

# Valley of Fires

## Visitor Survey

### Introduction

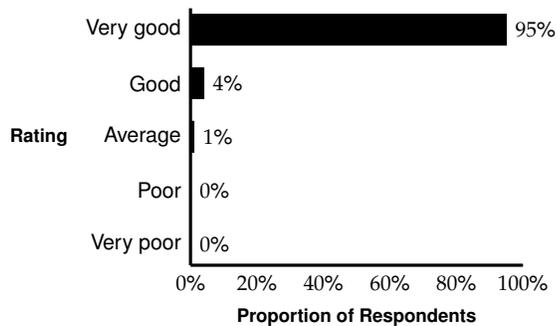
In order for the Bureau of Land Management (BLM) to comply with the Government Performance and Results Act (GPRA) and better meet the needs of the public, a visitor satisfaction survey was conducted at Valley of Fires, NM, during fiscal year 2023. The survey was developed to measure each site’s performance related to Mission Area 3, Goal 2, Strategy 1 (as specified in the DOI 2022/2023 Annual Performance Plan) - *Enhance Public Satisfaction at DOI Sites by enhancing the enjoyment and appreciation of our natural and cultural heritage*. The information collected during the survey will also help the BLM better serve the public. The survey collected visitor satisfaction data regarding visitor information (i.e., use of maps, signs, brochures), developed facilities, recreation use management, resource management, BLM staff and service, programs, commercial recreation operations, educational and interpretive materials, fees, accessibility for visitors with disabilities, activities, and demographics.

The results of the visitor satisfaction survey conducted at Valley of Fires are summarized in this data report. A description of the research methods and limitations can be found on page two. Below (left) is a graph summarizing visitor opinions regarding the overall quality of their experience at this site. The satisfaction measure below (right) is a combined proportion of "good" and "very good" responses. This is the primary performance measure for GPRA Mission Area 3, Goal 2.1 and should be used when reporting performance for this goal. (NOTE: the satisfaction measure may not equal the sum of "very good" and "good" proportions due to rounding.)

The response rate for this survey site was 76%. This indicates that 76% of those randomly sampled completed the survey.

#### Overall quality of experience

FY23: 96 Respondents



#### FY23 GPRA Satisfaction Measure

Proportion of site visitors satisfied overall with visitor information, facilities, management, interpretation/education, staff services, and programs:

**99%**

FY23 Satisfaction measure: 99%  
Mean score: 4.9

Report prepared by the Social and Economic Sciences Research Center  
For the Bureau of Land Management, US Department of the Interior





# Valley of Fires Research Methods

## Understanding the Results

Inside this report are graphs that illustrate the survey results. The report contains ten categories of data regarding BLM amenities, staff, and services plus selected demographics. Within these categories are graphs for each indicator evaluated by site visitors. For example, the Visitor Information category includes indicators such as "providing useful maps and brochures," "providing useful information on the internet," and so forth. In each category there is a graph entitled "Everything Considered." This graph is the basis for determining visitor satisfaction for each category and GPRA reporting numbers.

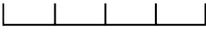
All graphs include the following information:

- The number of visitor responses for the indicator;
- The proportion of responses for each answer choice;

Graphs for quality indicators also include:

- A "satisfaction measure" that combines the proportion of total responses which were "Very good/well" or "Good/Well;"
- An average (mean) evaluation score where a number closer to five reflects a more positive visitor response;
- Quality indicators are based on the following scale:

"Very poor/poorly" = 1, "Poor/Poorly" = 2, "Average" = 3, "Good/Well" = 4, "Very good/well" = 5;

Very  Very  
Poor(ly) 1 2 3 4 5 Good/Well

**NOTE:** Graph proportions may not equal 100% due to rounding.

## Procedure

Surveys were distributed to a random sample of visitors at this site on 22 days between June 17 and August 20, 2023. The data reflect visitor opinions about this site's facilities, management, services, educational opportunities, and fees during the survey period. Visitor activities and selected demographics were also captured. A representative sample of the general visitor population were surveyed at selected locations. The results do not necessarily apply to visitors during other times of the year, or visitors who did not visit the survey locations on-site.

Visitors were given a choice between a paper version to be completed on-site, and an online option to be completed on-site or at a later date. Those visitors who chose the online option were given a postcard containing the access information needed for completing the survey online.

The results in this report are the combined responses from paper versions of the survey that were electronically scanned and responses completed online. Frequency distributions were calculated for each indicator and category using the

combined data. This BLM location completed 107 paper surveys and 0 online surveys.

The survey response rate is described on page one of this report. The number of respondents for each indicator is reported at the top of each figure. All proportions are reported as whole percentages while averages are rounded to the nearest tenth.

Caution is advised when interpreting any data with fewer than 30 responses. When this occurs, the word "CAUTION!" is included above the graph. This report excludes any graphs or calculations for questions with fewer than 10 responses. "NA" has been inserted in place of excluded satisfaction and evaluation calculations.

Based on the sample size of the survey at this BLM location, for most indicators, the survey data are expected to be accurate within  $\pm 9.5\%$  of the population with 95% confidence. This means that if different samples had been drawn, the results would have been similar (by  $\pm 9.5\%$ ) 95 out of 100 times.

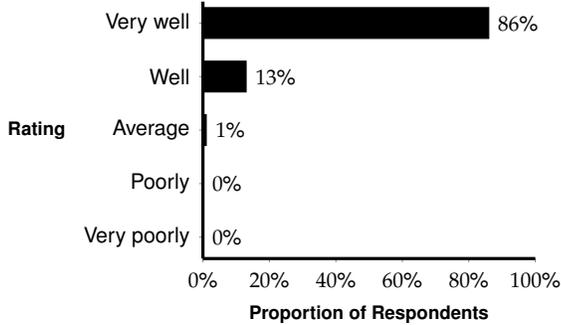
For more information about this survey, contact the  
Social and Economic Sciences Research Center at Washington State University  
(509) 335-1511 | [blm.survey@wsu.edu](mailto:blm.survey@wsu.edu)

# Valley of Fires Visitor Information



## Providing useful maps and brochures

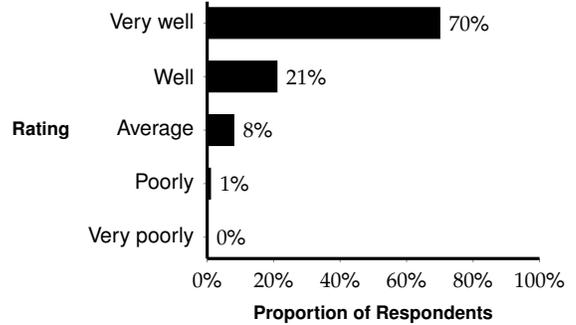
FY23: 102 Respondents



FY23 Satisfaction measure: 99%  
Mean score: 4.9

## Providing useful information on the Internet

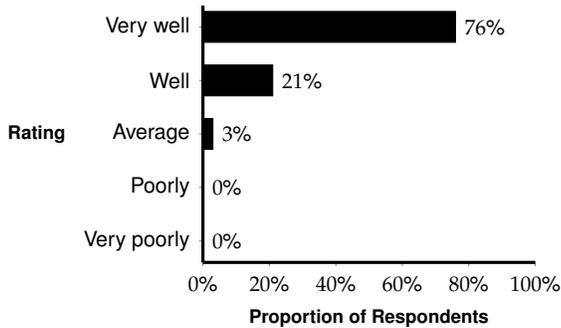
FY23: 86 Respondents



FY23 Satisfaction measure: 91%  
Mean score: 4.6

## Ensuring public awareness of rules and regulations

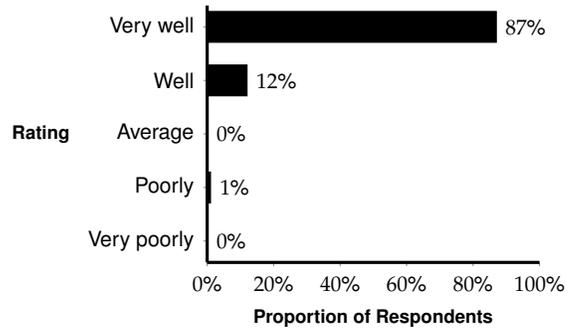
FY23: 104 Respondents



FY23 Satisfaction measure: 97%  
Mean score: 4.7

## Providing adequate signs on-site for direction and orientation

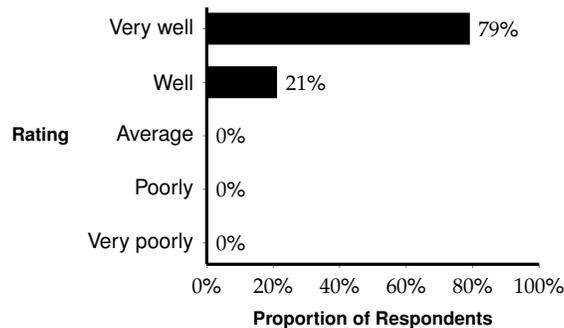
FY23: 105 Respondents



FY23 Satisfaction measure: 99%  
Mean score: 4.8

## Everything considered: How well the BLM provides visitor information

FY23: 104 Respondents



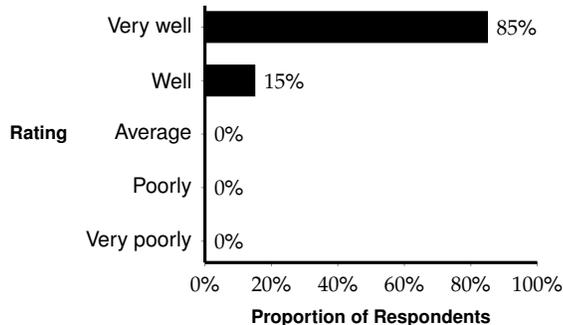
FY23 Satisfaction measure: 100%  
Mean score: 4.8



# Valley of Fires Developed Facilities

## Condition of roads for motorized vehicles

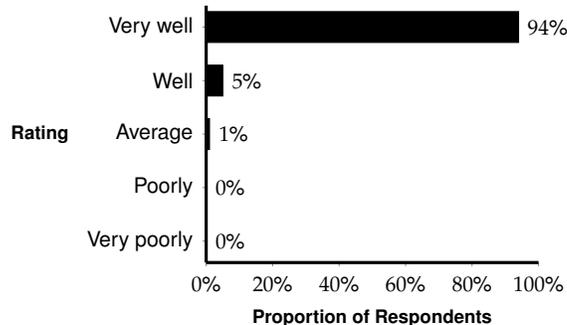
FY23: 106 Respondents



FY23 Satisfaction measure: 100%  
Mean score: 4.8

## Cleanliness of site

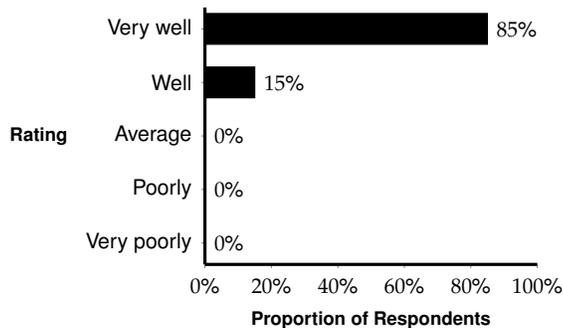
FY23: 105 Respondents



FY23 Satisfaction measure: 99%  
Mean score: 4.9

## Condition of trails for non-motorized use

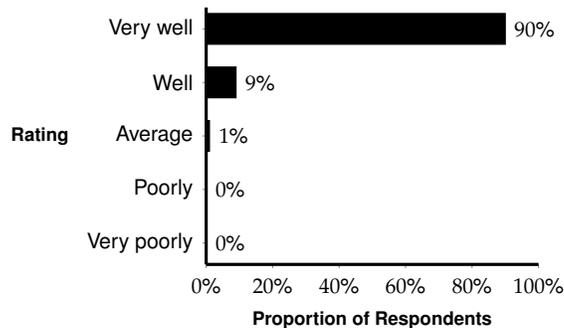
FY23: 97 Respondents



FY23 Satisfaction measure: 100%  
Mean score: 4.8

## Cleanliness of restrooms and other physical facilities

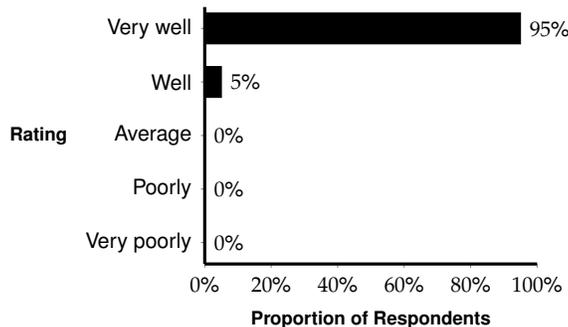
FY23: 104 Respondents



FY23 Satisfaction measure: 99%  
Mean score: 4.9

## Everything considered: How well the BLM maintains the condition of physical facilities

FY23: 106 Respondents



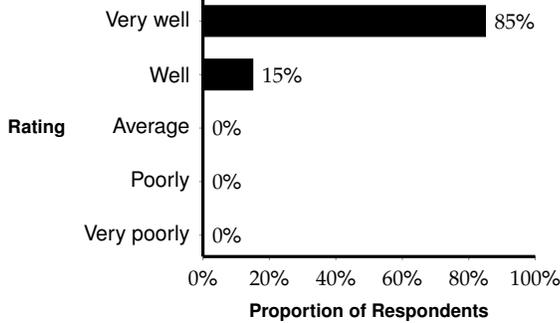
FY23 Satisfaction measure: 100%  
Mean score: 5

# Valley of Fires Recreation Use Management



## Managing the appropriate use of vehicles

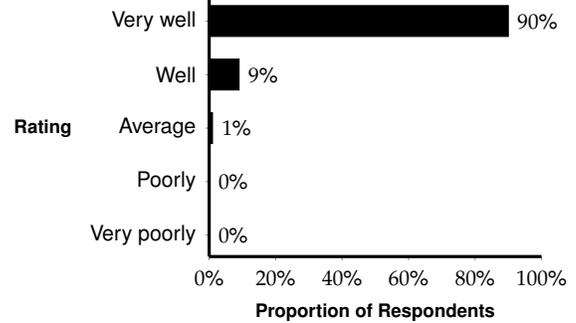
FY23: 100 Respondents



FY23 Satisfaction measure: 100%  
Mean score: 4.9

## Managing the number of people

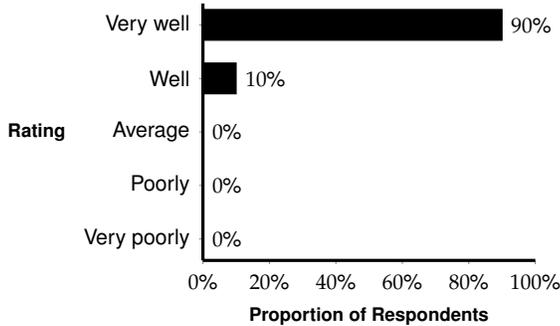
FY23: 96 Respondents



FY23 Satisfaction measure: 99%  
Mean score: 4.9

## Keeping noise at appropriate levels

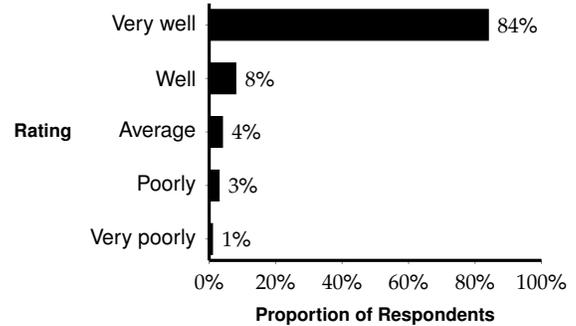
FY23: 98 Respondents



FY23 Satisfaction measure: 100%  
Mean score: 4.9

## Providing a sufficient law enforcement presence to prevent crime

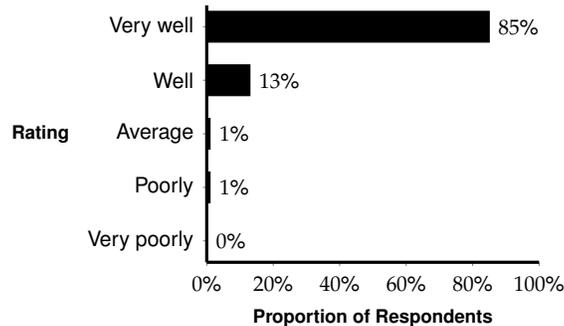
FY23: 76 Respondents



FY23 Satisfaction measure: 92%  
Mean score: 4.7

## Everything considered: How well the BLM manages recreation use management

FY23: 103 Respondents



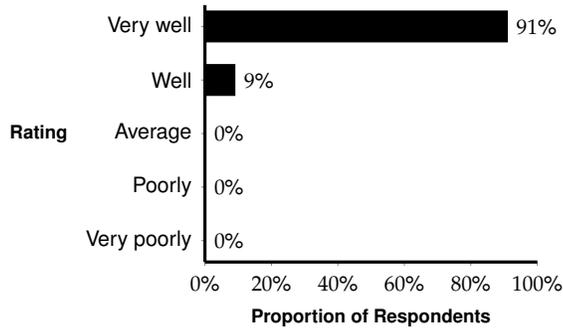
FY23 Satisfaction measure: 98%  
Mean score: 4.8



# Valley of Fires Resource Management

## Adequately protecting the natural resources

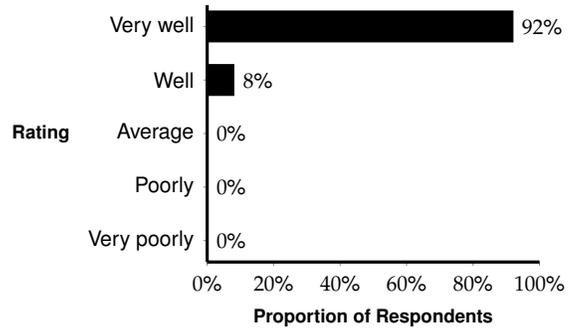
FY23: 105 Respondents



FY23 Satisfaction measure: 100%  
Mean score: 4.9

## Ensuring that visitor activities do not interfere with resource protection

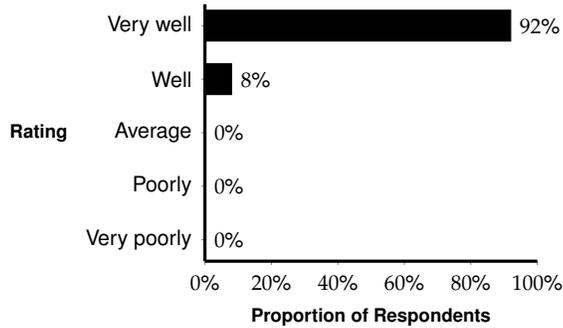
FY23: 100 Respondents



FY23 Satisfaction measure: 100%  
Mean score: 4.9

## Adequately protecting the cultural resources

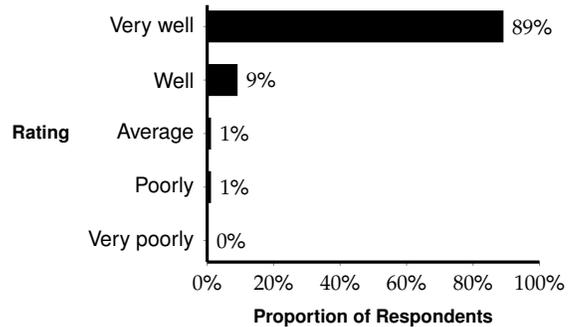
FY23: 98 Respondents



FY23 Satisfaction measure: 100%  
Mean score: 4.9

## Everything considered: How well the BLM protects the natural and cultural resources

FY23: 104 Respondents



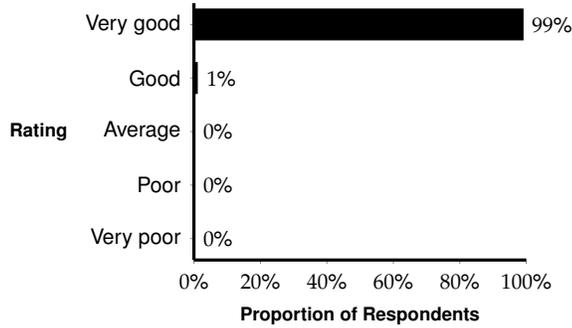
FY23 Satisfaction measure: 98%  
Mean score: 4.9

# Valley of Fires BLM Staff and Service



## Staff's level of courteousness

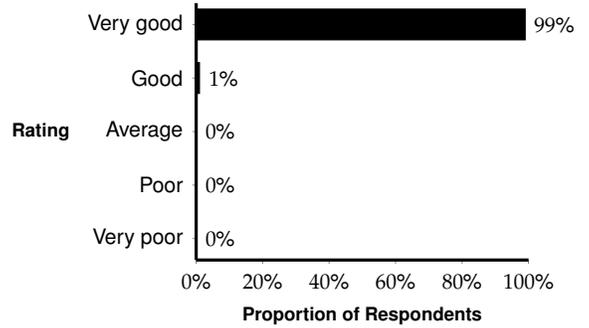
FY23: 104 Respondents



FY23 Satisfaction measure: 100%  
Mean score: 5

## Staff's knowledge about natural and cultural resources

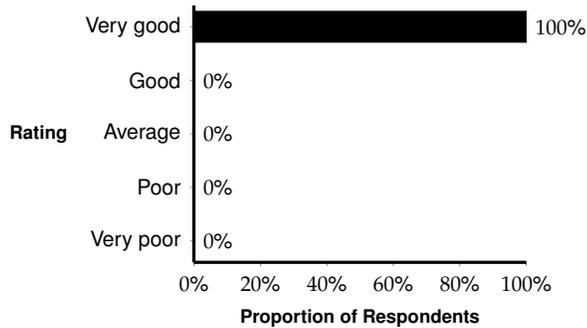
FY23: 103 Respondents



FY23 Satisfaction measure: 100%  
Mean score: 5

## Staff's knowledge about recreational opportunities

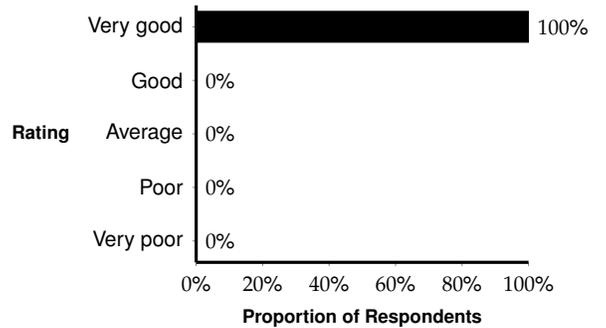
FY23: 103 Respondents



FY23 Satisfaction measure: 100%  
Mean score: 5

## Everything considered: Performance of BLM staff

FY23: 105 Respondents



FY23 Satisfaction measure: 100%  
Mean score: 5

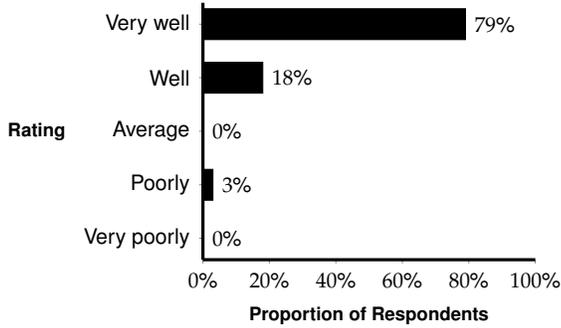


# Valley of Fires

## Providing Educational and Interpretive Material

### Providing quality educational and interpretive material about the resources

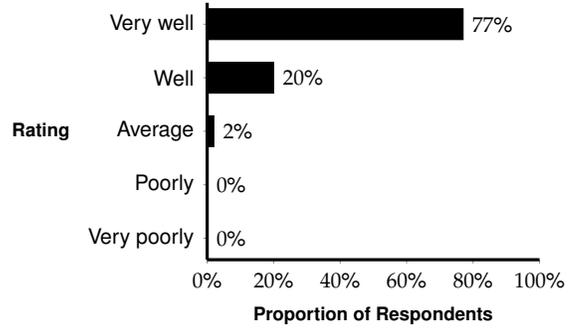
FY23: 89 Respondents



FY23 Satisfaction measure: 97%  
Mean score: 4.7

### Providing stewardship information on protecting cultural and natural resources

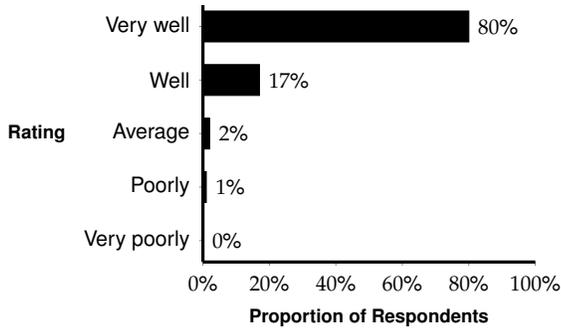
FY23: 88 Respondents



FY23 Satisfaction measure: 98%  
Mean score: 4.8

### Providing sufficient quantity of educational and interpretive materials about the resources

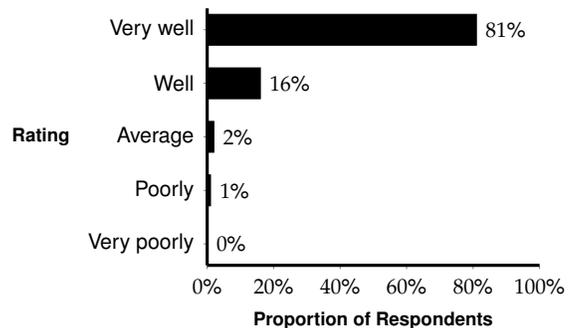
FY23: 90 Respondents



FY23 Satisfaction measure: 97%  
Mean score: 4.8

### Everything considered: How well the BLM provides interpretive and educational materials

FY23: 90 Respondents



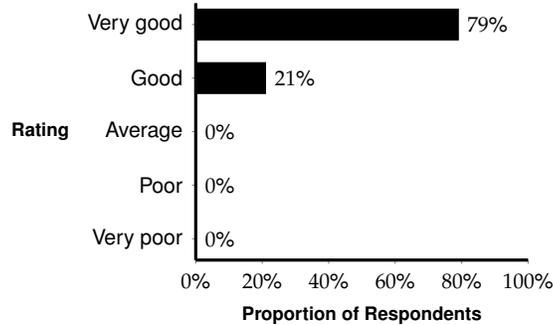
FY23 Satisfaction measure: 97%  
Mean score: 4.8

# Valley of Fires Programs & Fees



## Quality of program(s) attended

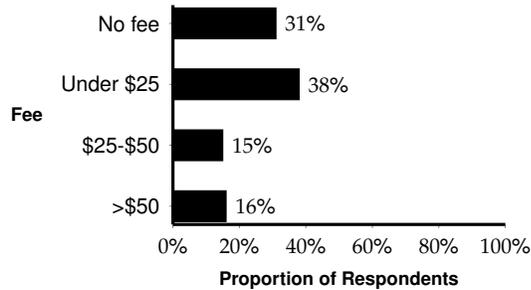
FY23: 33 Respondents



FY23 Satisfaction measure: 100%  
Mean score: 4.8

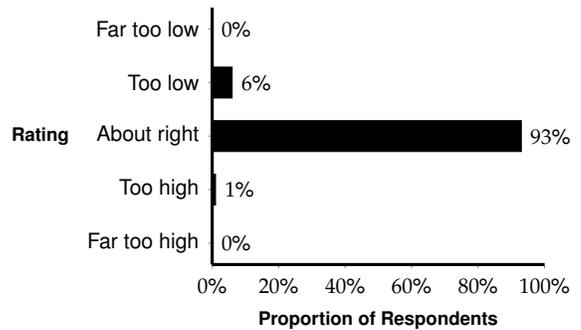
## Total fees paid

FY23: 89 Respondents



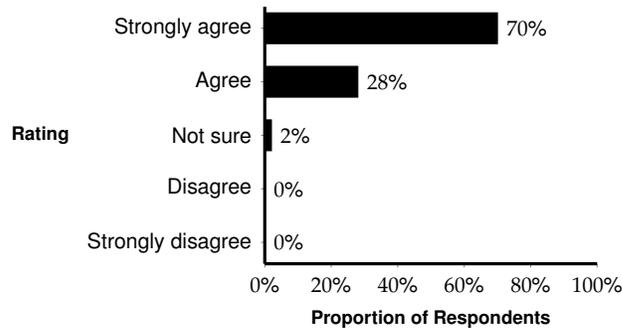
## How appropriate was the fee charged for this site/area?

FY23: 67 Respondent(s)



## The value of recreation opportunity and services was at least equal to the fee asked to pay

FY23: 61 Respondent(s)

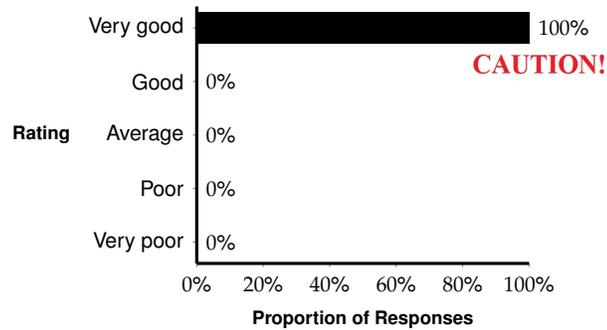




# Valley of Fires Commercial Recreation Operations & Activities

## Quality of Commercial Services

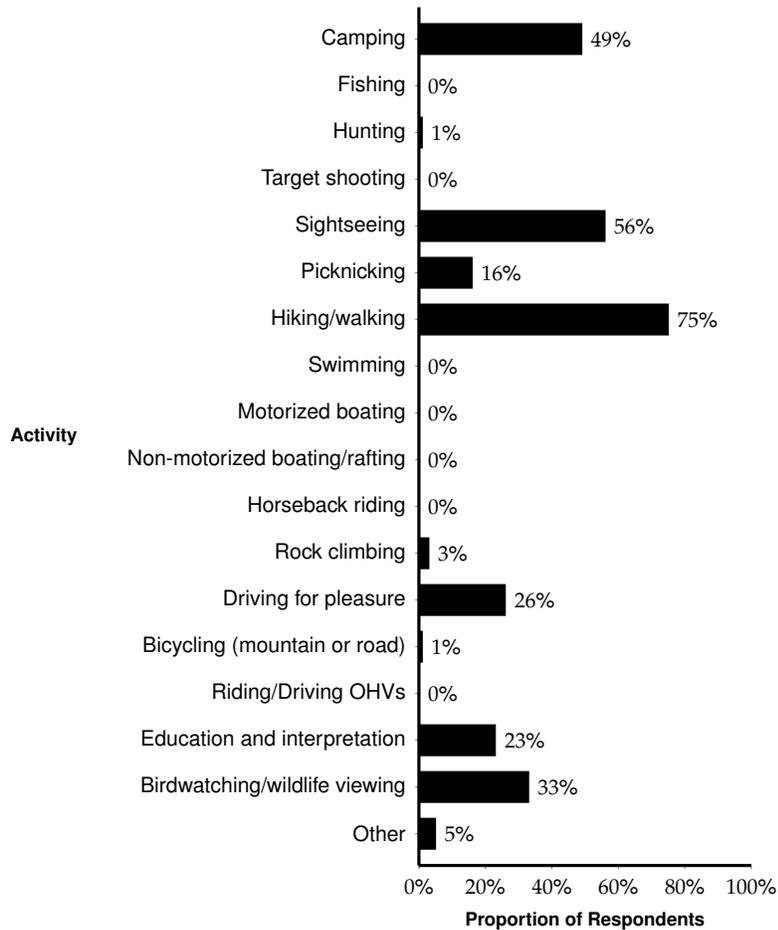
FY23: 12 Responses\*



FY23 Satisfaction measure: 100%  
Mean score: 5

## Activities

FY23: 95 Respondents\*\*



\*Each respondent could rate up to three services.

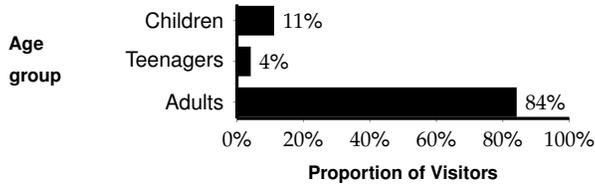
\*\*Percentages do not sum to 100 because respondents could select more than one activity.

# Valley of Fires Demographics



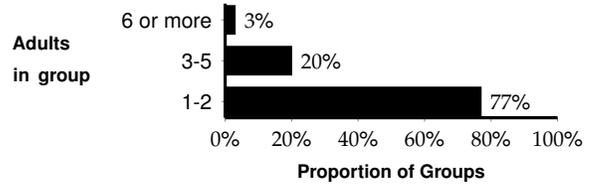
## Visitor age groups

FY23: 319 Visitors



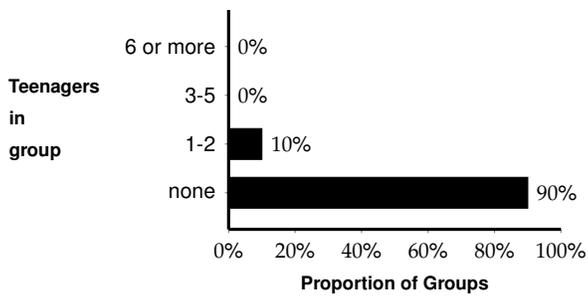
## Number of Adults (18 and over) in group

FY23: 99 Groups



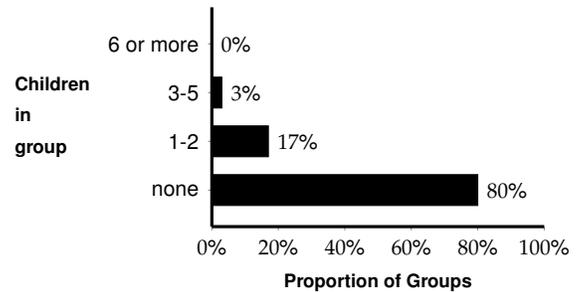
## Number of teenagers (13-17) in group

FY23: 100 Groups



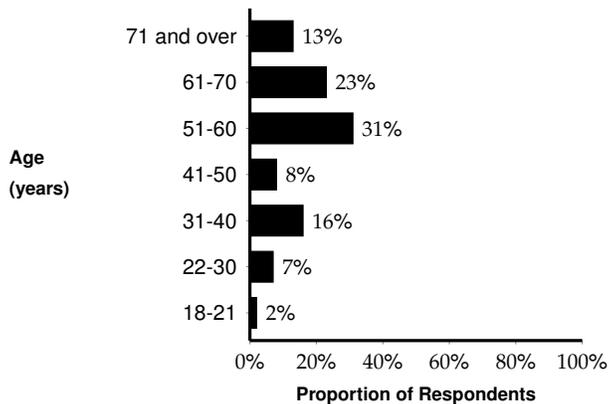
## Number of children (under 12) in group

FY23: 99 Groups



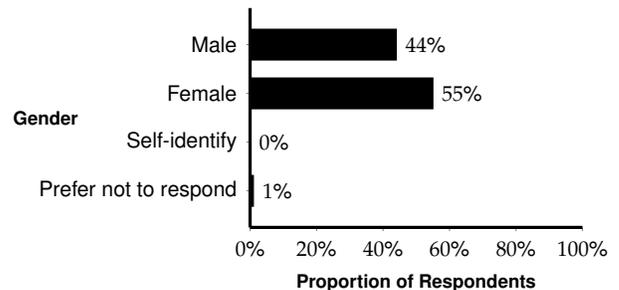
## Respondent age

FY23: 91 Respondents



## Respondent gender

FY23: 95 Respondents



## New Mexico visitors came from 10 different counties

FY23: 26 Respondents\*

County	Count
Bernalillo County	9
Lincoln County	3
Sandoval County	3
Socorro County	3
Other counties	9

## Visitors came from 18 states across the country

FY23: 94 Respondents

State	Count
TX	40
NM	26
AZ	4
Other states	24

\*The total number of visitors per county listed might be greater than the number of respondents because some ZIP Codes include more than one county

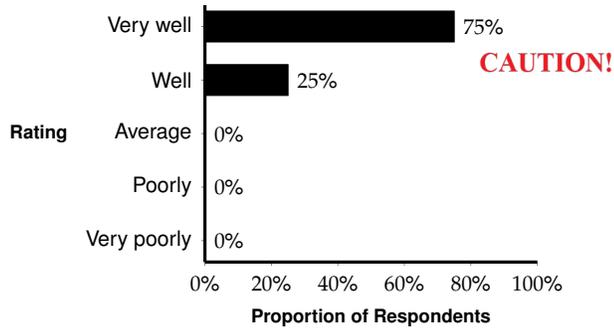


# Valley of Fires

## Accessibility for Visitors with Disabilities

### How well the BLM provides access to adequately use recreation facilities

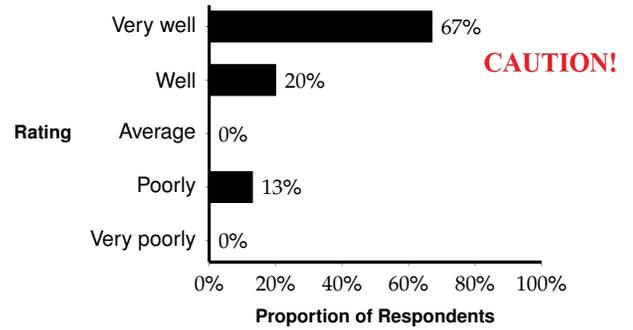
FY23: 16 Respondents



FY23 Satisfaction measure: 100%  
Mean score: 4.8

### How well the BLM provides access to adequately view exhibits, way-sides, information panels, etc.

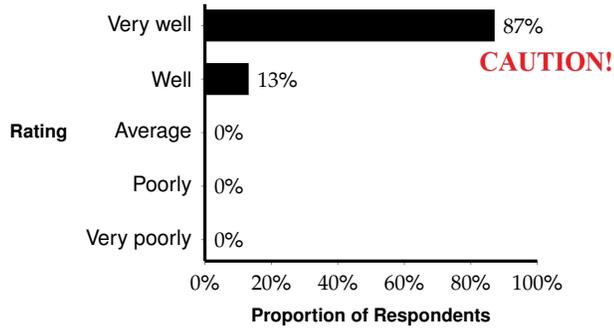
FY23: 15 Respondents



FY23 Satisfaction measure: 87%  
Mean score: 4.4

### How well the BLM provides access to adequately view and use information (map, brochure, website, etc.)

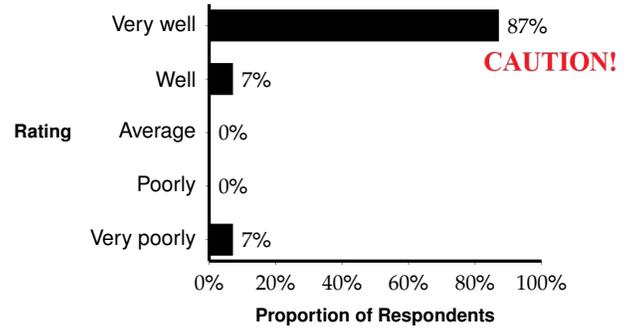
FY23: 15 Respondents



FY23 Satisfaction measure: 100%  
Mean score: 4.9

### How well the BLM provides access to adequately use other visitor services (restrooms, water, etc.)

FY23: 15 Respondents



FY23 Satisfaction measure: 93%  
Mean score: 4.7



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