive at the park

Question 4b

On this visit, how many motor vehicles did your personal group use to arrive at the park?

Results

- 63% of visitor groups used one motor vehicle to arrive at the park (see Figure 25).
- 34% did not travel by motor vehicle.

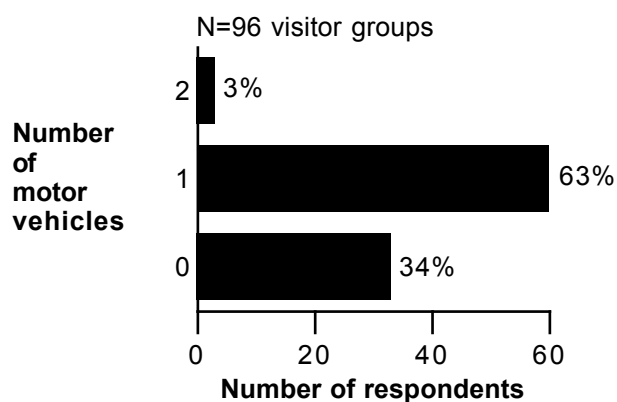


Figure 25. Number of motor vehicles used to arrive at the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Adequacy of park directional signs

Questions 5a-5d

On this visit, were the signs directing your personal group to and around Columbia Island adequate?

Results

- Table 15 shows visitor groups' ratings of the adequacy of park directional signs to and around the park.

Table 15. Adequacy of park directional signs to and around the park

Signs	N	Adequate? (%)*		
		Yes	No	Did not use
Interstate signs	302	16	2	82
State highway signs	302	16	2	82
Signs in local communities	301	28	5	67
Signs along the parkway	311	51	6	42

Question 5e

If you answered NO for any of the above, please explain. (Open-ended)

Results – Interpret results with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results.
- Table 16 - Table 19 list visitor groups' reasons for the inadequacies of park directional signs to and around the park.

Table 16. Reasons why interstate signs were inadequate (N=5 comments) – **CAUTION!**

Reason	Number of times mentioned
All hard to see	1
Didn't know Columbia Island was separate from George Washington Parkway	1
I had to ask people where Alexandria was (from Arlington Cemetery)	1
Is Columbia Island ever mentioned by name?	1
There are no signs on 95/395 about Columbia Island	1

Table 17. Reasons why state highway signs were inadequate (N=5 comments) – **CAUTION!**

Reason	Number of times mentioned
Did not see signs for park along major highways	1
Is Columbia Island ever mentioned by name?	1
Sign on Route 27 is inadequate	1
State highway signage inadequate	1
There are no signs on Route 1 about Columbia Island	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 18. Reasons why signs in local communities were inadequate (N=13 comments) – **CAUTION!**

Reason	Number of times mentioned
Bike trail signs could be more descriptive/larger	1
Could use signage on bike/pedestrian path that there's anything interesting to see. I've never stopped.	1
Did not see any	1
Hard to spot	1
Inadequate	1
Is Columbia Island ever mentioned by name?	1
None available	1
Signage not clear which trail to use for Pentagon and Memorial Bridge	1
Signs to path/park from Crystal City	1
Signs were not detailed enough	1
There are no signs in Crystal City	1
Too few signs, not very visible	1
We parked in Rosslyn to bike the Mount Vernon Trail. Found it hard to find trail entrance, close parking, and stumbled across Columbia Island once on trail.	1

Table 19. Reasons why signs along the parkway were inadequate (N=18 comments) – **CAUTION!**

Reason	Number of times mentioned
Did not see signs	3
Additional signage about facilities/services at Columbia Island along the parkway would be helpful	1
Could not find the directional sign to LBJ Grove after entrance to this site	1
Difficult to tell where different branches of the trail go	1
George Washington bike trail needs more signs along parkway providing directions/rules	1
Getting to island from the north is difficult	1
Is Columbia Island ever mentioned by name?	1
Need bigger sign	1
Not marked enough how to get on or off trail near Pentagon	1
Signs not well positioned at some intersections, went on wrong ways	1
Signs on the marina section to the tunnel would be good	1
Signs were confusing. We didn't always know where to go.	1
Signs were good, but not totally apparent which way to go on continuing run	1
The places to cross Memorial Bridge are not marked well	1
Well, at the south end of airport just after four mile run, I wish there were yield signs where several trails meet	1
Would be helpful to have sign showing bathroom/water at Columbia Island along the Mount Vernon Trail	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Length of visit on Columbia Island

Question 6

On this visit, how long did your personal group stay on Columbia Island?

Results

- 58% of visitor groups spent one or two hours on Columbia Island (see Figure 26).
- 36% spent less than one hour.
- 6% spent three or more hours.
- The average length of visit was 0.8 hours.

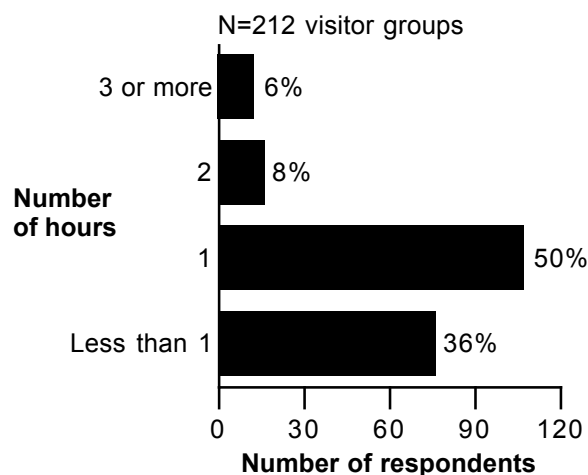


Figure 26. Number of hours spent on Columbia Island

Question 6

On this visit, how long did your personal group stay on the Mount Vernon Trail between the Navy and Marine Memorial and LBJ Memorial Grove?

Results

- 65% of visitor groups spent one or two hours on the Mount Vernon Trail between the Navy and Marine Memorial and LBJ Memorial Grove (see Figure 27).
- 26% spent less than one hour.
- 9% spent three or more hours.
- The average length of visit was 1 hour.

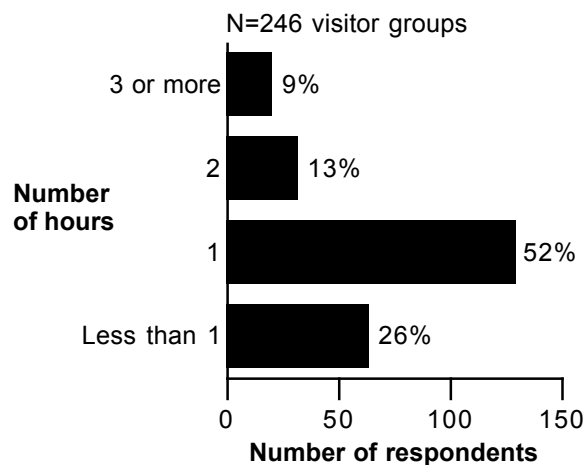


Figure 27. Number of hours spent on the Mount Vernon Trail between the Navy and Marine Memorial and LBJ Memorial Grove

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Nearby sites visited

Question 15

Which nearby sites did your personal group visit on your trip to Columbia Island on the day you received this questionnaire?

Results

- 70% of visitor groups visited nearby sites on this visit (see Figure 28).
- As shown in Figure 29, the nearby sites most commonly visited were:
 - 50% Gravelly Point
 - 45% National Mall
 - 30% Theodore Roosevelt Island
 - 29% Old Town, Alexandria
- The least visited site was:
 - 1% Arlington House
- “Other” nearby sites (13%) are shown in Table 20.

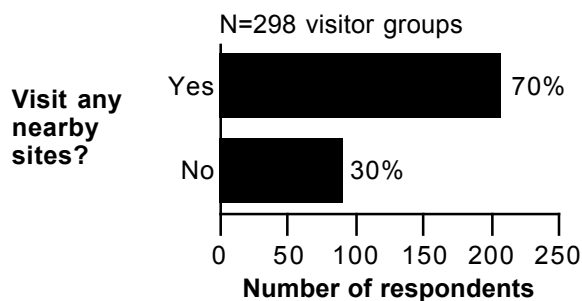


Figure 28. Visitor groups that visited other nearby sites

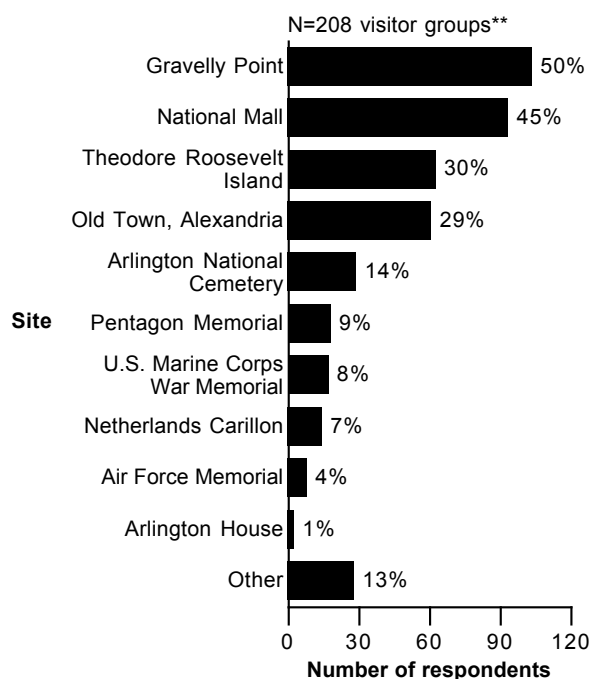


Figure 29. Nearby sites visited

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 20. Other nearby sites visited
(N=36 comments; some visitor groups made more than one comment)

Site	Number of times mentioned
C&O Canal	3
Crystal City Water Park	2
Georgetown	2
Haines Point	2
Arlington Memorial Bridge	1
Bike path only	1
Bike ride around Arlington and Alexandria	1
Capitol Hill	1
Collingwood	1
Collingwood Park	1
Crystal City Farmers Market	1
Fletchers Boathouse	1
Fort McNair	1
Jones Point	1
Jones Point Lighthouse	1
Key Bridge	1
LBJ Memorial	1
Long Bridge Park	1
Marina (nearest Old Town Afterdeck Cafe)	1
Mount Vernon	1
Mount Vernon Trail	1
National Harbor	1
Navy 'Lost at Sea' Memorial	1
Reagan National Airport	1
Serene Potomac riverbank	1
Smuggler's Cove	1
Southwest waterfront	1
Space Museum	1
Theodore Roosevelt Memorial	1
White House/Capitol	1
Woodrow Wilson Memorial Bridge	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Sites visited in and around Columbia Island

Question 7

For this visit, please indicate all the sites that your personal group visited in and around Columbia Island.

Results

- As shown in Figure 30, the sites most commonly visited by visitor groups in and around Columbia Island were:

82% Mount Vernon Trail
41% Gravelly Point
36% Arlington Memorial Bridge

- The least visited site was:

7% Marina cafe

- “Other” sites (15%) are shown in Table 21.

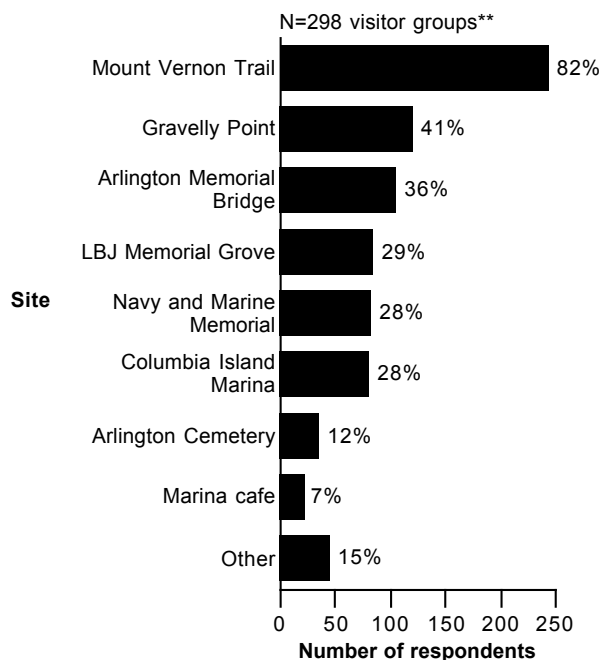


Figure 30. Sites visited in and around Columbia Island

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 21. Other sites visited in and around Columbia Island
(N=67 comments; some visitor groups made more than one comment)

Site	Number of times mentioned
National Mall	13
Theodore Roosevelt Island	13
Lincoln Memorial	4
Old Town Alexandria	4
US Marine Corps War Memorial	4
Pentagon Memorial	3
Mount Vernon	2
Netherlands Carillon	2
Potomac River	2
Washington Monument	2
14th Street Bridge bike path	1
Alexandria	1
Arlington House	1
C & O Canal	1
District of Columbia	1
Dyke Marsh	1
Footbridge across the lagoon	1
Fort Hunt	1
Georgetown	1
Georgetown and around city on bikes	1
I-395 pedestrian bridge	1
Jefferson Memorial	1
Jones Point	1
Long Bridge Park	1
Navy-Merchant Marine Memorial	1
Oronoco Bay Park	1
Pentagon	1
Woodrow Wilson Memorial Bridge	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Use of connector trails to access Columbia Island**Question 8**

If you accessed Columbia Island via the Mount Vernon Trail, did you use any of the following connector trails?

Results

- As shown in Figure 31, the most common connector trails used to access Columbia Island were:
 - 49% Four Mile Run Trail
 - 38% Custis Trail
 - 28% Washington & Old Dominion Trail
- “Other” trails (17%) are shown in Table 22.

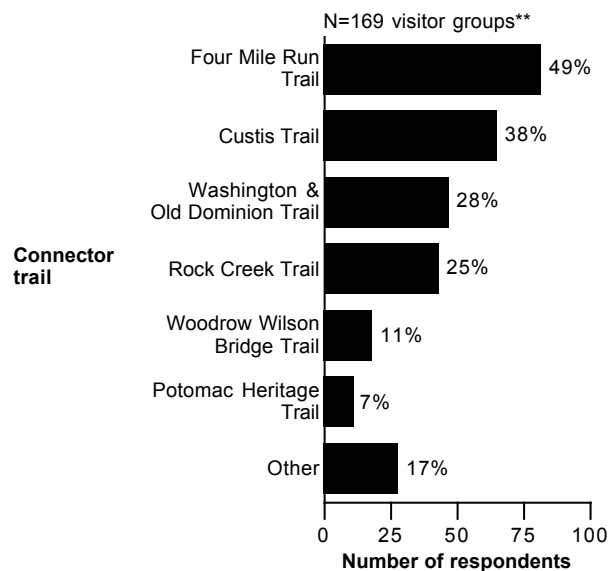


Figure 31. Use of connector trails to access Columbia Island

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 22. Other connector trails used to access Columbia Island
(N=31 comments; some visitor groups made more than one comment)

Trail	Number of times mentioned
Capital Crescent Trail	6
Memorial Bridge/14th Street Bridge	2
Roosevelt Bridge	2
14th Street Bridge	1
14th Street Bridge from Anacostia River Trail	1
Accessed via Pentagon/Marina	1
Bethesda Trolley	1
Bridge from Pentagon to LBJ Park to Mount Vernon Trail	1
C & O	1
Connected from the Mall	1
Crystal City Spur/14th Street Bridge	1
Eisenhower	1
From Pentagon	1
Fort Myer and paths around Pentagon	1
Georgetown Riverfront Park Trail	1
Holmes Run Trail	1
Kennedy Center Trail	1
LBJ Memorial Grove	1
LBJ Park from Pentagon	1
Memorial Bridge	1
Old Town Street	1
Pentagon Bridge	1
Trail near Pentagon	1
We came from different metro paths	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activities on this visit

Question 9a

On this visit, in which activities did your personal group participate within and around Columbia Island?

Results

- As shown in Figure 32, the most common activities in which visitor groups participated on this visit were:

56% Bicycling
35% Jogging
21% Stopping at scenic overlooks
20% Walking for exercise

- “Other” activities (12%) are shown in Table 23.

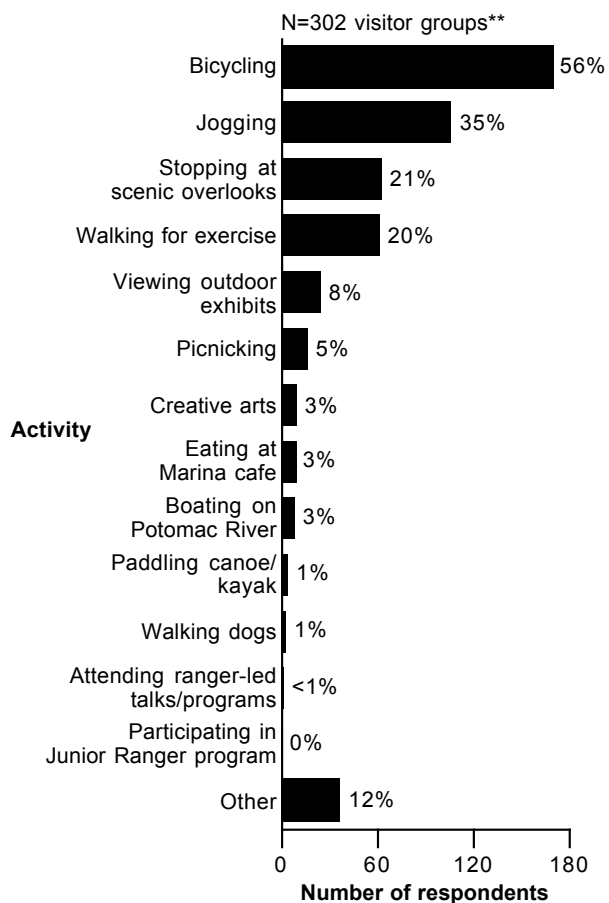


Figure 32. Activities on this visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 23. Other activities on this visit
(N=39 comments; some visitor groups made more than one comment)

Activity	Number of times mentioned
Commuting	17
Relaxing	3
Birdwatching	2
Enjoying the views	2
Reading	2
View landings and takeoffs at RNA-DCA	2
Casual walk	1
Exploring with children	1
Hiking	1
Looked for Lady Bird Memorial	1
Rollerblading	1
Smoke cigar in picnic area	1
Triathlon training	1
Use drinking fountain	1
Use restroom	1
Visiting the memorials and parks	1
Walking with baby in stroller	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activity that was primary reason for visit**Question 9c**

Which one of the above activities was the primary reason your personal group visited Columbia Island on this visit?

Results

- As shown in Figure 33, the most common activities that were the primary reason for the visiting the park were:

42% Bicycling

28% Jogging

11% Walking for exercise

- “Other” activities (12%) are shown in Table 24.

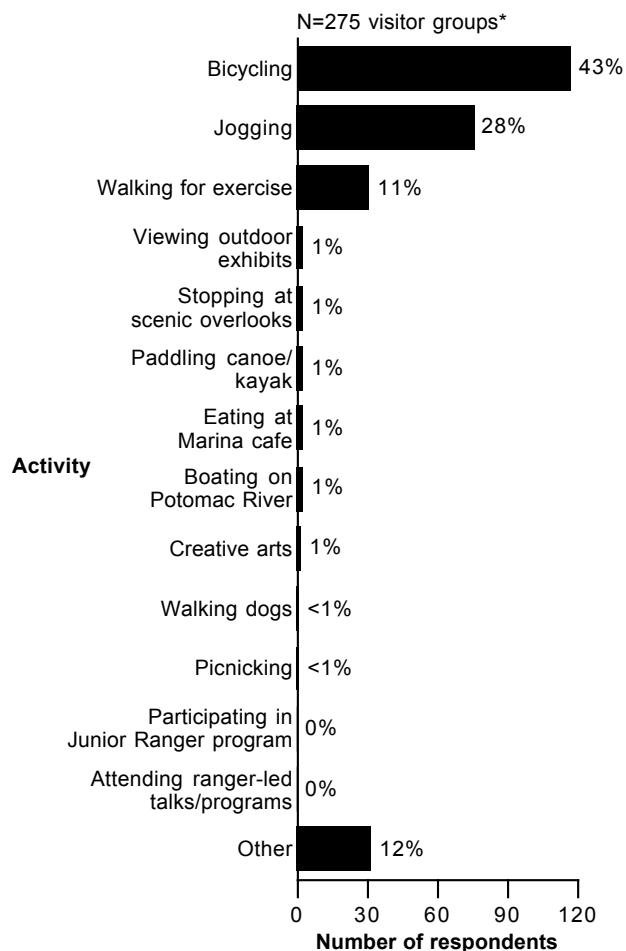


Figure 33. Activity that was primary reason for visiting the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 24. Other activities that were the primary reason for visiting the park (N=32 comments)

Activity	Number of times mentioned
Commuting	16
Birdwatching	1
Casual walking	1
Enjoy the views	1
Enjoying the views	1
Exercise	1
Hiking	1
Reading	1
Relaxing	1
Rollerblading	1
Running to shop at Pentagon City from VA Square	1
Traveling to Roosevelt Island	1
Triathlon training	1
Use drinking fountain	1
View landings and takeoffs at RNA-DCA	1
Visiting the memorials and parks	1
Walking with baby in stroller	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activities on future visits

Question 9b

If you were to visit the park in the future, in which activities would your personal group prefer to participate within the park?

Results

- As shown in Figure 34, the most common activities in which visitor groups would prefer to participate on future visits were:

74% Bicycling
50% Jogging
42% Stopping at scenic overlooks
40% Walking for exercise

- “Other” activities (6%) are shown in Table 25.

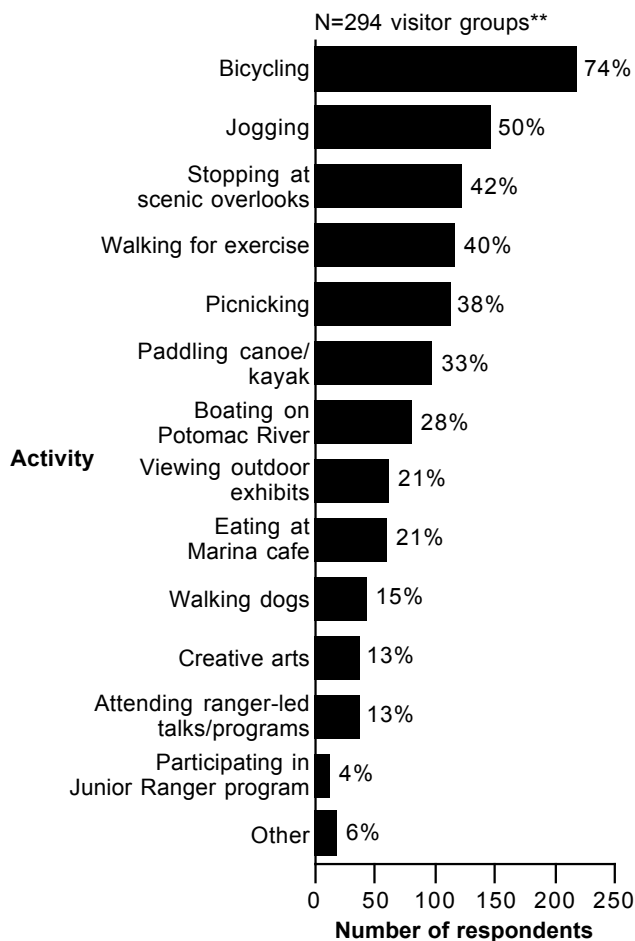


Figure 34. Activities on future visits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 25. Other activities on future visits
(N=21 comments; some visitor groups made more than one comment) – **CAUTION!**

Activity	Number of times mentioned
Birdwatching	2
Commuting	2
Rollerblading	2
View landings and takeoffs at RNA-DCA	2
Eating at cafe on the island	1
Fishing	1
Go from DC to Alexandria	1
Look at boats	1
Reading	1
Smoke cigar in picnic area	1
Special cataloging (plants, insects, etc.)	1
Sport leagues	1
Use drinking fountain	1
Use restroom	1
Visit Mount Vernon	1
Walking	1
Walking with baby in stroller	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

National significance of George Washington Memorial Parkway

Question 14

George Washington Memorial Parkway, including Columbia Island, was established because of its significance to the nation. In your opinion, what is the national significance of George Washington Memorial Parkway? (Open-ended)

Results

- 65% of visitor groups (N=208) responded to this question.
- Table 26 shows visitor groups' opinion about the national significance of George Washington Memorial Parkway.

Table 26. Opinions about the national significance of George Washington Memorial Parkway (N=208 comments)

Significance of the park
A beautiful way to access Washington, both physically and visually
A connection between a nation's capital and its past
A great nation's capital needs great access to its great historic sites in a way that captures and enhances its great and abundant natural beauty. This is George Washington Parkway.
A living part of our motoring/recreation heritage
A monument
A national treasure, especially the Mount Vernon Trail
A peaceful setting inside a major metropolitan center with historical landmarks making it a unique national treasure
A place for locals and visitors to see the natural beauty of northern Virginia
A quiet, natural recreational area with historic landmarks and information
A wonderful protection of open space in the heart of the national capital
Access to historically significant monuments like Theodore Roosevelt Island, Mount Vernon, and Old Town Alexandria
Allow good views of DC monuments as well as Mount Vernon. Appreciated beauty of Potomac.
Allow people to enjoy outdoor activities
Allowing views of and enjoyment of Potomac riverside
Allows access to our nation's history
Apparently I am uneducated in this matter
As a resident, the George Washington Parkway is a critical artery in the capital's road network
Avenue for peace and quiet while having access to our nation's forests, rivers, and wildlife
Beautiful and easy drive between northern VA and DC. Delightful biking all along river.
Beautiful and significant
Beautiful place to run by my house. Pathway to DC from Mount Vernon. Great views from VA of national monuments.
Beautiful road, but also very functional traffic corridor between north and south
Beautiful setting and facility for exercise (Mount Vernon Trail)
Beautiful view of monuments. Great entryway into the nation's capital.
Beautiful scenic highway running parallel to Potomac River, separating Maryland from Virginia
Beautiful; shows why we're awesome

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 26. Opinions about the national significance of George Washington Memorial Parkway (continued)

Significance of the park
Beauty along the Potomac. Nice green space and setting.
Beauty of parkway and visibility of monuments and capital (all buildings) as one rides past. We are cyclists and ride it often because of beauty and safety to ride from Mount Vernon to Bethesda, Washington & Old Dominion, and Rock Creek Park.
Besides being the most beautiful parkway, it allows access to the river, parks, and Arlington Cemetery
Best kind of memorial - one you can use. Great to have all this dedicated parkland along the river with the bike trail.
Best views around when working out
Best walk for river view close to town. Inspiring and accessible.
Both important to traffic flow as well as scenic beauty
Commuter and recreational access to key spots along the Potomac River which is an important waterway of our capital's history
Commuter thoroughfare with scenic views
Connecting people
Connects the historic home of our founding father to our national capital
Contains sites that celebrate American history
Convenience to quick access by CIA to DC if needed
Convenient egress/ingress between Beltway and Northern Virginia
Don't know
Eases traffic
Education and recreation
Evocation of a greener time
Excellent maintenance, beautiful for scenic, recreational, and historic value
Extremely important. History speaks for itself - big. The George Washington Memorial Parkway, parks and trails are a fantastic benefit to living in DC and Alexandria.
Fabulous, beautiful greenbelt in the midst of an urban area - really contributes to the uniqueness of DC
Fantastic water access. The Potomac is a gem.
Fitness and access to parks and monuments
For people who live in the area, it is a much needed green way for running, walking, and biking
For views of DC and monuments. Link to Mount Vernon.
Gateway to DC preserving historical sites such as canal, Arlington Cemetery, and memorials while balancing commuter needs, natural habitat, and recreation
Gateway to DC, so keep it beautiful and safe
George Washington Memorial Parkway is like driving through a park. It was our first impression of DC - just lovely.
George Washington Memorial Parkway together with connector trails connects many of the nation's important memorials and other sites
Great asset
Great combination of memorials, bike trails, vistas, and recreation. A beautiful gateway to DC.
Great facility
Great place to know historical buildings and enjoy time

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 26. Opinions about the national significance of George Washington Memorial Parkway (continued)

Significance of the park
Great view of DC and trail to George Washington's home
Great way to bring together diverse people and backgrounds living in the DC area. Also, it's a visual reminder that USA is a great country with good values.
Great way to get outside and exercise
Highway to nation's capital. Links to history, memorials, monuments. Scenic views.
Historic - built in 1930's using WPA money. Should be used to further economic stimulus projects, such as the bridge (humpback) across entrance to marina
Historic landmark and recreational bike/running path
Historic waterway for early visitors to the city
Historic, scenic
Historic/functional trail for the public
Historical importance
Historical road to George Washington home.
Historical significance, George Washington crossing the Potomac River, and boundary during Civil War many years later
Honor the father of our country
I don't know
I have none
I like seeing the monuments across the river while driving on the George Washington Parkway
I think the Potomac River is an under utilized national treasure. The parkway helps me enjoy it.
Importance of the location
Important
Important for the national psychological posture for American citizens
Important to maintain. I strongly appreciate availability.
In conjunction with other parks and monuments, reflections of the history and status of the city as it relates to being the capital of the country and therefore of the country
It bears the name of George Washington
It combines history, culture, and nature; therefore, a beautiful place to visit
It connects a variety of points of interest, such as Oronoco Bay State Park and Arlington Cemetery
It connects important national landmarks and historic sites
It connects the city of Washington to Washington's home at Mount Vernon
It connects the plantation estate of our first president with the capital and monuments in honor of our nation's finest. The path is full of history and promise - from beginning to end.
It is a beautiful bicycle trip to Mount Vernon and the view of the Potomac and the wildlife is beautiful. It is a refuge from city life and provides one with an appreciation of our nation's history, e.g. Arlington Cemetery, Johnson's Memorials, Mount Vernon, etc.
It is a beautiful green respite in the nation's capital
It is a beautiful scenic byway
It is a fabulous local resource of metro area residents, and provides visitors with a beautiful way to get to Mount Vernon (or the airport)
It is a historic area with great significance to the DC area

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 26. Opinions about the national significance of George Washington Memorial Parkway (continued)

Significance of the park
It is a national monument to natural beauty (landscape)
It is a national treasure along with the C&O Canal and Rock Creek Park. Go NPS. Thank you.
It is a scenic and peaceful route that connects me from DC to 495
It is a very helpful road that connects lots of important locations
It is an awesome network of trails to run and bike ride
It is an incredible vista to see the nation's capital and to preserve it's natural beauty
It links Mount Vernon and points north and south to Washington, DC and honors George Washington
It maintains important historical markers dating back to the founding of the country
It preserves the Potomac waterfront all the way from DC to Mount Vernon so you can visualize life back in colonial times
It provides a beautiful place to visit and exercise while enjoying the river and historic sites in Washington, DC
It provides a way to enjoy views of the city and nature
It provides an opportunity to access and enjoy the many monuments and beauty of the area safely without a car
It provides space that DC residents and tourists alike can use for free
It shows the scenic beauty of the nation's capital
It was built as an early effort at modern highway construction and to offer people easy access to Mount Vernon
Its beauty
It's a beautiful vantage point for the Potomac and monuments in the distance
It's a beautiful, well maintained route to our nation's capital
It's a beautiful, natural scenic road that showcases the nation's capital from VA
It's a good place to go running. Also, it provides a great way to see DC.
It's a great asset for the DC area and a nice break from the concrete jungle
It's a great place to ride a bike and run. I work at the Pentagon and use it 3-4 times a week.
It's a really beautiful way to get around the area. Represents an appreciation for nature.
It's a wonderful green space to both DC, VA and MD residents and visitors
It's an easy route into the city from the southwest
It's associated with George Washington
It's beautiful on my way to work. I feel lucky to have it.
It's my favorite place to drive and one of my favorite places to run because of the water and monuments
It's not nationally significant. It is a main road for us locals and a great place to get away from the city. A few miles up or down the trail are historically significant.
It's the road from the capital to George Washington's house. There should be more information about George Washington's time in the area along the way.
Just used to commute via trail
Links together Mount Vernon, Alexandria, airport, bridges to downtown, scenic overlooks, and islands
Magnificent views of DC and Potomac

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 26. Opinions about the national significance of George Washington Memorial Parkway (continued)

Significance of the park
Maintain it as a park
Maintaining a scenic trail in DC
Maintaining scenic overlook of DC and good for bikers
Major commuter route, major bike trail
Major connecting point for tourists and bicyclists
Nation's citizens can enjoy our nation's capital
National = low. Local = high.
National significance is an oasis of historical and recreational links to nature within our urban metropolis
Natural areas and bike lanes
Necessary around the built up areas of Washington
Nice area in city to escape hustle and bustle
No comment
No comment
No idea
No idea
None, it is not a vital commerce artery
Not significant. Locally important as road. Perhaps NPS can increase George Washington history component of parkway to make it nationally significant.
Not sure, didn't know Columbia Island existed. I thought it was just part of the trail.
Open access to city by bikers
Open park land
Our founding fathers used the river and area to travel, especially George Washington on his way to Mount Vernon
Preservation/conservation - beautiful retreat for DC area. Should be great historical education, place as well as place of beauty (more flowers/landscaping).
Preserve Potomac access/view for recreation/transportation
Preserve scenic enjoyment of Potomac River
Preserving the Potomac River for recreation and access
Prettiest roadway around
Protect approaches to the federal city from development
Protect the natural history of our capital
Protect the waterway which was historical for our founders and natural beauty of an urban area
Protects view of national capital from VA and provides scenic multi-use transport to same
Provides great views of the capital and the Potomac River and access to monuments
Recognition to important American figures
Reflects areas/things important in Washington's life
Remember George Washington and move traffic in a scenic drive
Revolutionary war route
Road to George Washington's home at Mount Vernon and local recreation
Road to George Washington's house. So much significance, so little space to write about it.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 26. Opinions about the national significance of George Washington Memorial Parkway (continued)

Significance of the park
Scenery, vista, history, and having a national park in a major metro area easily accessible by bike - cool
Scenic and important car route through northern VA
Scenic beauty of original natural areas along Potomac
Scenic byway into DC. Honor Washington.
Scenic drive and important artery for transportation
Scenic gateway to Washington, DC
Scenic views of city preserved
Scenic views of DC and parts of VA and relatively easy access to DC and VA destinations
Scenic views of national monuments. Recreation area to promote fitness.
Scenic/natural way to enjoy an urban area
Sets the tone for a beautiful DC experience. Often the road visitors take into the city for the first time.
Shared preservation of nature in the city for all to see/use
Showcase the bridges and memorials, and the natural beauty of the area
Showcases area's beauty, history and recreational opportunities
Significant
Sorry, personally, I think it provides people an 18.3 mile Vernon Trail which is convenient for people running
The beautiful view of the river and DC and usage of the bike path
The beauty and access from Theodore Roosevelt Island to Mount Vernon. It's a beautiful road.
The existence of an almost natural area in an urban setting
The history and that we honor our first president with this parkway
The location next to Washington, DC and the fact that it is an urban park
The Mount Vernon Trail is critical for non-auto transportation
The national significance of the George Washington Parkway is that it provides unobstructed views of the monuments
The parkway keeps commercial development away from the river and provides river front recreation opportunities
This area surrounds our capital and a large number of citizens visit and tour to enjoy our great national sites. It should be maintained and developed to the best it can be.
To get from DC to Tyson's Corner
To provide national memorials and a scenic location in the capital
To provide quality access to local attractions
Touring, exercising
Traffic flow - free congestion from other areas
Travel along Potomac
Tribute to CCC camps for all citizens and visitors to enjoy.
Unknown other than it's scenic value
Very historic parkway that must be preserved

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 26. Opinions about the national significance of George Washington Memorial Parkway (continued)

Significance of the park
Very important, given its location along the Potomac in the heart of the city, and the numerous recreational opportunities
Very important. It is the gateway to Washington, DC Mall area.
Very important. It's a gateway from all the sprawl. It's a touch of nature.
Very significant
Very significant. Our nation's parkway. Beautiful road along Potomac.
Views of DC, bicycle transportation, access to trails and bridges
Views to DC, proximity to downtown.
We can honor those who gave their lives and we can also exercise in this wonderful place
Well, it honors the first president and the fact that he lived here, though I visit it regularly I can't say I think about that
Who knows? Who cares?
Wildlife in the city
Without VA perspective the DC perspective would not be as spectacular. George Washington Memorial Parkway allows for this compared contrast - awesome. Nationally, it's the totality of the views.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ratings of Services, Facilities, Attributes, Resources, and Elements

Information services and facilities used

Question 12a

Please indicate all of the information services and facilities that your personal group used at Columbia Island during this visit.

Results

- As shown in Figure 35, the most common information services and facilities used by visitor groups were:

57% Mount Vernon Trail tent info station
32% Park brochure/map
30% Assistance from park staff

- The least used service/facility was:

0% Junior Ranger program

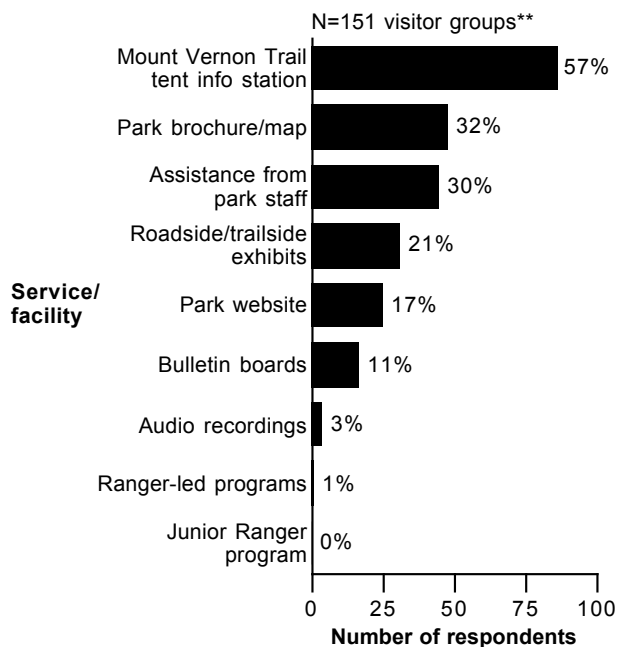


Figure 35. Information services and facilities used

*total percentages do not equal 100 due to rounding

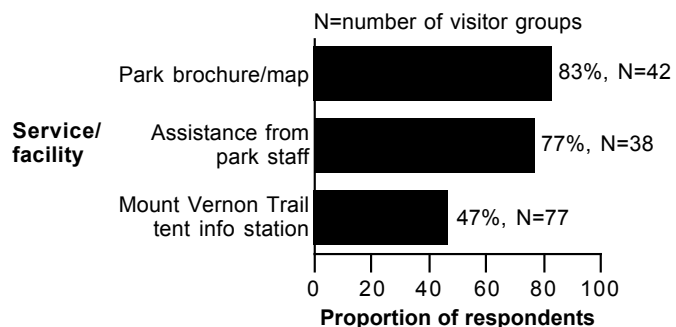
**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of information services and facilities

Question 12b

For only those services and facilities that your personal group used, please rate their importance to your visit from 1-5.

- 1=Not at all important
- 2=Slightly important
- 3=Moderately important
- 4=Very important
- 5=Extremely important



Results

- Figure 36 shows the combined proportions of “extremely important” and “very important” ratings of information services and facilities that were rated by 30 or more visitor groups.
- Table 27 shows the importance ratings of each service and facility.
- The services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:
 - 83% Park brochure/map
 - 77% Assistance from park staff
 - 47% Mount Vernon Trail tent info station
- The service/facility receiving the highest “not at all important” rating that was rated by 30 or more visitor groups was:
 - 6% Mount Vernon Trail tent info station

Figure 36. Combined proportions of “extremely important” and “very important” ratings of information services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 27. Importance ratings of information services and facilities
(N=number of visitor groups)

Service/facility	N	Rating (%)*				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
Assistance from park staff	38	0	3	21	45	32
Audio recordings – CAUTION!	4	0	0	50	25	25
Bulletin boards – CAUTION!	15	0	13	0	53	33
Junior Ranger program	0	–	–	–	–	–
Mount Vernon Trail tent info station	77	6	14	32	25	22
Park brochure/map	42	0	2	14	52	31
Park website: www.nps.gov/gwmp used before or during visit – CAUTION!	21	0	5	29	24	43
Ranger-led programs – CAUTION!	1	100	0	0	0	0
Roadside/trailside exhibits – CAUTION!	28	4	11	21	25	39

*total percentages do not equal 100 due to rounding

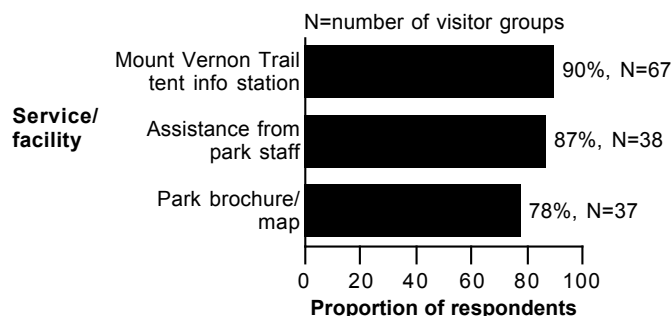
**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of information services and facilities

Question 12c

For only those services and facilities that your personal group used, please rate their quality from 1-5.

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



Results

- Figure 37 shows the combined proportions of “very good” and “good” ratings of information services and facilities that were rated by 30 or more visitor groups.
 - 90% Mount Vernon Trail tent info station
 - 87% Assistance from park staff
 - 78% Park brochure/map
- Table 28 shows the quality ratings of each service and facility.
- The service/facility receiving the highest “very poor” rating that was rated by 30 or more visitor groups was:
 - 3% Park brochure/map

Figure 37. Combined proportions of “very good” and “good” ratings of information services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 28. Quality ratings of information services and facilities
(N=number of visitor groups)

Service/facility	N	Rating (%)*				
		Very poor	Poor	Average	Good	Very good
Assistance from park staff	38	0	3	11	26	61
Audio recordings – CAUTION!	3	33	0	33	33	0
Bulletin boards – CAUTION!	15	7	0	40	53	0
Junior Ranger program	0	–	–	–	–	–
Mount Vernon Trail tent info station	67	0	1	9	30	60
Park brochure/map	37	3	5	14	32	46
Park website: www.nps.gov/gwmp used before or during visit – CAUTION!	17	0	6	41	35	18
Ranger-led programs – CAUTION!	1	100	0	0	0	0
Roadside/trailside exhibits – CAUTION!	27	4	0	22	41	33

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings of information services and facilities

- Figure 38 and Figure 39 show the mean scores of importance and quality ratings of information services and facilities that were rated by 30 or more visitor groups.
- All information services and facilities were rated above average in importance and quality.

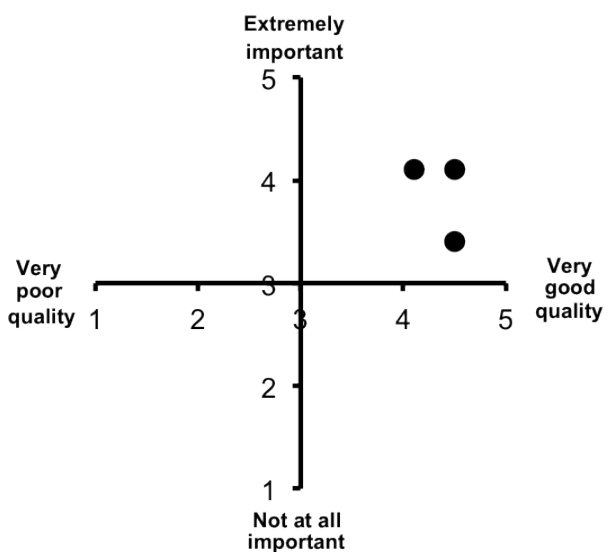


Figure 38. Mean scores of importance and quality ratings of information services and facilities

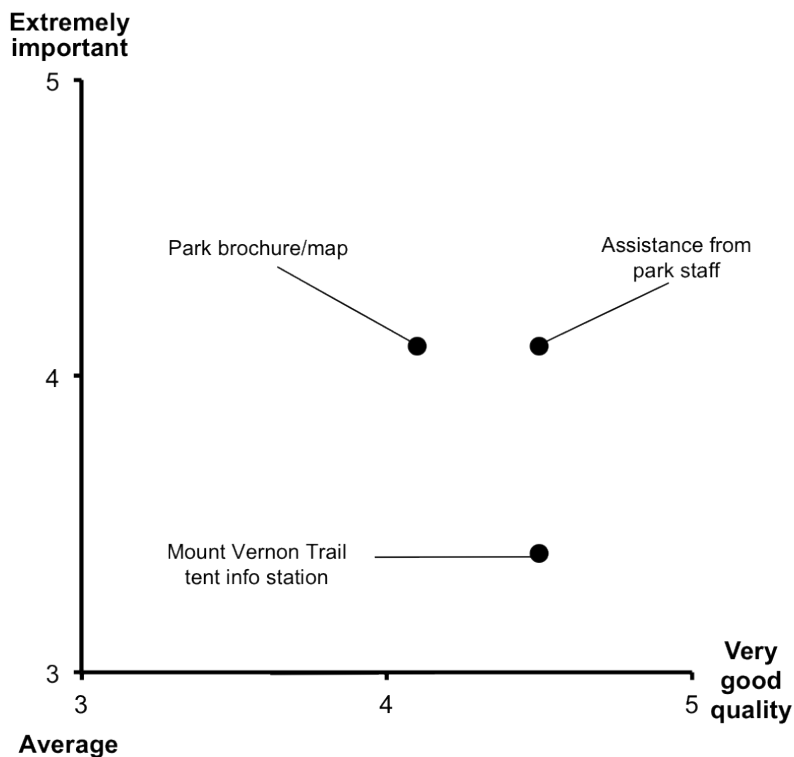


Figure 39. Detail of Figure 38

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 12d

Do you have any comments about the above information services and facilities?

Results

- Comments about information services and facilities are listed in Table 29.

Table 29. Comments about information services and facilities
(N=40 comments; some visitor groups made more than one comment)

Service/facility	Comment	Number of times mentioned
Assistance from park staff	Staff was friendly	4
	Staff was helpful	4
	Staff was kind	2
	Appreciated response to my inquiry	1
	Did not see ranger on Mount Vernon Trail, except for service	1
	Need more staff	1
	Since there are hardly any directional signs for bikers, let the park staff know which way I should go	1
	Staff was informative	1
	They did their best	1
	Wish they would provide water more often	1
Information services and facilities	Outdated across the board and not very engaging	1
Mount Vernon Trail tent info station	Appreciated the cold water	13
	Good idea for feedback	1
	Maintain during summer	1
	No first aid available	1
	Run smooth and thoughtful	1
	Wish they would provide water more often	1
Park brochure/map	Confusing	1
	No maps to take	1
	Post water fountain locations	1
	Unclear/doesn't show distances	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor services and facilities used

Question 13a

Please indicate all the visitor services and facilities that your personal group used at Columbia Island during this visit.

Results

- As shown in Figure 40, the most common visitor services and facilities used by visitor groups were:

67% Restrooms
40% Garbage disposal/recycling
31% Highway directional signs in park

- The least used service/facility was:

1% Emergency services

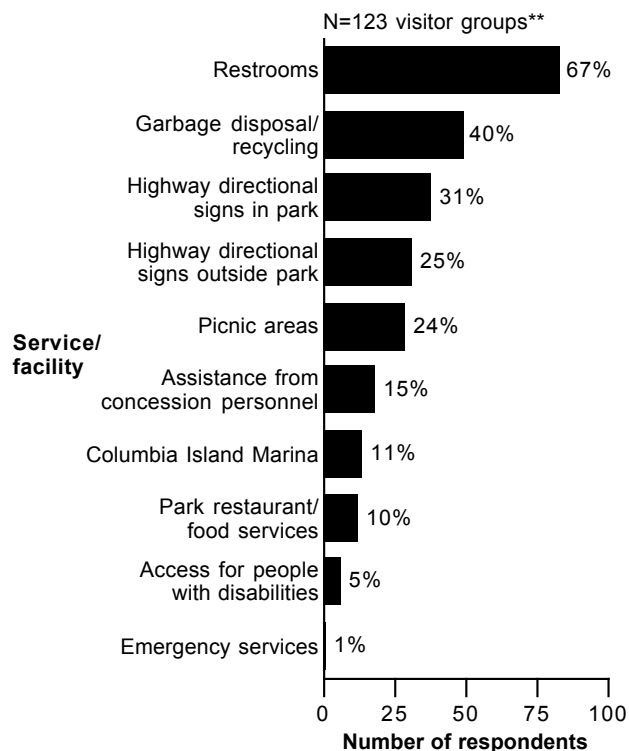


Figure 40. Visitor services and facilities used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of visitor services and facilities

Question 13b

For only those services and facilities that your personal group used, please rate their importance to your visit from 1-5.

- 1=Not at all important
- 2=Slightly important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figure 41 shows the combined proportions of “extremely important” and “very important” ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- The visitor services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:
 - 91% Restrooms
 - 84% Highway directional signs in park
 - 77% Garbage disposal/recycling
- Table 30 shows the importance ratings of each service and facility.

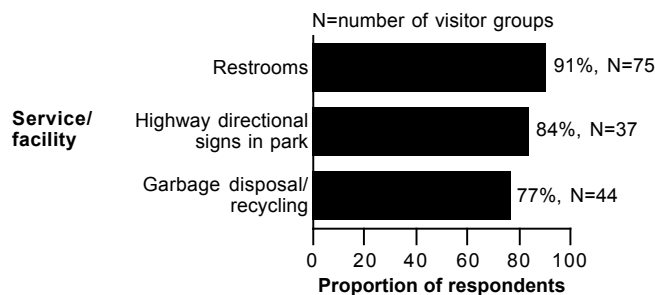


Figure 41. Combined proportions of “extremely important” and “very important” ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 30. Importance ratings of visitor services and facilities
(N=number of visitor groups)

Service/facility	N	Rating (%)*				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
Access for people with disabilities – CAUTION!	5	0	0	20	0	80
Assistance from concession personnel (marina, food service) – CAUTION!	15	0	7	20	40	33
Emergency services – CAUTION!	1	0	0	0	0	100
Garbage disposal/recycling	44	0	5	18	27	50
Highway directional signs in park	37	0	5	11	49	35
Highway directional signs outside park – CAUTION!	28	4	0	18	39	39
Columbia Island Marina – CAUTION!	12	0	8	0	25	67
Park restaurant/food services – CAUTION!	11	0	9	18	36	36
Picnic areas – CAUTION!	25	0	0	12	28	60
Restrooms	75	0	4	5	27	64

*total percentages do not equal 100 due to rounding

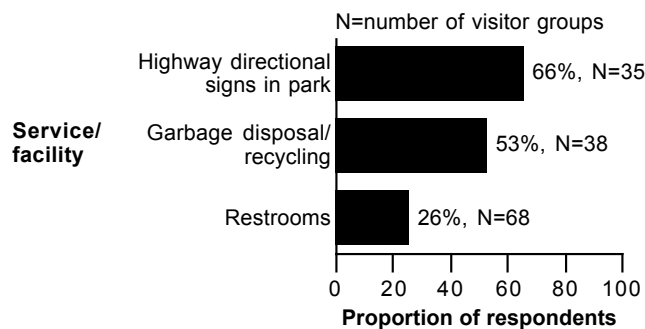
**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of visitor services and facilities

Question 13c

For only those services and facilities that your personal group used, please rate their quality from 1-5.

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



Results

- Figure 42 shows the combined proportions of “very good” and “good” ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- The services and facilities receiving the highest combined proportions of “very good” and “good” ratings were:
 - 66% Highway directional signs in park
 - 53% Garbage disposal/recycling
 - 26% Restrooms
- Table 31 shows the quality ratings of each service and facility.
- The service/facility receiving the highest “very poor” rating that was rated by 30 or more visitor groups was:
 - 15% Restrooms

Figure 42. Combined proportions of “very good” and “good” ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 31. Quality ratings of visitor services and facilities
(N=number of visitor groups)

Service/facility	N	Very poor	Poor	Rating (%)*		
				Average	Good	Very good
Access for people with disabilities – CAUTION!	5	0	0	20	20	60
Assistance from concession personnel (marina, food service) – CAUTION!	17	6	6	24	35	29
Emergency services – CAUTION!	1	0	0	0	0	100
Garbage disposal/recycling	38	11	8	29	24	29
Highway directional signs in park	35	3	3	29	37	29
Highway directional signs outside park – CAUTION!	26	0	4	8	50	38
Columbia Island Marina – CAUTION!	11	0	0	27	27	45
Park restaurant/food services – CAUTION!	10	0	10	20	40	30
Picnic areas – CAUTION!	24	0	17	33	42	8
Restrooms	68	15	31	28	16	10

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings of visitor services and facilities

- Figure 43 and Figure 44 show the mean scores of importance and quality ratings of visitor services and facilities that were rated by 30 or more visitor groups.

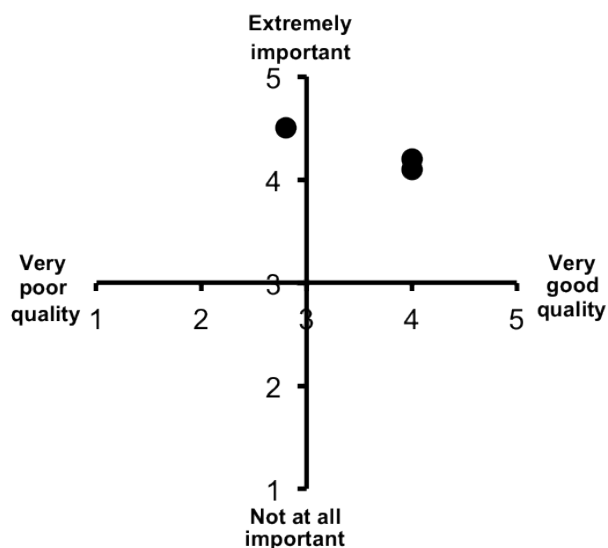


Figure 43. Mean scores of importance and quality ratings of visitor services and facilities

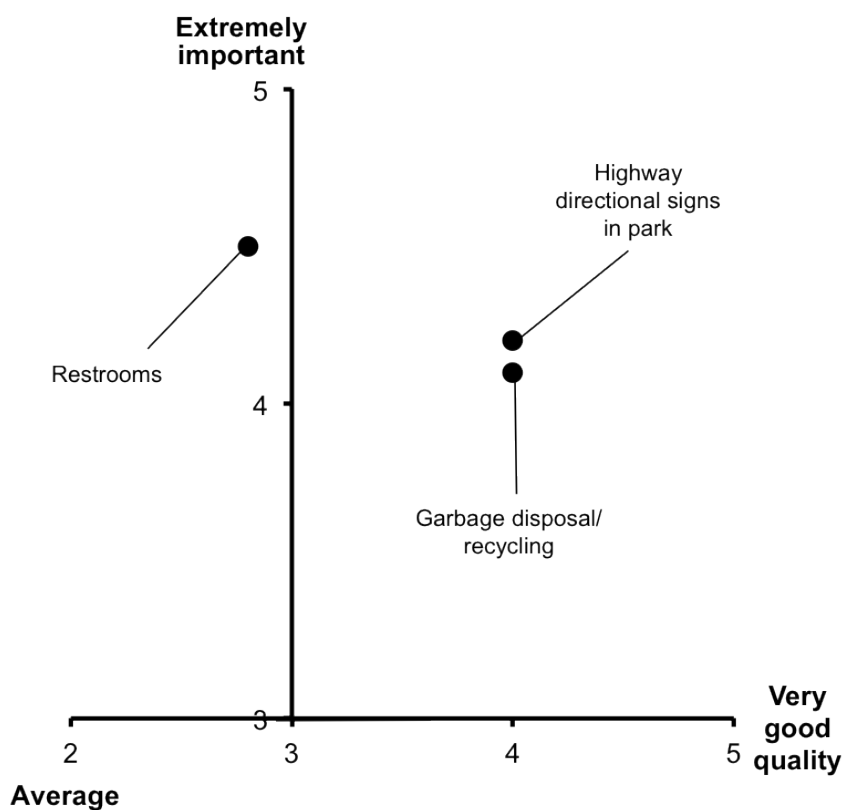


Figure 44. Detail of Figure 43

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 13d

Do you have any comments about the above services and facilities?

Results

- Comments about visitor services and facilities are listed in Table 32.

Table 32. Comments about visitor services and facilities
(N=51 comments; some visitor groups made more than one comment)

Service/facility	Comment	Number of times mentioned
Assistance from concession personnel	Food service was slow because not enough staff	1
Columbia Island Marina	Boat ramp is well maintained	1
	I would love to see lockers for rent to store my kayak. They would need to be 3' x 3' x 20'.	1
	More selections and longer hours at the cafe would be great	1
	Restrooms need a lot of work/improvement. Current condition is unacceptable.	1
	Perhaps free boat launch	1
Drinking fountains	Need more water fountains	4
	There are none	1
General	Keep park clean	1
	Keep park safer	1
	Park should attract more cyclists	1
	Everything is dirty	1
Garbage disposal/recycling	Garbage can needed	1
	Very little recycling	1
	Not many	1
Park restaurant/food service	Eggs were disappointing; trying, but not there yet	1
	Food is ok. Good beer. Just needs to be open later.	1
	Post information about food/drinks available	1
	Was not aware restaurant services were available	1
Phone	No emergency call box/phone	2
Picnic areas	Best picnic area in district	1
	Odd mix of people at park - looked like 4-5 single guys (not exercising) and I felt uncomfortable	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 32. Comments about visitor services and facilities (continued)

Service/facility	Comment	Number of times mentioned
Restrooms	Clean	2
	Couldn't find restrooms	2
	Restrooms are disgusting	2
	Are critical as there are limited facilities for runners and bikers on the trail	1
	Better than expected - especially the availability of toilet paper	1
	Can you stop the gay cruising - not very nice to encounter	1
	Clean Gravelly Point porta-potties more	1
	It is open and clean	1
	Keep it clean	1
	Needs to be cleaner	1
	No soap, toilet didn't flush	1
	Port-O-Jons are filthy and disgusting	1
	Restroom maintenance was very poor. It is hard to include children into park plans with such low quality facilities.	1
	Restrooms at Jones Point are very important to bikers. Are great. Unfortunately after using them on the way to Mount Vernon and planning to on way back found them locked at 4:15.	1
	Run down	1
	There needs to be more restrooms along Mount Vernon Trail	1
	Upgrade it	1
	Would like trail signage about restroom availability	1
	Would prefer better options	1
Trails	Great trail	2
	Make bike trails more permanent	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Satisfaction with marina services and facilities

Question 11a

The marina at Columbia Island is one of a few places to obtain gasoline for boats on the Potomac River in Washington, DC. How satisfied was your personal group with the services/facilities available at the marina?

Results – Interpret results with **CAUTION!**

- 5% of visitor groups used marina services/facilities on this visit (see Figure 45).
- Not enough visitor groups responded to this question to provide reliable results (see Figure 46).

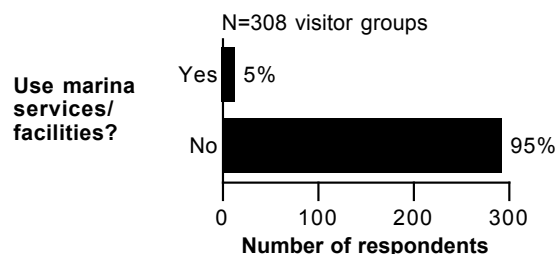


Figure 45. Visitor groups that used marina services/facilities on this visit

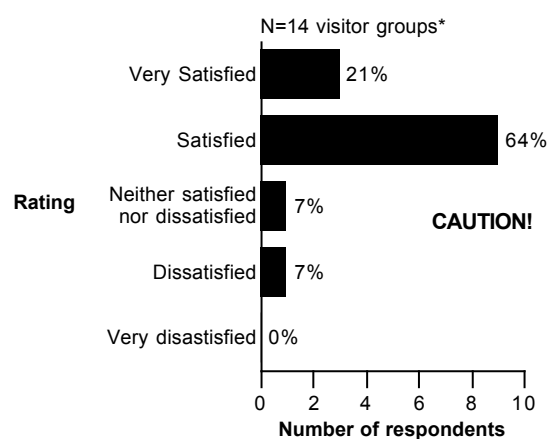


Figure 46. Satisfaction with services/facilities available at the marina

Question 11b

If you marked “dissatisfied” or “very dissatisfied,” please explain why. (Open-ended)

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results.
- Comments about marina services and facilities are listed in Table 33.

Table 33. Reasons visitors were “dissatisfied” or “very dissatisfied” with marina services and facilities (N=4 comments; one visitor groups made more than one comment) – **CAUTION!**

Service/facility	Comment	Number of times mentioned
Food service	Slow	1
Restrooms	Needs to be upgraded and kept cleaner (spider webs)	1
	Not clean, trash on the ground	1
	Restrooms were locked	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance of protecting park resources and attributes

Question 10

It is the National Park Service's responsibility to protect Columbia Island's natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following park resources/attributes to your personal group?

Results

- As shown in Figure 47, the highest combined proportions of "extremely important" and "very important" ratings of protecting park resources and attributes included:

92% Clean air (visibility)
87% Clean water
84% Scenic views

- The resource/attribute receiving the highest "not at all important" rating was:

22% Dark night sky

- Table 34 shows the importance ratings of park resources and attributes.

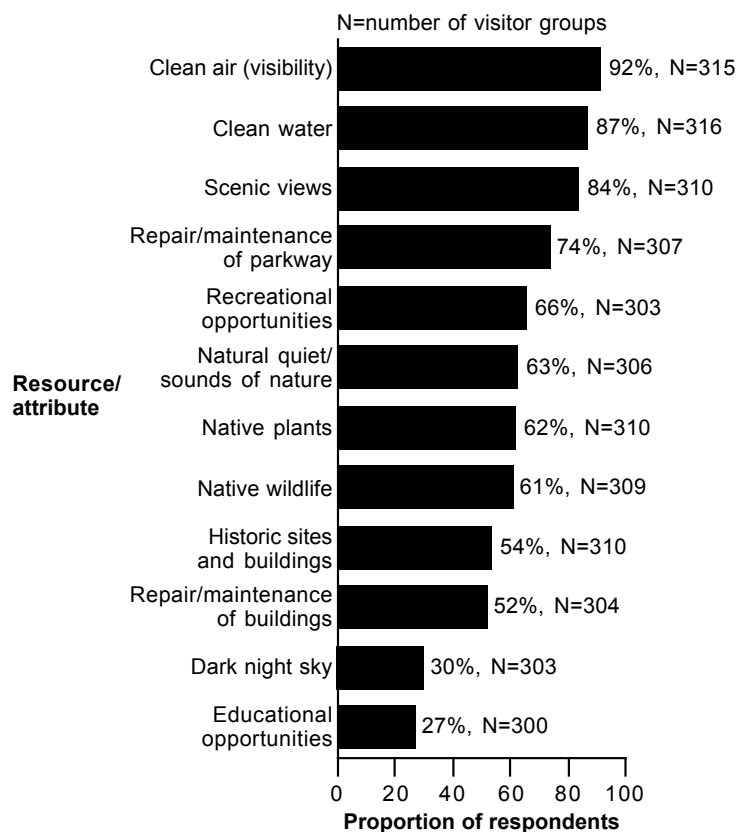


Figure 47. Combined proportions of "extremely important" and "very important" ratings of protecting park resources and attributes

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 34. Visitor rating of importance of protecting park resources and attributes
(N=number of visitors groups)

Resource/attribute	N	Rating (%) [*]				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
Clean air (visibility)	315	<1	1	7	36	56
Clean water	316	<1	3	10	35	52
Dark night sky	303	22	20	28	16	14
Educational opportunities	300	16	19	38	19	8
Historic sites and buildings	310	7	13	26	35	19
Native plants	310	4	11	24	40	22
Native wildlife	309	4	10	26	36	25
Natural quiet/sounds of nature	306	2	9	25	36	27
Recreational opportunities	303	3	9	22	34	32
Repair/maintenance of buildings	304	5	13	30	34	18
Repair/maintenance of parkway	307	3	7	16	40	34
Scenic views	310	<1	4	13	39	45

^{*}total percentages do not equal 100 due to rounding

^{**}total percentages do not equal 100 because visitors could select more than one answer

Preferences for Future Visits

Preferred topics to learn on a future visit

Question 17

If you were to visit in the future, which subjects would your personal group prefer to learn about at Columbia Island?

Results

- 83% of visitor groups were interested in learning about selected topics on a future visit (see Figure 48).
- As shown in Figure 49, of those visitor groups that were interested in learning about selected topics on a future visit, the most common topics were:

73% Potomac River history
61% Natural history
47% Recreational opportunities
42% Arlington Memorial Bridge

- “Other” topics (4%) were:

American history
Animals/plants and how their population has changed/is changing over time
Civil War
General Lee
History of the park/how it became a national park
Issues
Pre-colonial history
Trail conditions

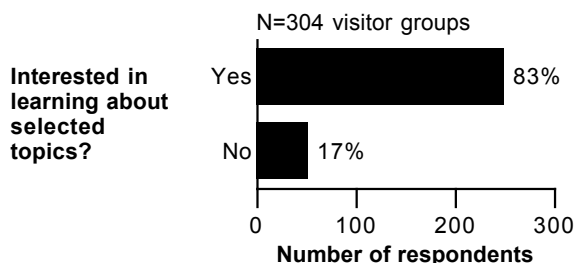


Figure 48. Visitor groups that were interested in learning about selected topics on a future visit

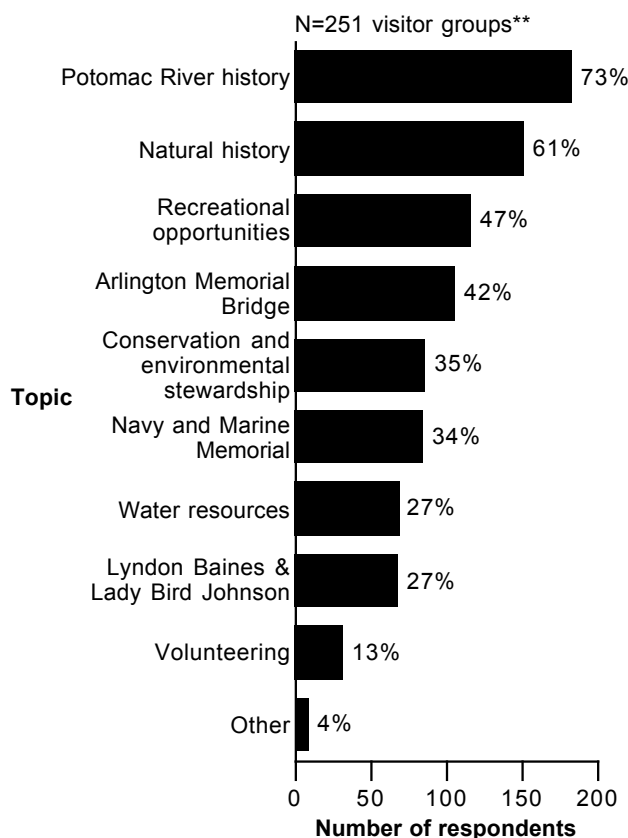


Figure 49. Topics to learn on a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferred methods to learn about the park

Question 16

If you were to visit Columbia Island in the future, how would your personal group prefer to learn about the park's cultural and natural history?

Results

- 83% of visitor groups were interested in learning about the cultural and natural history of the park on a future visit (see Figure 50).
- As shown in Figure 51, among those visitor groups that were interested in learning about the park, the most common methods to learn were:

66% Trailside exhibits
48% Park website
36% Self-guided tours
30% Printed materials

- "Other" methods (3%) were:

Concerts
Guide dog
Mile markers
Open house (Parks-day)
Permanent plaques
Recreational activities
Signs

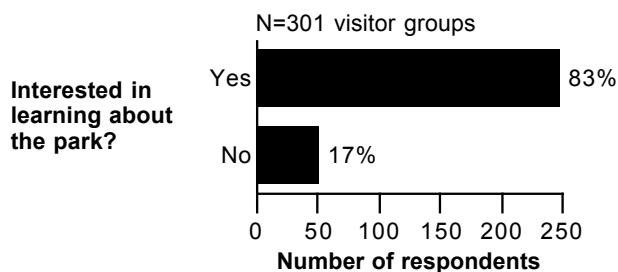


Figure 50. Visitor groups that were interested in learning about the cultural and natural history of the park on a future visit

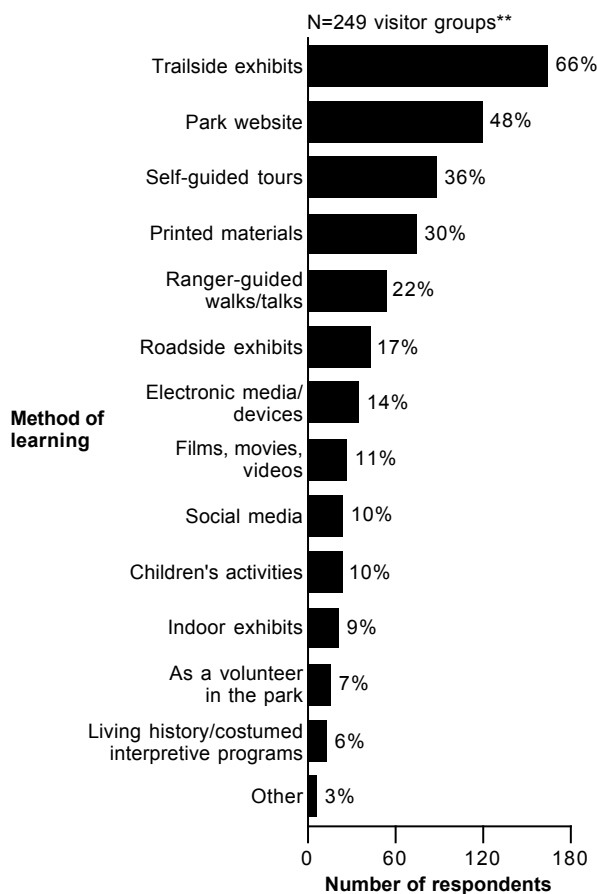


Figure 51. Preferred methods for learning about the cultural and natural history of the park on a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overall Quality

Question 26

Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Columbia Island during this visit?

Results

- 86% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 52).
- 3% rated the quality as “very poor” or “poor.”

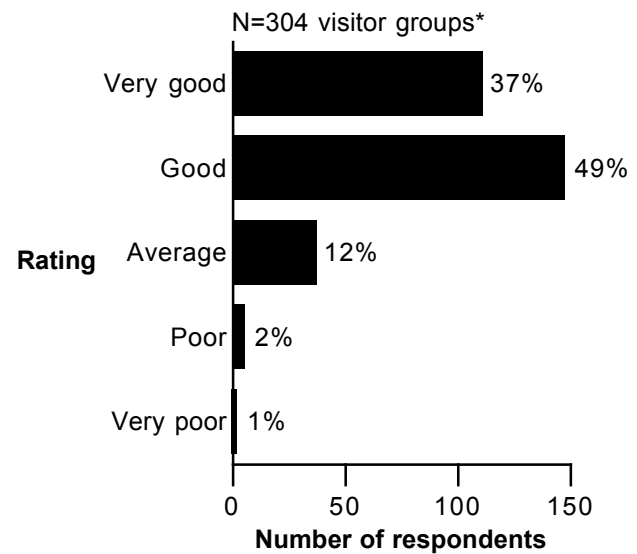


Figure 52. Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor Comment Summaries

What visitors liked most

Question 23a

What did your personal group like most about your visit to Columbia Island?
(Open-ended)

Results

- 83% of visitor groups (N=264) responded to this question.
- Table 35 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 35. What visitors liked most
(N=392 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (2%)	
Rangers/staff	5
Other comment	1
INTERPRETIVE SERVICES (1%)	
Comments	2
FACILITIES/MAINTENANCE (54%)	
Trails	107
Convenient access	26
Drinking water/water bottle refill	10
Memorials/monuments	10
Clean	9
Well maintained trails	9
Clean trails	6
Parking	6
Restrooms	6
Sites	6
Marina	4
Well maintained	4
Signs	2
Other comments	6
RESOURCE MANAGEMENT (5%)	
Open/green space	7
Trees	5
Natural setting	4
Other comments	2

Table 35. What visitors liked most (continued)

Comment	Number of times mentioned
CONCESSION SERVICES (<1%)	
Comment	1
GENERAL (39%)	
Scenic views	61
Nature	14
Beauty	11
Bicycling	11
Peaceful	7
Safe	7
Quiet	6
Enjoyable day	4
Friendly people	3
Jogging	3
Jogging/bicycling without traffic	3
Weather	3
Clean air	2
History	2
Proximity to DC	2
Relaxing	2
Walking	2
Other comments	11

What visitors liked least**Question 23b**

What did your personal group like least about your visit to Columbia Island?
(Open-ended)

Results

- 64% of visitor groups (N=204) responded to this question.
- Table 36 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 36. What visitors liked least
(N=225 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (<1%)	
Comment	1
INTERPRETIVE SERVICES (1%)	
Need more maps	2
FACILITIES/MAINTENANCE (44%)	
Lack of water fountains	28
Lack of restrooms	9
Dirty/poor restroom facilities	8
Difficult access by vehicle	5
Lack of signage	5
Trails needs improvement	5
Trails too narrow	5
Bumpy trails	4
Confusing directional signs	3
Dangerous crosswalks/boardwalks	3
Difficult access by foot/bicycle	3
Lack of parking	3
Not well maintained	3
Limited shade	2
Need more garbage cans	2
Trash on grounds	2
Other comments	10
POLICY/MANAGEMENT (6%)	
Rude/aggressive/fast cyclists	5
Many sketchy/creepy visitors	3
Too much gay activity	2
This survey	2
Other comments	2

Table 36. What visitors liked least (continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT (4%)	
Congestion on trails	4
Crowds	4
Other comment	1
CONCESSION SERVICES (<1%)	
Comment	1
GENERAL (44%)	
Nothing to dislike	54
Traffic	9
Traffic noise	7
Proximity to cars/roads	5
Airplane noise	4
Bikers	3
Weather	3
Mosquitoes	2
Underutilized	2
Other comments	9

Planning for the future

Question 24

If you were a manager planning for the future of Columbia Island, what would your personal group propose?
(Open-ended)

Results

- 49% of visitor groups (N=156) responded to this question.
- Table 37 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 37. Planning for the future
(N=237 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (2%)	
Increased law enforcement presence	3
More park service staff visibility	2
INTERPRETIVE SERVICES (17%)	
Historical markers	14
More information/interpretive signs	7
Signs indicating trail use etiquette	4
Signage	3
Better maps	2
Junior Ranger activities	2
Other comments	8
FACILITIES/MAINTENANCE (57%)	
Water fountains	27
Clean bathrooms	14
Keep up maintenance	11
Widen trails	10
Maintain trails	9
Picnic tables along trail	8
Separate trails for pedestrians and cyclists	7
Improve directional signage	4
More restrooms	3
More trails	3
Water cleanup opportunities	3
Appropriate lighting	2
Bicycle racks	2
Canoe/kayak storage	2
Emergency alert posts	2
Extension of trail to Pentagon	2

Table 37. Planning for the future (continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE (continued)	
Pedestrian bridge or tunnel to cross the parkway	2
Recycling/trash receptacles	2
Sound abatement from traffic noise	2
Well-paved trails	2
Other comments	19
POLICY/MANAGEMENT (6%)	
Advertise/promote park	4
Fine as is	3
Other comments	8
RESOURCE MANAGEMENT (5%)	
Maintain the natural environment	7
Preserve native plants	3
Other comments	2
CONCESSION SERVICES (9%)	
Boat, canoe, kayak, paddleboat rentals	6
Food service for bikers/walkers/runners	5
Bikeshare stations	3
Bike rentals	2
Extend food concession hours	2
Other comments	4
GENERAL (3%)	
Recreational opportunities	3
Keep up the good work	2
Other comments	2

Additional comments**Question 25**

Is there anything else your personal group would like to tell us about your visit to Columbia Island? (Open-ended)

Results

- 35% of visitor groups (N=111) responded to this question.
- Table 38 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 38. Additional comments
(N=162 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (4%)	
Volunteers were great/awesome	2
Other comments	5
INTERPRETIVE SERVICES (2%)	
Comments	4
FACILITIES/MAINTENANCE (28%)	
More/better directional signs/maps with distances	5
Keep trails maintained	4
Love the trails	3
Need more restrooms	3
Need more water fountains	3
Thank you for the water	3
Trail too narrow	3
Appreciate bridge upgrade	2
Difficult/dangerous access from Arlington Memorial Bridge	2
Great trails	2
Need more lighting along trail	2
Well maintained paths	2
Other comments	15
POLICY/MANAGEMENT (12%)	
Survey too long/not aimed at proper audience	4
Safety is important	3
Too many sketchy men in park	3
Dark night sky would be dangerous	2
Other comments	7

Table 38. Additional comments (continued)

Comment	Number of times mentioned
CONCESSION SERVICES (1%)	
Comments	2
GENERAL (50%)	
Great place to run, bicycle, recreate	11
Enjoyed visit	9
Commute through park daily	8
Thank you	6
Wonderful place	5
Beautiful place	4
Don't know where/what Columbia Island is	4
Keep up the good work	4
Love the park	4
An oasis in metro DC	3
Keep as is	2
Love the NPS	2
Other comments	19

Visitor Comments

This section contains visitor responses to open-ended questions.

Question 23a

What did your personal group like most about your visit to Columbia Island? (Open-ended)

- Ability to run along Potomac River without car traffic
- Access to boat launch for our kayak, not crowded, easy launch, available adjacent parking
- Access to the trail
- Access to the VA-DC trail system for exercise
- Ambiance, heron, ducks, and geese
- Availability of public restrooms
- Bathroom back-up
- Beautiful bike trail, very well maintained
- Beautiful marina, excellent walk, best park/DC urban experience
- Beautiful place to run
- Beautiful running path
- Beautiful scenery and great jogging trail
- Beautiful scenery of river area
- Beautiful scenery, clean
- Beautiful views
- Beautiful views, well maintained trails, lovely trees, and shade
- Beauty
- Beauty and easy access
- Beauty, scenery
- Being able to connect from Boundary Channel to Mount Vernon Trail
- Being able to run without having to stop at traffic lights
- Being able to walk along the water
- Being out in the open on my bike in an area so rich with history
- Being outside amongst the natural beauty
- Bicycle path
- Bicycle, walk in, and see everything
- Bicycling to visit all the sites and memorials
- Bike path
- Bike path
- Bike path and view
- Bike paths clear of debris and trash
- Bike ride to Old Town
- Bike trail
- Bike trail
- Bike trail
- Bike trail
- Bike trail
- Bike trail
- Bike trail

- Bike trail
- Bike trail - Mount Vernon Trail
- Bike trail along Potomac River
- Bike trail with view of river
- Bike trail, monuments
- Bike trails
- Bike trails
- Bike trails
- Bike trails
- Bike trails
- Bike/walking trail
- Biking
- Biking
- Biking
- Biking the Mount Vernon Trail
- Biking trails
- Clean air and trails in an urban setting
- Clean and easy access
- Clean paths and ample space (we were just running through)
- Clean trail, safe run along water
- Clean, safe
- Clean, scenic, safe, historic, friendly people
- Cleanliness of park, easy accessibility, convenient
- Cleanliness of the trail
- Closeness to views of Washington
- Commute to work is easy
- Condition of trail
- Convenience
- Convenience of access by Mount Vernon Trail, paved trail for running/biking
- Convenience of Potomac River, free small boat launch, parking, cleanliness
- Convenient boat launch
- Dedicated bike trail
- Did not visit
- Did not visit
- Easy access from the Pentagon to the trail network
- Easy access off Mount Vernon Trail, scenic marina
- Easy access to Potomac, easy to river via landing
- Easy to park, clean, well maintained, safe
- Enjoy outdoor activity
- Everything - the view
- Exercise trails, scenic beauty, easy and friendly design
- Finding a place to launch kayaks
- First time visit, well cared for
- Friendly people

- Friendly, great experience, memorable
- Good bike path
- Good run
- Good running trail
- Great jogging trail along the Potomac with nice views of DC
- Great parking for bike riding
- Great trail for walking
- Great trail
- I just moved here from Chicago and there's nothing like this there. Just the fact that everything is so bike and runner friendly is so amazing.
- I like running on Mount Vernon Trail
- I love running on the trail. It is beautiful.
- I love the amazing views of DC from along the river. I love watching the planes take off and land.
- I was not there for a visit, but riding the trail to get into the city (by bike), which I love that I can do, and do it often
- I'm a cyclist - cycling
- Improved restrooms
- Interconnected bike trails
- Interconnectedness of the sites, thoroughfare
- It was a nice day, clear air, good views
- Its beauty in the middle of a huge metropolitan area
- Its scenic
- It's a beautiful place to walk
- It's a pretty clean, fairly wide green area that is easily accessible
- Jog path
- Jogging
- Johnson Grove, view of the Potomac and monuments
- Just discovered this place last year. One of the best-kept secrets in DC. Wonderful place.
- Lack of cars on bike path. It is a safe way to bike to DC.
- Location, bathrooms, peaceful
- Lots of parking
- Love the redesigned area with easy access to LBJ Memorial
- Lovely setting and view with good food. Very unique place in metro area.
- Marina
- Marina Cafe, biking on trail
- Marine Memorial, views of the Potomac River
- Meeting survey takers
- Monuments, nature
- Mount Vernon Trail
- Mount Vernon Trail
- Mount Vernon Trail
- Mount Vernon Trail - rough conditions near Roosevelt Bridge
- Mount Vernon Trail access
- N/A
- N/A

- N/A
- N/A
- Natural beauty
- Natural beauty and monuments
- Natural beauty, convenience of facilities
- Natural environment, green space, bike path
- Nature
- Nature
- Nature
- Nature - the natural state of the area, well kept walking path, yielding traffic
- Nature - tranquility
- Nature and history
- Nature and landscape (river)
- Nature, peaceful
- Nature, scenery
- New tunnel under Hump Back Bridge
- Nice bike commute, access to DC
- Nice section of the Mount Vernon Trail
- Nice self directed tour option
- Nice trail
- Nice trail, well marked, safe
- Nice trails, great views of memorials, lots of green space
- No park police harassing me for walking
- Not as crowded, good views
- Open space, bike path
- Park rangers/volunteers
- Passing thru
- Paved running trail
- Paved trails along river without cars or stoplights
- Peace
- Peaceful and green space
- Peaceful while in the middle of Washington, DC metro
- Planting around Navy/Marine Memorial and signage explaining contested history of the island
- Potomac River Trail (Mount Vernon Trail), Memorial Bridge
- Proximity to DC
- Proximity to the water and the shade of the trees along the trail
- Quiet
- Quiet beauty (except for airplanes)
- Quiet forest and trails
- Quiet, amazing views
- Relaxing in a lovely setting
- Relaxing, quiet, nice views
- Restroom availability
- Restrooms

- Ride along the river
- Riding the pathway
- River views on jogging trail
- Roosevelt Island access, and the LBJ Grove
- Running in a beautiful space
- Running trail
- Running trails, parking availability
- Safe place to run and ride bikes with beautiful scenery
- Scenery
- Scenery
- Scenery
- Scenery
- Scenery
- Scenery
- Scenic
- Scenic views
- Scenic views and nice walking trail
- Scenic views, decent paved bike path, sculptures
- Scenic views, sitting at Navy Memorial, sitting on benches along trail watching others
- Signs were well marked. Cleanliness. Ample water fountains available.
- Smooth bike path
- Sunshine, breeze, scenic views of LBJ, Navy and Marine Memorial
- Thank you for offering water
- The beautiful day on the bike path
- The beautiful Mount Vernon Trail and accessibility to Columbia Island detour
- The beautiful scenery
- The beautiful view of the river
- The bike path
- The bike trail
- The bike trail improvements are excellent. Love the benches and trees.
- The bike trail is gorgeous
- The bike trails
- The biking trails
- The existence of the trail
- The friendly park staff and the water
- The LBJ park and walking trail
- The marina and walking trails
- The Memorial Grove is peaceful in spite of proximity to parkway
- The Mount Vernon Trail
- The natural environment
- The natural scenery
- The natural setting
- The natural surroundings
- The nature, scenery

- The nice paved running trail
- The quiet and the beauty
- The running trail
- The running trail
- The scenery
- The scenery and sites
- The scenic views
- The staff enthusiasm services
- The trail
- The trail
- The trail and it being separate from the road (no stoplights/cross traffic)
- The trails thru a nature setting
- The trees
- The view
- The view across the river to Washington
- The views and open space
- The views, well manicured, connected trail, easy access from DC
- The water offered by NPS. We were out for a run.
- The weather and view
- Trail
- Trail by Potomac
- Trail was well maintained
- Trails
- Trails
- Trails
- Trails and how smooth they are
- Trails are great
- Trails around the grove area
- Trails, exercise
- Trails, water views
- Transportation (bike/running trail) combined with great scenery/views
- Very convenient location
- Very easy to get around and well kept
- Very nice trail
- View
- View
- View of DC
- View of monuments from trail
- Views
- Views of DC and quality of trail
- Views/bike trail
- Visiting the memorials by bike and bicycling itself
- Water along the route
- Water at the stand giving out the surveys

- Water stop
- Water, wildlife, picnic
- We appreciated the water you gave us very much, the views
- We did not go on the island, we only biked past it on the trail
- Weather
- Weather, biking
- Well connected to George Washington, Custis, Four Mile run, and Washington & Old Dominion trails, etc.
- Well kept trail and water available for bottle refill
- Well kept/maintained trails, safety (sometimes) LBJ Island attracts vagrants, appreciate the lighting and random police visits
- Well maintained, able to experience nature
- Well maintained, clean bike trail. Keep up the great work.
- Well-paved bike path, well maintained
- Wide bike/walk paths, designated trail system
- You can enjoy with friends and have a good time

Question 23b

What did your personal group like least about your visit to Columbia Island? (Open-ended)

- A water fountain by the bike trail
- Agreeing to take this survey
- Airplane noise
- Airplane noise
- Availability of bathrooms
- Bad food and service at restaurant and not well maintained inside and on decks
- Bathrooms at Gravelly Point were horrible
- Better signage needed re: roads
- Bikers
- Bikers
- Bikers
- Boardwalk near Theodore Roosevelt Island not safe for bike commuters
- Bumpiness of portions of Mount Vernon Trail
- Bumpy trails that are not wide enough
- Can't think of anything
- Cars
- City noise
- Cleanliness of restrooms
- Congestion
- Congestion on trails
- Congestion on trails. Bikers are sometimes fast.
- Could have been a few more trash cans
- Could use more maps
- Crossing highway on trail. Cars don't always stop or see runners/bikers.
- Crosswalks on George Washington Memorial Parkway can be dangerous with cars traveling over 45 mph, particularly at rush hour
- Crowded
- Crowded on Saturdays
- Crowds
- Crowds
- Did not spend much time on island. En route to Mount Vernon on bike trail.
- Did not visit
- Didn't know it was there
- Directional signs, unclear at times (e.g. George Washington Parkway sign)
- Dirty restrooms
- Dirty restrooms
- Everything is handled well
- Exit onto George Washington Memorial Parkway was scary
- Fairly disconnected from George Washington Parkway, underutilized
- Fast traffic on George Washington Parkway makes it hard for cars to visit - easy to go past exit before you know it, then no U-turn options
- Few accesses by bicycle or pedestrian friendly routes, noise of nearby roads

- [illegible]

- N/A
- N/A
- N/A
- N/A
- N/A
- Narrowness of bike trail under one of the bridges
- Need more water fountains along Mount Vernon Trail
- Needs drinking fountains desperately
- No available water
- No capital bikeshare station on island. Not user friendly if using.
- No drinking fountain
- No drinking water fountain
- No fresh drinking water access
- No more parking available at monument (Wave with Birds)
- No negative aspects observed
- No negatives - enjoyed everything
- No permanent water on trail
- No rangers on bikes
- No restroom
- No water fountains
- No water fountains along trail
- No water fountains along trail
- No water fountains on the trail
- No water fountains on trail
- No water fountains or bathrooms on trail
- No water fountains to drink
- Noise from airport and traffic
- Noise from parkway
- Noise of traffic
- None
- None
- None
- None
- None
- None
- None
- None
- None
- Not enough public use of Theodore Roosevelt Memorial Theater
- Not enough restrooms or water fountains
- Not enough water fountains
- Not enough water fountains
- Not many restrooms along the trail or water fountains
- Nothing
- Nothing

- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing bad to say
- Nothing, had a great time, rangers friendly and informative
- Nothing, my purpose was met
- Parking lot bathroom has too much gay activity
- People who ride too fast on trail
- Poison ivy
- Pollution
- Poor restroom facilities
- Potomac River
- Proximity of cars
- Public bathrooms
- Public restrooms
- Recreation (drink/eat/chat)
- Restroom options
- Road noise
- Road noise
- Rude cyclists
- Signage within marina lacking, including bridge to Pentagon
- Some areas need repaving
- Some of the pavement on Mount Vernon Trail was bumpy from growing roots, etc.
- Sometimes I wonder if there should be guardrails on parts of the George Washington Parkway.
 - Restrooms and water fountains would be nice.
- Sometimes seems like there are sketchy people there
- Surface of parking lot
- The closeness of George Washington Parkway
- The cyclists can be aggressive
- The heat
- The humidity
- The lack of control of the cyclists using the trail as their personal time trial
- The lack of signage and bathrooms

- The Latino that dropped his pants in the parking lot and emptied his bladder midday in the middle of the parking lot in front of everyone
- The mosquitoes
- The Mount Vernon Trail is too narrow for the volume of bike/walk/runner traffic
- The outhouses at Gravelly Point and Dangerfield Island are gross
- The people on the bike path
- The proximity of the cars, and the slant of the trail hurts my knees
- The running. Actually, nothing comes to mind.
- The traffic
- The traffic
- The trail (resurface that bad boy)
- This stupid survey
- Too many boat trailers
- Too many cars on the side
- Too many cars/roads
- Too many cyclists
- Traffic
- Traffic
- Traffic
- Traffic and aircraft noise
- Traffic getting onto George Washington Parkway to leave the park
- Traffic noise
- Traffic, complicated access from I-66
- Trail is a little too narrow at parts
- Trail needs to be improved substantially
- Trail upkeep poor in northern part of alternate Alexandria path
- Trash
- Trash on grounds near boat trailer parking
- We couldn't find any water fountains
- We really missed the road signs and clear bike paths
- We would prefer smoother surfaces for rollerblading and water stations
- Who was not doing much sun
- Wood elevated walkway near Theodore Roosevelt Island needs work
- Would like more restroom facilities on trail, either permanent or porta-potty
- Would like to see more benches with shelter (roof) along the way (to protect from rain or sun)

Question 24

If you were a manager planning for the future of Columbia Island, what would your personal group propose? (Open-ended)

- 1. Rebuild wood elevated path near Theodore Roosevelt Island. 2. Repaint railings on pedestrian bridge up to Rosslyn. 3. Removal of trees at Gravelly Point was unfortunate. Please replant trees. 4. Post signs for trail users e.g. speed limit, move off trail when stopped.
- 1. Widening the bike trail. 2. Leave the motorway.
- A better map system - to identify trails to access the Mount Vernon Trail but also Arlington Cemetery, Memorial Bridge. Identify parking lots.
- A bigger restaurant that has a museum and meeting facilities
- A couple water fountains on trail along Potomac for runners/bikers. Also information on nearby facilities rather than a bathroom on trail. Information on what's to see, I just jog through.
- A few water fountains on the Mount Vernon Trail
- A separate lane for cyclists and runners/pedestrians
- A water fountain
- A water station for both humans and animals
- Active police presence to reduce the open air drug deals taking place in the parking lots
- Add a kayak specific boat launch, add history plaques around parking, and keep natural feel to parking area
- Add drinking fountains and signs telling bikers to give audible warning when passing joggers
- Add more historical signs along the trail
- Add water fountains
- Added trails in DC metro region. Clean environment for Potomac, Anacostia and DMV - work with partners to continue improving this.
- Adding bike share station. Map of Mount Vernon Trail including other trail connections. Biking facilities including bike share.
- Adding water fountains to Mount Vernon Trail
- Bathroom facilities, with a family bathroom, at Gravelly Point and/or Roosevelt Island
- Bathrooms easy to get to
- Because access to the bike path is new (new bridge) it seems more like traffic will support the cafe
- Better access indications. Better integration in a global network for non-motorized mobility.
- Better advertising - I didn't know marina had a food service option. Can you rent kayaks, canoes, or stand up paddleboards?
- Better crossover walkways (or tunnels) for foot traffic to cross the George Washington parkway from the Pentagon
- Better general maintenance - minimize traffic on parkway
- Better picnic area
- Better signage by Memorial Bridge, so newbies cross in the safe places
- Bike racks at the memorials
- Bike trail maintenance, bathroom constructions, water fountains
- Bikeshare stations and a walkway with concessions along the Potomac. A park-like Starbucks pavilion.
- Biking
- Biking on Mount Vernon Trail
- Biking trip
- Booth to provide refreshments for folks on the trail

- Brighter, public-proof restrooms. Better exit ramp.
- Bring in a different food service to the restaurant with different staff
- Bring water, shade
- Build more picnic/recreational facilities. Cede the park to Arlington County for local control.
- Bumps and holes in the bicycle trail. Pedestrians who lolly-gag on the bicycle trail. Please make the trail wider with walking/running gravel trails on each side.
- Check web site first
- Children activities, 5k runs, challenge events, historic reenactments, water safety
- Clean and safe bathrooms. Working water fountains.
- Clean restrooms on riverside
- Clean the bathroom, spider webs, cold water out of fountain
- Consolidation of roads/traffic patterns could free up much more usable space
- Construct additional historical/educational outdoor signs and plaques. Add some directional signs within marina.
- Continue to maintain the natural environment
- Continued maintenance on the trail
- Crowd-sourced planning competition with a year-long schedule selection/placement prizes and possibility at partnership with NPS for implementation
- Design a special 'via' (trail) for bikers
- Do not expand development. Keep it as a natural setting for enjoyment.
- Don't know
- Drinking fountains along trail/bike path
- Emergency alert posts/lights for the trail
- Enhance picnic areas/food service for bikers/walkers/runners. More information on recreational (boating) opportunities.
- Ensure emphasis on safety with appropriate lighting, emergency call boxes and regular policing
- Exercise, trails
- Extending the food concession hours
- Fine as it is
- Free boat launch
- Good maintenance of the bike trail and monuments
- Have bike trails on Roosevelt Island
- Historic signs around the area. More opportunities to learn.
- Historical markers
- I did not see many trash receptacles. More bulletin boards with information. Mount Vernon Trail around Old Alexandria became confusing.
- I enjoy the park - not much I would change because I wouldn't want to add something that might subtract from the natural aesthetics of the park. Perhaps a bathroom.
- I like the niche it fills, not too crowded, peaceful, restrooms, picnics, and restaurant
- I propose a bike tour of the capital that is fun, practical, and inexpensive
- I propose to let people know before they go home, to learn about the history of Columbia Island Park
- I think I should state that I work for the Metropolitan Washington Airports Authority at DCA. We are on the Mount Vernon Trail. I bicycle commute and I am working up to a long ride from Pittsburgh, PA to DCA. So I am on the trail a lot. I get the feeling that this is either a standard questionnaire or whoever designed it has never been on the Parkway and Columbia Island. Many of the questions just don't work as well as they should, but I think they would work great for the Smokey Mountains or Yellowstone or any number of other national parks I have visited. Department of

Commerce, Bureau of Census is really good at making questionnaires and they are only really busy every 10 years. The George Washington Memorial Parkway has become a major thoroughfare cutting between the beltways. Calling it a national park is nice, but this isn't the Blue Ridge Parkway, it is an interstate with lots of traffic. I would say handing over maintenance of the road to the state may be a good idea. This would allow park resources to be dedicated to other more park related functions. Columbia Island is not much of a national park. It is more of a city park. Most of the people who I see on the trails are locals like myself and are traveling from point A to point B and travel through the park. The Columbia Island Marina has potential, but to be honest, I haven't really looked into it. My boats are in Ohio. I didn't know they had a cafe. I will try it out next week. I don't understand why they would shut down hot food in winter. If business is really that bad in winter, something else is wrong. The slip rates look reasonable, but I don't see storage for canoes, kayaks and such. I think there are many who are looking to put a small craft on the water and cannot store their canoe/kayak locally. What can I say about nature and history education? I think just a mile or two up or down the river is more interesting. Your staff I talked to the other day at Roosevelt Island were very knowledgeable. What you have done at the US Botanical Gardens is great. Have a little sign and let people call in and find out more about what they are viewing. I saw your guys out this morning painting the benches. They look good. You could probably add a few picnic tables. I have no problem getting up and down, but my mom and dad couldn't have a picnic in this park because I don't know where any picnic tables are. Signage on the MUP trail is lacking. To be honest it shouldn't be needed, but it is. You need a sign that says "Walk/Bicycle on your right," "Audibly signal before passing," "Moved to your right when being passed," "Don't block traffic, this includes faster traffic," and I would add a speed limit (15mph?). Bicycles are passing without letting anyone know. Some bicyclists think the path is a class 4 racing track. People stop and have a conversation in the middle of the path. People and bicyclists riding/walking four wide blocking traffic. People ride/walk on the wrong side of the path. I am amazed that more people don't get hurt. Note about other parks: Gravelly Point Park, PLEASE, PLEASE widen or redirect the trail away from the porta-potties and where people stop and look at the airplanes. Riding on the other side of the field would be great and walkers would have a loop. The C&O is in bad shape in places. Take one of your small cars and drive the path. If you can't get over a pothole/rut it is a "legal hazard" and should be fixed before some unlucky person falls down and breaks something. NPS doesn't need any more lawsuits. One more thing, charging for access to national parks is a national disgrace. I have had the opportunity to talk to many foreign nationals and it is embarrassing.

- I would love if there was a dirt or gravel trail along either side of the bike road for runners
- I would propose covered and creative water dispenser along the way
- I wouldn't change it
- Improve access through Pentagon
- Increase accessibility for cyclists - more places to lock bikes, more water stations, more restaurants
- Increased recreation
- Install sound brush/landscaping between trails and parkway to separate the vehicles/pedestrians
- Installing water fountains along the trail every few miles (e.g. at entrance to Theodore Roosevelt Island and by Gravelly Point)
- Invite garden clubs to help clean it up and preserve native plants
- Just keep it maintained
- Just keep it up, or maybe a little more police and/or park service staff visibility
- Kayak lockers for rent. I would like a 3' x 3' x 14-20' locker to store my kayak by the marina. I think this could be a moneymaker.
- Keep fuel dock open later during summer boating season
- Keep it as it is. Actually clean bathrooms along the way.
- Keep up maintenance
- Keep up the good work

- Keep up the good work
- Know more historical places
- Leave it alone and protect it
- Leave it the way it is. Maintain trail and restrooms.
- Let more people know about the island
- Lots of walking around
- Maintain current conditions generally. Add canoe and kayak opportunities.
- Maintaining as much nature as possible
- More bike trails
- More community events such as picnics/party with live music throughout the summer for the general public
- More detailed signs on the bike trails and readily available restrooms
- More education for other users on safety
- More emphasis on preserving the natural area
- More flowers (colorful)
- More history posters explaining history of area
- More informational signs, Junior Ranger activities
- More maps along the Mount Vernon Trail
- More picnic tables near Potomac River shore, wider paths with possibly segregated lanes
- More signs and trailside exhibits on viewing area
- More trail information signs
- More trailside exhibits explaining history and natural surroundings
- More trees, more trailside informational signs
- More water fountains
- N/A
- N/A
- N/A
- N/A
- Need drinking fountain at Gravelly Point
- Need separate paths for bikes and pedestrians
- Nice place to run
- No change
- Noise reduction features
- None
- None
- Not sure
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing. Simple and good for us casual boaters. If any tax money available, make more of these marinas down river.
- One more parking area near Memorial Bridge, more people could access the park and enjoy it
- Paddle boating service/rental, bike rental station
- Pedestrian bridge or tunnel to cross George Washington Memorial Parkway

- Perhaps a proper restroom near Gravelly Point
- Picnic area at north end of island
- Picnic tables along trail
- Places to stop and read about history, etc.
- Plan ahead more
- Plant more flowers, another water fountain
- Please install a crossing signal at the trail crosswalk on the spur road connecting the George Washington Parkway to Washington Blvd just before Memorial Bridge circle
- Protecting and maintaining the bike trails
- Recreational events/activities
- Recycling bin, boat rentals, bike rentals
- Reopening George Washington Parkway to cyclists south of Old Town. Trail is dangerous/inappropriate for cyclists down there.
- Repair and maintenance of the trails, e.g. smooth over tree root expansion cracks and ensure water fountains work
- Repair/replace decking on trail between Theodore Roosevelt Island and Theodore Roosevelt Bridge
- Restrooms, water stations
- Review mission of the park. Create objectives. Execute objectives. Publish. Make it available to public.
- Running groups' water stop
- Sell as picnic/BBQ/jogging destination for young professionals and families in the DC area. Bring more of history out.
- Separate bike and walking/running lanes
- Show visitors how beautiful the capital of the US is and how enjoyable a visit can be
- Sign to LBJ Grove after the entrance to the Island
- Signage for education about Columbia Island
- Signage that the island exists. After riding along the Mount Vernon bike trail, it's hard to distinguish whether a bridge spans a river/creek, or passes onto/off of the island.
- Signs indicating trail use etiquette, more patrols enforcing exercise path rules such as speed limits and reckless cycling
- Some type of sign/instructions (and distances) for finding way to nearby metro stops - not intuitive, though possible
- Some way to let more people know about it and access via car from Old Town/Mount Vernon
- Sorry I'm no help - I like to bike; mostly my use of area is biking through from Boundary Channel parking at Pentagon to bike trail
- Spend precious money and resources to employ construction and maintenance workers to improve and maintain the appearance of the park, not office bureaucrats to produce this study
- Spread picnic tables along water, allow moderate alcohol use
- Suggested jogging, biking, walking routes/loops
- The park system has so many scenic gardens and memorials. This one is underutilized and unnecessary. It would serve better as athletic fields that are needed.
- Trail and island map display kiosks along the main trails
- Trailside signs with information about the area
- Upgrades to marina area - cafes, food options
- Upkeep of the landscape, flowers at statue, cleaning up the Potomac, maintaining bike and walking trails
- Very little change. It is fine the way it is now. Just keep the public restrooms cleaner.

- Very little, keep maintained
- Visit to the cafe and nearby sites
- Water cleanup opportunities, hiking trails
- Water fountain on Mount Vernon Trail
- Water fountain on the island along the running/biking path
- Water fountains
- Water fountains
- Water fountains
- Water fountains and clean restrooms closer to trail
- Water near the Mount Vernon Trail
- Water stations along the path
- We think cycling is upcoming. Its a cheap and healthy way of transportation and you get to see much more than with just walking. We would invest in bike/walk paths and signs.
- We want to go boating and are planning trip to Roosevelt Island next weekend
- We'll be back
- Welcome sign to Columbia Island, information booth
- Well-paved trails. Widen trail under Memorial Bridge. Extension of trail to Pentagon.
- Widen bike path or install separate running/pedestrian path
- Widen the trails or have one for bikes only
- Wider Mount Vernon bicycle trail or separate the bike path from the walking path

Question 25

Is there anything else your personal group would like to tell us about your visit to Columbia Island?
(Open-ended)

- A food service and facility that would be worth visiting - better food and friendlier staff
- Add permanent bathroom facilities at Gravelly Point
- Appeared to be only single, middle-aged men in park. Some with dogs. Gay hangout?
- Bathroom facilities at marina are poor. Directions and parking are difficult for new visitor. Boundary of island unclear.
- Beautiful place. Can't wait to ride bikes there with my family this weekend. We just moved to the area - military family.
- Beautiful place. Food good, but the employees were excellent.
- Better signs to where trails go and how far to places
- Bike path still in OK shape, but will need repairs in a few years. Keep maintained - landscape too. Trailside exhibits and park website are ok for Columbia Island itself, but don't spend big dollars on movies, indoor exhibits, etc.
- Comprehensive map of trails to the mall and all around the monuments
- Continue in this way. Its good. Thanks. All was very good.
- Did not visit, but did in the past, a nice place to run
- Excellent bridge upgrade and marina trail access
- Expect it will be good after construction or repair
- Get more money for the NPS from Congress to maintain park system. Ran from Memorial Bridge down trail through LBJ grove and through Pentagon parking to Pentagon City. I love the trail and the NPS.
- Get rid of the perverts. NPS needs to reinvent picnicking. Such great resources here.
- Great bike trails
- Great job
- Great place to run
- Great place to visit
- I bike through Columbia Island regularly on the Mount Vernon Trail. I was not actually aware of the name or that it was an island until taking this survey.
- I bike to Mount Vernon annually, but hadn't ever been to Columbia Island/Marina. I have passed by 25 times, but never visited until today.
- I biked along trail in both directions from DC to Roosevelt Island to Alexandria and back to DC. Keep adding to the parks and maintaining trails. Thank you for tax well spent.
- I commute this way every day
- I commute to/from DC via Columbia Island, and run the Mount Vernon Trail during lunch. Lack of shade on the trail in the summer is a real problem. Water would also be nice.
- I didn't actually visit Columbia Island. I was biking on Mount Vernon Trail.
- I didn't even know we were on an island
- I have been using the Mount Vernon Trail my entire life and pass by Columbia Island every day to and from work on my bike
- I just jog the trail and don't think of the park. Will look it up for future opportunities. NPS is great. Thanks NPS for doing this survey and all your hard work.
- I like seeing the booth on nice days but it is rare. Information on history or nature etc. in the area now and then would be nice.
- I ran thru en route from workplace to home - a running commute. Don't change the trail – it's great.
- I regularly use Columbia Island and enjoy it for recreation and green space

- I ride my bike through the park as part of my daily commute, sometimes stopping at various stops. I love the area and thank the park service.
- I run from 4 Mile Run Trail to Teddy Roosevelt Island 3 times a week, as does my husband. We love this trail.
- I run here nearly every day, so safety on the trail is my top priority
- I think it would be helpful to post signs with maps of parks along paths
- I thought marina docks were private. If rentals are available, then signage not clear.
- I thought we were on the Mount Vernon Trail. I have no idea what Columbia Island is. Map on page 7 doesn't explain either.
- I use the trail to bike to work each day from Georgetown to Crystal City. Upkeep is very good. Thanks.
- I usually pass through the island, because I only do exercise here (trail) every week
- I wanted to visit Arlington Cemetery, but I was with a city bike-share and there was no place to park it, so I went straight to Alexandria
- I was bike commuting
- I would love to take my students on a field trip there. I'm at Jamestown Elementary in Arlington.
- I'm a local and ride my bike on the Mount Vernon Trail a few times a month. Doctors visit in Falls Church and bicycling for pleasure.
- I'm thrilled with the new path connecting the port to the Mount Vernon Trail. It was scary before crossing parkway.
- I've lived in the area more than 10 years and never have heard this area called Columbia Island
- In this park I use the bike trail. I care about maintenance of this trail and of bathroom facilities along the trail.
- Include distances on the trail signs and a few more trail signs please, including directions back to DC. Don't know where this Columbia Island is.
- It is a place of peace in our chaotic DC lives. We worked hard to get here.
- It is a wonderful place. Keep up the wonderful work.
- It is beautiful and clear and y'all are doing a great job
- It is very difficult getting onto the Mount Vernon Trail from the Arlington Memorial Bridge
- It was a great bike ride
- It was superb
- It was very enjoyable
- Its beautiful and well loved
- Keep it available and user friendly
- Keep this parkway setting as natural as possible
- Keep this place clean
- Keep up the awesome trail system. I run all over the Mall and down to Mount Vernon. This alone makes DC life enjoyable.
- Lighting at night
- Lots of fun, convenient and pretty
- Love this area
- Mostly, I'm just glad to have found a place to launch my kayak
- My friend is a Potomac boater and didn't know gas was an option either
- My responses are really directed at our visit to the Johnson Memorial Grove. I would have returned with a picnic on another occasion, but the park had some odd visitors. Wasn't sure if I would be mugged or something.
- Nice place but is a patch of nature surrounded by asphalt where nature is completely negated

- No, because I love it anyway, but we could use my proposal (water)
- Park service needs to focus less on cars and more on alternative transportation (bike, metro, walk). Commute by bicycle daily on Mount Vernon Trail.
- Perhaps more picnic tables along river too
- Please consider paving an additional arm for the bike trail intersection of the Mount Vernon Trail and 14th Street Bridge access
- Please install a crossing signal at the trail crosswalk on the spur road connecting the George Washington Parkway to Washington Blvd just before Memorial Bridge circle. This is a dangerous/fatal crossing, it is 2 lanes wide and traffic in the other lane does not stop as it should.
- Re: Dark night sky - Dangerous - thugs like dark
- Re: Dark night sky - Not safe at night
- Re: Trailside exhibits - Have seen this on other trails (US and Europe), very effective and awesome for visitor - Camino de Santiago and Great Falls area
- Thank you for the water
- Thank you for this wonderful location
- Thanks for the free water
- Thanks for the water and help. A nice place to have fun.
- The access via bridge from parking lot to Pentagon is not known by many people
- The Navy Memorial needs some upkeep
- The ranger who gave me this information was cute
- The trail could be twice as wide
- The trail is a bit narrow at some places
- The trail system is a great resource. I loved riding on it. Too bad there is so much air traffic (noisy).
- The volunteers were great
- This questionnaire was set up for a group. Was not in a group.
- This is a gem of a place. We love it. An oasis in metro DC. Very precious.
- This is a lot of questions about a bike trip thru the island that only took a few minutes. Except for NPS booth, we did not stop.
- This survey was suggested by tent workers as about the trail rather than Columbia Island. If you want island information, set up where people who are using those amenities actually are. Re: Dark night sky - You can't be in the park at night.
- To whom it may concern, I live in Alexandria and run on the Mount Vernon Trail a lot. I don't think I was a very good subject for this survey - but I tried my best! My biggest piece of feedback is the trail needs more water fountains and restrooms.
- Too many questions. You are lucky I promised to do it, but I almost gave up many times.
- Trail is getting crowded with many different uses - runners, bicyclists, walkers, etc. Safety is key. P.S. This survey is aimed at visitors, not local commuters using the trail for access and transportation mobility/connectivity.
- Transition from/to Memorial Bridge is very dangerous for bikers
- Until our visit, we did not realize the marina connected to the George Washington Trail
- Very enjoyable and safe experience even as it got dark, should be lighted by sun source along dark spots
- Very enjoyable
- Volunteers at site are awesome
- We enjoyed talking to the park service personnel
- We had a great time
- We had a great time

- We live in DC and enjoy running and biking around parks
- We strongly support park ranger bike tours and hope you continue these
- We wanted to see the Pentagon Memorial, but couldn't find it
- We were out on a bike ride. We did not go intending to visit Columbia Island.
- Weekend staff at park
- Well I would say that we had a nice day
- Well kept secret. I have led groups of locals who did not know it existed.
- Well maintained paths
- Widen the trails to make it safer for bikers, runners, and families with strollers to coexist
- Will return, great trails
- Wonderful

Appendix 1: The Questionnaire

OMB Approval 1024-0224
Expiration date: 2014

U.S. Department of the Interior

National Park Service
Social Science Program
Visitor Services Project



George Washington Memorial Parkway Columbia Island Visitor Study



United States Department of the Interior
NATIONAL PARK SERVICE
George Washington Memorial Parkway
Turkey Run Park
McLean, VA 22101

IN REPLY REFER TO:

Summer 2013

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to George Washington Memorial Parkway-Columbia Island. This information will assist us in our efforts to better manage this park and to serve you.

This questionnaire is only being given to a select number 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 this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. mailbox.

If you have any questions, please contact Lena Le, Director, Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), lenale@uidaho.edu (email).

We appreciate your help.

Sincerely,

Jon James
Superintendent

DIRECTIONS

At the end of your visit:

- 1. Please have the selected individual (at least 16 years old) complete this questionnaire.
- 2. Answer the questions carefully since each question is different.
- 3. For questions that use circles (O), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil.

Like this: ● Not like this: ☒ ☓ ☉

- 4. Seal it in the postage-paid envelope provided.
- 5. Drop it in a U.S. mailbox.

Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services managed by George Washington Memorial Parkway-Columbia Island. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number.

We estimate that it will take about 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Lena Le, Director, Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), lenale@uidaho.edu (email).

Your Visit To George Washington Memorial Parkway
Columbia Island

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

- 1. a) Prior to this visit, how did your personal group obtain information about George Washington Memorial Parkway-Columbia Island? Please mark (●) **all** that apply in column (a).
☐ Did not obtain information prior to visit → **Go to part (b) of this question**
- b) If you were to visit Columbia Island in the future, how would your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Source of information
<input type="radio"/>	<input type="radio"/>	Friends/relatives/word of mouth
<input type="radio"/>	<input type="radio"/>	Inquiry to park via phone, mail, or email
<input type="radio"/>	<input type="radio"/>	Columbia Island website: www.nps.gov/gwmp
<input type="radio"/>	<input type="radio"/>	Other websites — Which one(s)? _____
<input type="radio"/>	<input type="radio"/>	Local businesses (hotels, motels, restaurants, etc.)
<input type="radio"/>	<input type="radio"/>	Maps/brochures
<input type="radio"/>	<input type="radio"/>	Newspaper/magazine articles
<input type="radio"/>	<input type="radio"/>	Other units of the National Park System (NPS)
<input type="radio"/>	<input type="radio"/>	Previous visits
<input type="radio"/>	<input type="radio"/>	School class/program
<input type="radio"/>	<input type="radio"/>	Social media (Facebook, Twitter, etc.)
<input type="radio"/>	<input type="radio"/>	State welcome center/visitors bureau/chamber of commerce
<input type="radio"/>	<input type="radio"/>	National Park Service volunteers
<input type="radio"/>	<input type="radio"/>	Travel guides/tour books (AAA, Fodors, walking, etc.)
<input type="radio"/>	n/a	Other, this visit (Specify) _____
n/a	<input type="radio"/>	Other, future visit (Specify) _____

- c) From the sources you used prior to this visit, did your personal group receive the type of information about the park that you needed?

☐ No ☐ Yes → **Go to Question 2**

- d) If NO, what type of park information did your personal group need that was not available? Please be specific.

2. Prior to this visit, was your personal group aware that Columbia Island is managed by the National Park Service as part of the George Washington Memorial Parkway?

☐ Yes ☐ No

3. a) Overall, how would your personal group rate the quality of information provided on the website? Please mark (●) **one** for **each** website you visited.

a) If used, what quality?

Website	Very poor	Poor	Average	Good	Very good	Did not use/visit
Park website: www.nps.gov/gwmp	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park Facebook page: www.facebook.com/NPSGWMP	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park Twitter account: twitter.com/NPSGWMP	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- b) Did your personal group find the information that you needed on the park websites?

Park website ☐ No ☐ Yes

Park Facebook page ☐ No ☐ Yes

Park Twitter account ☐ No ☐ Yes

- c) If NO, what type of information did your personal group need that was not available? Please be specific.

Park website _____

Park Facebook page _____

Park Twitter account _____

4. a) On this visit, what forms of transportation did your personal group use to travel between your overnight accommodations or home and Columbia Island? Please mark (●) **all** that apply.

☐ Private vehicle (car, SUV, pickup, RV, etc.)

☐ Rental vehicle ☐ Taxi/limousine ☐ Boat

☐ Bicycle that you own ☐ Tour/school bus ☐ Metro

☐ Rented bicycle ☐ On foot ☐ Motorcycle

☐ Other (Please specify) _____

- b) On this visit, how many bicycles/vehicles did your personal group use to arrive at the park? If you did not arrive by bicycle/vehicle please write "0".

_____ Number of bicycles

_____ Number of motor vehicles (boat, car, van, SUV, RV, etc.)

5. On this visit, were the signs directing your personal group to and around Columbia Island adequate? Please mark (●) **one** answer for each of the following.

a) Interstate signs ☐ Yes ☐ No ☐ Did not use

b) State highway signs ☐ Yes ☐ No ☐ Did not use

c) Signs in local communities ☐ Yes ☐ No ☐ Did not use

d) Signs along the parkway ☐ Yes ☐ No ☐ Did not use

e) If you answered NO for any of the above, please explain.

Interstate _____

State highway _____

In local communities _____

Along parkway _____

6. On this visit, how long did your personal group stay at Columbia Island or on the Mount Vernon Trail between the Navy and Marine Memorial and LBJ Memorial Grove? See the map on the next page for the Columbia Island area boundaries. Please list partial hours as $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$.

_____ Number of hours on **Columbia Island** on this visit

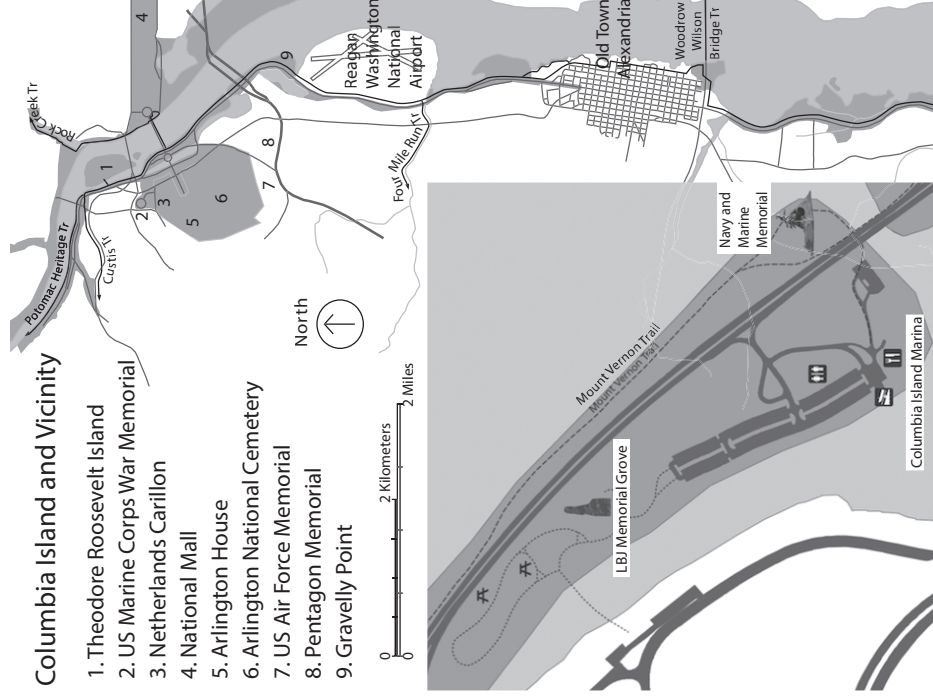
_____ Number of hours on **Mount Vernon Trail** between the Navy and Marine Memorial and LBJ Memorial Grove on this visit

7. For this visit, please mark (●) all the sites that your personal group visited in and around Columbia Island. Use the map below to help you locate the sites you visited.

- ☐ Arlington Cemetery ☐ LBJ Memorial Grove
☐ Arlington Memorial Bridge ☐ Marina cafe
☐ Columbia Island Marina ☐ Mount Vernon Trail
☐ Gravelly Point ☐ Navy and Marine Memorial
☐ Other (Please specify) _____

Columbia Island and Vicinity

1. Theodore Roosevelt Island
2. US Marine Corps War Memorial
3. Netherlands Carillon
4. National Mall
5. Arlington House
6. Arlington National Cemetery
7. US Air Force Memorial
8. Pentagon Memorial
9. Gravelly Point



8. If you accessed Columbia Island via the Mount Vernon Trail, did you use any of the following connector trails?

- ☐ Custis Trail ☐ Rock Creek Trail
☐ Four Mile Run Trail ☐ Washington & Old Dominion Trail
☐ Potomac Heritage Trail ☐ Woodrow Wilson Bridge Trail
☐ Other (Please specify) _____

9. a) On this visit, in which activities did your personal group participate within and around Columbia Island? Please mark (●) **all** that apply in column (a).
 b) If you were to visit the park in the future, in which activities would your personal group prefer to participate within the park? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Activity
<input type="radio"/>	<input type="radio"/>	Attending ranger-led talks/programs
<input type="radio"/>	<input type="radio"/>	Bicycling
<input type="radio"/>	<input type="radio"/>	Boating on Potomac River
<input type="radio"/>	<input type="radio"/>	Creative arts (photography/drawing/painting/writing)
<input type="radio"/>	<input type="radio"/>	Eating at Marina cafe
<input type="radio"/>	<input type="radio"/>	Jogging
<input type="radio"/>	<input type="radio"/>	Paddling canoe/kayak
<input type="radio"/>	<input type="radio"/>	Participating in Junior Ranger program
<input type="radio"/>	<input type="radio"/>	Picnicking
<input type="radio"/>	<input type="radio"/>	Stopping at scenic overlooks
<input type="radio"/>	<input type="radio"/>	Viewing outdoor exhibits
<input type="radio"/>	<input type="radio"/>	Walking dog(s)
<input type="radio"/>	<input type="radio"/>	Walking for exercise
<input type="radio"/>	<input type="radio"/>	Other – this visit (Specify)
n/a	<input type="radio"/>	Other – future visit (Specify)

- c) Which one of the above activities was the **primary** reason your personal group visited Columbia Island on this visit? Please list **one** response.

10. It is the National Park Service's responsibility to protect Columbia Island's natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following park resources/attributes to your personal group? Please mark (●) **one** answer for each resource/attribute.

Resource/attribute	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Clean air (visibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dark night sky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic sites and buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native plants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural quiet/sounds of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Repair/maintenance of buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Repair/maintenance of parkway	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. a) The marina at Columbia Island is one of a few places to obtain gasoline for boats on the Potomac River in Washington, DC. How satisfied was your personal group with the services/facilities available at the marina?

<input type="radio"/>	Very dissatisfied	<input type="radio"/>	Dissatisfied	<input type="radio"/>	Neither satisfied nor dissatisfied	<input type="radio"/>	Satisfied	<input type="radio"/>	Very Satisfied
<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>	

☐ Did not use marina services/facilities → **Go to Question 12**

- b) If you marked "dissatisfied" or "very dissatisfied," please explain why.

Service/facility **Comment**

12. a) Please mark (●) **all** of the information services and facilities that your personal group **used** at Columbia Island during this visit.

b) For only those services and facilities that your personal group **used**, please rate their importance to your visit from 1-5.

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

a) Information services/facilities used	b) If used, how important?		c) If used, what quality?	
	1=Not at all important	2=Slightly important	1=Very poor	2=Poor
Mark (●)	3=Moderately important	4=Very important	3=Average	4=Good
	5=Extremely important		5=Very good	

<input type="radio"/>	Assistance from park staff			
<input type="radio"/>	Audio recordings			
<input type="radio"/>	Bulletin boards			
<input type="radio"/>	Junior Ranger program			
<input type="radio"/>	Mount Vernon Trail tent info station			
<input type="radio"/>	Park brochure/map			
<input type="radio"/>	Park website: www.nps.gov/gwmp used before or during visit			
<input type="radio"/>	Ranger-led programs			
<input type="radio"/>	Roadside/trailsides exhibits			

d) Do you have any comments about the above information services and facilities?

Service/facility **Comment**

13. a) Please mark (●) **all** the visitor services and facilities that your personal group **used** at Columbia Island during this visit.

b) For only those services and facilities that your personal group **used**, please rate their importance to your visit from 1-5.

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

a) Services/facilities used Mark (●)	b) If used, how important? 1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good

- | | | |
|---|-------|-------|
| <input type="radio"/> Access for people with disabilities | _____ | _____ |
| <input type="radio"/> Assistance from concession personnel (marina, food service) | _____ | _____ |
| <input type="radio"/> Emergency services | _____ | _____ |
| <input type="radio"/> Garbage disposal/recycling | _____ | _____ |
| <input type="radio"/> Highway directional signs in park | _____ | _____ |
| <input type="radio"/> Highway directional signs outside park | _____ | _____ |
| <input type="radio"/> Columbia Island Marina | _____ | _____ |
| <input type="radio"/> Park restaurant/food services | _____ | _____ |
| <input type="radio"/> Picnic areas | _____ | _____ |
| <input type="radio"/> Restrooms | _____ | _____ |

d) Do you have any comments about the above services and facilities?

Service/facility	Comment
_____	_____
_____	_____

14. George Washington Memorial Parkway, including Columbia Island, was established because of its significance to the nation. In your opinion, what is the national significance of George Washington Memorial Parkway?

15. Which nearby sites did your personal group visit on your trip to Columbia Island on the day you received this questionnaire?

- | | | |
|--|---|--|
| <input type="radio"/> Did not visit any nearby sites on this trip | | |
| <input type="radio"/> Air Force Memorial | <input type="radio"/> Old Town, Alexandria | |
| <input type="radio"/> Arlington National Cemetery | <input type="radio"/> Pentagon Memorial | |
| <input type="radio"/> Gravelly Point | <input type="radio"/> Theodore Roosevelt Island | |
| <input type="radio"/> Netherlands Carillon | <input type="radio"/> U.S. Marine Corps War Memorial | |
| <input type="radio"/> National Mall (Lincoln Memorial, Washington Monument, WWII Memorial, etc.) | <input type="radio"/> Arlington House
The Robert E. Lee Memorial | |
| <input type="radio"/> Other (Please specify) _____ | | |

16. If you were to visit Columbia Island in the future, how would your personal group prefer to learn about the park's cultural and natural history? Please mark (●) **all** that apply.

☐ Not interested in learning about the park → **Go to Question 17**

- | | |
|---|--|
| <input type="radio"/> As a volunteer in the park | |
| <input type="radio"/> Children's activities | |
| <input type="radio"/> Films, movies, videos | |
| <input type="radio"/> Indoor exhibits | |
| <input type="radio"/> Roadside exhibits | |
| <input type="radio"/> Trailside exhibits | |
| <input type="radio"/> Living history/costumed interpretive programs | |
| <input type="radio"/> Park website: www.nps.gov/gwmp | |
| <input type="radio"/> Printed materials (brochures, books, maps, etc.) | |
| <input type="radio"/> Ranger-guided walks/talks | |
| <input type="radio"/> Self-guided tours | |
| <input type="radio"/> Social media (Facebook, Twitter, etc.) | |
| <input type="radio"/> Electronic media/devices available to visitors (downloadable digital files, podcasts, cell phone tours, interactive computer programs/tours, audio, etc.) | |
| <input type="radio"/> Other (Please specify) _____ | |

17. If you were to visit in the future, which subjects would your personal group prefer to learn about at Columbia Island? Please mark (●) **all** that apply.

- | Not interested in learning about listed subjects → | Go to Question 18 |
|--|--|
| <input type="radio"/> Arlington Memorial Bridge | <input type="radio"/> Recreational opportunities |
| <input type="radio"/> Natural history | <input type="radio"/> Volunteering |
| <input type="radio"/> Navy and Marine Memorial | <input type="radio"/> Water resources |
| <input type="radio"/> Potomac River history | |
| <input type="radio"/> Conservation and environmental stewardship | |
| <input type="radio"/> Lyndon Baines and Lady Bird Johnson | |
| <input type="radio"/> Other (Please specify) | |

18. On this visit, was your personal group part of the following types of organized groups? Please mark (●) **one** for **each**.

- a) Commercial guided tour group ☐ Yes ☐ No
- b) School/educational group ☐ Yes ☐ No
- c) Other (scouts, work, church, etc.) ☐ Yes ☐ No
- d) If you were with one of these organized groups, how many people, including yourself, were in this group?
- Number of people in organized group _____

19. a) On this visit, which type of personal group (not guided tour/school/other organized group) were you with? Please mark (●) only **one**.

- ☐ Alone ☐ Friends
- ☐ Family ☐ Family and friends
- ☐ Other (Please specify) _____
- b) On this visit, how many people were in your personal group, including yourself
- _____ Number of people in personal group

20. For your personal group on this visit, please provide the following. If you do not know the answer, leave blank.

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	Number of visits to Columbia Island (including this visit)		
			c) Past 12 months	d) Lifetime	
Yourself	_____	_____	_____	_____	_____
Member #2	_____	_____	_____	_____	_____
Member #3	_____	_____	_____	_____	_____
Member #4	_____	_____	_____	_____	_____
Member #5	_____	_____	_____	_____	_____
Member #6	_____	_____	_____	_____	_____
Member #7	_____	_____	_____	_____	_____

21. a) Are members of your personal group Hispanic or Latino? Please mark (●) one for each group member.

Member	Member	Member	Member	Member	Member
Member #2	Member #3	Member #4	Member #5	Member #6	Member #7

[illegible]

b) What is the race of each member of your personal group? Please mark (●) one or more for each group member.

[illegible]

22. For you only, what is the highest level of education you have completed? Please mark (●) **one**.

- ☐ Some high school
- ☐ High school diploma/GED
- ☐ Some college
- ☐ Bachelor's degree
- ☐ Graduate degree

23. a) What did your personal group like **most** about your visit to Columbia Island?

b) What did your personal group like **least** about your visit to Columbia Island?

24. If you were a manager planning for the future of Columbia Island, what would your personal group propose?

25. Is there anything else your personal group would like to tell us about your visit to Columbia Island?

26. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Columbia Island during this visit? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you for your help! Please seal the questionnaire in the postage-paid envelope provided and drop it in any U.S. mailbox.



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Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn from VSP visitor study data through additional analysis. Two-way and three-way cross tabulations can be made with any questions.

Below are some examples of the types of cross tabulations that can be requested. To make a request, please use the contact information below, and include your name, address and phone number in the request.

1. What proportion of family groups with children attend interpretive programs?
2. Is there a correlation between visitors' ages and their preferred sources of information about the park?
3. Are highly satisfied visitors more likely to return for a future visit?
4. How many international visitors participate in hiking?
5. What ages of visitors would use the park website as a source of information on a future visit?
6. Is there a correlation between visitor groups' rating of the overall quality of their park experience and their ratings of individual services and facilities?
7. Do larger visitor groups (e.g., four or more) participate in different activities than smaller groups?
8. Do frequent visitors rate the overall quality of their park experiences differently than less frequent visitors?

The VSP database website (<http://vsp.uidaho.edu>) allows data searches for comparisons of data from one or more parks.

For more information please contact:

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
875 Perimeter Drive MS 1139
Moscow, ID 83843-1139

Phone: 208-885-2585
Fax: 208-885-4261
Email: lenale@uidaho.edu
Website: <http://www.psu.uidaho.edu>

Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman and Carley-Baxter 2000; Dillman, 2007; Stoop 2004). In this study, group type, group size, age of the group member (at least 16 years old) completing the survey, whether the park was the primary reason for being in the area, and respondent's place of residence were five variables that were used to check for non-response bias.

Two independent-sample T-tests were used to test the differences between respondents and non-respondents. The p-values represent the significance levels of these tests. If the p-value is greater than 0.05, the two groups are judged to be insignificantly different.

Chi-square tests were used to detect the difference in the group types, whether the park is the primary reason for being in the area, and respondent's place of residence. The hypotheses were there would be no significant difference between respondents and non-respondents in terms of whom they travelled with, why they were in the area, or where they came from. If the p-value is greater than 0.05, the differences are judged to be insignificant.

The hypotheses for checking non-response bias are: Respondents and non-respondents are not significantly difference in terms of:

1. Average age
2. Number of people they were travelling with in a personal group
3. Type of group which they were travelling with
4. Primary reason for travelling to the area
5. Proximity from participant's homes to the Columbia Island

As shown in Tables 3 to 6, respondents and non-respondents were not significantly different in terms of group size, group type, primary reason for travelling to the area, and distance from participants' homes to Columbia Island. The p-value for respondent/non-respondent average age and primary reason for travelling to the area are less than 0.05, indicating significant difference between respondents and non-respondents. The p-values for other variables are greater than 0.05 indicating insignificant differences between respondents and non-respondents. The results indicated younger respondents (40 years old or younger), and visitors who came to Columbia Island as the primary reason for visiting the area may be underrepresented.

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The Department of the Interior protects and manages the nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island Communities.

NPS 850/124807, 835/124807, June 2014

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