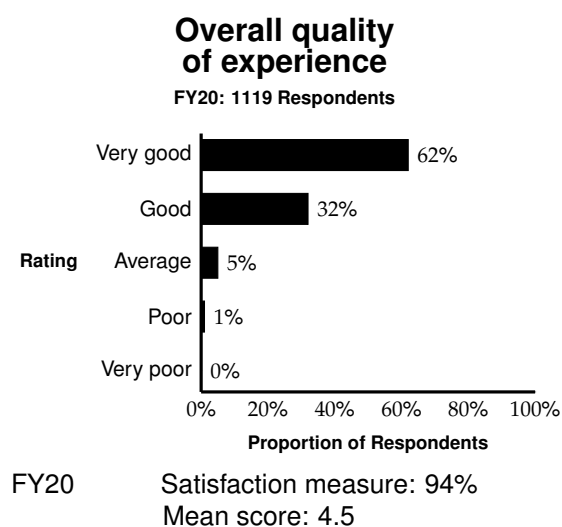# Bureau of Land Management 2020
GPRA Report

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 20 BLM recreation sites in 7 states during fiscal year 2020 (FY20). Of the 20 units conducting the survey this year, 10 units successfully administered the survey. The survey was developed to measure each site's performance related to GPRA 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 Public Receives Fair Market Value for Resources by ensuring 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 GPRA specific results of the visitor satisfaction surveys conducted in FY20 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 47% to 100%. 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 2.

NOTE: The number of responses for 7 out of 10 surveys in this combined report was small (< 100) due to the significant impact of the COVID19 pandemic on survey distribution methods. Please use caution when interpreting the results.

**Overall quality
of experience**

FY20: 1119 Respondents

Rating	
Very good	62%
Good	32%
Average	5%
Poor	1%
Very poor	0%

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

Proportion of Respondents

FY20   Satisfaction measure: 94%
        Mean score: 4.5

**FY20 GPRA
Satisfaction Measure**

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

94%

NATIONAL SYSTEM OF PUBLIC LANDS
U.S. DEPARTMENT OF THE INTERIOR
BUREAU OF LAND MANAGEMENT

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

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" = 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 10 BLM units throughout the country in FY20.

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.
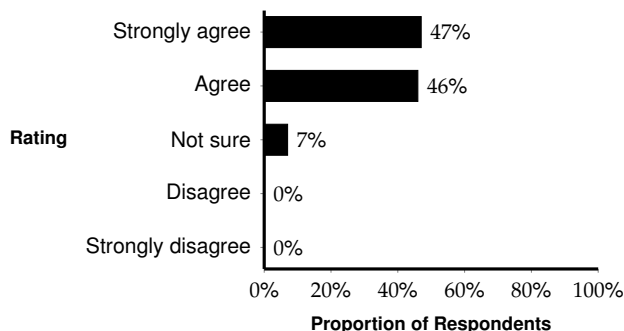
The number of respondents for each indicator is reported at the top of each figure. All proportions are reported as whole percentages while averages are rounded to the nearest tenth.

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 $\pm6\%$ of the population with 95% confidence. This means that if different samples had been drawn, the results would have been similar ($\pm6\%$) 95 out of 100 times.

The value of recreation opportunity and services was at least equal to the fee asked to pay
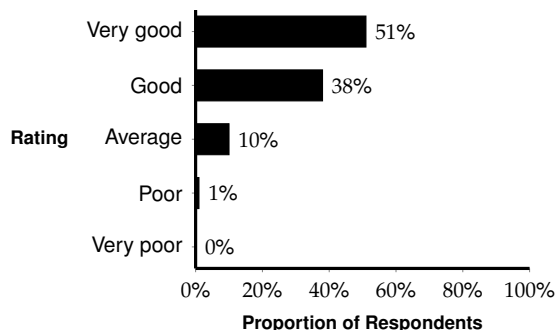
FY20: 512 Respondents

Rating	Proportion of Respondents
Strongly agree	47%
Agree	46%
Not sure	7%
Disagree	0%
Strongly disagree	0%

2020 BLM Visitor Survey
Visitor Information

Quality of BLM visitor information

FY20: 1126 Respondents

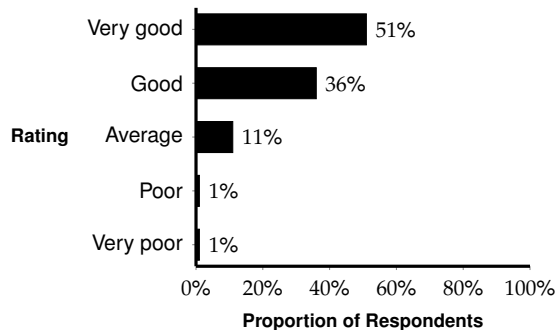| Rating	Proportion
Very good	51%
Good	38%
Average	10%
Poor	1%
Very poor	0%

Proportion of Respondents

FY20   Satisfaction measure: 89%
Mean score: 4.4

BLM protection of natural and cultural resources

FY20: 1059 Respondents

Rating	Proportion
Very good	51%
Good	36%
Average	11%
Poor	1%
Very poor	1%

Proportion of Respondents
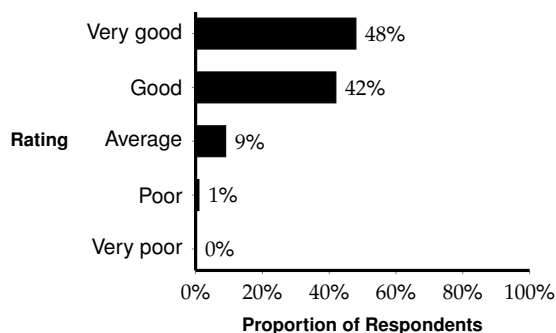
FY20   Satisfaction measure: 87%
Mean score: 4.3

Overall condition of developed facilities

FY20: 1136 Respondents

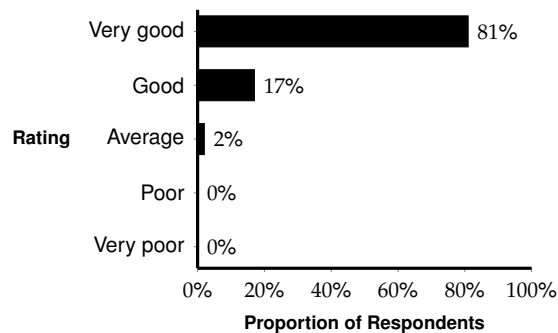| Rating	Proportion
Very good	48%
Good	42%
Average	9%
Poor	1%
Very poor	0%

Proportion of Respondents

FY20   Satisfaction measure: 90%
Mean score: 4.4

Performance of BLM staff and service

FY20: 1040 Respondents

Rating	Proportion
Very good	81%
Good	17%
Average	2%
Poor	0%
Very poor	0%

Proportion of Respondents
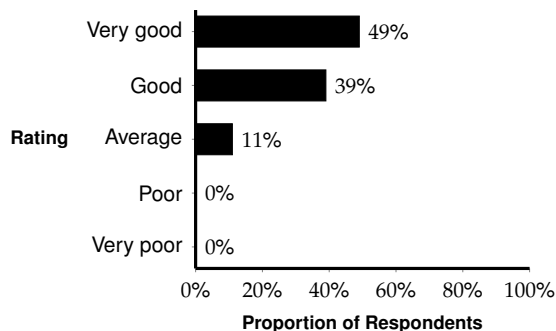
FY20   Satisfaction measure: 98%
Mean score: 4.8

Visitor and recreation management

FY20: 1100 Respondents

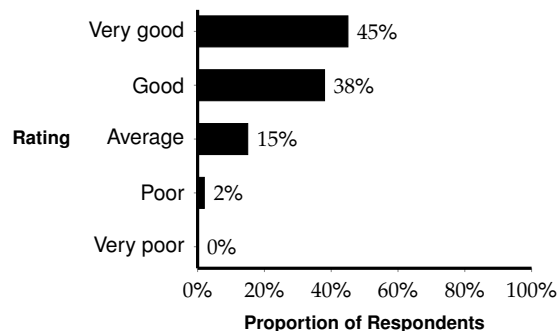| Rating	Proportion
Very good	49%
Good	39%
Average	11%
Poor	0%
Very poor	0%

Proportion of Respondents

FY20   Satisfaction measure: 89%
Mean score: 4.4

Interpretive and educational programs

FY20: 889 Respondents

Rating	Proportion
Very good	45%
Good	38%
Average	15%
Poor	2%
Very poor	0%

Proportion of Respondents

FY20   Satisfaction measure: 83%
Mean score: 4.3