

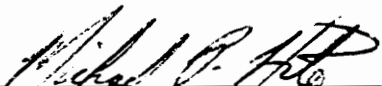
**ASSESSING COMMUNITY VALUES  
OF NATIONAL PARK SERVICE UNITS IN VIRGINIA**

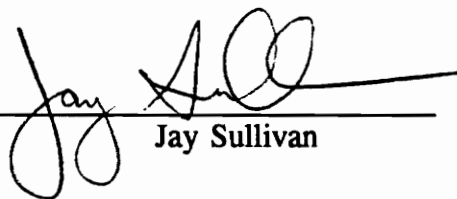
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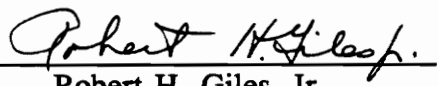
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in  
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Fisheries and Wildlife Sciences

**(ABSTRACT)**

In an effort to increase understanding of social values connected with natural resources, a methodology was developed to identify and assess community values of 14 National Park Service (NPS) units in Virginia. The methodology used a qualitative research approach which emphasized meaning and understanding. Numerical analyses were used where appropriate. This thesis reports the design, application, and evaluation of the methodology.

Representatives of the NPS, local government, and chamber of commerce were chosen to provide a broad-based perspective of community values. Time and budget constraints excluded the use of a random survey. Interviews using open-ended questions elicited comments about various topics related to community values. The survey results were used to quantify the relative importance of services and contributions of the NPS units.

The survey indicated relatively high importance of educational and cultural/historical contributions to all groups. Active recreation pursuits and social activities were least important. Differences in perceived contributions between NPS personnel and the community (local government and chamber of commerce) were

greatest in the education, economic, and cultural/historical categories. NPS personnel always indicated a higher value in the education and cultural/historical categories and the community indicated higher value in the economic category.

Comments received were analyzed by categorizing and examining them for common themes. Common themes were found in the areas of land use, education, psychological benefits, and interactions between the NPS and community. Many of these themes included values recognized by NPS personnel and community representatives. Key differences include land development buffer and psychological benefits that were perceived to be greater by community representatives. The results of the survey and interview comments enhanced understanding of the types of community values associated with NPS units and how they affect public perceptions of the NPS.

Evaluation provided feedback to improve the methodology in its future applications to NPS units in other states or regions and for other preserved cultural and natural landscapes. Suggestions are given for future research to examine specific community values which this study identified.

## **ACKNOWLEDGEMENTS**

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Rarely is a project and especially field work completed alone. In my case, Kevin Gericke offered many hours of his time to the completion of my work. My thanks to his flexibility for traveling across Virginia at all hours.

Non-academic support for this thesis was found in the patience, endurance, and love of my wife, Kati. I thank her for sticking with me through this and offering her typing and editing skills. I also thank my mother and father for their nurture which instilled in me a fervor for protecting the natural world. Overall, I praise God for the chance to earn this Master's degree.

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## **CHAPTER 1. INTRODUCTION AND JUSTIFICATION**

Public land management requires accommodating many different demands on natural resources. Traditional land management methods are changing. They now include integrated, interactive systems involving professionals from many fields and citizens participating in the planning process. The management of public lands no longer consists only of individual managers and professionals making decisions. The public has become increasingly discontented with authoritative management and perceived mismanagement of public lands (Ewert 1990).

Managing public natural resources now requires social science contributions. Many problems begin as single-dimensional biological or ecological ones but eventually include human dimensions. The use of social science concepts and techniques can provide meaningful methods for seeking solutions to these problems (Teague 1979). Incorporating social values into planning is usually necessary to achieve a comprehensive, successful management scheme. Biological and commodity concerns have often overshadowed social concerns related to natural resources. Consequently the public's values and needs have not been adequately reflected in public resource management (Ewert 1990).

The National Park Service (hereinafter NPS) is a public land management agency considering new management approaches which further accommodate and incorporate social values. Its mission of preservation is not changing, but the techniques of achieving that mission are advancing to include social or human dimensions. The 1916 National Park Service legislation clearly stated the agency's preservation mission:

...which purpose is to conserve the scenery and the natural and historic objects and the wild life therein and to provide for the enjoyment of the same in such manner and by such means as will leave them unimpaired for the enjoyment of future generations.

Incorporated into this preservation mission is "to provide for the enjoyment" of the resources. Ways to provide for this enjoyment have traditionally been entrusted to professional judgment.

In 1991, the NPS convened a planning group to formulate a strategic plan for improving its management. The strategic plan, as outlined in the *Report of National Parks for the 21<sup>st</sup> Century - The Vail Agenda* (National Park Service 1992), explicitly includes attention to social values. The plan recognized the importance of the NPS mission to the nation in:

The vision of the Park Service ... is one in which the agency's purpose is to preserve, protect, and convey the meaning of those natural, cultural, and historic resources that contribute significantly to the nation's values, character, and experience (National Park Service 1992:29).

This statement of vision recognizes the concepts of value, character, and experience attributable to NPS units<sup>1</sup>. In order for the NPS to achieve this vision, it must be aware of the public's perceptions of value and how these perceptions relate to NPS resources (Hamilton et al. 1991).

In accordance with its increased interest in social science applications, the NPS in 1990 commissioned a project with Virginia Tech to assess the economic contributions from NPS units in Virginia. The methodology developed for this assessment can also be applied to consider economic values of NPS units in other states or regions. This project might therefore benefit the NPS both internally and externally. Internally, many varied and often conflicting demands are placed on NPS units. In order to reconcile these challenging demands, choices and allocations must be made of time, land, and money. Tools from the discipline of economics can assist in meeting this challenge. Externally, the assessment of economic values may

---

<sup>1</sup> The National Park Service manages a variety of units including: National Parks, Monuments, Battlefields, Battlefield Parks, Historic Parks, Scenic Trails, Seashores, Parkways, Military Parks, and Historic Sites.

provide the NPS one way to justify its operations and the allocation of funds from the federal budget.

This project, being undertaken within the College of Forestry and Wildlife Resources, was separated into economic values related to distribution, production, and community. The term distribution refers to the income and employment contributions related to NPS units. Production or resource contributions represent changes in social welfare derived from goods and services from NPS units. The distribution and production contributions are being quantitatively assessed through economic modeling and other techniques (Sullivan et al. 1993).

The third aspect of value, which this thesis addresses, is the community contributions or values associated with NPS units. Community values are the contributions to the sense of societal well-being which communities receive from the ecological, historical, cultural, and recreational services provided by NPS units. They may be actual or potential, direct or derived (secondary). In this study, community has both a geographical and a social meaning. The geographical community is the local area surrounding each NPS unit. Perceptions of an NPS unit by its local community are important to the total value of the unit because part of the NPS mission is provide for the enjoyment of the preserved resources. Social communities are defined by types of visitors or user groups. NPS units are used for a variety of activities and different groups of people value unit aspects differently.

The methods for completing this type of project have not been previously established for the NPS. The goal of this thesis is to design, implement, and evaluate a methodology that will increase the NPS's knowledge about social or community values. This increased knowledge may improve management effectiveness. The methodology has also been developed to apply to NPS units in other states or regions and to other preserved cultural and natural landscapes.

The emphasis of the study is on the methodology and not specific results. The procedures and results emphasize an understanding of social or community values

(Strauss and Corbin 1990). This is achieved via a qualitative research methodology which applies both qualitative and quantitative analytical techniques. The community values associated with NPS units in Virginia are assessed through interviews with and surveys of NPS personnel and community representatives. The results of the thesis will help the NPS better understand the concept of community value and how to direct further study.

The process of developing an appropriate methodology and gaining information about community values includes development, application, and evaluation of a system of knowledge. This interactive approach to acquiring knowledge is cyclic in nature (Crowe 1983, Giles 1978). An essential component of this methodology is not only development and application but also evaluation which includes refinement of the methodology and directives for further research. Crowe (1983) described the evaluation step as an important aspect of any planning cycle. Giles (1978) described the feedback and feedforward aspects of any systems approach to problem. Feedback provides information to modify the current methodology. Feedforward extends the results of the methodology to initiate other related research and to modify practices so they will match well with future conditions. Without these components, the learning process stops and progress is minimal.

This cyclic learning process is conceptualized in Fig. 1.1. Problem recognition takes place due to new conditions in the external environment, evaluations of current research or situations, or from gaps in our knowledge base. Problem solving depends on several sources for guidance. These are: professional judgment, literature, and research philosophies/methodologies.

Professional judgment provides context and expertise based on individual and group experience. A literature review provides information on characteristics, approaches, and solutions of similar problems. Research philosophies and methodologies provide the basis to design and implement rigorous, systematic, and valid procedures to solve the problem.



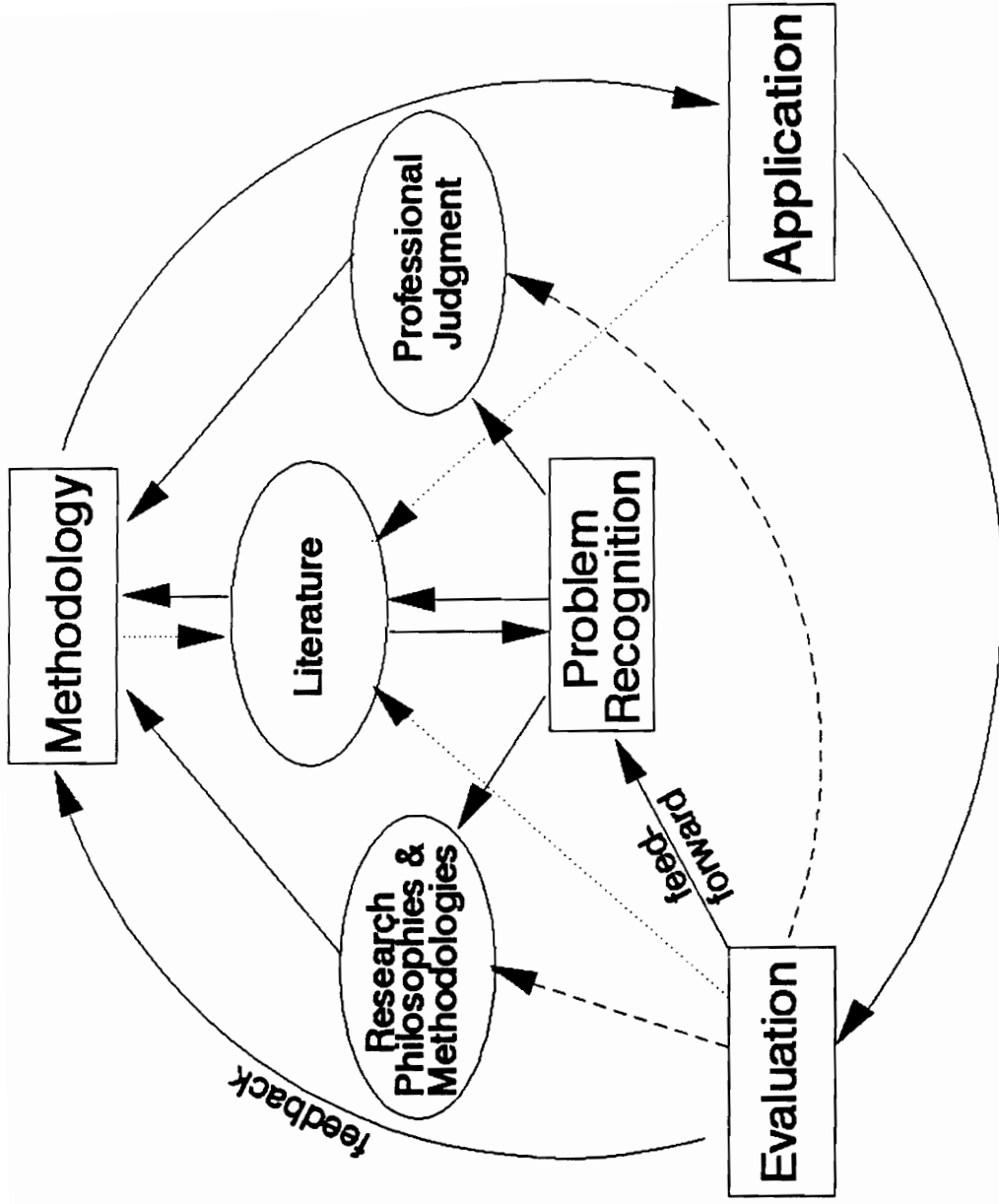


Fig. 1.1. Conceptual model showing the cyclic and interactive nature of the learning process. (M. Hite, Asst. Prof., Virginia Tech, pers. commn.)

These three components (professional judgment, literature review, and research philosophies/methodologies) guide the design of a methodology to assist in problem solution. Application of the methodology may initially be a case study or, after several iterations of the learning cycle, may become a broad-based application for problem solving.

Evaluation is an essential link in this cycle that is often overlooked or undervalued. Evaluation provides both feedback to redefine and improve the methodology and feedforward to better define the original problem statement or to recognize related problems.

Evaluation also contributes to professional judgment and to research philosophies and methodologies (dashed lines). These contributions ensure that experience gained in the learning process is retained in the system.

The methodology, application, and evaluation should also become part of the literature (dotted lines) to expand the human knowledge base (a.k.a., avoid reinventing the wheel).

The cyclic nature of a learning system characterizes the objectives of this study. Specifically, the objectives represent one complete cycle through the learning process shown in Fig. 1.1.

## **OBJECTIVES**

The objectives are to:

1. Develop a methodology to identify and assess social or community values of preserved cultural and natural landscapes.
2. Apply the methodology to NPS units in Virginia. Use findings to analyze differences among various groups in the perception of social values.
3. Evaluate the Virginia case study to suggest modifications in methodology and to identify values and issues that warrant further research related to social valuation.

The organization of the chapters in the thesis follows these objectives. A knowledge base for the thesis and an introduction of the topic of qualitative research are discussed in Chapter 2. In Chapter 3, the methodology (objective 1) is developed. The results of applying the methodology to NPS units in Virginia (objective 2) are analyzed in Chapter 4 and conclusions are discussed in Chapter 5. The case study and methodology are evaluated in Chapter 6 in order to provide the feedback and feedforward linkages to improve the methodology and future applications (objective 3).

## **CHAPTER 2. LITERATURE REVIEW**

### **OVERVIEW**

This thesis spans numerous topics, each with its own literature. The topics for review funnel from the broad area of human dimensions of natural resource management to specific topics related to community values. After defining the scope of human dimensions in natural resource management, public participation (one aspect of human dimensions) is discussed in detail. In order better to understand public preferences, we need to understand social values related to natural resources. The section on values includes definitions and the relationships of economics and community to value. Several aspects of community values are then discussed. These are quality of life, urbanization and green space, and sense of place. The final section of the literature review contains a discussion of qualitative research, its applications, and its relevance to this study.

### **HUMAN DIMENSIONS IN NATURAL RESOURCE MANAGEMENT**

Traditionally, natural resource management decisions have relied heavily on biological scientific information. This style of management and decision making has changed in recent decades to be inclusive of the public and its values. The human dimensions of natural resource management encompass societal values and interactions between people and the resource base. Within the last 30 years, human dimensions research has steadily increased (Manfredo 1989). Human dimensions research includes the study of "beliefs, values, attitudes, behaviors, and socioeconomic and demographic characteristics of user-groups or publics and how their aspects are incorporated into the overall management scheme" (Gigliotti and Decker 1992:14). Practitioners of the social science disciplines such as psychology, sociology, and economics are involved in these studies.

The contribution of human dimensions research is the incorporation and application of social science to natural resource management (Gigliotti & Decker 1992). Within the field of wildlife management, human dimensions articles began to be published in the *Wildlife Society Bulletin* in the mid-1960's. In 1982, a Human Dimensions in Wildlife Study Group was established within The Wildlife Society (Manfredo 1989). Members continue to publish human dimensions related research in the *Bulletin*. The *Journal of Forestry* has also published articles related to human dimensions, especially public participation. In 1988 a new journal, *Society and Natural Resources*, was introduced. The articles in this journal analyze national and international environmental issues from sociological and economic perspectives.

Management of public lands is increasingly complex. The complexity is due in part to land use pressures on and adjacent to public lands. The number of users of public lands and the incompatibility of their activities adds to this complexity, as does the public's demand to be a part of the decision-making process. Human dimensions research can help managers identify and understand the demands of various publics (Schreyer et al. 1989) as public participation in the planning process becomes more prevalent. The NPS realizes the necessity to focus not only on the preservation of the resource but also on understanding and cooperating with the public, and is incorporating human dimensions findings into its planning and management activities (National Park Service 1992).

## **PUBLIC PARTICIPATION**

Public participation, as one aspect of human dimensions of natural resource management, is relevant to the NPS and this study of community values. The Administrative Procedures Act of 1946 initiated and formalized public participation in public agencies. Numerous legislative acts since then require public input into public resource decision-making (Rosenbaum 1978). The essence of this issue is citizen participation in the decision-making process through involvement, information

exchange, and consultation in management activities (Henning 1987).

The USDA Forest Service has incorporated public participation into forest management through formal and informal meetings associated with forest management plans. The National Environmental Policy Act of 1969 (NEPA), the Forest and Rangeland Renewable Resources Planning Act of 1974 (RPA), and the National Forest Management Act of 1976 (NFMA) address the requirement of public participation in preparing forest management plans. In an effort to meet these requirements, the Forest Service has recognized over 30 techniques for successful public participation. These include ways to disseminate information about Forest Service activities and to collect public input (Gericke et al. 1992).

The National Park Service has also identified the need to understand its publics. The *Report of National Parks for the 21st Century - the Vail Agenda* (National Park Service 1992) includes a specific recommendation to include public input into management:

Without information on such matters as the kinds of activities that most threaten unique park resources, or the perspectives from which visitors see and experience park resources, decisions on use, access, interpretation media and necessary facilities will lack authority, credibility, and value to the public (National Park Service 1992:25).

The increase in public participation has changed the role of public managers (Tipple and Wellman 1989). In addition to a knowledge of the science and technology of forestry, forest managers must also understand the publics' demands for involvement and how to interact with those publics. The advent of public participation sparked much controversy and debate. Journals, such as the *Journal of Forestry*, contain many letters and articles from the viewpoints of professional foresters and from environmental groups. The debate over the characteristics of public participation will likely continue as public agencies and citizens try to reconcile their different views.

The value of public participation is not unanimously recognized. Critics of public involvement point to decreased efficiency and effectiveness of management caused by diverse public demands. Public participation can supersede technical knowledge, be an inefficient means of identifying public preferences, and may actually produce less citizen support (Rosenbaum 1989). Torrence (1980) cautioned against using public involvement in all cases. Managed poorly, public involvement may lead to a reduction in the quality and quantity of resource management.

The NPS is currently facing management decisions on how to incorporate effectively public participation into its planning. The mission of the NPS entails preserving resources and providing for public use. Managers do not always have a good concept of what the public wants or values (Heberlein 1973). In order for any park, including those operated by the NPS, to provide a quality experience, managers must know how their publics define quality (Hamilton et al. 1989). In order to understand the demands of the public, public managers must also understand the various values associated with their particular set of resources.

## **VALUES**

The values associated with natural resources, including those preserved by the NPS are diverse and varied. An extensive body of literature exists that attempts to define, consider, and apply values (Brown 1984). The meanings of value are a major element of this thesis and the larger project of which this thesis is a part.

Ashby (1978) considered 4 categories of value. The simplest concept of value is the monetary cost of an item in a market. The second category of value is use value, which is a measure of the current usefulness of an object. For example, the use value of a certain vehicle may be its estimated miles per gallon (mpg) of gasoline. Both of these categories of value can be quantified by money or some other form of measurement. According to Ashby, value can also be the intrinsic worth of something. This value exists regardless of society's influence. His final category

was the value an individual or group attaches to a symbol or concept. Methods do not exist to fully quantify these last two categories of value. Intrinsic worth and social attachment are dominant in society's consideration of the environment (Ashby 1978). All 4 categories of value are associated with NPS units. Examples include the benefits to local businesses (monetary), miles of hiking trails (use), ecosystems (intrinsic), and artifacts (symbolic).

Brown (1984) extensively discussed preference-related concepts of value which he called held values and assigned values. Preferences begin on a conceptual level. Held values are the internal foundations of an individual, i.e., a person's morals and ethics. Held values affect the preferences of an individual for an object. The attachment of value to an object is called assigned value. It measures the relative importance or worth of an object (Brown 1984). Management decisions are made with assigned values when 2 or more objects are compared.

Economic valuation is closely related to assigned values. Relevant beliefs derived from held values combine with the perception of an object to produce a concept of utility which leads to the assigned value of an object (Brown and Slovic 1988).

Economic valuation also links Brown's (1984) assigned value and Ashby's (1978) monetary and use values. Money and measures of use values or assigned values are used to compare goods and services in economic valuation. In addition, economic valuation includes Ashby's concept of intrinsic value and symbolic value when these values affect an individual's choices or allocations. This type of economic valuation may not be as easily quantified as a monetary value, but it is an important aspect of the allocation decisions.

### **Economic Values**

The definitions of economics are varied, but all concern exchange and scarcity. Robbins (1935:21) described economics as the "science which studies



human behavior as a relationship between ends and scarce means which have alternative uses." Pearce and Turner (1990) defined economics as the study of how society is organized on the basis of exchange. Randall (1987) made the observation that economics is not an independent discipline but is linked with many other disciplines, including ecology and natural resource management.

Brown and Manfredo (1987) described economic values as a subset of social values which are set on a foundation of intrinsic values (Fig. 2.1). However, for other purposes, the concept of intrinsic value may be better defined within the scope of social values. Value implies some human judgment or comparison. Alternatively, other concepts, such as function and contribution, can be used to describe the quality of things without relevance to human influence. Shaw and Zube (1980) described economic measures of value overlapping with socio-psychological and ecological measures of value. Other types of values exist but are currently unmeasured (Fig. 2.2). The authors suggested that economic value is related to the quantification of value associated with objects. However, by limiting economic valuation to only quantifiable measures, other types of value that affect society's demands are overlooked (Ashby 1978).

The field of natural resource economics is expanding as demands increase to consider the trade-offs between non-commodity goods and commodity goods. Non-commodity or non-market means that no commercial market currently exists for a particular good or service; i.e., no market price exists to represent value. The absence of a market does not mean the absence of economic value, however. There is a growing public demand for these resources regardless of the absence of dollar values expressed in a market (Kaiser et al. 1988). It is increasingly recognized that scenic vistas, endangered species, ecosystems, historical sites, and personal experiences are valued by individuals and society. Economic values measure the societal demand for these resources and the ways the resources are allocated. A wood products industry may value forests as a capital asset, while a hiking club may

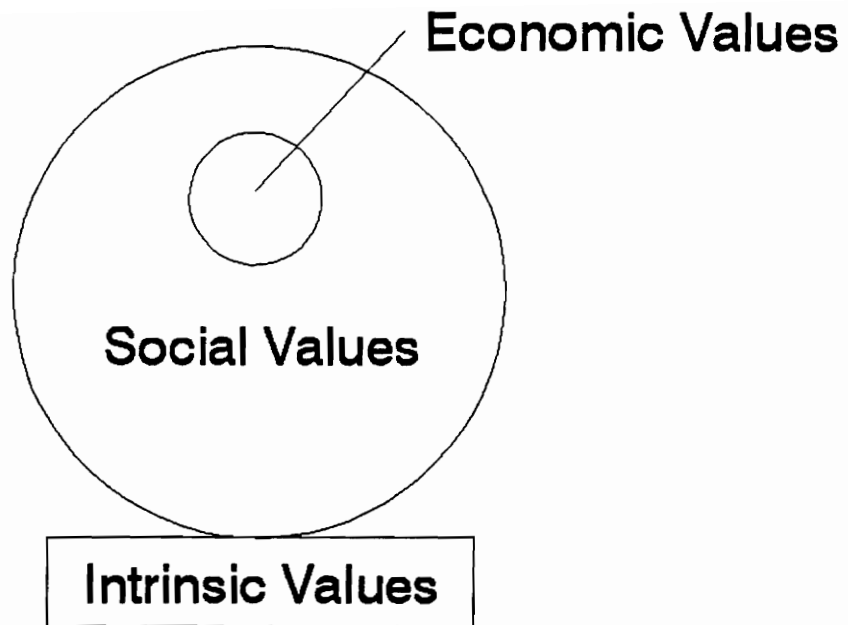


Fig. 2.1. Value framework for considering how economic values relate to other values. (From Brown and Manfredi 1987.)

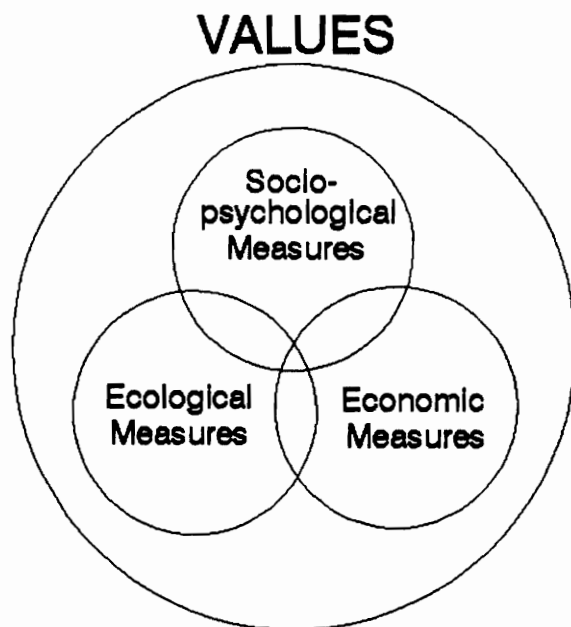


Fig. 2.2. Value framework which considers value to be divided into overlapping measures. (From Shaw and Zube 1980.)

value that same forest for wildlife, scenic views, and recreation. All of these values are economic. The former is a financial value, while the latter set indicates economic values not represented by dollars usually exchanged in a market (Power 1988).

Pearce and Turner (1990) defined total economic value as the sum of use, option, and existence values. The use value is the value of the present use of a resource similar to Ashby's (1978) use value and Brown's (1984) assigned value. Option value is the value of future use either by present or future generations. Glass et al. (1990) distinguished a category called personal use value which combines current use and the option to preserve opportunity for future use. Existence values are present when people value knowing that a specific resource presently exists, although they may never see or use the resource. For example, many people value Yosemite National Park just because it is preserved and not necessarily because they have visited or intend to visit the unit. Existence value may include intrinsic value (Ashby 1978) and bequest value to future generations (Glass et al. 1990). However, there are some differences between the philosophical and economic perspectives of existence value. The philosophical definition is not contingent on human value. Economists view existence value as directly linked to individual or social value.

Existence value can be the strongest but most-overlooked value in the economic analysis of a resource. Walsh and Loomis (1988) surveyed recreational wilderness users and general public nonusers. The values these groups placed on wilderness were not significantly different. Existence values of protecting water, wildlife habitat, and air quality were the highest values for wilderness in their study. These existence values were followed by option values and then current recreational use values.

Economics can provide useful information for addressing the complex issues faced in the management of NPS units. NPS units preserve resources that have a myriad of uses including education, backpacking, and scenic viewing. The public also values National Parks because of their permanence (option and bequest values)

which benefits both current and future generations. Existence values of NPS units are reflected in people knowing that Civil War battle sites are preserved and that George Washington's birthplace still resembles its appearance in the 1700's. Tools from the field of economics can help measure the demands and compare the values of these resources. Understanding and assessing these values from an economic perspective can help the NPS better allocate resources.

Quantifying economic values is a challenge that extends beyond measuring dollars exchanged in a market. Several techniques have been developed to estimate the monetary measure of non-market resource value. The contingent valuation method (CVM) uses a created, simulated market and determines willingness to pay or willingness to accept compensation for the goods or services within the simulated market (Bishop et al. 1983). However, some have pointed out the inadequacies of CVM as a definitive measure of value (Coursey et al. 1987). The travel cost method (TCM) is another tool used to equate the value of an amenity with a dollar measure. This method uses the expenses of traveling as a basis for value. The hedonic pricing method uses property prices to measure the influence of environmental factors on value (Mendelsohn and Markstrom 1988). All three of these methods are tools to measure the values of non-market goods which can be compared with market goods. The results of various TCM and CVM studies were compiled by Sullivan et al. (1993) to assess resource values of NPS units in Virginia.

Numbers derived from these methods give only a partial picture of the value of NPS units. Not all economic values such as those of a beautiful vista or endangered species can be readily measured in dollars. NPS units provide many other services and contributions to social communities and to surrounding geographical communities whose value may not be reflected in numbers of visitors or visitor expenditures, but are important in considering the total value of the NPS units.

The NPS wants better to understand values, however they are named, believing that by doing so they may in some way improve management of NPS units.

The various definitions and frameworks of value can be applied to NPS units in Virginia. NPS units supply many amenity contributions and non-market services to society. The natural environment, preservation of history, and green space are just a few of the values of NPS units.

### **Community Values**

The concept of community values embodies the previous definitions and relationships of value. There are different ways of defining values; definitions depend upon the initial premise and viewpoint. The viewpoint of this thesis is that community values encompass the range of the types of value discussed previously regardless of the varying definitions. NPS units have monetary, use or assigned, intrinsic, and symbolic values; also option and existence values. The methodology developed in this thesis explores various concepts of and perspectives on community values in relation to NPS units.

The concept and definitions of community have been the subject of much research and discussion (Young 1966, Le Master and Beuter 1989). As mentioned earlier, communities may be defined geographically and socially (Erickson 1986). Geographic communities are those people living near each NPS unit who are directly affected by the unit. Social or cultural communities are those people bound together by some social similarity who seek some particular service or group of services from the NPS units. Social communities may be backpackers, birdwatchers, history enthusiasts, and scenic drivers, or the combinations of various types of communities (Lee 1989).

For the purposes of this thesis, the social communities that occur within the geographic or local community will be considered. Young (1966:515) unified geographic and social aspects in a view of community which:

1. occupies a territorial area;
2. is characterized by common interests;
3. has common patterns of social and economic relations;
4. derives a common bond of solidarity from the conditions of its abode;
5. has a constellation of social institutions; and
6. is subject to some degree of group control.

A community may be small and self-contained, like villages and tribes, or may be large and complex, like towns, cities, or nations (Young 1966). Communities in this thesis are the counties, towns, and cities adjacent to each of the NPS units. A critique of the selection of community boundaries for the Virginia case study based on these 6 characteristics is included in chapter 6.

## **QUALITY OF LIFE**

NPS units in Virginia are believed to contribute to a community value of quality of life for Virginia residents and others. The term "quality of life" is not easily defined but has at least 2 levels. At the micro-level, specific aspects of one's lifestyle are components of quality of life. Examples include health, safety, and leisure activity. At the macro-level, quality of life aggregates the micro-level and is not dependent on any one particular influence or condition. The quality of life of an area is a general statement about societal conditions (Katzner 1979).

Power (1980) described quality of life as the measure of the social and physical environment in which people seek to satisfy their needs and wants. This environment provides external stimuli which affect the internal values of people. A high quality environment adds to the quality of life for many people. People are often willing to exchange other valuable resources for living in high quality environments.

Dalkey et al. (1972) compiled a list of 9 factors that contribute to quality of life: health, meaningful activity, freedom, security, novelty, status, sociality, affluence, and aggression. NPS units provide the environment for many of these factors, especially the first 5. Health benefits are derived from NPS units through

providing a place for relaxation, relatively clean air to breathe, and the opportunity for exercise. Within certain bounds, visitors are free to do many meaningful activities related to the preserved resources. NPS units provide security and novelty through the permanence of the units and the preservation of resources many visitors may have never experienced.

Katzner (1979) cautioned that many aspects of quality of life cannot be quantified. Attributes like love and freedom are not readily expressed by numbers. The use of qualitative analysis, discussed in a subsequent section, can provide an understanding of these attributes of quality of life.

Economic well-being is often connected with quality of life. In Colorado, for example, planners sought to improve the economic status of several small towns by introducing gambling as a source of revenue. However, Stokowski (1992) found that residents of those towns suffered a loss in quality of life which was not replaceable by economic gain derived from gambling.

## **URBANIZATION AND GREEN SPACE**

Visitors and communities that surround most NPS units are changing demographically. The rural countryside in which many units were established is being changed by urban encroachment. Urban areas where other NPS units were established have increased in size and influence. In Virginia, 7 of the 14 NPS units studied are located in urban areas. If the NPS units themselves are not adjacent to urban areas, then the visitors to those units are increasingly from urban areas. In the United States, over 75 percent of the population currently lives in metropolitan areas (Barringer 1990). This demographic characteristic causes new challenges and affects the kinds of resources valued by communities. One effect of urbanization is the increase in the value of green space within NPS units.

Green space, open space, and urban forests are terms sometimes used interchangeably to describe areas that are devoid of development and have green plant

life in them. These terms are usually used in relation to places that are within urban or suburban environment (Boerner-Ein 1991, Driver et al. 1978). For the purposes of this discussion and in relation to NPS units in Virginia, the term green space is used to encompass open space (urban and suburban) and urban forests.

The social benefits of green space are increasing in importance and the values of these benefits are likely underestimated (Driver et al. 1978). Green space may provide many benefits including shade, noise reduction, recreation, wildlife viewing, and escape from pollution and the stress of fast-paced lives (Boerner-Ein 1991). Green space may increase quality of life factors listed by Dalkey et al. (1972) such as health, freedom, security, and sociality. Kaplan and Kaplan (1989) used the term "nearby nature" to describe urban green areas. Their research summarized the psychological benefits of nearby nature as enjoyment, relaxation, lowered stress level, and physical well-being. Urban residents seek these types of benefits more so than active recreation for which many urban parks are designed. Driver et al. (1978) categorized the contributions of green space into economic, physiological, and perceived psychological benefits.

Economic benefits are derived directly from increased adjacent property values and indirectly from increased income and tax revenues resulting from new business or industry attracted to the area partially due to green space (Driver et al. 1978). The effects of urban parks on property values have been documented by numerous reports. Many reports assume that green space increases property values and test for the amount of increase (More et al. 1988, Boerner-Ein 1991). More et al. (1988) discussed the economic benefits of urban parks and included a list of research articles that conclude both positive relationships and no relationships between parks and property values. Some research indicates that recreational parks decrease property values while other green space parks increase property values (Weicher and Zerbst 1973).



Physiological benefits of green space include a more relaxed state produced by the natural environment. As compiled by Driver et al. (1978), the perceived psychological benefits of green space are:

1. Developing skills and applications, building self-worth;
2. Exercising;
3. Resting, both physically and mentally;
4. Cultivating friendships and a sense of social place;
5. Increasing social recognition for self-esteem;
6. Building and strengthening families;
7. Teaching and leading others, especially children;
8. Increasing personal and social value, reflecting;
9. Gaining freedom and independence;
10. Growing spiritually;
11. Catalyzing creative abilities;
12. Learning about humans and nature;
13. Exploring;
14. Escaping.

The NPS units in Virginia provide many of these benefits (discussed in Chapter 4) connected with green space.

## **SENSE OF PLACE**

A key concept related to community values and the topics of quality of life and green space is the "sense of place" that people realize from NPS units. This sense of place may result from the preservation of nature, a connection with the past, or a place for peace and quiet. Some planners think that this desire for sense of place can be met through decorative landscaping and well-designed architecture. Others say that the desire is met through the simplicity of open space and public space (Duany and Plater-Zyberk 1992). Tuan (1974) introduced the term topophilia which translates as "love of place". In his study of environmental perception, attitudes, and values, topophilia is a means of naming the internal drives of society relative to the surrounding environment. The concept of topophilia relates to the amenities provided by NPS units. People value NPS units because they provide a sense of place for

individuals as well as for communities.

The topic of sense of place is found in several different disciplines: environmental psychology, human geography, community psychology, and urban planning (Williams et al. 1992). As a result no concise definition exists. Sense of place incorporates the components of meaning, experience, and quality of a place. Phrases such as "quality of experience" and "depth of meaning" are used to describe sense of place (Dovey 1985). Symbols are also an important component of sense of place (Shamai 1991, Tuan 1974). The social value of symbols was also recognized by Ashby (1978). Datel and Dingemans (1984:135) described sense of place as "the complex bundle of meanings, symbols, and qualities that a person or group associates (consciously and unconsciously) with a particular locality or region."

People feel sense of place in a variety of ways. It may be evoked by a place of solitude and retreat or a place to picnic and walk. The interactions that produce a sense of place often occur in daily living (Violich 1985, Dovey 1985, Korpela 1989). Sense of place is initiated by aesthetic experience but is rooted in a deeper relationship between the social foundations of an individual and a physical setting (Dovey 1985). History and its preservation are also important to sense of place (Tuan 1980, Violich 1985).

The results of studying sense of place can improve the effectiveness of planners and managers as they meet the needs and desires of society. Lewis (1979) argued that many Americans lacked a sense of place, and effort was needed to identify and nurture those places where sense of place still remained. A desire exists to preserve and build sense of place (Duany and Plater-Zyberk 1992; Williams et al. 1992). Neighborhood revitalization and historic preservation indicate that society is interested in restoring sense of place (Tuan 1980). Within the USDA Forest Service, resource managers are realizing the importance and impact of emotional, symbolic, and spiritual aspects of natural places (Salwasser 1990).

Sense of place can be discussed on a personal or introspective level and a societal level. Shumaker and Taylor (1983) described attachment to place as a multi-level, person-place bond dependent upon the people involved and the characteristics of place. Each individual has a different perception of sense of place (Steele 1981).

For public management purposes, the community or societal sense of place is more applicable since public space cannot be managed on an individual basis. Many cultures seem to connect with a place having unique physical features. People can identify with the aspects of those places that are important to their culture. The physical environment is important to social relationships for storing meanings that symbolize relationships and for offering space for the organization of social life (Lee 1972). Civil War and history enthusiasts gather at NPS units where they reenact battles fought long ago. Place-identity applies on a personal level and on a social level. Self-regulation is composed of both internal struggles and external or social struggles and interactions (Korpela 1989). Place-identity contributes to a shared meaning and group identity (Williams et al. 1992).

The applications of sense of place to NPS units are many and varied. Residents may have a sense of place toward nearby NPS units. Many of the NPS units have existed long enough to become a part of a community's identity. This community identity is reflected in the social attachment of people to a certain area. The NPS unit may preserve a certain culture or historic period with which communities identify.

Visitors from outside the local area may have a sense of place toward the natural settings and preserved history. The NPS symbol and cultural or natural symbols (monuments or pristine natural settings) that are preserved may evoke a sense of place. Sense of place is one of many social science subjects that relates to National Parks.

Sense of place and the other values (e.g., quality of life, green space) discussed are subjective aspects of value. In an attempt to understand better these

subjective aspects and the values of National Parks, quantitative research approaches need to be supplemented with qualitative ones.

## **QUALITATIVE RESEARCH**

This study emphasizes qualitative research methods. Quantitative methods of research are well documented and used in the natural resource field. This section of the literature review introduces the methodologies of qualitative research relative to natural resource management. Since the 1970's, interest in qualitative research has increased (Tesch 1990). Such research has become more prevalent because of the need to understand and synthesize information that cannot or is not easily quantified. Qualitative analyses emphasize the meaning and understanding of more abstract subjects. The word "qualitative" does not refer to the data's level of quality or precision. Tesch (1990:3) called qualitative data "textual" and the type of research "descriptive" or "interpretive/critical".

Unlike quantitative methods, qualitative ones are less defined and vary among disciplines. In education, the term ethnography applies to qualitative approaches, in sociology the term used is ethnomethodology, and in psychology the term is phenomenology (Tesch 1990). Qualitative research also has applications to natural resource management (Strauss and Corbin 1990). As social science becomes a greater part of natural resource management than in the past, qualitative methods can help to understand some of the human dimensions of such management.

Qualitative research focuses on words and language, and their associated meanings. Tesch (1990) divided the scope of qualitative research into 4 points along a continuum (Fig 2.3). This continuum begins with qualitative techniques that incorporate quantitative methods. At the opposite end, the techniques are largely conceptual and theoretical. The category called "Characteristics of the Language" (A) deals with the words of communication and culture. Content, process, and structure of the language are analyzed at this level with techniques such as content analysis.

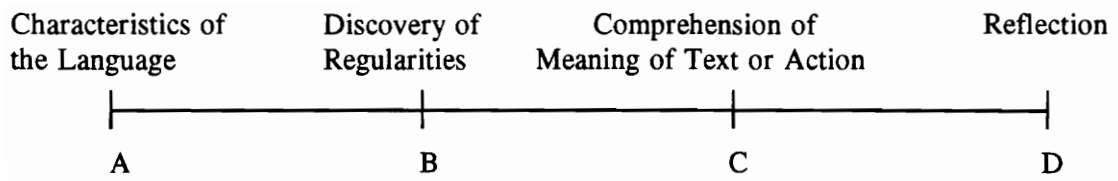


Fig 2.3. Continuum of types of research encompassed in qualitative analyses (Tesch 1990:57).

The next category, "Discovery of Regularities" (B) identifies and categorizes the elements of words and their connections. It also contains ways to discern patterns based on concepts or ideologies and cultural or social backgrounds. The "Comprehension of Meaning of the Text or Action" (C) identifies themes and interprets the written language. Included in this category are phenomenology and case studies. (Phenomenology studies the way people experience their world.) The last category, "Reflection" (D), is the most loosely defined and theoretical of the categories. The techniques in this category consist of thoughts and impressions about intangible topics.

The middle 2 categories are most relevant to this study. The regularities of words and ideas are discovered through a categorization process of text (Tesch 1990). The criteria for the categories are based on the objectives and the information to be categorized. Often the categories are derived directly from the data (Strauss 1987). The boundaries of the categories are not always well-defined. Some parts of the data may fit into more than one category. Once the categories are established, potential intra- and inter-relationships may be discerned. This leads into the next stage of the process which involves finding meanings, interpretations, and themes of the categories. It is important to look for commonalities and uniquenesses of categories which provide insights relevant to the overall objectives of the study.

Case studies are another method to achieve the interpretation of text (Tesch 1990). Case study research is a branch of qualitative research in which "how and why" questions are asked about a particular topic. Yin (1989) described a case study as an investigation of a phenomenon without experimental manipulation. It is an explanatory research method that uses multiple sources of evidence or data. Similar to other qualitative research methods, there are no set ways to perform case studies. Direct observation and systematic interviewing are the most common techniques for gaining information. Yin (1989) listed 6 types of information used in case studies:

1. Documentation - includes newspaper clippings;
2. Archival records - includes previous survey data;
3. Interviews - includes open-ended questions, focused interviews, and surveys;
4. Direct observation;
5. Participant observation; and
6. Physical artifacts.

The information from these sources is categorized and analyzed like other qualitative research data.

Rapid Rural Appraisal (RRA) is an additional technique that incorporates qualitative research methods (Khon Kaen University 1987). This methodology is used for cost-effective, time constrained, pertinent approaches to rural issues. This method involves teams of people using direct observations and personal interviews in the initial stages of problem assessment. RRA is designed to collect social information about concrete topics such as housing, physical assets, and some services; and conceptual topics such as social organization and social institutions (Chambers 1987).

Although RRA applies directly to rural development issues, the methodology and goals are similar to the approach used in this thesis. This study is designed to be preliminary in nature generating direction for further research through interviews and observation of the NPS units. The general definition of RRA is "any systematic activity designed to draw inferences, conclusions, hypotheses, or 'assessments,' which include the acquisition of new information in a limited period of time" (Beebe 1987:49).

Tesch (1990:95-97) compiled a list of 10 common characteristics of qualitative analysis. The process of analysis used in this thesis follows many of the items in the list. In Chapter 6, I discuss the specific ways these characteristics apply to this study. The characteristics are:

1. Analysis is not the last phase in the research process; it is concurrent with data collection or cyclic.
2. The analysis process is systematic and comprehensive, but not rigid.
3. Attending to data includes a reflective activity that results in a set of

analytical notes that guide the process.

4. Data are "segmented", i.e., divided into relevant and meaningful "units".
5. The data segments are categorized according to an organizing system that is predominantly derived from the data themselves.
6. The main intellectual tool is comparison.
7. Categories for sorting segments are tentative and preliminary in the beginning; they remain flexible.
8. Manipulating qualitative data during analysis is an eclectic activity; there is no correct or agreed upon procedure.
9. The procedures are neither "scientific" nor "mechanistic".
10. The result of the analysis is some type of high-level synthesis.

As mentioned previously, much qualitative research has been sociological in nature. Applications and use in natural resource management are increasing.

McMullin (1993) used a case study approach in his analysis of the characteristics of effective management of state fish and wildlife agencies. Bliss and Martin (1987) used qualitative research techniques to explore the motivations of nonindustrial private forest (NIPF) owners. They recognized that many quantitative studies gathering NIPF statistics did not help understand the motivations of these forest owners.

Understanding the motivations is essential to planning effective NIPF policy. The content of the interviews of a small number of managers was examined for recurring themes about different motivations. The purposes of the study were to build hypotheses about motivations and suggest future research objectives.

Mitchell et al. (1993) used qualitative research to examine the attachment to places ("sense of place" as above) within National Forests. Their study used extensive interviews to find out why people are attached to certain places in the National Forests. The authors contended that emotional attachment is an essential component of forest planning. They pointed out the weaknesses of models such as FORPLAN to address these values. As with the National Forests, the public has emotional values and attitudes attached to NPS units which affect public demand and concern for these areas. This thesis seeks to find some of the social values that are linked to NPS units in Virginia.



## CHAPTER 3. METHODS

### OVERVIEW

The methodology developed in this thesis for assessing community values can be applied to collecting and analyzing qualitative information about people's values related to natural resources. This study explores some of the meanings, theories, and foundations of values related to natural resources. The methods for studying community values emphasize qualitative approaches but also include quantitative approaches. The inductive methodology used in this thesis allows for building hypotheses from the data rather than testing specific hypotheses (Bliss and Martin 1988). Personal interviews were used to collect the majority of the data about community values.

This chapter outlines the development, application, and analysis of the methodology formulated to meet the criteria of Objective 1. The chapter is divided into 2 major sections: 1) development and application of the methodology and 2) analytical techniques. The first 2 parts of the first section present the development of the survey and the interview methods. In the third part, I discuss the application of the first 2 parts to the format and content of the interview. The fourth part covers the use of the mailed survey and telephone interview. The fifth and sixth parts describe methods I used for gathering and analyzing data from newspaper articles and tours of NPS units. The second major section of this chapter describes the analytical techniques used for the survey data, interview comments, and newspaper clippings information.

The NPS units chosen for this study are located in or partially in Virginia. Visitation in the summer and early fall of 1992 involved 4 different steps:

1. Interviewing and surveying NPS personnel, managers of chambers of commerce, and representatives of local governments;
2. Reviewing recent newspaper clippings about each NPS unit;
3. Collecting printed information about each park; and

4. Touring all or part of each unit, including collecting comments from visitor registers.

In this study, a qualitative approach was taken through analyzing interviews and newspaper articles, and trying to achieve an overall perspective of the collected information. Quantitative techniques do not easily apply to these data because of the format and substance of the interview, the low numbers of interviewees, and the variability in the collection of newspaper articles. Qualitative techniques lead to the summarization of the themes, meanings, and commonalities of these data, all of which are important to community values.

## **DEVELOPMENT AND APPLICATION OF THE METHODOLOGY**

### **Survey Form**

Social scientists frequently use surveys to assess the attitudes of a group of people toward a specific subject (Weisburg and Bowen 1977). The survey design in this study accounts for different perspectives of the values attributable to each NPS unit. The survey had 2 specific objectives: to discover the values of each NPS unit and the relative importance of those values.

The survey was developed from a list of potential services and contributions pertinent to NPS units in Virginia (Table 3.1). This list was generated by 5 people within the College of Forestry and Wildlife Resources based on knowledge of the NPS units in Virginia. This knowledge came from pamphlets received from NPS units and previous experience with NPS units. The objective was to create a list of services and contributions that included the range of possibilities that NPS units might provide to visitors or the local community. The list is meant to include most of the services and contributions associated with NPS units in Virginia at a reasonable level of detail. The list was left open-ended so that other items unique to a particular unit could be added. The items on the list are grouped into 8 different categories based on their similarity.

Table 3.1. Services and contributions of National Park Service units in Virginia - Eight categories and the items within each category.

<b>Education Programs/Services</b>	
Interpretive	Education for groups
Observation - audio-visual, displays, signs	Publications
Visitor center	Historian/library resources
Marked trails	Living history programs/ other special events
<b>Economic</b>	
Local business support	Secondary tourist attraction
Regional economic stability	Affect on adjacent land values
Primary tourist attraction	
<b>Cultural / Historical</b>	
Preservation of historic sites and structures	Ethnic/regional identity
Preservation of historic landscapes	
<b>Natural Environment - Small Scale</b>	
Wildlife habitat	Endangered species protection
Fisheries habitat	Geological formations
Plant/wildflower communities	
<b>Natural Environment - Large Scale</b>	
Biodiversity	Coastal shoreline
Preserved landscapes - open spaces, forested areas, watersheds	Wilderness
Wetlands, estuaries	Basic research
<b>Social</b>	
Meeting places for groups	Sense of place
Weddings, reunions, etc.	Community/personnel interactions
<b>Recreation - Nature Oriented</b>	
Picnicking	Nature study
Sitting and resting	Birdwatching
Walking	Photography, painting
Camping	Hang gliding
Day hiking	Horseback riding
Backpacking	Fishing
Rock climbing	Mountain biking
Caving	
<b>Recreation - Active</b>	
Swimming	Sporting activities: e.g., frisbee, softball, volleyball, kite flying, etc.
Bicycling	
Jogging/exercise walking	

The number of items pertinent to an individual NPS unit varies depending upon the characteristics of the unit. Some of the NPS units are cultural or historical while other are natural. Cultural or historical units focus, for example, on the preservation of military campaigns, birthplaces of famous people, and the culture of colonial America. Natural units preserve natural landscapes whether they are forests, seashores, or other natural areas. The diversity of NPS unit types within the State was one reason for choosing Virginia as a case study. Applications of the methodology in other states or regions are likely to encounter similar types of units.

In addition to presence or absence, the significance or importance of a service or contribution is also essential information. A scale was developed to measure the importance level of the items. This importance level was an index of the value placed on an individual or group of services and contributions by the survey respondent. Importance value is the term used in the results, Chapter 4, to indicate the measure of importance associated with the full range of value. The scale ranged from low importance to high importance with no incremental marks between the endpoints. The interviewee recorded a perceived importance value by making a mark at or between the two endpoints. Data were treated as interval data since they came from a continuous line.

A Likert Scale is often used in similar research. It usually has 5 to 9 categories with numbers or words describing categories between the extremes of some measure. The measurement unit may be attitude, agreement, or importance (Jones 1985). However, categorical scaling or the use of ordinal data has several weaknesses. First, the limited resolution of the categories can lead to information loss. Within each of the categories there may be a range of responses which could provide additional information. Second, using a fixed number of categories can affect the responses because it forces a particular range of thoughts. Third, with ordinal data, statistical methods are limited (Lodge 1981). Interval data are considered to be of a higher level than ordinal data and more powerful statistical methods can be used

(Weisburg and Bowen 1977). The scale used in this study for the measurement of importance avoids the weaknesses of ordinal data and takes advantage of statistics potentially available for interval data. The full survey form is in Appendix B.2.

## **Interview**

Information and survey responses were gained through 3 general methods: the personal interview, telephone survey, and mail survey. The selection of a single technique or combination of techniques depends upon the type of information desired, time constraints, and budget allocations (Jones 1985). The personal interview was the method of choice. A personal interview provides communication opportunities beyond the words used in the communication. Facial and body gestures and voice patterns are all part of the communication that occurs. Personal interviews also allow for feedback and clarification during the questioning process (Young 1966). Information gained from personal interviews can provide much qualitative information about the attitudes reflected in the interview (Strauss and Corbin 1990). In the case study, the interview is used extensively to collect detailed information about a topic (Yin 1989).

The type of personal interview can vary from a formal one with detailed questions to an informal discussion with loosely directed dialogue. The type of interview chosen for this study was an intermediate level between these extremes called a focused interview (Yin 1989, Young 1966).

Young (1966) characterized the focused interview as having first, interviewees known to be involved in or aware of the subject. Each person interviewed in this study had prior knowledge or experience with the appropriate NPS unit. Second, the situation or subject discussed in the interview has been previously analyzed by the interviewers. This allows for the interviewer to be aware of the topics and issues relevant to the subject. The extent of the information obtained before the interviews for this study included pamphlets and other publications from each NPS unit as well

as prior experiences with NPS units and human dimensions analyses. Sometimes the park was visited before the interviews were conducted. Third, the format of the interviews should follow only a general guideline with no set pattern or specificity for the questions. The format used in these interviews was not rigid; individual topics were not necessarily discussed in the same order for each interview. Fourth, the interview should be focused on the subjective experience. Our interviews were not designed to obtain facts or dollar figures but attitudes and values associated with the NPS units.

The types of questions used were open-ended to allow for freedom of opinion and discussion of thoughts rather than just the transfer of facts. The responses to open-ended questions are usually free form with guidance from the interviewer. This type of questioning enables the interviewer to gauge the knowledge and interest level of the interviewee. Open-ended questions are often used for exploratory research where hypotheses are being developed and the types of responses are uncertain (Jones 1985). One objective of this study is to develop an approach to discerning community values. Closed-ended questions are most often used for hypothesis testing in the search for agreement or disagreement of some statement. Such questions force the interviewee to choose from a set list of answers (Jones 1985).

The flexibility of the focused interview method puts the interviewee at ease to express him/herself more freely and allows for the clarification and understanding of questions. Young (1966) also pointed out some of the weaknesses of this method. Misinterpretations and false impressions can occur. Interviewees often have better recall about current, meaningful, and frequent experiences while forgetting about negative experiences.

The interview format used in this project was not formal because of the characteristics of the interviewees. The interviewees were representatives of the NPS, chamber of commerce, and government; not the general public. Weisburg and Brown (1977) suggest that elite groups may not accept a formal style of interviewing.

Memorizing basic questions and letting the flow of communication determine the order of questions are ways to accommodate interviews with elite groups. Recording of the interview should be done either by writing short phrases or tape recording. The format for the interviews in this study followed this design. Brief notes or phrases were written during the interview.

The first step toward interviewing was choosing the appropriate people to interview. Fourteen NPS units were included in the study (Table 3.2). These included NPS units which extended into several states, but did not include the units in the Washington, D.C. metropolitan area. NPS units can be divided into cultural and historical, and natural units. Cumberland Gap NHP was included within this research as a natural unit because even though it was not entirely in Virginia, the portion in Virginia is a large, heavily-forested mountain and the survey and comments reflect the associated natural resources.

To assess community values, different perspectives were needed. The goal of this study did not warrant a random survey of Virginia residents concerning their attitudes and values of the NPS units in Virginia. A random survey would provide greater detail than needed and require more time and financial resources than were available. The approach used was to select persons who could represent a collective perception of each NPS unit as it relates to the community. This approach is similar to that of Rapid Rural Appraisal (Khon Kaen University 1987). This approach was described earlier in the literature review. RRA collects information quickly through direct observation and interviews. Detailed surveys and rigid procedures are not used.

In the literature review (Chapter 2), I refer to Young's (1966) 6 characteristics of a community. The definition of community used in this thesis is discussed relative to Young's descriptions. The community is a specific territorial area (1). The community defined in this study was specified geographically by the political boundaries of counties and cities. According to Young, the community is

Table 3.2. NPS units\* in or partially in Virginia studied for this project. Abbreviations are of the *types* of units.

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CULTURAL AND HISTORICAL PARKS

1. Appomattox Court House National Historical Park (NHP)
2. Booker T. Washington National Monument (NM)
3. Colonial National Historic Park (NHP)
4. Fredericksburg and Spotsylvania National Military Park (NMP)
5. George Washington Birthplace National Monument (NM)
6. Manassas National Battlefield Park (NBP)
7. Petersburg National Battlefield (NB)
8. Richmond National Battlefield Park (NBP)

NATURAL PARKS

9. Appalachian National Scenic Trail (NST)
  10. Assateague Island National Seashore (NS)
  11. Blue Ridge Parkway
  12. Cumberland Gap National Historical Park (NHP)
  13. Prince William Forest Park
  14. Shenandoah National Park (NP)
- 

- \* NHP - National Historical Park
- NM - National Monument
- NMP - National Military Park
- NBP - National Battlefield Park
- NB - National Battlefield
- NST - National Scenic Trail
- NS - National Seashore
- NP - National Park



characterized by common interests (2) and common patterns of social and economic relations (3). The communities specified for this study fit these criteria by a loose definition of "common" and "common patterns". Within a city or county there are diverse interest groups, the most vocal of which may influence the local government and to a lesser degree influence the chamber of commerce. Further research on a smaller scale could delineate these particular communities within the politically bounded communities used in this study. The variability in socio-economic levels also affects the common bond of solidarity of a community (4). The degree of solidarity in the communities in this study is limited. In rural areas solidarity is likely to be stronger than in urban areas where people's backgrounds are less common. The social institutions (5) and degree of group control (6) are characteristics of the communities defined in this study. Schools, civic groups, and local governments are particular to a county or city community. In general, the definition of community used in this study can be defined by Young's 6 characteristics.

Within the community, 3 groups were chosen for interviews: National Park Service (NPS), chamber of commerce (COC), and local government (GOV). NPS personnel were chosen because they tend to have a good knowledge of the visitors who come to their units and what each unit provides to the local community. The superintendent for each NPS unit was interviewed. In some instances the superintendent was not available and another administrator was interviewed. Some NPS personnel were hesitant to provide much information because they initially perceived the interviewers as auditors. An initial task of the interviewers was to put the interviewees at ease by specifying the objectives of the study. Most individuals were very helpful and interested in the outcome of this study.

Representatives of the chamber of commerce were chosen because of their cognizance of the NPS unit's effects on local financial and economic interests. This includes both multiplier effects of visitors using local services, and quality of life contributions of the NPS units. In general, the mission of the chamber of commerce

is to improve the climate for business and economic development in order to contribute to a higher quality of life (Greater Blacksburg Chamber of Commerce 1993). One person in chamber management was interviewed, usually the executive director or executive vice president.

Local government officials were chosen because they are theoretically aware of the interests of the citizens and the activities that occur in the community. This perspective provided views on how NPS units relate to other aspects of the communities. Choosing the person to interview was often challenging since an individual NPS unit may be located within various types of local governments. Some are located within a city or county while others may spread through several counties. Examples of representatives for local governments were county administrators and administrators of departments of tourism.

When the NPS unit extended into more than 1 city or county, each was contacted. Not all interviews were personal; some were conducted by telephone after a mailed survey was returned. For example, 8 counties surround Shenandoah NP. Local governments and chambers of commerce were contacted for all 8 counties. Personal interviews were conducted in three counties and the remaining 5 were contacted by a mailed survey and telephone interview. The 3 counties chosen for the personal interviews (Warren, Greene, and Page) were strategically selected to provide a variety of perspectives. Warren County is located at the northern entrance of Shenandoah NP and is influenced greatly by the metropolitan region of Northern Virginia. Greene County is located in the rural, southern part of the Park. Warren County is in the central section and is where Park headquarters are located. Guidance in making these selections was provided by the public relations manager for Shenandoah NP.

The Blue Ridge Parkway extends not only across many counties but also into North Carolina. Communities (local governments and chambers of commerce) were chosen for contact in order to gain a variety of perspectives. Roanoke City was

chosen for a personal interview because of its urban characteristics. In contrast, Stuart County was chosen because it is a very rural county with the Blue Ridge Parkway on its boundary. Rockbridge County was selected for a mailed survey as a county with a mixture of rural and city settings.

The Appalachian NST, stretching from Maine to Georgia, is not a typical NPS unit. Most administration and maintenance is done by the Appalachian Trail Club (ATC). The Central and Southwest Virginia Office of the ATC was chosen for a personal interview. Trail towns are places along the Appalachian NST where backpackers can retrieve mailed goods and rejuvenate before returning to the Trail. The Town of Damascus, located in southwest Virginia, is one of the towns most actively involved with the Appalachian NST. This local government was chosen to receive a mail survey. Additional local governments or chambers of commerce were not surveyed due to the uniqueness of the Appalachian NST (similar units do not exist anywhere else) and time constraints.

Appendix A contains a full list of the people interviewed. The names and addresses for interviewees were located in chamber of commerce directories, the *Virginia Review Directory of State and Local Government Officials* (1991), and *The National Parks: Index 1991*, and telephone directories.

After selecting interviewees, each individual was contacted by telephone to establish a meeting time. Each NPS superintendent received a letter of confirmation which outlined the purpose of our visit including the interview, tour of the NPS unit, and review of newspaper clippings (Appendix B.3). A similar letter outlining the purpose of the interview was sent to other interviewees upon their request.

Fifty-four interviews and surveys were conducted over a period of 7 months from May 1992 to November 1992. The majority of the interviews were conducted during the months of June, July, and August 1992. Forty-four interviews were conducted in person; the remaining 10 were conducted over the telephone. An additional 5 people completed the survey who were not interviewed either in person

or via telephone (Table 3.3). Scheduling the interviews was a challenge due to travel constraints and schedules of the interviewees. Most of the groups contacted were receptive to setting up an interview. Table 3.4 summarizes the titles of those people interviewed and Appendix A is a complete list of those people interviewed and surveyed.

The interviews with NPS personnel usually included superintendents of units. In several cases we met with more than 1 person. Many of the local government representatives were county administrators. Some people tried to direct the request for an interview to departments of parks and recreation or departments of economic development. Additional explanation was given to inform those people that we wanted to interview someone with an overall perspective of the local government and not experts in a particular field. Many interviewees were also concerned that they did not have any facts or figures to give us. I reassured them that we received all the facts and figures from the NPS and our interview was for gaining their perspective as local government or chamber of commerce representatives.

The chambers of commerce are not as consistent in their mission as was assumed at the onset of this study. In smaller communities the chamber of commerce provides support for establishing and increasing local businesses and is in charge of attracting visitors and tourists to the area. In larger communities duties are divided into a chamber of commerce concerned with business affairs, and a convention and visitor bureau concerned with tourism and visitor centers. This division occurs in Manassas, Richmond, and Roanoke. Representatives from the Convention and Visitors Bureau were interviewed in all these places. However, the representative from Prince William County Convention and Visitors Bureau was invited by the Superintendent of Manassas NMP to participate in the NPS interview. A full interview was conducted with the chamber of commerce of Manassas.

Table 3.3 Number of individuals interviewed and surveyed.

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54 - interviews

44 - personal

10 - telephone

59 - surveys

44 - personal

15 - mailed

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Table 3.4. Titles of people participating in interviews and surveys\*. Each line is 1 interview unless indicated by a number. Multiple titles on 1 line indicate the titles of people who were interviewed at 1 place.

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**NATIONAL PARK SERVICE**

- 4 Superintendent
  - Superintendent, Chief Ranger, and Chief of Interpretation
  - Superintendent and Chief Ranger
  - Superintendent, Chief Ranger, and Ranger
  - Superintendent and Ranger
  - Superintendent, Public Relations Officer, and Acting Admin. Asst.
  - Assistant Superintendent
- 2 Chief of Interpretation
  - Assistant Chief Ranger
  - Assistant Regional Representative

**LOCAL GOVERNMENT**

County

- 11 Administrator
- 3 Assistant Administrator
  - Administrator and Public Information Officer
  - Purchasing Agent and Fiscal Manager
  - Planning Director
  - Assistant County Manager and Financial Officer
  - Deputy County Manager for Community Services
  - Deputy County Administrator
  - Unknown Title

City

- 2 Director, Department of Tourism
- Town Manager
  - Specialist, Economic Development
  - Director of Development
  - Community Development

**CHAMBER OF COMMERCE**

- 4 President
  - 4 Executive Director
  - 3 Executive Vice President
    - Secretary
    - Executive Secretary and President
  - 2 Director, Convention and Visitors Bureau \*\*
    - President and Chief Operating Officer, Convention and Visitors Bureau
  - 3 Unknown Title
- 

\* Not all of those listed were interviewed; some individuals completed the survey by mail and were not interviewed. For a detailed list see Appendix A.

\*\* One individual was in a joint meeting with a superintendent at the superintendent's initiative.

## **Format and Content of the Interviews**

The format of the interviews followed the focused interview style of Young (1966). Two people, Kevin Gericke and the author, conducted most of the interviews. The interview consisted of general, open-ended questions, and completion of the survey. During the interview, 1 person would ask a question and focus on the interviewee while the other person would write brief notes of the interviewee's comments. This procedure was used to maximize involvement including eye contact with the interviewee. Greater than 2 interviewers would have potentially overwhelmed the interviewee. Time and logistical constraints required me to conduct some of the interviews alone (15 of the 44 interviews).

The interviews began with an introduction of the interviewers, an explanation of the project, and an explanation of the purpose of the interview (Appendix B.1).

The interview progressed with open-ended questions on the following topics:

1. Services and contributions of the NPS unit;
2. Kinds of visitors or user groups that visit the unit;
3. Local residents' use of the unit;
4. Feedback from the community about the unit;
5. Interactions between the unit and local community;
6. Educational uses of the unit.

The survey was completed by first asking the interviewee about the kinds of things that the NPS unit provided and why people visit that particular unit. It was important that interviewees responded from their own perspective as a person associated with the NPS, chamber of commerce, or local government. The responses were checked on the Services and Contributions List by an interviewer. When the interviewee did not list additional services or contributions, the survey form was introduced to the interviewee. The initial query was done before the interviewee saw the list to provide an unbiased response of services and contributions. Some interviewees may have tended to check items on the list even if they were uncertain of their application to the NPS units. The Services and Contributions List contained

those items checked previously. The interviewee scanned the list and checked additional items that applied to that NPS unit. Blank lines were included with each category so that additional items could be added by the interviewee.

Another Services and Contributions List which was handed to the interviewee had a scale for range of importance beside each item. The items the interviewee had previously checked had been marked by the interviewer during the previous step. The interviewee placed a mark on the importance scale for each item previously checked. The scale was labeled with low importance at one end and high importance at the opposite end. Another Services and Contributions List was used to reduce the complexity of the information on each page of the survey. An initial survey containing the list and importance scales may have reduced the quality of interviewee's participation. However, potential bias may have occurred if interviewees became uneasy about the number of pages hidden from them.

An additional page of the survey was used to compare the overall importance of the 8 categories of Services and Contributions (Appendix B.2). First, the interviewee was asked to choose the most and least important of the categories. Categories with no survey items marked were not included. The interviewer marked those 2 categories at the endpoints of a scale used to measure importance of all the categories. The highest and least important categories were marked by the interviewer to establish endpoints needed for comparison of interviewees. Second, the interviewee then placed the letter codes for the remaining categories along the scale from low importance to high importance.

With the completion of the survey, further discussion questions were pursued. Finally, the interviewee was asked if there were any relevant topics missed in the discussion and to contact us if they thought of anything else. The length of each interview averaged approximately 45 minutes but varied from 20 to 75 minutes.

Upon completion of the interview, the interviewers reviewed and clarified their notes. Later that same day or the next, a full documentation of the interview was



completed by transcribing the interview notes into a list of comments and impressions from the interviewee.

As the interviews were conducted, minor changes were made to improve the types of questions asked and the usefulness of the survey. Interviews and surveys are often pretested to work out these difficulties (Jones 1985). However, pretesting was not done for this study due to the low number (14) of NPS units in the State. Since one objective of this project was to develop a methodology, and because of the qualitative nature of the study, the methods were allowed to evolve.

Some minor adjustments refined the survey after the first two NPS units were visited (Booker T. Washington NM and Cumberland Gap NHP). The use of 2 sets of Services and Contributions List was established and 2 items on the List were removed. Originally the scale at the end of the survey was completed entirely by the interviewee. However, the categories were not always placed on the endpoints. The procedure was changed so that the interviewer marked the endpoints first.

### **Mail Survey and Telephone Contact**

Time constraints and schedule conflicts required the use of a secondary method of data collection. Mailed surveys and telephone contacts were the next best method relative to personal interviews. An additional reason for using this method was to test the quality of the data relative to that gained from personal interviews.

The survey was modified slightly for self-administering. A cover letter and text were added to explain the survey and how to complete it (Appendix B.4). The main use of the mailed survey was for some of the community groups around Shenandoah NP, the Blue Ridge Parkway, and the Appalachian NST. Each of these NPS units extends into several counties.

Two weeks after the first survey was mailed, another survey was sent to nonrespondents with a letter encouraging participation. After an additional 2 weeks, a final survey was mailed with a similar letter.

Upon return of the survey, participants were contacted for a short telephone interview. Questions were asked pertaining to 3 different topics: interactions between the NPS unit and local community, the feedback from the community about the park, and the educational uses of the NPS unit. The responses from these interviews were recorded in a manner similar to the personal interviews.

### **Newspaper Articles**

All NPS units collect some newspaper clippings of articles about that unit and other relevant subjects. These clippings were thought to provide potentially an additional perspective about the perceptions and attitudes of people within the local communities. Newspaper clippings were reviewed from 1990 through the present. The following data were recorded for each article (if available): name of newspaper, subject, length measurement, column width (<5cm or >5cm), presence of color or black and white photographs, page number, and the publication date. In addition, particularly pertinent quotes were recorded.

### **Visitation of National Park Service Units**

In addition to the interviews and newspaper article reviews, each park was toured as a visitor. We participated in an abbreviated version of what a visitor might do at that particular NPS unit. This part of the study provided a context to associate with each interview by increasing the interviewers' knowledge of the park. Photographs and literature available at each NPS unit provide a reference collection of information to be used during analysis of the results as reminders of the nature of each NPS unit. Case study techniques (Yin 1989) and RRA techniques (Khon Kaen University 1987) include this kind of direct observation as an important component of data collection. Many NPS units have visitor registers for recording general comments, reactions, and reflections. The registers were browsed for comments to provide additional background information to the interviews and surveys.

## **ANALYTICAL TECHNIQUES**

### **Overview**

The previous discussion of methods has established the development and application of a combination of qualitative and quantitative approaches to the data collection process. The numerical results of the survey were analyzed with quantitative methods. The comments from the interviews, the newspaper articles, and the statements from the visitor register were analyzed using qualitative approaches.

Qualitative research methods guide data analysis of this study. Strauss and Corbin (1990) discussed the use of several different types of data and qualitative analysis to build a theoretical base. Nontechnical literature as well as interviews and observations provide cross-references for the building of theory. The case study is one specific type of qualitative research technique (Tesch 1990). This study did not use the specific details of the case study method, but the general guidelines match those described about case studies in the literature review. The data from each segment of the research were examined and a synthesis of those parts made to obtain an overall framework for defining community value contributions of the NPS units in Virginia.

### **Survey**

The results of the survey consist of the individual items checked on the Services and Contributions List and the importance values associated with each of those items and the 8 categories. The null hypothesis studied was that there was no difference in the valuation of all items, all categories, or all groups. Comparisons at several different levels were used to test this hypothesis. The hypothesis has several components:

1. There is no difference in importance between the 8 categories of services and contributions;
  - a. Combining all groups,
  - b. Comparing the NPS with the combination of the government and chamber

of commerce,

- c. Comparing the 3 groups to each other.
2. There is no difference in importance between the natural and historical/cultural parks over the 8 categories of services and contributions.
3. There is no difference between the 3 interviewed groups for the individual items on the Services/Contributions List.

The initial steps of data analysis were grouping and comparing the responses in frequency tables and graphs. The graphical comparisons show relative differences among the interview groups (NPS, GOV, COC) and the items or associated categories. The importance values for each group were averaged over all parks and over specific types of parks. A substantial difference between groups was determined by a percentile ranking. The term "substantial" was selected to differentiate from "significant" which typically indicates determinations by some statistical testing procedures.

The percentiles were determined by the differences among all possible combinations for a particular set of comparisons. Those differences which exceeded the eightieth percentile were considered substantial. For example, in comparisons between the NPS, local government, and chamber of commerce, absolute differences were calculated between each of these groups for each of the 8 categories of services and contributions. The 24 differences were then ranked from lowest to highest. From this distribution, the differences that were greater than 80% of the remaining distribution were considered substantial. Using the percentile method is appropriate when sample size and variance do not warrant other statistical tests (McMullin 1993).

In addition to the percentile method, examining the percentage of difference was also used to determine substantial differences. This was especially useful when there are only 8 differences to compare because the percentile method distinguishes exactly 2 differences as being substantial. Given the exploratory and descriptive nature of this study into the concept of community values, observation of differences greater than 10% is large enough to be considered substantial.

With a sufficient sample size, this type of data may also be analyzed using several statistical techniques. One of the most appropriate statistical methods to test the hypotheses is the analysis of variance (ANOVA) using a nested design (SAS 1988). Analysis of variance is a parametric approach to test for differences between and within groups. The nested design incorporates the different levels of data. The interval nature of the data allows for this technique to be a valid choice. Analysis of variance is used by some researchers with categorical data although the test is only designed for interval or continuous data. The limiting factors on using ANOVA with this data set are the sample size and variance of the responses. At the smallest division of the categories the sample size is only 14. Sample size is important because the assumption of a normal distribution of the data is needed for parametric statistical tests.

Another hypothesis to test is that the items on the Services and Contributions List mentioned before the interviewees saw the list is no different than what was marked after seeing the list. A tabular and graphical summarization of the data are believed to indicate any differences between those items marked before and those marked after seeing the List. Differences between the mean importance values before and after can be tested using a Paired-T test or the non-parametric equivalent using ranks. A non-normal distribution, missing data points, or unequal sample size must also be taken into consideration since those type of data violate some of the assumptions of these statistical tests.

In Chapter 4, I explain why statistical testing was not appropriate for the data collected in this study.

The methods used to analyze the survey data provide a measure of differences between the interview groups and between the items on the Services and Contributions List. These results are combined with the results of the analysis of the interview discussions to gain an overview of community values related to NPS units.

## **Comments from Interviews**

The analysis of comments from interviews involves categorizing the substance of the comments to look for common themes. Tesch (1990:139) used the term "data condensation" or "data distillation" as the objective of qualitative analysis. This implies an interpretation of the data and not mere organization. The procedures for qualitative analysis are not uniform across different analyses (Tesch 1990). The steps for qualitative analysis depend on the type of data and the objective of the data analysis. The objective of the analysis of this set of qualitative data was to establish the commonalities and the differences between the 14 NPS units and the 3 interview groups. This approach involves the conceptual categorization of the data and the discovery of themes that typify and relate those categories (Strauss 1987, Tesch 1990).

The comments from the interviews include the responses to specific questions and comments from general discussion about the NPS units. Analysis began before all data were collected (Miles and Huberman 1984). This early analysis helps clarify and direct further research. The comments are organized into similar topics (Tesch 1990). The categories may or may not be the same across other interviews. At the completion of all the interviews, the comments are compiled from the entire set of interviews. The labels for each category were adjusted to encompass similar comments across the different interviews. An individual comment may have been placed into more than 1 category. Each category is not exclusive and overlap may occur (Tesch 1990). Analysis of the comments also included recognizing common themes within and between categories (Tesch 1990).

Comments were categorized initially within the group of comments from each interview. This process was completed for all interviews. The categories into which the comments were grouped were derived from the content of each interview. The common categories that emerged from nearly all the interviews are listed in Table 3.5. The type of categories reflected the goals of the study and the types of questions

Table 3.5. Categories developed in the initial stages of analysis of the interview comments. These categories were used within individual interviews.

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Contributions of the park

Visitation

Park interactions with the community

Community interactions with the park

General

---

asked during the interview.

The next step involved categorizing the entire set of comments, between all of the interviews. Twenty-four categories were developed to delineate the volume of comments from the 54 interviews (Table 3.6). Each category contained at least 4 comments, although, no minimum number of comments for a category was established before categorization was completed. The categories were derived from similar comments throughout the individual interviews. The categories reflect many of the values placed on NPS units by the NPS and community. They include services provided by the personnel and resources of each NPS unit, and each NPS unit's contribution to the local community.

In the analysis process, it was important to recognize that the comments were not usually in response to a specific question. Caution was used in comparison between the NPS units, NPS personnel, and the communities. For example, if the superintendent of one park mentioned exercise opportunity as a benefit for local people but the county administrator did not mention anything about exercise, it does not follow that the county administrator believes that exercise is not a benefit of that park. The categories of Interactions, Mission, Low Budget, Fee Payment, Mowing/Wildflowers, Volunteers, and Vandalism were about specific characteristics or issues rather than values. However, the comments within each of these categories were believed to reflect certain values.

### **Newspaper Articles**

The newspaper articles provided some media perceptions of NPS units. The techniques for reviewing the newspaper articles were previously described. The initial plan of analysis was to categorize all the articles for all the parks and use the length of article, page number, and photographs as a measure of importance of the article. However, inconsistencies between the collections at each unit do not allow such analysis. Inconsistencies included the number of collected articles, topic of



Table 3.6. Categories used to analyze the comments from the interviews.

---

1. Economics
    - Marketing
  2. Exposure for the Community
  3. Land Development
    - Buffer to Development
    - Other
  4. Viewsheds
  5. Land Values
  6. Tax Base Loss
  7. Education
  8. Quality of Life
  9. Green Space
  10. Quiet/Escape
  11. Sense of Place
  12. Recreation
  13. Exercise
  14. Quality Related to the NPS
  15. Resources
  16. Interactions Between the NPS and the Community
    - Positive
    - Poor or Little
  17. Volunteers
  18. Visitation
  19. Mission
  20. Low Budget
  21. Entrance Fee
  22. Mowing/Wildflowers
  23. Vandalism
  24. Other
-

articles collected, and documentation of those articles. Some parks collected articles from a selected set of newspapers and recorded the publishing date and page number with each article, while personnel at other units made incidental collections with minimal notation of the articles. As a result, the notes from the newspaper articles were reviewed only for general themes and commonalities between parks. This information was not independently conclusive but used as a supplement to the survey and interview comments analyses.

## **CHAPTER 4. RESULTS**

### **OVERVIEW**

The results of this study provide information on a wide variety of topics related to community values and NPS units in Virginia. Results from the survey are analyzed and discussed in the first section. In the second section, the comments from the interviews are analyzed and discussed. Insights from the collections of newspaper clippings are discussed in the third section. Comments from the visitor registers are in Appendix D.

### **SURVEY**

#### **Overview**

The results of the survey provide a quantifiable perspective of the services and contributions of NPS units and their value to the groups studied. A total of 59 surveys were completed; all were useable. Forty-four (75%) of these surveys were completed during the personal interviews and 15 were returned by mail. Three mailed surveys from COC and GOV representatives associated with Shenandoah NP were not returned. Fourteen surveys were from NPS personnel, 27 from GOV representatives and 18 from COC representatives. Importance values were measured on a scale from 0 to 100. These measures were used to compare both the NPS units and the interview groups. Table 4.1 contains a list of all abbreviations used in subsequent tables and figures.

In Chapter 3, I discussed the advantage of a continuous scale for doing statistical testing with interval type data. Two characteristics of the data made the use of statistical analyses inappropriate for this particular case study: sample size and range of responses. For most comparisons of differences, the sample size would only be 14, the number of NPS units in this study. With a population this small, statistical testing is not appropriate because of the many assumptions needed to make either

Table 4.1. List of abbreviations appearing in tables and figures.

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NPS - National Park Service  
GOV - Local government  
COC - Chamber of commerce

**BLUE RIDGE PARKWAY**

COC1 - Roanoke Valley Convention and Visitors Bureau  
GOV1 - Roanoke Economic Development  
COC2 - Patrick County Chamber of Commerce  
GOV2 - Patrick County  
GOV3 - Rockbridge County

**COLONIAL NHP**

GOV1 - County of York  
GOV2 - James City County

**FREDERICKSBURG AND SPOTSYLVANIA NMP**

GOV1 - Spotsylvania Co.  
GOV2 - Fredericksburg Dept. of Tourism

**PETERSBURG NB**

GOV1 - Department of Tourism  
GOV2 - City of Hopewell

**RICHMOND NBP**

GOV1 - Richmond Department of Community Development  
GOV2 - Henrico Co.  
GOV3 - Hanover Co.

**SHENANDOAH NP**

COC1 - Greene	GOV4 - Rappahannock Co.
GOV1 - Greene Co.	COC5 - Harrisonburg/Rockingham Co.
COC2 - Page	GOV5 - Rockingham Co.
GOV2 - Page Co.	COC6 - Charlottesville/Albermarle
COC3 - Front Royal/Warren	GOV6 - Albermarle Co.
GOV3 - Warren Co.	GOV7 - Augusta Co.

**NPS UNIT ABBREVIATIONS**

ANST - Appalachian National Scenic Trail  
ACHNHP - Appomattox Court House National Historic Park  
AINS - Assateague Island National Seashore

Table 4.1. (continued)

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BRP -	Blue Ridge Parkway
BTWNM -	Booker T. Washington National Monument
CNHP -	Colonial National Historic Park
CGNHP -	Cumberland Gap National Historical Park
F&SNMP -	Fredericksburg and Spotsylvania National Military Park
GWBNM -	George Washington Birthplace National Monument
MNBP -	Manassas National Battlefield Park
PNB -	Petersburg National Battlefield
PWFP -	Prince William Forest Park
RNBP -	Richmond National Battlefield Park
SNP -	Shenandoah National Park

Categories on the Services and Contributions List:

<u>Abbreviation</u>	<u>Category</u>
Education	- Education Programs/Services
Economic	- Economic
Cult/Hist	- Cultural/Historical
Nature Small, Nat.Small	- Natural Environment - Small Scale
Nature Large, Nat.Large	- Natural Environment - Large Scale
Social	- Social
Recreation Nature, Rec.Nat	- Recreation - Nature Oriented
Recreation Active, Rec.Act	- Recreation - Active

Items on Services and Contributions List:

**EDUCATION PROGRAMS/SERVICES**

- Observation - Observation - audio-visual, displays, signs
- Education - Education for organized groups (schools, Scouts, 4-H, etc.)
- Historian - Historian / library resources
- Living History - Living history programs / other special events

**ECONOMIC**

- Busin. Support - Local business support (souvenirs, lodging, food, etc.)
- Employment - Employment in region
- Reg. Ec. Stab. - Regional economic stability
- Prim. tourist - Primary tourist attraction
- Sec. tourist - Secondary tourist attraction
- Land values - Affecting adjacent or nearby land values

**CULTURAL/HISTORICAL**

- Pres. sites - Preservation of historical sites and structures
- Pres. landsc.- Preservation of historical landscapes
- Ethnic/Reg Id.- Ethnic/regional identity

valid parametric or nonparametric tests. In addition, the range of responses was broad, which means that any standard deviation calculations would be greater than acceptable for most statistical tests. Table 4.2 is an example of the range of responses and associated variances. This table is only for the responses to the last part of the survey where the 8 categories of services and contributions were scaled. For the reasons above and because the study did not employ a rigorous quantified methodology, statistical testing was not a part of data analysis.

The data were analyzed by comparing the responses of the various groups and NPS units. The first step was to combine the responses for the cases where more than one local government or chamber of commerce representative were surveyed for an individual park. For example, three surveys were completed by different local government representatives for the Blue Ridge Parkway. These 3 responses were averaged to produce a single local government response. The responses were averaged for all 57 items and 8 categories of services and contributions by summing the responses and dividing by the number of people interviewed for that group. A non-response to an item or category was considered a zero so that no 1 person's response had greater influence than another's. This process was completed for local government responses to the Blue Ridge Parkway, Colonial NHP, Fredericksburg and Spotsylvania NMP, Petersburg NB, Richmond NBP, and Shenandoah NP. Multiple chamber of commerce representatives were interviewed for the Blue Ridge Parkway and Shenandoah NP.

The remainder of this section contains the comparisons from the survey that were used to test the hypotheses listed in Chapter 4. The hypotheses or comparisons were tested by: 1) the determination of the eightieth percentile of the appropriate differences and 2) observation of the differences by percentages of difference. The eightieth percentile of the differences was generated by the distribution of the differences for a particular comparison. Using the percentile method was not always appropriate because some comparisons only had 8 items. In these cases, observation

**Table 4.2.** Frequencies of responses and variances for importance values.  
Categories are explained in Table 3.1.

Range	EDUCATION			CULTURAL/ HISTORICAL			NATURE SMALL			NATURE LARGE		
	NPS	GOV	COC	NPS	GOV	COC	NPS	GOV	COC	NPS	GOV	COC
	0-10	0	2	1	1	1	1	0	1	0	2	0
11-20	0	0	1	0	0	0	0	1	1	1	0	0
21-30	0	1	0	0	2	0	1	1	0	0	0	0
31-40	0	0	0	0	1	1	1	1	1	0	3	3
41-50	1	0	1	0	0	1	1	2	2	1	2	0
51-60	0	0	1	0	0	0	2	1	2	1	0	0
61-70	0	2	2	1	0	0	1	2	1	3	2	3
71-80	2	1	0	0	2	3	1	0	2	1	3	1
81-90	3	1	1	2	0	2	3	2	1	1	0	1
91-100	8	3	6	10	5	3	3	0	1	3	0	1
<b>Mean</b>	<b>89</b>	<b>61</b>	<b>72</b>	<b>87</b>	<b>64</b>	<b>60</b>	<b>65</b>	<b>47</b>	<b>51</b>	<b>55</b>	<b>50</b>	<b>44</b>
<b>Variance</b>	<b>205</b>	<b>1194</b>	<b>1138</b>	<b>739</b>	<b>1254</b>	<b>942</b>	<b>541</b>	<b>703</b>	<b>564</b>	<b>1186</b>	<b>467</b>	<b>742</b>

Table 4.2. (continued)

Range	RECREATION NATURE			ECONOMIC			RECREATION ACTIVE			SOCIAL		
	NPS	GOV	COC	NPS	GOV	COC	NPS	GOV	COC	NPS	GOV	COC
0-10	2	1	1	3	2	1	5	2	1	5	2	8
11-20	2	0	0	2	0	1	2	1	0	1	2	0
21-30	0	3	0	1	1	1	0	1	0	3	2	0
31-40	3	0	1	0	0	1	0	1	1	0	1	0
41-50	1	2	2	3	0	0	1	1	3	1	1	1
51-60	0	1	1	0	0	0	0	0	0	2	0	1
61-70	1	0	2	0	2	0	2	1	1	0	1	1
71-80	2	0	3	2	1	2	1	1	3	1	0	0
81-90	1	2	1	1	1	4	2	1	2	1	2	0
91-100	2	3	1	2	3	3	0	0	0	0	0	1
Mean	49	56	54	44	52	66	33	31	48	29	29	20
Variance	1083	1266	639	1312	1549	1209	1264	842	636	838	917	1081



of the percentage of differences, alone, was also used to determine substantial differences. The variances listed in Table 4.2 are also discussed below.

### **Eight Categories of Services and Contributions**

Comparisons of responses across the 8 categories of services and contributions involves: 1) aggregating the responses of all 3 groups (NPS, GOV, and COC), 2) comparing the NPS and community (GOV and COC), and 3) comparing all 3 groups (NPS, GOV, COC). The importance values for each respondent were rescaled from 0 to 100. The mailed surveys were not consistently completed with each endpoint of the scale being marked with one of the categories. These scales were adjusted since a consistent scale was needed for reasonable comparison. Then, the 3 groups were combined. The cumulative responses indicate 3 general levels of importance (Table 4.3, Fig. 4.1). The categories with the highest assigned importance value were Education and Cultural/Historical. The middle grouping (>10% lower than the most important categories) contain Nature-Small Scale, Nature-Large Scale, Recreation-Nature Oriented, and Economic (see Table 3.1 for a complete definition of these categories). The categories valued the least important (>10% lower than the middle group) were Recreation-Active and Social. The differences between the first 2 categories (Education and Cultural/Historical) and the last 2 (Recreation-Active and Social) were greater than the eightieth percentile. The importance values assigned to the Social category were substantially different from Nature-Small Scale and Economic (> eightieth percentile).

The values of the NPS personnel and community (GOV and COC) are reflected in Table 4.3, Fig. 4.2. The categories in Figure 4.2 are presented in decreasing importance from the perspective of the NPS. The greatest divergence occurred in the Education and Cultural/Historical categories and was >20%. The greater importance values assigned by the NPS personnel demonstrate the agency's emphasis on preservation and on education of the public about what is being

Table 4.3. Average importance values for the 8 categories of services and contributions.

	Education	Cultural/ Historical	Nature- Small Scale	Nature- Large Scale	Recreation Nature	Economic	Recreation Active	Social
ALL GROUPS COMBINED	74	70	54	49	53	54	38	26
NPS	89	87	65	55	49	44	33	29
COMMUNITY (GOV & COC)	67	62	49	47	55	59	40	25
GOV	61	64	47	50	56	52	31	29
COC	72	60	51	44	54	66	48	20

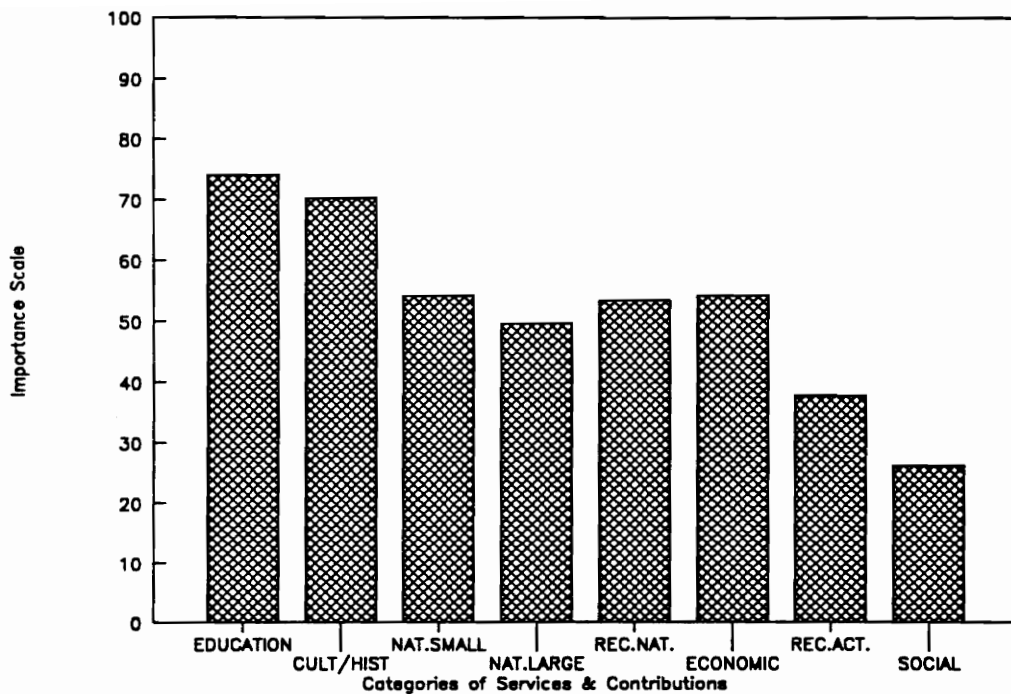


Fig. 4.1. Importance values for the 8 categories, combining all groups (NPS, GOV, COC).

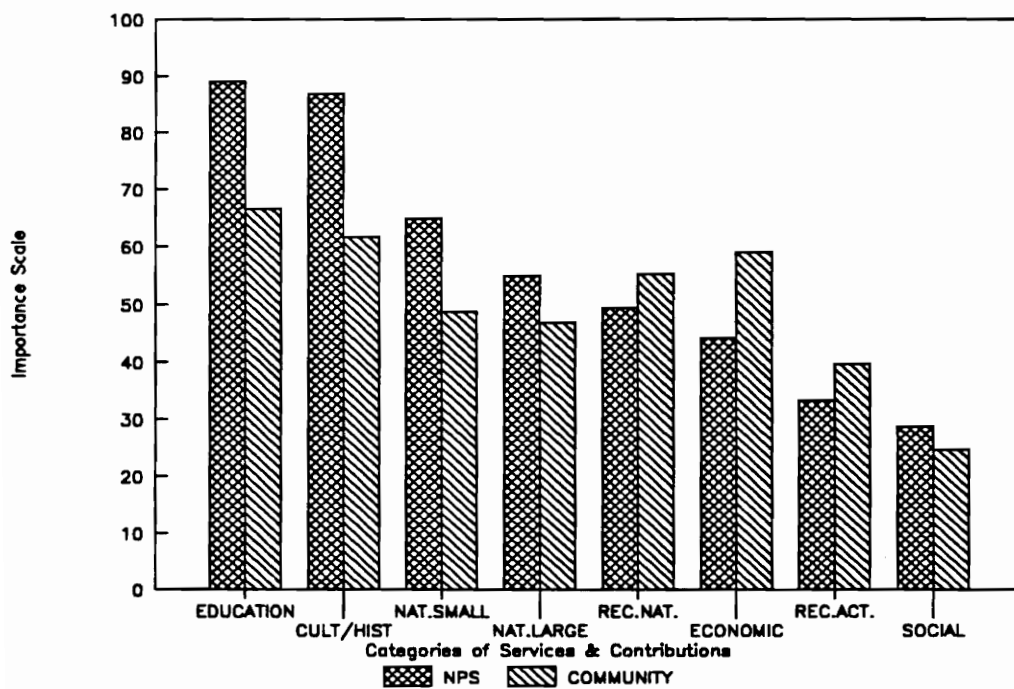


Fig. 4.2. Importance values for the 8 categories comparing the NPS personnel and people from communities.

preserved.

This difference between the NPS and community perspective is also evident in Table 4.2, which shows the distribution of responses. In the Education and Cultural/Historical categories, the NPS was more consistent or homogeneous in its perception of importance than the community. In these categories, 8 and 10 NPS units, respectively, view these categories as most important. However, the communities' perceptions of importance value have a wide-distribution. The variances in these categories also show this difference between the NPS and community. In the Education category, the variance of responses from the community were 5 times greater than those of the NPS. In the Cultural/Historical category, the difference in variance between the NPS and community was greater than 200.

The differences in the remaining categories were not as easily distinguishable. In the Nature-Small Scale category, the importance value of the NPS was > 10% higher than the community. The Economic category was the only one in which the community places importance value > 10% above the NPS. This difference of perspective was expected since the local government, and especially the chamber of commerce, traditionally focus more on economic concerns than the NPS. The percentile method was not used in these comparisons since there were only 8 categories.

Insights into community differences were sought by comparing responses from people in the local government and chamber of commerce (Table 4.3, Fig. 4.3). The information gained from these comparisons was similar to the information gained by comparing the NPS and the community.

Economic values of the COC were substantially different than GOV or NPS. The economic importance value for the COC was substantially higher (> eightieth percentile) than that of the NPS and > 10% higher than GOV.

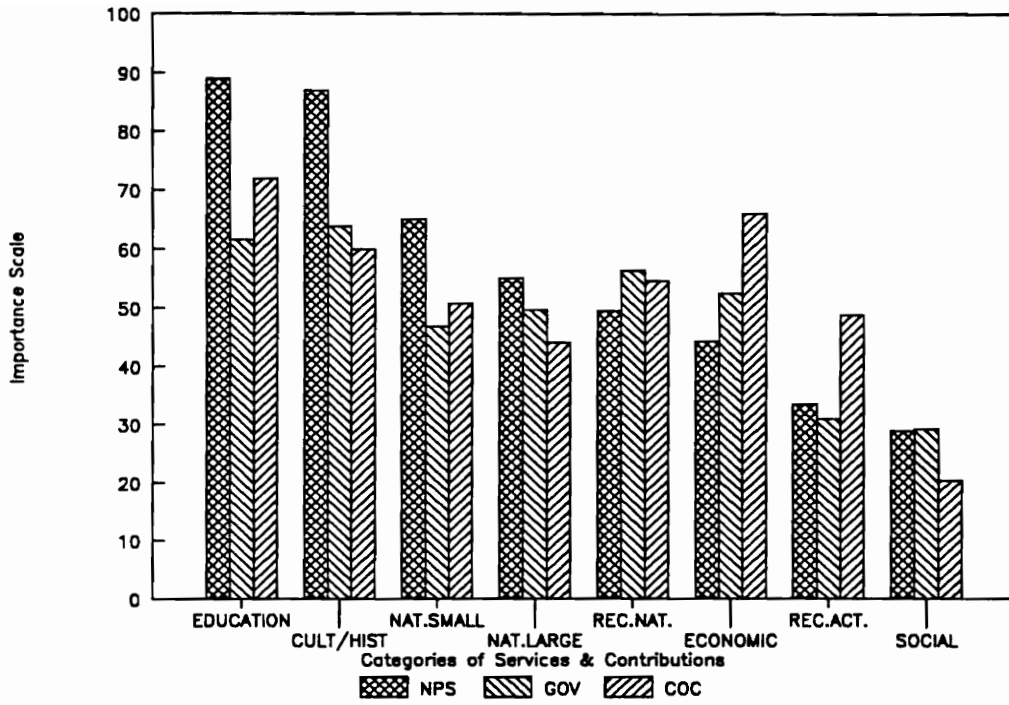


Fig. 4.3. Importance values for the 8 categories for NPS, GOV, and COC.

A similar distinction of the COC was in the Recreation-Active category. The COC was substantially higher than the GOV (greater than the eightieth percentile) and >10% higher than the NPS (but ranked below the eightieth percentile). Other importance values that were substantially different (greater than the eightieth percentile) are similar to the previous comparison of importance values of the NPS to the community. In Education, the importance values expressed by the NPS are substantially higher than the GOV and >10% higher than that of the COC (but ranked below the eightieth percentile). In addition the COC importance values was >10% higher than the GOV. In Cultural/Historical, the NPS importance value was substantially higher than both the GOV and COC. In Nature-Small Scale, the NPS importance value was substantially higher than the GOV and >10% higher than the COC (but ranked below the eightieth percentile). In Nature-Large Scale, the only difference that was >10% was between the NPS and COC. In Recreation-Nature Oriented and Social there are no differences between any of the groups.

In conclusion, after comparing the 8 categories of services and contributions there was higher importance value of education, and cultural and historical preservation than other values at NPS units.

### **Comparing Types of NPS Units**

One difficulty in summarizing the values for all the NPS units in Virginia is that the units' missions vary greatly. One of the most obvious differences is between those NPS units that emphasize cultural and historical preservation and those where the primary mission is nature preservation. Units of these 2 types were compared 1) between the NPS and community within each division of the parks and 2) between the types of parks within the NPS and community (Table 4.4).

In the cultural and historical parks division, the importance of Education and Cultural/Historical categories was more distinct than when all units were grouped (Table 4.4 and Fig. 4.4). This distinction holds for both the NPS and community.

**Table 4.4. Importance values for the 8 categories of services and contributions grouped by cultural/historical and natural park units.**

	Education	Cultural / Historical	Nature - Small Scale	Nature - Large Scale	Recreation Nature	Economic	Recreation Active	Social
<b>Cultural/ Historical Parks</b>								
NPS	96	99	51	31	29	42	19	19
COMMUNITY	78	78	39	37	38	62	25	21
<b>Natural Parks</b>								
NPS	80	71	83	86	76	46	53	42
COMMUNITY	61	49	69	70	78	53	58	34

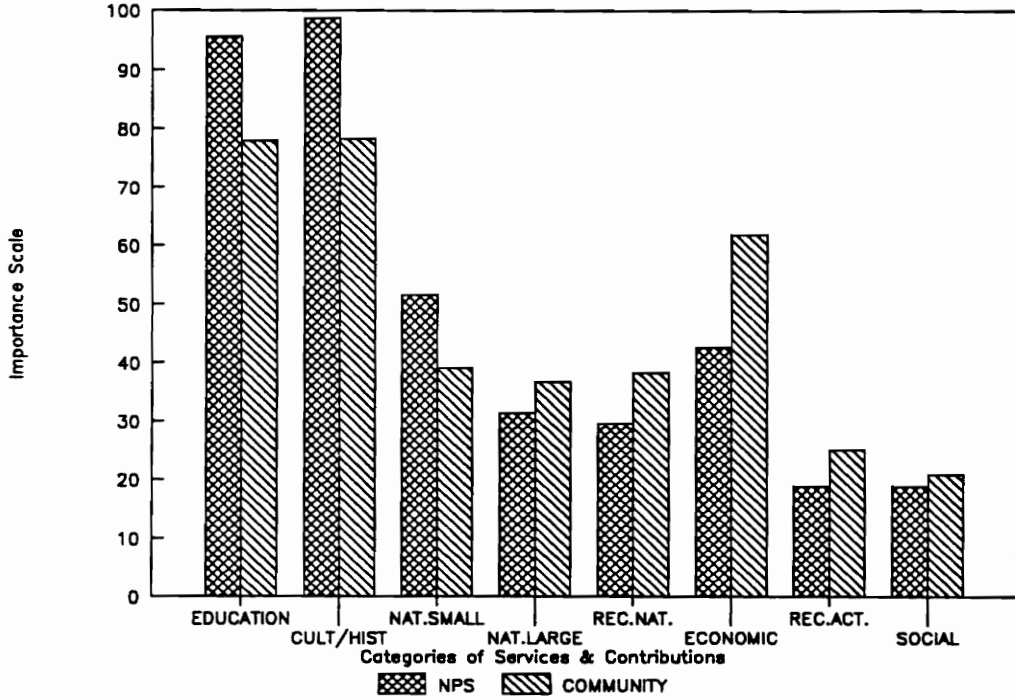


Fig. 4.4. Importance values for the 8 categories assigned by NPS personnel and people from communities associated with cultural and historical park units.

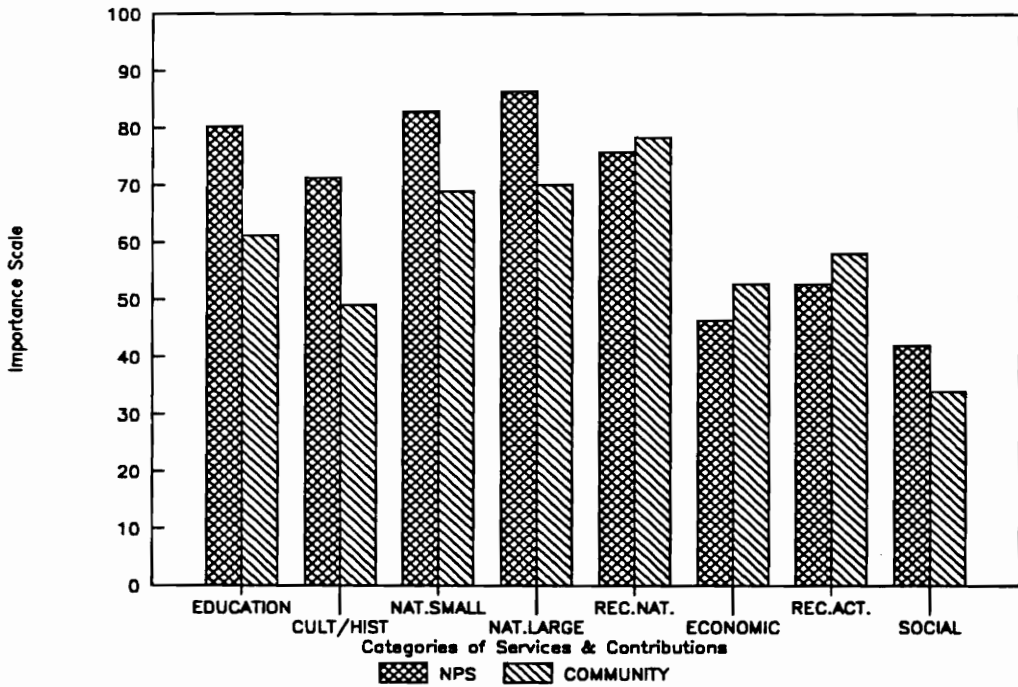


Fig. 4.5. Importance values for the 8 categories assigned by NPS personnel and people from communities associated with natural park units.



The greatest differences between the NPS and community was also in these 2 categories and in the Economic category. The NPS importance value was > 10% higher than that of the community for Education and Nature-Small Scale, and > 20% higher than that of the community for Cultural/Historical. The community importance value was > 20% higher than the NPS in assigned importance to the Economic category. These results were the same as when all NPS units were grouped together.

In the natural parks division, the differences were similar to the cultural and historical parks in Education, Cultural/Historical, and Nature-Small Scale (Table 4.4, Fig. 4.5). The NPS and community were not substantially different in the Economic category. This was due to a decrease in the community's assigned importance. The importance value of the NPS was > 10% higher than the community in Nature-Large Scale. This confirms expected results since the NPS often emphasizes nature preservation.

Comparison of Fig. 4.4 (cultural/historical parks) and Fig. 4.5 (natural parks) shows a distinct difference in the importance of the 8 categories between the 2 types of parks. This is shown by graphing the 2 types of units within the NPS (Table 4.5, Fig. 4.6) and within the community (Table 4.5, Fig. 4.7). Within the NPS there was a distinct difference between the natural and cultural/historical parks. The NPS values the categories of Education (> 10%) and Cultural/Historical (> 20%) higher for the cultural/historical parks than the natural parks. This difference was expected since much education at Virginia NPS units is about history, and the Cultural/Historical category directly relates to the preserving culture and history. From the NPS perspective, natural parks were more important for Nature-Small Scale (> 30%) and Large Scale (> 30%), Recreation-Nature Oriented (> 30%) and Active (> 30%), and Social (> 20%). The Economic category was the only one in which the difference was < 10%. These differences were also shown in Fig. 4.8. The categories were ordered from the Nature-Large Scale, in which the difference in NPS

**Table 4.5. Importance values for the 8 categories of services and contributions for cultural/historical park and natural park units with responses grouped by those from NPS personnel and community respondents.**

	Education	Cultural/ Historical	Nature -		Recreation Nature	Economic	Recreation Active	Social
			Small Scale	Large Scale				
<b>National Park Service</b>								
CULT/HIST	96	99	51	31	29	42	19	19
NATURAL	80	71	83	86	76	46	53	42
<b>Community (GOV &amp; COC)</b>								
CULT/HIST	78	78	39	37	38	62	25	21
NATURAL	61	49	69	70	78	53	58	34

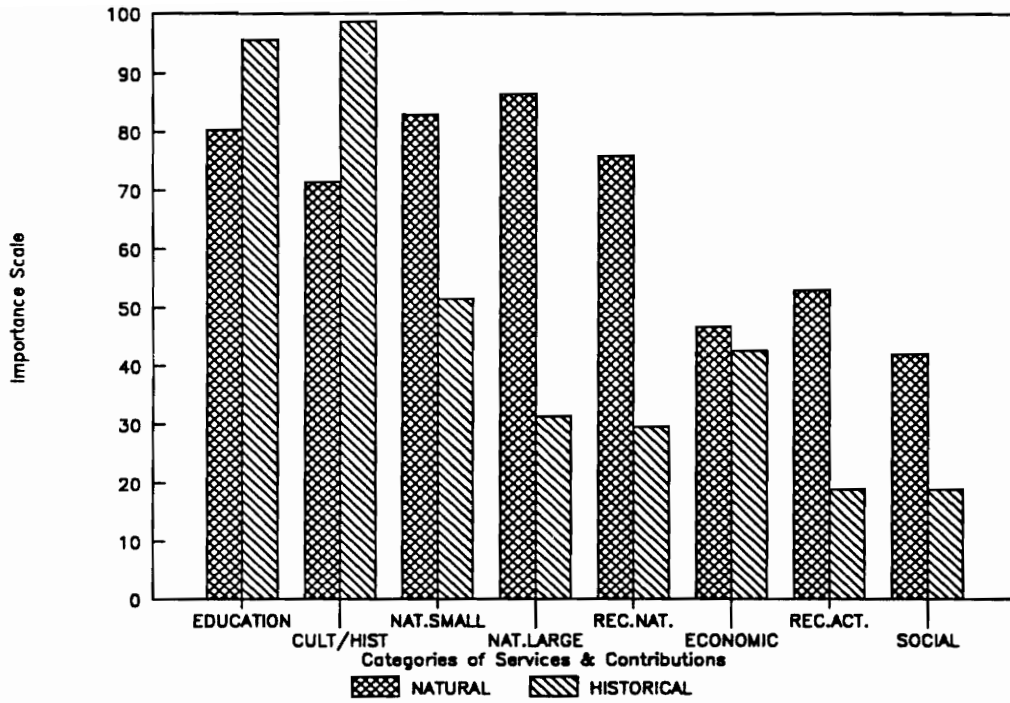


Fig. 4.6. Importance values for the 8 categories comparing natural and cultural/historical park units within the NPS.

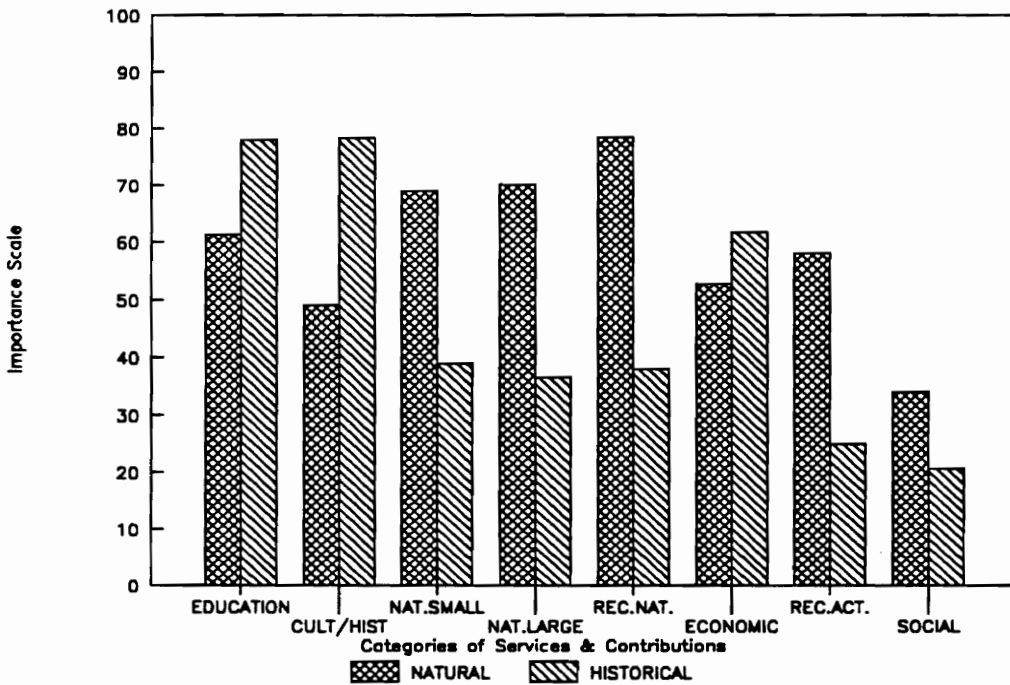
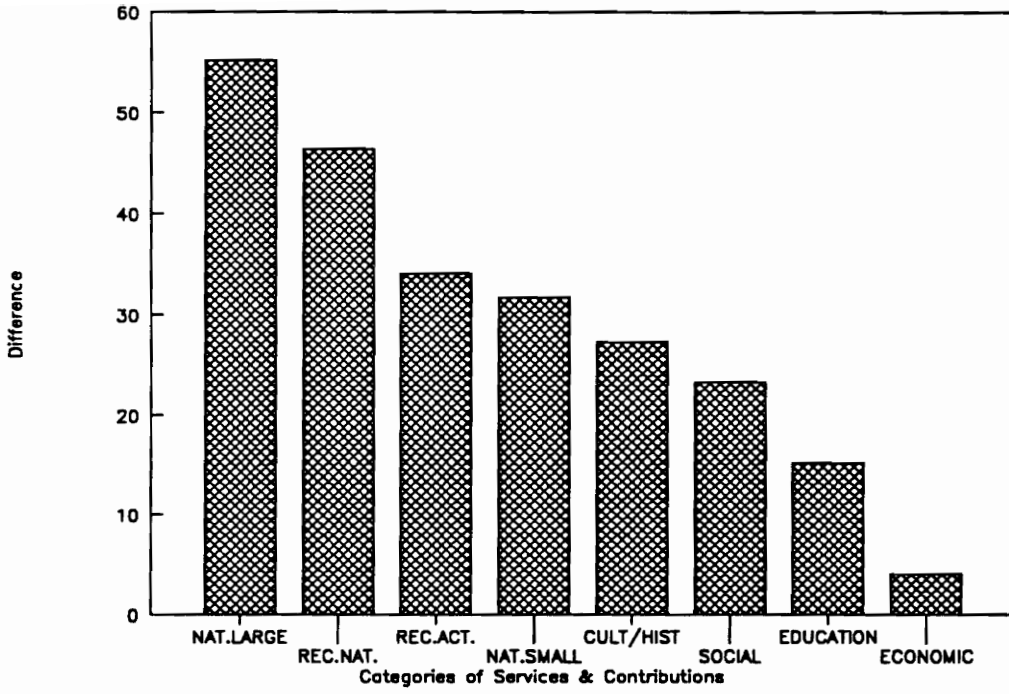


Fig. 4.7. Importance values for the 8 categories comparing natural and cultural/historical park units within the community.



**Fig. 4.8.** Differences between the importance values of the 8 categories comparing natural and cultural/historical park units within the NPS.

importance value was the greatest, to Economic in which the type of unit does not affect the valuation of the NPS. It appears that the importance values of cultural and historical units were more focused as compared to the natural parks.

This same conclusion can be made for the community's perceptions of cultural/historical parks and natural parks. The relationships were identical to that of NPS in all categories. The percentages of difference were also similar, except in the Social category where the importance value of natural parks was >10% different than the cultural/historical parks.

In summary, the perceived importance of the 8 categories of services and contributions were different when the 14 NPS units were divided into those that were cultural or historical oriented and those that were nature oriented. Education and Cultural/Historical were more important with cultural or historical oriented parks while Nature-Small and Large Scale, Recreation-Nature Oriented and Active, and Social were more important with nature oriented parks. Grouping the NPS units by type shows the variability among NPS perceptions and among community perceptions of values. However, comparisons of the NPS to the community were the same whether the NPS units grouped by type or compiled together.

### **Individual Items Within the 8 Categories of Services and Contributions**

Comparisons were made of the items listed within the 8 different categories of services and contributions. The original list used in the survey contained 52 items. An additional item called "Viewing fall colors" was added to the Recreation-Nature Oriented because 7 interviewees specifically added this item to the list. Four "Other" items were added in the Education, Social, Recreation-Nature Oriented, and Recreation-Active categories. These were items added to the list by the interviewees. Appendix B.7 contains a list of the items added by the interviewees that were grouped as "Other".

I emphasize 3 of the services and contributions categories (Education,

Cultural/Historical, and Economic) because the greatest differences in perception were observed among them. Remaining items are presented in Appendix B.6. The percentile method to determine substantial (eightieth percentile) differences was particularly useful in this section since there were 171 possible differences (3 interview groups x 57 survey items).

Previous analysis of the Education category showed a difference in the perception of importance between the NPS, GOV, and COC. This difference was also present between the 8 items within this category (Table 4.6, Fig. 4.9). For all 8 items, the NPS personnel marked importance substantially higher than either of the other groups, individually or combined. The NPS marked the importance values substantially higher than both the GOV and COC for Interpretive, Publication, and Historian. The Other item was not included since the NPS was the only one that added an item. These differences in perception may be improved by communicating the interpretive activities to the community.

Comparing the importance values of items within the Cultural/Historical category (Table 4.6, Fig. 4.10) result in a much different conclusion than from comparing the category itself (Table 4.3). The importance values for the NPS, GOV, and COC were not substantially different for any of the three items. Apparently, the NPS, GOV, and COC have a similar perception of the individual importance of these items but a different perception when the category was compared with the other categories.

Results of comparisons within the Economic category lead to a similar conclusion (Table 4.6, Fig. 4.11). The COC perceives the importance of local business support as substantially more important than the NPS perceives it to be. However, the NPS importance value was substantially higher than the GOV for Primary Tourist Attraction and substantially higher than both the GOV and COC for Secondary Tourist Attraction. The importance values for the 3 remaining items (Employment in Region, Regional Economic Stability, and Affecting Adjacent or

**Table 4.6. Values for the items in the Education Programs/Services, Cultural/Historical, and Economic categories.**

---

	NPS	GOV	COC
<b>EDUCATION</b>			
Interpretive	40	29	22
Observation	37	27	31
Visitor Center	37	27	33
Marked Trails	36	26	32
Education	36	26	31
Publications	38	16	25
Historian	33	15	18
Living History	31	25	26
<b>CULTURAL/HISTORICAL</b>			
Preservation of historical sites	41	33	34
Preservation of hist. landscapes	34	31	26
Ethnic/Regional Identity	23	22	19
<b>ECONOMIC</b>			
Local Business Support	21	24	30
Employment	18	15	21
Regional Economic Stability	11	11	18
Primary Tourist Attraction	38	27	32
Secondary Tourist Attraction	34	17	20
Land values	21	21	19

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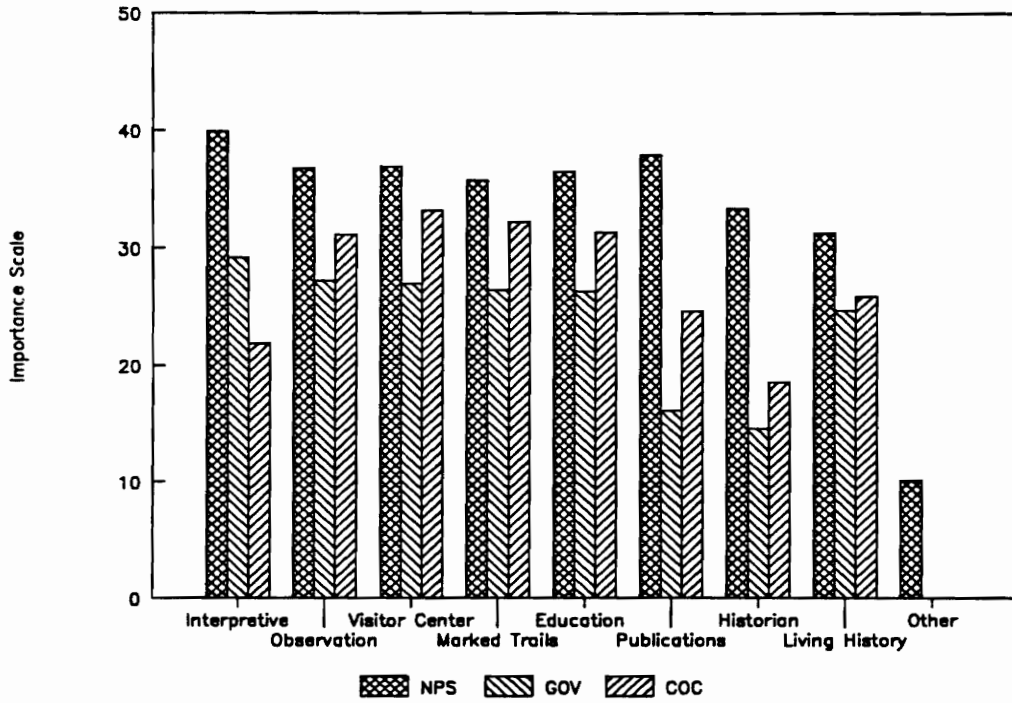


Fig. 4.9. Importance values for items in the Education Programs/Services category among the NPS, GOV, and COC.

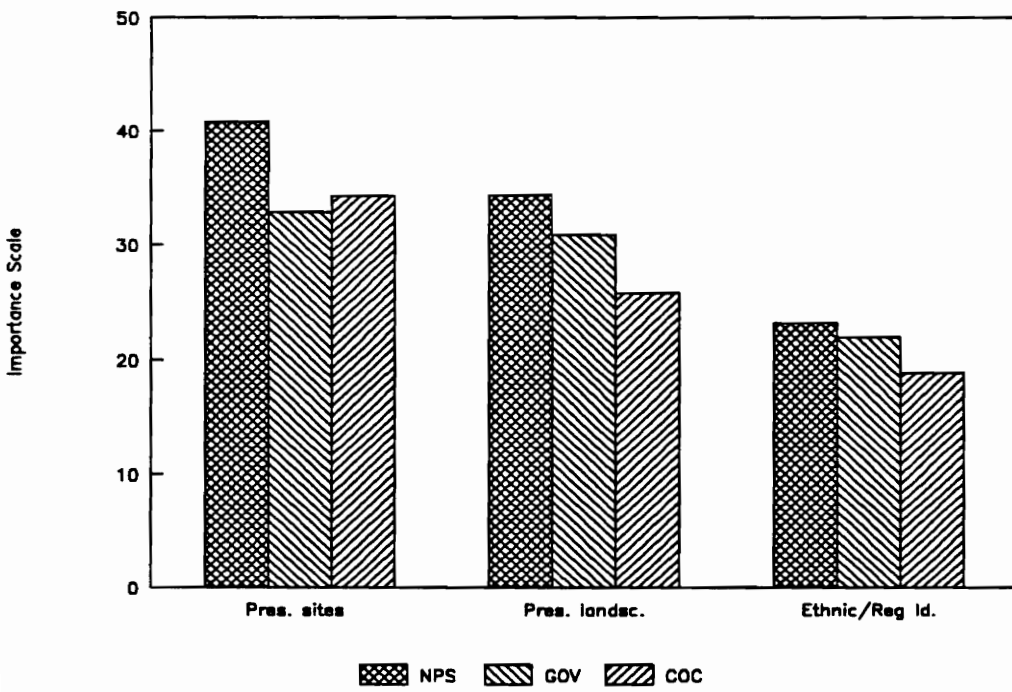


Fig. 4.10. Importance values for items in the Cultural/Historical category among the NPS, GOV, and COC.



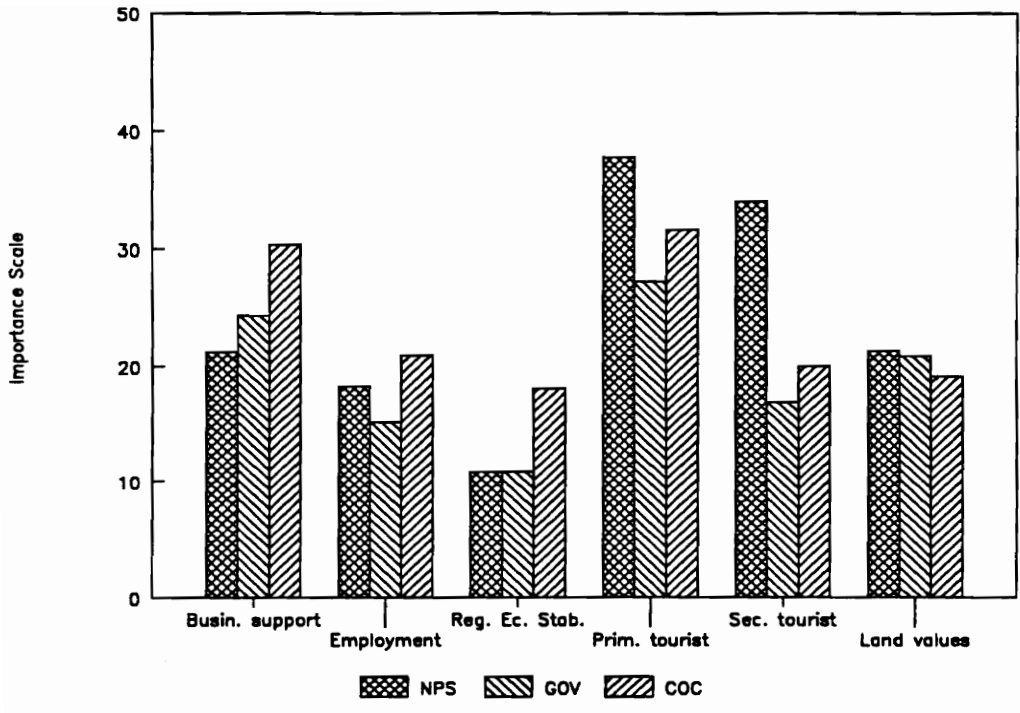


Fig. 4.11. Importance values for items in the Economic category among the NPS, GOV, and COC.

Nearby Land Values) were not substantially different between any of the groups. With the exception of Local Business Support, the perception of the importance value of the Economic items was different than the perception of importance value of the category when compared with other categories. In comparing the 8 categories, the COC or community placed a higher importance on the Economic category than the NPS.

## **INTERVIEW COMMENTS**

### **Overview**

The comments from interviewees provided many insights into the values that the communities have for NPS units in Virginia. Appendix C contains a full list of comments. The following discussion outlines the common themes for each of the categories. Previously, Table 3.6 listed the 24 categories. The term "community" refers to either or both the local government and the chamber of commerce. Associated with each category is a table of comments that are an example of the types of comments elicited within that particular category. These are not direct quotes unless otherwise indicated; rather, they represent notes and paraphrases recorded during the interviews. Numbers in parentheses in the text refer to comments listed in the appropriate table.

### **Economic and Exposure for the Community (Table 4.7)**

Economic value or contribution was mentioned by at least 1 member of the community for all NPS units with the exception of Prince William Forest Park. The overriding theme of the economics-related comments was the increase in attention to tourism and the potential for tourism-related industries to boost the economic welfare of localities (3,5,6,8,9). This was most evident in NPS units located in rural areas. The rural NPS units include Appomattox Court House NHP, Assateague Island NS, Blue Ridge Parkway, Cumberland Gap NHP, George Washington Birthplace NM, and

Table 4.7. Comments from the interviews in the Economic and Exposure for the Community categories.

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**National Park Service**

1. Boat cruises starting from St. Clements Island in Maryland to part of the Park, sponsored by NPS, MD and VA Tourism Depts.; some tourism with bus system - weakest link; we are exploring why buses do not come anymore. -GWBNM
2. We are not focused on direct economic benefits. -RNBP

**Community (Chamber of Commerce and Local Government)**

3. Town and County do not promote the Park; they do not realize the potential of business generated from visitors; very little current economic impact of visitors, only about \$1.00 VDOT estimate from the entrance fee at the Park; we have 400,000 people coming to the county and "we don't do anything about it". -COC,ACHNHP
  4. County does not gain much from the Park except exposure, but do not want to put a value on it. -GOV,ACHNHP
  5. BRP has a significant impact on Patrick county; see as a potential gold mine. -GOV2,BRP
  6. Petersburg National Battlefield is the main tourism attraction to Petersburg; city areas are a compliment to the Battlefield and would not do well if the Battlefield did not exist; but the NPS should be more "market-oriented". -GOV1,PNB
  7. Board of Supervisors still thinks that industry means plants or manufacturing; do not consider tourism an industry. -COC1,SNP
  8. SNP does attract tourists, which means revenue; agriculture and tourism are the major industries in the County; much of the agriculture is orchards and wayside fruit and vegetable stands; Sperryville is totally tourist oriented. -GOV4,SNP
  9. NPS needs to cooperate as part of package deal to market tourism; tag marketing could be part of bus tour with other sites; visibility, activity, involvement, leadership, package deals - key concepts in marketing; marketing vs. preservation perspective, outward vs. inward looking; passive marketing strategy - its current mode. -COC,BTWNM
  10. Anyone who comes to Fredericksburg comes to see the Park; huge impact, 50% of the people that come through area come for the Park; tough to get any numbers for visitor impacts. -GOV2,F&SNMP
-

Shenandoah NP. The perceived potential for economic benefit was great, and acting on that potential was 1 objective of local governments and chambers of commerce. With the recent recession, municipalities are looking for ways to boost their local economies. Two chambers of commerce representatives mentioned difficulties in convincing others that tourism could provide a great benefit to the area and that it can be considered an industry like manufacturing (3,7).

The economic contributions comments of urban NPS units (Colonial NHP, Fredericksburg and Spotsylvania NMP, Manassas NBP, Petersburg NB, and Richmond NBP) fell into those about units that are perceived to be an integral part of the economics of a city and those that have little impact. The cities of Fredericksburg and Petersburg are historically oriented, with much of their industry and economic prosperity based on tourism (J. Willis, Fredericksburg Department of Tourism, pers. commn.; W. Martin, Petersburg Department of Tourism, pers. commn.). Fredericksburg and Spotsylvania NMP and Petersburg NB are the main attractions of these cities (6,10). The cities have developed other attractions and facilities to capitalize on visitors coming into the area. Colonial NHP (Williamsburg/Hampton Roads Area), Manassas NBP (Manassas), and Richmond NBP (Richmond) are viewed as having relatively little economic impact on their host cities due to the perceived greater importance of other industries or economic sectors.

Several comments were made about ways to market NPS units and the need for some NPS units to be more market oriented (6,9). Five representatives of the NPS commented about economic contributions. One indicated being active in developing ways to enhance the economic benefit of the NPS unit (1). One representative of an NPS unit indicated that economic contributions are not relevant for that NPS unit (2). If tourism becomes a greater part of the economic viability of areas, NPS units will become more economically important with or without the support of the NPS.

The Exposure for the Community category is closely related to economics.

This category includes comments about NPS units providing exposure to distant people about the local area (4). Many of these comments were linked with economic discussions. The only way many people become familiar with some areas and subsequently visit them is as a result of NPS units in the area.

**Land Use: Land Development, Viewsheds, Land Values, and Tax Base Loss (Table 4.8)**

Four of the categories, land development, viewsheds, land values, and tax base loss can be grouped into a single land use topic. Comments related to land development indicated that NPS units are valued as buffers to development and or a security that development would never occur on NPS property (6,7,10). This sense of permanence attracts many individuals to desire land adjacent to NPS property. This value was mentioned for NPS units in both urban and rural settings. An article in the *Richmond Times Dispatch* also exemplifies this security value of NPS units: "The Muse and Horner families want their land in the middle of George Washington Birthplace NM protected from development" and are considering a land agreement with the NPS (*Richmond Times Dispatch*, Oct. 4, 1991).

Other land use comments made by NPS personnel were about concerns of adjacent development. Adjacent development can inhibit the visual quality of the landscape (1). Several NPS units actively interact with planners and developers to minimize the effects of adjacent development on NPS units (4,9,13). Some of the most intriguing comments were about developer interactions with Fredericksburg and Spotsylvania NMP (3). In this area several developers use Civil War preservation works as a marketing feature. Developers frequently visit the Park to learn about preservation and interpretation that can be applied to remnants of earthworks and other Civil War features on their property.

The comments about adjacent development overlap into the category of viewsheds. NPS personnel at the Blue Ridge Parkway, Appalachian NST, and

Table 4.8. Comments from the interviews about land use including the categories of Land Development, Viewsheds, Land Values, and Tax Base Loss.

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**National Park Service**

1. Scenic easements have preserved the land around the Parkway without NPS owning the land; agricultural leases are used on NPS land to preserve the landscape. -BRP
2. Definitely affects land values: Yorktown small house sold for \$100,000. -CNHP
3. Fawn Lake, an adjacent development, has copied NPS interpretive signs about the Civil War; NTS, the developer of the area, uses the civil war to sell its houses in its development. -F&SNMP
4. NPS watching for incompatible land development around the Park, have a good working relationship with VDOT. -PNB

**Community (Chamber of Commerce and Local Government)**

5. Increases adjacent land values; good and bad, good if you are selling a home but bad for young people from Chincoteague who cannot afford to buy a first home so leave the island; in 6 yrs a property went from \$27,000 to \$50,000; in 20 years property went from \$4,000 to \$65,000. -COC,AINS
6. BRP gives people a "sense of security", they know who is their neighborhood; people enjoy the BRP for the quiet and escape. -GOV1,BRP
7. Locally the Park is a great green area that serves as a buffer for development and a green spot; no worries about building condos on the river front. -COC2,CNHP
8. Disadvantage is loss of tax base (\$3,500 in lieu of tax payments); advantage of having so much federal land is that it does not require services (40% is federal); do not have to worry about zoning because the federally owned land will not change. -GOV1, CNHP
9. Park has gotten smarter in the way it relates to the community; used to try and "brow beat" to control land use; now realizes it no longer makes sense to own everything, scenic easements allow current landowners to remain but insure that development will never occur. -COC,F&SNMP
10. Park provides green space, a place where development will not occur and that is a definite plus since Spotsylvania Co. is and has been the fastest growing county in VA for the past 20 years. -GOV1,F&SNMP

Table 4.8. (cont.)

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11. Increases adjacent land values, know that people desire to move closer to the Park. - COC,PWFP
  12. Some people move to the area and specifically locate backed up to either the Park or George Washington National Forest; they like the assurance of no development. - GOV2,SNP
  13. Park has become more active in adjacent land use issues; a recent proposed landfill was stopped partially because it would have been within the view from Skyline Drive, NPS objects to anything visible from the Park. -GOV3,SNP
  14. Payment in lieu of taxes (PILT) is a sore subject; about 7000 acres of Park in Page Co.; \$4100 payment for both SNP and GWNF; payment of \$.75/acre does not keep up with inflation. -GOV2,SNP
-

Shenandoah NP mentioned a concern about preserving viewsheds. These NPS units participate in local planning and use agricultural leases and scenic easements to help preserve their viewsheds (1,9,13).

Some of the interviewees said that NPS lands increase adjacent property values (2,5,11,12). Property value increases are recognized through differences in selling prices of property and because people desire to own land adjacent to the units.

Some of the communities around NPS units mentioned the loss in tax base resulting from federal government property. The payments in lieu of taxes are below normal rates of land taxation. To some communities, this tax base loss is significant (14). To others, the tax base loss was mentioned without any apparent negative reaction (8).

Adjacent lands are a continuous issue at Shenandoah NP. The University of Virginia is currently conducting a Related Lands Study that explores the issues involved. Many residents of adjacent lands harbor a grudge against the NPS for the land that was taken when the Park was established, and for the fear of future boundary expansion. In this study, we found that interviewees perceived that most people either have a positive or a neutral attitude toward Shenandoah NP. Our observation at this level of analysis is that those voices that make local and regional headlines about anger toward the NPS are pockets of individuals or one of the publics (Gilbert 1971) and not attitudes held by a majority in any county. This point became evident through discussions of land use and interactions between the NPS and communities which will be described later in the "Interactions between the NPS and community".

### **Education (Table 4.9)**

The educational value of NPS units was discussed by a majority of the interviewees. This was due partially to a specific question about education of school groups and partially due to the NPS emphasis on educational opportunities. Education



Table 4.9. Comments from the interviews in the Education category.

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**National Park Service**

1. Park takes some school groups; limited by personnel and space; many more schools would come if invited; more on-site than off-site programs, prefer teacher workshops. -BRP
2. School groups come from as far away as Amherst, Danville, Martinsville, Floyd, and Salem; age groups range from preschool to Ferrum College students; in May booked with school groups. -BTWNM
3. In past school groups just came in a non-organized fashion with little NPS guidance, currently have programs approved for State curriculum and reservations are taken months in ahead; schedule is packed from mid-Feb. until through May; students come from about 168 different cities and counties, 7 different states. -CNHP
4. School children come mainly in April, May, and June from many schools, they can taste, touch, and smell things as they were for George Washington as a little boy, children bring their parents back. -GWBNM
5. Very active with education both on and of-site; programs for schools, day cares, home economics, etc.; started program called Environmental Activities Related To History (EARTH); designed for children form ages 5 to 12; spoke to 1600 children last summer, we spend about 4 hours with each group; with budget crunch at schools they had to choose priority of field trips: RBNP was first on their list; the reason children like these programs is because they are hands on, many other historical talks in the city are not that way. -RBNP

**Community (Chamber of Commerce and Local Government)**

6. "It's a good resource to have for our kids and I'm sure they'll appreciate it". -GOV,ACHNHP
  7. Education is what the Park "is all about", schools come in on buses; children come with schools and return with their parents. -COC,AINS
  8. School groups!! -greatest aspect of Park, availability to these groups. -COC,BTWNM
  9. Children's programs are very good, mentioned a story book hour; programs offered to schools that come to the Park, rangers will also go to schools upon request. -COC2,SNP
-

is a topic that most everyone agrees is important (6,7,8). The types of educational programs vary among NPS units. Colonial NHP, Petersburg NB, and Prince William Forest Park have developed programs that follow state curriculum guidelines for teaching history (3). Richmond NBP has developed specific programs used both on-site and off-site to teach children about history (5). In addition to on-site programs, NPS personnel visit local schools and other groups (1,5,9). The amount of education opportunity seems to be limited by finances, personnel, and time constraints of the NPS rather than lack of participants. Shenandoah NP and the Blue Ridge Parkway conduct teacher workshops as an indirect way of reaching many students (1).

Visitation schedules of many NPS units are filled with school groups, Scouts, and 4-H participants during the visitor season (spring through early fall) (2,3). The ability of children to touch, taste, and smell history, culture, and nature was mentioned as a significant attribute of the educational opportunities (4,5). Many NPS personnel and community representatives mentioned that children often return to the NPS units with their parents (7). The overriding theme from the comments in this category is that educational opportunities provided by NPS units are valued highly by NPS personnel and the communities.

#### **Quality of Life, Green Space, Quiet/Escape, and Sense of Place (Table 4.10)**

The categories of Quality of Life, Green Space, Quiet/Escape, and Sense of Place are all related topics. Many of the comments overlap and were placed in more than one category. These categories cover a range of values or benefits related to the psychological and physiological foundations of social well-being. Several NPS units were acknowledged to contribute much to the quality of life of the community (13). This contribution to quality of life may be an asset used to attract industry (Petersburg NB) or may not be important to industrial relocation (Fredericksburg and Spotsylvania NMP) (10,12). Many of the comments about quality of life included topics covered in other categories. For example, quality of life was often mentioned in conjunction

Table 4.10. Comments from the interviews in the Quality of Life, Green Space, Quiet/Escape, and Sense of Place categories.

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**National Park Service**

1. Sense of place is high especially among local residents. -BRP
2. Park provides green space for the apartments, condominiums, and military; "as long as the core areas remain historically managed, it's not bad to provide green space". -CNHP
3. Many visitors use the Park as an escape from where they are living, many visitors are within commuting distance. -GWBNM
4. Many people like the Park simply for its green space. -PNB
5. Park provides a relief from high tech, fast paced world as a place to sit by streams and relax. -PWFP

**Community (Chamber of Commerce and Local Government)**

6. People come here from Williamsburg as a quiet place. -COC,ACHNHP
  7. People enjoy the BRP for the quiet and escape; commuters will use BRP simply because of the chance to unwind from the day and see some pretty sights; they take the slower and less direct route. -GOV1,BRP
  8. Lived entire life in county; never thought of the Park not existing; "The parks were created when God created the earth". -GOV,BTWNM
  9. Sense of place and sense of pride of the area; a place where the land is not raped, provides a relaxing place, good for a nice drive going down the parkway; "it preserves green space", saves trees and waterways. -COC,CNHP
  10. Greatest asset of Park is quality of life enhancement; provides green space, history, place for a peaceful drive; Park not a factor in attracting industry to area; is a part of the quality of life, on the top of quality of life list. -COC,F&SNMP
  11. The Park serves as a place for recognition of where I am. -COC,MNBP
  12. When I bring in prospective businessmen I make certain to show them Appomattox Manor (part of PNB); it gives a different perspective of the city; large quality of life factor for Hopewell. -GOV2,PNB
  13. SNP is a "very, very large asset to the quality of life"; asset is so great that is not measurable. -GOV7,SNP
-

with those parks providing the asset of green space (10).

The category of Green Space included comments about 3 NPS units (2,4,9,10). All the community groups around Colonial NHP and Fredericksburg and Spotsylvania NMP value these parks for providing green space to their community. Both of these parks are located in urban areas. The contributions of green space are connected with preservation from development and with providing escape and a sense of place. In the literature review, I presented Driver et al.'s (1978) list of psychological benefits of green space. Comments here and elsewhere specifically matched 6 of these benefits, including exercise, resting, teaching others, personal and social value, freedom and independence, and escape.

The value of NPS units for Quiet and Escape was a contribution mentioned by 8 NPS units. Five of these units are located in urban areas: Blue Ridge Parkway, Colonial NHP, Fredericksburg and Spotsylvania NMP, Manassas NBP, and Prince William Forest Park. The quiet and escape value for the Blue Ridge Parkway was mentioned by a community group in Roanoke. The quiet and escape contribution includes the value to commuters who use NPS roads to provide relaxation between work and home (7,9). Ulrich (1974) found a similar result when studying the travel routes of shoppers. Slightly more than half of shoppers chose a slower, scenic parkway route over a faster, interstate route because the parkway was more aesthetically pleasing. Appomattox Court House NHP and George Washington Birthplace NM are rural parks within traveling distance of urban people (6,3). Shenandoah NP is adjacent to both urban and rural landscapes. The enhanced values of green space and escape are likely due to the pressures of urbanization (5).

Comments related to the Sense of Place category may not have used those words but the meaning was interpreted as being a contribution to sense of place. The definitions and meanings associated with sense of place were described in Chapter 2. NPS units' contributions to sense of place also included Quality of Life, Green Space, and Quiet and Escape. The comments in this category reflected how an NPS unit

provides meaning and identity for a community (1,11). "Pride" was used several times in connection with NPS units (9). Representatives of the local governments around Booker T. Washington NM, George Washington Birthplace NM, and Colonial NHP commented on the permanence of the NPS units as a part of the community (8). One newspaper clipping about Cumberland Gap NHP identified a sense of place for a Texas rancher who "drove 1300 miles...to show his grandsons the spot where their great-great-grandfather cursed the 'damn Yankees' and vowed that someday his descendants would do the same" (Daily News, 8-17-90, page 1).

The recognition of less tangible values such as quality of life, green space, quiet and escape, and sense of place is important in understanding the public's full range of values. The results of this study show how many of these values are derived from NPS units in Virginia.

#### **Recreation and Exercise (Table 4.11)**

Comments in the Recreation category show the potential tension between recreation and preservation. This issue is constantly discussed within the NPS. The term "recreation" in this category refers mainly to active recreation or sport-type activities such as kite flying, frisbee throwing, and bicycling, but not relaxation which is covered under Quiet and Escape. Attitudes about recreation vary. Comments in this category are from cultural and historical parks where the tension is the highest. One exception, Prince William Forest Park, is a natural park where tensions also exist between active recreation and passive recreation (3). Some NPS units tightly restrict active recreation while others allow it within certain bounds (1,2,3). Recreation becomes a problem when it interferes with preservation. At larger NPS units, some areas have been designated for recreation. At other, smaller units, recreation is restricted because it interferes with the preservation of the resource. The attitudes of the community also vary from being supportive of recreation restrictions to wanting more recreational opportunities (4,5,6,7). A unique observation by the NPS at

Table 4.11. Comments from the interviews in the Recreation and Exercise categories.

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**National Park Service**

1. Not much of a problem with sporting activities; not near a metropolitan area; "I'm a purist and don't think those things should occur here"; local people like to come walk at night. -ACHNHP
2. Recreationists are "the people who use the Park the most are contacted the least unless they are arrested"; kite flying, etc. are problems in certain areas, most are not intrusive to the visitor, do not try and curb recreation unless it occurs frequently; "you name it and we have it, and if we do not it is because no one has ever thought of it; I half expect to see someone jumping off the visitor center in a hang glider some day"; many walk-a-thons, running events, bike racing throughout Park, try to accommodate their needs, previously to this influx of exercising activity had extensive vandalism, infrequent now. -CNHP
3. Sees recreation divided into passive or no impact recreation and active or impacted area recreation; have test lanes for bicycles only, used by exercise and sport cyclist. -PWFP

**Community (Chamber of Commerce and Local Government)**

4. Thinks NPS has a good mission of preservation, "doing the right thing" by having a mission of preservation and conservation; jogging trails do not add to the Park, recreation and historic preservation do not mix well; plenty of other places for recreation. -GOV2,F&SNMP
  5. Some look at MNBP and can not believe how many restrictions on land use; can turn that around and say that Prince William CO. is unique because of Battlefield. -COC,MNBP
  6. Problem of restrictions of use in Park, i.e. can only do certain things: picnic, frisbee, etc in designated areas; "it's a great Park but you can't do anything there." -COC,MNBP
  7. Until an entrance fee began to be charged the Park had the feel of an urban park, that changed and its "rather sad" that the Park is not more available for recreation; could provide much more than just history; Park used extensively for jogging, exercise walking, many come in the back way to the Park and avoid the fee. -GOV1,PNB
  8. Many people use the area for running and biking; bicycling use (can ride a bike there without getting run over). -GOV,PWFP
-

Colonial NHP is that recreationists are the most abundant, but least contacted users of the unit (2). This demonstrates the focus of the NPS on cultural and historical resources. The conflict between preservation and recreational use needs special attention by the NPS. Currently, the management philosophies of each individual NPS unit dictate how recreation is to be controlled. Effective solutions should be shared between the NPS units.

One specific recreation use of NPS units is for exercise. Fitness-conscious residents find the NPS units ideal for exercise because of extensive paved roads with little traffic. Walking, jogging, and bicycling are the most common forms of exercise (1,2). Some NPS units merely acknowledge the presence of these users while other units actively support such activities. Colonial NHP sponsors organized walking, running, and cycling events (2). In Prince William Forest Park, one lane of the road is designated for cyclists (3). An advantage of this community use is the deterrent on crime within the NPS unit. As a result of many of these users entering the units after hours, vandalism and other crime has decreased (Colonial NHP, and Petersburg NB - see Table 4.17).

#### **Quality Related to the National Park Service (Table 4.12)**

The comments in this section are few but raise an interesting value associated with the NPS. Individuals with four different NPS units remarked how people attach a high level of quality to the NPS (Blue Ridge Parkway, Booker T. Washington NM, George Washington Birthplace NM, and Richmond NBP). The quality associated with the NPS is from previous experiences at other NPS units and a realization of a consistency in management or management style of the units. This quality is the reason some visitors may stop at any NPS unit. These visitors know that they can find certain attributes at any NPS unit. This quality related to the NPS also affects community interaction. The respect for an NPS unit may include the quality of facilities, management style, or knowledge.

**Table 4.12. Comments from the interviews in the Quality Related to the NPS category.**

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**National Park Service**

1. Many people visit BT just because it is a NPS unit; people are attracted because they like the set of ethics held by the NPS, they had good experiences with other NPS units and expect it at other sites, something special about NPS in people's minds. -BTWNM
2. Many people come because they see that it is a NPS operation; they know they can expect certain things going on all year long. -GWBNM
3. Many people visit the Park because they see the NPS sign on the highway or are in route to or from Williamsburg. -RNBP

**Community (Chamber of Commerce and Local Government)**

4. The fact that it is a NPS unit makes a difference in the quality of the road; new visitor center will have both public and private cooperation including NPS, they want it to look like a NPS facility because that means it will be "done correctly". -GOV1,BRP
  5. Many focus on the fact that it is a NPS operation; they see the shield and want to stop because they know it is a NPS site. -GOV1,RNBP
-



### **Resources (Table 4.13)**

Comments in this category are specific to each NPS unit. They describe some of the resources and events that attract visitors. The types of comments do not have many common themes across the NPS units. The comments about cultural and historical units (Booker T. Washington NM, Colonial NHP, Fredericksburg and Spotsylvania NMP, George Washington Birthplace NM, Manassas NMP, and Richmond NBP) are about the history that is preserved, how that history is interpreted, and special events (3,4,5,8). The comments about the natural parks (Assateague Island NS, Blue Ridge Parkway, Cumberland Gap NHP, Prince William Forest Park, Shenandoah NP) relate to the diversity of resources and associated activities (1,2,6,7).

### **Interactions Between the NPS and Community, and Volunteers (Table 4.14)**

An important aspect of community values is how well the community and the NPS interact. The comments were grouped as "positive" interactions and "little or poor" interactions and summarized in Fig. 4.12. This table is used only as an introduction to this category. The potentially useful information lies in what the NPS and communities said about the interactions. The comments falling into the "positive" group range from lengthy discussions about the amount of interaction to simple responses about the existence interactions. The comments in the "little or poor" group range from little interaction acknowledged without an associated negative attitude to discussion and examples of the negative impacts of no interaction. For 6 of the NPS units, the NPS and community acknowledged good interaction (BRP, CNHP, F&SNMP, GWBNM, MNBP, PNB). For GWBNM, MNBP, and PNB only 1 representative of the community was interviewed or made comments about interactions. The community had a mixed response for 4 NPS units (AINS, CGNHP, RNBP, SNP). This occurred when the chamber of commerce and local government responded differently, or when more than one representative of each community was

Table 4.13. Comments from the interviews in the Resources category.

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**National Park Service**

1. Parkway provides has a wide diversity of resources, "a little bit of everything"; possibly will be expand horse trails; some living history programs and other special events; activities occur at Visitor centers located in each of 4 districts: James River, Peaks of Otter, Roanoke, Rocky Knob. -BRP
2. Extensive Living History programs; Moore House (where surrender plans were drawn up) is furnished and with actors; Nelson House has no furniture but uses actors; would have security problem if had furniture. -CNHP
3. Wilderness great asset, it is not official wilderness but managed as such, can be reached within a day; Endangered Species - Indiana Bat - winter habitat, Black-sided Dace, critical habitat for Peregrine Falcon (cliffs), and others. -CGNHP
4. GWBNM first site of cultural restoration of a national monument. -GWBNM
5. Main draw of the Park is civil war history; there is a lot of interest in civil war history. -MNBP
6. Cultural aspects of the Park are not as important but receive most of the funding because they are high profile and the evidence of need and restoration is obvious; new studies being considered for neotropical migrant birds; best way to experience the Park is outside of your car, most people do not realize this; many endangered species: whorl begonia, red-shouldered hawk, diana butterfly. -PWFP

**Community (Chamber of Commerce and Local Government)**

7. Biggest attractions of BRP are the fall leaves and the wildflowers; need for higher quality camping along BRP, many people call asking about camping information; conventioners coming to Roanoke want to come when the leaves are changing. -COC1,BRP
  8. Many living history programs; interpreters make history come alive; Jamestown also has some Indian Heritage. -COC,CNHP
  9. Park was built for preservation of nature not built for people and should not be developed; 90% of Park preserved for natural areas. -GOV2,SNP
-

Table 4.14. Comments from the interviews in the Interactions Between the NPS and Community and Volunteers category.

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**National Park Service**

1. Cooperate with local parks, cities, and other recreation group for joint activities and to lend expertise. -BRP
2. Superintendent, and others active in community: sit on several boards, YMCA, Rotary, new city museum, Orange County Board, Historic Fredericksburg Foundation, planning committee meetings; receive many invitations from local government and private groups requesting their involvement; Fredericksburg is a small town so people get to know you quickly. -F&SNMP
3. The Park "must be part of the community" we can not be an island; NPS cannot operate in a vacuum. -NPS,MNBP
4. NPS works with city tourism interests and historic societies; good relationship with the City and Counties; helped restore a small fort area for the City of Hopewell; let Hopewell have a special patriotic event (stage, fireworks, etc. BIG) for 75th anniv. - PNB
5. Plan to get General Management Plan published, 100 copies, and have staff go door to door of adjacent houses, tell them about the public meetings and giving them a copy of the GMP; tried to write one the public could read. -PWFP
6. 100 people in volunteer group at Park, some of those are high ranking officials, attorneys; people are proud of the things that happen at the Park. -NPS,GWBNM

**Community (Chamber of Commerce and Local Government)**

**POSITIVE INTERACTION**

7. Sees their working relationship as "hand in glove"; NPS sees development as inevitable and they want to be a part of it to have some control; communications between County and NPS have been good, previously each operated in a vacuum. -GOV2,BRP
8. Did joint pamphlet publication with County and State, NPS requested to be included and paid part of the cost; employees do not join civic organizations, not as cooperative as they could be. -GOV1,CNHP
9. Good community involvement with 200 year anniversary of surrender celebration; NPS gave program to 30 Chamber of Commerce people to show them what the Park is about, will do again next year; "the NPS are players with us in the community". -CNHP

Table 4.14. (continued)

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10. Park is part of the community; NPS been positive in diffusing problems arising in community, they deal with problems up front, do not attempt to hid things; Park land is sacred ground, he said that may sound sarcastic but it is the truth. -GOV1,F&SNMP
11. Constant communication, strong interaction, good relations with NPS officials; NPS recently amended their General Management Plan with the full cooperation with the city and community planning; the NPS and city are "sitting in each other's pockets" not "looking over each other's shoulders". -GOV2,PNB

#### POOR OR LITTLE INTERACTION

12. County does not have much interaction with the Park and does not really care anything about the Park. -GOV,ACHNHP
  13. Many people wonder why BT does not participate more; no resentment of BT, just disappointment by citizens. -COC,BTWNM
  14. Park has poor communication relationship with County, they need that communication in order to flourish; Park has a selfish, introverted management style that scoffs at Lee Co. and will not help them; admitted that the county government and the Park are at fault for lack of cooperation. -GOV,CGNHP
  15. Henrico Co. has a sound parks and recreation program and open space program; do not need the federal government; County has not made much effort to work with RNBP and RNBP not made effort to work with County; local citizens feel this animosity toward RNBP, great fear of expansion. -GOV2,RNBP
  16. About perceptions of the Park, "it depends on who you talk to"; majority of the people co-exist with the Park, secondly are those who benefit from the Park because of employment, the smallest group are those that feel threatened by the Park; majority of the people understand and accept the Park; not a lot of interaction; problem that they are up on the mountain and the citizens are down in the valley. -GOV2,SNP
-

NPS Units	INTERACTIONS		
	NPS	GOV	COC
ACHNHP	+	-	-
AINS	n	-	+
ANST	n	n	n/a
BRP	+	+	+
BTWNM	n	-	-
CGNHP	+	-	+
CNHP	+	+	+
F&SNMP	+	+	+
GWBNM	+	+	n/a
MNBP	+	n	+
PNB	+	+	n/a
PWFP	+	-	-
RNBP	+	+/-	+
SNP	+	+/-	+/-

+ Indicates comments about positive NPS/community interaction.

- Indicates comments about poor or little NPS/community interaction.

+/- Indicates comments about both positive and poor or little NPS/community interaction. This occurred when more than one representative for a group was interviewed.

n Indicates no comments were made about NPS/community interaction.

n/a Indicates no interview.

**Fig. 4.12. Summary of comments about interactions between the NPS and community for the 14 NPS units (name abbreviations in Table 4.1).**

interviewed. For 2 of the NPS units, the NPS and community were opposite in their perceptions of interactions (ACHNHP, PWFP). The community of BTWNNM perceived poor or little interaction. One group at BTWNNM and PWFP (GOV for BTWNNM and COC for PWFP) did not view a lack of interaction as being a negative condition.

The range of comments about interactions included perceptions of interactions of the NPS with the specific groups we interviewed and with the local communities in general. Some NPS personnel cooperatively plan with the local governments and are members of the chambers of commerce (1,2,10). NPS personnel are active in the local community through civic groups and through educational presentations at schools and other community groups (2). The educational value was discussed previously. Several NPS units actively seek local input into the development of management plans (5,11). NPS units often support and co-host special events (4,9). Some communities use the NPS as a source of knowledge about their history and request NPS assistance when conducting historical preservation outside of NPS property (4).

Local governments and chambers of commerce in several communities mentioned a shift in NPS attitude toward public relations from being closed-minded to being more aware and interested in the public's opinion (7). There is a potential for better interaction (8). However, a myopic management style was still perceived by some community groups (14). Some groups wanted more interaction, including a better exchange of information and participation by the NPS in tourism activities (13). Other groups acknowledged the poor interaction, but were not inclined to see it improved (12,15,16). As the previous examples indicate, no all-inclusive statement can be made about the interactions or public relations between the NPS and community. A perception from these comments is that some NPS units are very active while others have little or poor interaction.

The category of Volunteer comments is directly connected with the Interactions category. One way the community interacts with the NPS units is by

volunteering for work and service on or for the NPS unit. Volunteers serve as interpreters, historians and maintenance assistants (6).

### **Visitation (Table 4.15)**

The comments about visitation are about the types and numbers of visitors to NPS units in Virginia. This category is further split into comments about local visitation, visitation due to the NPS name, and general comments about visitation.

In general, local residents use NPS units differently from other visitors. Generally, local residents make up a smaller percentage of the visitors than those from out-of-town, and visit for specific purposes. A major use by local residents of the NPS units is a place to take visiting friends and relatives (4,5,6). At least 1 interviewed group mentioned this in reference to each of 6 parks (Appomattox Court House NBP, Assateague Island NS, Blue Ridge Parkway, Colonial NHP, Manassas NBP, and Petersburg NB). Special events at NPS units attract a high percentage of local residents (5,9). Local residents also use the units for picnicking (6).

Four comments about 3 NPS units focus on name recognition of the NPS (Booker T. Washington NM, George Washington Birthplace NM, and Richmond NBP) (3,8). These comments are also common to those in the category of Quality Related to the NPS. People have a certain level of expectation associated with NPS units because of previous experience at other units. The NPS sign and emblem on the roadside cause some people to make a special effort to visit the unit. Ashby (1978) recognized symbolic value as a distinct type of value.

General comments about visitation include several topics specific to individual NPS units (1). Comments in reference to 7 NPS units indicated that some units are not generally a primary destination but typically a part of multiple destination trips (Blue Ridge Parkway, Booker T. Washington NM, Cumberland Gap NHP, Colonial NHP, George Washington Birthplace NM, Petersburg NB and Shenandoah NP) (7).

Table 4.15. Comments from the interviews in the Visitation category.

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### **National Park Service**

1. Park is in an out-of-the-way place and visitors who come to the Park are interested in the history involved with the Civil War; people have to make plans to get to the Park; very few just drop by. -ACHNHP
2. Those who visit F&SNMP are those who plan a trip to come to the area, not those who see the signs along the highway and stop; visitors are not in a big hurry, spend a day or two, audio tape guided tours are frequently used which last 2 or 4 hours. -F&SNMP
3. Many people come because they see that it is a NPS operation, they know they can expect certain things going on all year long; largest number of visitors are passing, Park is not a destination but a stop along the way; high number of repeat visitors. -GWBNM
4. Locals bring their visiting relatives to the Park; especially occurs during holidays when they need to get out of the house; Park serves as an oasis for local people; PNB is a primary visitor draw for the area; it is a place where people can connect the historical events and sites they have heard about with actual places. -PNB

### **Community (Chamber of Commerce and Local Government)**

5. Park is a place where locals take their out-of-town guests and relatives, college students take friends to the Park, locals often go to the Park at Christmas time for the special festivities. -COC,ACHNHP
  6. 2.7 million people come through the area on the BRP; families looking for things to do besides just drive along the Parkway, they want to go at a slow pace, take their time and do not mind going out of their way to see something, Local residents use the BRP for picnics, to take a break, and to take out-of-town guests. -GOV1,BRP
  7. Most people coming to Petersburg are only stopping by, i.e., secondary tourist attraction going to Williamsburg, Mount Vernon area, Civil War buffs are the only primary destination visitors; when people visit the city they spend more time than they think. -GOV1,PNB
  8. Many focus on the fact that it is a NPS operation, they see the shield and want to stop because they know it is a NPS site; place to just go and have a picnic. -GOV1,RNBP
  9. Locals use the Park on one day, short trips; things that attract locals: Camp Hoover, nature hikes, Big Meadows; afternoon field trips; interpretation provided by rangers. -GOV2,SNP
-



The time visitors spend in an NPS unit varies from 1 or 2 hours (George Washington Birthplace NM) to a few days (Fredericksburg and Spotsylvania NMP) (2).

### **Mission (Table 4.16)**

The comments in this category concern the various missions of NPS units, both by the NPS and those perceived by the community. These comments are not details or quotes from legislative statements, but rather thoughts and attitudes relative to the individual mission of an NPS unit. Each NPS unit is unique and few common themes arose. Similar comments from NPS personnel at Booker T. Washington NM and Richmond NBP indicated that natural resources are not relevant to the missions of those units (2,5).

The preservation mission of the NPS as an agency has served well to protect unique areas (1,7). However, the challenges to this single mission are increasing due to 2 factors: increasing population and lack of places for other related pursuits. Some NPS units visited in this study have a firm stance on their preservation of history while others realize the need to accommodate other interests (3,4,8). This balance between unwavering preservation and multiple use management will become more challenging as the public demands more benefits and input into the planning process.

### **Low Budget, Entrance Fee, Mowing/Wildflowers, and Vandalism (Table 4.17)**

These 4 categories did not receive many comments, but are pertinent to the relationship between the NPS and the community. As with many public, natural resource agencies, funding has not kept pace with the apparent financial needs of the NPS (1). Two of the communities voiced their awareness of budget challenges (2,3).

One way the NPS has increased revenues is through entrance fees, which have brought a negative reaction from some of the communities (5,7). Some do not understand why there should be a fee since it is public land (4). Two NPS personnel (Petersburg NB and Prince William Forest Park) observed that initiating an entrance

Table 4.16. Comments from the interviews in the Mission category.

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**National Park Service**

1. Attempt to preserve the "trail experience": views, historic sites, farms, old buildings, mills, etc.; purpose of trail is not for guided walks and formal information but for individual exploration, provided for people to do their own thing. -ANST
2. Mission of BTWNM: preserve the sites, smells and sounds of Booker T. Washington; mission of NPS to preserve cultural, natural, and archeological places and give them back to the public; BTWNM is the fabric of Booker T.'s life; "fabric of life experiences" are preserved; natural resources totally irrelevant. -BTWNM
3. The Park's mandate is historical preservation, yet recreation use is probably one of the biggest categories. -CNHP
4. The Service in National Park Service means that people who come to the parks need to be served; adds greatly to the community. -GWBNM
5. Richmond area has a continuing job of preserving battlefields; <2% are preserved in the Richmond area; active in the preservation and purchase of sites is the American Society for the Preservation of Civil War Sites; do not want natural resources of Park to become a big deal. -RNBP

**Community (Chamber of Commerce and Local Government)**

6. Park gives a certain slant of history, i.e. history is portrayed as non-confrontational as possible, not making good guys or bad guys of either the Federals or the Confederates; some people in the county do not like that. -GOV,ACHNHP
  7. Wildlife habitat, preservation, is what it's all about; can not have such great interpretive service and educational service without the natural resource. -COC,AINS
  8. Thinks NPS has a good mission of preservation, in reference to not allowing weddings and glad they do not; thinks that F&SNMP is "doing the right thing" by having a mission of preservation and conservation; jogging trails do not add to the Park, some feel 10K races should be held through Park; Park has meaning for what is memorialized and should not be mixed up with other recreational pursuits, recreation and historic preservation do not mix well, plenty of other places for recreation and at places like Shenandoah National Park it is appropriate. -GOV2,F&SNMP
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Table 4.17. Comments from the interviews in the Low budget, Entrance Fee, Mowing/Wildflowers, and Vandalism categories.

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**Low Budget**

1. BRP puts up a good front of facilities, programs, etc. but old infrastructure and becoming a problem. -NPS,BRP
2. Frustrating that they have no money for restoration because have thousands of artifacts that they cannot display because of the need for money to restore and display. -GOV1,CNHP
3. Would hate to see any funding or employment cuts at Colonial. -COC,CNHP

**Entrance Fee**

4. Do not think they should charge, like taxing our taxes. -GOV,AINS
5. Visitor entrance fee not paid by all; if all those who visited the Park paid the fee it would generate \$1/2 million, right now only \$90,000 of which Park only gets \$20,000. -NPS,MNBP
6. When they began to charge a gate fee were surprised that it did not keep many of the local people away, some locals do not like the fee but others like it because it keeps out the local "rif-raf"; when the fee was instituted visitation actually increased, cleanliness of facilities became better - less trash. -NPS,PNB
7. Until an entrance fee began to be charged the Park had the feel of an urban park, that changed and it's "rather sad" that the Park is not more available for recreation; could provide much more than just history. -GOV1,PNB

**Mowing/Wildflowers**

8. Wildflowers improved by reduced mowing policy, people like the more natural habitat with the wildflowers. -NPS,SNP
9. Policy of not mowing headquarters brought some outcry, people have a concept that parks should be neat and clean. -GOV2,SNP

**Vandalism**

10. Very low vandalism problems and litter is not a problem. -NPS,ACHNHP
  11. Dinwiddie Co. has formed a Park Watch for Five Forks Unit to patrol the area, previously found cocaine paraphernalia but do not any longer; NPS not concerned about people entering Park from Fort Lee and not paying fee, they are great for Park Service because they will report anything that is wrong; they watch out for the Park. -NPS,PNB
-

fee only kept out local residents who used the park to "hang out" (6).

One result of budget constraints is a change in mowing practices at some NPS units. This has brought a negative reaction from some whose concept of an NPS unit is of it being neat and trim (9). The Blue Ridge Parkway and Shenandoah NP use wildflowers as a substitute for manicured grass areas (8).

Vandalism and other crimes were not mentioned as a major problem at any of the NPS units (10). A unique deterrent to crime activity appears to be the use of the NPS units for physical fitness (11).

### **Other (Table 4.18)**

Some of the comments could not easily be categorized but may provide useful information. These comments have no apparent common themes and are listed in Appendix C with example comments in Table 4.18.

### **Summary**

The results of the interviews provide an abundance of qualitative information about the community or social values of NPS units in Virginia. The majority of these social values are use values, as discussed in the literature review (Ashby 1978, Brown 1984, Pearce and Turner 1990). Monetary or financial values (Ashby 1978, Pearce and Turner 1990) are directly evident through local business support and property values. Symbolic value (Ashby 1978) is found in the NPS as an organization. It is important for the NPS to recognize that their standards as an organization are valued by people outside the agency. Maintaining the image of the agency should be important to management. The option and existence values (Pearce and Turner 1990) are less evident in the comments but are present in comments on topics such as buffers to development.

Table 4.18. Comments from the interviews in the Other category.

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**National Park Service**

1. SNP is much different than other NPS units in VA by size and magnitude, SNP in top 10 in size in the country, top 5 or 6 in budget. -SNP
2. NPS encourages things to increase visitation but problem of uncontrolled growth with loss of aesthetic quality; problem of historic preservation with trees that did not exist during Civil War; would like to cut them down but 7500 acres which would create public and political problems. -MNBP

**Community (Chamber of Commerce and Local Government)**

3. Have a very difficult job to balance desires of people and the needs to preserve the resource, it does not do any good to preserve things if people cannot see it or use it; why have beautiful Park if it cannot be used, if you can see it then it is not important. -COC,AINS
  4. Recently, the battlefield at Bloody Angle was made to appear as it was during the battle, this involved clearing the land of mature oaks and poplars, caused some uproar at first but it has blown over and it has made a big difference in envisioning what actually occurred on the battlefield. -GOV1,F&SNMP
  5. Richmond needs to base its future on its history, in order to survive as an urban city in the future it must have an identity and that identity should be through its history; would like to see more land under NPS control to save something for future generations. -GOV1,RNBP
  6. Some frustration with concessions; Rangers love their jobs and care about the Park and the visitors who come, to the concessions employees it is just a job; feels that the concessions detract from the friendly Park experience. -COC3,SNP
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## **NEWSPAPER ARTICLES**

The review of the collections of newspaper clippings provided a general knowledge of NPS related topics that are printed by the media. As previously discussed in Chapter 3, no quantitative analysis was justified because of inconsistencies in the collections. Collections of newspaper articles were reviewed at 12 NPS units for the years from 1990 to the present. Although some collections were more extensive, these years were chosen to provide a recent media perspective. The area office of the Blue Ridge Parkway and the regional office of the Appalachian Trail Club did not have any collections of clippings. Many of the articles reviewed at the 12 NPS units were general descriptions, announcements, and special events of a particular unit. Some NPS units also kept collections of news releases which were the sources of information for some of these articles. The frequency of these articles may indicate that these topics are important to the media and the readers of those papers. The importance of special events to local residents was also found in the analysis of the comments from the interviews.

Other article topics common to some of the NPS units were NPS interactions in the community, community involvement with the NPS unit, visitation numbers, and adjacent land issues. Re-enactments were the subject of articles in 4 of the cultural and historical parks. There were not many articles about conflicts or criticisms of the NPS by the community.

## CHAPTER 5. CONCLUSIONS

Interviews of groups associated with NPS units were used to assess community values. Using personal interviews provided higher quality information than mailed surveys and telephone interviews. One reason for conducting telephone interviews and using mailed surveys was to compare quality of results with those of personal interviews. Personal or face-to-face interviews guaranteed 100% completion of the survey. Clarification provided during the completion of the survey ensured that the interviewee understood the survey. The comments from the personal interviews provided more information than the telephone interviews. Since the interviews were not structured with narrow questions but with discussion, being face-to-face with the interviewee elicited more information than telephone interviews. Non-verbal communication was an additional advantage of the personal interview.

Another asset of the personal interview was having 2 people to collect the information. The presence of 2 interviewers allowed 1 person to be visually focused on the interviewee and 1 to make notes about the conversation. With just 1 interviewer, some information was probably lost due to the inability of that person to be attentive to the interviewee and take sufficient notes. Future applications of this methodology should involve face-to-face interviews as much as possible to provide higher quality information.

The survey contained an adequate list of the range of services and contributions provided by NPS units in Virginia. Few items were added to the list presented to the interviewees. The majority of the items in the survey are traditional, tangible benefits. However, the comments of the interviewees revealed some less tangible contributions such as green space and the opportunity for escape. Future surveys should include some of these psychological benefits which were common in the comments of the interviews.

Both the surveys and the comments of the interviewees provided useful

information about types and levels of importance for community values associated with NPS units. The types of community values vary widely from those that are well-defined such as preservation of a historical site or local business generated by tourists to NPS units, to those values that are not distinct such as providing identity to a geographic area or providing a place for relaxation.

In both the survey and the interview comments, education was highly valued. Education was perceived as a major mission of the NPS and of high importance to the community. However, the survey indicated that the NPS perceives the importance of education differently from the community. The higher importance of the NPS for education and cultural/historical preservation may demonstrate a need for the NPS as a public agency to communicate more effectively with the community. However, the comments in interviews did not provide a distinct difference in the perception of education between the NPS and community.

The NPS and community perceive economic value differently. The survey indicated that the community, especially the COC, valued economics more than the NPS. This same conclusion is drawn from the interview comments. The NPS needs to acknowledge and understand its role in economic contributions.

Synthesizing these results involves differentiating between the survey and the interview comments, then combining the related items. From the survey, the values of education and cultural and historical preservation were very high while those of active recreation and social activities were low for all respondents, personnel of NPS units and people from the community. Additional results from the interview comments suggest that community values exist which are not necessarily a part of the NPS mission. Some of these values included the unit influences on adjacent lands, economic benefits, psychological benefits, and the value of interaction of the community with the NPS unit. The newspaper articles merely confirmed that the areas were useful for or had value for special events.

A surprise from the interview comments was the absence of an ecological or



biodiversity category of comments. In an era of environmental awareness, lack of these types of comments indicate that NPS units in Virginia are not recognized as providing this type of resource. This result may be a factor of the sampling scheme, since I only interviewed the local government and chamber of commerce in the community. However, it may also indicate that local issues concerning local citizens around NPS units do not include environmental issues.

Overall, the people of the communities associated with NPS units in Virginia have a positive perception of NPS units and value many of the same services and contributions as the NPS.

The differences between the importance values of the 8 categories perceived by the GOV and COC were small. The differences were also small for the importance values on the list of the 57 services and contributions. Only 4 of the 57 differences between the COC and GOV responses were substantially different.

All 3 interview groups agreed that the categories of Education, Cultural/Historical, Nature-Small and Large Scale, Recreation-Nature Oriented, and Economic were important services and contributions of the NPS units. All do not agree on the importance value of these. Notable differences were found in the Education, Cultural/Historical, and Economic categories. Differences in the other categories were not distinct. This is an important outcome of this study for it provides a new, clear basis for naming the so-called community values of parks, thereby providing a template for quantifying these values. This is a nominal assessment. I made limited further assessment of relative importance of these taxa.

The hypothesis presented in Chapter 3 (page 47) - there is no difference in the valuation of all items, all categories, or all groups - was rejected for all the components of comparison. This rejection was based on the findings of substantial differences (greater than the eightieth percentile and greater than 10%) in at least some of the comparisons within each component of the hypothesis.

The variation in types of NPS units in Virginia confounded the precision of the

importance value for the services and contributions. This was evident when the cultural and historical parks were compared with the natural parks. The differences between these types of parks were substantial for both the NPS and the community in all categories except Economic.

## CHAPTER 6. DISCUSSION

### EVALUATION OF THE METHODOLOGY

#### Qualitative research

This chapter emphasizes the third objective of the thesis but other observations are made. After design and application, evaluation and revisions are essential steps in the process of developing methodology. The qualitative research methodology emphasized understanding rather than quantifying community values. Quantification was used where appropriate to enhance understanding. In the following paragraph, I critique my work in relation to Tesch's (1990) list of 10 characteristics of qualitative research (p. 27).

I began analyzing comments made by respondents immediately after each interview was completed. The comments were systematically categorized. These procedures matched the first and second of Tesch's characteristics. The format of the interviews was modified slightly after the first 2 interviews. These modifications were appropriate according to Tesch's third characteristic. Categories to segment the data were first created within the comments of each interview and changed as different interviewees provided different information. Later analyses generated categories into which the comments from all the interviews could be placed. These categories were developed directly from the data. This process agrees with Tesch's characteristics 4, 5, and 7. The sixth characteristic is using comparison. Both the survey and the interview comments were compared for differences between the topics discussed and perceptions between the three groups that were interviewed. The eighth, ninth, and tenth of Tesch's characteristics encompass the general nature of this study. This study did not use established scientific procedures to gain results, but allowed the study to determine the appropriate procedure.

## **Interviews**

The results from the case study cannot be extrapolated directly to NPS units elsewhere but may provide an essential first step in better understanding social values connected with these units. Evaluation of the methodology and case study centers on two questions: Did we ask the right people?, and Did we ask the right questions?

The highest quality contacts with the local government were through county administrators. Their perspectives included an encompassing view of the community and how the NPS unit fit into the community. The perspectives of representatives in departments of tourism and economic development were not necessarily as broad as those of county administrators. These representatives provided much information about the influences of NPS units on tourism and the economy but probably did not have an equivalent perspective on social values such as land use and education.

Chamber of commerce representatives were interviewed for their business, tourism, and quality of life interests for the community. This type of information was provided except in places where the chamber of commerce was divided into a chamber which focused strictly on business interests, and a convention and visitors bureau which focused strictly on tourism interests. This dichotomy did not provide a broad-based perspective. Future applications of this methodology should initiate interviewing representatives from both groups to balance the perspective of chambers of commerce in other locations which address both issues.

The levels of analysis can be conceptualized as a matrix of the different levels. The NPS units were divided into 2 levels: cultural/historical parks and natural parks. The groups interviews were of 3 levels: NPS, GOV, and COC. These levels of types of parks and interview groups were analyzed across 8 categories or levels of services and contributions. The resulting matrix is 2x3x8 and contains 48 cells of analysis. This delineation may help the NPS understand the complexity of community values and help direct further research. Grouping of these levels to reduce the size of the matrix would potentially lead to incomplete consideration of relevant information

about community values.

Future applications of the methodology should consider interviewing civic groups (e.g., Rotary, Lions, PTA) to enhance the perspectives of the local government and chamber of commerce. These civic groups would be concerned about community welfare on a smaller scale than the other groups. This perspective would provide a private viewpoint not necessarily linked to economic concerns but with a community's general well-being in mind.

## Survey

The advantages of using interval data over ordinal or categorical data (Chapter 3) were important only for the use of statistical testing to compare the differences in responses. In the results (Chapter 4) I explained how small sample size and non-normal distribution of the responses made statistical testing inappropriate. Since statistical testing was not used, the differences between interval and ordinal data become unimportant. For this reason, future applications of the survey (to a similar sample size with similar expected response variability) may apply a categorical scale for the range of importance for estimating or expressing the importance of the 57 items on the Services and Contributions List.

However, the continuous scale for comparing the 8 categories should be used in the future, i.e., assigning 1 category a maximum value of 100 and relating the relative importance of all others to it. The alternative of simply ranking (sequentially, 1 to 8) the 8 categories provides less information than the continuous scale. Individual responses on a continuous scale typically have 2 or 3 categories clumped at high importance and others spread on the remainder of the scale. Simple ranking does not contain this information about relative importance.

In the results I discussed the averaging of multiple representatives within 1 group for an individual NPS unit. This gives equal weight to each unit regardless of size or location. Assuming that a non-response is equal to 0 or low importance is not

correct. An alternative is to average only those responses that indicated some level of importance. However, this also is incorrect. For example, one individual marked Nature Study of high importance but 2 others did not mark the item at all. Since there was only 1 response to average, the importance value to the COC would be based only on 1 response. This would indicate an incorrect high importance of Nature Study for the COC. A more conservative estimate of importance is achieved by using a consistent sample size of the number of individuals. This same reasoning was applied to the averaging of the responses for all combinations of the groups. Further studies could avoid this issue by using a scale or categories from "not important" to "highly important". However, this would require more effort from the individual completing the survey since an indication of importance would be required for each item. As in the case of most research techniques no single correct method exists. Future applications of this methodology need to be aware of this problem in choosing the data generating procedure. If this methodology were applied again, I would use a categorical scale for the 57 items on the List and use a continuous scale for the comparison of the 8 categories.

### **Interview Comments**

The comments from the interviews provided many insights to community values. Brief notes of comments during the interview and immediately documenting each interview were key to obtaining quality information. Categorizing the comments allowed summarization that can provide information for future research. For example, many comments indicated that educational opportunities were important for the community. Additional studies could further examine the benefits of NPS units to the educational process.

The open-ended discussions provided the opportunity to learn about management approaches at NPS units in Virginia. One of the most surprising observations from this research was the variability in management styles. The ways

that NPS personnel manage problems, seek solutions, and establish policy are different for each unit. Although each NPS unit is different, similar issues occur throughout the NPS in Virginia. For example, active recreation, urban effects, numbers of visitors, and financial constraints are all challenges common to NPS units in Virginia. The NPS, as an organization, benefits from the collaboration of managers in order to share ideas for meeting the challenges of managing these NPS units.

A drawback of using open-ended discussion is the inability to compare responses between interviewees. Future applications of this methodology may include a more focused list of questions about the 24 categories generated (Table 3.6) from this study. Specific questions could cover topic such as numbers of schools visiting the NPS unit, the ways to improve communication between the NPS and community, and the importance of the NPS unit for green space. Specific questions would allow for more accurate comparisons between the groups and better establish the specific values of NPS units.

### **Future Applications of the Methodology**

The original intent of this project was to develop a methodology useful for NPS as well as other agencies preserving cultural and natural landscapes. We believe such a methodology has been developed and can be applied in other states or regions that may have a different concentration of types of parks. For example, many NPS units in the western part of the United States are nature oriented. The methodology could still be applied with relatively small changes in the items on the Services and Contributions List. The preservation mission of the NPS is not as pervasive in other public land management agencies. However, this methodology can be useful for these public lands.

## **FURTHER RESEARCH**

The methodology developed generated many ideas and hypotheses for further research. Several of these ideas are discussed here within 4 topics: education, adjacent lands, urban/rural NPS units, and public interactions.

The educational value of NPS units was recognized by both the NPS and the community. On-site and to a lesser degree, off-site, NPS personnel interpret the culture, history, and nature of the NPS units to many children (e.g., 1600 in one summer, on-site, at Richmond NBP). The opportunities for education at NPS units are a top priority for many schools. Budget constraints seem to have required schools to limit field trips. However, Richmond NBP was the top priority for some schools and continues to be visited. Further research on this educational value could help the NPS better understand how it affects the educational process. Documenting this value could help justify increases in funding and personnel commitment to meet educational needs. Financial valuation could assist in quantifying part of this value.

Many of the comments during the interviews related to lands adjacent to NPS units. These lands affect NPS units through the visual effects of nearby structures. NPS units affect these lands through influencing development and attracting landowners. Further research on adjacent lands could clarify these effects. The University of Virginia is currently conducting a Related Lands Study which addresses many of these topics for Shenandoah NP. The use of economic valuation can assist in quantifying these effects. For example, the effects on property values could be quantified through the hedonic pricing method. This method examines property values at intervals of distance to estimate the effect of an item or unit on the value of nearby land units.

One part of this project examined the dichotomy between cultural or historical NPS units and natural units. Another dichotomy is urban units and rural units. This dichotomy was most apparent in comments about economic contributions and some of the intangible contributions such as quality of life, green space, and quiet or escape



opportunity. Further research on this dichotomy may provide more information to help the NPS understand these differences. This would add another dimension to the matrix discussed previously. The matrix would become 2(urban/rural parks) x 2(types of parks) x 3(interview groups) x 8(categories of services and contributions). This would result in a total of 96 distinctively different cells for analysis and comparison.

Both the NPS and the community made many comments about the kinds of interactions that occur between them. There is a wide variability in the amount and quality of interactions that occur between NPS personnel and the community. Further research in improving these interactions or in public relations could enhance the NPS's ability to communicate and understand the needs of the local communities. In the literature review I mentioned the increase in public participation topics in public land management. Further research could provide information on how the NPS can prepare for and incorporate public participation into its management scheme.

The 4 topics discussed here are examples of questions generated by using this methodology. The applications of the methodology for other NPS units or other agencies may generate different issues and topics relevant to those particular landscapes. The results of this type of methodology are not meant to be ends but beginnings for the development of more focused, hypothesis oriented studies.

As the NPS advances into the Twenty-first century, using social science research such as that reported in this thesis provides essential information to meet its management challenges. The goal of this thesis was to provide the NPS with a better understanding of community values. The host of community or social values associated with NPS units range from tangible values such as preserved history to more psychological values such as relaxation and sense of place.

This thesis has completed one cycle of the learning process presented in Fig. 1.1. The methodology was developed with several types of information about the variety of NPS units in Virginia. Evaluation provided feedback to improve the

methodology.

The concepts of social science, community values, and qualitative research enhance the development of complete natural resource management. These concepts are being used here and in other natural resource fields to understand better the full range of benefits from these resources. The lack of understanding and measurement of these social benefits has led to an unbalanced management emphasis on tangible benefits (Driver et al. 1978). The public values natural resources in ways that are not always tangible or easily measured. Hopefully this study will be a step toward a better understanding of these values. The NPS has recognized that they need this kind of information on the "perspectives from which visitors see and experience park resources" (National Park Service 1992:25) in order to make better management decisions.

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## APPENDIX A. INTERVIEW AND SURVEY PARTICIPANTS

NPS - National Park Service  
COC - Chamber of Commerce  
GOV - Local Government

1. Appalachian National Scenic Trail
  - NPS - Teresa Martinez, Assistant Regional Representative  
Appalachian Trail Club
  - GOV - Martha Short\*\*, Town Manager  
Town of Damascus
  
2. Appomattox Court House National Historical Park
  - NPS - Jon B. Montgomery, Superintendent
  - COC - Sarah Summers, Secretary and Steve Lawson  
Appomattox County Chamber of Commerce
  - GOV - Gordon L. Rice, Administrator  
Appomattox County
  
2. Assateague Island National Seashore
  - NPS - Larry Points\*, Chief of Interpretation
  - COC - Jacklyn Russ, Executive Secretary and Jim Bought, President  
Chincoteague Chamber of Commerce
  - GOV - Jack Adams, Purchasing Agent and Fiscal Manager  
Accomack County
  
3. Blue Ridge Parkway
  - NPS - Hoyt C. Rath, Assistant Chief Ranger
  - COC1 - Martha Mackey, Director  
Roanoke Valley Convention and Visitors Bureau
  - GOV1 - Joyce W. Waugh, Specialist  
Economic Development
  - COC2 - Darla Coppins\*\*, Executive Director  
Patrick Co. Chamber of Commerce
  - GOV2 - David Hoback, Administrator  
Patrick Co.
  - GOV3 - D. G. Austin\*\*, Administrator and Purchasing Agent  
Rockbridge County

3. Booker T. Washington National Monument
  - NPS - Mary Green-Victory, Superintendent  
Alice Hanawalt, Park Ranger Interpreter  
Lewis Rodgers, Chief Ranger
  - COC - Russ Merritt, Executive Director  
Franklin County Chamber of Commerce
  - GOV - Carolyn Furrow, Planning Director  
Franklin County
  
4. Colonial National Historical Park
  - NPS - James Haskett, Chief of Interpretation
  - COC - Robert W. Hershberger, Executive Vice President  
Williamsburg Area Chamber of Commerce
  - GOV1 - Sanford B. Wanner, Assistant County Administrator  
John McDonald, Financial Officer  
James City County
  - GOV2 - Daniel M. Stuck, Administrator  
John H. Carl, Jr., Public Information Officer  
York County
  
5. Cumberland Gap National Historical Park
  - NPS - Charles L. Vial, Superintendent
  - COC - Charles Cox, Planning Director,  
Industrial Development Authority  
Lee County Chamber of Commerce
  - GOV - Phill Gay, Jr., Administrator  
Lee County
  
6. Fredericksburg and Spotsylvania National Military Park
  - NPS - George Church, Assistant Superintendent
  - COC - Chip Cherry, President  
Fredericksburg Area Chamber of Commerce
  - GOV1- L. Kimball Payne, III, Administrator  
Spotsylvania County
  - GOV2- Joe Love Willis, Director  
Fredericksburg Department of Tourism

7. George Washington Birthplace National Monument
  - NPS - Dwight C. Storke, Jr., Superintendent
  - COC - Betty Trader\*\*, President  
Colonial Beach Chamber of Commerce
  - GOV - Karen Lewis, Administrator's Office  
Westmoreland County
  
8. Manassas National Battlefield Park
  - NPS - Kenneth A. Apschnikat, Superintendent  
Margaret D. Porterfield, Administrator  
Prince William County Conference and Visitors Bureau
  - COC - Mary C. Finnigan, Executive Vice President  
Prince William County-Greater Manassas Chamber of Commerce
  - GOV - Larry Hughs, Assistant Administrator  
Prince William County
  
9. Petersburg National Battlefield
  - NPS - Frank J. Deckert, Superintendent; Bill Fluharty, Chief Ranger; and  
John Davis, Chief of Interpretation
  - COC - Gwen J. Moore\*\*, Executive Vice President  
Petersburg Chamber of Commerce
  - GOV1 - William Martin, Director of Tourism for Petersburg
  - GOV2 - Milton C. Martin\*, Director of Development  
City of Hopewell
  
10. Prince William Forest Park
  - NPS - Phil R. Brueck, Superintendent and Louis Wesselhoft, Chief  
Ranger
  - COC - Lynn Roth, Executive Director  
Prince William County Chamber of Commerce
  - GOV - Larry Hughs, Assistant Administrator  
Prince William County
  
11. Richmond National Battlefield Park
  - NPS - Cynthia MacLoad, Superintendent and Patricia Ferrell,  
Park Ranger
  - COC - Terri Parsons, President and Chief Operating Officer  
Metro Richmond Conventions and Visitors Bureau
  - GOV1 - Charles T. Peters, Jr., Director  
Richmond Community Development

- GOV2 - Thomas W. Bleckicke\*, Deputy County Manager for Community Services, Henrico County
- GOV3 - Richard Johnson\*, Deputy County Administrator Hanover County

12. Shenandoah National Park

- NPS - J.W. Wade, Superintendent; Sandy Rives, Public Relations; Robbie Lewis, Acting Administrative Assistant
- COC1 - J. Taylor Twyman, President  
Greene County Chamber of Commerce
- GOV1 - J.L. Morris, Administrator  
Greene County
- COC2 - Randy Collins, Executive Director  
Front Royal/Warren County Chamber of Commerce
- GOV2 - J. Ronald George, Administrator  
Warren County
- COC3 - Candy T. Houser, Executive Director  
Page County Chamber of Commerce
- GOV3 - Ronald Wilson, Administrator  
Page County
- GOV4 - John W. McCarthy\*, Administrator  
Rappahannock County
- COC5 - Ruth \_\_\_\_\_\*  
Harrisonburg/Rockingham County Chamber of Commerce
- GOV5 - William G. O'Brien\*, Administrator  
Rockingham County
- COC6 - Mary Ann Elwood\*, President  
Charlottesville/Albermarle County Chamber of Commerce
- GOV6 - Guy B. Agnor\*, Jr.  
Albermarle County
- GOV7 - John McGehee\*, Assistant County Administrator  
Augusta County

\* - Mail Survey and Telephone Contact

\*\* - Mail Survey only

## **APPENDIX B. SURVEY INFORMATION**

### **APPENDIX B.1 INTERVIEW FORMAT**

#### **I. Introduction**

- A. Part of larger project - Economic contributions of National Park Service operations in Virginia
- B. Contract with the National Park Service
- C. Impetus of project - understand how economics and social science influence in resource management
- D. Project divisions
  - 1. Quantitative - # of visitors, # employees, local economy
  - 2. Qualitative - community values, services provided by park
- E. Purpose of visit
  - 1. Description and importance of services park provides
  - 2. Types of visitors that come to park
  - 3. Relationship between park and community

#### **II. Contributions Listing**

- A. What are services and contributions that this park provides?

[As the Superintendent list the services they will be checked off on the Services and Contributions List. Any that are not on the list will be written in at the bottom of the particular category.]

If the Superintendent hesitates or responds slowly it may be appropriate to make a comment to clarify the original question:

The kinds of things we are looking for are the purposes of this park, the things attract visitors, the aspects of this park that make it worthwhile for the Park Service to operate.

#### **B. List**

- 1. Pre-made list of services for all parks
- 2. May apply to all or one park
- 3. Check additional services not thought of originally

#### **III. Importance Ranking**

- A. Interested in measure of importance
  - Place X on line that represents importance of service

- B. Relative importance comparison of service categories:  
Choose the most and least important categories, interviewer places on scale endpoints and asks interviewee to place remaining category labels.

#### IV. Local Community

- A. Contributions to local community
- B. Percentage of visitors local (not local)

#### V. User Groups

Kinds of visitors that come to park, user groups

#### VI. Issues

Feedback received from community: praises and problems  
Phone calls, letters, visits from citizens or government - kinds of compliments and concerns

#### VII. Discussion

- A. Points about park we have missed
- B. Education of school, Scouts etc. groups
- C. Outside festivals use park facilities
- D. Interaction with Chamber of Commerce or County government/ National Park Service

## APPENDIX B.2 SURVEY FORMS USED IN PERSONAL INTERVIEWS

### SERVICES AND CONTRIBUTIONS PROVIDED BY THE NATIONAL PARK SERVICE IN VIRGINIA

#### A. EDUCATION PROGRAMS/SERVICES

- |   | Natural/ | Historical |
|---|----------|------------|
| <input type="checkbox"/> Interpretive   |          | N/H        |
| <input type="checkbox"/> Observation - audio-visual, displays,<br>signs                 |          | N/H        |
| <input type="checkbox"/> Visitor center   |          | N/H        |
| <input type="checkbox"/> Marked trails  |          | N/H        |
| <input type="checkbox"/> Education for organized groups<br>(schools, Scouts, 4-H, etc.) |          | N/H        |
| <input type="checkbox"/> Publications   |          | N/H        |
| <input type="checkbox"/> Historian / library resources                                  |          |            |
| <input type="checkbox"/> Living history programs / other special events                 |          |            |
| <input type="checkbox"/>  |          |            |
| <input type="checkbox"/>  |          |            |

#### B. ECONOMIC

- Local business support  
(souvenirs, lodging, food, etc.)
- Employment in region
- Regional economic stability
- Primary tourist attraction
- Secondary tourist attraction
- Affecting adjacent or nearby land values
- 
- 

#### C. CULTURAL/HISTORICAL

- Preservation of historical sites and structures
- Preservation of historical landscapes
- Ethnic/regional identity
- 
-



D. NATURAL ENVIRONMENT - SMALL SCALE

- [ ] Wildlife habitat
- [ ] Fisheries habitat
- [ ] Plant/wildflower communities
- [ ] Endangered species protection
- [ ] Geological formations
- [ ]
- [ ]

E. NATURAL ENVIRONMENT - LARGE SCALE

- [ ] Biodiversity
- [ ] Preserved landscapes - open space, forested areas, watersheds
- [ ] Preserved ecosystems
- [ ] Watersheds
- [ ] Wetlands, estuaries
- [ ] Coastal shoreline
- [ ] Wilderness
- [ ] Basic research
- [ ]
- [ ]

F. SOCIAL

- [ ] Meeting places for groups of people
- [ ] Weddings, reunions, etc.
- [ ] Sense of place
- [ ] Community/personnel interactions
- [ ]
- [ ]

G. RECREATION - NATURE ORIENTED

- Picnicking
- Sitting and resting
- Walking
- Camping
- Day hiking
- Backpacking
- Rock climbing
- Caving
- Nature Study
- Birdwatching
- Photography, painting, related artistry
- Hang gliding
- Horseback riding
- Fishing
- Mountain biking
- 
- 

H. RECREATION - ACTIVE

- Swimming
- Jogging/Exercise walking
- Bicycling
- Sporting Activities: frisbee, softball, volleyball,  
kite flying, etc.
- 
-

SERVICES AND CONTRIBUTIONS PROVIDED BY  
THE NATIONAL PARK SERVICE IN VIRGINIA

Importance			
low	-----	high	
	[ ]		<u>A. EDUCATION PROGRAMS/SERVICES</u> Natural/Historical
	[ ]		Interpretive N/H
	[ ]		Observation - audio-visual, displays, N/H
	[ ]		signs
	[ ]		Visitor center N/H
	[ ]		Marked trails N/H
	[ ]		Education for organized groups N/H
	[ ]		(schools, Scouts, 4-H, etc.)
	[ ]		Publications N/H
	[ ]		Historian / library resources
	[ ]		Living history programs / other special events
	[ ]		
	[ ]		
			<u>B. ECONOMIC</u>
	[ ]		Local business support
	[ ]		(souvenirs, lodging, food, etc.)
	[ ]		Employment in region
	[ ]		Regional economic stability
	[ ]		Primary tourist attraction
	[ ]		Secondary tourist attraction
	[ ]		Affecting adjacent or nearby land values
	[ ]		
	[ ]		
			<u>C. CULTURAL/HISTORICAL</u>
	[ ]		Preservation of historical sites and structures
	[ ]		Preservation of historical landscapes
	[ ]		Ethnic/regional identity
	[ ]		
	[ ]		

Importance  
low high

D. NATURAL ENVIRONMENT - SMALL SCALE

- Wildlife habitat
- Fisheries habitat
- Plant/wildflower communities
- Endangered species protection
- Geological formations
- 
- 

E. NATURAL ENVIRONMENT - LARGE SCALE

- Biodiversity
- Preserved landscapes - open space, forested areas, watersheds
- Preserved ecosystems
- Wetlands, estuaries
- Coastal shoreline
- Wilderness
- Basic research
- 
- 

F. SOCIAL

- Meeting places for groups of people
- Weddings, reunions, etc.
- Sense of place
- Community/personnel interactions
- 
-

- | Importance |      |   |
|------------|------|---|
| low        | high |   |
| _____      |      | [ ] Picnicking                              |
| _____      |      | [ ] Sitting and resting                     |
| _____      |      | [ ] Walking                                 |
| _____      |      | [ ] Camping                                 |
| _____      |      | [ ] Day hiking                              |
| _____      |      | [ ] Backpacking                             |
| _____      |      | [ ] Rock climbing                           |
| _____      |      | [ ] Caving                                  |
| _____      |      | [ ] Nature Study                            |
| _____      |      | [ ] Birdwatching                            |
| _____      |      | [ ] Photography, painting, related artistry |
| _____      |      | [ ] Hang gliding                            |
| _____      |      | [ ] Horseback riding                        |
| _____      |      | [ ] Fishing                                 |
| _____      |      | [ ] Mountain biking                         |
| _____      |      | [ ]   |
| _____      |      | [ ]   |

H. RECREATION - ACTIVE

- |       |     |  |
|-------|-----|--|
| _____ | [ ] | Swimming   |
| _____ | [ ] | Jogging/Exercise walking   |
| _____ | [ ] | Bicycling  |
| _____ | [ ] | Sporting Activities: frisbee, softball, volleyball,<br>kite flying, etc. |
| _____ | [ ] |  |
| _____ | [ ] |  |

|-----|  
least important

most important

- A. EDUCATION PROGRAMS/SERVICES
- B. ECONOMIC
- C. CULTURAL/HISTORICAL
- D. NATURAL ENVIRONMENT - SMALL SCALE
- E. NATURAL ENVIRONMENT - LARGE SCALE
- F. SOCIAL
- G. RECREATION - NATURE ORIENTED
- H. RECREATION - ACTIVE

**APPENDIX B.3 LETTER SENT TO NATIONAL PARK SERVICE  
PERSONNEL TO CONFIRM APPOINTMENT**



**Department of Fisheries and Wildlife Sciences**

School of Forestry and Wildlife Resources  
College of Agriculture and Life Sciences  
Blacksburg, Virginia 24061-0321  
(703) 231-5573 Fax: (703) 231-3330

Date

Name  
Address

Dear \_\_\_\_\_:

This letter is to confirm our scheduled meeting and give you an overview of the purpose of our visit. We look forward to visiting \_\_\_\_\_ Park on (DATE) and meeting with you at (TIME). Two people will be coming on (DAY OF WEEK): York Grow, a graduate research assistant at the master's degree level and Kevin Gericke, a doctoral candidate.

The purpose of our visit is to gather information for part of a larger project studying the economic contributions of National Park Service units in or partially in Virginia. The impetus for this NPS-funded project is to better understand economic and social values of the national park system. This project has been divided into several sections. Production and distribution contributions are the quantitative aspects of the study using data such as numbers of visitors, visitor hours, numbers of people employed, and total expenditures. The Financial Operating Plan (Form 10-561) and the Monthly Public Use Reports that you previously sent to us will be used in this portion of the study.

Community values and other qualitative or quality of life aspects will be the subject of our visit. These contributions include the recreational, historical, ecological, and cultural aspects of the park which are not easily quantified but are important to the National Park Service mission. We have read the Statement for Management and have reviewed the pamphlet and other printed material you sent to find out what \_\_\_\_\_ Park provides to the community and the visitors who come to the park. Our visit will increase our knowledge of what your park provides. During the interview with you we would like to discuss several topics:

- Services and contributions provided by the Park and their relative importance
- Interactions between the park and local community
- Types of visitors (user groups) that come to the park

In addition to visiting the park and talking with you, we would also like to look at any newspaper clippings and press releases from 1989 to the present that you have available. This will give us an idea of the topics about the park that are important to the local media.

Thank you for your willingness to assist in this project. We look forward to our meeting on (DATE).

Sincerely,

Michael P. Hite  
Assistant Professor  
(703) 231-4522

York D. Grow  
Graduate Research Assistant  
(703) 231-5320

## APPENDIX B.4 SURVEY SENT IN THE MAIL



Department of Fisheries and Wildlife Sciences  
School of Forestry and Wildlife Resources  
College of Agriculture and Life Sciences  
Blacksburg, Virginia 24061-0321  
(703) 231-5573 Fax: (703) 231-3330  
Date

Name  
Address

Dear \_\_\_\_\_:

We are working on a project for the National Park Service studying the economic contributions of National Parks to local areas and to Virginia. The project involves visiting each of the National Parks in Virginia and contacting the Chamber of Commerce and local government of the county or city where each Park is located. By contacting county administrators, we have been able to get an outside perspective of the Park as it relates to the county as a whole. We would appreciate your assistance by filling out the enclosed forms to find out more about \_\_\_\_\_ from the county perspective.

The project involves visiting each of the National Parks in Virginia and contacting the chamber of commerce and local government of the county or city where each Park is located. By contacting county administrators/chambers of commerce, we have been able to get an outside perspective of the Park as it relates to the county as a whole/the economics of the local area. We would appreciate your assistance by filling out the enclosed forms to find out more about \_\_\_\_\_ Park from the county/chamber of commerce perspective.

The impetus for this NPS-funded project is to better understand economic and social values of the national park system. This project has been divided into two sections. The quantitative aspects of this study use data such as numbers of visitors, visitor hours, numbers of people employed, and total expenditures. Most of these figures have been obtained from the National Park Service. This study also involves the qualitative or quality of life aspects of the Parks that are important to the Parks. Community values and other qualitative or quality of life aspects are the subject of this short survey. These contributions include the recreational, historical, ecological, and cultural aspects of the park which are not easily quantified but are important to the National Park Service mission.

Please return these forms in the enclosed envelope along with any county facts sheets or other information that may be useful to this study. We will be contacting you by phone to discuss further the relationship between \_\_\_\_\_ County and \_\_\_\_\_ Park. Thank you for your willingness to assist in this project and we look forward to hearing from you soon. Please call if you have any questions.

Sincerely,

Michael P. Hite  
Assistant Professor  
(703) 231-4522

York D. Grow  
Graduate Research Assistant  
(703) 231-5320



SERVICES AND CONTRIBUTIONS SURVEY FOR \_\_\_\_\_ Park

We are interested in knowing what \_\_\_\_\_ Park provides to the visitor and to the local community. Before we began our query, we created a list of services and contributions provided by National Parks throughout Virginia (pages 2-4). Each park is unique and provides varying services. The services on the list may apply to all of the parks or only to one.

- A. Read through this list and check each service or contribution that applies in the box to the immediate left of each service or contribution. If you think of any that we have omitted please add them in the available blanks.
- B. We are also interested in the relative importance of the individual services or contributions. The left hand column on pages 2-4 represent a scale of importance from low to high. For each service or contribution you previously checked, place a mark anywhere along the adjacent line relative to the importance of that item. Importance is based on your perception as County Administrator/Chamber of Commerce.
- C. Finally, on page 5, we rank the general categories of services. Please turn to the last page and follow the instructions there. Thank you.

SERVICES AND CONTRIBUTIONS PROVIDED BY  
THE NATIONAL PARK SERVICE IN VIRGINIA

Importance			
low		high	
<b>A. <u>EDUCATION PROGRAMS/SERVICES</u></b>			
_____	[ ]	Interpretive	Natural/Historical N/H
_____	[ ]	Observation - audio-visual, displays, signs	N/H
_____	[ ]	Visitor center	N/H
_____	[ ]	Marked trails	N/H
_____	[ ]	Education for organized groups (schools, Scouts, 4-H, etc.)	N/H
_____	[ ]	Publications	N/H
_____	[ ]	Historian / library resources	
_____	[ ]	Living history programs / other special events	
_____	[ ]		
_____	[ ]		
<b>B. <u>ECONOMIC</u></b>			
_____	[ ]	Local business support (souvenirs, lodging, food, etc.)	
_____	[ ]	Employment in region	
_____	[ ]	Regional economic stability	
_____	[ ]	Primary tourist attraction	
_____	[ ]	Secondary tourist attraction	
_____	[ ]	Affecting adjacent or nearby land values	
_____	[ ]		
_____	[ ]		
<b>C. <u>CULTURAL/HISTORICAL</u></b>			
_____	[ ]	Preservation of historical sites and structures	
_____	[ ]	Preservation of historical landscapes	
_____	[ ]	Ethnic/regional identity	
_____	[ ]		
_____	[ ]		

- | Importance |      |                                   |
|------------|------|-----------------------------------|
| low        | high |                                   |
| _____      |      | [ ] Wildlife habitat              |
| _____      |      | [ ] Fisheries habitat             |
| _____      |      | [ ] Plant/wildflower communities  |
| _____      |      | [ ] Endangered species protection |
| _____      |      | [ ] Geological formations         |
| _____      |      | [ ]                               |
| _____      |      | [ ]                               |

**E. NATURAL ENVIRONMENT - LARGE SCALE**

- |       |   |
|-------|---|
| _____ | [ ] Biodiversity  |
| _____ | [ ] Preserved landscapes - open space, forested areas, watersheds |
| _____ | [ ] Preserved ecosystems  |
| _____ | [ ] Wetlands, estuaries   |
| _____ | [ ] Coastal shoreline   |
| _____ | [ ] Wilderness  |
| _____ | [ ] Basic research  |
| _____ | [ ]   |
| _____ | [ ]   |

**F. SOCIAL**

- |       |   |
|-------|---|
| _____ | [ ] Meeting places for groups of people |
| _____ | [ ] Weddings, reunions, etc.            |
| _____ | [ ] Sense of place                      |
| _____ | [ ] Community/personnel interactions    |
| _____ | [ ]                                     |
| _____ | [ ]                                     |

Importance  
low high

G. RECREATION - NATURE ORIENTED

- Picnicking
- Sitting and resting
- Walking
- Camping
- Day hiking
- Backpacking
- Rock climbing
- Caving
- Nature Study
- Birdwatching
- Photography, painting, related artistry
- Hang gliding
- Horseback riding
- Fishing
- Mountain biking
- 
- 

H. RECREATION - ACTIVE

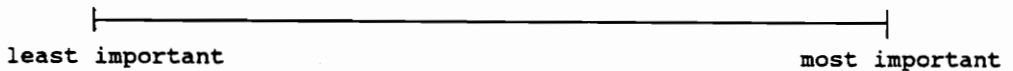
- Swimming
- Jogging/Exercise walking
- Bicycling
- Sporting Activities: frisbee, softball, volleyball,  
kite flying, etc.
- 
-

CATEGORIES OF SERVICE AND CONTRIBUTIONS

We are also interested in the relative importance of the categories of services and contributions. The services and contributions from pages 2-4 are all under one of these eight categories. If you did not select any of the services or contributions under one or more of the categories strike through that category in this list.

Place the letter of the overall most important category at the far right end of the scale. From the remaining categories, place the letter of the least important category on the far left end of the scale. Place the letters of the remaining categories along the line relative to their level of importance.

- A. EDUCATION PROGRAMS/SERVICES
- B. ECONOMIC
- C. CULTURAL/HISTORICAL
- D. NATURAL ENVIRONMENT - SMALL SCALE
- E. NATURAL ENVIRONMENT - LARGE SCALE
- F. SOCIAL
- G. RECREATION - NATURE ORIENTED
- H. RECREATION - ACTIVE



## APPENDIX B.5 LETTER SENT TO NON-RESPONDENTS



Department of Fisheries and Wildlife Sciences

School of Forestry and Wildlife Resources  
College of Agriculture and Life Sciences  
Blacksburg, Virginia 24061-0321  
(703) 231-5573 Fax: (703) 231-3330

Date

Name  
Address

Dear \_\_\_\_\_:

Several weeks ago we sent the enclosed material requesting your assistance on a project for the National Park Service. This project provides the opportunity for us to gain information about the economic contributions of Park Service operations and perceptions concerning the management of \_\_\_\_\_ Park, as well as other National Parks in Virginia. We have not yet received your response and your cooperation would help with the information we need as we enter the final stages of this project.

Enclosed you will find a copy of the cover letter and forms previously sent. The cover letter provides a summary of the project objectives concerning \_\_\_\_\_ Park.

If you have any questions about this project, please do not hesitate to call. Please return these forms in the enclosed envelope along with any county facts sheets or other information that may be useful to this study. Thank you for your willingness to assist in this project and we look forward to hearing from you soon.

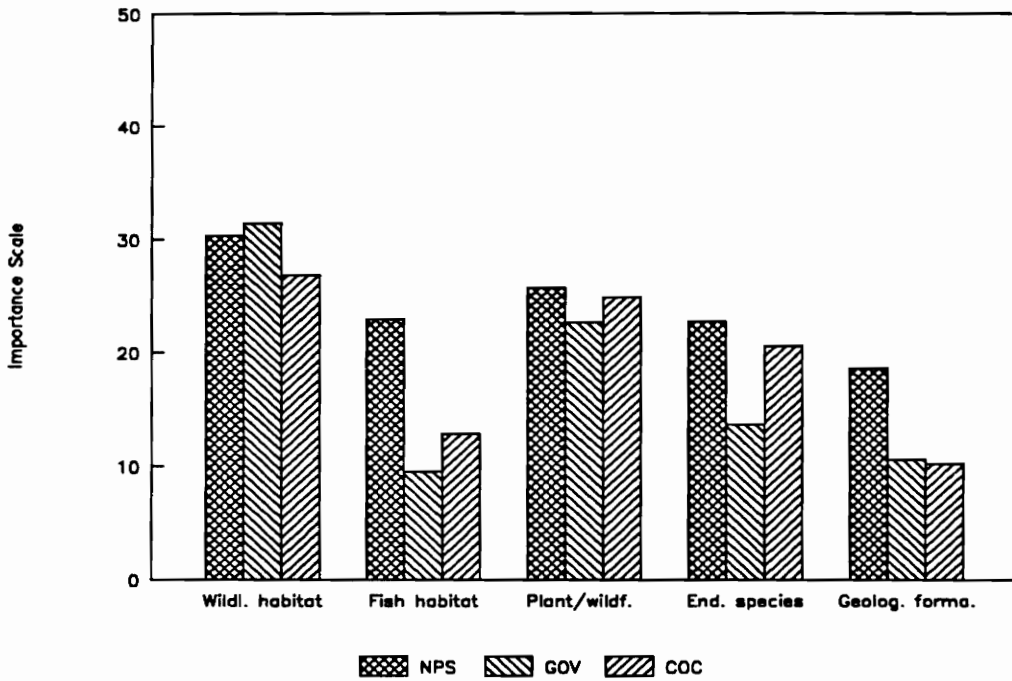
Sincerely,

Michael P. Hite  
Assistant Professor  
(703) 231-4522

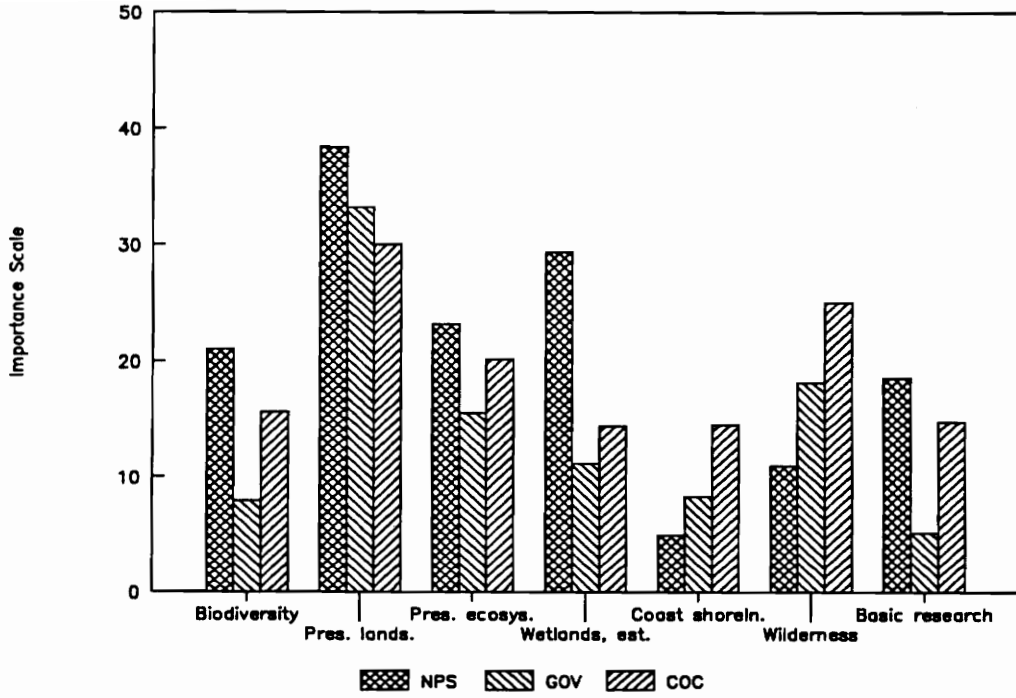
York D. Grow  
Graduate Research Assistant  
(703) 231-7899  
(703) 231-5320 (leave message)

APPENDIX B.6.

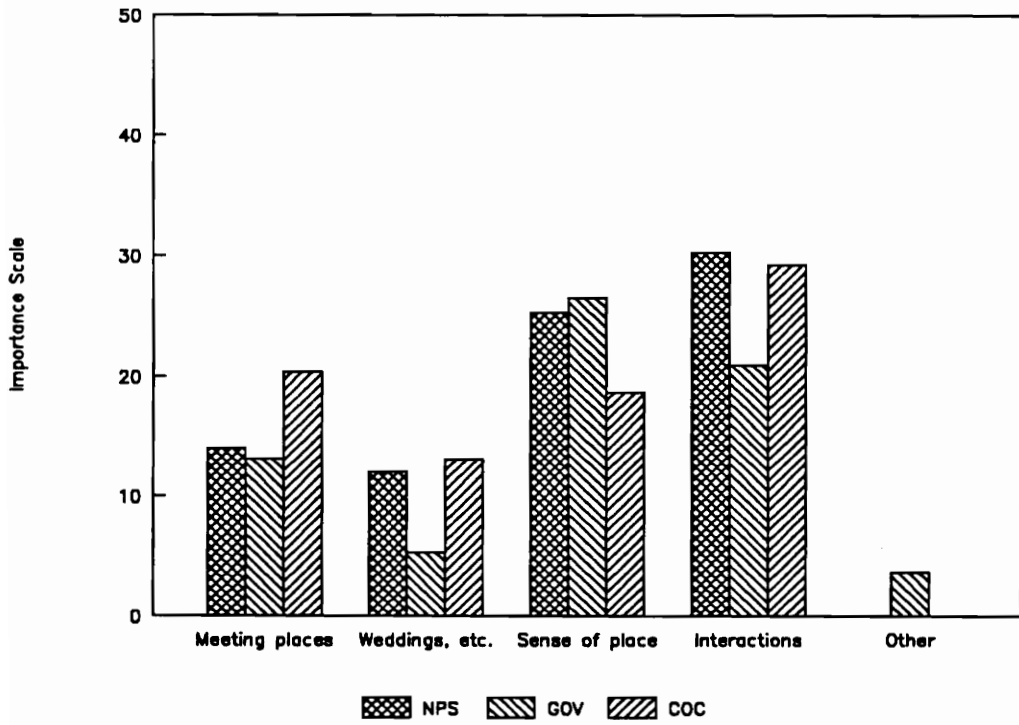
IMPORTANCE VALUES FOR SURVEY ITEMS IN THE NATURE-  
SMALL SCALE, NATURE-LARGE SCALE, SOCIAL, RECREATION-  
NATURE ORIENTED, RECREATION-ACTIVE CATEGORIES.



NATURE - SMALL SCALE

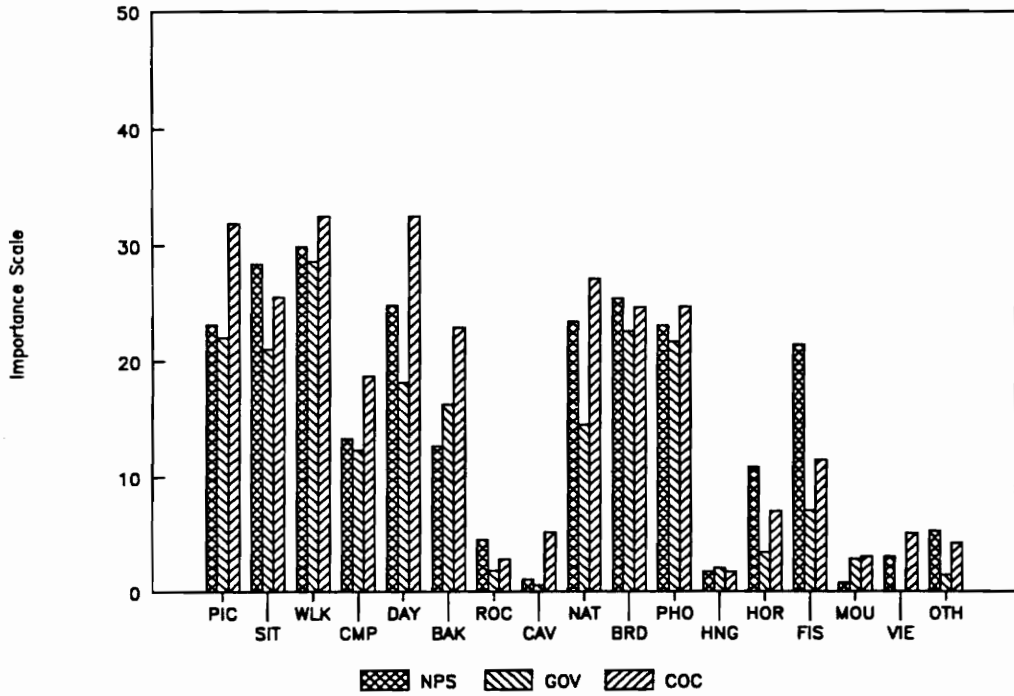


**NATURE - LARGE SCALE**

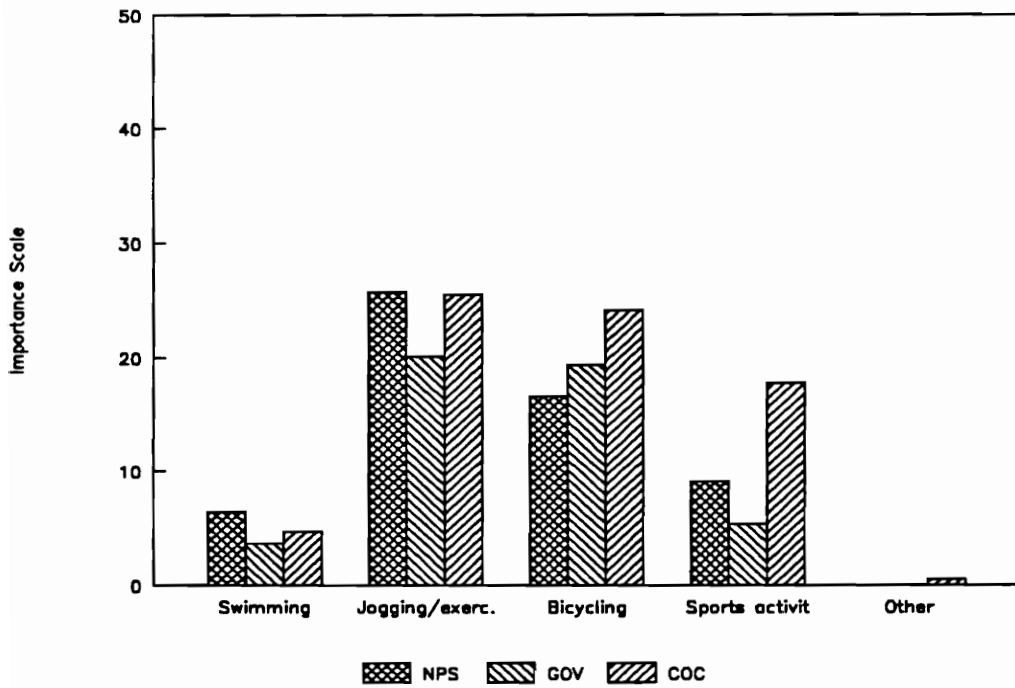


**SOCIAL**





**RECREATION - NATURE ORIENTED**



**RECREATION - ACTIVE**

## **APPENDIX B.7 ITEMS LISTED AS "OTHER" IN THE SURVEY**

### **Education Programs/Services:**

- Genealogy
- Off-site Interpretation
- Tours
- Biological/Nature information

### **Social:**

- Day outing
- Family outing

### **Recreation-Nature Oriented:**

- Bicycling
- Driving to see wildlife
- Hunting

### **Recreation-Active:**

- Sledding
- Cross-country skiing
- Model Rockets
- Motorcycling

## APPENDIX C. COMMENTS FROM THE INTERVIEWS

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These are not direct quotes unless otherwise indicated; rather, they represent notes and perceptions recorded during the interviews.

## ECONOMICS

ANHP is the only tourist attraction in the county, also are 100 historic buildings within one square mile area of downtown, about 400,000 visitors annually but they don't stay in the local area, only one major hotel chain (Super 8) came in April '90, and little food services; think that some want to stay longer but cannot because of no facilities; if can get the people to stay then the park will be economically important to the area

Town and County do not promote the park, don't realize the potential of business generated from visitors; very little current economic impact of visitors, only about \$1.00 VDT estimate and that comes from the entrance fee at the park

Have 400,000 people coming to the county and "we don't do anything about it"

Appomattox is right at the crossroads but businesses don't have reliable numbers of visitors to make decisions upon. They can look at the parking lots of the McDonald's and see the visitors are there. I don't know why that's not enough incentive" Granny Bee's (family rest.) is here and CoC sends buses over there because they can handle the people. Otherwise it's just fast-food chains. -COC,ACHNHP

If the park did not exist Chincoteague would be drastically different, amazing increase in tourism when the bridge to Assateague was built, it is prime park

Chincoteague has no other industry than tourism, fortunate to have the park next door "We're very lucky"

All the motels in Chincoteague in the area are local, no chains

Misty brought much tourism

From their standpoint, preservation is probably most important, but from ours it's the local business, economic support. Without them, we wouldn't be here.

Natural environment most important aspect, Said economic was most important but that is because of all the other things -COC,AINS

County is very rural and isolated, the park provides and important link to outside tourism, in a "no-man's land" and are "glad they are here" -GOV,AINS

BRP has a significant impact on Patrick county, see it as a potential gold mine In that area have 1 million visitors each year; In that area have 1 million visitors each year; Have some businesses tailored to BRP visitors -GOV2,BRP

Recognized that anytime visitors are held in one place for two hours that is good for the local community -NPS,CNHP

Colonial Williamsburg, Jamestown, and Yorktown represent the first three chapters of American history, mentioned several times obviously used as a marketing tool for the area; Travel is the #1 industry of the area; Don't really think of it as a separate thing - it is an integral part of the Williamsburg area, try to show tour operators all the different things to do in the area - COC,CNHP

No large effect on local businesses, county has 2,800 hotel rooms that feed Williamsburg

Triad of area attraction: Williamsburg (#1)

Yorktown Jamestown -GOV1,CNHP

Cited values of aesthetic, environmental, educational and river frontage; economic contributions to county not distinguishable; the park also owns the only cross-peninsula road without a traffic light -GOV2,CNHP

Counties are beginning to recognize the importance of economics and the park NPS,CGNHP

Town of Ewing owes much of its economic flow to the trail to White Rocks and Hensley Settlement, trail open to foot and horse travel; Many small stores in area esp. in Ewing existed because of visitors to Park

Park does provide a service to Lee Co. but not in the high realm, now this is changing with the prospect of a future loop of attractions (Karlans House) -COC,CGNHP

Many businesses benefit from F&SNMP: restaurants, the mall, lodging, bed and breakfasts; much tourism downtown -COC,F&SNMP

F&SNMP has a positive influence on the county; suggested I talk to Bonnie Smith, Director of Tourism (804-891-8687) to find out tourism impacts on county; Having so much of the area in Park cuts down on economic development opportunities; County, NPS, and Conservation Fund have worked together on an easement for no development and giving 400 acres of Wilderness to NPS -GOV1,F&SNMP

Anyone who comes to Fredericksburg comes to see the Park, huge impact, 50% people that come through area come for the Park, tough to get any numbers for visitor impacts, US Travel Data Center has a model for states, used to have for local areas; State Tourism Dept. working on a model for tourism impacts, Mark Brown (804-738(?)-????); Ms. Willis uses taxable sales as her only way of guessing at impacts, realizes need and difficulty of quantifying tourists impacts; 40-60% of revenue of businesses in historic district from tourists -GOV2,F&SNMP

Largest attraction in Westmoreland Co. and one of the largest in Northern Neck, definite help to the local economy, help keep visitors in the area

Only lodging available is at Colonial Beach - Days Inn and local Bed and Breakfasts - usually above Park visitors budget; Have a tourism board; linked with NOVA; boat cruises starting from St. Clements Island in Maryland to part of the Park, sponsored by NPS, MD and VA Tourism Dept.; some tourism with bus system - weakest link, has had his personnel explore why buses don't come anymore; GWBNM is both an economic and cultural asset to the county, primarily a cultural asset -NPS,GWBNM

County working on a tourism accreditation plan through the State, biggest weakness is the lack of lodging, people come through the area and use the museum or library resources and visit the sites; Tourists come to Westmoreland County primarily for GWBNM and then for

Stafford - Robert E. Lee's birthplace which is privately run by a foundation -GOV,GWBNM

He was excited about having a Manassas photo in a pamphlet about Prince William Co.; For M. Porterfield MNBP is her ace card for attracting visitors to the local area; the Potomac Mills Mall is her last card

We know we are an economic contribution to the area but can't prove it.

Without the park the economics of the area would be the same -NPS,MNBP

MNBP has hampered economic development - \$20 million lost when 5,000 acre block - GOV,MNBP

Park not part of CoC operations in attracting businesses, too many other things in the county; Some people talked about marketing or using MNBP and Oldtown of Manassas; Attribute of county but from CoC view it is a non-issue - businesses don't relocate here because of MNBP; Does provide local business support, but not as much as the mall would have - COC,MNBP

Petersburg National Battlefield is the main tourism attraction to Petersburg, city areas are a compliment to the Battlefield and would not do well if the Battlefield did not exist; but the NPS should be more "Market-oriented" -GOV1,PNB

Shift in the economic businesses in Hopewell toward tourism, tourism is playing an increasing role in the city's economy; Due to two factors: general, large-scale increase in tourism and recent opening of I-295 through Hopewell - this route is a logical way to get to Williamsburg and Jamestown and Hopewell will serve as a spur for tourism; Appomattox Manor is the main tourism force within the community of Hopewell; Area outside NPS unit is designated as a historic district -GOV2,PNB

Did not view it as an economic input into the economy -GOV,PWFP

Becoming a primary tourist attraction which is a shift from the past -COC,RNBP

We are not focused on direct economic benefits -NPS,RNBP

Many black people visit the site, black tourism as economic benefit is just as important as white tourism -GOV1,RNBP

Major employer of the area, 200 NPS some of which are seasonal, ARA employs 327 at their maximum hiring time; NPS top ten employer in Page and Rockingham Counties; much impact on local community, when visitors come to Park also want to visit the local communities to get apples and look at crafts ("cute little communities"); Bed and Breakfast places increasing in all 8 counties; Two concessionaires: Potomac Appalachian Trail Club has a concession with cabins along the AT and ARA ("Lodges would not be there today if had not been built in the past - i.e., would not build them today") -NPS,SNP

Realizes potential of tourism industry and that it needs no services but can bring a lot of money, Chamber of Commerce working on that aspect  
Lack of sewer availability limits the business growth of Greene County, that is the reason that no restaurants, hotels in county, plans for hotel when sewer is provided, Burger King has a store in Ruckersville (Intersection of US 29 and US 33) and they carry off their wastes, 3 to 4 million visitors use the BK throughout the year -GOV1,SNP

Shenandoah National Park as a major asset of the county, because of great tourism draw, pointed out that tourism is VA's #2 industry  
Board of Supervisors still thinks that industry means plants or manufacturing; don't consider tourism an industry

Largest employer in county is government and 2nd is tourism related jobs, 300 people are employed at the only industrial plant

County has one of the largest antique groups, from Skyline Drive down to Rt. 29 many antique places

Tourists are fond of truck stops because they know they have good food

County Planner would have traffic figures; thinks about 1400 for a daily average on Rt. 3 going to SNP

Tourism due to SNP about 20-40% of total tourism; most from Rt. 29 as a major north and south route; Rt. 29 is an alternate for I-95 used by those not wanting to get caught in the "death trap"; many trucks use Rt. 29 because everyone has to go 55 mph

Only one of 4 entrances to SNP, Board of Supervisors, Town Council and farmers fail to see benefits of tourism and the potential that exists, he is trying to get industry located on Rt. 3 and that industry is tourism; Board of Supervisors only sees Rt. 3 as an east/west route across the mountain, fail to realize how many people get on or get off the Skyline Drive; new motto of "Greene County - more than just a crossroads"

Problem of few services in county, have best antiques at the best prices but no lodging, send people to stay up at Big Meadows

Recession has led people to make more short vacation trips; aren't going to Disney World but to SNP, Montpelier, Charlottesville, etc.

Summary, SNP is a major untapped resource (meaning tourism); Foothills Travel Association coordinates many things in the area, NPS is a member and comes to meetings (Greene, Madison, Orange, Culpepper, Rappahanock, Fauquier Counties) -COC1,SNP

Two million visitors come to Skyline, 500,000 come to the Caverns

Park brings in a lot of people but they don't know exactly how much they receive from the Park; mentioned the related lands study and the economic impact study being currently conducted

For the most part, once the visitors are in SNP they don't come back out until they leave; the exception is in bad weather when they often come down to the Valley; 300 employees hired for the summer, employed by ARA, many families work at park -GOV2,SNP

When trying to attract prospective businesses mention the Skyline Drive

Tourism is increasingly important to the area

No question about the impact of the visitors that come to the area because of the Park;

Warren Co. trying to figure out how to get the visitors to stop in Front Royal, trying to make Front Royal a destination -GOV3,SNP

List of County concerns: 1. Tourism, 2. Economic development, 3. Education

Once people get on the Drive they never come back, some have a quest to get to the end of Skyline Drive; 13 motels and numerous restaurants, want to tap more into the market; Permanence of SNP is valuable from a business aspect, Shenandoah Caverns could close down at any time and those tourists would be gone, relatively certain that the mountain will always be there, this may lead people to take it for granted -COC3,SNP

SNP does attract tourists which means revenue; agriculture and tourism are major industries in County, much of agriculture is orchards and wayside fruit and vegetable stands; Sperryville is totally tourist oriented -GOV4,SNP

Tourism is a major contribution of area, have 15 civil war sites, SNP within top 5 of visitor attractions -COC5,SNP

### *Marketing*

Would like to see more organization, marketing, and programs by NPS -COC1,BRP

### MARKETING THE PARK

Wished we had more Booker T's - to attract visitors

THINK MARKETING - repeated over and over

BTWNM: potential great, but historically not so

Bothered that when no visitors, people "sitting around doing nothing"

Would never make it as a private enterprise as currently managed

Taxpayer supported

One dollar fee does not keep anyone out

### MARKETING METHODS

Needs to cooperate as part of package deal to market tourism, tag marketing could be part of bus tour with other sites, Lake, etc.

Ferrum College Folk Life festival a big draw in county, BTW does not tie its events to other events such as this

Ways to market - close to Roanoke, black history, and see below

Give the kids soup, candle, cornbread (liability issue)

Need hands on activities, touchy feely, for school kids, because little for them to do

Greater outreach to school groups, senior citizen groups

Join network for outdoor museums

Work 19th century farm angle more

Visibility, activity, involvement, leadership, package deals - key concepts

### MARKETING IMPEDIMENTS

Marketing vs. preservation perspective = outward vs. inward looking

Passive marketing strategy - its current mode

Very sensitive to leadership, big turnover in leadership



Park employees, leadership not trained in marketing  
Rare for park people to participate in anything outside of park  
Cooperate with funding brochures- park has not participated recognizes that funding for such things is not there in NPS  
COC second biggest distributor of park info  
State signage regulations "stink", need change for out of the way places  
(> 10 miles) sites, state not responding to needs of localities, message to VDOT  
Out of the way location so needs help  
Since not private, no impetus to attract visitors  
State has opportunities through visitors bureau that the park is not availing itself of; don't participate in state efforts -COC,BTWNM

Would like to be able to have many special events in the area, so that a visitor could call a number and get info about what's going on that day; trying to get the other attractions interested in putting up the money to do that kind of publicity and programming -NPS,CNHP

Market area on: 1. Civil War, 2. George Washington's home etc., 3. Antiques, and 4. Bed and Breakfast places

Mass marketing of Civil War brought many new visitors, upswing in international visitors especially from Great Britain because of Civil War television series shown in Great Britain, now being shown in Germany, will probably attract them also  
Developers use history to sell the area, one developer has called his area Lee's Hill, "makes me angry" that he can use that name -GOV2,F&SNMP

Works with both national parks; working with PWFP to market with natural beauty: MNBP - as historical, PWFP - as natural -COC\*,MNBP

\* person from Convention and Visitors Bureau in Manassas that met with the Superintendent and us

Petersburg National Battlefield is the main tourism attraction to Petersburg, city areas are a compliment to the Battlefield and would not do well if the Battlefield did not exist; but the NPS should be more "Market-oriented" -GOV1,PNB

She promotes the park when give the opportunity, especially when people asking about going to SNP for fall leaves, she suggests that PWFP has great colors; PWFP not promoted well enough, even locally; Cannot be promoted as a specific designation, does not have a promotable niche like Potomac Mills Mall or Shenandoah National Park -COC,PWFP

## **EXPOSURE FOR THE COMMUNITY**

Name recognition - people can associate with App. -COC,ACHNHP

County doesn't gain much from the park except exposure, but didn't want to "put a value on it"; "Probably more famous than you think - friend went to Scotland and the people there

had been to ANHP" Say you're from App. and people know where you're from - GOV,ACHNHP

If the park did not exist Chincoteague would be drastically different, amazing increase in tourism when the bridge to Assateague was built, it is prime park -COC,AINS

BRP has a significant impact on Patrick county, see it as a potential gold mine  
In that area has 1 million visitors each year -GOV2,BRP

Fredericksburg is a unique community; "Fredericksburg wouldn't be Fredericksburg without the Park"; a city with 19,000 residents would not normally be as well known as Fredericksburg, reason is because of Civil War history preserved at F&SNMP - COC,F&SNMP

Park brings people to the area, people have heard of Spotsylvania Co. because of the battles that occurred in the county -GOV1,F&SNMP

Anyone who comes to Fredericksburg comes to see the Park, huge impact, 50% people that come through area come for the Park -GOV2,F&SNMP

Largest attraction in Westmoreland Co. and one of the largest in Northern Neck, definite help to the local economy, help keep visitors in the area -NPS,GWBNM

Tourists come to Westmoreland County primarily for GWBNM and then for Stafford - Robert E. Lee's birthplace which is privately run by a foundation -GOV,GWBNM

Petersburg National Battlefield is the main tourism attraction to Petersburg, city areas are a compliment to the Battlefield and would not do well if the Battlefield did not exist; but the NPS should be more "Market-oriented" -GOV,PNB

Having Richmond National Battlefield Park is good for the image of the city and a major tourist draw, it is good to have NPS personnel here -GOV1,RNBP

Difficult to say exactly how much SNP is an attraction for Albermarle County - GOV(Albermarle),SNP

## **LAND DEVELOPMENT**

### *Buffer to Development*

Currently, buying easements of private land; mostly cooperative with land owners, some donate land, people don't want to see their land developed; some land owners hate the federal government, ATC waits until they die and then get land from family; varied size of land parcels that are purchased -NPS,ANST

Residents value park because it is buffer for development -NPS,BRP

Locally the park is a great green area that serves as a buffer for development and a green spot; no worries about building condos on the river front -COC2,CNHP

Provides green space, a place where development will not occur and that is a definite plus since Spotsylvania Co. is and has been the fastest growing county in VA for the past 20 years -GOV1,F&SNMP

One big asset of the Park is that it will not change, no matter how much things get developed the Park will always be there, as a haven; Developers use history to sell the area, one developer has called his area Lee's Hill, "makes me angry" that he can use that name; Ms. Willis wishes they were bigger, sees them as a real refuge against development and bonus for attracting tourists -GOV2,F&SNMP

MNBP keeps land values stable because land use will never change, it does enhance the adjacent values, it depends; Many people have moved adjacent to the park so they can back into the park; Manassas fastest growing city in Va ('89) -COC\*, MNBP

\* person from Convention and Visitors Bureau in Manassas that met with the Superintendent and us

Some people move to the area and specifically locate backed up to either the Park or George Washington National Forest, they like the assurance of no development -GOV2,SNP

Beyond those displaced, majority of citizens see SNP as a great neighbor provides a great buffer from adjacent county development threats -GOV4,SNP

Asset because it is land that will not be disturbed -GOV7,SNP

#### *Other*

Scenic easements have preserved the land around the Parkway without NPS owning the land; agricultural leases are used on NPS land to preserve the landscape -NPS,BRP

Development encroaching from Smith Mtn. Lake

Concern about development (Holiday Inn) on border where it can be seen from homesite, not so concerned about hidden borders, ("motel with balconies") -NPS,BTWNM

Lake of the Woods is a 5-6000 person development adjacent to NPS land, developer put up signs to preserve earthworks; have always had developers coming to the park to learn about historic sites they may buy

Fawn Lake, an adjacent development, has copied interpretive signs from NPS about Civil War; NTS, the developer of the area, uses the civil war to sell its houses in its development, runs an add in the Washington Post every Sunday

Many people want to purchase land adjacent to Park land, Park tries to avoid residential

housing if possible because of the children that may go onto Park land and disturb historic sites; prefer cemeteries and office buildings

No real problem with development animosity toward Park because cannot be developed; there is a certain group that is against Parks and they have not become established in the Fredericksburg area -NPS,F&SNMP

Park has gotten smarter in the way it relates to the community, used to try and "brow beat" to control land use; now realizes it no longer makes sense to own everything, scenic easements allow current landowners to remain but insure that development will never occur - COC,F&SNMP

NPS watching for incompatible land development around the park, have a good working relationship with VDOT -NPS,PNB

Endangered species located behind development area, concerned about people crossing into park areas and destroying end. species, dumping lawn clippings, considered putting up a fence.

NIMBY in full effect in area in dealing with land use issues

Threat of exotics entering though nearby development (lawn clippings) -NPS,PWFP

#### **LAND VALUES**

Affects land values negatively and positively - NPS,ANST

Increases adjacent land values; good and bad, good if you are selling a home but young people from Chincoteague cannot afford to buy a first home so leave the island; in 6 yrs a property went from \$27,000 to \$50,000, in 20 yrs property went from \$4,000 to \$65,000 - COC,AINS

BRP causes higher land values -COC1,BRP

Many people choose to live near the BRP, she has "not met a sole who didn't like living near they parkway; cited an example when getting land for Explore that one woman did not want to sell her property because it was adjacent to the Parkway, she had a permit to ride her horses along the Parkway, eventually found another place where she was permitted access across someone else's land to the Parkway BRP gives people a "sense of security", they know who is their neighborhood; people enjoy the BRP for the quiet and escape -GOV1,BRP

Definitely affects land values: Yorktown small house sold for \$100,000 -NPS,CNHP

Causes an increase in land values -NPS,GWBNM

MNBP keeps land values stable because land use will never change, it does enhance the adjacent values, it depends; Many people have moved adjacent to the park so they can back into the park; Manassas fastest growing city in Va ('89) -COC\*, MNBP

\* person from Convention and Visitors Bureau in Manassas that met with the Superintendent and us

Increases adjacent land values, knows that people move closer to the park -COC,PWFP

Fort Harrison probably contributes positively to the land value -NPS,RNBP

Adjacent land values increased by 15% because of park's existence. -NPS,SNP

SNP increases adjacent land values -COC3,SNP

### **TAX BASE LOSS**

Much land has been taken out of the tax base, \$1,400 paid in lieu of taxes -GOV,ACHNHP

\$2,000 paid in lieu of taxes, no comment about that being a minimal payment or that others have to pay so much more -GOV2,CNHP

Disadvantage is loss of tax base (\$3,500 in lieu of tax payments); advantage of having so much federal land is that it doesn't require services (40% is federal); Don't have to worry about zoning because the federally owned land will not change; besides NPS, major federal land holdings are by Naval Weapons Station, and Camp Perry -GOV1,CNHP

Federal government (2 NPS units and Quantico Marine Base) take up 25% of land base, i.e. property tax exempt, pay \$10,000 in lieu of taxes -GOV,PWFP

Payment in lieu of taxes (PILT) is a sore subject; about 7000 acres of Park in Page Co.; \$4100 payment for both SNP and GWNF, \$.75/acre - does not keep up with inflation - GOV2,SNP

Land exchange leaves a sore spot with many people including Mr. Twyman; 100 ac of Greene Co. was taken and 100 ac of Page Co. was returned to county, a "meaningless exchange", wants me to come back if I can figure out why they did that, "it isn't right but it is legal", obviously bitter about SNP taking of land without any justification of compensation; SNP has the potential to enclose 1/2 of Greene Co.; they say they won't but no one trusts them; took that much more land off of the tax base for county -COC1,SNP

### **VIEWSHEDS**

ATC works for trail protection including landscape around trail, buildings, farm scenes, as well as natural views preserved; viewshed protection, work with USFS in their ways of visual quality preservation and analysis -NPS,ANST

Viewsheds important part of Parkway's quality -NPS,BRP

Major air pollution problem affecting views from the park and views to the park, there is a

whole setting of Shenandoah Valley that SNP is part of; Air pollution park's biggest problem in facing the future -NPS,SNP

Park has become more active in adjacent land use issues; a recent proposed landfill was stopped partially because it would have been within the view from Skyline Drive, NPS objects to anything visible from the Park

Some adjacent land owner problems with gypsy moths; they want to spray for the insects but NPS will not let them spray within a certain distance of NPS land -GOV3,SNP

## **EDUCATION**

Outreach Program for education, 4-H and other groups, nature ethics, working on compiling a list of activities specific for age groups to be done on AT, High Schoolers doing service work on AT - NPS, ANST

Many school groups come to the park, within a 150 mile radius, a day trip; some came from California; two video tapes are sent to school before they come so that time spent at the park is outside looking at things, not watching films in the auditorium -NPS,ACHNHP

"It's a good resource to have for our kids and I'm sure they'll appreciate it" -GOV,ACHNHP

Park has developed a video that people can use. Schools use it before taking kids to park. Park is willing to go out to schools. Park has a marked trail which Scouts use. Has question stops where the brochure asks a question about whatever is at the stop. Not sure if they're still doing it. -COC,ACHNHP

Education is what the park "is all about", schools come in on buses

Local Scout groups obtain special permits to camp on Assateague

Children come with schools and return with their parents -COC,AINS

Take some school groups, limited by personnel and space, many more schools would come if invited, more on-site than off-site programs, prefer teacher workshops -NPS,BRP

School groups come from as far away as Amherst, Danville, Martinsville, Floyd, and Salem.

Age groups range from preschool to Ferrum College In May booked with school groups;

Many Girl Scout groups visit park

Boy Scouts have been invited but say "no" or no reply

Several Eagle Service Projects have been done at park; camping closed down several years ago, not used much, and disruptive groups, particularly the boy scouts

Want to do more outreach programs, especially with schools

Outreach program - traveling puppet show to schools in Franklin, Roanoke, and Bedford Counties; 25-30 students per interpreter; 5 interpreters; School groups picnic while there;

Loan materials from library to schools; Library resources available to public, get an occasional student using it (us. Ferrum College) -NPS,BTWNM

School groups!! -greatest aspect of park, availability to these groups -COC,BTWNM

Give the kids soup, candle, cornbread (liability issue)

Need hands on activities, touchy feely, for school kids, because little for them to do - COC,BTWNM

Education - Resource for school system, church groups (Sunday school classes), Youth groups, Day Camps, and day outings; 2nd graders really liked blacksmith shop; Remembers pigs and piglets; Other field trips school groups take: Mill Mountain Zoo, Circus, Smith Mtn. Lake, River Boat; Booker T. thought was best for field trip -GOV,BTWNM

In past school groups just came in a non-organized fashion with little NPS guidance, currently have programs approved for State curriculum and reservations are taken months in ahead; schedule is packed from mid-Feb. until through May; students come from about 168 different cities and counties, 7 different states; Junior Ranger Program: 2 hr program for youths from which they receive a patch, ("parents experience the park in a different way when they do it as part of the J. R. program" i.e., as a family) recognized that anytime visitors are held in one place for two hours that is good for the local community; Special Events are frequent: Yorktown Days, 800-900 school children; President's Old Guard comes to Yorktown for Yorktown Day each year; try to get them to do two shows that day for school groups (maybe 800-900 kids); Scouts use trails for historical trails awards (they have three trails) - NPS,CNHP

Schools come from Richmond to Va Beach, day trips, very few spend the night, DC area schools may come for a long day trip -GOV2,CNHP

Many programs available for schools, come from Richmond to Hampton Roads  
Kids drive parents back to see it after kids came on field trip -COC,CNHP

Not a lot of schools visit park, only nearby counties; any 8th grader who has studied history knows Daniel Boone, when visit park Boone is main attraction -NPS,CGNHP

Schools use the Park frequently and request NPS personnel to come to schools, Park cannot fill all of requests, Mr. Church and Marie Burkes go out into schools- NPS,F&SNMP

Many schools come to the area, Dept. of Tourism sets up a tour for school groups, come from all the surrounding counties, D.C. area and some from out-of-state, most are one day trips -GOV2,F&SNMP

School children come mainly in April, May and June, a lot come from many schools, they can taste, touch, and smell things as they were for George Washington as a little boy, children bring their parents back -NPS,GWBNM

Schools are encouraged to come to the park -GOV,GWBNM

Kids come with school groups and then bring their parents with mind set of being a historical park; -NPS,MNBP

She didn't think they did much education, not a lot of field trips -COC,MNBP

Outreach program beginning to local area with the hiring of an education staff person; creating an educational program that will meet State curriculum standards to be used in the schools, Making history of the area a standard part of the curriculum; Boy Scouts do many projects in the Battlefield; they put out flags in the graveyard for Memorial Day; Mr. Deckert works with a Scout troop -NPS,PNB

Summer programs of education beginning since the hiring of a new educational staff member at PNB -GOV1,PNB

Developed their own education curriculum (the packet we got?), approved by the school board in Prince William and Fairfax county school boards; Kids come to the park through schools and then bring their parents; Eagle Scouts also help restore areas -NPS,PWFP

Thinks Boy Scouts use the cabins -GOV,PWFP

Scouts frequently use the areas -COC,PWFP

Very active with education both on and off-site; programs for schools, day cares, home economics, etc.; started program called Environmental Activities Related To History (EARTH), designed for children from ages 5 to 12, esp. the middle ages; cannon talk. work slogans into talk to kids: you know about NIKE's "Just do it", they had slogans back then, too, McClellan: "On to Richmond!" 5-7 cannon talks per day. The educational tours are through word of mouth with local teachers

Spoke to 1600 children last summer, with each group spend about 4 hrs., with budget crunch at schools they had to choose priority of field trips: RNBP was #1 on their list

The reason children like these programs is because they are hands on; many other historical talks in the city are not that way

Pat Ferrell is described by Ms. MacLeod as dynamic and excited about the children, she is the reason the programs work so well, she uses no written script, it is all in her head

During the "off-season" they go into the Richmond area schools doing a program called SEASONS which relates the seasons of the year to changes in civil war events; uses wildlife puppets to relate a program called Common Soldier -NPS,RNBP

Very active educational programs both on-site and off-site, recently completed a teachers workshop that taught teacher how to teach other teachers to teach environmental awareness Education a very important aspect of the park; Mr. Wade has emphasized educational programs since his being made superintendent; programs on-site and off-site -NPS,SNP

Children's programs are very good, mentioned a story book hour; programs offered to schools that come to the park, rangers will also go to schools upon request -COC2,SNP



NPS will come to schools upon request; also 4-H -GOV2,SNP

Schools occasionally use SNP for field trips, also environmental groups and citizen's groups; NPS personnel sometimes come into community, 1 to 2 times per year -GOV4,SNP

### **QUALITY OF LIFE**

One of greatest assets of Blue Ridge Parkway (BRP) is the quality of life to the Roanoke Valley -GOV1,BRP

We are looking at QOL more so than financial, Quality of life issues: good citizens, what the county has to offer -COC,BTWNM

Colonial NHP impacts the quality of life of the area -COC,CNHP

Greatest asset of Park is quality of life enhancement; provides green space, history, place for a peaceful drive, Mr. Cherry says he sometimes goes a little out of his way returning home from work to drive on the Park drive, it helps him wind down Park not a factor in attracting industry to area; is a part of the quality of life, on the top of quality of life list -COC,F&SNMP

Adds to the quality of life of the area -NPS,MNBP

When Mr. Martin brings in prospective businessmen he makes certain to show them Appomattox Manor (part of PNB), it gives a different perspective of the city; large quality of life factor for Hopewell -GOV2,PNB

Park adds to the quality of life of area -GOV,PWFP

Issue of quality of life very important to SNP, UVA conducting Related Lands Study, people who own land next to Park affected, people are scared by what the report may say; maybe think that the Park will take over more land. -NPS,SNP

Definite quality of life benefit of the park -GOV3,SNP

SNP a "very, very large asset to the quality of life", asset is so great that is not measurable -GOV7,SNP

### **GREEN SPACE**

Park provides green space for the many apartments, condominiums, and military "As long as the core areas remain historically managed then it's not bad to provide green space -NPS,CNHP

Sense of place and sense of pride of the area, a place where the land is not raped, provides a

relaxing place, good for a nice drive going down the parkway; "it preserves green space", saved trees and waterways -COC,CNHP

Big benefit of the park is open space, green area for the county -GOV1,CNHP

"You don't know what a relief it is to get off a military base" and come to a green open area; one of the great benefits of the park - green open space; people would want it to be green even if the NPS didn't own it. -GOV2,CNHP

Greatest asset of Park is quality of life enhancement; provides green space, history, place for a peaceful drive, Mr. Cherry says he sometimes goes a little out of his way returning home from work to drive on the Park drive, it helps him wind down; park not a factor in attracting industry to area; is a part of the quality of life, on the top of quality of life list - COC,F&SNMP

Provides green space, a place where development will not occur and that is a definite plus since Spotsylvania Co. is and has been the fastest growing county in VA for the past 20 years -GOV1,F&SNMP

F&SNMP serves as a quiet, reserved green space, offers escape from the fast pace of life; NOVA is getting closer daily, much developing occurring - not desired, hoped recession would have slowed it down but it did not -GOV2,F&SNMP

Many people like the park simply for its green space -NPS,PNB

### **QUIET,ESCAPE**

People come here from Williamsburg as a quiet place -COC,ACHNHP

People enjoy the BRP for the quiet and escape; Commuters will use BRP simply because of the chance to unwind from the day and see some pretty sights; take the slower and less direct route -GOV1,BRP

Colonial Parkway is a great asset offering a break from the hurried streets, problem of too much commuter traffic, Park rangers patrol the area; Grills available at picnic areas on Parkway -COC,CNHP

Greatest asset of Park is quality of life enhancement; provides green space, history, place for a peaceful drive, Mr. Cherry says he sometimes goes a little out of his way returning home from work to drive on the Park drive, it helps him wind down -COC,F&SNMP

F&SNMP serves as a quiet, reserved green space, offers escape from the fast pace of life; NOVA is getting closer daily, much developing occurring - not desired, hoped recession would have slowed it down but it did not -GOV2,F&SNMP

Many use the park as an escape from where they are living, many visitors are within commuting distance -NPS,GWBNM

Park asset to the county because it is a preserved area, place of natural beauty, serenity, quiet not a lot of public access to the beach, GWBNM provides access but not for boats - GOV,GWBNM

Park is a place for people to catch their breath -NPS,MNBP

Park provides a relief from high tech, fast paced world as a place to sit by streams and relax - NPS,PWFP

Sees park as a better kept secret of the county - is a quiet place w/ low use -GOV,PWFP

Tranquility is a service of the park, she has gone down there just to be alone -COC,PWFP

Visitors come primarily for the views and secondarily to get away from it all -NPS,SNP

Stress relief is also a major asset of SNP and Greene Co.; people come just to relax, come to "dike" -COC1,SNP

#### **SENSE OF PLACE**

"Trail is not just a trail", more of an experience, a feeling about the trail, "affects so many people"; provides for a challenge, personal growth -NPS,ATC

Sense of place high especially among local residents -NPS,BRP

BRP gives people a "sense of security", they know who is their neighborhood; Even if locals do not use the BRP much there is value in just knowing it is there

"If it weren't for the Parkway, people would not have taken land preservation seriously; it wouldn't be the same" -GOV1,BRP

Ms. Furrow lived in Franklin Co. all of her life, never thought of the park as not existing. "The parks were created when God created the earth"; History - Citizens of the county have a high work ethic, the only way you succeed through hard work. This ethic is mirrored in Booker T. Washington who had to work very hard all of his life; Park reflects county's work ethic, "sounds corny"; People of Franklin Co. are interested in their history, BTW provides a look at their history along with the History Days at Ferrum College -GOV,BTWNM

Sense of place and sense of pride of the area, a place where the land is not raped, provides a relaxing place, good for a nice drive going down the parkway; "it preserves green space", saved trees and waterways -COC,CNHP

"Don't really think about what it would be like without the NPS" -GOV1,CNHP

Tremendous local support of park; 90% are proud of the park and identify with it - NPS,CGNHP

Fredericksburg is a unique community; "Fredericksburg wouldn't be Fredericksburg without the Park"; a city with 19,000 residents would not normally be as well known as Fredericksburg, reason is because of Civil War history preserved at F&SNMP - COC,F&SNMP

Park as a place for locals to bring their relatives, they are proud of the Park; people are proud of the things that happen at the park -NPS,GWBNM

Receives no complaints by citizens, if people had a complaint then Ms. Lewis would have heard about it in that office; GWBNM is a part of the community, it has always been there and always been a part -GOV,GWBNM

The park serves as a place for recognition of where I am -COC\*,MNBP \* - Margaret Porterfield, PW County Conference and Visitors Bureau met with superintendent at MNBP)

Ethnic identity of park in that of the Mountain Man, hunters, rugged people, citizens of the local area make SNP aware of this identity; can't continue ignoring how the Park was created, they realize that now. -NPS,SNP

Sense of place service he added "peace" meaning ability to get away from it all -COC1,SNP

## **RECREATION**

Not much of a problem with sporting activities not near a metropolitan area, "I'm a purist and don't think those things should occur here"; -NPS,ACHNHP

Discourage sporting activities -NPS,BRP

Not much recreation at Booker T. -NPS,BTWNM

Recreationists are the largest user group of the park but have the least contact with NPS personnel, rather ironic that "the people who use the park the most are contacted the least unless they are arrested"; only way they are reached is through the media; Haskett would be surprised if many of the fishermen even knew they were on NPS property; Kite flying, model rocket launching, model planes are problems in certain areas, most are not intrusive to the visitor, don't try and curb recreation unless it occurs frequently; "You name it and we have it, and if we don't it's because no one has ever thought of it; I half expect to see someone jumping off the visitor center in a hang glider some day" -NPS,CNHP

Large recreational benefit of the park especially to the locals  
Visitors come from around the world and locally - especially local kids when school is out go to the beach

Mostly passive recreation, NPS not crazy about recreation but allow it to occur -  
GOV1,CNHP

Local people also come for history, city has wonderful parks so not a big recreation pressure  
on Park -NPS,F&SNMP

Not a lot of recreation demand because it is a protected area; Ms. Willis thinks NPS has a  
good mission of preservation, in reference to not allowing weddings and glad they don't;  
thinks that F&SNMP is "doing the right thing" by having a mission of preservation and  
conservation; jogging trails do not add to the Park, some feel 10K races should be held  
through Park; Park has meaning for what is memorialized and should not be mixed up with  
other recreational pursuits, recreation and historic preservation do not mix well, plenty of  
other places for recreation and at places like Shenandoah National Park it is appropriate -  
GOV2,F&SNMP

In the past, high schools have used trails for cross-country meets - not done anymore, didn't  
have a place before - now they do.

Dog tracking also a use of the park

Rocket launchers and gliders -NPS, MNBP

Some look at MNBP and can't believe how many restrictions on land use, recreation exist and  
that the preservation attraction is so strong - can turn that around and say that Prince William  
CO. is unique b/c of Battlefield -COC\*,MNBP

Problem of restrictions of use in park i.e. can only do certain things: picnic, frisbee, etc in  
designated areas "it's a great park but you can't do anything there"

"Dan Quayle only one who can ride horses in MNBP" -COC,MNBP

Until an entrance fee began to be charged the park had the feel of an urban park, that changed  
and its "rather sad" that the park is not more available for recreation; could provide much  
more than just history -GOV1,PNB

Sees recreation divided into passive or no impact recreation and active or impacted area  
recreation; Started as a recreation facility, have put brakes on recreation development -  
NPS,PWFP

A site for passive recreation -GOV,PWFP

## **EXERCISE**

Some see backpacking for exercise benefit -NPS,ANST

Local people like to come walk at night. Discourage walking after dark because may stumble  
in the darkness, yet many locals come at twilight. -NPS,ACHNHP

Increase in walkers and joggers using Parkway esp. near urban centers -NPS,BRP

Bikers and runners use the parkway; horse trails on BRP -GOV1,BRP

Much bicycling training done along Parkway

Many walk-a-thons, running events, bike racing throughout park, try to accommodate their needs, previously to this influx of exercising activity had extensive vandalism, infrequent now (many years ago, could have 7 flags stolen in an afternoon; now they only had one stolen last year); Walk-America had 7000 to 8000 people

Volks Marches (a walking group from which can receive patch) around in Yorktown - NPS,CNHP

"you want to see what happens stay here after 5:00 and see all of the fitness people - jogging, walking -NPS,CGNHP

Horseback riders and bicycling increasing

Walking, jogging, and biking for exercise; organized bicycling increasing -NPS,F&SNMP

Some have said that the Park does not want people to jog or walk -GOV1,F&SNMP

Park used extensively for jogging, exercise walking especially for Fort Lee, many come in the back way to the park and avoid the fee -GOV1,PNB

Have test lanes for bicycles only, used by exercise and sport cyclist -NPS,PWFP

Many people use the area for running and biking; Bicycle use (can ride a bike there without getting run over) -GOV,PWFP

Bicycling increasing along Skyline Drive -NPS,SNP

### **QUALITY RELATED TO NPS**

The fact that it is a NPS unit makes a difference in the quality of the road; New visitor center will have both public and private cooperation including NPS, they want it to look like a NPS facility because that means it will be "done correctly" -GOV1,BRP

Many people visit BT just because it is a NPS unit, people are attracted because they like the set of ethics held by the NPS, they had good experiences with other NPS units and expect it at other sites, something special about NPS in people's minds -NPS,BTWNM

Many people come because they see that it is a NPS operation, they know they can expect certain things going on all year long -NPS,GWBNM

Many people visit the park because they see the NPS sign on the highway or are in route to or from Williamsburg -NPS,RNBP

Many focus on the fact that it is a NPS operation, they see the shield and want to stop because they know it's a NPS site -GOV1,RNBP

## **RESOURCES**

Assateague is national treasure -COC,AINS

Parkway provides has a wide diversity of resources, "a little bit of everything"

Possibly will be expand horse trails

Some living history programs and other special events

Activities occur at Visitor centers located in each of 4 districts: James River, Peaks of Otter, Roanoke, Rocky Knob -NPS,BRP

The fact that it is a NPS unit makes a difference in the quality of the road

Parkway is tremendous resource to local area

Parkway has more varied plant life than any other single place -GOV1,BRP

Biggest attractions of BRP are the fall leaves and the wildflowers

Need for higher quality camping along BRP, many people call asking about camping information

Conventioneers coming to Roanoke want to come when the leaves are changing -COC1,BRP

Farmer on staff, some attempts to use appropriate technology

Local farmer does the tobacco drying for them

Hire local vet for animal work

Sheep are old breed similar to 19th century (Coldstone?)

Piglets popular for summer -NPS,BTWNM

Park not that exciting; cannons are more interesting e.g. Petersburg

STAFF at unit is EXCELLENT

Provides - look at black history, look at the past

Farm Day during summer is a special event -COC,BTWNM

History - Citizens of the county have a high work ethic, the only way you succeed through hard work. This ethic is mirrored in Booker T. Washington who had to work very hard all of his life; Park reflects county's work ethic, "sounds corny"; People of Franklin Co. are interested in their history, BTW provides a look at their history along with the History Days at Ferrum College -GOV,BTWNM

Extensive Living History programs, Moore House (surrender plans drawn up) furnished and with actors, Nelson House has no furniture but uses actors, would have security problem if had furniture, use 7 different vignettes of interpretation by actors are hired through Eastern National Monument funds that are returned to Colonial (uses an "auditing approach", borrowed from Toastmaster's, which let's the supervisors make sure the acting is done accurately historically and can be understood), Haskett said that the money he receives

through Eastern National Monument gives him more flexibility and is of greater amount than through NPS;

Massive Civil War forts in the area, recognized for Memorial Day weekend, Nelson House open for that, made into a confederate hospital; Jamestown Day, 17th century units set up Nelson House decorated at Christmas time, attract a lot of visitors mostly local; knows of one couple who come from FL each year to see it

Marching Band competitions in April and May, problem because they come to use the fields but never come into the Visitor Center ("Marching Band Capital", most are bands from out-of-state; would get 600-700 people)

Would like to be able to have many special events in the area, so that a visitor could call a number and get info about what's going on that day; trying to get the other attractions interested in putting up the money to do that kind of publicity and programming

Own 44 miles of beach front in York Co., few other public fronts in area, beaches rip-rapped because of erosion problems

Between CNHP, Cheatham Annex, Naval Weapons Station - 60,000 contiguous acres

Hold many critical archeological artifacts

Have some Indian places in park

Have Yorktown formation, geologic, but don't really tell anyone about it

Many of the tour roads follow historical roads

Weddings occur all over the park ("some really weird stuff")

Would like to provide more in off-season, currently season runs Memorial Day through Labor Day -NPS,CNHP

Cited values of aesthetic, environmental, educational and river frontage; economic contributions to county not distinguishable; the park also owns the only cross-peninsula road without a traffic light -GOV2,CNHP

Many Living History programs; interpreters make history come alive; Jamestown also has some Indian Heritage -COC,CNHP

Park serves as a wildlife preserve, Kentucky has a wildlife management unit adjacent to park because of game source from park

Wilderness great asset, not official wilderness but managed as such, can be reached within a day, attracts people who "walk to the beat of a different drum", those with highly disposable income; library used by outside sources, one of the best in NPS for this time period of history; one of few parks who have a true historian, has a degree in history

Endangered Species - Indiana Bat - winter habitat, Black-sided Dace, critical habitat for

Peregrine Falcon (cliffs), and others; Campground is prettiest in NPS but not well used;

Need RV hookups at camping area in order for it to be used, he once did not want any hookups at the area but has changed his policy because of the lack of use of the camp ground -NPS,CGNHP

Word of mouth is only way people know about natural features of the area; Everybody knows about what is available in the county but it is not documented anywhere, just have to talk to the right person; No in-house publicity within the county government of things in



county

Possibility for wilderness tours, rock climbing, caving; locals already do these things but do not tell anyone

Park does not do as much with rock climbing, hand gliding as it should; maybe a pad for hand gliding should be built

NPS maps how that trails stop at park boundaries but they actually do not; need maps to show all of trails; People of county do not realize how unique of an natural area they have, are not against more visitors because they don't know what crowding is, don't care about protection of their resources -GOV,CGNHP

Two staff historians stay very busy answering questions, especially about relatives in war  
Three summer concerts to occur at Park

In the past many people donated land to NPS- NPS,F&SNMP

GWBNM first site of cultural restoration of a national monument -NPS,GWBNM

Main draw of the park is civil war history; There is a lot of interest in civil war history;  
MNBP - operating 4,500 acres - authorization 5,100 acres -NPS,MNBP

Cabins built by Civil Conservation Corps listed in national register of historic places  
\$80,000/ year charged at cabins - used by schools (PW co., Faqueir), Family and Child Services, Potomac Campfire Boys and Girls, St. Elizabeth Hospital

No stocking of fish in streams for at least 10 yrs

Visitor Center size is largest impediment for further interpretive programs

Researchers: only NPS project with piedmont plain preserved

Largest holding of non-wetland coastal plain

Cultural aspects of the park are not as important but receive most of the funding because they are high profile and the evidence of need and restoration is obvious

New studies being considered for neotropical migrant birds

Have full GIS system; provided some of the first GIS compatible data back in the 70's

Close loops around some of the cabin units each year to refresh the areas; Have a high tick population - may keep some people away

Backcountry area used by some but closed during some of best times of year because of hunting in Quantico, esp. in late fall

Have exhibits along scenic drive

Demand for mountain biking, no loops for bikes of the road

Fall colors are as good a Shenandoah for this area

Best way to experience the park is outside of your car, most people don't realize this

Many endangered species: whorl begonia, red-shouldered hawk, diana butterfly -NPS,PWFP

Don't think there is anything historical there

"Don't think" there is a visitor center there, but is a space where "those sorts of activities take place"; Scenic area -GOV,PWFP

Have overcome the generations of differences between black and white

Serves as a center of black history

Would like to see NPS buy more of the houses in the district

The history of Richmond is parallel with the black history development; and the history of the country -- 350 year old city -GOV,RNBP (Maggie Walker)

Public drinking water for surrounding 8 counties comes from Park, counties don't always acknowledge that importance; largest aquifer on the east coast; SNP must be very careful not to pollute water supplies

SNP improves legal hunting around park

500 miles of trails including 90 miles of AT, AT is draw in and off itself (once people get to the Park; he said many people don't know it's there until they arrive and then want to do a short walk to say they've "been on the AT"), do not interact much specifically concerning the AT

SNP is an automobile park

Backcountry Camping areas not overused, have a dispersed camping, was heavily used in the past, with the advent of the environmental movement, but now it's not as heavily used.

Policy in non-concession areas, people want developed campgrounds with running water, etc. no plans to add much more

Park is big into recycling - try to get this message through education programs

Cultural/Historical resources mostly operated by concessionaire, mainly include some cabins

Skyland is a historic district (so is Headquarters area I think)

Cemeteries in Park still used by families

Many special events: wildflower weekend, Mountain Heritage Days, run by concessionaire, but Park helps with it. Also something about Camp Hoover recreation?

People come to the park for flora and fauna

Biological research and significance a large part of SNP's value; expect a biosphere between George Washington NF and the Park to be created within 50 years

Hundreds of weddings, reunions, etc.

Audobon bird count conducted

Some hand gliding

Problem of people coming to Skyline Drive, not realizing that it is part of SNP; Skyline

Drive is the preeminent feature of SNP

Old Rag Mountain big problem of overuse; famous ridgetop from Senator Byrd's era when he helped make SNP, trail heavily worn, UVA students use it as a place to get (Drunk!!) party

Rock climbing problem because of deterioration of rock, have asked military group to stop using for training

No mountain biking; have a lot of requests, currently doing research (EA) and probably will not allow:

1. Resource damage problems
2. Hiking group opposition
3. Cannot handle emergencies

-NPS,SNP

SNP can provide activities for all seasons; she mentioned that she and her husband cross-country ski in the winter -COC2,SNP

Park was built for preservation of nature not built for people and should not be developed;  
90% of Park preserved for natural areas  
New superintendent seems very aware of endangered species in the Park -GOV2,SNP

Shenandoah National Park has no individual items of attraction -GOV3,SNP

Excellent resources - Most people in the county feel the same about the park -GOV7,SNP

## **INTERACTIONS BETWEEN THE NPS AND COMMUNITY**

### *Positive*

Get along well with the town and the county; Park helps to maintain wayside picnic areas and people just think it's NPS lands but it's not; Get very few letters from visitors, those they get are about the 1st person history programs and cleanliness of park facilities and grounds. Also letters from people who think they have a table related to where the surrender was signed. "but there probably weren't that many tables in the room" -NPS,ACHNHP

Have a good rapport with USF&WS and NPS; monthly or semi-monthly meetings with many different groups to discuss management issues, 14 issues in a management plan  
Each month they provide Chamber with facts sheets about bird counts, visitor numbers, and everything else occurring on Assateague -COC, AINS

Cooperate with local parks, cities, and other recreation group for joint activities and to lend expertise; each district interacts with the communities around them: attend board meetings, interact with planning, part of citizen groups, etc. -NPS,BRP

Econ. Dev. has much interaction with NPS, great relations. NPS want to be good neighbors, they are politically sensitive; when some development or other issue threatens the BRP visually or otherwise, NPS tries to suggest the bad effects or encourages alternatives rather than coming down with a hard mandate; Visitor Center being planned for Blue Ridge Parkway and Explore, residents support this Center; New visitor center will have both public and private cooperation including NPS, they want it to look like a NPS facility because that means it will be "done correctly" -GOV1,BRP

Receive information from BRP to put in publications, good relations with NPS but not as much communication as she would like; New visitor center in the plans, NPS may run the center; problem that Parkway does not necessarily increase downtown traffic; working on getting a low band radio station to give information about the Parkway and things to do in Roanoke, Roanoke is the largest community along the BRP -COC1,BRP

Sees their working relationship as "hand in glove"; NPS sees development as inevitable and they want to be a part of it to have some control; Working cooperatively with NPS on a Rocky Knob visitor center that would serve both BRP and Patrick Co. with info about BRP and provide services for visitors

With the inception of this joint project, communications between County and NPS have been

good, before each operated in a vacuum

Project will serve as a hub for regional tourism for Patrick and Floyd Counties

Most people in the county favorable toward BRP, like it being here; some individuals who still have a distaste because the federal government took their land -GOV2,BRP

Good working relations with military

Working with County and others for July 4th celebrations

Extensive interaction with community, meeting with all of Yorktown residents

They cooperated with the Market study done of Yorktown -NPS,CNHP

Good relations with superintendents, top management active in community; worked together in opposing bridge from Jamestown to Gloucester

Sewage system on island owned by NPS but operated by County, water provided by County

Some streets in Williamsburg owned by NPS, residences for NPS employees

County pleased that the park has done as much as it has to protect the area

Would like the NPS to make sure that area is provided with information about park, esp. want to know what they are planning for 2007, the 400th anniversary for Jamestown

County uses glass bottles from Jamestown as advertising to industry as first industrial site in America; 4th of July activities are a good example of the cooperation -GOV2,CNHP

County holds some of their meetings at Yorktown Battlefield

Allow many outside functions to use grounds, once allowed a Band Jam, that was an accident Yorktown area have two major festivals: July 4 celebration and October 19, NPS heavy participant and cooperator in both; also involves the town and State (Victory Center)

County pays NPS \$2,000 for extra time required of employees for overtime for July 4th,

20,000 to 25,000 people come and the county doesn't charge for the event, NPS used not to charge but that changed after the Graham Rudmann Act; Town has been preserved because

of Yorktown Battlefield, NPS bought parts of the town and began restoration - buildings must be restored as they existed, very expensive; Colonial Williamsburg is recreated; visitors don't recognize the difference

NPS put utilities underground, including a sewer line, but County does all of the maintenance

County and NPS both working on management plans, just happened to coincide; County planning for \$80,000 of improvements including a boardwalk between the Victory Center and Yorktown Battlefield Visitor Center along the beach; currently close off part of Main St.

during the season so can have pedestrian traffic

Unique mix of people live along side of NPS land

Did joint pamphlet publication with County and State, NPS requested to be included and paid part of the cost; employees don't join civic organizations, not as cooperative as they could be -GOV1,CNHP

NPS involved with the Chamber of Commerce and Convention and Visitors Bureau, seen at Williamsburg City Council; Alec Gould, Superintendent, is on Board of Directors Joint publication by private, state, and NPS on attractions of the area; All superintendents are active in the area

Good community involvement with 200 year anniversary of surrender celebration; NPS gave

program to 30 Chamber of Commerce people to show them what the park is about, will do again next year; "the NPS are players with us in the community"; Chamber of Commerce has supported NPS on not wanting an increase in the number of lanes for a bridge close to Yorktown -COC,CNHP

Craft display in Visitor Center are traditional Appalachia crafts, \$82,000 in sales; this gave rise to a craft organization

Quilt and craft festivals at park

TV coverage is plentiful (Knoxville, Lexington, WKET); Bristol news station did live news cast, do not let them do stories just about the tunnel must also include historical, education; one documentary done on Wilderness Road

Royal Colonial Boundary - national civil engineering landmark, longest survey boundary, took 100 years to complete, attracts a small niche of scientists - could not put on services list; project completed recently that brought much historical attraction to park while in process of establishing

Caving clubs more interested in cave preservation rather than recreation

1890 area used as a geological field camp, Harvard field camp

Outside talks given to many groups mainly adult civic groups: Lions, Rotary, Garden Clubs; Limit talks to 2/month, called it the Borscht circuit

Tremendous local support of park; 90% are proud of the park and identify with it

VA concerned about the history most and economics least of CGNHP

Trying to work with all three states is like the "border of Nicaragua, Honduras, and Costa Rica", i.e. they don't work well together, selfish interests

Mr. Vial active in Chambers of Commerce (member -KY,TN; VA chapter only recently established - not a member); Ex-officio member of tourism boards in TN and KY, VA has none -NPS,CGNHP

Very good working relationship with park, we took back the slide show that he had borrowed from NPS to make a video -COC,CGNHP

Mr. Church, Superintendent, and others active in community: sit on several boards, YMCA, Rotary, new city museum, Orange County Board, Historic Fredericksburg Foundation, planning committee meetings; receive many invitations from local government and private groups requesting their involvement; Fredericksburg is a small town so people get to know you quickly

Helped city and developer to preserve significant areas, helped with a civil war trail in the city, Orange Co. with a historic trail

Mr. Church and some others spend most of their time on related lands, recent invitation from Spotsylvania Co. to help with some battle grounds -NPS,F&SNMP

Park has great relations with the community: Fawn Lake development did a land swap with the park, county zoning is done to protect parks; NPS become proactive, created better relations with community

Park has gotten smarter in the way it relates to the community, used to try and "brow beat" to

control land use; now realizes it no longer makes sense to own everything, scenic easements allow current landowners to remain but insure that development will never occur

The parks relationship with the community depends upon how belligerent they are, when management plan was done several years ago they acted like Big Brother and told the community what they were going to do; have sense changed attitude; has not heard anything negative about the park in a long time

Both current and last superintendents been mindful of interacting with community, real good relations, missions of Park and community coincide -COC,F&SMNP

Park is part of the community; NPS been positive in diffusing problems arising in community, they deal with problems up front, don't attempt to hid things; Park land is sacred ground, Mr. Payne said that may sound sarcastic but it is the truth; some passive recreation occurs; County, NPS, and Conservation Fund have worked together on and easement for no development and giving 400 acres of Wilderness to NPS -GOV1,F&SNMP

Overall, work well with staff at F&SNMP, some daily problems and misunderstandings but that happens with everyone; Dept. of Tourism and NPS tried to get Sunken Rd. closed to prevent pedestrian/vehicle accidents; city and local residents opposed; NPS brochures a problem to get, once received some but now get none - had to make their own brochure, do get all they want from GWBN; Not everyone in the city government thinks F&SNMP is a great asset; Dichotomy of people's opinions of park, some hate it and some love it, some do not like it simply because it is a Federal organization, the word "National" gets them upset regardless of anything about F&SNMP -GOV2,F&SNMP

*Conserving the Setting of George Washington Birthplace* - put together with community involvement

NPS goes into schools, civic organizations and to the State Park

Board of Supervisors member is also a member of the Board which assists with GWBNM 100 people in volunteer group at Park, some of those are high ranking officials, attorneys; people are proud of the things that happen at the park -NPS,GWBNM

GWBNM goes out if their way to provide what people want

Mr. Storke is great, knows everything not only about Washington's birthplace but also the history of the county, goes out of his way to be involved with the community, mentioned the boat tour that he was starting

Little interaction between Park and County, not needed; Real asset to the county

County does not have a community center, can use the Park usually for activities

They do their job and the County does its job, not saying that the Park is not an important asset

Federal government tells everybody what to do -GOV,GWBNM

Superintendent is on the tourism advisory council

The park "must be part of the community" we can't be an island; NPS cannot operate in a vacuum -NPS,MNBP

Ken Apschnikat working to be part of the community trying to join CoC but Board of Directors for CoC wouldn't let them join as non-profit organization (\$86) -COC,MNBP

Park is involved with several walking fund-raising events (6-7-8/yr), only one running event which only passes through the Battlefield (For Fort Lee)

City Point involved with Christmas white light boat parade; City of Hopewell did a stage production at City Point for 75 yr anniversary - this sort of thing will not happen very often NPS works with city tourism interests and historic societies; good relationship with the DOT; 4-lane road going to be built near Battery Five; but they "did the right thing" and didn't put it there. Good relationship with the City and Counties; helped restore a small fort area for the City of Hopewell; the City of Petersburg helped them with road-striping; let the City of Hopewell have a special patriotic event (stage, fireworks, etc. BIG) for 75th anniv. and also for Desert Storm people Helped City of Petersburg in 1989 for the 125th anniv. of the Battle When they gave back Flank Rd. there was a deed restriction that says cannot be any development which would have adverse impacts, and the Battlefield would help determine impacts; Conducting a study of the impacts of development upstream from them; have an impacted stream and an unimpacted one; when the City wanted them to clean up debris in the stream (Poor Creek) after a storm, the Battlefield was able to show them it was the City's fault, and their responsibility (have stream flow recording device at Poor Creek). Good relations with local citizens: Dinwiddie Co. has formed a Park Watch for Five Forks Unit to patrol the area, previously found cocaine paraphernalia but do not any longer; NPS not concerned about people entering park from Fort Lee and not paying fee, they are great for the Park Service because they will report anything that is wrong, they watch out for the park; Many young people are involved in a fishing event at the City Point Unit -NPS,PNB

NPS is very cooperative but they have too many restrictions -GOV1,PNB

Constant communication, strong interaction, good relations with NPS officials; NPS employee on the Board of Architectural Review for the city  
NPS officials worked with community to acquire Appomattox Manor, acquired within the past ten years

NPS planning done in collaboration with city, NPS recently amended their General Management Plan with the full cooperation with the city and community planning; the NPS and city are "sitting in each other's pockets" not "looking over each other's shoulders"  
Hopewell sees NPS as an asset to the community, NPS sees Hopewell as an ally  
Hopewell and NPS work together for a Christmas program, Appomattox Manor is decorated, Yacht clubs have a lighted boat parade of 20-40 boats, several thousand people collect on NPS grounds to watch the parade in front of Appomattox Manor; NPS is pleased to open their grounds

Resident are positive about City Point, no friction that he is aware of, free interaction between Hopewell and NPS -GOV2,PNB

Park seen as a non-vocal neighbor

Trying to work with county, VDOT to trade lands

Mr. Brueck is part of NOVA Tourism group; plan to get General Management Plan

published, 100 copies, and have staff go door to door of houses next door, tell them about the public meetings and giving them a copy of the GMP; tried to write one the public could read, NPS didn't like that, do a standard one.

Problem with park is its name everyone thinks that it is a county park, people that visit national parks skip over this one, when fees started being charged the local people didn't understand why county residents should pay for a county park

Superintendent been accuse of taking out ball fields

Seen by the county as taking up space, someone suggested they put in a wave pool to attract more visitors

Sierra club recommended a new name (but he answered the phone before we found out what the name was)

Really push to let people know this is NPS lands; say this a lot in the programs; Want to write an article each month for local paper; Sierra Club maintains all trails throughout park  
Vulcan Industries did a geology video, filmed in park, the park represents a full geologic history of the area

-NPS,PWFP

NPS employees active in Rotary, Kiwanis, Richmond Civil War Roundtable; she's on the Board of Directors for the Henrico Historical Society; she believes its important to be involved; General Management Plan draft underway, newsletter sent to over 2500 people; using mail back replies for citizen input; Host for foot races  
Sponsor urban youth work units in summer -NPS,RNBP

Good rapport with the parks of Richmond, one of the finest relationships between parks and Bureau, has worked in other areas with parks and never had as good a relationship as now (Made no distinction between national, state, or city parks) -COC,RNBP

He has worked with NPS on a several studies including a Greenway study

Cindy MacLeod not afraid of speaking her mind and that is good; surprising to see a bureaucrat willing to speak her mind

Citizens of the Richmond area either are positive or neutral toward the park, only some of the adjacent land have negative feelings about NPS - Varina, Eastern Henrico Co. -GOV1,RNBP

Some NPS involvement in county, especially with expertise and advise regarding historical grounds outside of NPS property of which there are many in county especially earthworks; county recently preserved some historical trenches, NPS helped in assessment and value related to the historical significance; Sometimes controversial because county doing rezoning and NPS may find historical sites in those properties

Recently, in the western part of the county the North Anna Battlefield was established with a quarry company (Western Crushed Stone?) and help from NPS

Fairly extensive assistance on other's property

Overall, Hanover is very pleased with the quality of the parks in the county and have a positive working relationship with the NPS

Positive residence reaction to RNBP -GOV2,RNBP



Relations with surrounding counties varied, each county is different with different policies, forms of government, attitudes; can in no way make a gross statement about relations with surrounding counties; relations at an all time low; Rockingham is fairly bitter toward park but incorporates some park objectives in County's Comprehensive Plan, SNP been asked not to attend some planning meetings

SNP must be active in local planning because what counties do affect the park, must have a place at the table

Affect visitation at local caverns

"...just can't be a park and put a fence around ourselves", must work with communities;

Interact with Shenandoah Natural History Society and other groups when doing publications, try to make certain information is correct in other's publications

Once a week some TV or other media group come to do a story on SNP; PBS, CNN, local TV stations, Southern Living, etc.; NPS try to get some education information out through these sources.

Amazing amount of medical expertise in park, highly trained, EMT on down the scale to First Response trained, inherent contribution of park with medical provisions, people have come to expect it although SNP is facing a heavy financial burden, NPS employees help local volunteer units in their off-time. There's the issue of reimbursables - when local crew responds to an accident, the crew picks up the tab, but if it's negligence and UVA's Pegasus helicopter is called in the victim pays for that service. I think what they were getting at is, by helping each other (Park and Local crews), they help reimburse each other. -NPS,SNP

Representative from Shenandoah National Park (SNP) present at county board meetings, recently occurred

"The fact that they are making a genuine effort to be involved with the Board of Supervisors, NPS makes a quarterly report of current and planned park activities to BoS, beneficial to the county and to the Park

NPS came to Greene Co. to find out the housing availability because wondered why no NPS personnel lived in county, NPS can use housing money more effectively outside of the park boundaries

NPS does not advertise jobs much in Greene Co.; that will soon be changed

Animosity by some in the area, he did not realize it was an issue until just recently;

Controversy of land exchange of some land in Madison Co. and some in Page Co., Madison Co. residents more upset than anyone, have been into Greene Co. to try and cause an uproar;

Another issue was question of concurrent jurisdiction of law enforcement, thought that county sheriffs would also have to patrol on NPS property in addition to other duties, Madison Co. more of an uproar than Greene Co., has been resolved without much problem, more of a misunderstanding than a real problem; He seemed to indicate that the conflicts between local areas and the Park were most likely due to misunderstandings. -GOV1,SNP

She didn't think she could help me very much about the park; they work well with the park and that was about it

SNP member of Chamber because an anonymous person paid the dues for SNP; an NPS employee is on the board of directors for the Chamber and he helps explain the rules and regulations that control SNP -COC2,SNP

Good relationship with SNP, at least once each year someone from; working on improving information exchange and better dialogue  
SNP comes to a Board of Supervisors meeting, talk about policies and issues concerned with park -GOV6,SNP

County has both SNP and GWNF, periodic contact with both; Every once in a while NPS personnel come to Board meetings  
Congressman Allen recently established an advisory committee for SNP and surrounding counties, had their first meeting in October  
No communication or other problems with SNP, occasionally an issue about boundary expansion which the county usually does not support, some land swaps occur which benefit both the park and the county -GOV7,SNP

*Poor or Little Interaction*

Park and Chamber of Commerce interaction could be better, don't know a lot of what goes on at the park; Jon Montgomery, Superintendent, is on the Board of Directors for the Chamber of Commerce  
Youth development program done at park. -COC,ACHNHP

County doesn't have much interaction with the park and doesn't really care anything about the park. Mr. Rice was not very helpful or supportive of the subject of our project. He said "they are paying you to do this, aren't they?"  
He acknowledges that the Chamber of Commerce is working on a Visitor Center tied with the Park but does not talk about that as being of any significance to the County -GOV,ACHNHP

Not much contact with the National Park Service, made no distinction between the National Wildlife Refuge and the National Park Service, His responses on the Services form reflects the whole of Assateague in VA  
Does not have much interaction with park personnel, never seen anyone in this office -GOV, AINS

Rare for park people to participate in anything outside of park  
Cooperate with funding brochures- park has not participated recognizes that funding for such things is not there in NPS  
BTWNM celebrates a black man, in the past in rural southwest VA this may have been a problem, not so anymore  
Many people wonder why BT does not participate more; no resentment of BT, just disappointment by citizens -COC,BTWNM

Ms. Furrow lived in Franklin Co. all of her life, never thought of the park as not existing. "The parks were created when God created the earth"  
Surprised when she heard about controversies over Shenandoah NP takings: certainly no bad taste here; Planning Department Relationship With Park -  
Land surrounding is zoned farmland, zoned for existing use 4 yrs ago

Little interaction between Planning Dept. and the Park  
Doesn't know outcome if someone wanted to develop surrounding land  
Park is in Comprehensive Plan in inventory of parks -GOV,BTWNM

"Resentment" with the Park Service for not cooperating County seen as an "ugly duckling" because of its economic status; Park views them as an "ugly stepchild" NPS close minded employees; told some rescue people they could not come on to their property; Park has poor communication relationship with County, they need that communication in order to flourish; Park has a selfish, introverted management style that scoffs at Lee Co. and will not help them; seen by county as a "big brother" at the western end of the county; County wonders why the park will not work with them; Admitted that the county gov. and the park are at fault for lack of cooperation, until recently no one in local gov. to lead in communications with park; Working with the park is not high on the priority list what needs to be done in the county; need more of the quality of life things, cannot have an industry come in and pay minimum wage and expect that to help the economic status -GOV,CGNHP

NPS inflexible to work with County Government, etc.; PWFP causes a transportation problem: no good east-west transportation route, NPS's refuses to give right of way  
NPS has a very myopic view of management; Ranger cooperate with police (kids from adjacent developments tend to get lost -GOV,PWFP

Not much interaction between Park and Chamber, tourism is handled by Tourism Dept. and not Chamber as it is in other places; Chamber works business to business, not with tourism -COC,PWFP

For the past three years have had a very bad relationship with RBNP; editorial in Richmond Times Dispatch on Oct.21 sums up feelings against park  
Problem of historic preservation groups buying land and then giving it to RBNP  
Meeting recently from which a position was drafted concerning RBNP:

1. Opposed to any expansion of park boundaries
2. Opposed to historic designation of lands surrounding
3. Henrico Co. has its own historic preservation committee, feels that preservation is a local issue that does not need federal intervention
4. County's concerns are affordable housing, good jobs; not local significance due to civil war sites

Want no federal land use control

Henrico Co. has a sound parks and recreation program and open space program; do not need the federal government; County has not made much effort to work with RBNP and RBNP not made effort to work with County; local citizens feel this animosity toward RBNP, great fear of expansion -GOV2,RBNP

Could be better interaction with NPS personnel -COC1,SNP

Two sides of park as viewed by the public: like the park and what it provides or upset at park because they had ancestors displaced by the park, utilize areas around the park and feel

threatened by the park - especially hunters

Those people that support the park often are those who have jobs in the Park or have family that work there

About perceptions of the Park, "it depends on who you talk to"; majority of the people co-exist with the park, secondly are those who benefit from the park because of employment, the smallest group are those that feel threatened by the Park

Majority of the people understand and accept the Park

Not a lot of interaction; more of a fact that they are up on the mountain and the citizens are down in the valley; Most of administration and rangers come in from outside the area

Trying to get the Park to hand out brochures about the things to do in the Valley -GOV2,SNP

No feeling of cooperation with NPS personnel, in past more cooperative

Biggest problem with the Park is communication, they seem to have a "sense of arrogance" which once did not exist; not a good neighbor; like the relationship between union and management, issues can be agreed upon but neither side is satisfied -GOV3,SNP

SNP not active in the community, Chamber has requested more participation; Mr. Collins has called Mr. Wade several times and missed him but Mr. Wade has also returned his calls; need a face to face meeting

Want a ranger on their tourism committee; Mr. Collins said if their was anything the Chamber could do to help SNP they would do it -COC3,SNP

No interaction with NPS personnel

NPS is a cold neighbor, difficult to work with, no effort to explain their rules and regulations; need to spend more time in communication with local areas -GOV4,SNP

Ruth works on a committee overseeing the Park and Rockingham Co., not a direct Chamber person; Much animosity especially in Elkton, they feel threatened, these are the most vocal groups in county; NPS need to be more open, they seem to have a hidden agenda  
Anti-expansion element in county toward SNP -COC5,SNP

Not a lot of interaction with NPS, creates many misunderstandings; Congressman Allen has suggested a committee made up of representatives from the 8 jurisdictions around SNP  
NPS officials are not as candid as they could have been of over the past few years, they are tight lipped about what goes on; NPS often prompts conservation groups to buy land and then donate it to SNP -GOV5,SNP

The following comments are from a telephone conversation from Sandy Rives, the public relations person at SNP. There is wide variance in the attitudes of the counties surrounding Shenandoah National Park. The counties do not work together at all. They are part of four different planning districts. Each county is different in their philosophies of planning and relating to the park:

Albermarle County is the most supportive county of SNP. However, there is little interaction or contact between the Park Service and the county. This is due to the many other attractions

in Albermarle County: Charlottesville, Monticello. Fourteen thousand acres of SNP lies within Albermarle County.

Page County is also one of the most supportive counties and one with which SNP has the most contact. Ninety percent of NPS employees live in this county which contains park headquarters and 30,000 acres of NPS land. The entrance gate in this county is used by approximately 20% of visitors.

Rappahannock Co. is the third most supportive county. Much of their value for the park is ecological based. The gypsy moth issue has involved this county. Their concerns are that extensive use of pesticides would harm other plant and animal species.

Warren Co. is a major gateway county through which 60%-70% of all visitors pass. The park is viewed as an asset by the county but there have been some conflicts. The county wants to see growth and change and sees the park service as inhibiting growth, much land has been taken out of the tax base. Another issue has been with the gypsy moth problem. This county pushes for total control of the moths with pesticides. (This is probably due to the counties desire not to lose the wilderness look preserved by the forests of SNP and lost by the defoliating activities of the gypsy moth. This loss in view may deter visitors. My opinion)

Rockingham Co. until recently had a good relationship with the Park. Presently, there are a small but vocal number of people who have created a stir about the Park Service condemning their land. They have made an incorrect assumption that their land may be condemned. Mr. Rives made certain to mention that the Park Service was not going to take any land.

Green Co. is going through massive and rapid growth. Some see the park as limiting the opportunity for growth while some are supportive of the park because it is one place that they know will never be developed.

Augusta Co. has almost no interaction with SNP. Not much NPS land is located in this county compared to other counties and compared to the size of Augusta County.

Madison Co. is a very rural county and wants to stay that way. They have very little interaction with the Park; they just like the Park. This county has no planning department or any other established development interests. This county does not accept change and is "behind the times" relative to neighboring counties. If we contact this county we probably don't want to talk to the County Executive, he is the worst of any county. His interests are centered on bear hunting. Mr. Rives suggested the Chairman of the Board of Directors, David Jones.

-NPS,SNP

## **VOLUNTEERS**

Citizens volunteer for beach cleanups, 40-50 help -GOV, AINS

Active volunteer program; Volunteers: 10:00am to 4:00pm, 4 days/week - NPS,BTWNM

Volunteer significant park of programming ability: Eastern National Monument, Student Conservation Association, etc.; 50,000-80,000 hours of volunteer time each year -NPS,CNHP

Much interaction with community: many volunteers work at park, civic groups spend

volunteer time at park, prison groups assist with maintenance -NPS,F&SNMP

Board of Supervisors member is also a member of the Board which assists with GWBNM  
100 people in volunteer group at Park, some of those are high ranking officials, attorneys;  
people are proud of the things that happen at the park -NPS,GWBNM

Have many volunteers doing programs -NPS,PWFP

Volunteers (VIP) act as park historians -NPS,SNP

## **VISITATION**

### *LOCALS*

Locals bring friends and relatives, a few in the county have never been -NPS,ACHNHP

Park is a place where locals take their out-of-town guests and relatives, college students take their friends to the park, locals often go to the park at Christmas time for the special festivities

People want to see living history programs, the park should do more -COC,ACHNHP

Park is a nice place, everyone in the county is glad to have the park -GOV,ACHNHP

Park is a place to take out-of-town visitors

Many visitors from the local area visit Assateague, can see a lot of local stickers; the beaches are especially popular for residents, only beach in this area; Citizens complained that bath facilities were not adequate and it wasn't long before a new bath house was built, park has good response to citizens -GOV,AINS

Local residents use the BRP for picnics, to take a break, and to take out-of-town guests -GOV1,BRP

Locals use BRP for Sunday drives, hikes on trails, and to visit Mabry Mill, mentions his family's annual trip for pancakes at Mabry Mill -GOV2,BRP

Estimates that 10% of county pop of 40000 has actually visited the park -COC,BTWNM

Locals make use of the area especially with out-of-town relatives and friends -COC,CNHP

Picnic table use is 90% by local people, picnicking - "not sure it is appropriate for this park"

From a five county area about 30% of the visitors are local; (Lee Co. VA, Clairborne Co., TN, Bell Co.,KY) -NPS,CGNHP

Local people also come for history, city has wonderful parks so not a big recreation pressure on Park -NPS,F&SNMP

Special events draw the local people to the park, this past weekend had a special event with actors and dancers - attracted the local people; mentioned American Indian Heritage Day - NPS,GWBNM

When out of town visitors come MNBP is a place to take them; Mary said she and her sister (a history buff) jumped the fence to visit the Park when closed; Residents view it as an asset, have picnic, "nice picnic pavilion" trails, visitor center - COC,MNBP

Locals bring their visiting relatives to the park; especially occurs during Thanksgiving and Christmas when they need to get out of the house; very predictable; Park serves as an oasis for local people; City Point visitors are about 50% local and 50% tourists; locals use the beach area which is completely separated from the historical area -NPS,PNB

A group of retired men gather at the waterfront to solve all the worlds problems, i.e. it has a strong community use -GOV2,PNB

Thinks visitation is about equal of local and out-of-town visitors -GOV1,RNBP

Local attraction; resource for local use - staff retreats -GOV,PWFP

Ball teams use the park for picnics, many other parks available in Prince William County but use PWFP -COC,PWFP

Locals use the park some but is kind of place not have repeat visitation -GOV3,RNBP

Locals use the picnic facilities -GOV1,SNP

Hoover Days are a big attraction to locals -COC2,SNP

Locals use the Park on one day, short trips; many locals go up for the opening of Herbert Hoover's camp which only occurs once or twice a year  
Things that attract locals: Camp Hoover, nature hikes, Big Meadows; afternoon field trips; interpretation provided by rangers -GOV2,SNP

Locals do not use the park very much -GOV3,SNP

County residents don't use the Park, county is very rural so SNP doesn't provide anything different than county -GOV4,SNP

Local use the park a lot -GOV6,SNP

Use of SNP by local people depends upon their proximity to SNP because of USFS land within the county: Massanutten Mtn. and the western part of the county; one draw to the National Forest is no payment of entrance fee -GOV5,SNP

### *NPS ATTRACTION*

R: Many people visit BT just because it is a NPS unit, people are attracted because they like the set of ethics held by the NPS, they had good experiences with other NPS units and expect it at other sites, something special about NPS in people's minds -NPS,BTWNM

Many people come because they see that it is a NPS operation, they know they can expect certain things going on all year long -NPS,GWBNM

Many people visit the park because they see the NPS sign on the highway or are in route to or from Williamsburg -NPS,RNBP

Many focus on the fact that it is a NPS operation, they see the shield and want to stop because they know it's a NPS site -GOV1,RNBP

### *OTHER*

Carolyn Widdener with Dr. Roggenbuck doing some visitation studies at Mt. Rogers National Recreation Area (NRA)

Thru-hikers: 160-180 make it all the way, 1400 start out each year, about 800-900 make it to the VA portion

Recent visitation numbers obtained by counters at Mt. Rogers NRA and have not been fully analyzed yet, within 20% error of more or less:

Elk Garden - 3,500 from June5-Oct27, includes serious hikers, many non-day-users;

Massey Gap - 10,881 June15-Oct22, access from Gracyn Highlands, includes mostly day users, 10% of these are overnight users;

Fox Creek, VA 603 - 6,811 Jun-Oct, hard day hike

Spring has 1/2 number of visitors as Summer

23,000 ATC members

3-4 million users of AT each year (# from Harpers Ferry); VA has 1/4 of trail, 500 miles;

Teresa guessed 1/2 - 1 million for VA, closer to 1 million; 2/3 day users, overnight; 1/3 users spend a week or month on AT, takes about 1 month to hike through VA

Shenandoah NP and Blue Ridge Parkway are large attractions for AT, visitation numbers for SNP similar to those at Massey Gap, Blue Ridge Parkway similar to Fox Creek, elsewhere similar to Elk Garden

Many people use the trail as access to certain views including towns, landscapes, city lights - NPS,ANST

Park is in an out of the way place and visitors who come to the park are interested in the history involved with the Civil War; people have to make plans to get to the park; very few people just drop by

Most of the visitors are out of state "On any given day can look at the parking lot and 1/2 of the plates will be from out of state"

Most people who come to the park know what happened and want to come see where it happened yet most want to see the courthouse -but that's not where the surrender happened.

A few weddings - some want to do it on the anniversary of the surrender at McClean House-



real Civil War buffs - was one just recently where they dressed in costume -NPS,ACHNHP

Re-enactments are a big attraction -COC,ACHNHP

Snow geese migration attracts many visitors, open up a seven mile stretch of road for viewing purposes

Many go to Assateague for the activities which increase each year, Chamber always interested in Assateague providing visitors with more programs to give them something to do while in Chincoteague

Summer geared to young families, seniors other parts of year

Park very receptive to groups, Elderhostile being established in area

Season for Assateague lasts from Easter to Thanksgiving, weekends anytime draw people

Many people ask about picnicking

See beach closed area as raising piping plovers, have a priority over fishing

Do a lot with the interpretive signs "It's nice to be able to stand and read what you're looking at.

Permit can be obtained for fires on beach -COC, AINS

Visitors to BRP both day use and as a destination

Many picnickers esp. at overlooks

Visitor season a little longer than most NPS units, April 15-October, large winter use - cannot take down signs in winter like used to, roads only closed for bad weather

Primary but not sole destination for visitors, also those who drive along and see the sign and take a detour -NPS,BRP

2.7 million people come through the area on the BRP

Different kind of people on the BRP than on I-81; I-81 has 1-2 people per car average, BRP has 3.2 people/car and they are families looking for things to do besides just drive along the Parkway, they want to go at a slow pace, take their time and do not mind going out of their way to see something, they are a delicate market -GOV1,BRP

Many church groups visit, often as joint trip between Holy Land USA, Bedford Co. and BT  
Visitor groups: Senior citizens who are changing residency and Yuppies  
without children

Many individuals come as well as groups

Growing retirement community around BT

20% to 30% (estimate) of visitors are black;

"Need to increase visitation"

Do some advertisement in October to attract visitors but has not worked

Park attempting to work with Virginia Dare (cruise, tour boat on Smith Mtn. Lake) for joint tours, hasn't worked well, yet; More groups visit in February (Black History Month);

Comments of visitors: friendliness of staff -NPS,BTWNM

Does not draw overnight visitors, not a primary destination

Majority of visitors - school groups, even college (an impression - MPH) -COC,BTWNM

People don't come on an individual basis. Come because they are associated with a certain group or they come for a special event at the park - the Living History programs  
Booker T. Washington Monument and Smith Mtn. Lake only places for people to go in Franklin Co. -GOV,BTWNM

Two major visitor oriented seasons: June-Aug/Sept have interpretive programs and special events; Oct.-May have seven different educational programs  
Considering limiting time visitors spend in beach area  
Picnic areas not successful, used for lunch time  
Off-season used by local families  
Almost a 1:1 of visitor numbers to Yorktown and Jamestown; Interesting population of citizens surrounding park: good tourists, military people -NPS,CNHP

Trend becoming greater for summer visitors from the south coming to "get away from it all";  
Shoulder season visitation (fall, spring) October coming close to most visitors with fall color attractions

Visitors are those who want to see the Gap, want to stand where Boone stood, cannot really because in middle of highway; occasionally Civil War buffs will come through, emphasized genealogy people looking for where families went

When Gap restored and tunnel finished may become more of a primary destination, as it is now can see what you want to see in less than a day, in future will have more opportunities

Most visitors only stay at the park for a few hours, passing through areas -NPS,CGNHP

Foreign visitors are significant, Y- photo happy

Visitor age avg. 50 - 70

Many come to park looking up their ancestors

Recognized that most people were driving thought the park and not staying in the area -  
COC,CGNHP

300,000 visitors came to Yorktown last year

Primarily a secondary destination, for some especially the French is a primary destination -  
GOV1,CNHP

Those who visit F&SNMP are those who plan a trip to come to the area, not those who see the signs along the highway and stop

Visitors are not in a big hurry, spend a day or two, audio tape guided tours are frequently used which last 2 or 4 hours; people don't break away from guided tours; those who come are interested in the Civil War or some visitors come from antique shoppers in the area

Military from Quantico use Park for training of young officers, come for full day

Not a lot of organized tours -NPS, F&SNMP

Marines from Quantico use the Park for training -GOV1,F&SNMP

PBS series by Ken Burns drawn a lot of people to the area -COC,F&SNMP

Referred to visitor survey done some years ago, still valid; 3.9 people average for non-summer, summer 2.85 people, age 45-64 40% of visitors, age 25-44 31.2% of visitors, length of stay avg. 1.9 days; tours given was highest attribute of Park

Visitors staying longer

Largest number of visitors are passing through the area, Park is not a destination but a stop along the way; high number of repeat visitors

Visitors spend 1-2 hrs in park

Increasing black visitation, recently added black story to interpretive tour

July - largest number of visitors; October is largest month for Senior citizens or those with more time

Another group of people see the Park as a natural phenomenon; sunbathing and fishing popular;

Mr. Storke very interested in increasing visitors to his Park and to other attractions in the area, very strong on personal relations of his staff and the visitors, this was obvious when I was introduced to other staff members, he spend time and money sending staff to training and having them teach other staff what they learned, once a week he has a time of teaching with all of the supervisors

Great employee resource at the Park, word of mouth is best advertisement

Survey conducted has the best return rate of any of the bicentennial parks, because of the personal treatment of visitors, the hands on tour

Attitude of employees is the number one thing that people remember most about GWBNM; - NPS,GWBNM

Many people who go the Park come back

Bird club always going birdwatching at Park -GOV,GWBNM

Visitors mostly travelers due to more from local area within 2 hours drive

Many foreign people (25-30 countries)\_and all 50 states, esp United Kingdom -NPS,MNBP

One of the most visited areas, considered a monument as opposed to big parks like Yellowstone, Yosemite; Trying to avoid having another Gettysburg

High quality of visitor experience, as good as any in the DC area

Very good visitor center, educational opportunities there -GOV,MNBP

PNB is a primary visitor draw for the area; it is a place where people can connect the historical events and sites they have heard about with actual places

Many visitors come seeking ancestral information and want to stand on the spot where their relative stood or died; Travelers coming through the area have previously seen the signs for the park and make it a point to stop in the next time they come through; many people stop at PNB on their way to Williamsburg; In the summer most of the visitors are family groups; Summer programs run from the 1st or 2nd week in June until the 1st or 2nd week in August; the season is too short because that is when all the visitors come to the park; not enough money to have living history programs longer; Visitors in the winter and spring are commonly travelers on their way to or from Florida and Canada

City Point visitors are about 50% local and 50% tourists; locals use the beach area which is

completely separated from the historical area;

PNB serves as a training site for officers from Fort Lee; staff rides were the original purpose of Battlefield parks (to study battle plans, etc.) Now their own staff does the staff rides (used to be 15 a year); good because they don't have the \$; also used to show foreign military officers battle plans, they drive around with staff and study the battle site - NPS,PNB

Most people coming to Petersburg are only stopping by, i.e. secondary tourist attraction for people going to Williamsburg, Mount Vernon area, Civil War buffs are the only primary destination visitors

When people visit the city they spend more time than they think they will, would spend more time in area, if had plantation exhibits, the city is going to be doing that (38 acres site) \$9.50 charge for a pass to tour all of the city operated places, PNB not included - could not because of some regulation, wish they could

Blandford Church did better on the City of Petersburg survey than the Battlefield; they probably don't like that -GOV1,PNB

Visitors mostly from VA, MD, and DC area

80% of visitors are return visitors, have many volunteers doing programs

Park could handle larger number of visitors

Visitor numbers have been dropping in the past five years - some of that may have been due to starting a fee which cut down on joyriders, and that "group" out on Telegraph Point

Have to turn away interpretive requests

Types of visitors that come to the park are not easily swayed to other types of visitation, esp. those using the cabin camps

Training staff of camp users, Family Child Services, even though they may teach scientist may not have been off the pavement; Groups at cabins tend to have their own programs, the rangers have been trying to tell these groups more about what the park has to offer

-NPS,PWFP

Give specialized tours to many groups upon request, sometimes they use their own van to transport people around the sites or groups will have rented tour buses that the ranger will ride on around to the different sites (10 sites); Mixed variety of visitors

Guess that only about 10% of visitors actually come to the visitor center at Champorazo in downtown Richmond; Many people visit the park because they see the NPS sign on the highway or are in route to or from Williamsburg; All of the park sites and tours are free to the public; Answer a lot of letters from people about ancestors, is a free service to people who want to know about a particular person "We may have to start charging for it because we're doing so much of it. Don't want to".

Cindy MacLoed: "there is still a lot we don't know" about types and habits of visitors;

Visitation does not overlap between RNBP and Maggie L. Walker -NPS,RNBP

Since the PBS series, inquiries have increased from 1,033 to 45,000. African-American historical inquiries also up. The first black to get a Medal of honor was a Henrico Co. soldier during the Civil War, The family didn't know what it was -- it was just in their attic; The city is now promoting its Civil War heritage "They told me it couldn't be done. I told them

'Just watch me'" -COC,RNBP

One of the first things that people visit in the city

Place to just go and have a picnic

Many people like the area just because they know that a piece of history is preserved in the area; not necessarily history buffs

RNBP is not overused -GOV1,RNBP

Most people come within 100 miles or one tank of gas; most visitors on weekends and holidays, day use is the highest

Fall has highest visitation

Visitors come primarily for the views and secondarily to get away from it all

Only a few people see SNP as a primary destination; for most is part of other destinations

Majority of visitors are returning guests

Most visitors from VA and adjacent states, substantial number of international visitors, statewide increase and push for tourism; push to get international who come to Washington, DC to go to Park - problem of transportation to the park. Congressman Wolf's "Tour Virginia" proposal -NPS,SNP

SNP both a national and international attraction

Tourism: 1. Fall - fall colors

2. Summer - constant flow of tourists

3. Spring - sporadic flows of people looking at spring flowers, especially dogwoods and redbuds; people come from all over to see these

Call fall visitors "Leaf Lookers" -COC1,SNP

Diversity of people that come to visit the Park

Fall brings greatest concentration of visitors, one time backed up from the Park entrance to I-66

Attractions of SNP: 1. Fall colors, 2. Scenery, 3. Uniqueness

Does not believe anyone is disappointed by SNP; some expect a Holiday Inn in the mountains -COC3,SNP

Most of the visitors to SNP come in the fall -GOV1,SNP

Majority of the visitors never get off the road

Most visitors just drive through the park for a few hours -GOV3,SNP

## **MISSION**

ATC works for trail protection including landscape around trail, buildings, farm scenes, as well as natural views preserved; viewshed protection, work with USFS in their ways of visual quality preservation and analysis

Attempt to preserve the "trail experience": views, historic sites, farms, old buildings, mills, etc.

Purpose of trail is not for guided walks and formal information but for individual exploration, provided for people to do their own thing

Goals of the AT are not numbers of people but quality of experience -ATC(NPS),ANST

Wildlife habitat, preservation, is what it's all about. Can't have such great interpretive service and educational service without it. -COC,AINS

Park gives a certain slant of history, i.e. it is portrayed as non-confrontational as possible, not making good guys or bad guys of either the Federals or the Confederates; Some people in the county don't like that -GOV,ACHNHP

Goal of BRP is to interpret the Appalachian scene -NPS,BRP

Mission of BT: preserve the sites, smells and sounds of Booker T. Washington R: Mission of NPS is to preserve cultural, natural, and archeological places and give them back to the public NPS preservation mission very much a part of how they think

H: BT is the fabric of Booker T.'s life; "fabric of life experiences" preserved

Natural resources totally irrelevant -NPS,BTWNM

The park's mandate is historical preservation, yet recreation use is probably one of the biggest categories -NPS,CNHP

Nationally the most important aspect of the park is the cultural/historical services - GOV1,CNHP

Ms. Willis thinks NPS has a good mission of preservation, in reference to not allowing weddings and glad they don't; thinks that F&SNMP is "doing the right thing" by having a mission of preservation and conservation; jogging trails do not add to the Park, some feel 10K races should be held through Park; Park has meaning for what is memorialized and should not be mixed up with other recreational pursuits, recreation and historic preservation do not mix well, plenty of other places for recreation and at places like Shenandoah National Park it is appropriate -GOV2,F&SNMP

The Service in National Park Service means that people who come to the parks need to be served; this adds greatly to the community -NPS,GWBNM

Purpose of park is not picnicking -NPS,MNBP

"Park service is doing what they're supposed to be doing" -COC,MNBP

Richmond area has a continuing job of preserving battlefields; <2% are preserved in the Richmond area; active in the preservation and purchase of sites is the American Society for the Preservation of Civil War Sites; Don't want natural resources of park to become a big deal -NPS,RNBP

Objective of park is watershed protection -GOV,PWFP

### **LOW BUDGET**

BRP puts up a good front of facilities, programs, etc. but old infrastructure - becoming a problem -NPS,BRP

Frustrating that they have no money for restoration because have thousands of artifacts that they cannot display because of the need for money to restore and display; Major attraction would be the Poor Potter's Kiln if NPS had the money -GOV1,CNHP

Would hate to see any funding or employment cuts at Colonial -COC,CNHP

Not enough staff to do interpretation; must rely on many signs and displays -NPS,RNBP

### **ENTRANCE FEE**

Didn't think they should charge (like taxing our taxes) -GOV,AINS

Visitor entrance fee not paid by all.If all those who visited the park paid the fee it would generate \$1/2 million right now only \$90,000 of which park only gets \$20,000. -NPS,MNBP

Wonders why she, as a resident, has to pay each time she went to the park but it is only \$1.00 -COC,MNBP

When they began to charge a gate fee were surprised that it did not keep many of the local people away, some locals do not like the fee but others like it because it keeps out the local "rif-raf"; when the fee was instituted visitation actually increased, cleanliness of facilities became better - less trash -NPS,PNB

Until an entrance fee began to be charged the park had the feel of an urban park, that changed and its "rather sad" that the park is not more available for recreation; could provide much more than just history -GOV1,PNB

Visitor numbers have been dropping in the past five years - some of that may have been due to starting a fee which cut down on joyriders, and that "group" out on Telegraph Point - NPS,PWFP

\$5 entrance fee is a little high -COC1,SNP

### **MOWING / WILDFLOWERS**

Wildflowers are big attraction - have changed mowing practice due to financial constraints and to have more wildflowers -NPS,BRP

Complaints when they let the grass grow -NPS,BTWNM

Wildflowers improved by reduced mowing policy, people like the more natural habitat with the wildflowers -NPS,SNP

Policy of not mowing headquarters brought some outcry, people have a concept that parks should be neat and clean -GOV2,SNP

Maintenance standards have dropped, a local businessman called the Chamber to complain about the grass not being mowed around the sign; Collins realizes that their may be a budget problem but needs to know that from SNP -COC3,SNP

### **VANDALISM**

Very low vandalism problems and litter is not a problem -NPS,ACHNHP

Previously to this influx of exercising activity had extensive vandalism, infrequent now (many years ago, could have 7 flags stolen in an afternoon; now they only had one stolen last year - NPS,CNHP

Dinwiddie Co. has formed a Park Watch for Five Forks Unit to patrol the area, previously found cocaine paraphernalia but do not any longer; NPS not concerned about people entering park from Fort Lee and not paying fee, they are great for Park Service because they will report anything that is wrong; they watch out for the park -NPS,PNB

Park used for dumping and drugs -GOV,PWFP

No problem with vandalism YET -NPS,BTWNM

### **OTHER**

Have a very difficult job to balance desires of people and the needs to preserve the resource, Ms. Russ - it doesn't do any good to preserve things if people cannot see it or use it; why have beautiful park if it cannot be used, if you can't see it then it is not important - COC,AINS

"We are very fortunate " to have the Battlefield and the nation is fortunate, one of the nation's jewels

NPS has many rules and regulations and a slow deliberation process for approval of requests, put a mobile home up which detracted from area but used it anyway for some temporary employees -GOV1,CNHP

Recently, the battlefield at Bloody Angle was made to appear as it was during the battle, this involved clearing the land of mature oaks and poplars, caused some uproar at first but it has blown over and it has made a big difference in envisioning what actually occurred on the



battlefield -GOV1,F&SNMP

Scholarship at Park admired by many, on one hand people hate the Park Service but on the other hand they are the first place people go with a history question and they are completely trusted for their historical knowledge, this is very important to the local community, very big benefit, "they are the experts"; historian at F&SNMP "can tell you where every body dropped" in the Civil War; Dichotomy of people's opinions of park, some hate it and some love it, some do to like it simply because it is a Federal organization, the "National" gets them upset regardless of anything about F&SNMP

-GOV2,F&SNMP

NPS encourages things to increase visitation but problem of uncontrolled growth with loss of aesthetic quality

Problem of historic preservation with trees that did not exist during Civil War; Would like to cut them down but 7500 acres which would create public and political problems -NPS,MNBP

History buffs see MNBP as a "mecca", vary adamant about the history nuts (used rather foul language even); NPS has taken such a preservation approach to their lands - "ludicrous" - only thing worse is them wanting to cut down all the trees in MNBP to make it look more it did in the days of battle -GOV,MNBP

Chose two least important categories for two different reasons: Active recreation because it is restricted and the don't want it, Natural environment large scale because they don't have it - NPS,RNBP

Richmond needs to base its future on its history, in order to survive as an urban city in the future it must have an identity and that identity should be through its history ; He would like to see more land under NPS control to save something for future generations "where are the people that saved the lands we now have? The people of my generation? Just go out and do it guys!"

RNBP "cries out for expansion" but don't know what to do about it, need to link sites together -GOV1,RNBP

SNP is much different than other NPS units in VA by size and magnitude, SNP in top 10 in size in the country, top 5 or 6 in budget -NPS,SNP

Some frustration with concessions; Rangers love their jobs and care about the park and the visitors who come, to the concessions employees it is just a job; Collins feels that the concessions detract from the friendly park experience -COC3,SNP

Convention and Visitors Bureau was part of COC and then split, receive funding from COC, public, and private funds; COC - business development, community affairs; Bureau - tourism -COC1,BRP

The city reaps only benefits from the park because it does not deal with the land use issues of

the holdings of NPS in surrounding counties -GOV1,RNBP

Concerned that responses to survey be used strictly as reported with no inferences or extrapolations from the survey, time and time again have had information taken about the park and its relations with others and it doesn't get the message across -GOV3,RNBP

Local media would be interested in the outcome of this project as well as the Shenandoah Valley Travel Association -COC3,SNP

## APPENDIX D. COMMENTS FROM VISITOR REGISTERS

### APPOMATTOX COURT HOUSE NHP

very interesting, good  
came three hours from Williamsburg  
but worth it  
some say the South really won  
rangers and guided tours excellent  
people from many places, esp the UK

### BOOKER T. WASHINGTON NM

(many states and several European  
countries represented)

nice\*  
beautifully landscaped  
most informative  
very interesting\*  
the pigs stink  
get more pigs  
awesome  
excellent  
inspirational\*  
respectful  
delightful  
well kept  
informative  
educational\*  
amazing  
fascinating bit of history  
need: restaurant, shopping mall,  
vending machines, gift shop  
need signs on trail to read  
need more info about owners

\*repeated often

### CUMBERLAND GAP NHP

beautiful, amazing\*  
very interesting\*  
nice\*  
great history  
want a bumper sticker  
very impressed  
appreciate assistance  
"wonderful to see God's handiwork",  
"almost heaven"  
Japanese group through  
African visitor sees similarity to parks  
in his country  
visitors from Germany, New Zealand,  
Netherlands  
birthplace of relative  
hospitality thankful for  
educational  
electricity needed in campgrounds  
great showers  
should take back land from coal  
companies  
wanted to see blooming flowers  
ancestral connection

\* frequent comment

### FREDERICKSBURG AND SPOTSYLVANIA NMP

great organization  
interesting  
liked the models and diorama  
informative

GEORGE WASHINGTON  
BIRTHPLACE NM

informative  
interesting  
beautiful  
"better than Williamsburg", is like a  
    "well kept secret"  
"real sense of history"  
more children's activities

SHENANDOAH NP  
(comments from 7/27 only)

Visitor Center, Dickey Ridge:  
nice  
exciting  
rain, rain, rain  
    had a good time despite the rain  
need more up to date exhibits

RICHMOND NBP

Downtown Richmond:

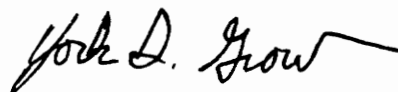
informative, nice, great  
"Thank God for places like these and  
    people like these"  
helpful  
interesting  
educational

Fort Harrison:

great history  
must remember our past

## VITAE

York Douglas Grow was born in Winston-Salem, North Carolina on April 18, 1969. He graduated from Mount Tabor High School in 1987 and started his university education in the fall of that year. York majored in Forestry and Wildlife in the Wildlife Management Option at Virginia Polytechnic Institute and State University. In addition to coursework, he participated in the Cooperative Education Program with the U.S. Army Corps of Engineers. York has worked for a total of 16 months as a Wildlife Biologist Trainee at John H. Kerr Reservoir in Boydton, Virginia. In 1991 York graduated Cum Laude with a Bachelor of Science degree and began his graduate work in the Department of Fisheries and Wildlife at Virginia Polytechnic Institute and State University. His master's work concentrated on some of the human dimensions of natural resource management. Specifically, York studied social or community values associated with National Park Service units in Virginia.

A handwritten signature in black ink that reads "York D. Grow". The signature is written in a cursive style with a long horizontal flourish extending to the right.