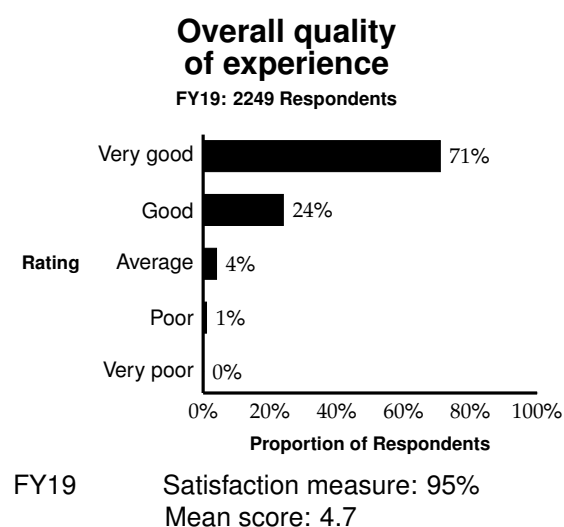# Bureau of Land Management 2019 National Report

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 20 BLM recreation sites in 9 states during fiscal year 2019 (FY19). Of the 20 units conducting the survey this year, 16 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 2019/2020 Annual Performance Plan & 2018 Report) - *Enhance Public Satisfaction at DOI Sites by enhancing the enjoyment and appreciation of our natural and cultural heritage;* and Mission Area 2, Goal 3, Strategy 2: *Ensure effective collection and application of recreation fees.* 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 FY19 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 rates for the BLM units surveyed ranged from 58% to 95%. The graph summarizing visitor opinions of the "value for fee paid," which is the primary performance measure for GPRA Mission Area 2, Goal 3.2, can be found on page 9.

Overall quality of experience
FY19: 2249 Respondents

Rating	
Very good	71%
Good	24%
Average	4%
Poor	1%
Very poor	0%

Proportion of Respondents

FY19   Satisfaction measure: 95%
       Mean score: 4.7

FY19 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 Poor |___|___|___|___| Very Good
       1   2   3   4   5

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

Procedure

A representative sample of the general visitor population were surveyed at 16 units in FY19. 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
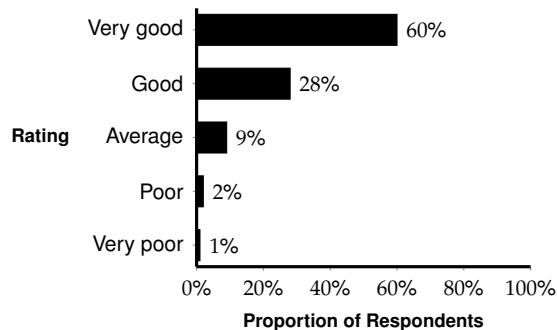(509) 335-1511 | sesrc@wsu.edu

Providing useful maps and brochures

FY19: 2128 Respondents

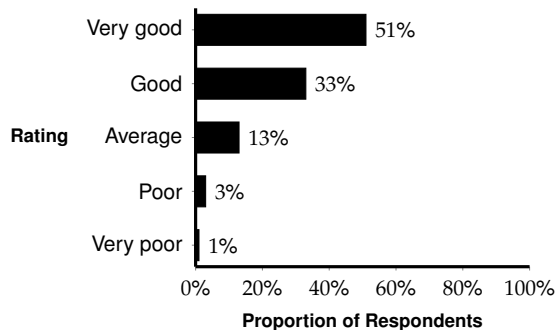| Rating	Proportion
Very good	60%
Good	28%
Average	9%
Poor	2%
Very poor	1%

Proportion of Respondents

FY19   Satisfaction measure: 89%
Mean score: 4.5

Providing useful information on the Internet

FY19: 1520 Respondents

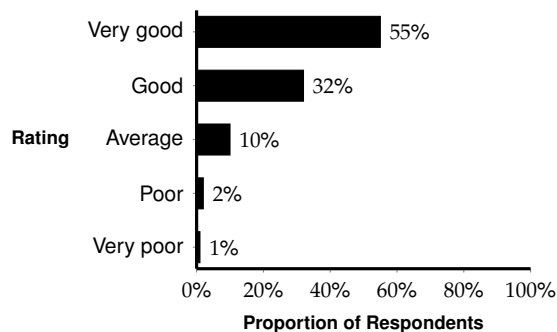| Rating	Proportion
Very good	51%
Good	33%
Average	13%
Poor	3%
Very poor	1%

Proportion of Respondents

FY19   Satisfaction measure: 84%
Mean score: 4.3

Ensuring public awareness of rules and regulations

FY19: 2168 Respondents

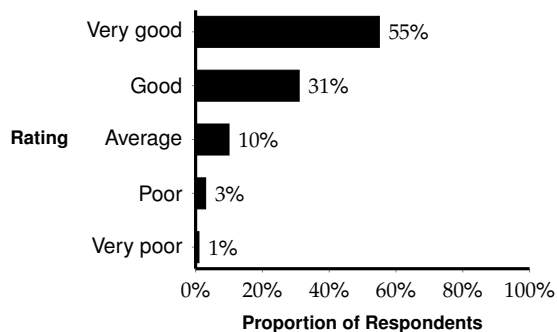| Rating	Proportion
Very good	55%
Good	32%
Average	10%
Poor	2%
Very poor	1%

Proportion of Respondents

FY19   Satisfaction measure: 87%
Mean score: 4.4

Providing adequate signs on-site for direction and orientation

FY19: 2263 Respondents

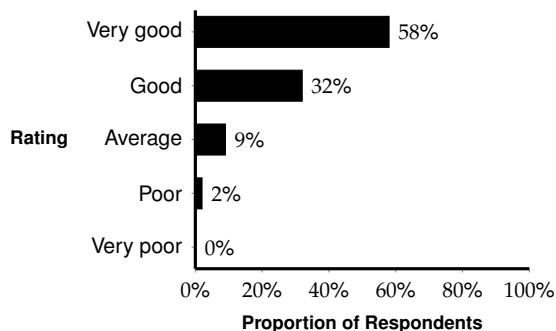| Rating	Proportion
Very good	55%
Good	31%
Average	10%
Poor	3%
Very poor	1%

Proportion of Respondents

FY19   Satisfaction measure: 86%
Mean score: 4.4

## Everything considered: Quality of BLM visitor information

FY19: 2254 Respondents

Rating	Proportion
Very good	58%
Good	32%
Average	9%
Poor	2%
Very poor	0%

Proportion of Respondents

FY19   Satisfaction measure: 89%
Mean score: 4.4

2019 BLM Visitor Survey
Developed Facilities

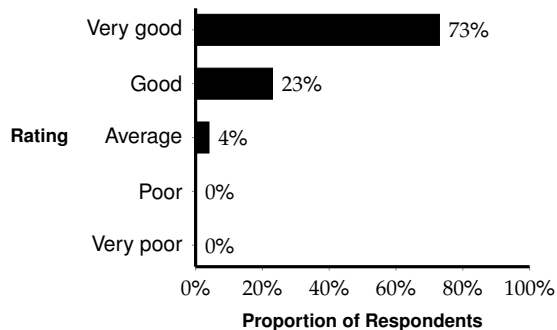### Condition of roads for motorized vehicles

FY19: 2231 Respondents

Rating	
Very good	52%
Good	31%
Average	12%
Poor	4%
Very poor	2%

Proportion of Respondents
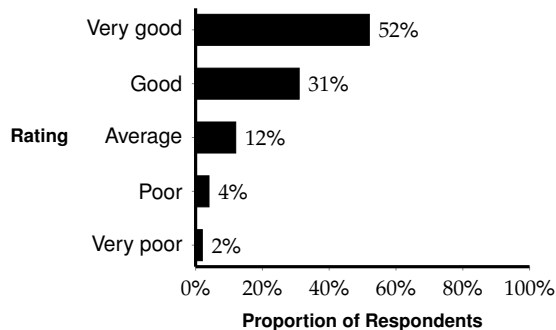
FY19   Satisfaction measure: 83%
Mean score: 4.3

Cleanliness of site

FY19: 2287 Respondents

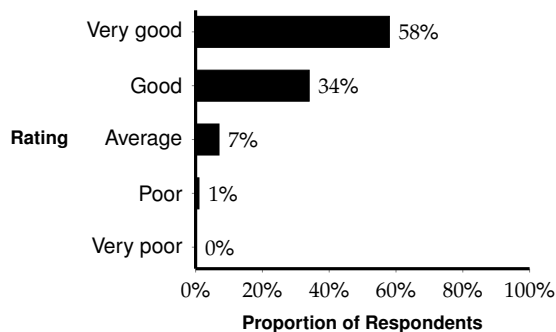| Rating	
Very good	73%
Good	23%
Average	4%
Poor	0%
Very poor	0%

Proportion of Respondents

FY19   Satisfaction measure: 96%
Mean score: 4.7

Condition of trails for non-motorized use

FY19: 1759 Respondents

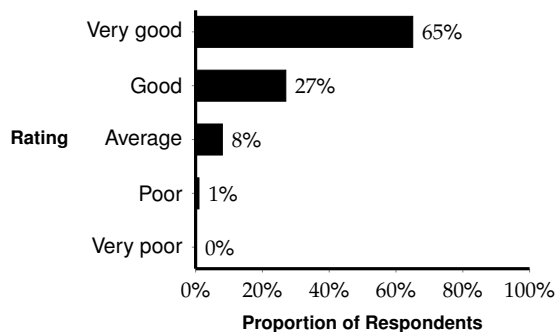| Rating	
Very good	58%
Good	34%
Average	7%
Poor	1%
Very poor	0%

Proportion of Respondents

FY19   Satisfaction measure: 91%
Mean score: 4.5

Cleanliness of restrooms and other physical facilities

FY19: 1935 Respondents

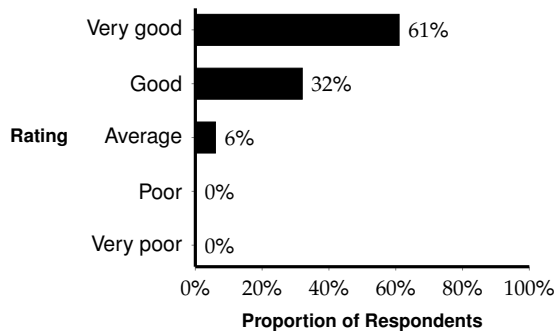| Rating	
Very good	65%
Good	27%
Average	8%
Poor	1%
Very poor	0%

Proportion of Respondents

FY19   Satisfaction measure: 91%
Mean score: 4.5

Everything considered: Overall condition of developed facilities
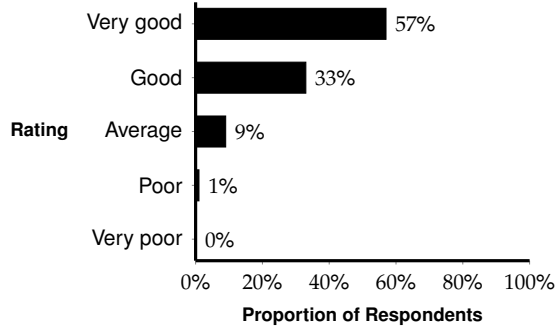
FY19: 2274 Respondents

Rating	
Very good	61%
Good	32%
Average	6%
Poor	0%
Very poor	0%

Proportion of Respondents

FY19   Satisfaction measure: 93%
Mean score: 4.5

Managing the appropriate use of vehicles

FY19: 1895 Respondents

Rating

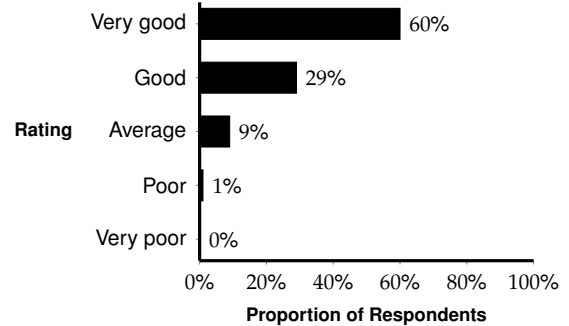| Rating	
Very good	57%
Good	33%
Average	9%
Poor	1%
Very poor	0%

Proportion of Respondents

FY19   Satisfaction measure: 90%
Mean score: 4.5

Managing the number of people

FY19: 1907 Respondents

Rating

Rating	
Very good	60%
Good	29%
Average	9%
Poor	1%
Very poor	0%

Proportion of Respondents
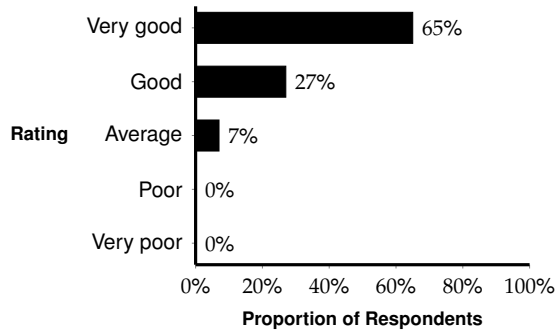
FY19   Satisfaction measure: 90%
Mean score: 4.5

Keeping noise at appropriate levels

FY19: 1934 Respondents

Rating

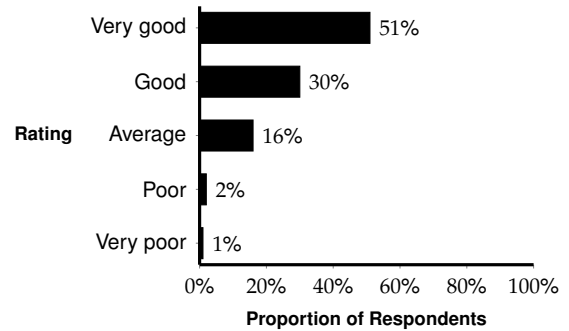| Rating	
Very good	65%
Good	27%
Average	7%
Poor	0%
Very poor	0%

Proportion of Respondents

FY19   Satisfaction measure: 92%
Mean score: 4.6

Providing a sufficient law enforcement presence to prevent crime

FY19: 1487 Respondents

Rating

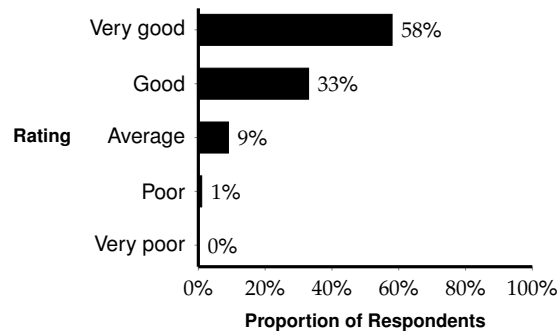| Rating	
Very good	51%
Good	30%
Average	16%
Poor	2%
Very poor	1%

Proportion of Respondents

FY19   Satisfaction measure: 81%
Mean score: 4.3

## Everything considered: Visitor and recreation management

FY19: 2100 Respondents

Rating

Rating	
Very good	58%
Good	33%
Average	9%
Poor	1%
Very poor	0%

Proportion of Respondents

FY19   Satisfaction measure: 91%
Mean score: 4.5

Adequately protecting the natural resources

FY19: 2210 Respondents

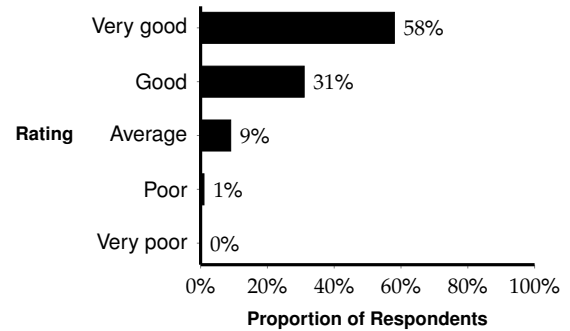| Rating	
Very good	62%
Good	30%
Average	7%
Poor	1%
Very poor	0%

Proportion of Respondents
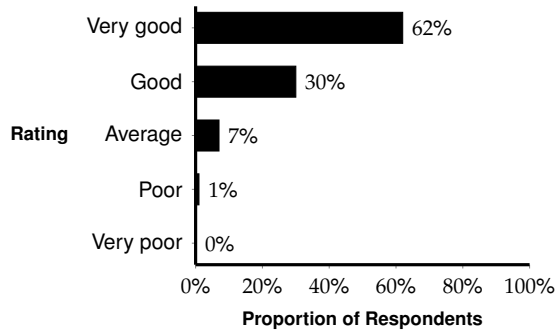
FY19   Satisfaction measure: 92%
Mean score: 4.5

Ensuring that visitor activities do not interfere with resource protection

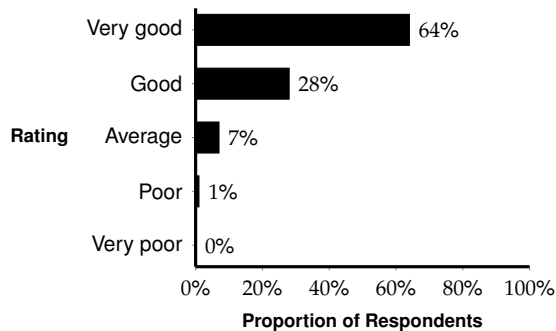**FY19: 2026 Respondents**

Rating	
Very good	58%
Good	31%
Average	9%
Poor	1%
Very poor	0%

Proportion of Respondents

FY19   Satisfaction measure: 90%
Mean score: 4.5

Adequately protecting the cultural resources

FY19: 2005 Respondents

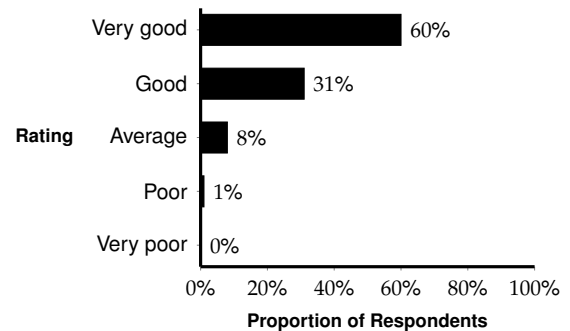| Rating	
Very good	64%
Good	28%
Average	7%
Poor	1%
Very poor	0%

Proportion of Respondents

FY19   Satisfaction measure: 92%
Mean score: 4.5

Everything considered: BLM Protection of natural and cultural resources

FY19: 2167 Respondents

Rating	
Very good	60%
Good	31%
Average	8%
Poor	1%
Very poor	0%

Proportion of Respondents

FY19   Satisfaction measure: 91%
Mean score: 4.5

Staff treated me courteously

FY19: 2175 Respondents

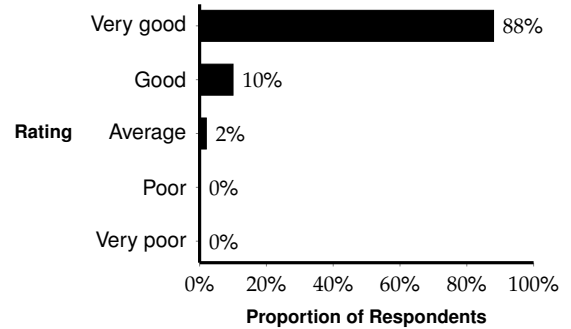| Rating	Proportion
Very good	93%
Good	6%
Average	1%
Poor	0%
Very poor	0%

Proportion of Respondents
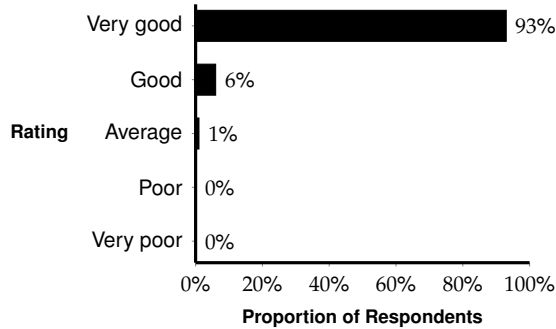
FY19   Satisfaction measure: 99%
Mean score: 4.9

Staff demonstrated knowledge about natural and cultural resources

FY19: 1934 Respondents

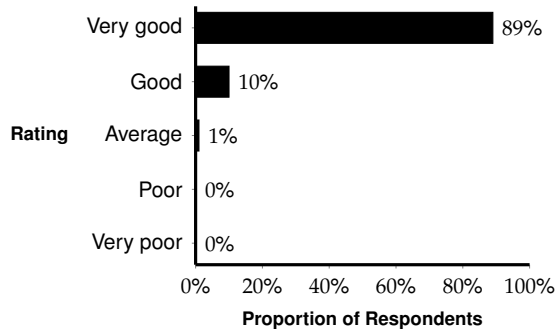| Rating	Proportion
Very good	88%
Good	10%
Average	2%
Poor	0%
Very poor	0%

Proportion of Respondents

FY19   Satisfaction measure: 98%
Mean score: 4.9

Staff demonstrated knowledge about recreational opportunities

FY19: 1961 Respondents

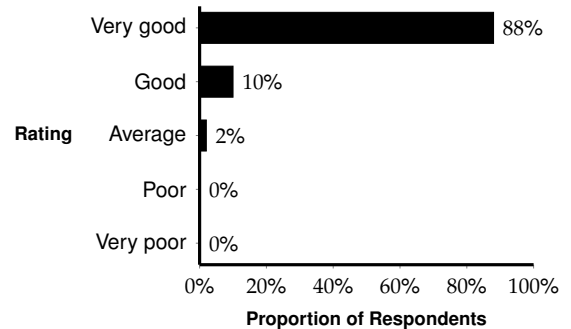| Rating	Proportion
Very good	89%
Good	10%
Average	1%
Poor	0%
Very poor	0%

Proportion of Respondents

FY19   Satisfaction measure: 98%
Mean score: 4.9

Everything considered: Performance of BLM staff

FY19: 2128 Respondents

Rating	Proportion
Very good	88%
Good	10%
Average	2%
Poor	0%
Very poor	0%

Proportion of Respondents

FY19   Satisfaction measure: 98%
Mean score: 4.9

Providing quality educational and interpretive material about the resources

FY19: 1833 Respondents

Rating	
Very good	58%
Good	30%
Average	9%
Poor	2%
Very poor	0%

Proportion of Respondents
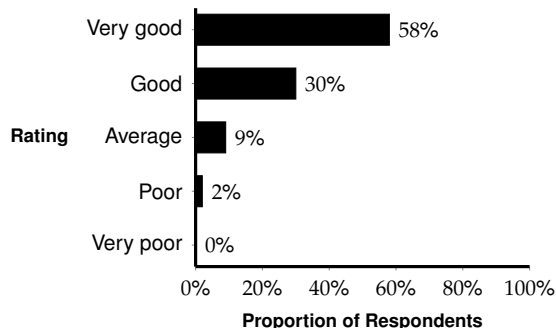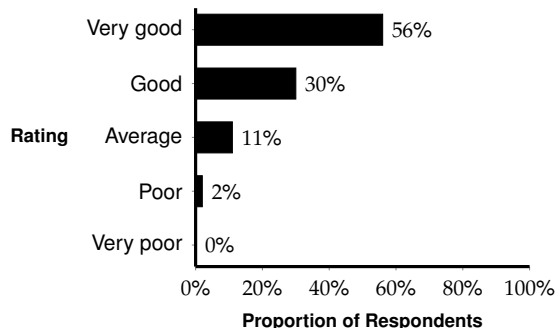
FY19   Satisfaction measure: 89%
Mean score: 4.4

Providing stewardship information on protecting cultural and natural resources

FY19: 1814 Respondents

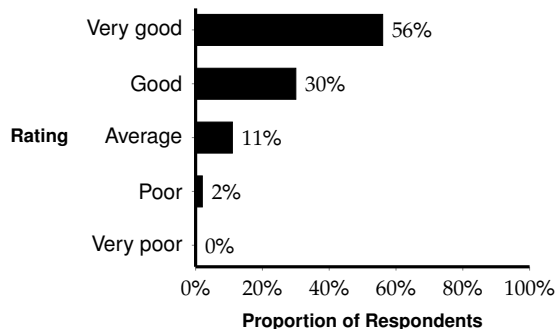| Rating	
Very good	56%
Good	30%
Average	11%
Poor	2%
Very poor	0%

Proportion of Respondents

FY19   Satisfaction measure: 87%
Mean score: 4.4

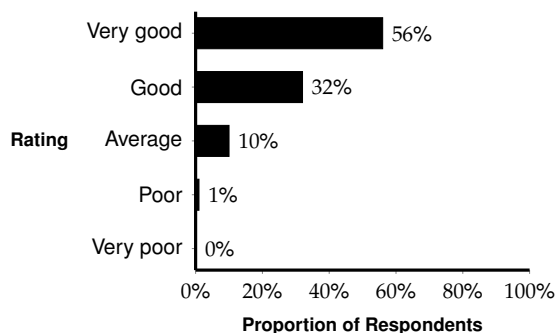### Providing sufficient quantity of educational and interpretive materials about the resources

FY19: 1779 Respondents

Rating	
Very good	56%
Good	30%
Average	11%
Poor	2%
Very poor	0%

Proportion of Respondents

FY19   Satisfaction measure: 87%
Mean score: 4.4

Everything considered: BLM interpretive and educational program
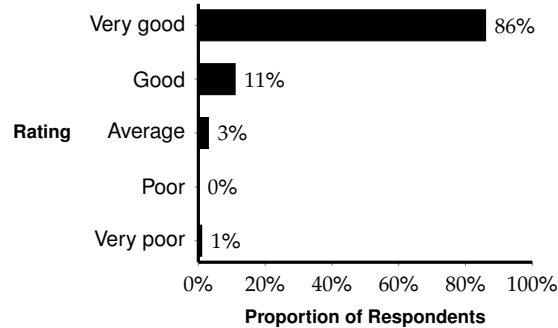
FY19: 1895 Respondents

Rating	
Very good	56%
Good	32%
Average	10%
Poor	1%
Very poor	0%

Proportion of Respondents

FY19   Satisfaction measure: 88%
Mean score: 4.4

Quality of program(s) attended

FY19: 381 Respondents

Rating	Proportion of Respondents
Very good	86%
Good	11%
Average	3%
Poor	0%
Very poor	1%

FY19 Satisfaction measure: 97%
Mean score: 4.8

Total fees paid

FY19: 2102 Respondents

Fee	Proportion of Respondents
No fee	70%
Under $25	21%
$25-$50	4%
>$50	5%
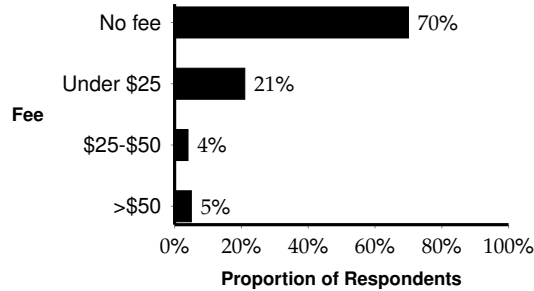
How appropriate was the fee charged for this site/area?

FY19: 665 Respondents

Rating	Proportion of Respondents
Far too low	3%
Too low	17%
About right	76%
Too high	4%
Far too high	0%
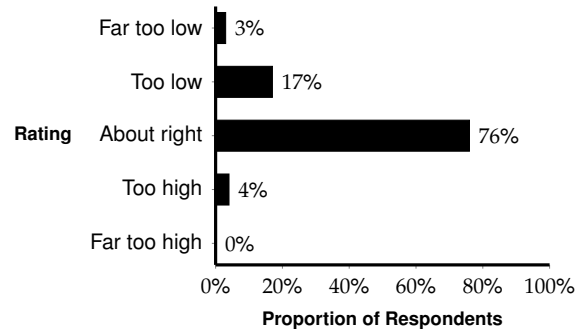
The value of recreation opportunity and services was at least equal to the fee asked to pay

FY19: 616 Respondents

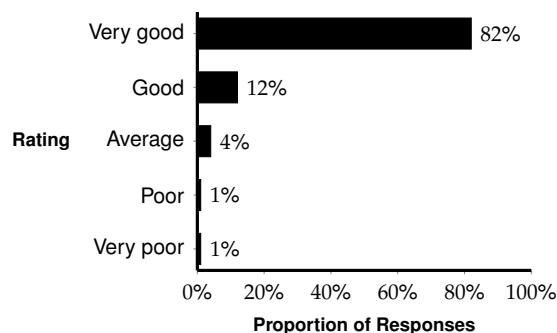| Rating	Proportion of Respondents
Strongly agree	58%
Agree	33%
Not sure	7%
Disagree	2%
Strongly disagree	0%
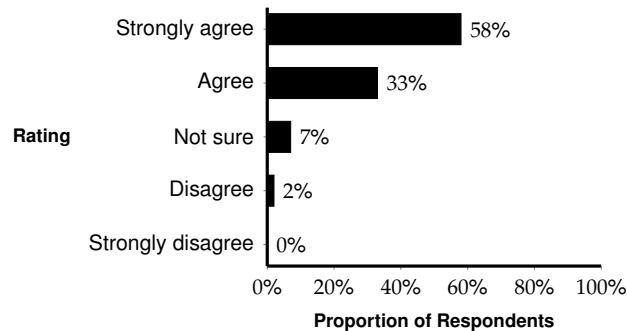
Quality of Commercial Services

FY19: 237 Responses*

Rating

Very good	82%
Good	12%
Average	4%
Poor	1%
Very poor	1%

Proportion of Responses

FY19   Satisfaction measure: 94%
Mean score: 4.7

Activities

FY19: 2245 Respondents**

Activity

Camping	33%
Fishing	13%
Hunting	2%
Target shooting	1%
Sightseeing	44%
Picknicking	20%
Hiking/walking	59%
Swimming	7%
Motorized boating	3%
Non-motorized boating/rafting	6%
Horseback riding	2%
Rock climbing	3%
Driving for pleasure	16%
Bicycling	10%
Riding/Driving OHVs	7%
Education and interpretation	19%
Birdwatching/wildlife viewing	17%
Other	5%

Proportion of Respondents

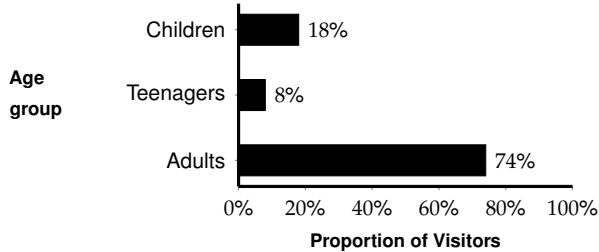***Each respondent could rate up to three services.**
****Percentages do not sum to 100 because respondents could select more than one activity.**
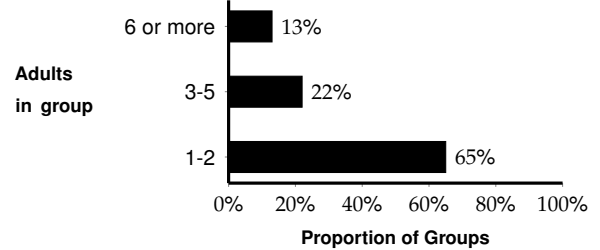
2019 BLM Visitor Survey
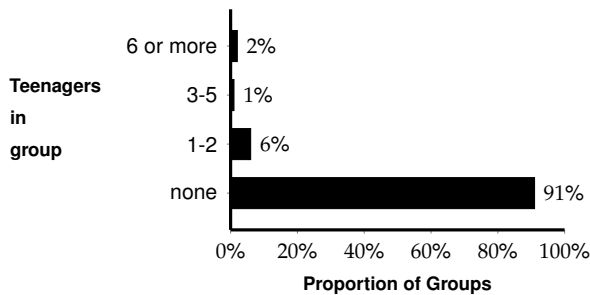# Demographics

Visitor age groups
FY19: 10559 Visitors

Age group

Children	18%
Teenagers	8%
Adults	74%

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

Proportion of Visitors

Number of Adults
(18 and over) in group
FY19: 2282 Groups

Adults in group

6 or more	13%
3-5	22%
1-2	65%

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

Proportion of Groups

Number of teenagers
(13-17) in group
FY19: 2282 Groups

Teenagers in group

6 or more	2%
3-5	1%
1-2	6%
none	91%

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

Proportion of Groups

Number of children
(under 12) in group
FY19: 2282 Groups

Children in group

6 or more	3%
3-5	6%
1-2	14%
none	76%

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

Proportion of Groups
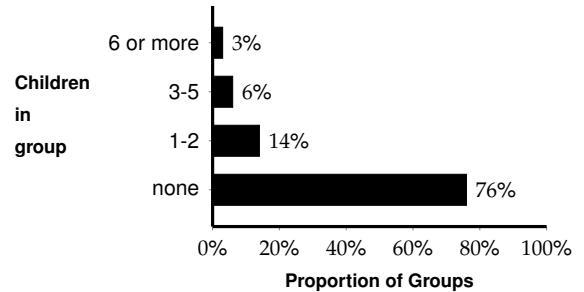
Respondent age
FY19: 2272 Respondents

Age (years)

71 and over	10%
61-70	26%
51-60	19%
41-50	17%
31-40	16%
22-30	10%
18-21	3%

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

Proportion of Respondents
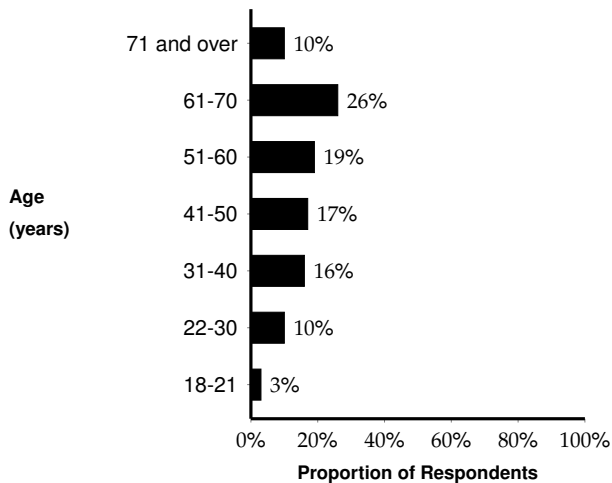
Respondent gender
FY19: 2240 Respondents

Gender

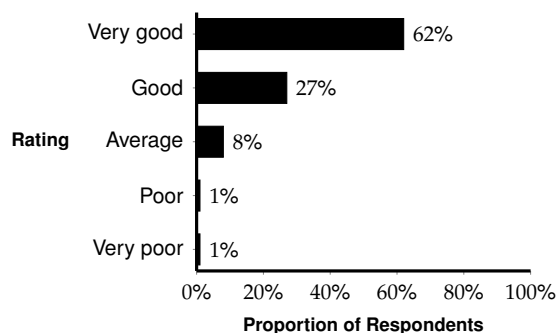|	
Male	54%
Female	46%

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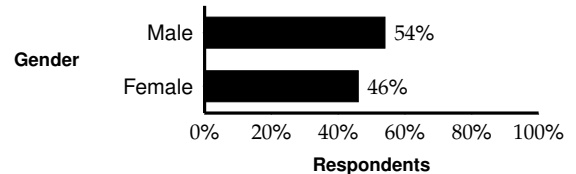
Respondents

2019 BLM Visitor Survey
Accessibility for Visitors with Disabilities

Ability to adequately use facilities

FY19: 183 Respondents

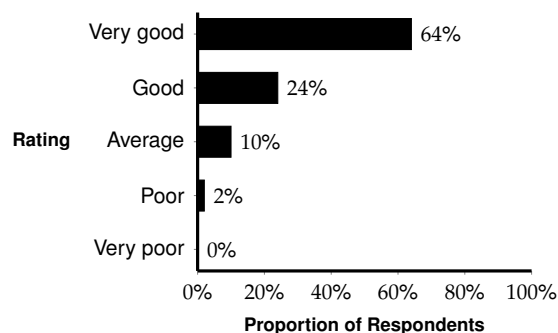| Rating	
Very good	62%
Good	27%
Average	8%
Poor	1%
Very poor	1%

Proportion of Respondents (0% – 100%)

FY19   Satisfaction measure: 90%
Mean score: 4.5

Ability to access exhibits, waysides, etc.

FY19: 175 Respondents

Rating	
Very good	64%
Good	24%
Average	10%
Poor	2%
Very poor	0%

Proportion of Respondents (0% – 100%)

FY19   Satisfaction measure: 88%
Mean score: 4.5

Ability to understand messages

FY19: 180 Respondents

Rating	
Very good	67%
Good	26%
Average	7%
Poor	0%
Very poor	0%

Proportion of Respondents (0% – 100%)
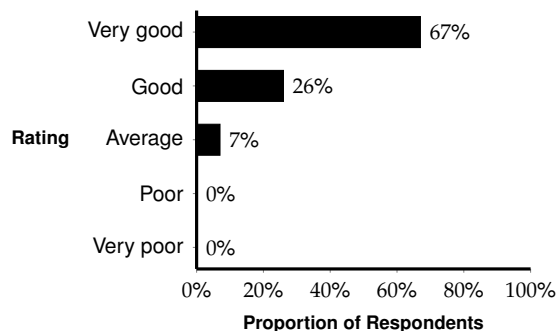
FY19   Satisfaction measure: 93%
Mean score: 4.6

Ability to use services

FY19: 181 Respondents

Rating	
Very good	66%
Good	28%
Average	3%
Poor	2%
Very poor	1%

Proportion of Respondents (0% – 100%)
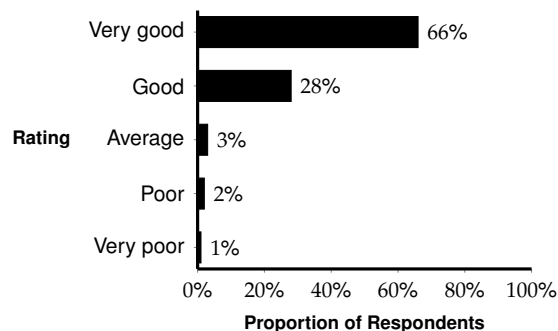
FY19   Satisfaction measure: 94%
Mean score: 4.6

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Research Center
WASHINGTON STATE UNIVERSITY