

J D F B FOG-2			LENGTH OF STAY		HOW LEARNED ABOUT PARK		VEHICLE		SITE VISITED #1 →		ACTIVITY AT SITE #1	
			17.	PASSING THROUGH	33.	LIVE LOCALLY	51.	SEDAN/PU/SW	63.	HQ IN JOHN DAY	81.	SCENIC VIEWING
			18.	1-2	34.	FRIENDS	52.	CAMPER, PU OR VAN	64.	SHEEP ROCK OVLK	82.	PICNICKING
TIME OF ARRIVAL			19.	3-4	35.	RADIO/TV	53.	MOTOR HOME	65.	CANT RANCH	83.	HIKING
1.	BEFORE 10 AM	20.	5-8	36.	PRINTED MEDIA	54.	REC. VEHICLE, 4 WD	66.	TURTLE COVE	84.	PHOTOGRAPHY	
2.	10-12 AM	21.	OVERNIGHT	37.	:	55.	CHARTER TOUR BUS	67.	FOREE	85.	FISHING	
3.	1-2 PM	TRIP DESTINATION		OBSERVATION TIME		56.	:	68.	CATHEDRAL ROCK	86.	BEACH ACTIVITY	
4.	3-4 PM	22.	HERE	38.	8-10 AM	RECREATION ACCESSORIES		69.	PAINTED HILLS CG	87.	SWIMMING	
5.	AFTER 5 PM	23.	OTHER LOCAL PARKS	39.	10-12 AM	57.	BACKPACK, CAMPING	70.	PAINTED HILLS OVLK	88.	:	
SIZE OF GROUP			24.	FOREST SERVICE AREA	40.	12-2 PM	58.	BATS, BALLS, ETC.	71.	CLARNO UNIT	89.	:
6.	1	25.	JUST VACATIONING	41.	3-5 PM	59.	BOATS, CANOES		:		:	
7.	2	26.	:	42.	AFTER 5 PM	60.	TOWED CAMPER	SITE VISITED #2 →		ACTIVITY AT SITE #2		
8.	3	HOME STATE		SPECIAL CHARACTERISTICS		61.	HUNTING/FISHING	72.	HQ IN JOHN DAY	90.	SCENIC VIEWING	
9.	4-8	27.	OR	43.	HANDICAPPED PERSONS	62.	:	73.	SHEEP ROCK OVLK	91.	PICNICKING	
10.	9 OR MORE	28.	WA	44.	ELDERLY PERSONS	SITE OF OBSERVATION		74.	CANT RANCH	92.	HIKING	
TYPE OF GROUP			29.	CA.	45.	INFANTS(5 YEARS OR LESS)		75.	TURTLE COVE	93.	PHOTOGRAPHY	
11.	INDIVIDUAL(S), FRIENDS	30.	ID. MT	46.	CHILDREN(6-10 YEARS)			76.	FOREE	94.	FISHING	
12.	FAMILY	31.	UT. CO.	47.	NON-ENGLISH SPEAKING	TYPE OF CONTACT		77.	CATHEDRAL ROCK	95.	BEACH ACTIVITY	
13.	FAMILIES	32.	:	48.	:		ROVING CONTACT	78.	PAINTED HILLS CG	96.	SWIMMING	
14.	TOUR GROUP	HOME TOWN		REPEAT VISIT ?			INTERPRETIVE ACTIVITY	79.	PAINTED HILLS OVLK	97.	:	
15.	:	:	:	49.	YES		VISITOR CENTER	80.	CLARNO UNIT	98.	:	
16.	:	:	:	50.	NO		CAMPGROUND		:		:	

MON TUE WED THUR FRI SAT SUN DATE MONTH

Z61742X



VISITOR'S QUESTIONS:

VISITORS COMMENTS (+ OR —) AND GIVE RELATED SITE CODE IF AREA OF RESOURCE MENTIONED:

CARD COMPLETED BY

SUMMARY:
COLLECTING PUBLIC USE DATA BY THE
FIELD OBSERVATION METHOD

COLLECTION OF PUBLIC USE DATA

Public use data are needed to help solve a variety of park management problems: information about seasonal changes in visitation helps solve staffing and interpretive program problems; information about recreational activities and internal circulation patterns contributes to scheduling of maintenance functions; and information about visitor interests and characteristics helps identify public needs to be considered in park facility selection.

Collecting public use data, however, can be expensive and time consuming. Acquiring public use data can also interfere with the public's right to privacy as well as the experience of visiting the park without interruption by opinion surveyors.

The Field Observation Method is a cost-effective technique for collecting public use information by inoffensive and unobtrusive means. The method derives from the fact that the National Park Service (NPS) field staff have frequent opportunities to speak with visitors, answer questions, and chat about the resource and the experience of being there. Much of the information needed by park management is informally exchanged in everyday conversations between our staff and visitors.

The Field Observation Method is a technique to record information volunteered by visitors. Verbally stated and observed visitor characteristics are systematically recorded on a checklist called a Field Observation Guide (F.O.G.).

USE OF THE F.O.G.

The purpose of the F.O.G. is to create a systematic means to record feedback from the public. The F.O.G. is a pocket-sized checklist that serves to facilitate the recording of public use data. The F.O.G. items are organized in precoded sections that correspond with areas of management interest--duration of stay in park, activities in the park, sites visited, etc. The F.O.G. items are pieces of information about the visitor, their trip, and their visit, which are likely to be volunteered in any extended conversation (five to ten minutes).

Two F.O.G. items of major importance are QUESTIONS and COMMENTS about the park. There is space on the F.O.G. to paraphrase or quote such expressions as they are recalled. The F.O.G. should be filled in as soon after the conversation as possible but not during the conversation.

F.O.G. MISUSE:

The F.O.G. is neither intended to be used as a questionnaire for people to fill in, nor intended to be used as a format for reading questions to people. Such use would make it subject to the Federal Reports Act (1942) and would involve a direct reporting burden on the public. For

these reasons the F.O.G., were it to be used as a questionnaire or interview schedule, would have to be cleared by the Office of Management and Budget. The F.O.G. should not be completed during a conversation with a visitor.

TABULATION OF THE F.O.G. DATA

The F.O.G. is printed on an edge-punched card known as a McBee Card. The McBee Card Coding and Tabulation system is nearly 50 years old but remains a low-cost, simple method of organizing information.

After the F.O.G. is filled in, the encoded items are hand-punched on the card. Tabulation is accomplished by needle-sorting the punched cards from those which are not punched for each item and recording the data in summary form.

After item-by-item summaries are prepared, the data collected from the F.O.G.'s may be pooled with traffic count statistics, back-country use permits, campground registration forms, interpretive contact reports, and other records. When combined, such diverse records form valuable indicators of public use.

F.O.G. DATA: A NOTE OF CAUTION

It is important to remember that the F.O.G. produces indicators of public use. While not entirely accurate in a statistical sense, the value of F.O.G. type data increases when combined with other kinds of bias likely to be found in F.O.G. data, the data should be used as a guide to decisionmaking and not as criteria for decisions.

FOG: HOW TO DO IT

Most people find the FOG ("Field Observation Guide") easy to work with after a few tries. The codes will soon become second nature to you. You will also find that your recollection of the different question areas (size of group, time of arrival, etc.) will help keep you visitor oriented. Anyway, here are a few comments about the question areas which will help resolve remaining problems.

(Please remember, though, the purpose of the "pre-test" period is to identify real and persistent inadequacies with the FOG and the staff's ease of using it. Put your experiences down in writing whenever you can so the details of what you notice are conveyed exactly to the superintendent and his support staff at the Denver Service Center.)

I. General

One FOG equals one encounter with a visitor or visiting group. Few FOG's will be completed entirely but when many FOG's are put together, at the end of the season, a valuable composite of the park's public will become known. That is the purpose of filling out the FOG's.

Simply circle the number of the code or write in the number or statement appropriate somewhere in each blocked off area of the card.

Do this after any occasion during which you have an opportunity to hear something about the visit of any person or group coming to the park. Do not ask the visitor to fill in the Fog like a questionnaire or read from it like a list of interview questions. You should not force any conversation to become expanded to cover the areas included on the FOG but any naturally developing area of conversation in which the visitor shares information willingly with you should be noted.

UNDER NO CIRCUMSTANCES SHOULD ADDITIONAL NOTATIONS BE WRITTEN ON THE FOG WHICH PERTAIN TO ANY SINGLE VISITOR IN TERMS OF NAME OR ADDRESS OR OTHER FEATURE WHICH COULD RESULT IN PERSONAL IDENTIFICATION.

To do so would amount to a violation of the rights to privacy of the person involved and would do an injustice to the high standards of fairplay maintained by the members of the National Park Service.

II. Specific

(1) State of Residence (These codes are organized in increasingly greater distances from the park)

- 1 = Oregon
- 2 = Washington, Idaho, California
- 3 = Nevada, Utah, Arizona, Wyoming, Montana, Colorado, New Mexico
- 4 = Other states West of the Mississippi
- 5 = Other states East of the Mississippi

(2) Trip Destination

(3) Duration of Stay

(4) Time of Arrival

(5) Size of Group

(6) Type of Group (Under code 4 you have space to enter the name of organizations which come to the park as a group. This is important information, especially for the purpose of helping the superintendent make contact with relevant interests during any public involvement programs which are carried out.)

(7) Activities in Park (Under code 5 you have space to itemize activities found in the park. This information has many uses including alternative designs for recreational and environmental educational programs for the information and interpretive staff.)

(8) Special Characteristics (This is a multiple-entry type of question. Fill it in like this: if a visiting group has elderly and older children present, make a mark beside both code 2 and code 4.)

(9) How Learned About JDFB Under codes 4 and 5 you have the opportunity to add to the knowledge the park has about how to effectively communicate with its visiting public. Information on uses of, safety within, and opportunities at the park can and should be passed out in a variety of ways to reach all of the people interested in the resource.)

(10) Sites Visited (This question provides a means to simulate the transportation patterns in use in the park. It is important to have this information in sequence so after marking a site, put down the sequence number of that site in comparison with others IF YOU KNOW IT. If you don't know, DONT GUESS or assume the order.

(A) Observation Site (This is the name of the site where your exchange with the visitor took place.)

(B) Observation Time

(C) Vehicle

(D) Recreational Accessories

(E) Date of this Observation (Simply write today's date, e.g. 6-12-76 for June 12, 1976.)

(F) Questions

(G) Comments

BECAUSE WE ARE KEEPING TRACK OF THE TROUBLES PEOPLE HAVE WITH THE FOG, WE NEED TO HAVE ALL CONCERNS RECORDED. THIS WILL HELP US REVISE BOTH THE FOG AND THE INSTRUCTIONS WE HAVE PREPARED.

QUESTIONS ?

CALL Ken Hornback at the Denver Service Center:

303 234 4527