

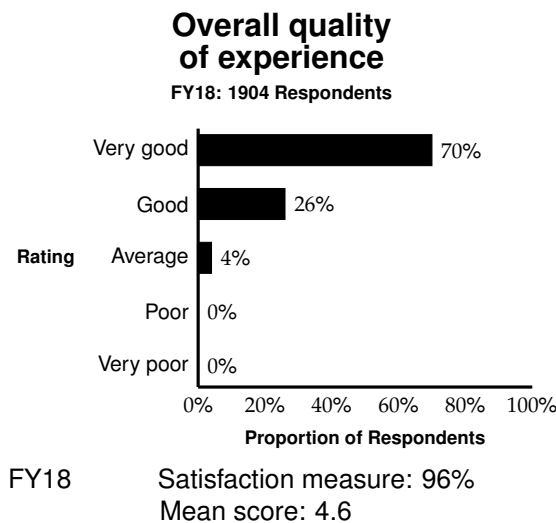
Bureau of Land Management 2018 National Report

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 14 BLM recreation sites in 7 states during fiscal year 2018 (FY18). Of the 14 units conducting the survey this year, 12 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 FY18 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 63% to 99%. 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.



FY18 GPRA Satisfaction Measure

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

96%





2018 BLM Visitor Survey Research Methods

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.

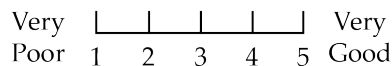
All graphs include the following information:

- 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;



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

Procedure

A representative sample of the general visitor population were surveyed at 12 units in FY18. The data reflect visitor opinions about these sites' 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 $\pm 6\%$ of the population with 95% confidence. This means that if different samples had been drawn, the results would have been similar ($\pm 6\%$) 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

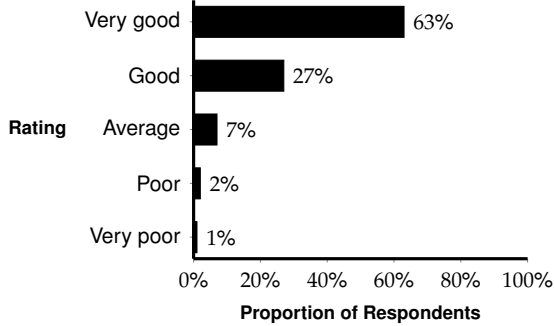
2018 BLM Visitor Survey

Visitor Information



Providing useful maps and brochures

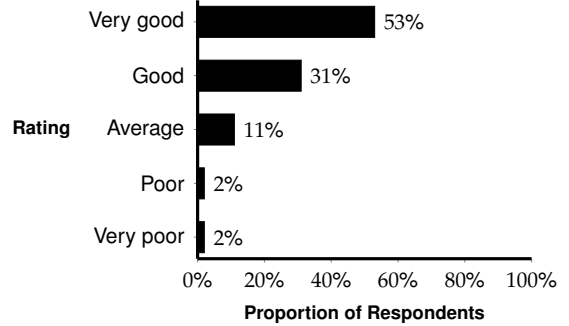
FY18: 1880 Respondents



FY18 Satisfaction measure: 89%
Mean score: 4.5

Providing useful information on the Internet

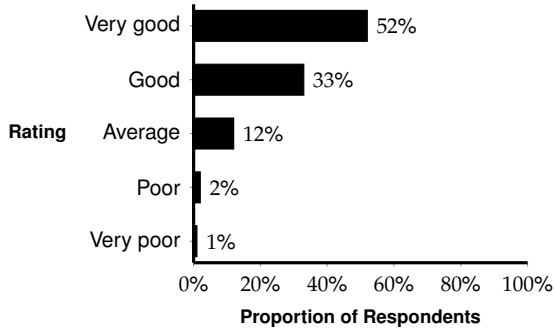
FY18: 1452 Respondents



FY18 Satisfaction measure: 84%
Mean score: 4.3

Ensuring public awareness of rules and regulations

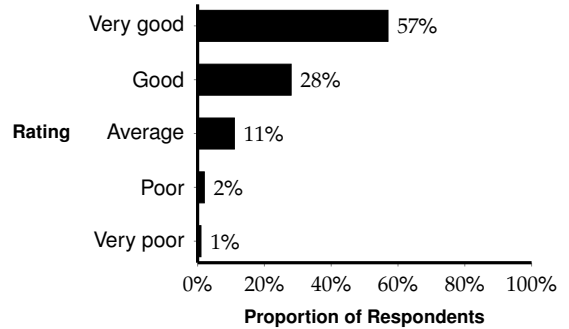
FY18: 1854 Respondents



FY18 Satisfaction measure: 85%
Mean score: 4.3

Providing adequate signs on-site for direction and orientation

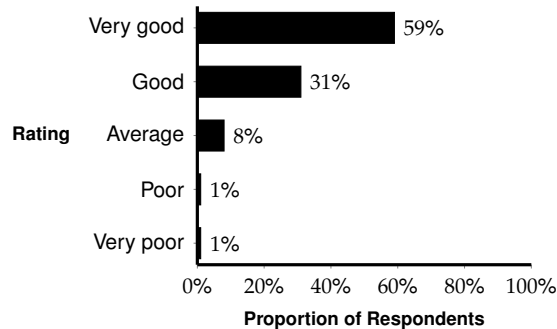
FY18: 1949 Respondents



FY18 Satisfaction measure: 85%
Mean score: 4.4

Everything considered: Quality of BLM visitor information

FY18: 1946 Respondents



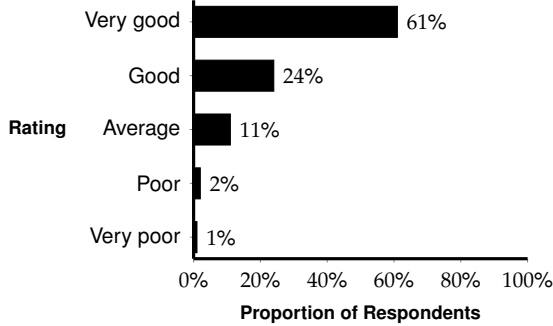
FY18 Satisfaction measure: 90%
Mean score: 4.5



2018 BLM Visitor Survey Developed Facilities

Condition of roads for motorized vehicles

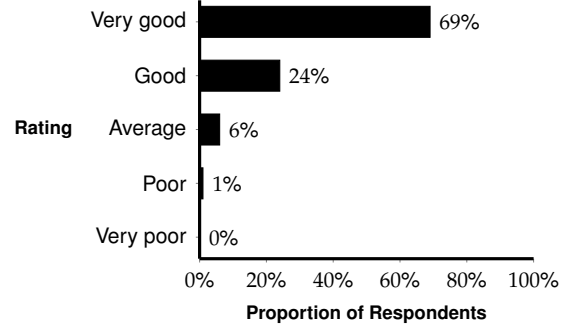
FY18: 1842 Respondents



FY18 Satisfaction measure: 85%
Mean score: 4.4

Cleanliness of site

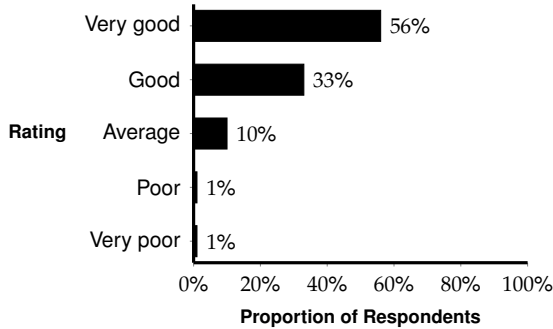
FY18: 1973 Respondents



FY18 Satisfaction measure: 93%
Mean score: 4.6

Condition of trails for non-motorized use

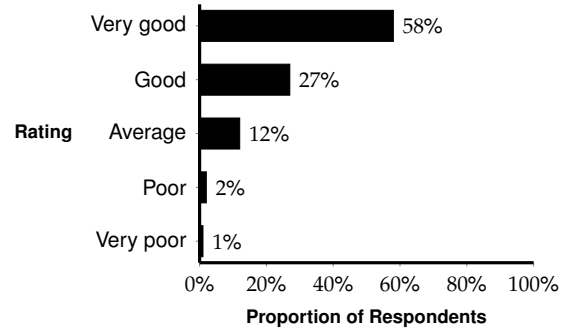
FY18: 1642 Respondents



FY18 Satisfaction measure: 89%
Mean score: 4.4

Cleanliness of restrooms and other physical facilities

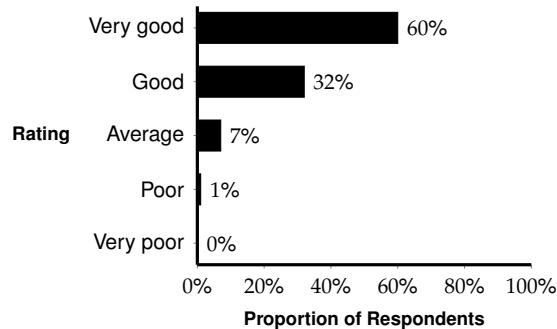
FY18: 1574 Respondents



FY18 Satisfaction measure: 86%
Mean score: 4.4

Everything considered: Overall condition of developed facilities

FY18: 1964 Respondents



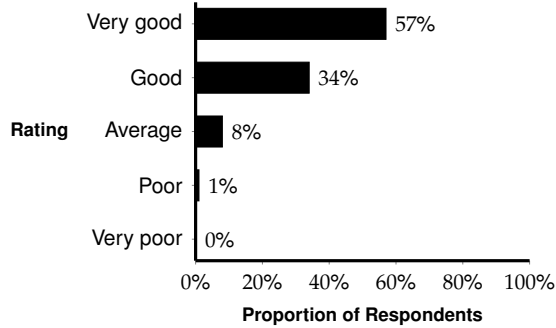
FY18 Satisfaction measure: 92%
Mean score: 4.5

2018 BLM Visitor Survey Recreation Use Management



Managing the appropriate use of vehicles

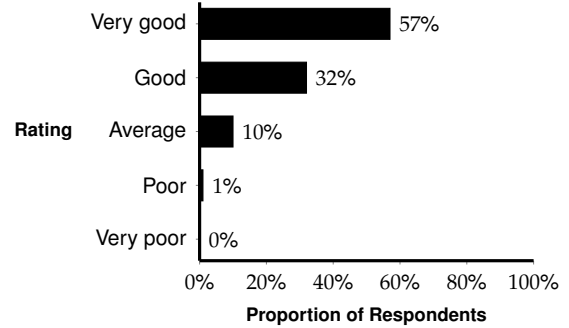
FY18: 1781 Respondents



FY18 Satisfaction measure: 91%
Mean score: 4.5

Managing the number of people

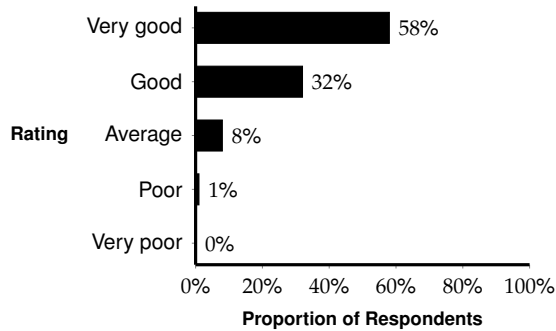
FY18: 1789 Respondents



FY18 Satisfaction measure: 89%
Mean score: 4.4

Keeping noise at appropriate levels

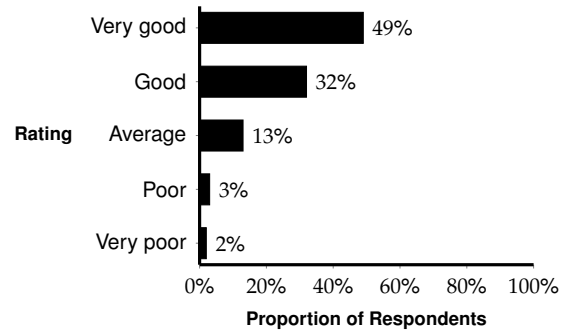
FY18: 1804 Respondents



FY18 Satisfaction measure: 90%
Mean score: 4.5

Providing a sufficient law enforcement presence to prevent crime

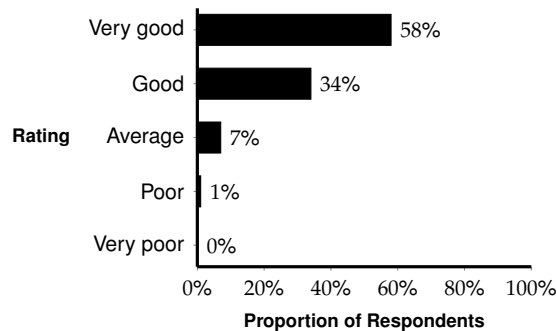
FY18: 1516 Respondents



FY18 Satisfaction measure: 82%
Mean score: 4.2

Everything considered: Visitor and recreation management

FY18: 1892 Respondents



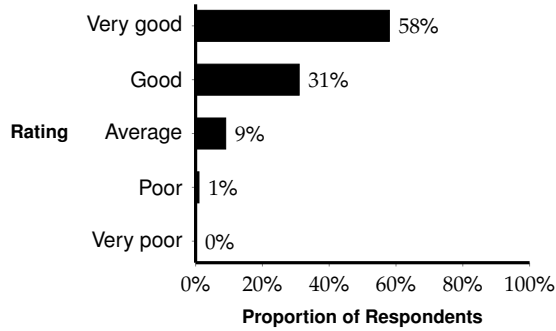
FY18 Satisfaction measure: 91%
Mean score: 4.5



2018 BLM Visitor Survey Resource Management

Adequately protecting the natural resources

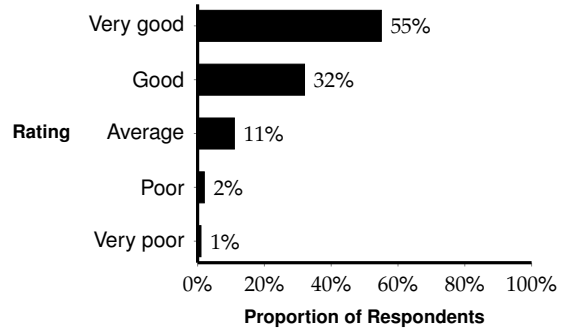
FY18: 1892 Respondents



FY18 Satisfaction measure: 89%
Mean score: 4.5

Ensuring that visitor activities do not interfere with resource protection

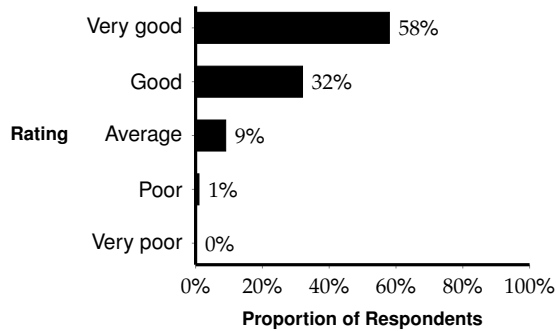
FY18: 1786 Respondents



FY18 Satisfaction measure: 87%
Mean score: 4.4

Adequately protecting the cultural resources

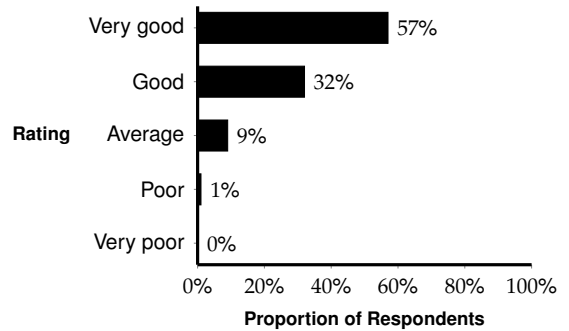
FY18: 1782 Respondents



FY18 Satisfaction measure: 90%
Mean score: 4.5

Everything considered: BLM Protection of natural and cultural resources

FY18: 1876 Respondents



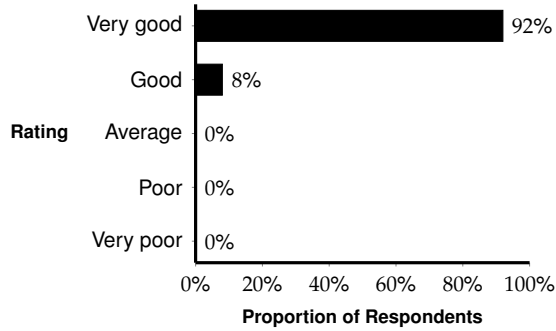
FY18 Satisfaction measure: 89%
Mean score: 4.4

2018 BLM Visitor Survey BLM Staff and Service



Staff treated me courteously

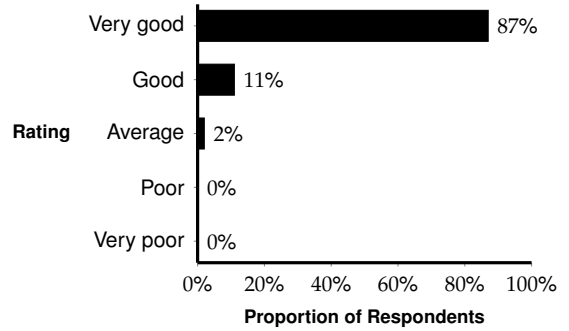
FY18: 1721 Respondents



FY18 Satisfaction measure: 99%
Mean score: 4.9

Staff demonstrated knowledge about natural and cultural resources

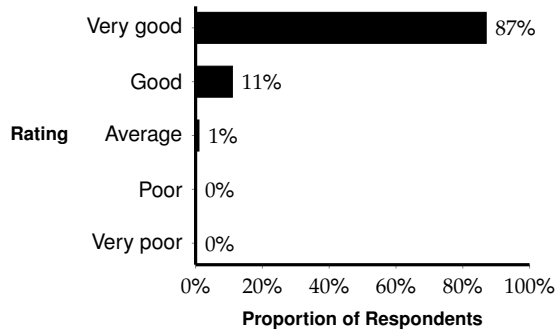
FY18: 1533 Respondents



FY18 Satisfaction measure: 98%
Mean score: 4.8

Staff demonstrated knowledge about recreational opportunities

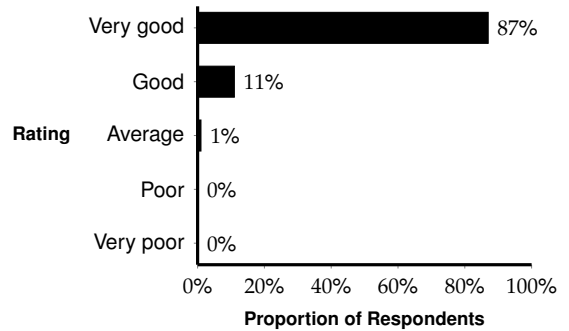
FY18: 1593 Respondents



FY18 Satisfaction measure: 99%
Mean score: 4.9

Everything considered: Performance of BLM staff

FY18: 1694 Respondents



FY18 Satisfaction measure: 98%
Mean score: 4.9

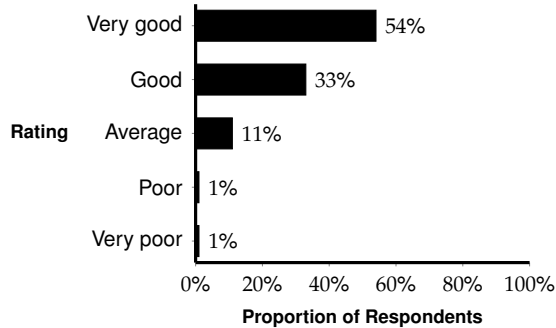


2018 BLM Visitor Survey

Providing Educational and Interpretive Material

Providing quality educational and interpretive material about the resources

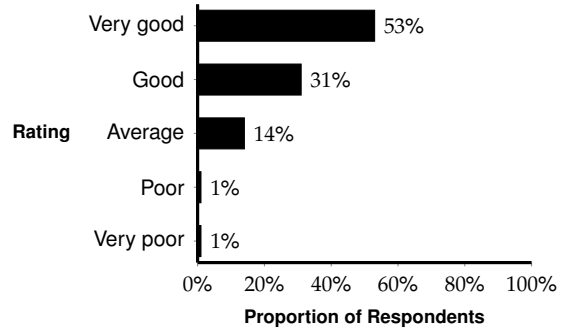
FY18: 1540 Respondents



FY18 Satisfaction measure: 87%
Mean score: 4.4

Providing stewardship information on protecting cultural and natural resources

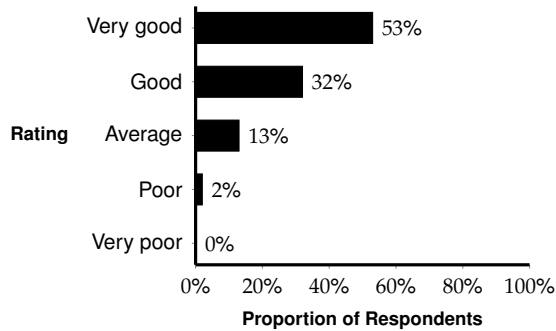
FY18: 1515 Respondents



FY18 Satisfaction measure: 84%
Mean score: 4.3

Providing sufficient quantity of educational and interpretive materials about the resources

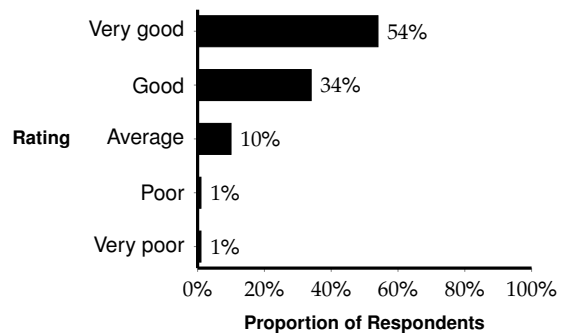
FY18: 1520 Respondents



FY18 Satisfaction measure: 85%
Mean score: 4.4

Everything considered: BLM interpretive and educational program

FY18: 1581 Respondents



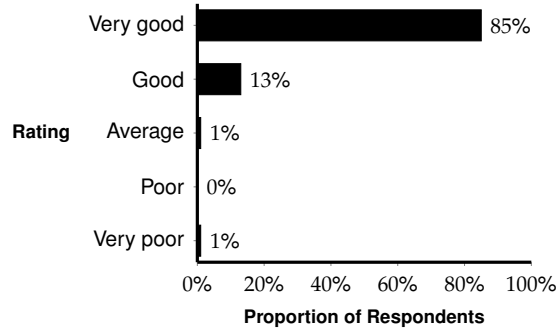
FY18 Satisfaction measure: 88%
Mean score: 4.4

2018 BLM Visitor Survey Programs & Fees



Quality of program(s) attended

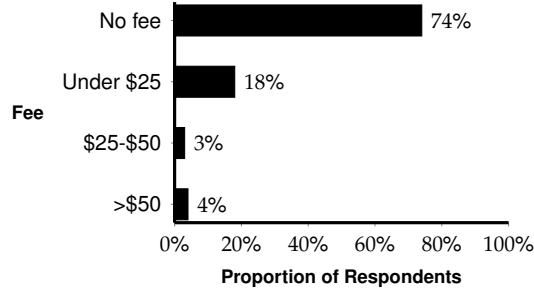
FY18: 295 Respondents



FY18 Satisfaction measure: 98%
Mean score: 4.8

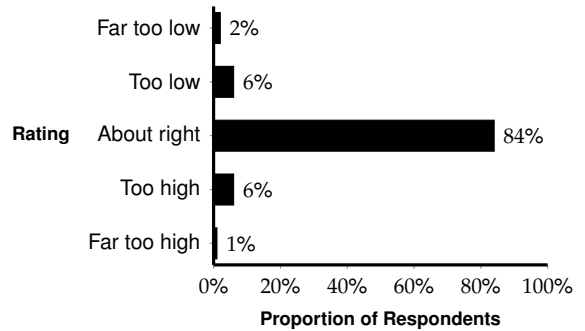
Total fees paid

FY18: 1831 Respondents



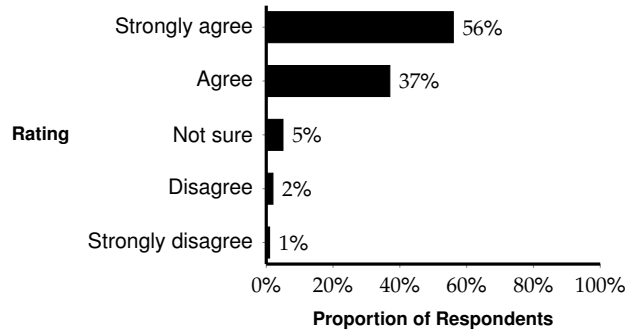
How appropriate was the fee charged for this site/area?

FY18: 491 Respondents



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

FY18: 454 Respondents



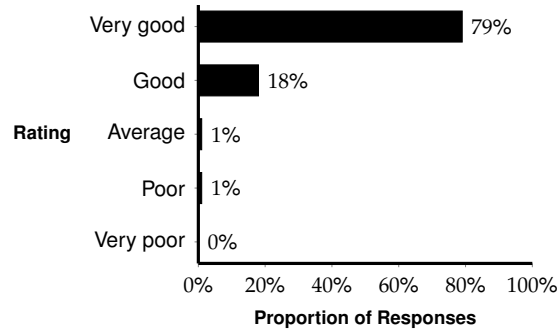


2018 BLM Visitor Survey

Commercial Recreation Operations & Activities

Quality of Commercial Services

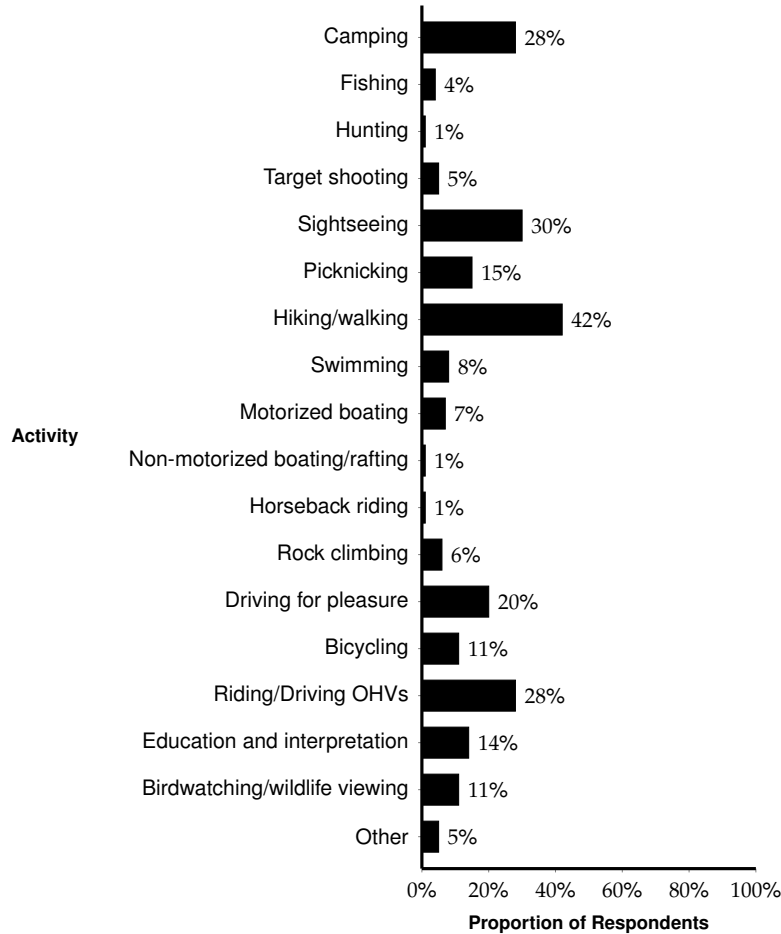
FY18: 213 Responses*



FY18 Satisfaction measure: 97%
Mean score: 4.7

Activities

FY18: 1894 Respondents**



*Each respondent could rate up to three services.

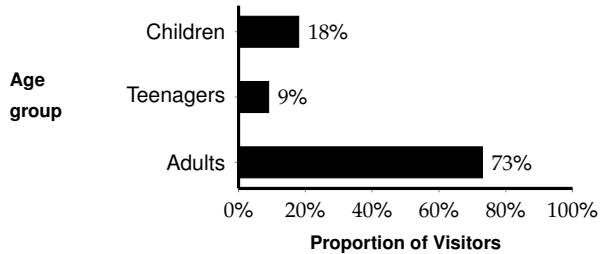
**Percentages do not sum to 100 because respondents could select more than one activity.

2018 BLM Visitor Survey Demographics



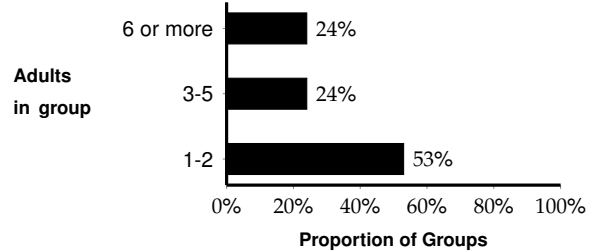
Visitor age groups

FY18: 13446 Visitors



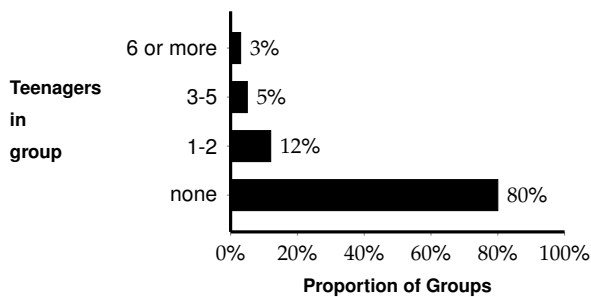
Number of Adults (18 and over) in group

FY18: 1912 Groups



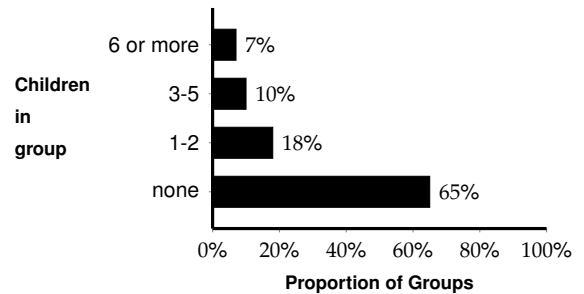
Number of teenagers (13-17) in group

FY18: 1921 Groups



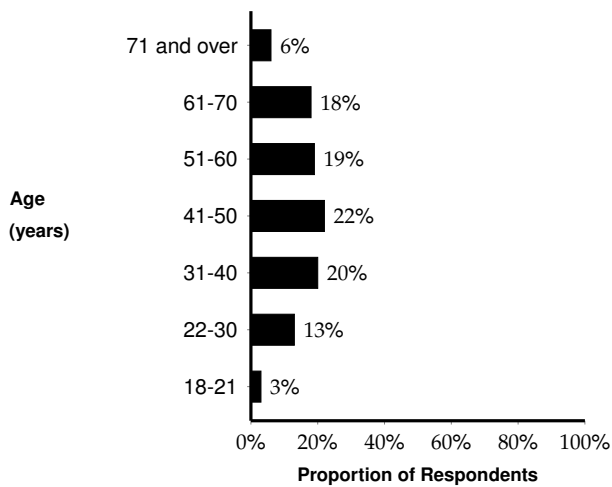
Number of children (under 12) in group

FY18: 1919 Groups



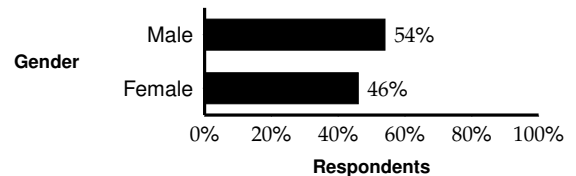
Respondent age

FY18: 1893 Respondents



Respondent gender

FY18: 1889 Respondents



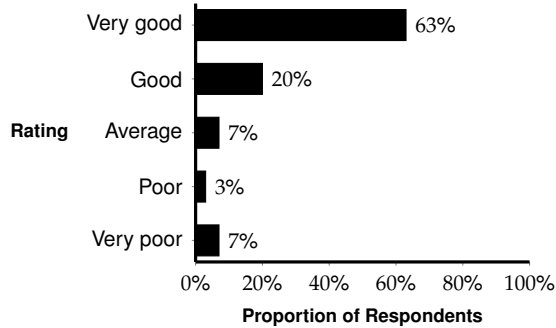


2018 BLM Visitor Survey

Accessibility for Visitors with Disabilities

Ability to adequately use facilities

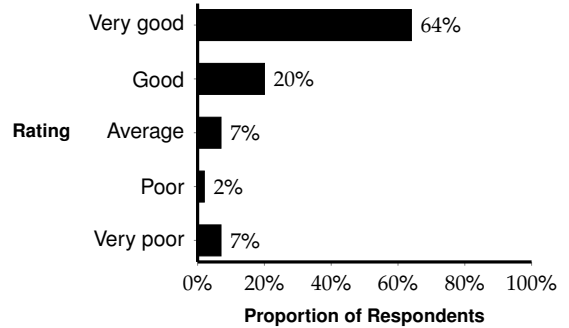
FY18: 172 Respondents



FY18 Satisfaction measure: 83%
Mean score: 4.3

Ability to access exhibits, waysides, etc.

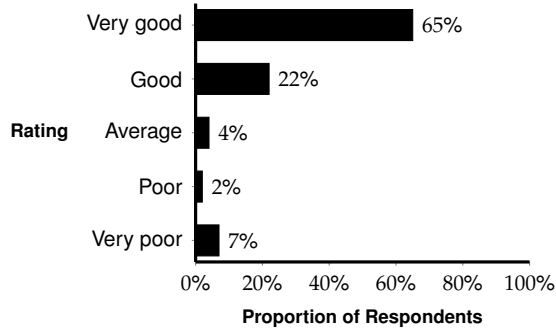
FY18: 174 Respondents



FY18 Satisfaction measure: 84%
Mean score: 4.3

Ability to understand messages

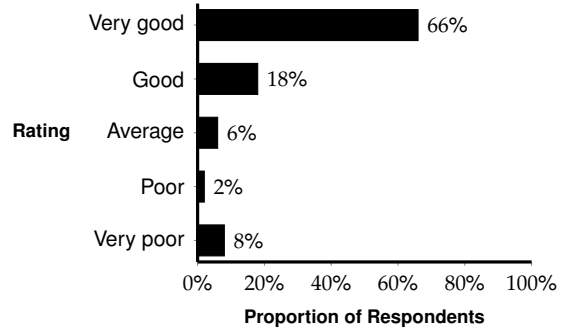
FY18: 174 Respondents



FY18 Satisfaction measure: 87%
Mean score: 4.4

Ability to use services

FY18: 170 Respondents



FY18 Satisfaction measure: 84%
Mean score: 4.3



Social & Economic Sciences
Research Center

WASHINGTON STATE UNIVERSITY