



Visitor Intercept Survey

Welcome/Introduction

You have been invited to take part in a 15-minute survey about your opinions regarding recycling and your visits to Hudson River Park. Your feedback will inform Hudson River Park's Park Over Plastic (POP) initiative that aims to reduce single-use plastic use in the park.

This evaluation project is undertaken by Knology, a Manhattan-based non-profit think tank that supports educational learning organizations.

Your participation in this survey is entirely voluntary and poses minimal risk. You may feel slight discomfort thinking about your visits to the Park since the pandemic started this March. You can end your participation at any time.

Upon survey completion, you will have the chance to enter into a raffle to win a \$25 gift card or a POP reusable water bottle.

There are no identifying questions on the survey and all reported data will be in aggregate.

If you have any questions regarding the survey and/or your participation, please contact Knology's lead researcher: Rupu Gupta at 347-766-3399 or rupug@knology.org. Dr. Gupta will answer any questions you may have concerning the research or the procedures at any time. If you have any questions or need additional information about human subject research, please contact Solutions IRB at participants@solutionsirb.com or call 1-855-226-4472.

Thank you for your interest in the survey.

The Knology Team

Please check the appropriate box:

- I agree to participate in this survey
- I do not agree to participate in this survey

Name (please print): _____

Signature _____ Date _____

Intercept Survey

1. We acknowledge that your visits to the Park have likely changed since the pandemic began in New York City, in March 2020. Please tell us how your visits have changed, using the scale below:

How often did you visit Hudson River Park...

	Before March 2020
Every day	<input type="radio"/>
Few times a week	<input type="radio"/>
Once a week	<input type="radio"/>
Once a month	<input type="radio"/>
Once a year	<input type="radio"/>
I have only visited it one time	<input type="radio"/>
I have not visited the park	<input type="radio"/>

2. How often did you visit Hudson River Park...

	After March 2020
Every day	<input type="radio"/>
Few times a week	<input type="radio"/>
Once a week	<input type="radio"/>
Once a month	<input type="radio"/>
I have only visited it one time	<input type="radio"/>
I have not visited the park	<input type="radio"/>

3. When you visited the park since March 2020, what motivated your visit?

4. Prior to March 2020, which of these locations in the Park did you most typically visit ?

- Pier 25 at N. Moore St
- Pier 40 at Houston St
- Pier 45 at Christopher St
- Pier 51 at Jane St
- 14th St Park
- Chelsea Waterside Park/Pier 63 at 23rd St
- Pier 66 at W 26th St
- Pier 84 at W 44th St
- Other (Please Specify) _____

5. In general, tell us about the reasons you choose to reduce your plastic use. Indicate your agreement or disagreement with the following statements.

I choose to reduce my plastic use...	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	N/A
To help protect the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To support the Park Over Plastic initiative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For financial incentives (e.g., when I return cans or bottles)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because my friends or family ask me to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To protect my health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (describe)_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. During your most recent visit to the park, how easy or difficult did you feel it was for park users to **recycle any items**? [open-ended]:_____

7. How easy or difficult was it to use **reusable items, like water bottles**?

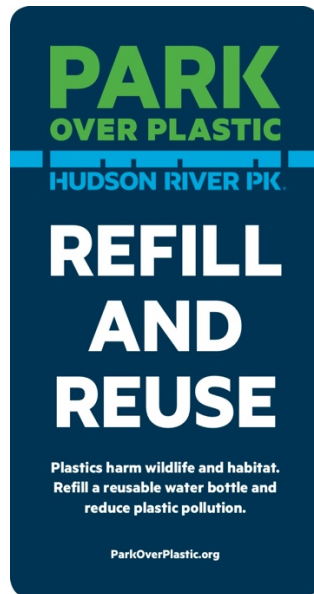
8. Now, think about ways that the Hudson River Park can help you reduce plastic use here at the park. Please rate these options below according to their importance to you, from *Not at all Important* (1) to *Very Important* (5).

Hudson River Park can...	Not at all important				Very important	N/A
Provide information on alternatives to plastic containers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Urge local business owners to provide alternatives to plastic containers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide educational resources for why we should reduce plastic use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create clear signs on where to recycle plastic containers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide more plastic recycling bins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide more drinking fountains to fill reusable water bottles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Are there other things you feel are important for Hudson River Park to help visitors reduce plastic use? If so, please describe: _____

10. Approximately, what proportion of plastic recyclables do you recycle at home? First, tell us how often you do so, before March 2020, and then after March 2020.

	Before March 2020	After March 2020
All of it	<input type="radio"/>	<input type="radio"/>
More than half	<input type="radio"/>	<input type="radio"/>
Half	<input type="radio"/>	<input type="radio"/>
Less than half	<input type="radio"/>	<input type="radio"/>
None	<input type="radio"/>	<input type="radio"/>



We want to know your opinions about this sign above. Think about the same sign for the next few questions.

11. Including your most recent visit, and thinking back to earlier visits, have you seen this sign in the park?
 Yes (Go to Question 12) No (Skip to Question 14) Not Sure

If Yes to question 11..

12. If you chose "Yes", roughly how many times have you seen it?

13. If you chose "Yes", where have you seen it? _____

Everyone starts here again

14. What is your biggest takeaway from this sign?:

15. What new information, if any, did you get from it?:

16. How does this sign help you think about reducing single-use plastic?:

17. What would you change about the messages to make the message clearer?:

About the Park Over Plastic Initiative: Hudson River Park's Park Over Plastic initiative is a growing alliance of Park staff, tenants and users, like you, to decrease plastic pollution in the Park and educate on the impacts of plastic in the Park's sanctuary waters.

18. Have you seen any information on, or heard about Hudson River Park's Park Over Plastic initiative apart from this sign?

Yes (Go to Question 19) No (Skip to Question 20) Not Sure

19. If yes, where have you seen it?

20. Do you live within walking distance of the Park?

- Yes (Skip to Question 22)
- No (Go to Question 21)

21. If "No", where are you located?

Zip code (if within US): _____

Country (if outside US): _____

22. In which age group do you belong?

- 18 to 24 years
- 25 to 44 years
- 45 to 64 years
- 65 years and over

23. How do you identify yourself?

- Man
- Woman
- Non-binary
- Prefer to self-describe: _____
- Choose not to respond [This option excludes other options.]

24. How do you identify yourself? Please select all that apply. Note. If you're from outside the US, these categories may not feel applicable to you. We encourage you to select 'Prefer to self-describe' and write in other answers

- Black or African American
- White or Caucasian
- Middle Eastern
- Hispanic or Latinx
- Asian
- Native American
- Pacific Islander
- Multi-racial
- Prefer to self-describe: _____
- Choose not to respond [This option excludes other options.]

Thank you for participating in the survey!

Want to enter a raffle to win one of ten \$25 gift cards or one of ten Hudson River Park reusable water bottles? When you complete the survey, you will be redirected to a Google form to where you can provide your name and email address if you want to enter the raffle. This is not mandatory, and this information will not be tied to your survey responses. If you don't want to enter the raffle, you can just close the browser.

Please provide your name and email address so that we can enter you into a raffle to win one of ten \$25 gift cards or one of ten Hudson River Park reusable water bottles!

First Name:

Last Name:

Email Address: