

## **Project Summary**

### **Rocky Mountains Cooperative Ecosystem Studies Unit**

**Project Title:** Pricing the America the Beautiful Pass  
**Discipline:** Social Science  
**Type of Project:** Research  
**Funding Agency:** National Park Service  
**Other Partners/Cooperators:** University of Wyoming  
**Effective Dates:** 7/15/2005 - 3/1/2007  
**Funding Amount:** \$321,988  
**Investigators and Agency Representative:**  
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#### **Project Abstract:**

The Federal Lands Recreation Enhancement Act (FLREA) authorized the issuance of a new federal lands recreation pass, the America the Beautiful (ATB) pass. The ATB pass will take the place of the existing Golden Eagle Passport and National Parks Pass. The price of the ATB pass should at least allow the government to break even in the sense that, *on average*, the sale of an ATB pass does not result in a revenue loss relative to the revenue that would be received absent the ability to purchase an annual pass. The "best price" for the ATB pass will be based on a set of analyses to be carried out under this task agreement with University of Wyoming.

Tasks to be completed by the University of Wyoming, in cooperation with the NPS and the Department of the Interior include:

Task #1: Prepare a white paper/roadmap that recommends an approach for completing tasks 2-5.  
Task #2: Collect and analyze readily available benchmark data (i.e. from published or Internet sources) from all state park systems on their daily, annual, and site-specific pass prices; benefits provided by the annual passes; annual visitation for FY 2004; average number of visits made by each pass holder; annual state park system operating costs for FY 2004; and information on whether the pass is issued in more than one format (e.g., windshield sticker, card, hang tag).  
Task #3: Analyze price structures  
Task #4: Conduct focus groups to gather information from recreationists about pricing and pass use.  
Task #5: Conduct a survey of National Parks Pass and Golden Eagle, Age, and Access pass holders to obtain information about their pass use, motives for purchasing, and socioeconomic characteristics.

There was an initial task agreement completed in FY 2005 to pay for the first two tasks. The additional funds were obligated in early FY 06 in two separate task agreements to allow for all the tasks to be completed.

#### **Outcomes with Completion Dates:**

1. A cost estimate for each of the tasks identified above.
2. A payment for each task will be made upon completion of the task.
3. A timeline showing completion dates for each of the above mentioned tasks.
4. Monthly status reports.
5. A kickoff meeting will be held immediately subsequent to reaching an agreement with the cooperator. This meeting was held in Washington, DC in August 2005.
6. A draft of the survey instrument six weeks after an agreement is reached with the cooperator.
7. A completed OMB Approval Package for the Focus Groups Information Collection submitted to the NPS under the "Programmatic Approval for NPS-Sponsored Public Surveys" by August 22 2005.
8. A completed OMB Approval Package for the Pass Holder Survey Information Collection submitted to the NPS under the "Programmatic Approval for NPS-Sponsored Public Surveys" as soon as possible after the completion of the focus groups, but no later than October 14, 2005.
9. A mid-point status meeting will be held approximately at the half way point of the agreement. The location and time of this meeting will be determined by the government.
10. Drafts of all reports and written materials prior to completion. Drafts should be provided with sufficient lead time to allow comments to be incorporated.
11. A briefing on initial results when the focus groups and survey have been completed.
12. Task #1 should be completed within two months of initiation of the agreement.

13.A dataset containing the data collected under Task #1. The dataset should be machine readable and in a format suitable for statistical analysis.

14.Ten copies of the final project completion report containing the results of the benchmarking, price analysis, focus groups, survey, and accompanying analysis.

**Keywords:** America the Beautiful pass, price structures, focus groups, WASO Recreation Fee Program, University of Wyoming, Golden Eagle Pass

**For Administrative Use Only:**

Date Annual Report Received:

Date Final Report Received:

Publications, etc. on file: