Pink House 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 17 BLM recreation sites in 11 states during fiscal year 2006 (FY06). 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 Pink House 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 N/A. 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

<table>
<thead>
<tr>
<th>Rating</th>
<th>FY06: 27 respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>70%</td>
</tr>
<tr>
<td>Good</td>
<td>30%</td>
</tr>
<tr>
<td>Average</td>
<td>0%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY06 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.

```
                     Very
                      Poor
                    1  2  3  4  5 Very
                     Good
```

- 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 FY06. The survey response rate is described on the first page of this report, meaning that N/A% 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 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. 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 Russell, BLM Survey Project Coordinator at the University of Idaho Park Studies Unit (208) 885-4806
Providing useful maps and brochures

FY06: 18 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>44%</td>
</tr>
<tr>
<td>Good</td>
<td>28%</td>
</tr>
<tr>
<td>Average</td>
<td>11%</td>
</tr>
<tr>
<td>Poor</td>
<td>11%</td>
</tr>
<tr>
<td>Very poor</td>
<td>6%</td>
</tr>
</tbody>
</table>

FY06: Satisfaction measure: 72%
Average evaluation score: 3.9

Providing adequate signs on site for direction and orientation

FY06: 26 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>68%</td>
</tr>
<tr>
<td>Good</td>
<td>31%</td>
</tr>
<tr>
<td>Average</td>
<td>0%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY06: Satisfaction measure: 100%
Average evaluation score: 4.7

Ensuring public awareness of rules and regulations

FY06: 24 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>58%</td>
</tr>
<tr>
<td>Good</td>
<td>42%</td>
</tr>
<tr>
<td>Average</td>
<td>0%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY06: Satisfaction measure: 100%
Average evaluation score: 4.6

Everything considered: quality of BLM visitor information

FY06: 27 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>44%</td>
</tr>
<tr>
<td>Good</td>
<td>33%</td>
</tr>
<tr>
<td>Average</td>
<td>19%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>4%</td>
</tr>
</tbody>
</table>

FY06: Satisfaction measure: 78%
Average evaluation score: 4.1
Pink House Recreation Site
Developed Facilities

Maintaining roads for motorized vehicles
FY06: 27 respondents
Very good: 93%
Good: 7%
Average: 0%
Poor: 0%
Very poor: 0%
CAUTION!
FY06: Satisfaction measure: 100%
Average evaluation score: 4.9

Maintaining trails for non-motorized use
FY06: 14 respondents
Very good: 36%
Good: 57%
Average: 7%
Poor: 0%
Very poor: 0%
CAUTION!
FY06: Satisfaction measure: 93%
Average evaluation score: 4.3

Maintaining a clean site
FY06: 27 respondents
Very good: 89%
Good: 11%
Average: 0%
Poor: 0%
Very poor: 0%
CAUTION!
FY06: Satisfaction measure: 100%
Average evaluation score: 4.9

Maintaining cleanliness of restrooms and other physical facilities
FY06: 24 respondents
Very good: 79%
Good: 17%
Average: 4%
Poor: 0%
Very poor: 0%
CAUTION!
FY06: Satisfaction measure: 96%
Average evaluation score: 4.8

Everything considered: overall condition of developed facilities
FY06: 28 respondents
Very good: 86%
Good: 14%
Average: 0%
Poor: 0%
Very poor: 0%
CAUTION!
FY06: Satisfaction measure: 100%
Average evaluation score: 4.9
Managing the appropriate use of vehicles

FY06: 26 respondents

Rating

- Very good: 73%
- Good: 23%
- Average: 4%
- Poor: 0%
- Very poor: 0%

CAUTION!

FY06: Satisfaction measure: 96%
Average evaluation score: 4.7

Keeping noise at appropriate levels

FY06: 26 respondents

Rating

- Very good: 69%
- Good: 27%
- Average: 4%
- Poor: 0%
- Very poor: 0%

CAUTION!

FY06: Satisfaction measure: 96%
Average evaluation score: 4.6

Providing sufficient law enforcement presence to prevent crime

FY06: 21 respondents

Rating

- Very good: 52%
- Good: 38%
- Average: 10%
- Poor: 0%
- Very poor: 0%

CAUTION!

FY06: Satisfaction measure: 90%
Average evaluation score: 4.4

Everything considered: visitor and recreation management

FY06: 28 respondents

Rating

- Very good: 71%
- Good: 26%
- Average: 4%
- Poor: 0%
- Very poor: 0%

CAUTION!

FY06: Satisfaction measure: 96%
Average evaluation score: 4.6
Pink House Recreation Site
Resource Management

Adequately protecting the natural resources
FY06: 22 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>55%</td>
</tr>
<tr>
<td>Good</td>
<td>41%</td>
</tr>
<tr>
<td>Average</td>
<td>5%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY06 Satisfaction measure: 95%
Average evaluation score: 4.5

Adequately protecting the cultural resources
FY06: 16 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>56%</td>
</tr>
<tr>
<td>Good</td>
<td>38%</td>
</tr>
<tr>
<td>Average</td>
<td>6%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY06 Satisfaction measure: 94%
Average evaluation score: 4.5

Ensuring that visitor activities do not infringe on resource protection
FY06: 22 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>50%</td>
</tr>
<tr>
<td>Good</td>
<td>40%</td>
</tr>
<tr>
<td>Average</td>
<td>5%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY06 Satisfaction measure: 95%
Average evaluation score: 4.5

Everything considered: BLM protection of natural and cultural resources
FY06: 25 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>48%</td>
</tr>
<tr>
<td>Good</td>
<td>44%</td>
</tr>
<tr>
<td>Average</td>
<td>8%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY06 Satisfaction measure: 92%
Average evaluation score: 4.4
Staff treated me courteously
FY06: 27 respondents
- Very good: 89%
- Good: 7%
- Average: 4%
- Poor: 0%
- Very poor: 0%

Staff demonstrated knowledge about the natural and cultural resources in the area
FY06: 18 respondents
- Very good: 72%
- Good: 22%
- Average: 8%
- Poor: 0%
- Very poor: 0%

Staff demonstrated knowledge about recreational opportunities in the area
FY06: 22 respondents
- Very good: 92%
- Good: 18%
- Average: 0%
- Poor: 0%
- Very poor: 0%

Everything considered: performance of BLM staff
FY06: 27 respondents
- Very good: 76%
- Good: 22%
- Average: 4%
- Poor: 0%
- Very poor: 0%
Pink House Recreation Site
Providing Educational and Interpretive Material

Providing quality educational and interpretive material about the resources at this site
FY06: 16 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>38%</td>
</tr>
<tr>
<td>Good</td>
<td>38%</td>
</tr>
<tr>
<td>Average</td>
<td>19%</td>
</tr>
<tr>
<td>Poor</td>
<td>6%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY06 Satisfaction measure: 75%
Average evaluation score: 4.1

Providing a sufficient quantity of educational and interpretive materials about the resources at this site
FY06: 15 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>40%</td>
</tr>
<tr>
<td>Good</td>
<td>40%</td>
</tr>
<tr>
<td>Average</td>
<td>7%</td>
</tr>
<tr>
<td>Poor</td>
<td>13%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY06 Satisfaction measure: 80%
Average evaluation score: 4.1

Providing stewardship information on how to protect the cultural and natural resources
FY06: 15 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>40%</td>
</tr>
<tr>
<td>Good</td>
<td>40%</td>
</tr>
<tr>
<td>Average</td>
<td>7%</td>
</tr>
<tr>
<td>Poor</td>
<td>13%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY06 Satisfaction measure: 80%
Average evaluation score: 4.1

Providing information about resource preservation and management in this area
FY06: 14 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>29%</td>
</tr>
<tr>
<td>Good</td>
<td>43%</td>
</tr>
<tr>
<td>Average</td>
<td>14%</td>
</tr>
<tr>
<td>Poor</td>
<td>14%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY06 Satisfaction measure: 71%
Average evaluation score: 3.9

Everything considered: interpretive and educational program
FY06: 18 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>44%</td>
</tr>
<tr>
<td>Good</td>
<td>33%</td>
</tr>
<tr>
<td>Average</td>
<td>11%</td>
</tr>
<tr>
<td>Poor</td>
<td>11%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
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</tbody>
</table>

FY06 Satisfaction measure: 78%
Average evaluation score: 4.1

Should the BLM provide more educational and interpretive material about this area’s resources?
FY06: 19 respondents

<table>
<thead>
<tr>
<th>Question</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>47%</td>
</tr>
<tr>
<td>No</td>
<td>53%</td>
</tr>
</tbody>
</table>

FY06 Satisfaction measure: 78%
Average evaluation score: 4.1
Each indicator is also provided a sufficient data set.

FY06: Satisfaction measure: 100%

FY06: Satisfaction measure: 75%

FY06: Satisfaction measure: 93%

FY06: Satisfaction measure: 94%

CAUTION! Should the BLM provide more horseback riding opportunities?

Providing useful visitor information is the primary performance measure for GPRA Goal 3.1 and should be used for reporting performance for each site's performance related to BLM GPRA Goal 3.1 - Recreation.

Adequately protecting the cultural natural and educational values.

Visitors were sampled at the Pink House Recreation Site.

Purpose:

- Education
- Recreation
- Research

Rating

- Strongly agree
- Agree
- Not sure
- Disagree
- Strongly disagree

CAUTION! About right

<table>
<thead>
<tr>
<th>Total fees paid</th>
<th>FY06: 28 respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount spent</td>
<td>Proportion of respondents</td>
</tr>
<tr>
<td>No fees</td>
<td>4%</td>
</tr>
<tr>
<td>Under $25</td>
<td>64%</td>
</tr>
<tr>
<td>$25 - $50</td>
<td>11%</td>
</tr>
<tr>
<td>&gt; $50</td>
<td>21%</td>
</tr>
</tbody>
</table>

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

FY06: 28 respondents

Rating

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

CAUTION!

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

FY06: 27 respondents

Rating

- Strongly agree
- Agree
- Not sure
- Disagree
- Strongly disagree

CAUTION!
Pink House Recreation Site
Primary Activities at this Site/Area

**Primary activities**
FY06: 26 respondents**

- Camping: 88%
- Fishing: 38%
- Hunting: 4%
- Sightseeing: 38%
- Picnicking: 4%
- Hiking/walking: 27%
- Swimming: 8%
- Motorized boating: 8%
- Non-motorized boating/rafting: 4%
- Horseback riding: 0%
- Bicycling: 8%
- Motorized recreation vehicles: 8%
- Education and interpretation: 4%
- Birdwatching/wildlife viewing: 19%
- Other: 12%

CAUTION!

**Percentages do not equal 100 because visitors could choose more than one activity.**
Pink House Recreation Site
Demographics

Visitor group composition
FY06: 26 groups

- Adults (18 and over) 80%
- Teenagers (13-17) 9%
- Children (under 12) 8%

Proportion of groups

Number of adults (18 and over) in group
FY06: 26 groups

- 6 and more 0%
- 3-5 4%
- 1-2 96%

Proportion of groups

Number of teenagers (13-17) in group
FY06: 26 groups

- 6 and more 0%
- 3-5 0%
- 1-2 12%
- none 88%

Proportion of groups

Number of children (under 12) in group
FY06: 26 groups

- 6 and more 0%
- 3-5 0%
- 1-2 12%
- none 88%

Proportion of groups

Respondent age
FY06: 26 respondents

- 71 and over 4%
- 61-70 8%
- 51-60 12%
- 41-50 19%
- 31-40 54%
- 22-30 4%

Number of respondents

Gender
FY06: 27 respondents

- Male 56%
- Female 44%

Number of respondents
In order for the Bureau of Land Management (BLM) to comply with the Government Performance and Results Act (GPRA) it must conduct a comprehensive evaluation of its performances and prepare a report summarizing the data. The purpose of this section is to demonstrate the capability of the BLM to manage its resources, facilities, and programs and to provide a site visit and data analysis. The evaluations will be conducted to provide the BLM with the necessary information to make informed decisions regarding the management of its resources and facilities.

The evaluation will be conducted using the following criteria:

1. Site Visit: The site will be visited to observe and document the condition of developed facilities, resources, and environmental impacts. The site visit will be conducted by a team of evaluators who will assess the site's condition and make recommendations for improvements.

2. Data Analysis: The data collected during the site visit will be analyzed to determine the site's performance and to identify areas for improvement. The data will be used to prepare a report summarizing the findings of the evaluation.

3. Recommendations: Based on the results of the evaluation, recommendations will be made to improve the site's performance and to ensure compliance with relevant rules and regulations.

By conducting a comprehensive evaluation and preparing a report summarizing the data, the BLM will be able to demonstrate its capability to manage its resources, facilities, and programs effectively. This will enable the BLM to make informed decisions regarding the management of its resources and facilities and to ensure compliance with relevant rules and regulations.