May 1, 2006

REQUEST FOR STATEMENTS OF INTEREST AND QUALIFICATIONS
PROJECT TO BE INITIATED in 2006-2007

Project Title: 2007 COMPREHENSIVE SURVEY OF THE AMERICAN PUBLIC

Responses to this Request for Statements of Interest and Qualifications will be used to identify potential investigators for a project to be funded by the National Park Service (NPS) Social Science Program to conduct the agency’s second comprehensive survey of the American public, including both visitors and non-visitors to the National Park System. Approximately $120,000 is available to support this project over FY 2006 and FY 2007. This Request for Statements of Interest and Qualifications has been distributed to partners of each Cooperative Ecosystem Studies Unit.

Work in FY06 will involve project planning and survey design. In FY07 the survey will be conducted, data analyzed, and reports prepared.

Background: The first NPS-sponsored national survey was conducted in 2000. It provided valuable data to the NPS on visitation patterns, demographic characteristics of recent park visitors and non-visitors, and attitudes towards park fees and the management of non-native plants and animals in parks. A national report and 7 regional reports were published, as well as reports in specific thematic areas. These reports are available online at http://www1.nature.nps.gov/socialscience/products.cfm#Comprehensive_Survey.

The 2000 survey created a baseline of information on important topics. The second comprehensive survey will build upon this baseline from a longitudinal perspective. Core questions from the first survey will be repeated to establish trend data on issues of ongoing importance to the NPS. New, custom modules of questions reflecting information needs on issues currently confronting NPS will also be incorporated. Potential modules include attitudes toward management of natural soundscapes, leisure travel patterns of the American public and the place of national parks in these, and attitudes and preferences related to educational and interpretive materials.

The study proposed here will replicate the sampling frame used in the 2000 survey (3500 completed household interviews, 500 in each of seven administrative regions of the NPS). Consideration will be given to replicating the data collection method (random digit dial telephone survey); however, other methods may be considered if they can yield equivalent or higher completion rates, preserve comparability with results from the 2000
survey, and maintain high standards for data quality. It is anticipated that data collection
will be completed over a period of approximately three months in 2007.

**Brief Description of Anticipated Work:**

1. Collaborate with NPS personnel to identify trend information needs and current
information needs for inclusion in the survey. This will require one trip to
Washington, D.C. by the principal members of the research team.

2. Collect and compile survey data from a probability sample of U.S. households in all
50 states and the 7 NPS administrative regions to provide a national perspective on
people’s relationship with the NPS and National Park System units.

3. Present the current findings and compare with 2000 survey results where trend
baselines have been designated. Where possible, synthesize existing information to
assess the current findings.

4. Prepare one written report and seven regional reports that:
   a. Present and describe the current survey results and compare and contrast these
      with the 2000 results;
   b. Describe the parameters used, research methodology, data management
      procedures, and summary conclusions;
   c. Describe and synthesize available information on needs and/or trends;
   d. Provide recommendations for future studies that address additional information
      needs necessary to define and to understand the relationship of the American
      people with the National Park Service and National Park System units.

5. Prepare thematic reports describing results from custom modules described in
   “Background.”

6. Collaborate with the NPS Social Science Program and the Department of the Interior
to obtain approval for the survey from the Office of Management and Budget.

**Materials Requested for Statement of Interest/Qualifications:**

Please provide the following via e-mail attachment to: jgramann@tamu.edu (Maximum
length: 2 pages, single-spaced, 12 pt. font).

1. Name, organization, and contact information.
2. Brief statement of qualifications including: 
   a. Biographical sketch for principal research team members; 
   b. Relevant past projects and clients with brief descriptions of these projects; 
   c. Staff, faculty, or students available to work on this project and their areas of expertise; 
   d. Any brief description of capabilities to successfully complete the project you may wish to add (e.g., computers, equipment, access to information sources, previous research experiences at a park or region, subject matter expertise in one or more of the thematic areas listed under “Background”).

Note: A proposed budget is NOT requested at this time.

Review of Statements Received: Based on a review of the Statements of Interest and Qualifications received, an investigator or investigators will be invited to prepare a full study proposal. Statements will be evaluated based on the investigator’s specific experience and capabilities in social science studies and demonstrated skills and experience in survey design, survey methods, statistical analysis, and research project administration. Specific skills and experience relevant to developing representative national samples of the U.S. population, and conducting nationwide surveys are also necessary.

Please send responses or direct questions to:
NPS Lead: Dr. Jim Gramann 
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Timeline for Review of Statements of Interest and Qualifications: Review of Statements of Interest and Qualifications will begin May 25, 2006. The NPS will look forward to initiating this project by July 2006.