

# Campbell Tract SMRA

## Visitor Survey

### Introduction

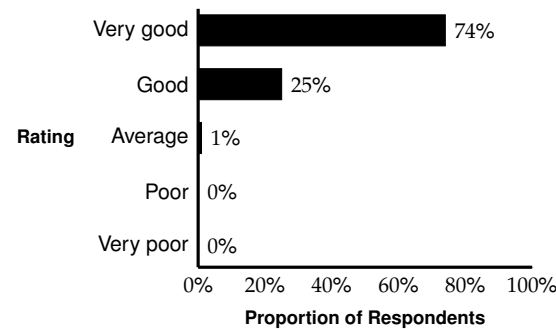
In order for the Bureau of Land Management (BLM) to comply with the Government Performance and Results Act (GPRA) and better meet the needs of the public, a visitor satisfaction survey was conducted at Campbell Tract SMRA during fiscal year 2018. The survey was developed to measure a site's performance 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 results of the visitor satisfaction survey conducted at Campbell Tract SMRA 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 rate for this survey site was 99%. This indicates that 99% 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 Goal 3.2, can be found on page 9.

#### Overall quality of experience

FY18: 117 Respondents



FY18 Satisfaction measure: 99%  
Mean score: 4.7

### FY18 GPRA Satisfaction Measure

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

# 99%





# Campbell Tract SMRA 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.

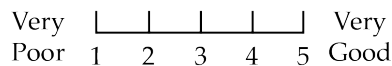
All graphs include the following information:

- 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

Surveys were distributed to a random sample of visitors at this site between August 1 and September 30, 2018. 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  $\pm 6\%$  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.

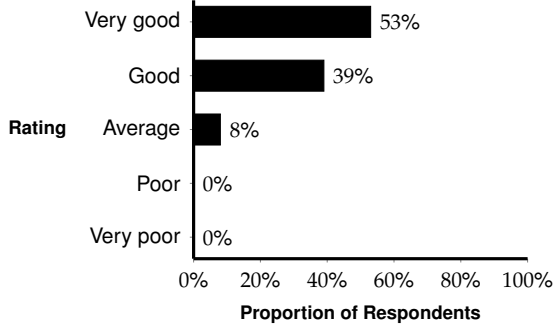
For more information about this survey, contact the  
Social and Economic Sciences Research Center at Washington State University  
(509) 335-1511 | [sesrc@wsu.edu](mailto:sesrc@wsu.edu)

# Campbell Tract SMRA Visitor Information



## Providing useful maps and brochures

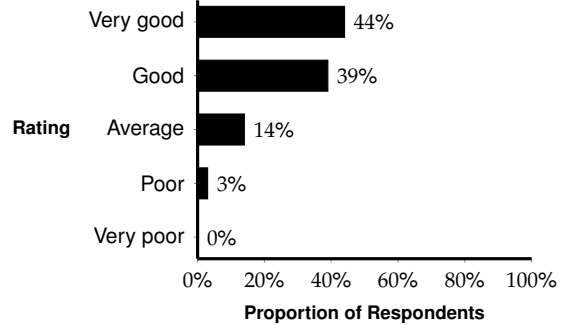
FY18: 119 Respondents



FY18 Satisfaction measure: 92%  
Mean score: 4.5

## Providing useful information on the Internet

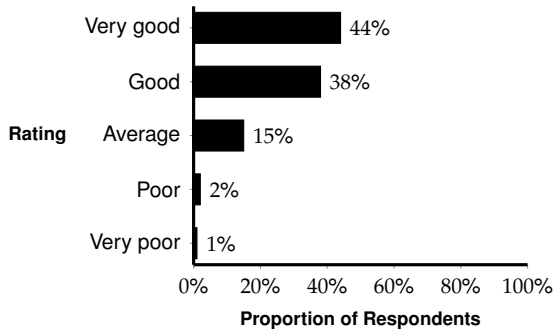
FY18: 79 Respondents



FY18 Satisfaction measure: 84%  
Mean score: 4.3

## Ensuring public awareness of rules and regulations

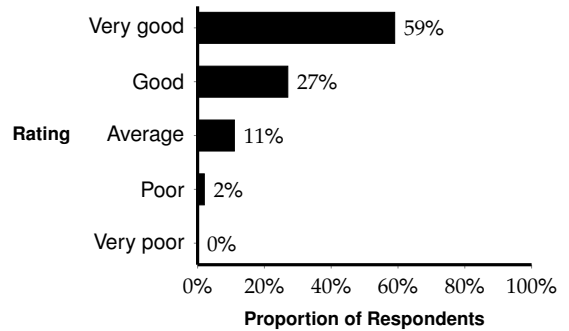
FY18: 117 Respondents



FY18 Satisfaction measure: 83%  
Mean score: 4.2

## Providing adequate signs on-site for direction and orientation

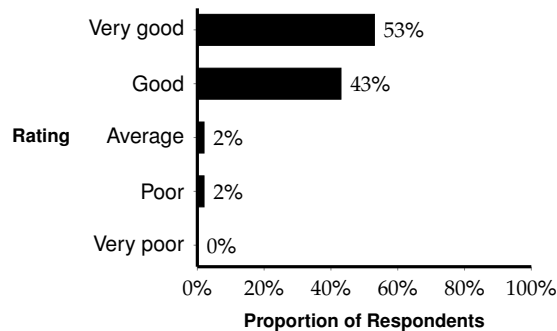
FY18: 125 Respondents



FY18 Satisfaction measure: 86%  
Mean score: 4.4

## Everything considered: Quality of BLM visitor information

FY18: 128 Respondents



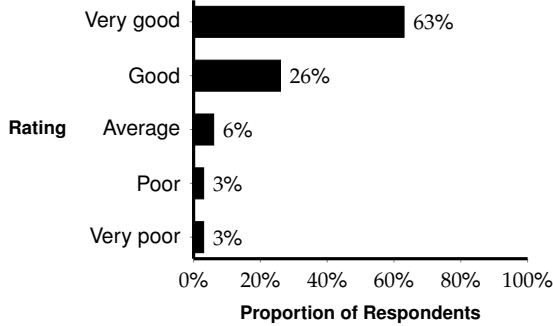
FY18 Satisfaction measure: 96%  
Mean score: 4.5



# Campbell Tract SMRA Developed Facilities

## Condition of roads for motorized vehicles

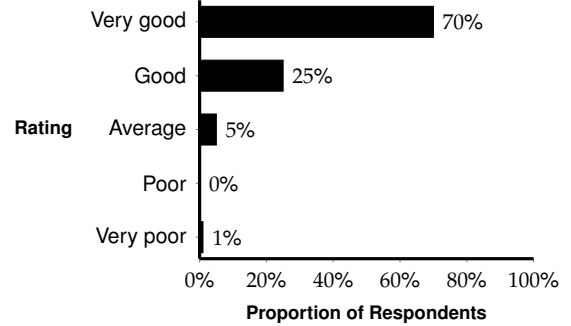
FY18: 120 Respondents



FY18 Satisfaction measure: 89%  
Mean score: 4.5

## Cleanliness of site

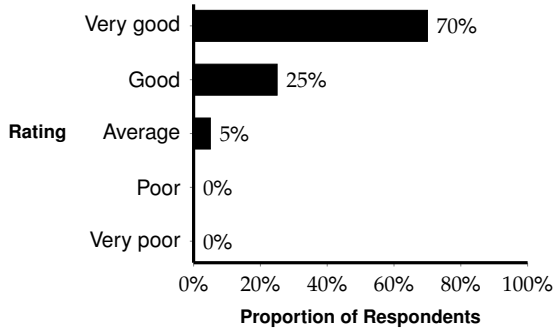
FY18: 128 Respondents



FY18 Satisfaction measure: 95%  
Mean score: 4.6

## Condition of trails for non-motorized use

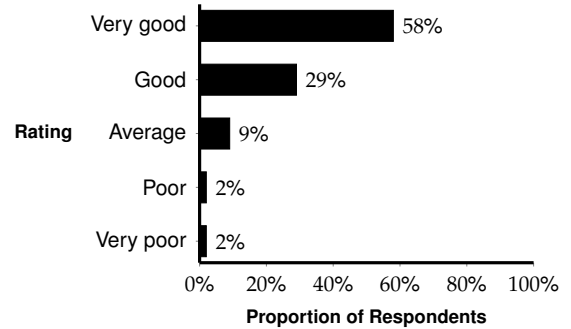
FY18: 127 Respondents



FY18 Satisfaction measure: 95%  
Mean score: 4.7

## Cleanliness of restrooms and other physical facilities

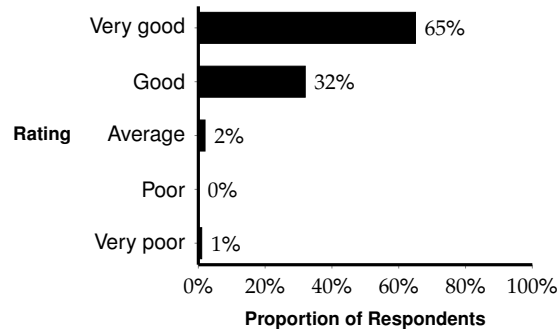
FY18: 106 Respondents



FY18 Satisfaction measure: 87%  
Mean score: 4.4

## Everything considered: Overall condition of developed facilities

FY18: 128 Respondents



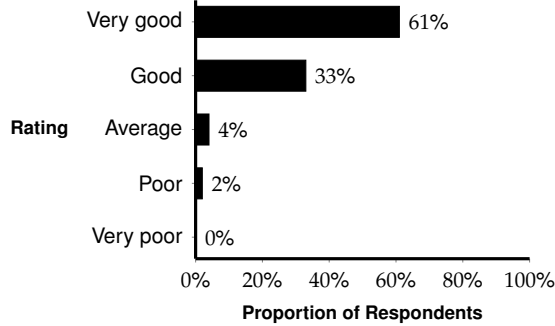
FY18 Satisfaction measure: 97%  
Mean score: 4.6

# Campbell Tract SMRA Recreation Use Management



## Managing the appropriate use of vehicles

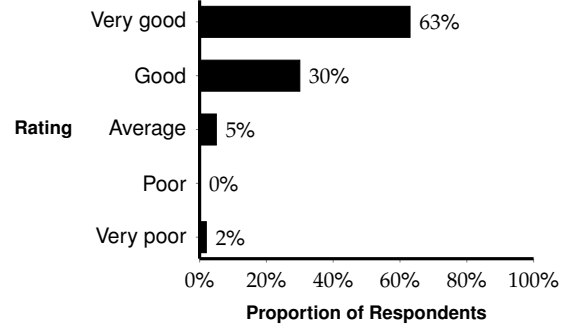
FY18: 109 Respondents



FY18 Satisfaction measure: 94%  
Mean score: 4.5

## Managing the number of people

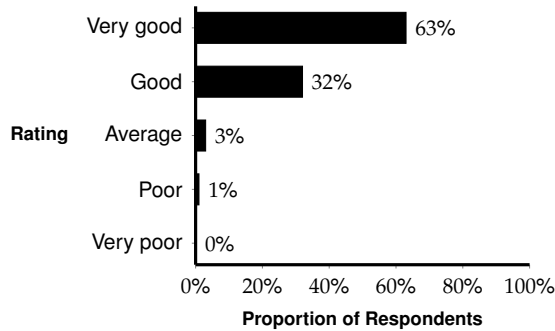
FY18: 112 Respondents



FY18 Satisfaction measure: 93%  
Mean score: 4.5

## Keeping noise at appropriate levels

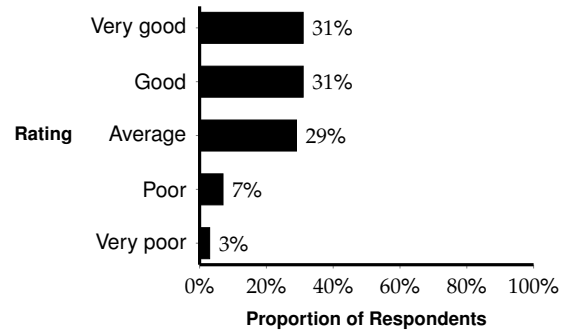
FY18: 117 Respondents



FY18 Satisfaction measure: 96%  
Mean score: 4.6

## Providing a sufficient law enforcement presence to prevent crime

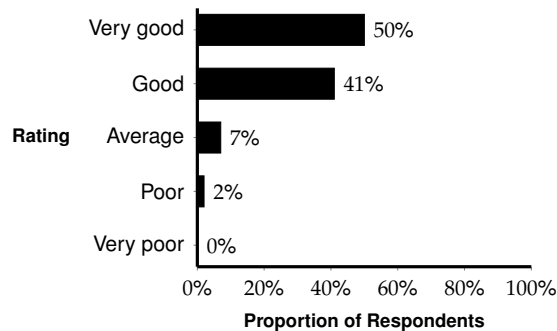
FY18: 91 Respondents



FY18 Satisfaction measure: 62%  
Mean score: 3.8

## Everything considered: Visitor and recreation management

FY18: 117 Respondents



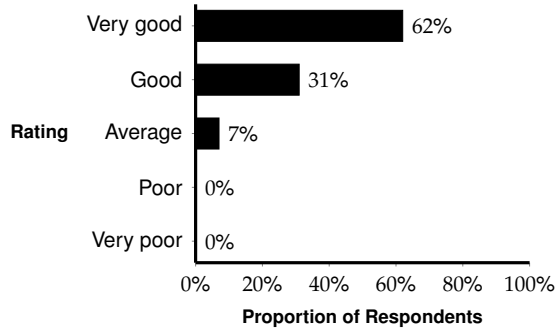
FY18 Satisfaction measure: 91%  
Mean score: 4.4



# Campbell Tract SMRA Resource Management

## Adequately protecting the natural resources

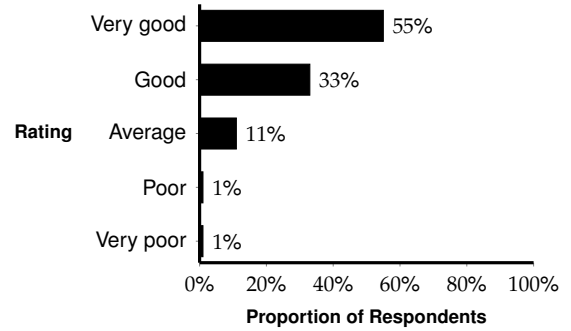
FY18: 127 Respondents



FY18 Satisfaction measure: 93%  
Mean score: 4.6

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

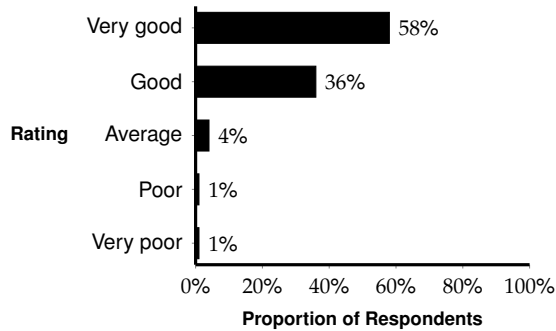
FY18: 122 Respondents



FY18 Satisfaction measure: 88%  
Mean score: 4.4

## Adequately protecting the cultural resources

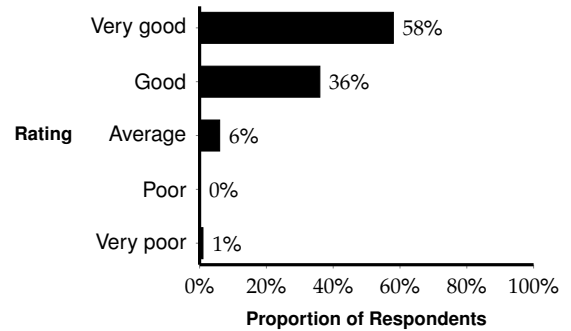
FY18: 108 Respondents



FY18 Satisfaction measure: 94%  
Mean score: 4.5

## Everything considered: BLM Protection of natural and cultural resources

FY18: 126 Respondents



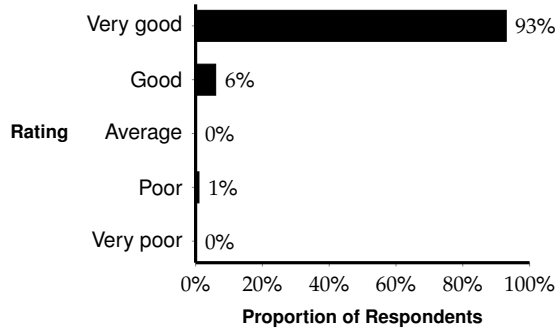
FY18 Satisfaction measure: 94%  
Mean score: 4.5

# Campbell Tract SMRA BLM Staff and Service



## Staff treated me courteously

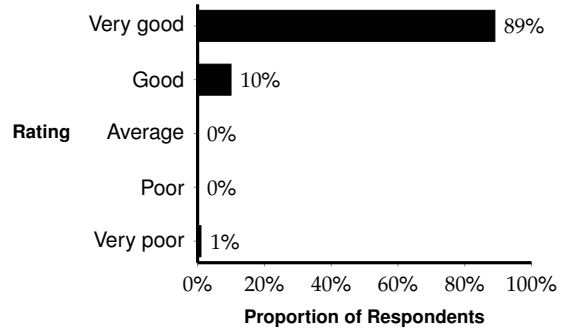
FY18: 98 Respondents



FY18 Satisfaction measure: 99%  
Mean score: 4.9

## Staff demonstrated knowledge about natural and cultural resources

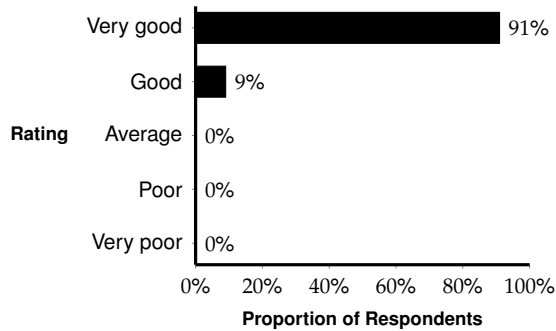
FY18: 89 Respondents



FY18 Satisfaction measure: 99%  
Mean score: 4.9

## Staff demonstrated knowledge about recreational opportunities

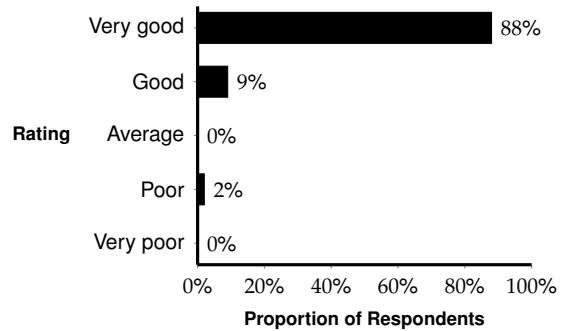
FY18: 89 Respondents



FY18 Satisfaction measure: 100%  
Mean score: 4.9

## Everything considered: Performance of BLM staff

FY18: 95 Respondents



FY18 Satisfaction measure: 98%  
Mean score: 4.8

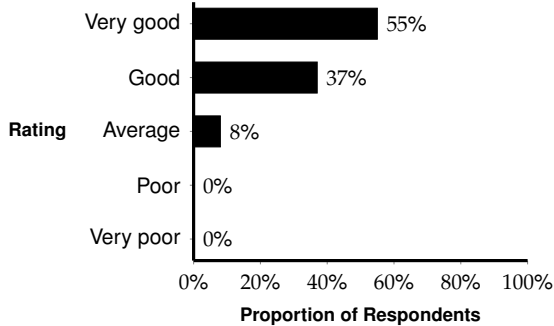


# Campbell Tract SMRA

## Providing Educational and Interpretive Material

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

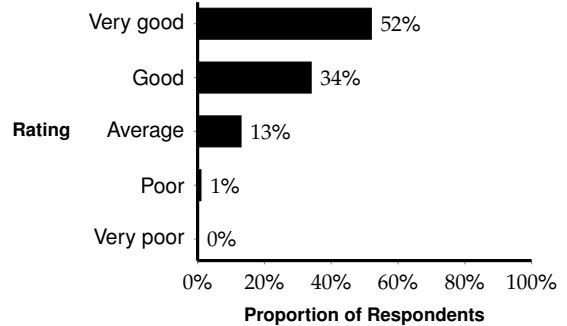
FY18: 97 Respondents



FY18 Satisfaction measure: 92%  
Mean score: 4.5

### Providing stewardship information on protecting cultural and natural resources

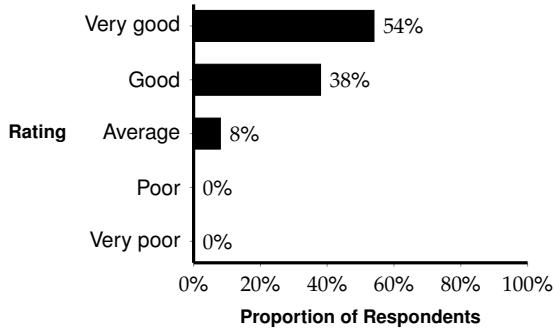
FY18: 101 Respondents



FY18 Satisfaction measure: 86%  
Mean score: 4.4

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

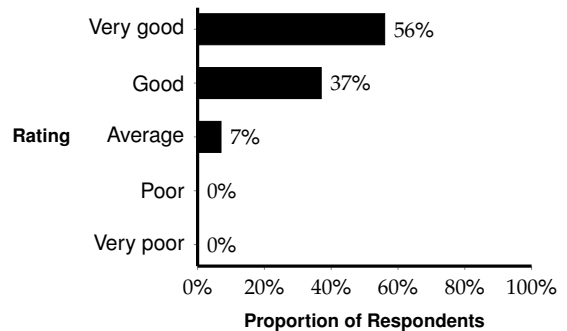
FY18: 95 Respondents



FY18 Satisfaction measure: 92%  
Mean score: 4.5

### Everything considered: BLM interpretive and educational program

FY18: 102 Respondents



FY18 Satisfaction measure: 93%  
Mean score: 4.5

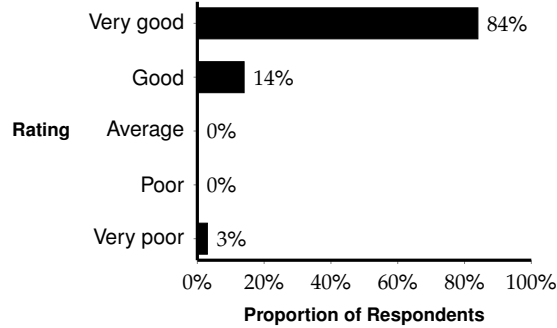


# Campbell Tract SMRA Programs & Fees



## Quality of program(s) attended

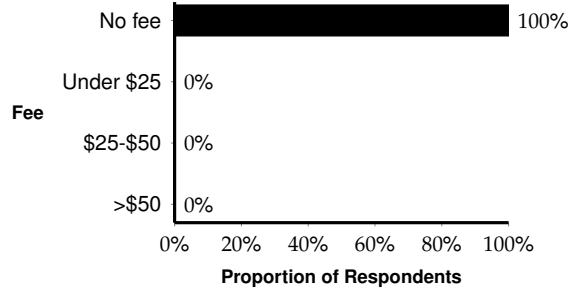
FY18: 37 Respondents



FY18 Satisfaction measure: 97%  
Mean score: 4.8

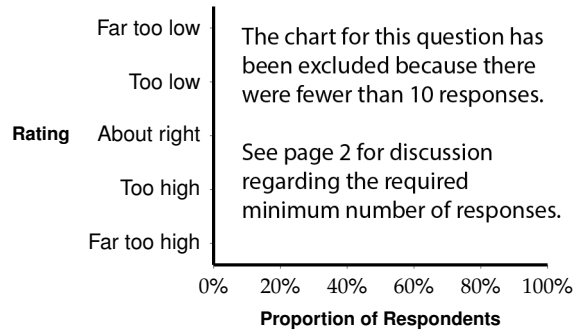
## Total fees paid

FY18: 116 Respondents



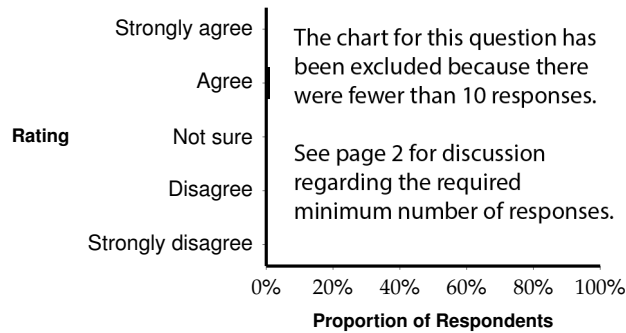
## How appropriate was the fee charged for this site/area?

FY18: 0 Respondents



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

FY18: 1 Respondents



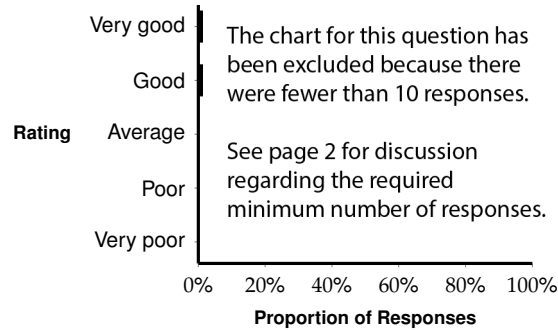


# Campbell Tract SMRA

## Commercial Recreation Operations & Activities

### Quality of Commercial Services

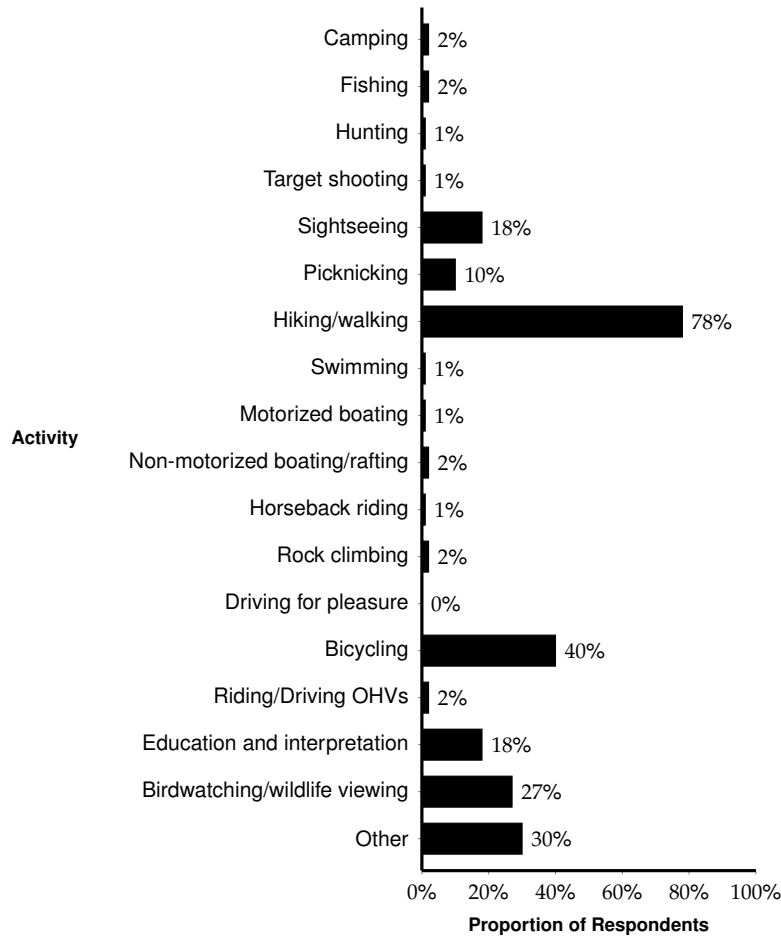
FY18: 8 Responses\*



FY18 Satisfaction measure: NA  
Mean score: NA

### Activities

FY18: 119 Respondents\*\*



\*Each respondent could rate up to three services.

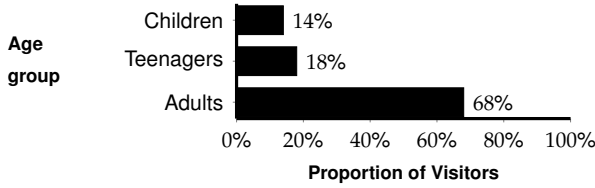
\*\*Percentages do not sum to 100 because respondents could select more than one activity.

# Campbell Tract SMRA Demographics



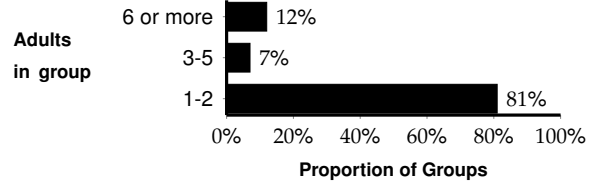
## Visitor age groups

FY18: 594 Visitors



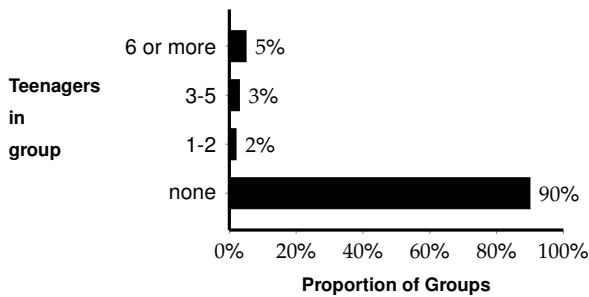
## Number of Adults (18 and over) in group

FY18: 115 Groups



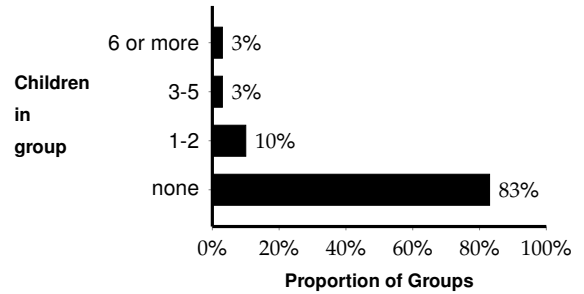
## Number of teenagers (13-17) in group

FY18: 119 Groups



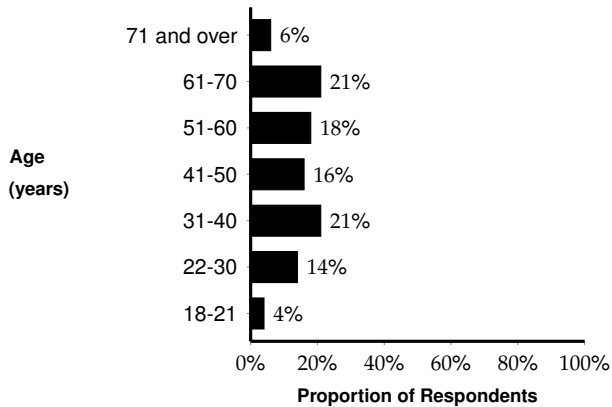
## Number of children (under 12) in group

FY18: 115 Groups



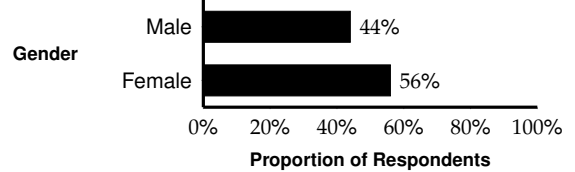
## Respondent age

FY18: 117 Respondents



## Respondent gender

FY18: 121 Respondents



## Alaska visitors came from 3 different counties.

FY18: 104 Respondents

County	Count
Anchorage Municipality	102
Other counties	2

## Visitors came from 4 states across the country

FY18: 110 Respondents

State	Count
AK	104
TX	3
IL	2
Other states	1

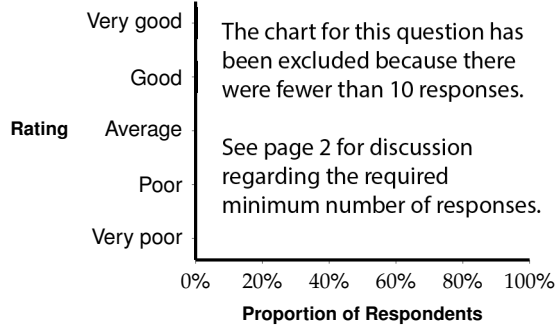


# Campbell Tract SMRA

## Accessibility for Visitors with Disabilities

### Ability to adequately use facilities

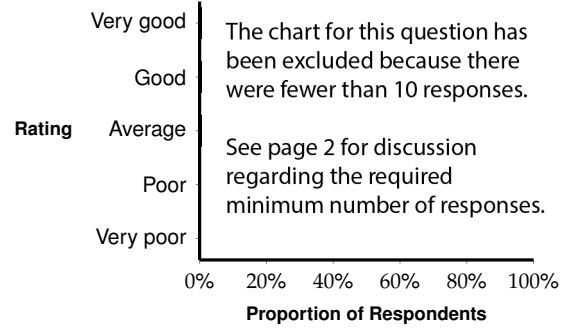
FY18: 4 Respondents



FY18 Satisfaction measure: NA  
Mean score: NA

### Ability to access exhibits, waysides, etc.

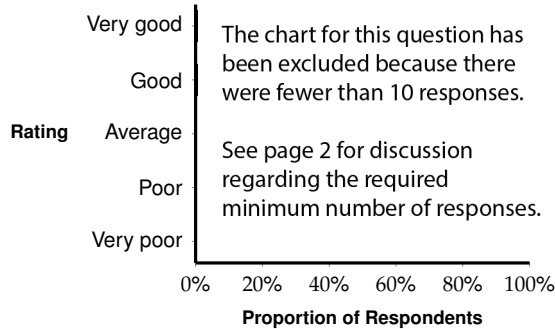
FY18: 4 Respondents



FY18 Satisfaction measure: NA  
Mean score: NA

### Ability to understand messages

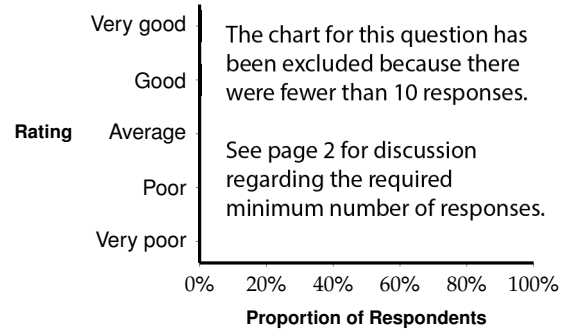
FY18: 3 Respondents



FY18 Satisfaction measure: NA  
Mean score: NA

### Ability to use services

FY18: 4 Respondents



FY18 Satisfaction measure: NA  
Mean score: NA



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