Bureau of Land Management 2017 National 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 10 states during fiscal year 2017 (FY17). 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 BLM GPRA Goal 3.1 - *Provide for a quality recreation experience, including access, and enjoyment of natural and cultural resources on DOI managed and partnered lands and waters;* and Goal 3.2 - *Provide for and receive fair value in recreation.* 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 combined results of the visitor satisfaction surveys conducted in FY17 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 Goal 3.1 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 rates for the BLM units surveyed ranged from 43% to 94%. The graph summarizing visitor opinions of the "value for fee paid," which is the primary performance measure for GPRA Goal 3.2, can be found on page 9.

Overall quality of experience
FY17: 2468 Respondents

Rating	Proportion of Respondents
Very good	63%
Good	32%
Average	4%
Poor	1%
Very poor	0%
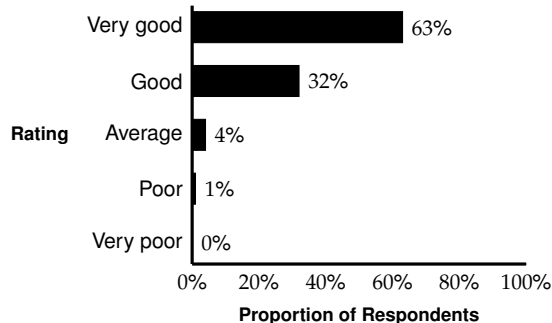
FY17 Satisfaction measure: 95%
Mean score: 4.6

FY17 GPRA Satisfaction Measure

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

95%

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" 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" = 1, "Poor" = 2, "Average" = 3, "Good" = 4, "Very good" = 5;

Very |___|___|___|___|___| Very
Poor   1   2   3   4   5   Good
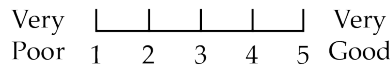
NOTE Graph proportions may not equal 100% due to rounding.

Procedure

A representative sample of the general visitor population were surveyed at 15 units in FY17. The data reflect visitor opinions about these sites's facilities, management, services, educational opportunities, and fees during the survey period. Visitor activities and selected demographics were also captured.

Returned surveys were electronically scanned and the data analyzed. Frequency distributions were calculated for each indicator and category.

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.

For most indicators, the survey data are expected to be accurate within ±6% of the population with 95% confidence. This means that if different samples had been drawn, the results would have been similar (±6%) 95 out of 100 times.

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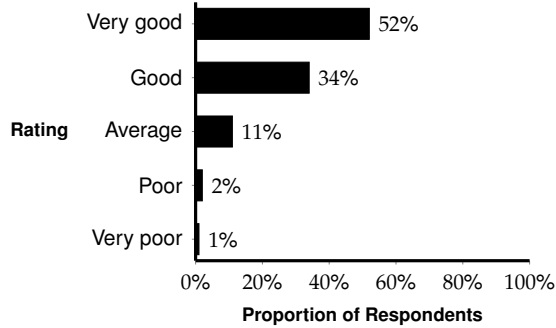(509) 335-1511 | sesrc@wsu.edu

Providing useful maps and brochures

FY17: 2275 Respondents

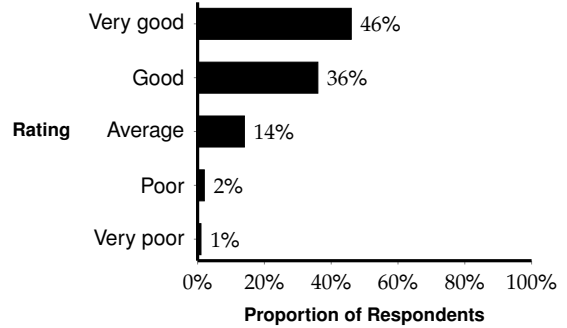| Rating	
Very good	52%
Good	34%
Average	11%
Poor	2%
Very poor	1%

Proportion of Respondents

FY17   Satisfaction measure: 86%
Mean score: 4.4

Providing useful information on the Internet

FY17: 1749 Respondents

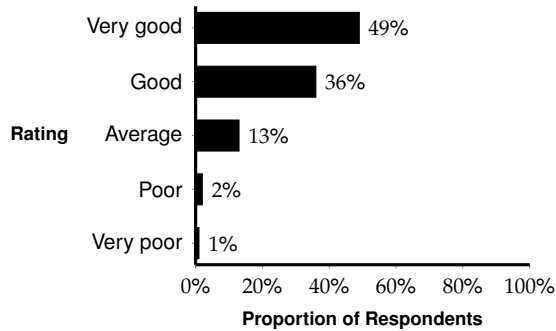| Rating	
Very good	46%
Good	36%
Average	14%
Poor	2%
Very poor	1%

Proportion of Respondents

FY17   Satisfaction measure: 83%
Mean score: 4.2

Ensuring public awareness of rules and regulations

FY17: 2390 Respondents

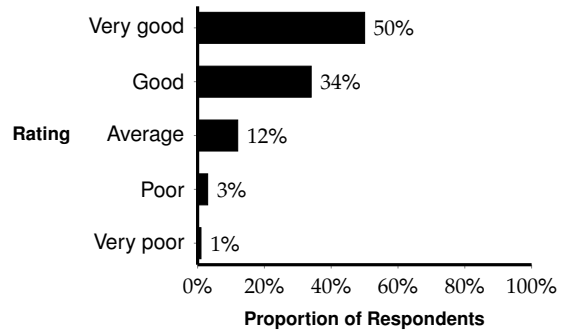| Rating	
Very good	49%
Good	36%
Average	13%
Poor	2%
Very poor	1%

Proportion of Respondents

FY17   Satisfaction measure: 84%
Mean score: 4.3

Providing adequate signs on-site for direction and orientation

FY17: 2496 Respondents

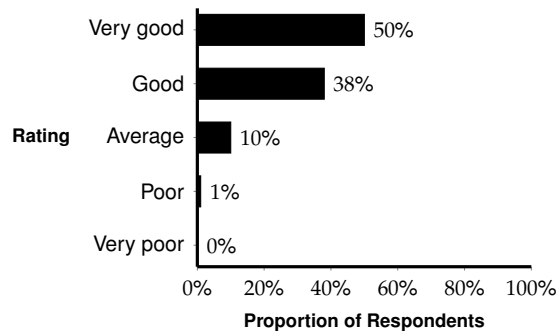| Rating	
Very good	50%
Good	34%
Average	12%
Poor	3%
Very poor	1%

Proportion of Respondents

FY17   Satisfaction measure: 84%
Mean score: 4.3

## Everything considered: Quality of BLM visitor information

FY17: 2488 Respondents

Rating	
Very good	50%
Good	38%
Average	10%
Poor	1%
Very poor	0%

Proportion of Respondents

FY17   Satisfaction measure: 88%
Mean score: 4.4

2017 BLM Visitor Survey
Developed Facilities

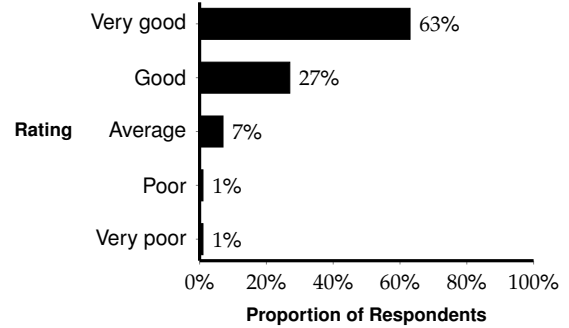## Condition of roads for motorized vehicles

FY17: 2560 Respondents

Rating	
Very good	48%
Good	33%
Average	13%
Poor	3%
Very poor	2%

Proportion of Respondents
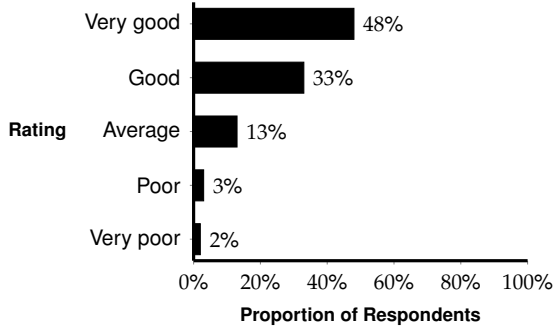
FY17   Satisfaction measure: 81%
Mean score: 4.2

Cleanliness of site

FY17: 2584 Respondents

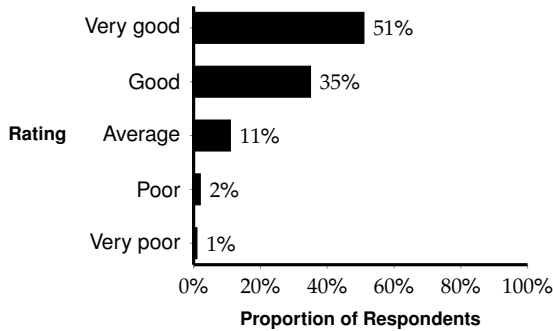| Rating	
Very good	63%
Good	27%
Average	7%
Poor	1%
Very poor	1%

Proportion of Respondents

FY17   Satisfaction measure: 91%
Mean score: 4.5

Condition of trails for non-motorized use

FY17: 2048 Respondents

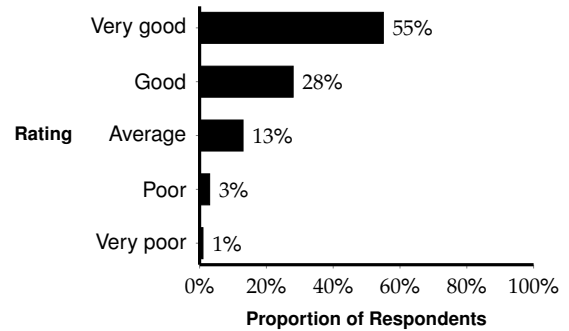| Rating	
Very good	51%
Good	35%
Average	11%
Poor	2%
Very poor	1%

Proportion of Respondents

FY17   Satisfaction measure: 86%
Mean score: 4.3

Cleanliness of restrooms and other physical facilities

FY17: 2246 Respondents

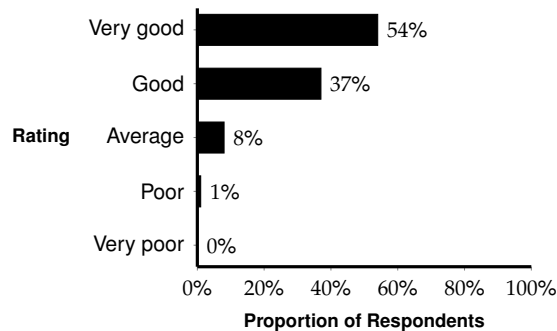| Rating	
Very good	55%
Good	28%
Average	13%
Poor	3%
Very poor	1%

Proportion of Respondents

FY17   Satisfaction measure: 83%
Mean score: 4.3

Everything considered: Overall condition of developed facilities
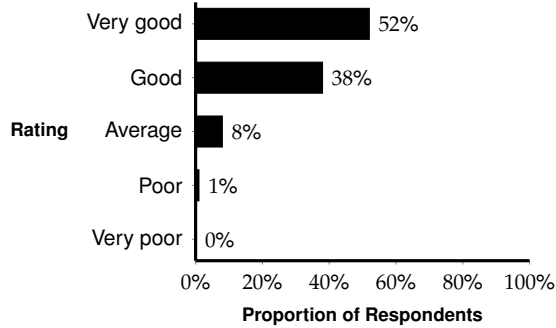
FY17: 2579 Respondents

Rating	
Very good	54%
Good	37%
Average	8%
Poor	1%
Very poor	0%

Proportion of Respondents

FY17   Satisfaction measure: 90%
Mean score: 4.4

Managing the appropriate use of vehicles

FY17: 2311 Respondents

Rating	Proportion
Very good	52%
Good	38%
Average	8%
Poor	1%
Very poor	0%

Proportion of Respondents
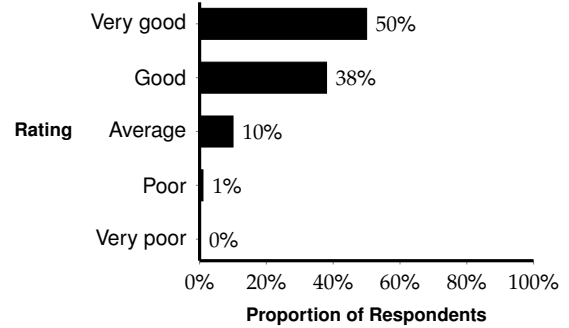
FY17   Satisfaction measure: 91%
Mean score: 4.4

Managing the number of people

FY17: 2298 Respondents

Rating	Proportion
Very good	50%
Good	38%
Average	10%
Poor	1%
Very poor	0%

Proportion of Respondents
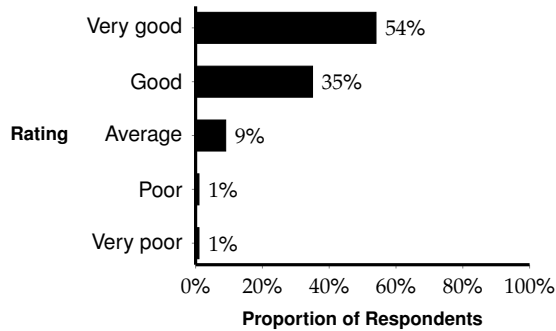
FY17   Satisfaction measure: 88%
Mean score: 4.4

Keeping noise at appropriate levels

FY17: 2346 Respondents

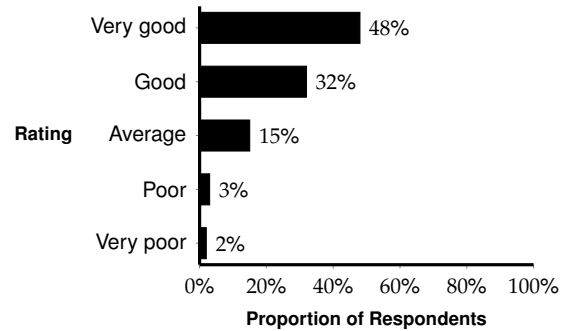| Rating	Proportion
Very good	54%
Good	35%
Average	9%
Poor	1%
Very poor	1%

Proportion of Respondents

FY17   Satisfaction measure: 89%
Mean score: 4.4

Providing a sufficient law enforcement presence to prevent crime

FY17: 1957 Respondents

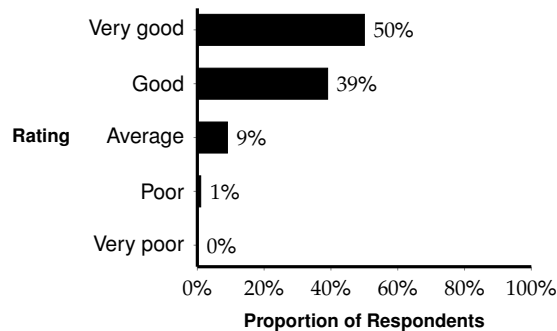| Rating	Proportion
Very good	48%
Good	32%
Average	15%
Poor	3%
Very poor	2%

Proportion of Respondents

FY17   Satisfaction measure: 81%
Mean score: 4.2

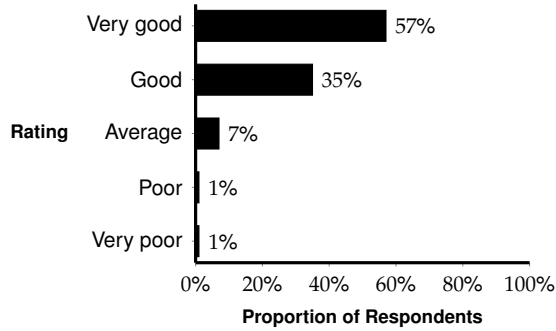## Everything considered: Visitor and recreation management

FY17: 2451 Respondents

Rating	Proportion
Very good	50%
Good	39%
Average	9%
Poor	1%
Very poor	0%

Proportion of Respondents

FY17   Satisfaction measure: 90%
Mean score: 4.4

Adequately protecting the natural resources

FY17: 2441 Respondents

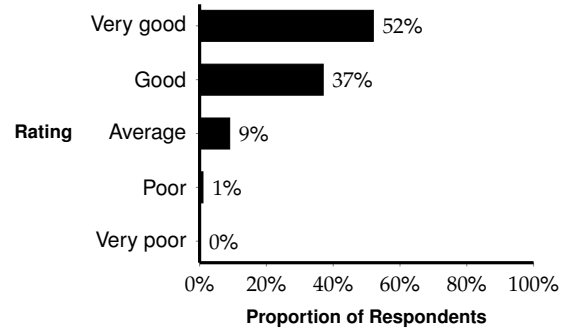| Rating	Proportion
Very good	57%
Good	35%
Average	7%
Poor	1%
Very poor	1%

Proportion of Respondents

FY17   Satisfaction measure: 92%
Mean score: 4.5

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

FY17: 2281 Respondents

Rating	Proportion
Very good	52%
Good	37%
Average	9%
Poor	1%
Very poor	0%

Proportion of Respondents

FY17   Satisfaction measure: 89%
Mean score: 4.4

Adequately protecting the cultural resources

FY17: 2185 Respondents

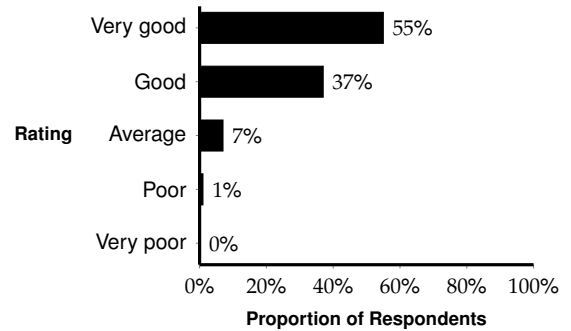| Rating	Proportion
Very good	56%
Good	35%
Average	8%
Poor	1%
Very poor	0%

Proportion of Respondents
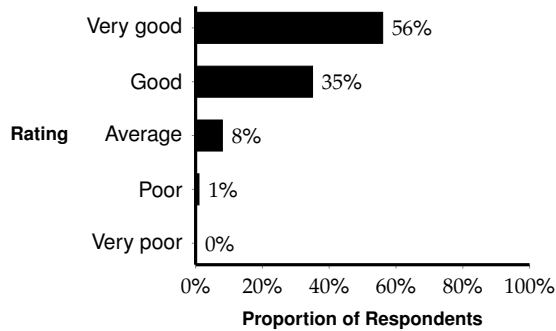
FY17   Satisfaction measure: 91%
Mean score: 4.5

Everything considered: BLM Protection of natural and cultural resources
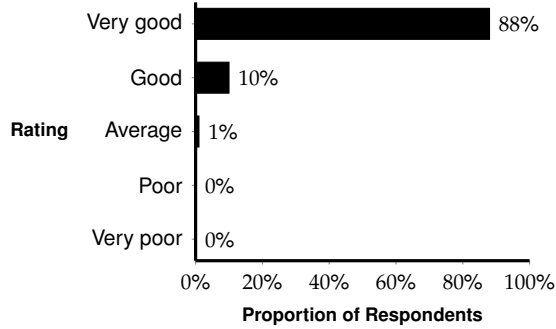
FY17: 2421 Respondents

Rating	Proportion
Very good	55%
Good	37%
Average	7%
Poor	1%
Very poor	0%

Proportion of Respondents

FY17   Satisfaction measure: 92%
Mean score: 4.5

Staff treated me courteously

FY17: 2223 Respondents

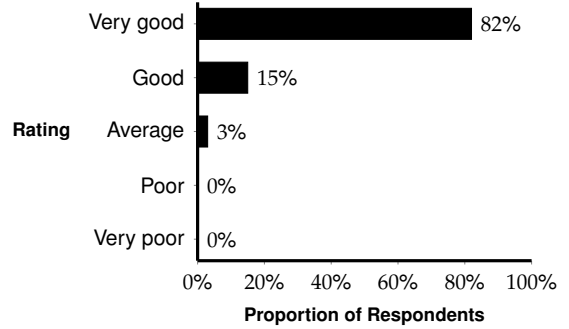| Rating	
Very good	88%
Good	10%
Average	1%
Poor	0%
Very poor	0%

Proportion of Respondents

FY17   Satisfaction measure: 98%
Mean score: 4.9

Staff demonstrated knowledge about natural and cultural resources

FY17: 1939 Respondents

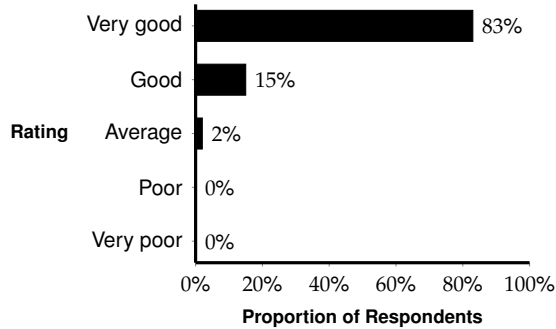| Rating	
Very good	82%
Good	15%
Average	3%
Poor	0%
Very poor	0%

Proportion of Respondents

FY17   Satisfaction measure: 97%
Mean score: 4.8

Staff demonstrated knowledge about recreational opportunities

FY17: 2026 Respondents

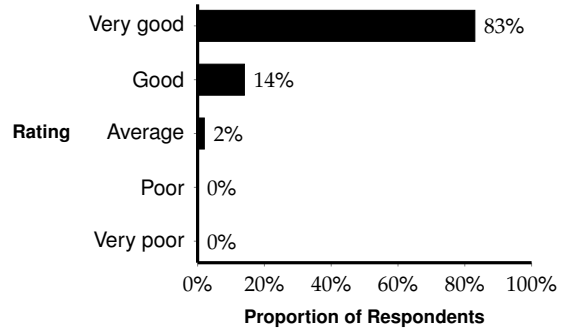| Rating	
Very good	83%
Good	15%
Average	2%
Poor	0%
Very poor	0%

Proportion of Respondents

FY17   Satisfaction measure: 97%
Mean score: 4.8

Everything considered: Performance of BLM staff

FY17: 2205 Respondents

Rating	
Very good	83%
Good	14%
Average	2%
Poor	0%
Very poor	0%

Proportion of Respondents

FY17   Satisfaction measure: 98%
Mean score: 4.8

Providing quality educational and interpretive material about the resources

FY17: 1988 Respondents

Rating	
Very good	46%
Good	39%
Average	13%
Poor	1%
Very poor	1%

0% 20% 40% 60% 80% 100%

Proportion of Respondents
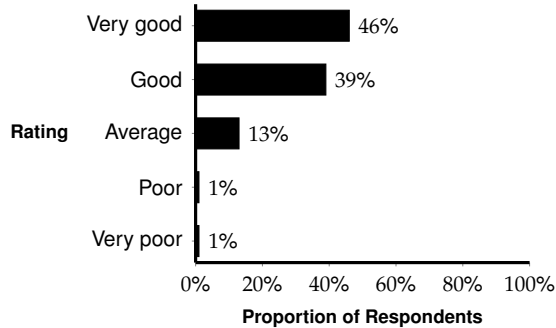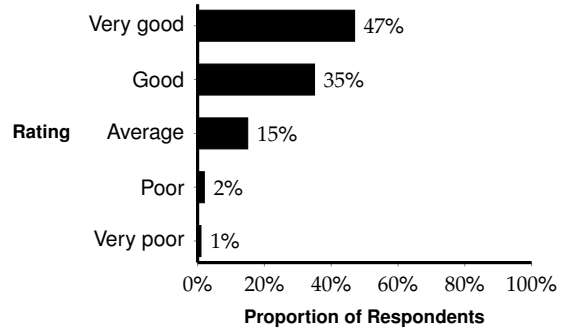
FY17 Satisfaction measure: 85%
Mean score: 4.3

Providing stewardship information on protecting cultural and natural resources

FY17: 1980 Respondents

Rating	
Very good	47%
Good	35%
Average	15%
Poor	2%
Very poor	1%

0% 20% 40% 60% 80% 100%

Proportion of Respondents
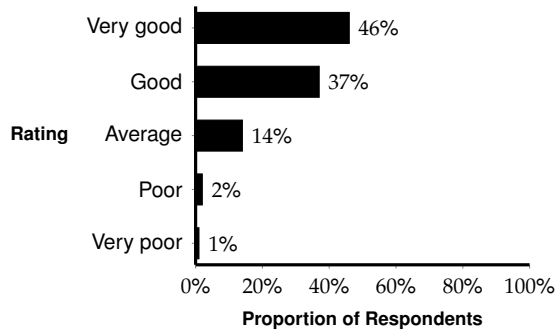
FY17 Satisfaction measure: 83%
Mean score: 4.3

Providing sufficient quantity of educational and interpretive materials about the resources
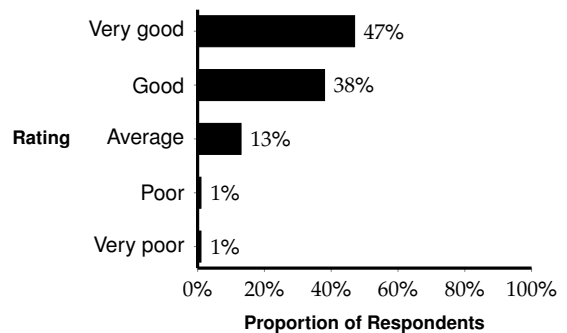
FY17: 1947 Respondents

Rating	
Very good	46%
Good	37%
Average	14%
Poor	2%
Very poor	1%

0% 20% 40% 60% 80% 100%

Proportion of Respondents

FY17 Satisfaction measure: 84%
Mean score: 4.3

Everything considered: BLM interpretive and educational program
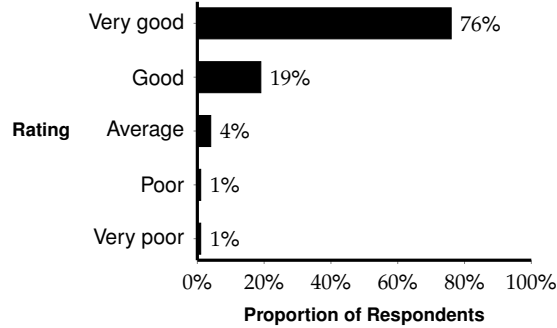
FY17: 2063 Respondents

Rating	
Very good	47%
Good	38%
Average	13%
Poor	1%
Very poor	1%

0% 20% 40% 60% 80% 100%

Proportion of Respondents

FY17 Satisfaction measure: 85%
Mean score: 4.3

Quality of program(s) attended

FY17: 257 Respondents

Rating	
Very good	76%
Good	19%
Average	4%
Poor	1%
Very poor	1%

Proportion of Respondents

FY17   Satisfaction measure: 95%
Mean score: 4.7

Total fees paid

FY17: 2414 Respondents

Fee	
No fee	43%
Under $25	27%
$25-$50	19%
>$50	11%

Proportion of Respondents
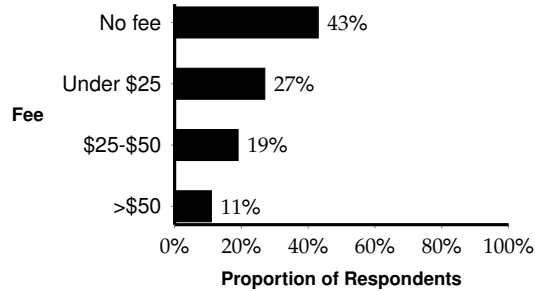
How appropriate was the fee charged for this site/area?

FY17: 1338 Respondents

Rating	
Far too low	1%
Too low	6%
About right	78%
Too high	11%
Far too high	4%

Proportion of Respondents
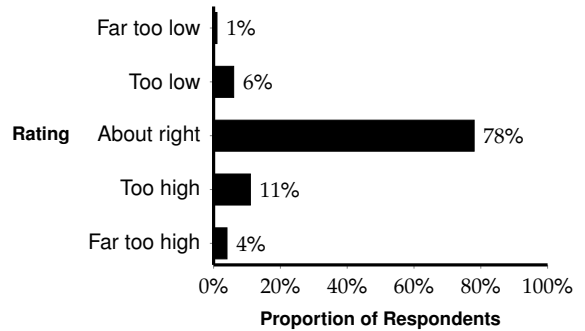
The value of recreation opportunity and services was at least equal to the fee asked to pay
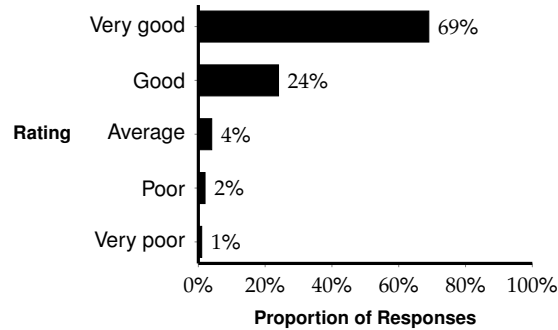
FY17: 1236 Respondents

Rating	
Strongly agree	41%
Agree	42%
Not sure	10%
Disagree	5%
Strongly disagree	2%
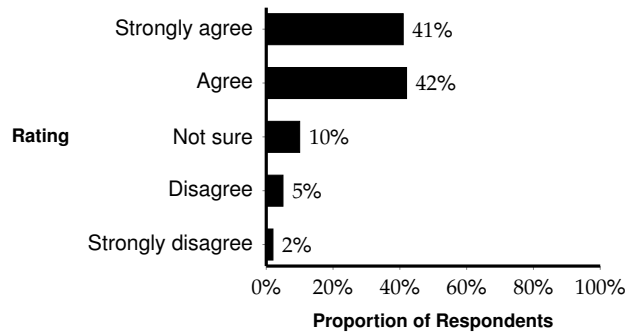
Proportion of Respondents

Quality of Commercial Services

FY17: 361 Responses*

Rating		
Very good		69%
Good		24%
Average		4%
Poor		2%
Very poor		1%

Proportion of Responses

FY17   Satisfaction measure: 93%
Mean score: 4.6

Activities

FY17: 2485 Respondents**

Activity		
Camping		46%
Fishing		13%
Hunting		1%
Target shooting		1%
Sightseeing		28%
Picknicking		16%
Hiking/walking		49%
Swimming		8%
Motorized boating		6%
Non-motorized boating/rafting		5%
Horseback riding		0%
Rock climbing		4%
Driving for pleasure		13%
Bicycling		3%
Riding/Driving OHVs		27%
Education and interpretation		6%
Birdwatching/wildlife viewing		13%
Other		4%

Proportion of Respondents

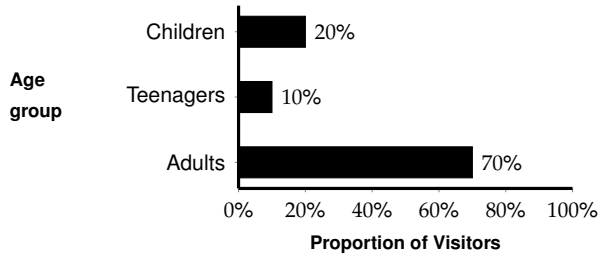***Each respondent could rate up to three services.**
**Percentages do not sum to 100 because respondents could select more than one activity.
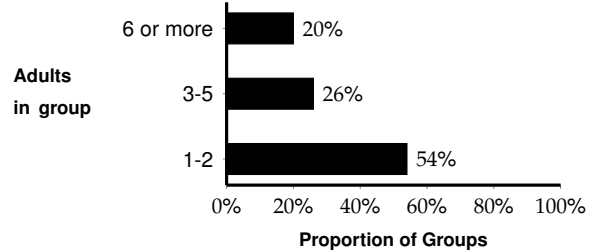
2017 BLM Visitor Survey
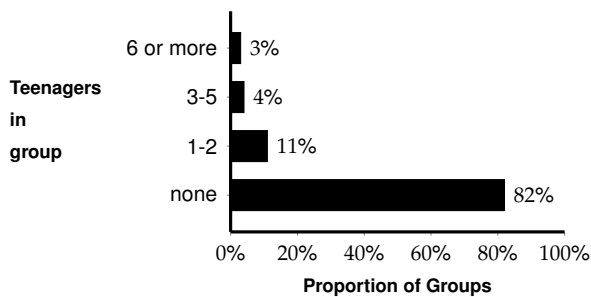# Demographics

Visitor age groups
FY17: 15766 Visitors

Age group

- Children — 20%
- Teenagers — 10%
- Adults — 70%

0% 20% 40% 60% 80% 100%

Proportion of Visitors

Number of Adults
(18 and over) in group
FY17: 2479 Groups

Adults in group

- 6 or more — 20%
- 3-5 — 26%
- 1-2 — 54%

0% 20% 40% 60% 80% 100%

Proportion of Groups

Number of teenagers
(13-17) in group
FY17: 2485 Groups

Teenagers in group

- 6 or more — 3%
- 3-5 — 4%
- 1-2 — 11%
- none — 82%

0% 20% 40% 60% 80% 100%

Proportion of Groups

Number of children
(under 12) in group
FY17: 2484 Groups

Children in group

- 6 or more — 6%
- 3-5 — 9%
- 1-2 — 18%
- none — 67%

0% 20% 40% 60% 80% 100%

Proportion of Groups
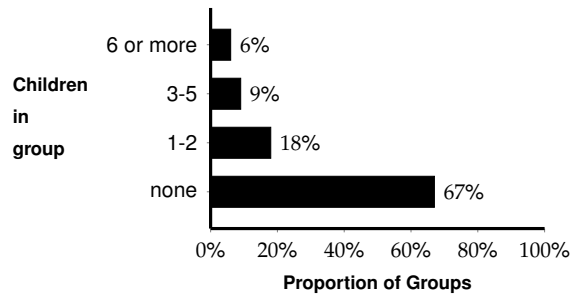
Respondent age
FY17: 2487 Respondents

Age (years)

- 71 and over — 5%
- 61-70 — 16%
- 51-60 — 19%
- 41-50 — 20%
- 31-40 — 20%
- 22-30 — 16%
- 18-21 — 5%

0% 20% 40% 60% 80% 100%

Proportion of Respondents
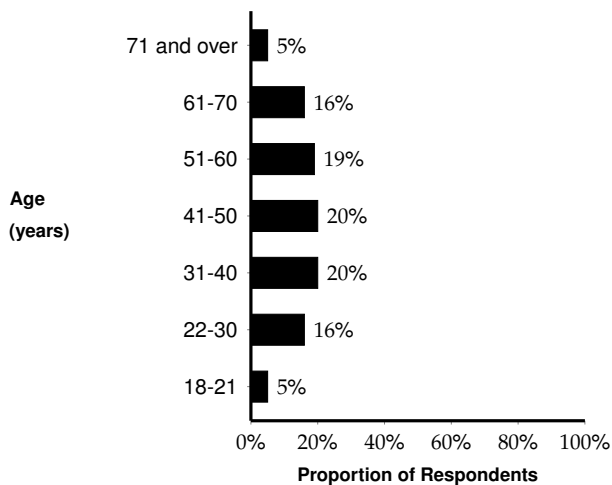
Respondent gender
FY17: 2433 Respondents

Gender

- Male — 55%
- Female — 45%

0% 20% 40% 60% 80% 100%
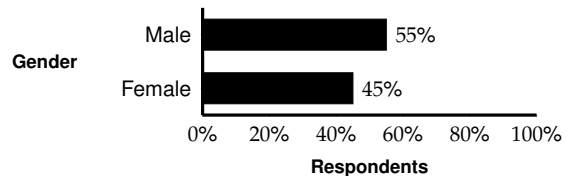
Respondents

Ability to adequately use facilities

FY17: 237 Respondents

Rating	Proportion
Very good	59%
Good	30%
Average	8%
Poor	3%
Very poor	0%
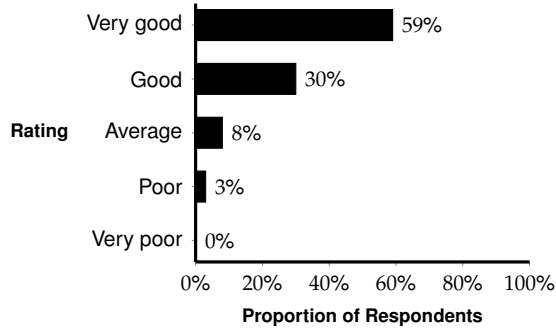
FY17   Satisfaction measure: 89%
Mean score: 4.4

Ability to access exhibits, waysides, etc.

FY17: 220 Respondents

Rating	Proportion
Very good	60%
Good	29%
Average	8%
Poor	3%
Very poor	0%
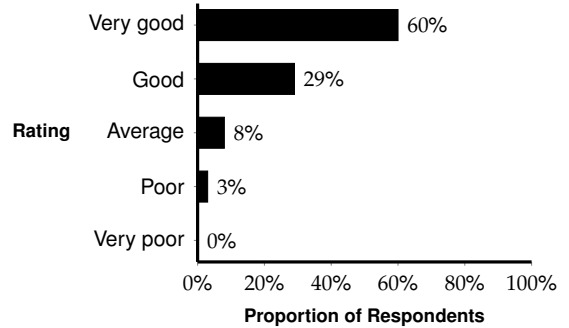
FY17   Satisfaction measure: 88%
Mean score: 4.4

Ability to understand messages

FY17: 227 Respondents

Rating	Proportion
Very good	63%
Good	28%
Average	8%
Poor	1%
Very poor	0%
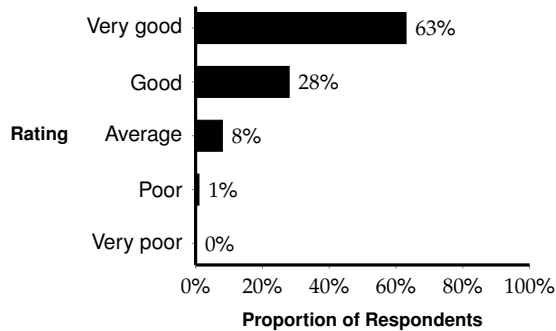
FY17   Satisfaction measure: 90%
Mean score: 4.5

Ability to use services

FY17: 229 Respondents

Rating	Proportion
Very good	61%
Good	27%
Average	8%
Poor	3%
Very poor	0%
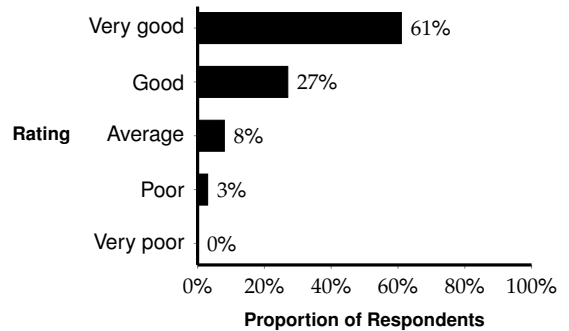
FY17   Satisfaction measure: 89%
Mean score: 4.7

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