



Visitor Log Project Volunteer Handbook

Version 1.0 – April 2021

Thank You – Thank You!

Before we get started, the Friends of Titanic Memorial Park (FOTMP) Board wants to **thank you so much** for being part of this project. We appreciate your time and support. This important work depends on the generosity of our volunteers, like YOU!

What is the Visitor Log Project all about? Why are we counting visitors to the park?

Counting visitors gives FOTMP valuable insights into the number of people who enjoy the park and how they use it. This information can help us with fundraising for restoration projects and supporting data for grant proposals. As a National Park Service (NPS) partner, we can also use these counts to recommend priority projects to NPS. Finally, this information can guide our planning of events for the community.

Do I need to spend hours counting visitors? How does the project work?

We are borrowing from a practice used at some of our neighboring National Parks such as the Jefferson and Lincoln Memorials. These memorials divide up the day into several time periods and visitors are counted in 15-minute increments during each time period. These counts are then extrapolated to create an estimate of the number of visitors for that day. Large, busy memorials with full time NPS rangers compile daily counts. Since Titanic is a smaller park with volunteer support, we are conducting counts on one weekday and one weekend.

Sounds great! What do I need to do?

All you need to do is complete the visitor log forms. While it is pretty easy to do, we are providing these instructions to ensure a consistent count by all volunteers. Keep reading for information about how to complete the log, where to do your observation, what need to bring with you, and other information. We also will be covering this information during the volunteer training session.

A note on volunteer safety – Your safety is most important. Only conduct visitor counts during times that you feel safe (regarding weather or other issues). During the pandemic, please ensure your safety by complying with local safety protocols such as wearing a mask and maintaining a safe social distance.

What if I have questions about counting visitors?

We hope all of your questions will be covered during the volunteer training session. If additional questions arise, email them to info@fotmpdc.org. This email address is monitored daily.

Where do I get the forms?

We have all the forms and resources you need at:

https://www.fotmpdc.org/visitor_count_resources

Where do I send my counts?

You can submit your counts using one of two methods:

1. Electronically: Just scan or take a photo of your visitor log, and email the image to info@fotmpdc.org
2. Non-electronically (hard copy): Drop your paper log off at the Harbour Square Gatehouse, 500 N St SW. Fold the paper in thirds, and be sure to address it to the attention of Lynn Addington

I don't have a printer. Can I still participate?

Yes! You can mark up the visitor log form using your electronic device. Alternatively, we can arrange to supply hard copies of the visitor log form to you. Contact info@fotmpdc.org.

How do I sign up for an observation time slot?

We are using SignUpGenius to manage Visitor Count Sign ups. Go to:

<https://www.signupgenius.com/go/4090d45a9a62ca6fa7-titanic>

A screenshot of the sign-up form appears below. Just click on as few or as many of the available date/time slots as you want. Select the day/time you plan to volunteer and enter your name and email. We ask for your contact information so that we know how to reach you if we have questions or need to follow up. Please know that the Friends do NOT share contact information with other organizations.

You can also edit or delete your response. If you are not able to make a visitor count assignment that you signed up for, please return to SignUpGenius and delete your signup by clicking on the “X.”



How many observations can I do?

Volunteers are welcome to sign up for as many observation slots as they want. We do ask if you cannot make your shift (for whatever reason), please update [SignUpGenius](https://www.signupgenius.com). If you realize you cannot make your shift on the day of the shift, please contact us at info@fotmpdc.org

Where should I observe?

Choose a spot in the center of the Park where you can see all entrances. The yellow box on the map below shows the approximate area for best viewing. You may stand at the rail, facing into the park, or choose a nearby bench if you'd prefer to sit.



What should I bring?

You can conduct the counts using your smartphone/device or the traditional paper and pencil method. If you are using the traditional method, remember to bring a copy of the visitor count log and a pen/pencil.

Please note that using a smartphone is not necessary but can be useful for recording temperature and time. You might also use a timer feature to know when 15 minutes of observing time has elapsed.

Instructions for Completing the Visitor Log

A sample Visitor Log Form appears below. An important part of this project is to have consistent counts – so we ask that you follow these instructions in completing the form.

Date/Day of the Week – include the date and day of the week of your observation

Survey Time Period – circle the survey time period of your observation

- 1 = 6 AM – 9 AM
- 2 = 9 AM – 12 PM
- 3 = 12 PM – 3 PM
- 4 = 3 PM – 6 PM
- 5 = 6 PM – 9 PM

Time (start/end) – indicate the 15-minute period when you conducted your count

Entrance – use these codes for the five entrances to the park

- 1 = Harbor Patrol
- 2 = N Street
- 3 = O Street (North)
- 4 = O Street (South)
- 5 = P Street

Temperature – report the temperature in Fahrenheit during your observation period.

Weather – circle the weather condition(s) during your observation:

- Sun
- Clouds
- Rain
- Fog
- Snow
- Sleet
- Windy
- Thunderstorms

Total People Observed by Activity – be sure to count each person only once. If you observe more than one activity from a single person, choose the dominant activity. If you observe the same person enter, leave, then re-enter the Park in the same 15-minute period, count that person only once.

Activity

- Walking
- Running/Jogging
- Dog walking
- Biking (recreation)
- Biking (commuting)
- Skateboarding/roller blades/scooters
- Fishing
- Sitting (benches, grass)
- Other (list)

Instructions for Completing “Point in Time” Map

In addition to completing the visitor log form, you also will be completing a “Point in Time” snapshot summary at end of shift. Use the park map form to capture the number of people engaged in specific activities at various places in the park. This count will help us understand park usage. You will use the following codes to count various activities. These codes also appear on the Point in Time map.

B = Sitting on benches

BC = Bicycling (commuting)

BR = Bicycling (recreation)

CP = Child play

DW = Dog walking

DP = Dog playing

E = Exercising (other than running or walking)

F = Fishing

G = Going to/from ball game (Nationals/DC United)

J = Running/jogging

P = Picnicking/reading on lawn

S = Skateboarding/scootering

VM = Viewing Memorial

VW = Viewing water

W = Walking

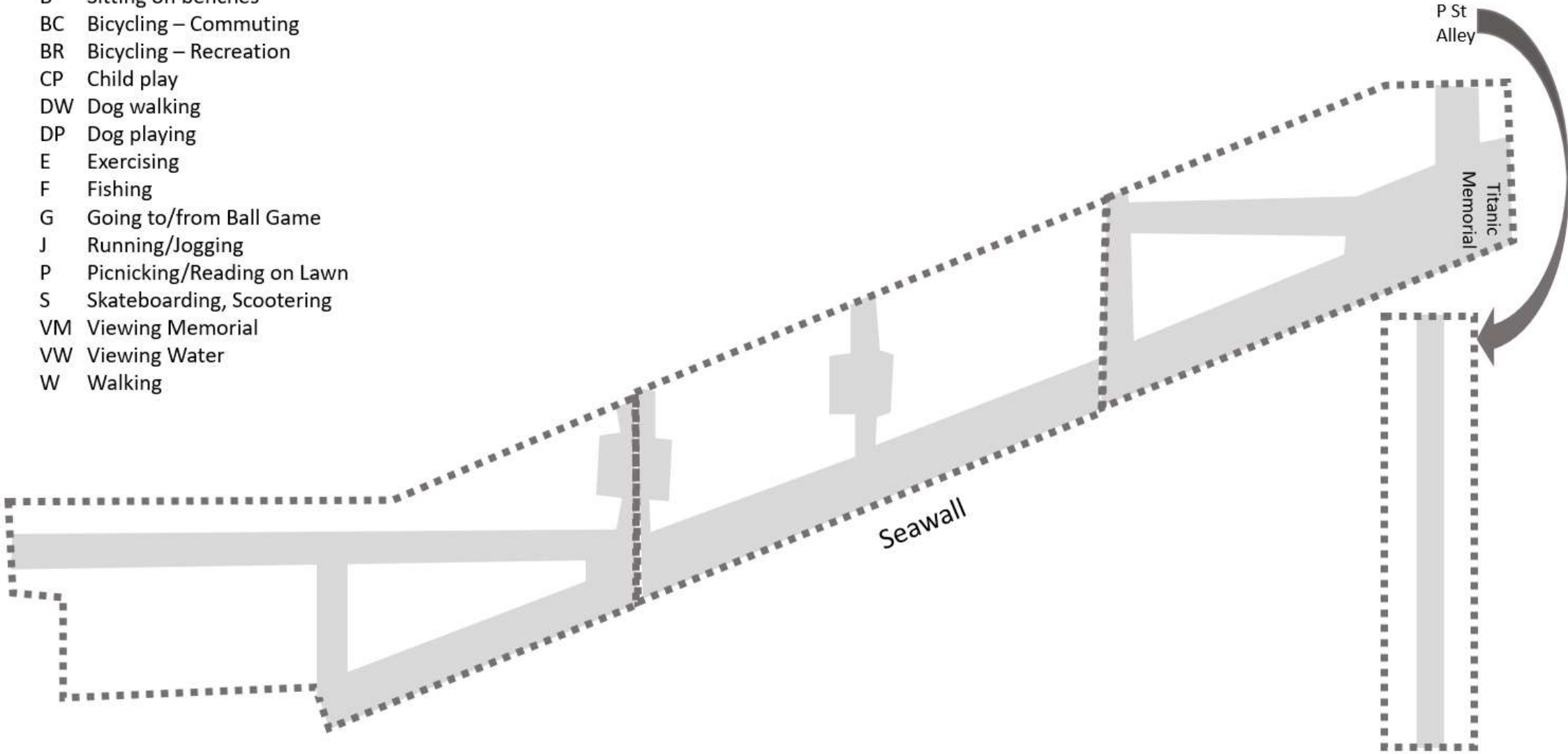
Sample Visitor Log.

Titanic Memorial Park Visitor Log												
Basic Information		Survey Time Period (Circle)	Weather (Circle all that apply)	Entrance	Total People Observed	Activity						
						Walking	Running/ Jogging	Dogwalking	Biking (recreation)	Biking (commuting)	Skateboarding	Fishing
Date:	30 Jan 2021	6 AM - 9 AM 9 AM - 12 PM 12 PM - 3 PM 3 PM - 6 PM 6 PM - 9 PM	Sunny	1 - Harbour Patrol	6	HTT 1 6						
Day of Week:	Saturday		Windy	2 - N St	11	HTT III 8	' 1	' 1	' 1			
Start Time:	3:05 pm		Rain	3 - O St (North)	1			' 1				
End Time:	3:20 pm		Fog	4 - O St (South)	6	III 3	' 1	" 2				
Temperature: (Fahrenheit)	37°		Snow	5 - P St	3		" 2		' 1			
			Sleet									
		Thunderstorm										
Date:	31 Jan 2021	6 AM - 9 AM 9 AM - 12 PM 12 PM - 3 PM 3 PM - 6 PM 6 PM - 9 PM	Sunny	1 - Harbour Patrol	2	' 1					' 1	
Day of Week:	Sunday		Windy	2 - N St	5	" 2		III 3				
Start Time:	11:44 am		Drizzle	3 - O St (North)	5	" 2		III 3				
End Time:	11:59 am		Rain	4 - O St (South)	3	' 1		" 2				
Temperature: (Fahrenheit)	32°		Fog	5 - P St	1			' 1				
			Snow									
		Sleet										
		Thunderstorm										
Observer(s)	Corinne Irwin				Contact Email:	[Signature]@nm.org				Contact Phone:	999-999-9999	

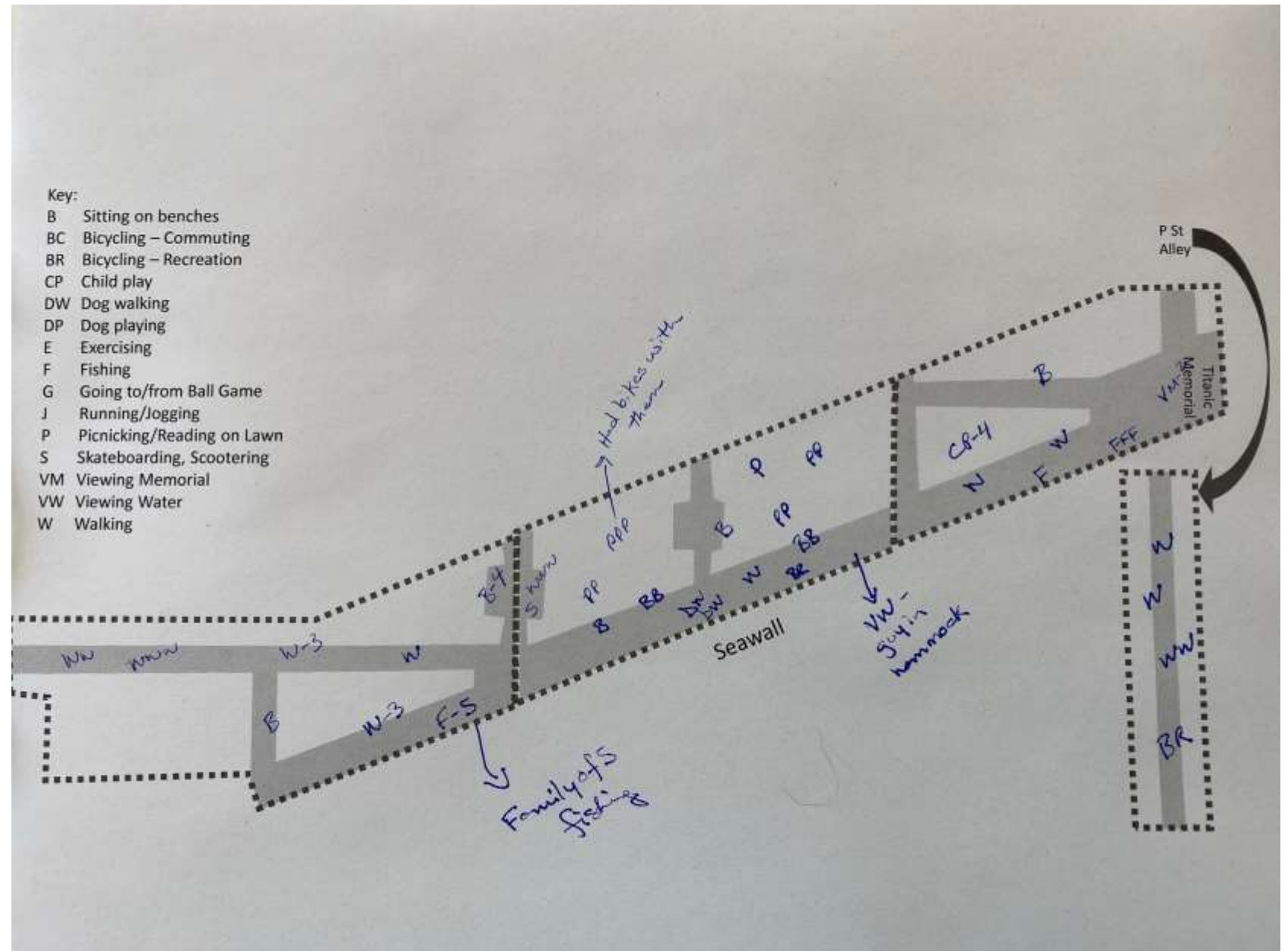
Sample Point-in-Time Map

Key:

- B Sitting on benches
- BC Bicycling – Commuting
- BR Bicycling – Recreation
- CP Child play
- DW Dog walking
- DP Dog playing
- E Exercising
- F Fishing
- G Going to/from Ball Game
- J Running/Jogging
- P Picnicking/Reading on Lawn
- S Skateboarding, Scootering
- VM Viewing Memorial
- VW Viewing Water
- W Walking



Sample Point-in-Time map. Feel free to mark the map up in any way that is meaningful for you. You might note interesting activities.



Sample point-in-time map. After completing the observation, count the number of people by activity and write that number next to the key.

