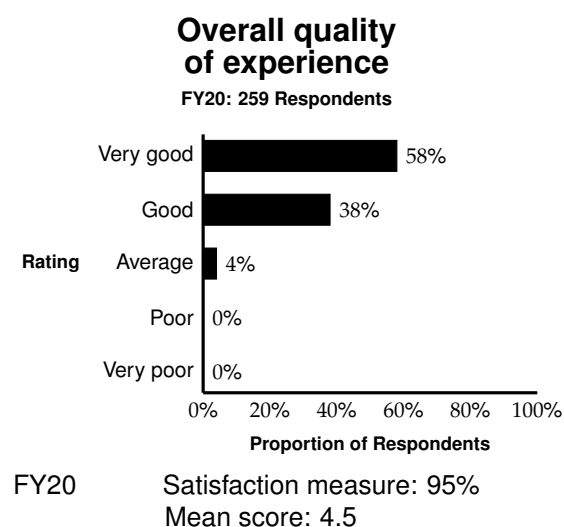# White Ridge Bike Trails
Visitor Survey

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 White Ridge Bike Trails, NM, during fiscal year 2020. The survey was developed to measure a 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 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 results of the visitor satisfaction survey conducted at White Ridge Bike Trails 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 92%. This indicates that 92% of those randomly sampled completed the survey. 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

FY20: 259 Respondents

Rating	Proportion of Respondents
Very good	58%
Good	38%
Average	4%
Poor	0%
Very poor	0%

FY20   Satisfaction measure: 95%
            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:

95%

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

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

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

Surveys were distributed to a random sample of visitors at this site between March 1 and August 30, 2020. 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.

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

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.

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.

White Ridge Bike Trails
Visitor Information

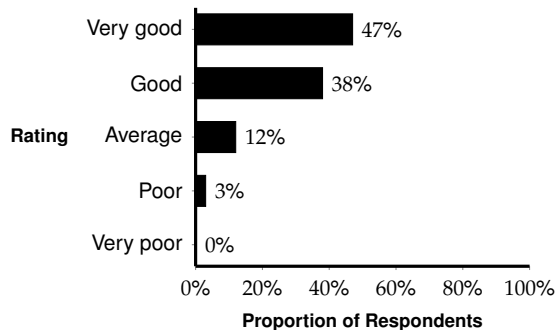## Providing useful maps and brochures

FY20: 250 Respondents

Rating	Proportion
Very good	43%
Good	43%
Average	13%
Poor	1%
Very poor	0%

Proportion of Respondents
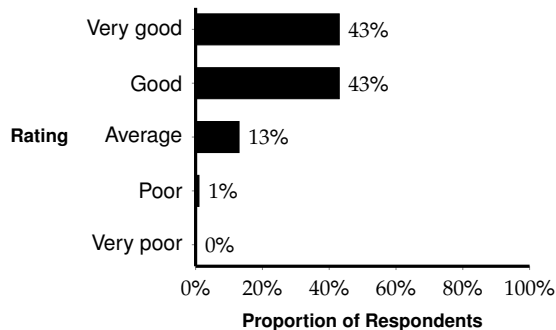
FY20   Satisfaction measure: 86%
        Mean score: 4.3

Providing useful information on the Internet

FY20: 221 Respondents

Rating	Proportion
Very good	47%
Good	38%
Average	12%
Poor	3%
Very poor	0%

Proportion of Respondents
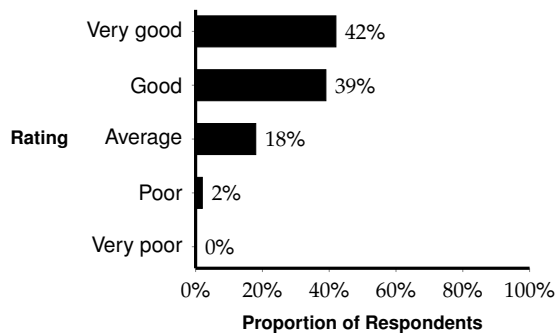
FY20   Satisfaction measure: 86%
        Mean score: 4.3

Ensuring public awareness of rules and regulations

FY20: 257 Respondents

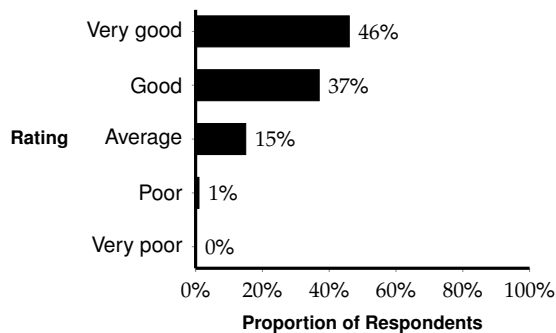| Rating	Proportion
Very good	42%
Good	39%
Average	18%
Poor	2%
Very poor	0%

Proportion of Respondents

FY20   Satisfaction measure: 81%
        Mean score: 4.2

Providing adequate signs on-site for direction and orientation

FY20: 265 Respondents

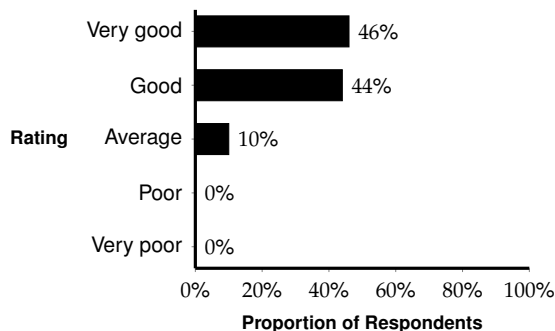| Rating	Proportion
Very good	46%
Good	37%
Average	15%
Poor	1%
Very poor	0%

Proportion of Respondents

FY20   Satisfaction measure: 83%
        Mean score: 4.3

Everything considered: Quality of BLM visitor information

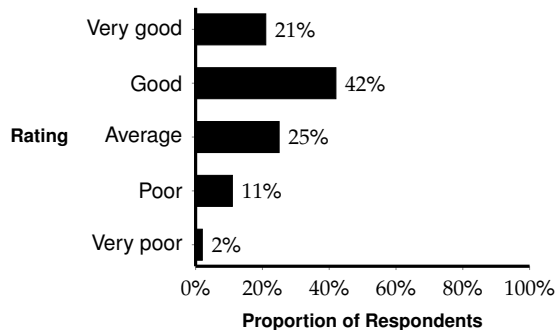**FY20: 262 Respondents**

Rating	Proportion
Very good	46%
Good	44%
Average	10%
Poor	0%
Very poor	0%

Proportion of Respondents

FY20   Satisfaction measure: 90%
        Mean score: 4.4

White Ridge Bike Trails
Developed Facilities

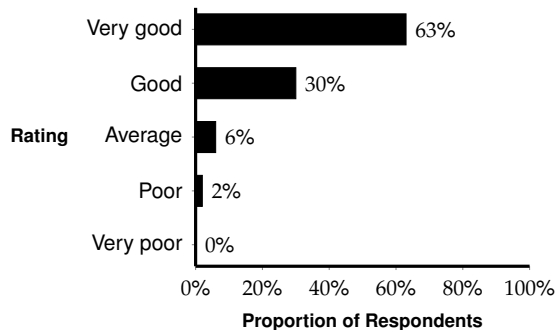## Condition of roads for motorized vehicles

FY20: 265 Respondents

Rating	
Very good	21%
Good	42%
Average	25%
Poor	11%
Very poor	2%

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

Proportion of Respondents

FY20   Satisfaction measure: 63%
                  Mean score: 3.7

Cleanliness of site

FY20: 264 Respondents

Rating	
Very good	63%
Good	30%
Average	6%
Poor	2%
Very poor	0%

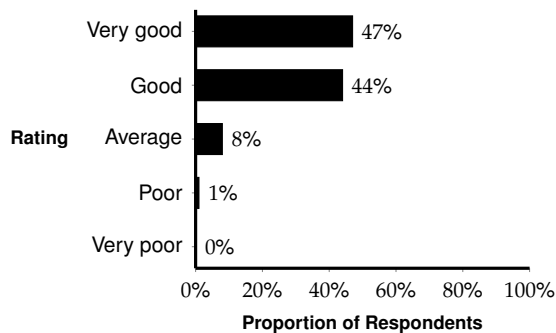0% 20% 40% 60% 80% 100%

Proportion of Respondents

FY20   Satisfaction measure: 92%
                  Mean score: 4.5

Condition of trails for non-motorized use

FY20: 262 Respondents

Rating	
Very good	47%
Good	44%
Average	8%
Poor	1%
Very poor	0%

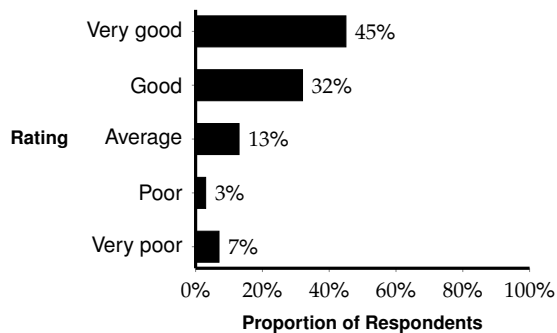0% 20% 40% 60% 80% 100%

Proportion of Respondents

FY20   Satisfaction measure: 91%
                  Mean score: 4.4

Cleanliness of restrooms and other physical facilities

FY20: 119 Respondents

Rating	
Very good	45%
Good	32%
Average	13%
Poor	3%
Very poor	7%

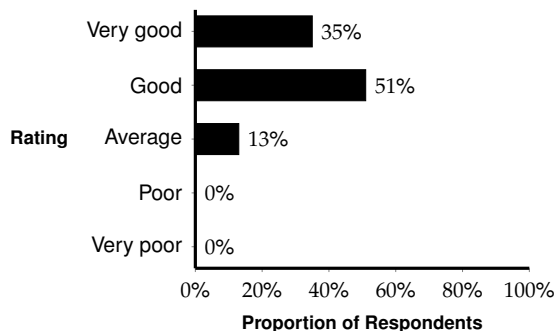0% 20% 40% 60% 80% 100%

Proportion of Respondents

FY20   Satisfaction measure: 76%
                  Mean score: 4

Everything considered: Overall condition of developed facilities

FY20: 265 Respondents

Rating	
Very good	35%
Good	51%
Average	13%
Poor	0%
Very poor	0%

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

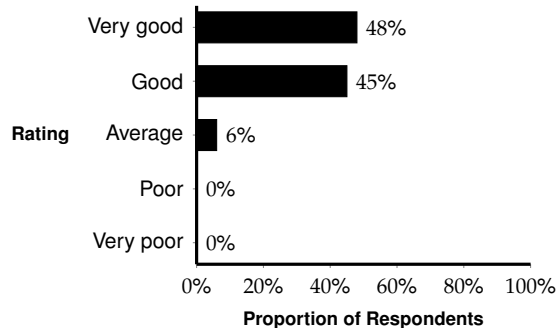**Proportion of Respondents**

FY20   Satisfaction measure: 86%
                  Mean score: 4.2

White Ridge Bike Trails
Recreation Use Management
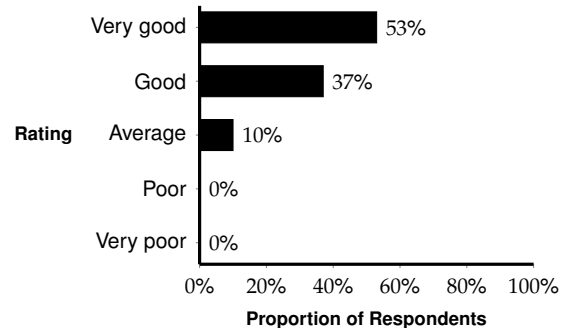
Managing the appropriate use of vehicles

FY20: 251 Respondents

Rating	Proportion of Respondents
Very good	48%
Good	45%
Average	6%
Poor	0%
Very poor	0%

FY20   Satisfaction measure: 93%
Mean score: 4.4

Managing the number of people

FY20: 250 Respondents

Rating	Proportion of Respondents
Very good	53%
Good	37%
Average	10%
Poor	0%
Very poor	0%

FY20   Satisfaction measure: 90%
Mean score: 4.4

Keeping noise at appropriate levels

FY20: 263 Respondents

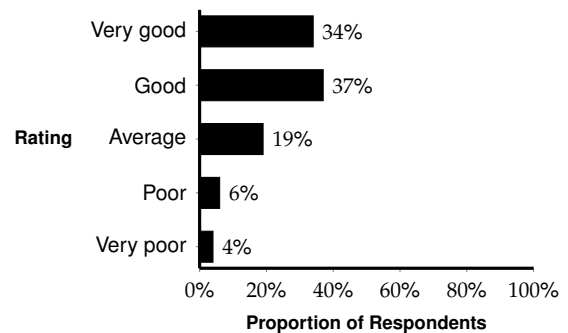| Rating	Proportion of Respondents
Very good	49%
Good	38%
Average	8%
Poor	4%
Very poor	1%
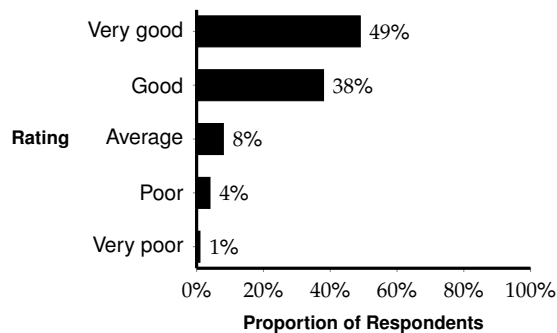
FY20   Satisfaction measure: 87%
Mean score: 4.3

Providing a sufficient law enforcement presence to prevent crime

FY20: 192 Respondents

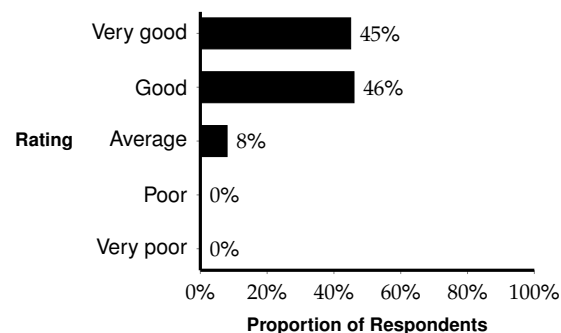| Rating	Proportion of Respondents
Very good	34%
Good	37%
Average	19%
Poor	6%
Very poor	4%

FY20   Satisfaction measure: 71%
Mean score: 3.9

Everything considered: Visitor and recreation management

FY20: 262 Respondents

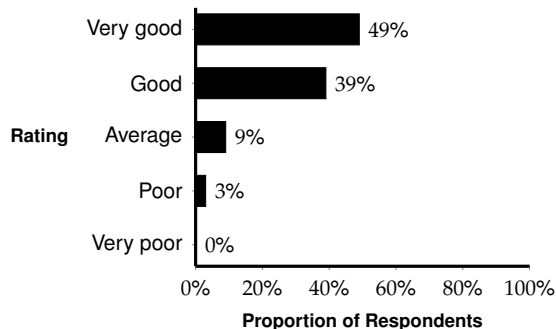| Rating	Proportion of Respondents
Very good	45%
Good	46%
Average	8%
Poor	0%
Very poor	0%

FY20   Satisfaction measure: 91%
Mean score: 4.4

White Ridge Bike Trails
Resource Management

Adequately protecting the natural resources

FY20: 266 Respondents

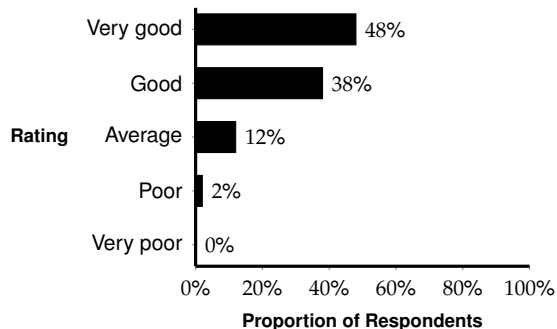| Rating	Proportion
Very good	49%
Good	39%
Average	9%
Poor	3%
Very poor	0%

Proportion of Respondents

FY20   Satisfaction measure: 89%
Mean score: 4.4

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

FY20: 252 Respondents

Rating	Proportion
Very good	48%
Good	38%
Average	12%
Poor	2%
Very poor	0%

Proportion of Respondents

FY20   Satisfaction measure: 87%
Mean score: 4.3

Adequately protecting the cultural resources

FY20: 239 Respondents

Rating	Proportion
Very good	49%
Good	41%
Average	8%
Poor	2%
Very poor	0%

Proportion of Respondents
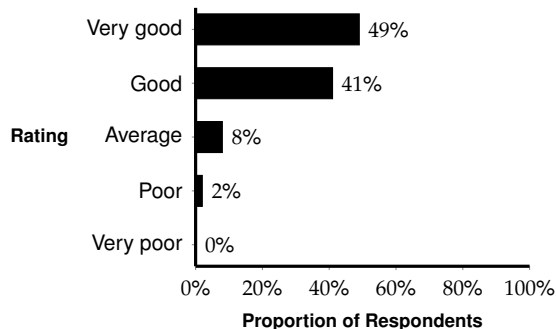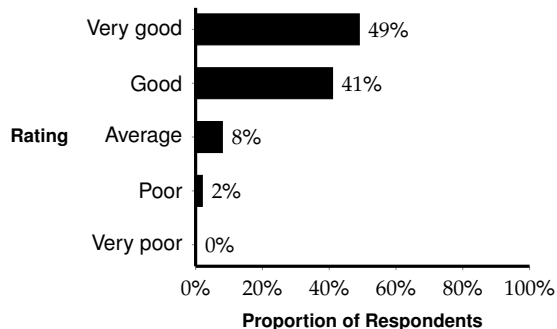
FY20   Satisfaction measure: 90%
Mean score: 4.4

Everything considered: BLM Protection of natural and cultural resources
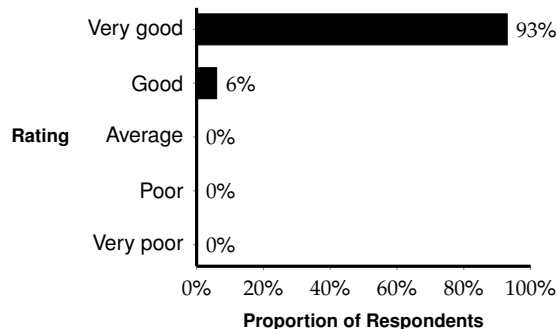
FY20: 260 Respondents

Rating	Proportion
Very good	49%
Good	41%
Average	8%
Poor	2%
Very poor	0%

Proportion of Respondents

FY20   Satisfaction measure: 90%
Mean score: 4.4

Staff treated me courteously

FY20: 249 Respondents

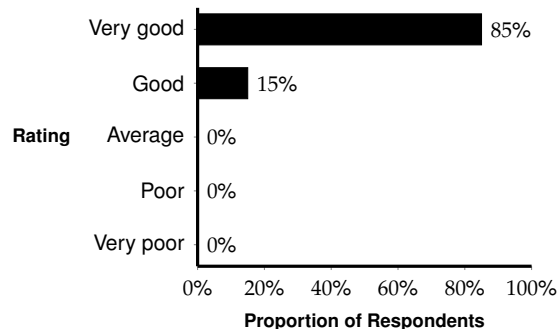| Rating	
Very good	93%
Good	6%
Average	0%
Poor	0%
Very poor	0%

Proportion of Respondents

FY20   Satisfaction measure: 100%
          Mean score: 4.9

Staff demonstrated knowledge about natural and cultural resources

FY20: 222 Respondents

Rating	
Very good	85%
Good	15%
Average	0%
Poor	0%
Very poor	0%

Proportion of Respondents

FY20   Satisfaction measure: 100%
          Mean score: 4.8

Staff demonstrated knowledge about recreational opportunities

FY20: 233 Respondents

Rating	
Very good	86%
Good	14%
Average	0%
Poor	0%
Very poor	0%

Proportion of Respondents
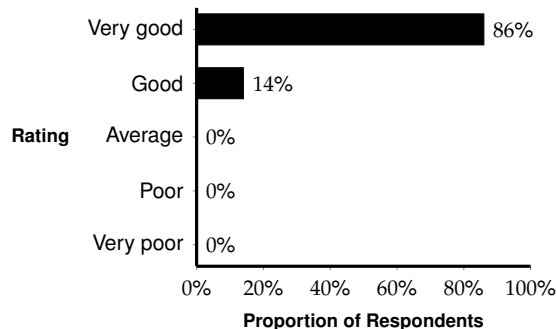
FY20   Satisfaction measure: 100%
          Mean score: 4.9

Everything considered: Performance of BLM staff

FY20: 245 Respondents

Rating	
Very good	85%
Good	14%
Average	1%
Poor	0%
Very poor	0%

Proportion of Respondents

FY20   Satisfaction measure: 99%
          Mean score: 4.8

Providing quality educational and interpretive material about the resources
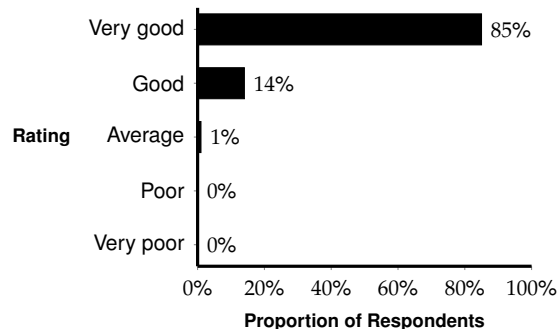
FY20: 194 Respondents

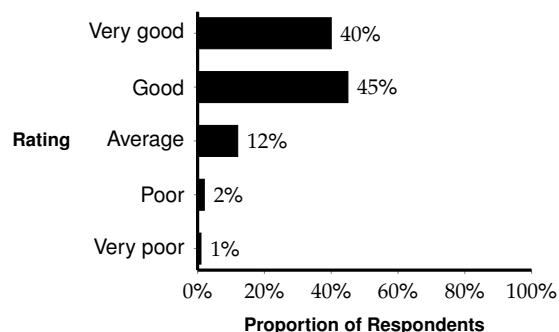| Rating	Proportion
Very good	29%
Good	49%
Average	18%
Poor	3%
Very poor	1%

Proportion of Respondents
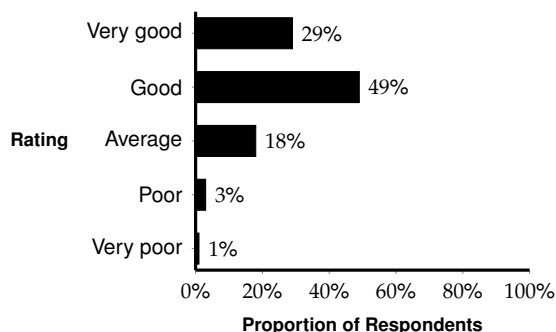
FY20   Satisfaction measure: 79%
Mean score: 4

Providing stewardship information on protecting cultural and natural resources

FY20: 213 Respondents

Rating	Proportion
Very good	40%
Good	45%
Average	12%
Poor	2%
Very poor	1%

Proportion of Respondents

FY20   Satisfaction measure: 85%
Mean score: 4.2

Providing sufficient quantity of educational and interpretive materials about the resources

FY20: 203 Respondents

Rating	Proportion
Very good	28%
Good	47%
Average	22%
Poor	2%
Very poor	1%

Proportion of Respondents
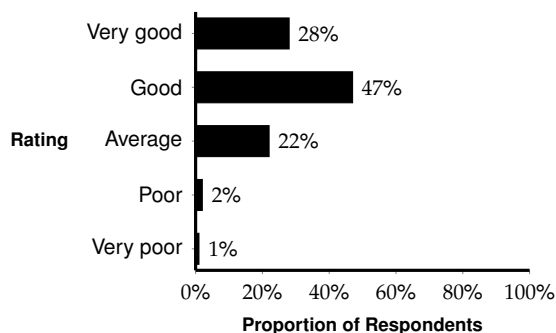
FY20   Satisfaction measure: 75%
Mean score: 4

Everything considered: BLM interpretive and educational program

FY20: 207 Respondents

Rating	Proportion
Very good	37%
Good	48%
Average	13%
Poor	1%
Very poor	0%

Proportion of Respondents

FY20   Satisfaction measure: 86%
Mean score: 4.2

White Ridge Bike Trails
Programs & Fees

Quality of program(s) attended

FY20: 2 Respondents

Rating

Very good
Good
Average
Poor
Very poor

The chart for this question has been excluded because there were fewer than 10 responses.
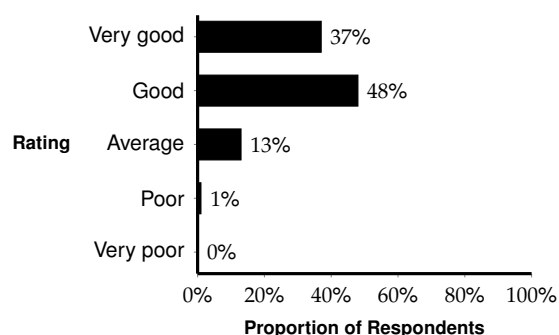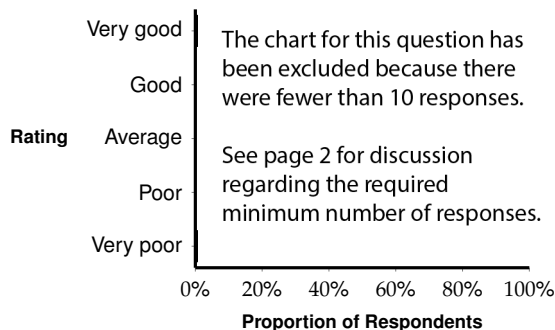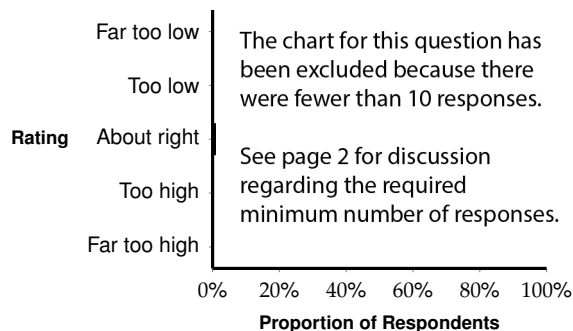
See page 2 for discussion regarding the required minimum number of responses.

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

Proportion of Respondents

FY20   Satisfaction measure: NA
            Mean score: NA

Total fees paid

FY20: 254 Respondents

Fee

No fee — 100%
Under $25 — 0%
$25-$50 — 0%
>$50 — 0%

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

Proportion of Respondents

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

FY20: 1 Respondents

Rating

Far too low
Too low
About right
Too high
Far too high

The chart for this question has been excluded because there were fewer than 10 responses.

See page 2 for discussion regarding the required minimum number of responses.

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

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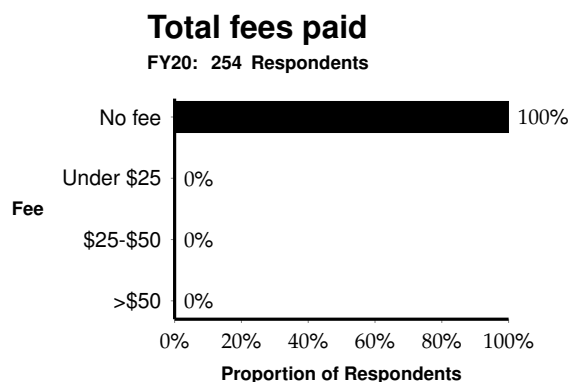
The value of recreation opportunity and services was at least equal to the fee asked to pay

FY20: 1 Respondents

Rating

Strongly agree
Agree
Not sure
Disagree
Strongly disagree

The chart for this question has been excluded because there were fewer than 10 responses.

See page 2 for discussion regarding the required minimum number of responses.

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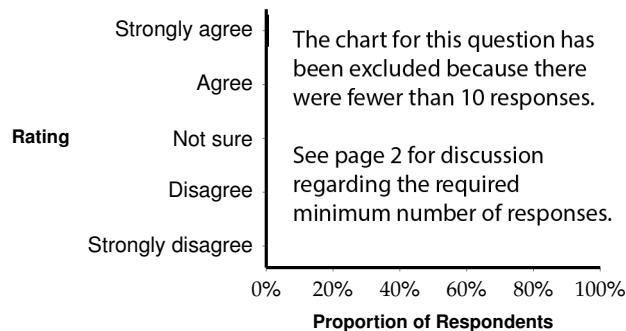
Proportion of Respondents

Quality of Commercial Services

FY20: 18 Responses*

Rating	
Very good	83%
Good	17%
Average	0%
Poor	0%
Very poor	0%

CAUTION!

Proportion of Responses
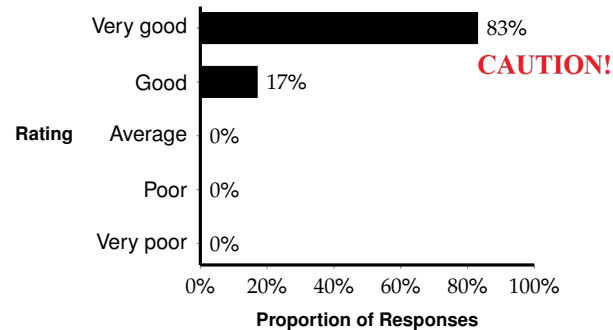
FY20   Satisfaction measure: 100%
        Mean score: 4.8

Activities

FY20: 250 Respondents**

Activity	
Camping	8%
Fishing	0%
Hunting	1%
Target shooting	15%
Sightseeing	10%
Picknicking	9%
Hiking/walking	33%
Swimming	0%
Motorized boating	0%
Non-motorized boating/rafting	0%
Horseback riding	0%
Rock climbing	1%
Driving for pleasure	4%
Bicycling	66%
Riding/Driving OHVs	2%
Education and interpretation	1%
Birdwatching/wildlife viewing	3%
Other	2%

Proportion of Respondents
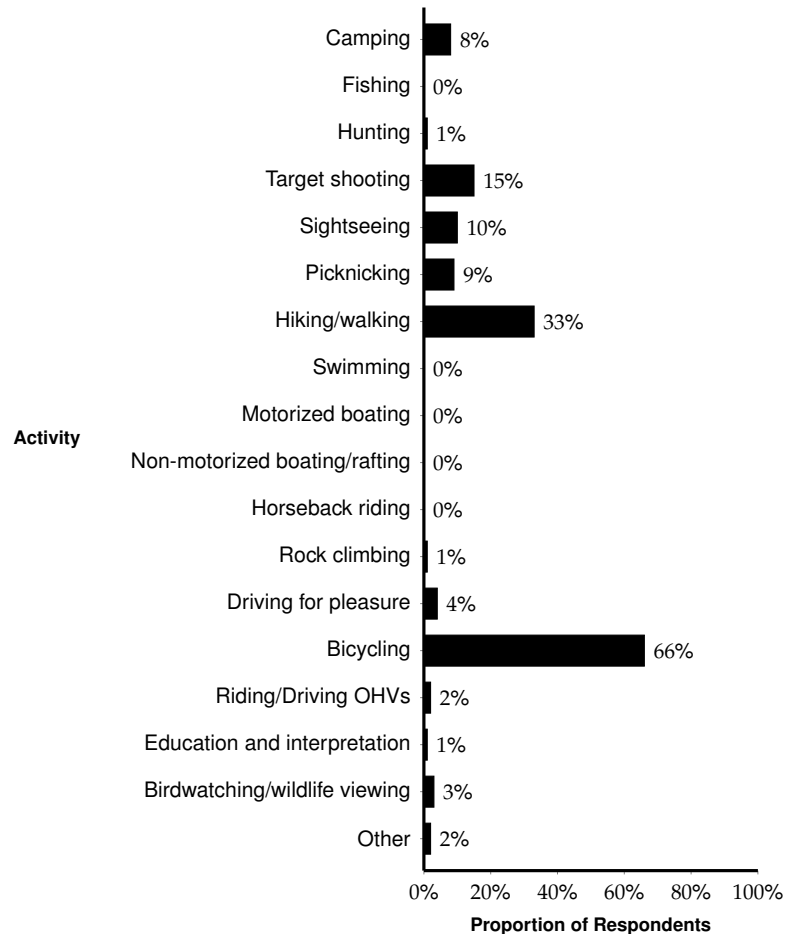
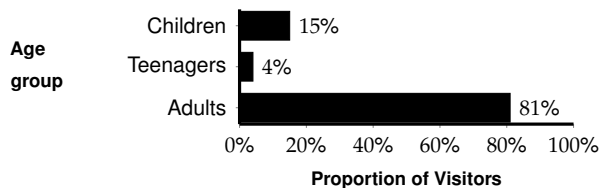***Each respondent could rate up to three services.**
**Percentages do not sum to 100 because respondents could select more than one activity.
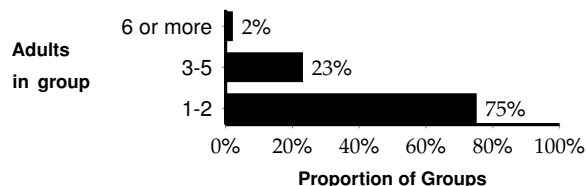
White Ridge Bike Trails
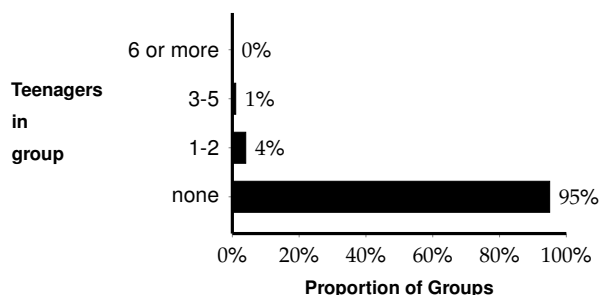# Demographics

Visitor age groups
FY20: 743 Visitors

Age group

Children	15%
Teenagers	4%
Adults	81%

0% 20% 40% 60% 80% 100%
Proportion of Visitors

Number of Adults
(18 and over) in group
FY20: 253 Groups

Adults in group

6 or more	2%
3-5	23%
1-2	75%

0% 20% 40% 60% 80% 100%
Proportion of Groups

Number of teenagers
(13-17) in group
FY20: 253 Groups

Teenagers in group

6 or more	0%
3-5	1%
1-2	4%
none	95%

0% 20% 40% 60% 80% 100%
Proportion of Groups

Number of children
(under 12) in group
FY20: 253 Groups

Children in group

6 or more	0%
3-5	2%
1-2	12%
none	86%

0% 20% 40% 60% 80% 100%
Proportion of Groups
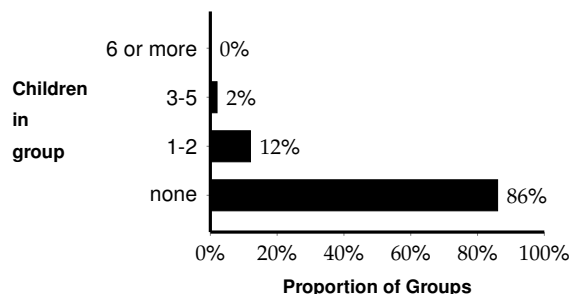
Respondent age
FY20: 238 Respondents

Age (years)

71 and over	1%
61-70	5%
51-60	18%
41-50	21%
31-40	35%
22-30	18%
18-21	3%

0% 20% 40% 60% 80% 100%
Proportion of Respondents
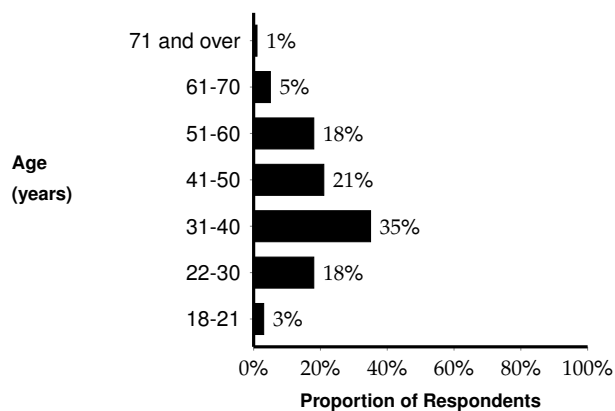
Respondent gender
FY20: 210 Respondents

Gender

Male	82%
Female	18%

0% 20% 40% 60% 80% 100%
Proportion of Respondents
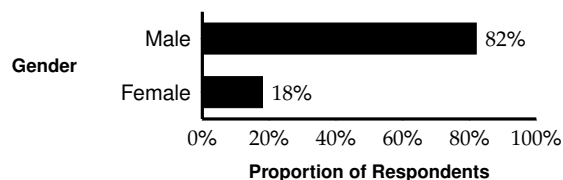
New Mexico visitors came from
6 different counties.
FY20: 244 Respondents

County	Count
Bernalillo County	153
Sandoval County	64
Santa Fe County	12
Valencia County	8
Los Alamos County	6
Other counties	1

Visitors came from
10 states across the country
FY20: 270 Respondents

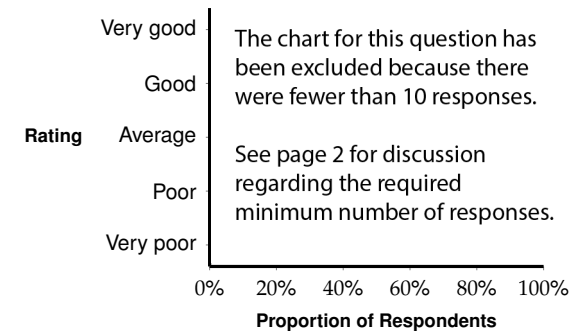| State	Count
NM	244
CO	9
AZ	5
NV	4
FL	2
IA	2
Other states	4

White Ridge Bike Trails
Accessibility for Visitors with Disabilities

Ability to adequately use facilities

FY20: 9 Respondents

Rating: Very good, Good, Average, Poor, Very poor

The chart for this question has been excluded because there were fewer than 10 responses.

See page 2 for discussion regarding the required minimum number of responses.

0%   20%   40%   60%   80%   100%
Proportion of Respondents
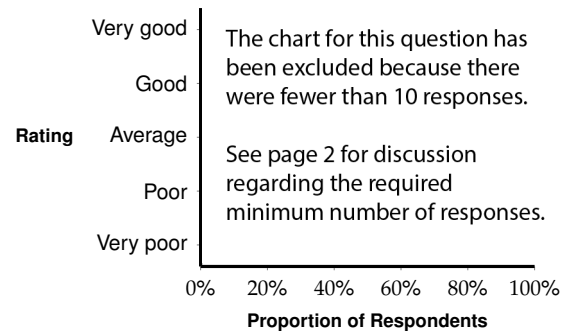
FY20   Satisfaction measure: NA
            Mean score: NA

Ability to access exhibits, waysides, etc.

FY20: 9 Respondents

Rating: Very good, Good, Average, Poor, Very poor

The chart for this question has been excluded because there were fewer than 10 responses.

See page 2 for discussion regarding the required minimum number of responses.

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

FY20   Satisfaction measure: NA
            Mean score: NA

Ability to understand messages

FY20: 9 Respondents

Rating: Very good, Good, Average, Poor, Very poor

The chart for this question has been excluded because there were fewer than 10 responses.

See page 2 for discussion regarding the required minimum number of responses.

0%   20%   40%   60%   80%   100%
Proportion of Respondents
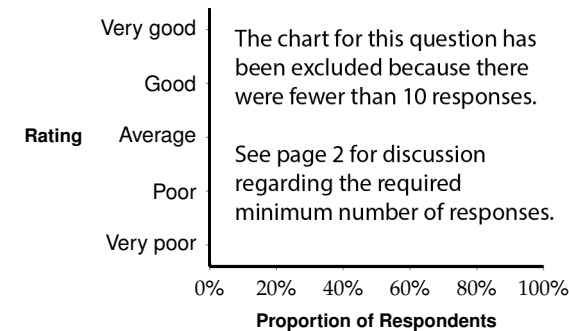
FY20   Satisfaction measure: NA
            Mean score: NA

Ability to use services

FY20: 5 Respondents

Rating: Very good, Good, Average, Poor, Very poor

The chart for this question has been excluded because there were fewer than 10 responses.

See page 2 for discussion regarding the required minimum number of responses.

0%   20%   40%   60%   80%   100%
Proportion of Respondents
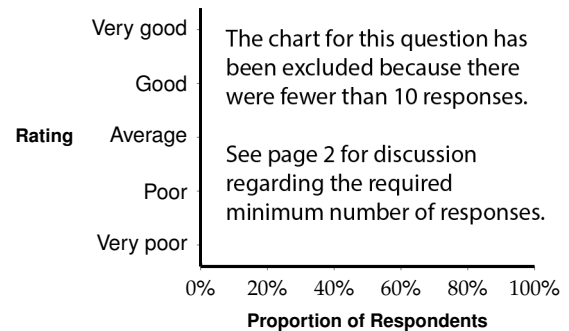
FY20   Satisfaction measure: NA
            Mean score: NA

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