Dripping Springs Natural Area
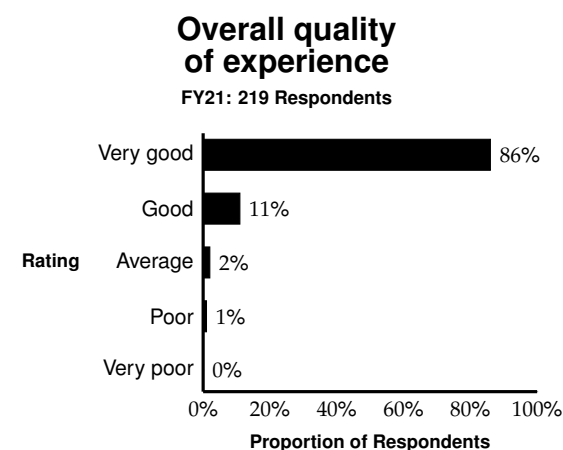## Visitor Survey

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 Dripping Springs Natural Area, NM, during fiscal year 2021. 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 Dripping Springs Natural Area 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 44%. This indicates that 44% 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
FY21: 219 Respondents

Rating	Proportion
Very good	86%
Good	11%
Average	2%
Poor	1%
Very poor	0%

Proportion of Respondents (0% – 100%)

FY21   Satisfaction measure: 97%
        Mean score: 4.8

FY21 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

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 May 1 and June 30, 2021. 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.

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 paper versions of the survey that were electronically scanned and responses completed online. Frequency distributions were calculated for each indicator and category using the combined data.

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.

Due to the COVID19 pandemic, visitation to sites did not follow a normal pattern. Because of this, it was not feasible to provide a good estimate of visitation statistics and the Confidence Interval (Margin of Error) could not be calculated for this survey. For an infinite population 400 responses would provide ($\pm$5%) margin of error and 100 responses would provide ($\pm$10%) margin of error within a 95% Confidence Level.
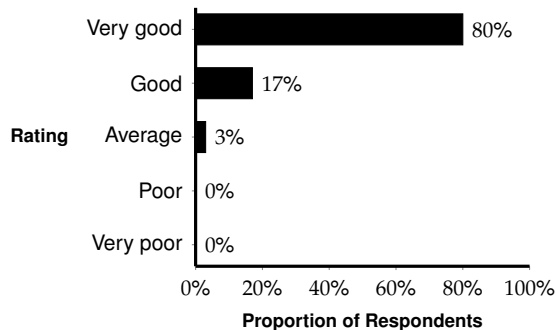
Dripping Springs Natural Area
Visitor Information

Providing useful
maps and brochures

FY21: 229 Respondents

Rating		
Very good		80%
Good		17%
Average		3%
Poor		0%
Very poor		0%

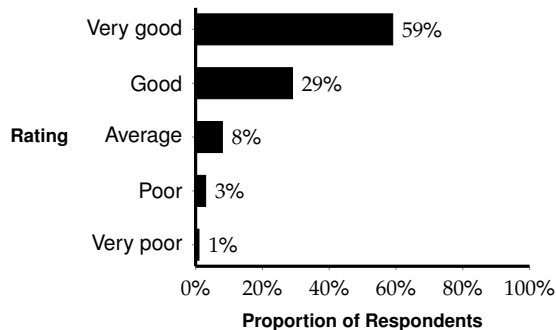0% 20% 40% 60% 80% 100%

Proportion of Respondents

FY21   Satisfaction measure: 97%
            Mean score: 4.8

Providing useful
information on the Internet

FY21: 175 Respondents

Rating		
Very good		59%
Good		29%
Average		8%
Poor		3%
Very poor		1%

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

Proportion of Respondents
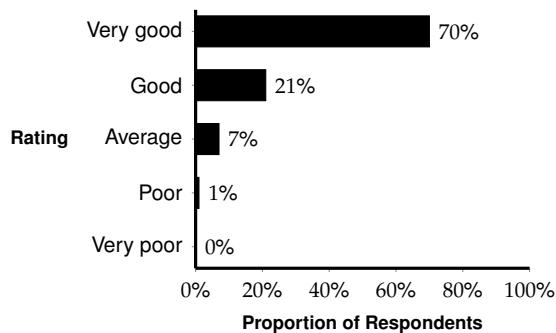
FY21   Satisfaction measure: 87%
            Mean score: 4.4

Ensuring public awareness
of rules and regulations

FY21: 229 Respondents

Rating		
Very good		70%
Good		21%
Average		7%
Poor		1%
Very poor		0%

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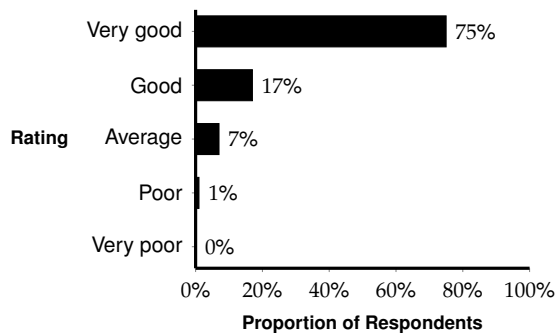
Proportion of Respondents

FY21   Satisfaction measure: 92%
            Mean score: 4.6

Providing adequate signs on-site
for direction and orientation

FY21: 233 Respondents

Rating		
Very good		75%
Good		17%
Average		7%
Poor		1%
Very poor		0%

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

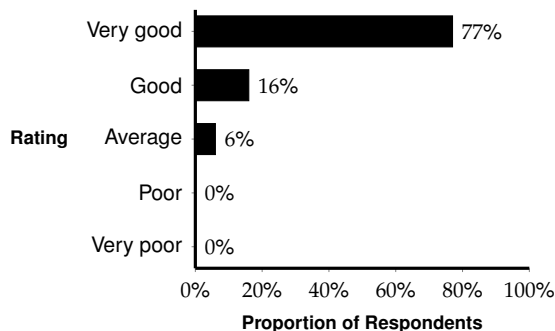**Proportion of Respondents**

FY21   Satisfaction measure: 92%
            Mean score: 4.7

Everything considered: Quality of
BLM visitor information

FY21: 231 Respondents

Rating		
Very good		77%
Good		16%
Average		6%
Poor		0%
Very poor		0%

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

Proportion of Respondents
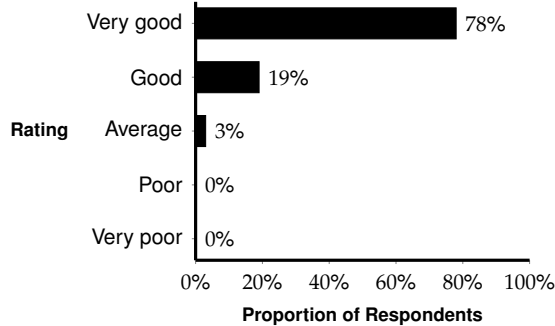
FY21   Satisfaction measure: 93%
            Mean score: 4.7

Dripping Springs Natural Area
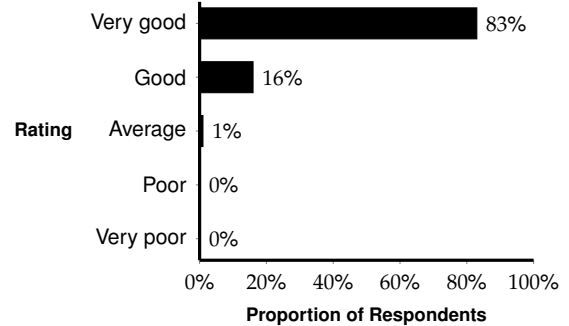# Developed Facilities

Condition of roads for motorized vehicles

FY21: 234 Respondents

Rating	Proportion
Very good	78%
Good	19%
Average	3%
Poor	0%
Very poor	0%

Proportion of Respondents

FY21   Satisfaction measure: 97%
Mean score: 4.7

Cleanliness of site

FY21: 236 Respondents

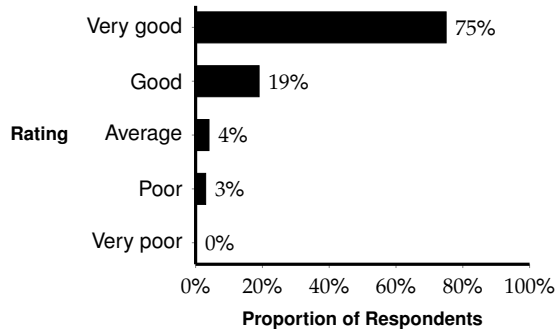| Rating	Proportion
Very good	83%
Good	16%
Average	1%
Poor	0%
Very poor	0%

Proportion of Respondents

FY21   Satisfaction measure: 99%
Mean score: 4.8

Condition of trails for non-motorized use

FY21: 216 Respondents

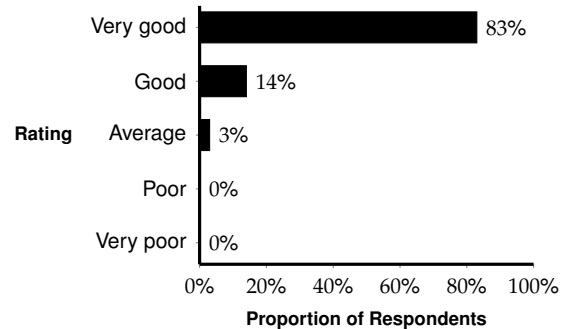| Rating	Proportion
Very good	75%
Good	19%
Average	4%
Poor	3%
Very poor	0%

Proportion of Respondents

FY21   Satisfaction measure: 94%
Mean score: 4.7

Cleanliness of restrooms and other physical facilities

FY21: 197 Respondents

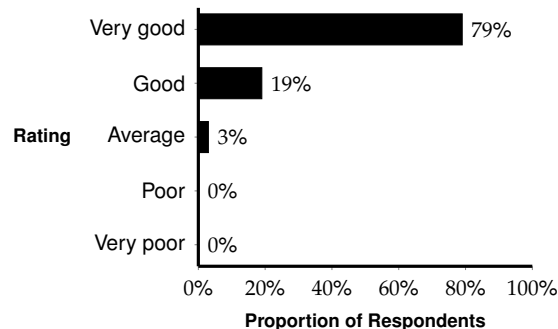| Rating	Proportion
Very good	83%
Good	14%
Average	3%
Poor	0%
Very poor	0%

Proportion of Respondents

FY21   Satisfaction measure: 97%
Mean score: 4.8

Everything considered: Overall condition of developed facilities
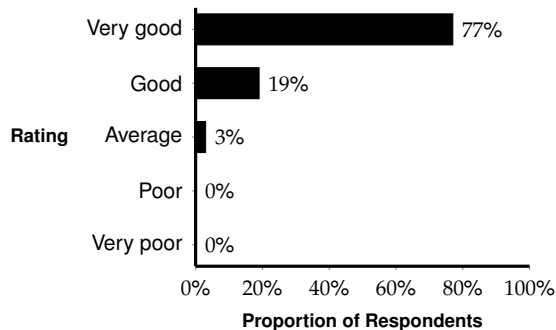
FY21: 236 Respondents

Rating	Proportion
Very good	79%
Good	19%
Average	3%
Poor	0%
Very poor	0%

Proportion of Respondents

FY21   Satisfaction measure: 97%
Mean score: 4.8

Dripping Springs Natural Area
Recreation Use Management
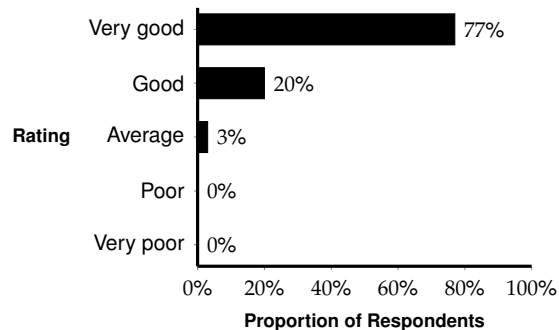
Managing the appropriate use of vehicles

FY21: 206 Respondents

Rating	
Very good	77%
Good	19%
Average	3%
Poor	0%
Very poor	0%

Proportion of Respondents

FY21   Satisfaction measure: 97%
              Mean score: 4.7

Managing the number of people

FY21: 207 Respondents

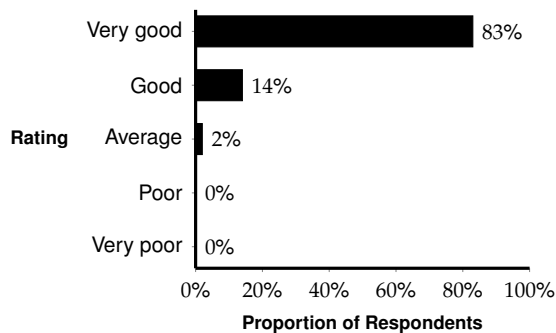| Rating	
Very good	77%
Good	20%
Average	3%
Poor	0%
Very poor	0%

Proportion of Respondents

FY21   Satisfaction measure: 97%
              Mean score: 4.7

Keeping noise at appropriate levels

FY21: 214 Respondents

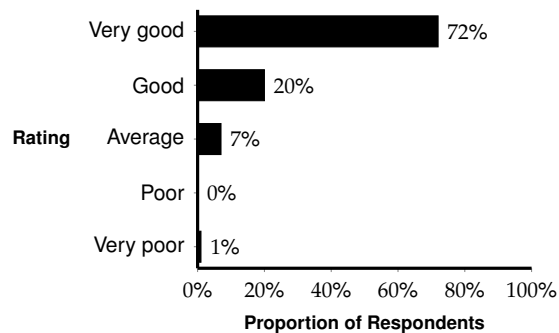| Rating	
Very good	83%
Good	14%
Average	2%
Poor	0%
Very poor	0%

Proportion of Respondents

FY21   Satisfaction measure: 98%
              Mean score: 4.8

Providing a sufficient law enforcement presence to prevent crime

FY21: 144 Respondents

Rating	
Very good	72%
Good	20%
Average	7%
Poor	0%
Very poor	1%

Proportion of Respondents
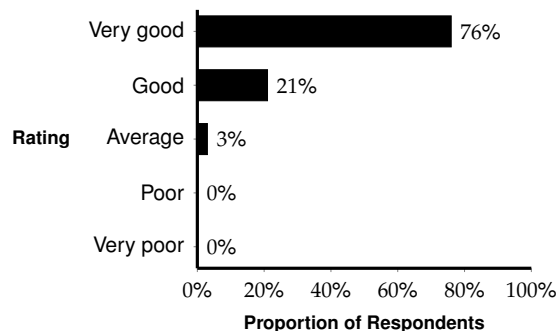
FY21   Satisfaction measure: 92%
              Mean score: 4.6

Everything considered: Visitor and recreation management

FY21: 226 Respondents

Rating	
Very good	76%
Good	21%
Average	3%
Poor	0%
Very poor	0%

Proportion of Respondents
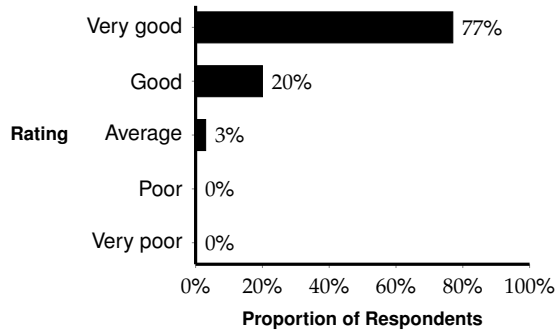
FY21   Satisfaction measure: 97%
              Mean score: 4.7

Dripping Springs Natural Area
Resource Management

Adequately protecting the natural resources

FY21: 235 Respondents

Rating	Proportion
Very good	77%
Good	20%
Average	3%
Poor	0%
Very poor	0%

Proportion of Respondents
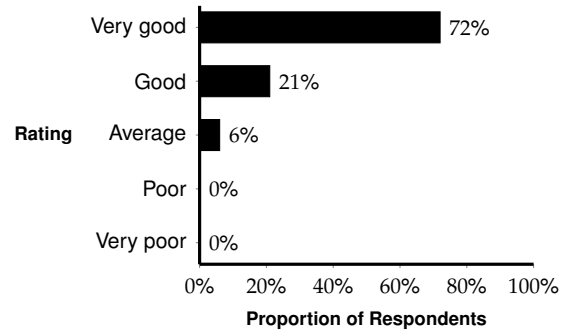
FY21   Satisfaction measure: 97%
Mean score: 4.7

Ensuring that visitor activities do not interfere with resource protection

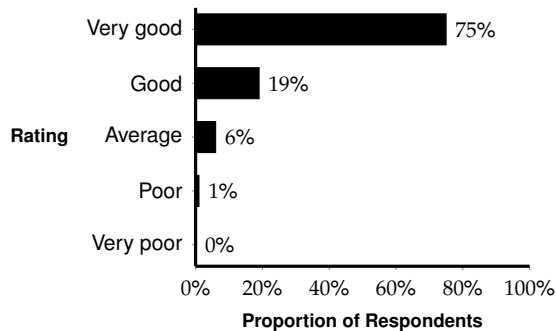**FY21: 219 Respondents**

Rating	Proportion
Very good	72%
Good	21%
Average	6%
Poor	0%
Very poor	0%

Proportion of Respondents

FY21   Satisfaction measure: 93%
Mean score: 4.6

Adequately protecting the cultural resources

FY21: 228 Respondents

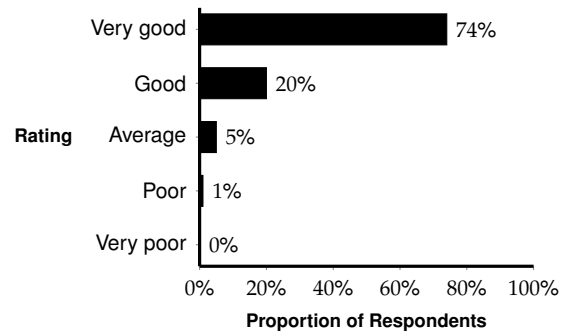| Rating	Proportion
Very good	75%
Good	19%
Average	6%
Poor	1%
Very poor	0%

Proportion of Respondents

FY21   Satisfaction measure: 93%
Mean score: 4.7

Everything considered: BLM Protection of natural and cultural resources

FY21: 230 Respondents

Rating	Proportion
Very good	74%
Good	20%
Average	5%
Poor	1%
Very poor	0%

Proportion of Respondents

FY21   Satisfaction measure: 94%
Mean score: 4.7

Dripping Springs Natural Area
BLM Staff and Service

Staff treated me courteously

FY21: 224 Respondents

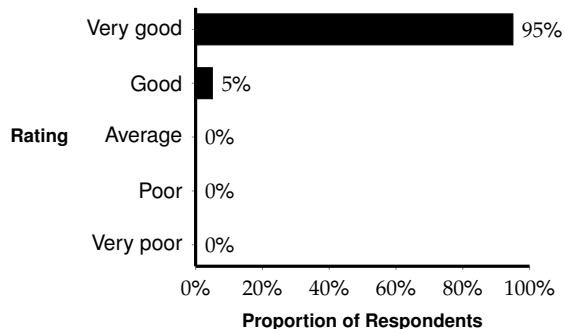| Rating	
Very good	98%
Good	2%
Average	0%
Poor	0%
Very poor	0%

Proportion of Respondents
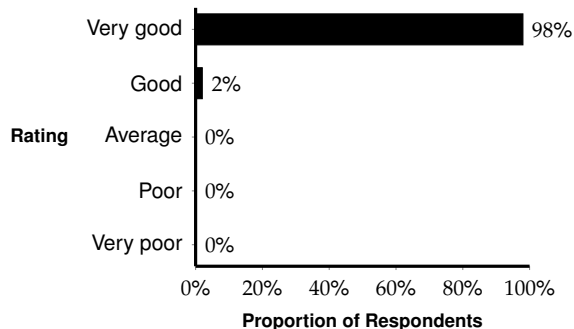
FY21   Satisfaction measure: 100%
Mean score: 5

Staff demonstrated knowledge about natural and cultural resources

FY21: 210 Respondents

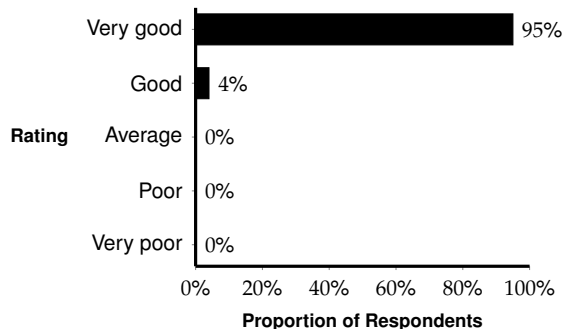| Rating	
Very good	95%
Good	5%
Average	0%
Poor	0%
Very poor	0%

Proportion of Respondents

FY21   Satisfaction measure: 100%
Mean score: 4.9

Staff demonstrated knowledge about recreational opportunities

FY21: 213 Respondents

Rating	
Very good	95%
Good	4%
Average	0%
Poor	0%
Very poor	0%

Proportion of Respondents
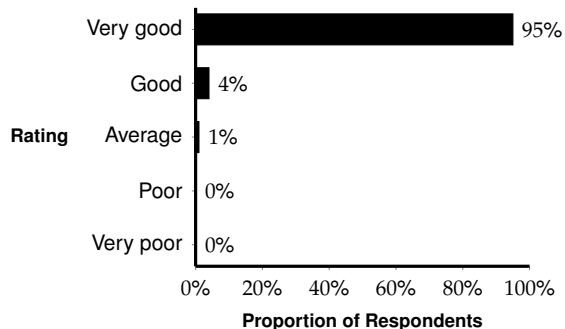
FY21   Satisfaction measure: 100%
Mean score: 4.9

Everything considered: Performance of BLM staff

FY21: 219 Respondents

Rating	
Very good	95%
Good	4%
Average	1%
Poor	0%
Very poor	0%

Proportion of Respondents

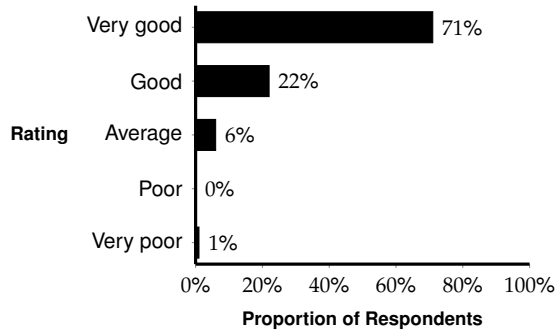FY21   Satisfaction measure: 99%
Mean score: 4.9

Dripping Springs Natural Area
Providing Educational and Interpretive Material

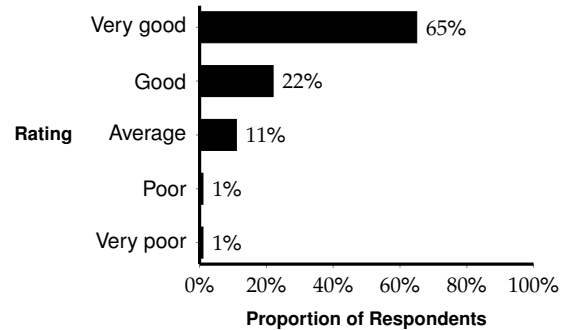### Providing quality educational and interpretive material about the resources

FY21: 187 Respondents

Rating	Proportion
Very good	71%
Good	22%
Average	6%
Poor	0%
Very poor	1%

Proportion of Respondents

FY21   Satisfaction measure: 93%
Mean score: 4.6

Providing stewardship information on protecting cultural and natural resources

FY21: 176 Respondents

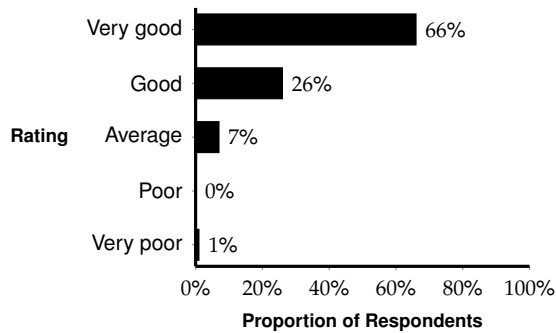| Rating	Proportion
Very good	65%
Good	22%
Average	11%
Poor	1%
Very poor	1%

Proportion of Respondents

FY21   Satisfaction measure: 87%
Mean score: 4.5

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

FY21: 189 Respondents

Rating	Proportion
Very good	66%
Good	26%
Average	7%
Poor	0%
Very poor	1%

Proportion of Respondents

FY21   Satisfaction measure: 92%
Mean score: 4.6

Everything considered: BLM interpretive and educational program

FY21: 188 Respondents

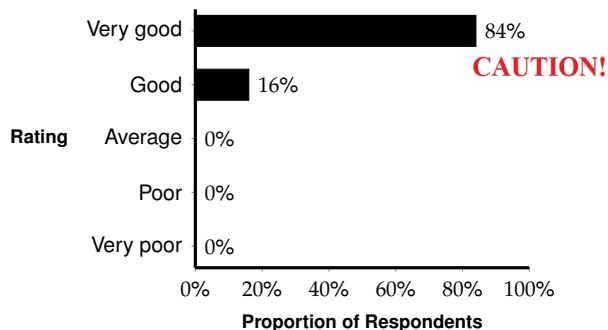| Rating	Proportion
Very good	64%
Good	26%
Average	9%
Poor	0%
Very poor	1%

Proportion of Respondents
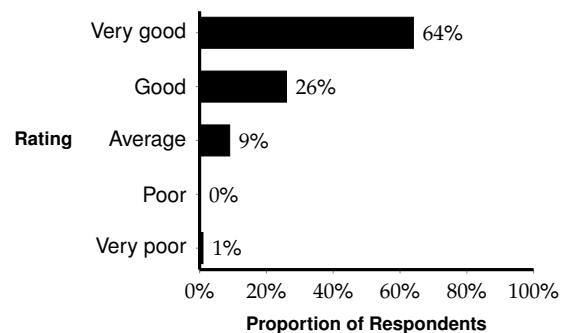
FY21   Satisfaction measure: 90%
Mean score: 4.5

Dripping Springs Natural Area Programs & Fees

Quality of program(s) attended
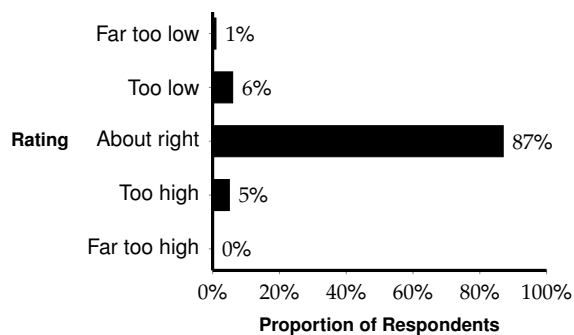
FY21: 19 Respondents

Rating	
Very good	84%
Good	16% **CAUTION!**
Average	0%
Poor	0%
Very poor	0%

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

FY21   Satisfaction measure: 100%
             Mean score: 4.8

Total fees paid

FY21: 211 Respondents

Fee	
No fee	34%
Under $25	64%
$25-$50	0%
>$50	2%

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

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

FY21: 141 Respondents

Rating	
Far too low	1%
Too low	6%
About right	87%
Too high	5%
Far too high	0%

0% 20% 40% 60% 80% 100%
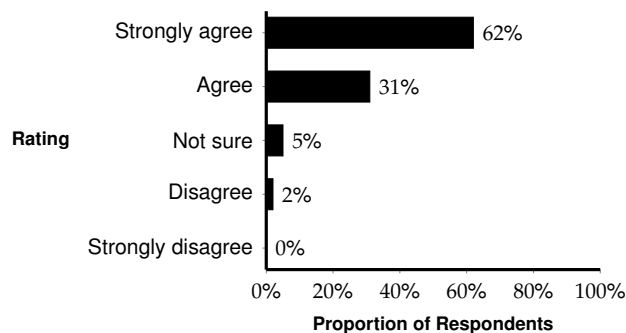**Proportion of Respondents**
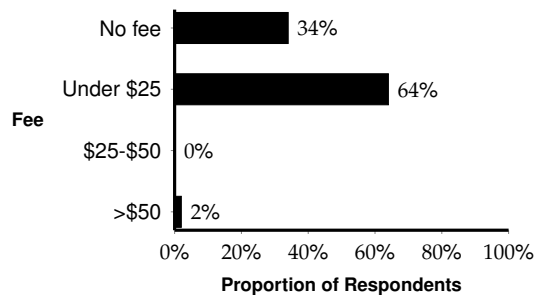
The value of recreation opportunity and services was at least equal to the fee asked to pay

FY21: 131 Respondents

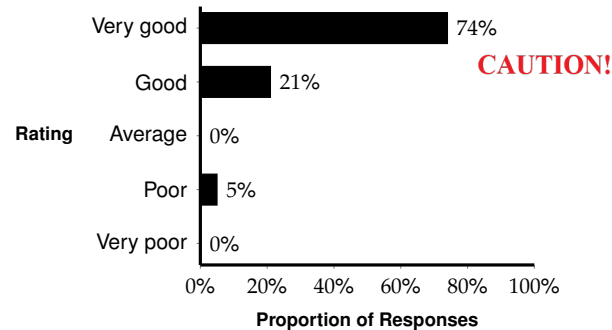| Rating	
Strongly agree	62%
Agree	31%
Not sure	5%
Disagree	2%
Strongly disagree	0%

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

Dripping Springs Natural Area
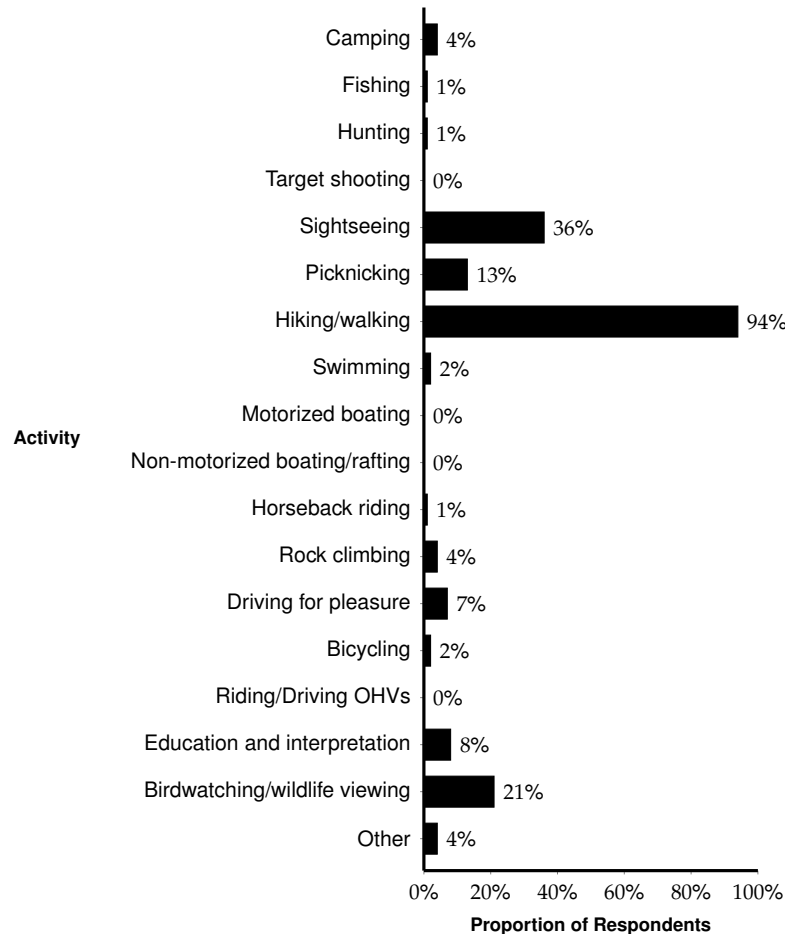# Commercial Recreation Operations & Activities

Quality of Commercial Services
FY21: 19 Responses*

Rating	
Very good	74%
Good	21%
Average	0%
Poor	5%
Very poor	0%

CAUTION!

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

FY21   Satisfaction measure: 95%
          Mean score: 4.4

Activities
FY21: 218 Respondents**

Activity	
Camping	4%
Fishing	1%
Hunting	1%
Target shooting	0%
Sightseeing	36%
Picknicking	13%
Hiking/walking	94%
Swimming	2%
Motorized boating	0%
Non-motorized boating/rafting	0%
Horseback riding	1%
Rock climbing	4%
Driving for pleasure	7%
Bicycling	2%
Riding/Driving OHVs	0%
Education and interpretation	8%
Birdwatching/wildlife viewing	21%
Other	4%

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

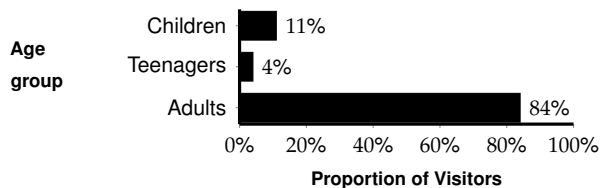***Each respondent could rate up to three services.**
**Percentages do not sum to 100 because respondents could select more than one activity.
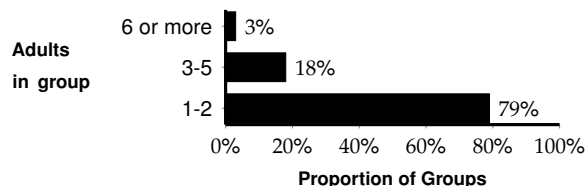
Dripping Springs Natural Area
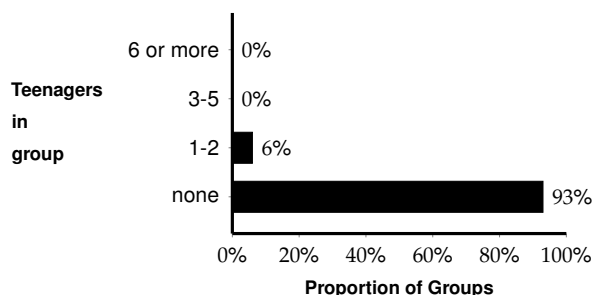# Demographics

Visitor age groups
FY21: 580 Visitors

Age group

Children	11%
Teenagers	4%
Adults	84%

Proportion of Visitors

Number of Adults
(18 and over) in group
FY21: 222 Groups

Adults in group

6 or more	3%
3-5	18%
1-2	79%

Proportion of Groups

Number of teenagers
(13-17) in group
FY21: 223 Groups

Teenagers in group

6 or more	0%
3-5	0%
1-2	6%
none	93%

Proportion of Groups

Number of children
(under 12) in group
FY21: 222 Groups

Children in group

6 or more	0%
3-5	4%
1-2	11%
none	85%

Proportion of Groups
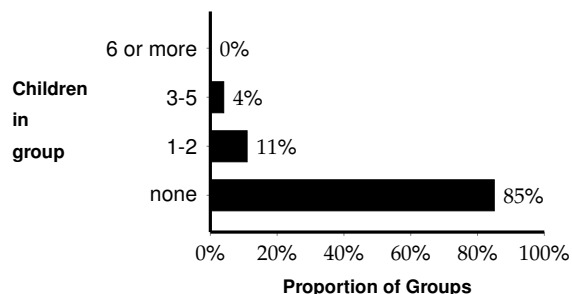
Respondent age
FY21: 222 Respondents

Age (years)

71 and over	10%
61-70	21%
51-60	18%
41-50	13%
31-40	19%
22-30	14%
18-21	5%

Proportion of Respondents
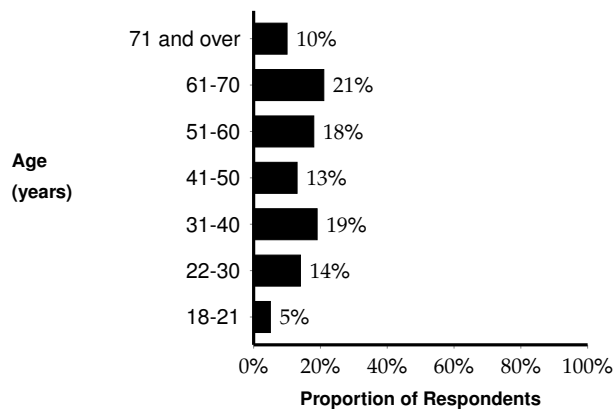
Respondent gender
FY21: 215 Respondents

Gender

Male	51%
Female	49%

Proportion of Respondents
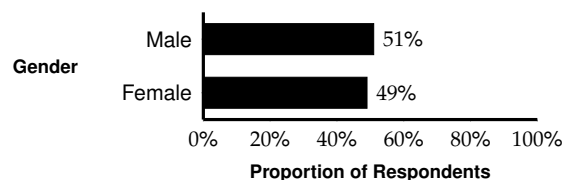
New Mexico visitors came from
11 different counties.
FY21: 76 Respondents

County	Count
Dona Ana County	59
Bernalillo County	3
Chaves County	2
Grant County	2
Otero County	2
Sandoval County	2
Santa Fe County	2
Other counties	4

Visitors came from
35 states across the country
FY21: 281 Respondents

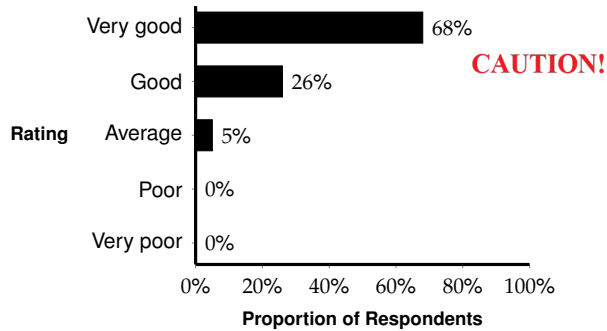| State	Count
NM	76
TX	73
CO	23
VA	12
PA	9
WI	9
GA	8
MI	8
IN	7
FL	6
CA	5
MD	5
MN	5
Other states	35

Dripping Springs Natural Area
Accessibility for Visitors with Disabilities

Ability to adequately use facilities

FY21: 19 Respondents

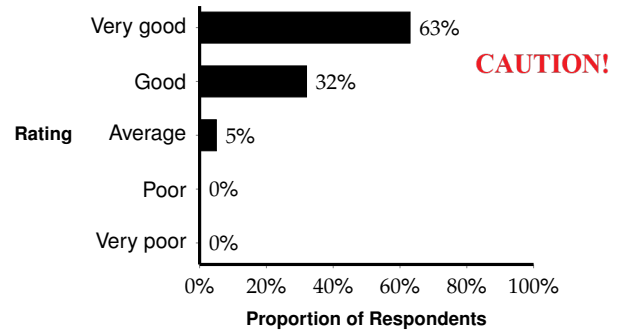| Rating	Proportion
Very good	68%
Good	26%
Average	5%
Poor	0%
Very poor	0%

CAUTION!

Proportion of Respondents

FY21   Satisfaction measure: 95%
Mean score: 4.6

Ability to access exhibits, waysides, etc.

FY21: 19 Respondents

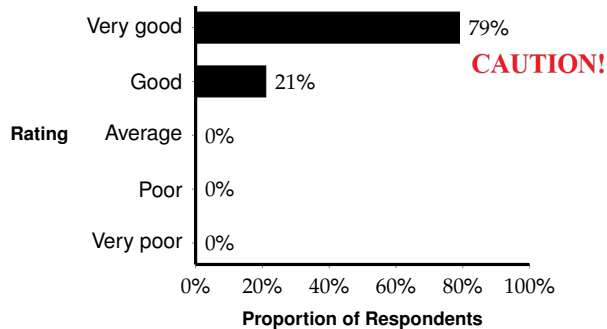| Rating	Proportion
Very good	63%
Good	32%
Average	5%
Poor	0%
Very poor	0%

CAUTION!

Proportion of Respondents

FY21   Satisfaction measure: 95%
Mean score: 4.6

Ability to understand messages

FY21: 19 Respondents

Rating	Proportion
Very good	79%
Good	21%
Average	0%
Poor	0%
Very poor	0%

CAUTION!

Proportion of Respondents

FY21   Satisfaction measure: 100%
Mean score: 4.8

Ability to use services

FY21: 19 Respondents

Rating	Proportion
Very good	79%
Good	21%
Average	0%
Poor	0%
Very poor	0%

CAUTION!

Proportion of Respondents
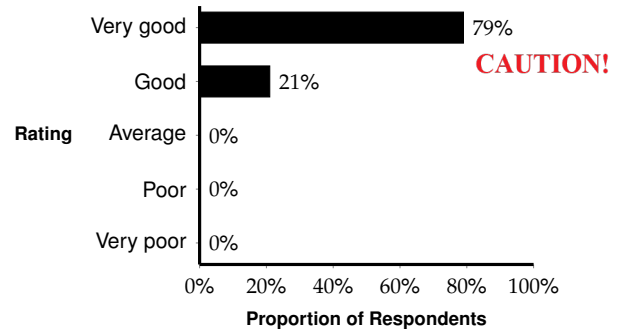
FY21   Satisfaction measure: 100%
Mean score: 4.8

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