

Bureau of Land Management 2024 GPRA Report

Introduction

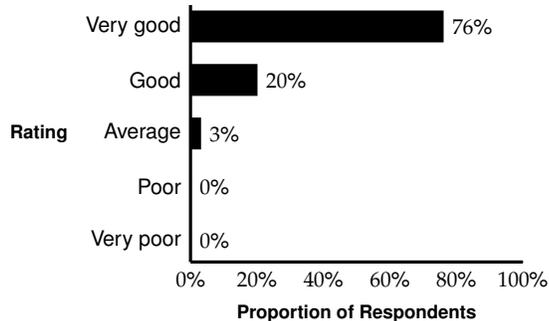
In order for the Bureau of Land Management (BLM) to comply with the Government Performance and Results Act (GPRA) and better meet the needs of the public, a visitor satisfaction survey was conducted at 18 BLM recreation sites in 9 states during fiscal year 2024 (FY24). Of the 18 units conducting the survey this year, 15 units successfully administered the survey. The survey was developed to measure each site's performance related to Mission Area 3, Goal 2, Strategy 1 (as specified in the DOI 2023/2024 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 GPRA specific results of the visitor satisfaction surveys conducted in FY24 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/well" and "good/well" proportions due to rounding.)

The response rates for the BLM units surveyed ranged from 47% to 97%.

Overall quality of experience

FY24: 1965 Respondents



FY24 Satisfaction measure: 97%
Mean score: 4.7

FY24 GPRA Satisfaction Measure

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

97%

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





2024 BLM Visitor Survey Research Methods

Understanding the Results

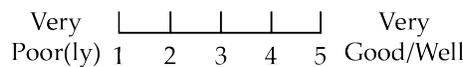
Inside this report are graphs that illustrate the GPRA specific survey results. This report summarizes data from the eight goal categories regarding BLM amenities, staff, and services. Each graph includes the following information:

- 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" or "Good;"
- 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;



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

Procedure

A representative sample of the general visitor population were surveyed at 15 BLM units throughout the country in FY24.

The data reflect visitor opinions about these sites' facilities, management, services, educational opportunities, and fees during the survey period. Visitor activities and selected demographics were also captured.

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.

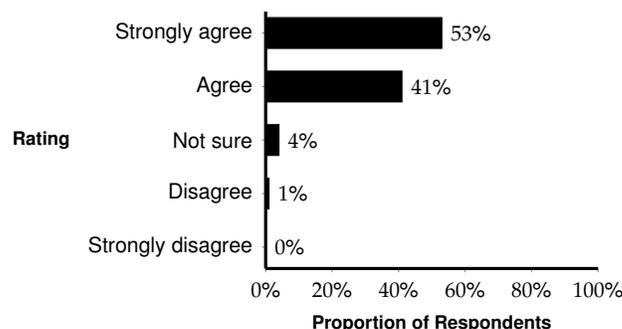
The results in this report are the combined responses from 1816 paper versions of the survey that were electronically scanned and 291 responses that were completed online. Frequency distributions were calculated for each indicator and category using the combined data. The number of respondents for each 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.

NOTE: *Because of the different sample sizes obtained at each BLM Unit, the overall margin of error for this study cannot be determined. Please refer to the individual unit reports for specific margins of error.* However, For most indicators, with a full sample size of 350 to 400 at each unit, the survey data are expected to be accurate within $\pm 6\%$ of the population with 95% confidence. This means that if different samples had been drawn, the results would have been similar ($\pm 6\%$) 95 out of 100 times.

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

FY24: 425 Respondents



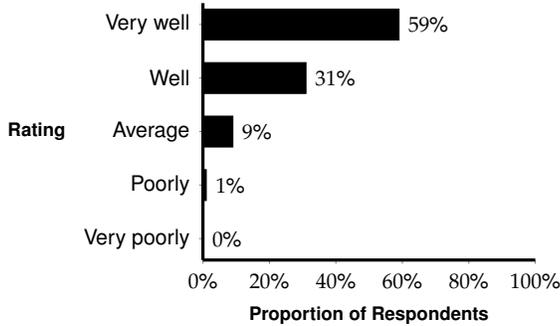
2024 BLM Visitor Survey

Visitor Information



How well the BLM provides visitor information

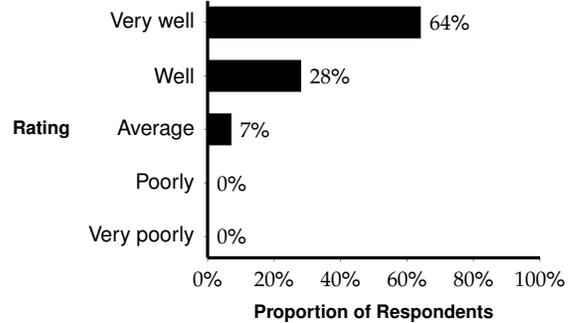
FY24: 2009 Respondents



FY24 Satisfaction measure: 90%
Mean score: 4.5

How well the BLM protects the natural and cultural resources

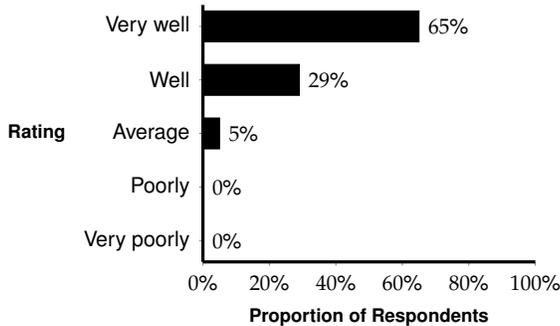
FY24: 1957 Respondents



FY24 Satisfaction measure: 92%
Mean score: 4.6

How well the BLM maintains the condition of physical facilities

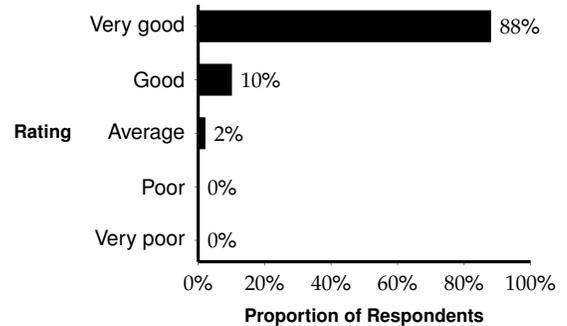
FY24: 2030 Respondents



FY24 Satisfaction measure: 94%
Mean score: 4.6

Performance of BLM staff

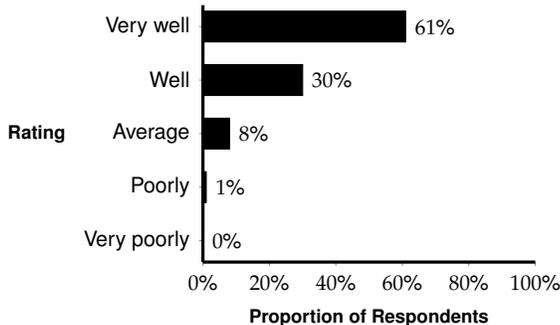
FY24: 1760 Respondents



FY24 Satisfaction measure: 98%
Mean score: 4.9

How well the BLM manages recreation use management

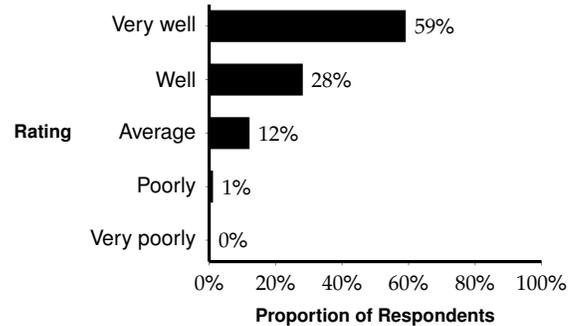
FY24: 1910 Respondents



FY24 Satisfaction measure: 91%
Mean score: 4.5

How well the BLM provides interpretive and educational material

FY24: 1676 Respondents



FY24 Satisfaction measure: 87%
Mean score: 4.4



Social & Economic Sciences
Research Center

WASHINGTON STATE UNIVERSITY