Blackwell Island Recreation Site 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 12 BLM recreation sites in 8 states during fiscal year 2005 (FY05). 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, managing recreation use, resource management, BLM staff and customer service, and educational and interpretive materials.

The results of the visitor satisfaction survey conducted at Blackwell Island Recreation Site are summarized in this data report. A description of the research methods and limitations can be found on the next page. Below (left) is a graph summarizing visitor opinions of the "overall quality of recreation experience." The satisfaction measure next to this graph is a combined percentage of "good" and "very good" responses. This is the primary performance measure for GPRA Goal 3.1 and should be used for reporting performance for this goal (NOTE: the satisfaction measure may not equal the sum of "very good" and "good" percentages due to rounding).

The response rate for this site survey was 100%. The graph and satisfaction measure 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 recreation experience

FY05: 282 respondents

Rating

Proportion of respondents

FY05 Satisfaction measure: 100%
Average evaluation score: 4.8

FY05 GPRA Satisfaction Measure

Percentage of site visitors satisfied overall with appropriate facilities, services, and recreational opportunities:

100%
Understanding the Results

Inside this report are graphs that illustrate the survey results. The report contains 8 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,” “adequate signs on site for direction,” 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.

Each graph includes the following information:

- The number of visitor responses for the indicator;
- The percentage of responses which were "very good," "good," "average," "poor," and "very poor;"
- A "satisfaction measure" that combines the percentage of total responses which were "very good" or "good;" and
- An average evaluation score (mean score) based on the following values: very poor= 1, poor= 2, average= 3, good= 4, very good= 5.

- The higher the average evaluation score, the more positive the visitor response
- Graph percentages may not equal 100% due to rounding

Research Methods

Surveys were distributed to a random sample of visitors at this site during a selected period in FY05. The survey response rate is described on the first page of this report, meaning that 100% of those randomly sampled responded to the survey. 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 was 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. All percentage calculations were rounded to the nearest percent.

The survey response rate is described on the first page of this report. The sample size (n) varies from figure to figure, depending on the number of responses.

Caution is advised when interpreting any data with a sample size of less than 30. In such cases, the word “CAUTION!” is included in the graph. This report excludes any indicator with less than 10 responses.

For most indicators, the survey data are expected to be accurate with in ± 6% with 95% confidence. This means that if different samples had been drawn, the results would have been similar (±6%) 95 out of 100 times.

For more information about this survey, contact Jennifer Hoger, BLM Survey Project Coordinator at the University of Idaho Park Studies Unit (208) 885-4806
Blackwell Island Recreation Site
Primary Activities at this Site/Area

**Primary activities**

FY05: 290 respondents**

- Camping: 6%
- Fishing: 18%
- Hunting: 2%
- Sightseeing: 9%
- Picnicking: 11%
- Hiking/walking: 7%
- Swimming: 22%
- Motorized boating: 81%
- Non-motorized boating/kayaking: 4%
- Horseback riding: 1%
- Bicycling: 2%
- Motorized recreation vehicles: 5%
- Education and interpretation: 1%
- Birdwatching/wildlife viewing: 4%
- Other: 0%

**Percentages do not equal 100 because visitors could choose more than one activity.

Blackwell Island Recreation Site
Visitor Information

**Providing useful maps and brochures**

FY05: 279 respondents

- Very poor: 4%
- Poor: 12%
- Average: 4%
- Good: 32%
- Very good: 64%

**Ensuring public awareness of rules and regulations**

FY05: 279 respondents

- Very poor: 1%
- Poor: 6%
- Average: 26%
- Good: 37%
- Very good: 56%

Blackwell Island Recreation Site
Site Specific Goal

**Providing adequate signs on site for direction and orientation**

FY05: 312 respondents

- Very poor: 5%
- Poor: 13%
- Average: 5%
- Good: 29%
- Very good: 68%

**Everything considered: quality of BLM visitor information**

FY05: 312 respondents

- Very poor: 2%
- Poor: 0%
- Average: 4%
- Good: 28%
- Very good: 72%

FY05: Satisfaction measure: 97%
Average evaluation score: 4.7

FY05: Satisfaction measure: 97%
Average evaluation score: 4.5

FY05: Satisfaction measure: 99%
Average evaluation score: 4.6

FY05: Satisfaction measure: 96%
Average evaluation score: 4.6
Blackwell Island Recreation Site
Developed Facilities

Maintaining roads for motorized vehicles
FY05: 316 respondents

Rating

Very good 62%
Good 10%
Average 10%
Poor 8%
Very poor 10%

FY05: Satisfaction measure: 99%
Average evaluation score: 4.9

Maintaining a clean site
FY05: 313 respondents

Rating

Very good 49%
Good 14%
Average 10%
Poor 10%
Very poor 10%

FY05: Satisfaction measure: 98%
Average evaluation score: 4.8

Maintaining trails for non-motorized use
FY05: 265 respondents

Rating

Very good 19%
Good 10%
Average 10%
Poor 10%
Very poor 10%

FY05: Satisfaction measure: 96%
Average evaluation score: 4.7

Maintaining cleanliness of restrooms and other physical facilities
FY05: 297 respondents

Rating

Very good 30%
Good 10%
Average 10%
Poor 10%
Very poor 10%

FY05: Satisfaction measure: 95%
Average evaluation score: 4.8

Everything considered: overall condition of developed facilities
FY05: 317 respondents

Rating

Very good 62%
Good 17%
Average 8%
Poor 10%
Very poor 3%

FY05: Satisfaction measure: 100%
Average evaluation score: 4.8

Blackwell Island Recreation Site
Fees

Total fees paid
FY05: 262 respondents

Amount spent

> $50 0%
$25 - $50 11%
Under $25 32%
No fees 56%

FY05: Satisfaction measure: 98%
Average evaluation score: 4.8

How appropriate was the fee charged for this site/area?
FY05: 262 respondents

Rating

Far too high 1%
Too high 3%
About right 45%
Too low 43%
Far too low 1%

FY05: Satisfaction measure: 99%
Average evaluation score: 4.8

The value of the recreation opportunity was at least equal to the fee asked to pay.
FY05: 261 respondents

Rating

Strongly agree 9%
Agree 15%
Not Sure 15%
Disagree 5%
Strongly disagree 5%

FY05: Satisfaction measure: 100%
Average evaluation score: 4.8
Managing the appropriate use of vehicles
FY05: 276 respondents
Very poor 6%
Poor 17%
Average 30%
Good 25%
Very good 22%

Rating
Proportion of respondents
0% 20% 40% 60% 80% 100%

Managing the number of people
FY05: 273 respondents
Very poor 6%
Poor 16%
Average 32%
Good 24%
Very good 13%

Rating
Proportion of respondents
0% 20% 40% 60% 80% 100%

Keeping noise at appropriate levels
FY05: 207 respondents
Very poor 0%
Poor 2%
Average 15%
Good 34%
Very good 53%

Rating
Proportion of respondents
0% 20% 40% 60% 80% 100%

Providing sufficient law enforcement presence to prevent crime
FY05: 206 respondents
Very poor 1%
Poor 9%
Average 32%
Good 38%
Very good 28%

Rating
Proportion of respondents
0% 20% 40% 60% 80% 100%

Providing information about resource preservation and management in this area
FY05: 191 respondents
Very poor 2%
Poor 10%
Average 28%
Good 32%
Very good 28%

Rating
Proportion of respondents
0% 20% 40% 60% 80% 100%

Should the BLM provide more educational and interpretive material about this area’s resources?
FY05: 252 respondents
Yes 96%
No 4%

Rating
Proportion of respondents
0% 20% 40% 60% 80% 100%

Everything considered: visitor and recreation management
FY05: 299 respondents
Very poor 3%
Poor 8%
Average 27%
Good 37%
Very good 32%

Rating
Proportion of respondents
0% 20% 40% 60% 80% 100%

Everything considered: interpretive and educational program
FY05: 218 respondents
Very poor 2%
Poor 4%
Average 7%
Good 23%
Very good 68%

Rating
Proportion of respondents
0% 20% 40% 60% 80% 100%

Providing stewardship information on how to protect the cultural and natural resources
FY05: 289 respondents
Very poor 5%
Poor 18%
Average 28%
Good 29%
Very good 19%

Rating
Proportion of respondents
0% 20% 40% 60% 80% 100%

Providing quality educational and interpretive material about the resources at this site
FY05: 263 respondents
Very poor 5%
Poor 18%
Average 29%
Good 28%
Very good 28%

Rating
Proportion of respondents
0% 20% 40% 60% 80% 100%

Providing a sufficient quantity of educational and interpretive materials about the resources at this site
FY05: 263 respondents
Very poor 5%
Poor 18%
Average 29%
Good 28%
Very good 28%

Rating
Proportion of respondents
0% 20% 40% 60% 80% 100%
### Blackwell Island Recreation Site
#### Resource Management

**Report # BLIS05**

**Adequately protecting the natural resources**

<table>
<thead>
<tr>
<th>Rating</th>
<th>FY05</th>
<th>Proportion of respondents</th>
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</thead>
<tbody>
<tr>
<td>Very poor</td>
<td>1%</td>
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<tr>
<td>Poor</td>
<td>7%</td>
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<tr>
<td>Average</td>
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<td></td>
</tr>
<tr>
<td>Good</td>
<td>32%</td>
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<tr>
<td>Very good</td>
<td>35%</td>
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</table>

FY05: 297 respondents

Satisfaction measure: 99%
Average evaluation score: 4.7

**Ensuring that visitor activities do not infringe on resource protection**

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<tr>
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<td>9%</td>
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<tr>
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<tr>
<td>Good</td>
<td>32%</td>
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<tr>
<td>Very good</td>
<td>56%</td>
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</tbody>
</table>

FY05: 273 respondents

Satisfaction measure: 99%
Average evaluation score: 4.7

**Adequately protecting the cultural resources**

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<td>27%</td>
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<tr>
<td>Average</td>
<td>3%</td>
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</tr>
<tr>
<td>Good</td>
<td>44%</td>
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<tr>
<td>Very good</td>
<td>31%</td>
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FY05: 258 respondents

Satisfaction measure: 98%
Average evaluation score: 4.7

**Everything considered: BLM protection of natural and cultural resources**

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FY05: 267 respondents

Satisfaction measure: 98%
Average evaluation score: 4.6

**Staff treated me courteously**

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FY05: 260 respondents

Satisfaction measure: 99%
Average evaluation score: 4.6

**Staff demonstrated knowledge about the natural and cultural resources in the area**

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FY05: 258 respondents

Satisfaction measure: 98%
Average evaluation score: 4.7

**Staff demonstrated knowledge about recreational opportunities in the area**

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FY05: 235 respondents

Satisfaction measure: 98%
Average evaluation score: 4.7

**Everything considered: performance of BLM staff**

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FY05: 258 respondents

Satisfaction measure: 98%
Average evaluation score: 4.7

**Everything considered: performance of BLM staff**

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FY05: 258 respondents

Satisfaction measure: 98%
Average evaluation score: 4.7

**Satisfaction measure**

- **FY05:** Satisfaction measure: 99%
  Average evaluation score: 4.7
- **FY05:** Satisfaction measure: 96%
  Average evaluation score: 4.6
- **FY05:** Satisfaction measure: 98%
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- **FY05:** Satisfaction measure: 98%
  Average evaluation score: 4.7
- **FY05:** Satisfaction measure: 100%
  Average evaluation score: 4.9
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