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 Snake River Birds of Prey NCA 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 69%. 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>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>59%</td>
</tr>
<tr>
<td>Good</td>
<td>38%</td>
</tr>
<tr>
<td>Average</td>
<td>4%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
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<tr>
<td>Very poor</td>
<td>0%</td>
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**FY06 GPRA Satisfaction Measure**

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

96%

Average evaluation score: 4.6

Report prepared by the University of Idaho Park Studies Unit for the Bureau of Land Management, US Department of the Interior
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 69% 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
Snake River Birds of Prey NCA
Visitor Information

Providing useful maps and brochures
FY06: 93 respondents
- Very good: 29%
- Good: 57%
- Average: 9%
- Poor: 4%
- Very poor: 1%

Providing adequate signs on site for direction and orientation
FY06: 111 respondents
- Very good: 44%
- Good: 44%
- Average: 9%
- Poor: 3%
- Very poor: 0%

Ensuring public awareness of rules and regulations
FY06: 110 respondents
- Very good: 28%
- Good: 60%
- Average: 9%
- Poor: 3%
- Very poor: 0%

Everything considered: quality of BLM visitor information
FY06: 114 respondents
- Very good: 40%
- Good: 48%
- Average: 10%
- Poor: 1%
- Very poor: 1%

FY06
- Satisfaction measure: 86%
  Average evaluation score: 4.1

FY06
- Satisfaction measure: 88%
  Average evaluation score: 4.3

FY06
- Satisfaction measure: 88%
  Average evaluation score: 4.3

FY06
- Satisfaction measure: 89%
  Average evaluation score: 4.3

Report # SNRI-summer06
3
Snake River Birds of Prey NCA
Developed Facilities

Maintaining roads for motorized vehicles
FY06: 111 respondents

Rating

- Very good: 50%
- Good: 40%
- Average: 4%
- Poor: 0%
- Very poor: 0%

FY06 Satisfaction measure: 96%
Average evaluation score: 4.5

Maintaining a clean site
FY06: 116 respondents

Rating

- Very good: 63%
- Good: 33%
- Average: 3%
- Poor: 0%
- Very poor: 1%

FY06 Satisfaction measure: 96%
Average evaluation score: 4.6

Maintaining trails for non-motorized use
FY06: 94 respondents

Rating

- Very good: 52%
- Good: 39%
- Average: 7%
- Poor: 0%
- Very poor: 1%

FY06 Satisfaction measure: 91%
Average evaluation score: 4.4

Maintaining cleanliness of restrooms and other physical facilities
FY06: 100 respondents

Rating

- Very good: 62%
- Good: 30%
- Average: 7%
- Poor: 1%
- Very poor: 0%

FY06 Satisfaction measure: 92%
Average evaluation score: 4.5

Everything considered: overall condition of developed facilities
FY06: 115 respondents

Rating

- Very good: 58%
- Good: 39%
- Average: 3%
- Poor: 0%
- Very poor: 0%

FY06 Satisfaction measure: 97%
Average evaluation score: 4.6
Snake River Birds of Prey NCA
Managing Visitor and Recreation Use

Managing the number of people
FY06: 92 respondents
Rating
Very good 49%
Good 49%
Average 2%
Poor 0%
Very poor 0%
FY06: Satisfaction measure: 99%
Average evaluation score: 4.5

Managing the appropriate use of vehicles
FY06: 90 respondents
Rating
Very good 40%
Good 57%
Average 3%
Poor 0%
Very poor 0%
FY06: Satisfaction measure: 97%
Average evaluation score: 4.4

Keeping noise at appropriate levels
FY06: 96 respondents
Rating
Very good 51%
Good 44%
Average 5%
Poor 0%
Very poor 0%
FY06: Satisfaction measure: 95%
Average evaluation score: 4.5

Providing sufficient law enforcement presence to prevent crime
FY06: 63 respondents
Rating
Very good 27%
Good 51%
Average 19%
Poor 2%
Very poor 2%
FY06: Satisfaction measure: 78%
Average evaluation score: 4

Everything considered: visitor and recreation management
FY06: 106 respondents
Rating
Very good 40%
Good 51%
Average 8%
Poor 0%
Very poor 0%
FY06: Satisfaction measure: 94%
Average evaluation score: 4.4
Snake River Birds of Prey NCA Resource Management

Adequately protecting the natural resources
FY06: 111 respondents

- Very good: 46%
- Good: 45%
- Average: 7%
- Poor: 2%
- Very poor: 1%

FY06: Satisfaction measure: 90%
Average evaluation score: 4.3

Ensuring that visitor activities do not infringe on resource protection
FY06: 105 respondents

- Very good: 37%
- Good: 50%
- Average: 10%
- Poor: 2%
- Very poor: 1%

FY06: Satisfaction measure: 87%
Average evaluation score: 4.2

Adequately protecting the cultural resources
FY06: 88 respondents

- Very good: 39%
- Good: 48%
- Average: 10%
- Poor: 1%
- Very poor: 0%

FY06: Satisfaction measure: 86%
Average evaluation score: 4.2

Everything considered: BLM protection of natural and cultural resources
FY06: 111 respondents

- Very good: 41%
- Good: 48%
- Average: 8%
- Poor: 1%
- Very poor: 1%

FY06: Satisfaction measure: 90%
Average evaluation score: 4.3

Report # SNRI-summer06
Snake River Birds of Prey NCA
BLM Staff and Service

Staff treated me courteously
FY06: 112 respondents

<table>
<thead>
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<tbody>
<tr>
<td>Very good</td>
<td>86%</td>
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<tr>
<td>Good</td>
<td>14%</td>
</tr>
<tr>
<td>Average</td>
<td>1%</td>
</tr>
<tr>
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<td>0%</td>
</tr>
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FY06: Satisfaction measure: 99%
Average evaluation score: 4.8

Staff demonstrated knowledge about the natural and cultural resources in the area
FY06: 91 respondents

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<tr>
<td>Very good</td>
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</tr>
<tr>
<td>Good</td>
<td>22%</td>
</tr>
<tr>
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FY06: Satisfaction measure: 99%
Average evaluation score: 4.8

Staff demonstrated knowledge about recreational opportunities in the area
FY06: 90 respondents

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FY06: Satisfaction measure: 99%
Average evaluation score: 4.8

Everything considered: performance of BLM staff
FY06: 110 respondents

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FY06: Satisfaction measure: 97%
Average evaluation score: 4.7
Providing quality educational and interpretive material about the resources at this site

FY06: 88 respondents

- Very good: 38%
- Good: 43%
- Average: 17%
- Poor: 0%
- Very poor: 1%

Proportion of respondents

FY06: Satisfaction measure: 82%
Average evaluation score: 4.2

Providing stewardship information on how to protect the cultural and natural resources

FY06: 76 respondents

- Very good: 29%
- Good: 51%
- Average: 16%
- Poor: 4%
- Very poor: 2%

Proportion of respondents

FY06: Satisfaction measure: 80%
Average evaluation score: 4.1

Providing a sufficient quantity of educational and interpretive materials about the resources at this site

FY06: 83 respondents

- Very good: 29%
- Good: 45%
- Average: 25%
- Poor: 0%
- Very poor: 1%

Proportion of respondents

FY06: Satisfaction measure: 73%
Average evaluation score: 4

Providing information about resource preservation and management in this area

FY06: 72 respondents

- Very good: 22%
- Good: 57%
- Average: 14%
- Poor: 4%
- Very poor: 3%

Proportion of respondents

FY06: Satisfaction measure: 79%
Average evaluation score: 3.9

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

FY06: 105 respondents

- Yes: 66%
- No: 34%

Proportion of respondents

FY06: 85 respondents

- Very good: 33%
- Good: 52%
- Average: 13%
- Poor: 1%
- Very poor: 1%

Proportion of respondents

FY06: Satisfaction measure: 85%
Average evaluation score: 4.1

Everything considered: interpretive and educational program

FY06: 85 respondents

- Very good: 33%
- Good: 52%
- Average: 13%
- Poor: 1%
- Very poor: 1%

Proportion of respondents

FY06: Satisfaction measure: 85%
Average evaluation score: 4.1
**Snake River Birds of Prey NCA Fees**

### Total fees paid

**FY06: 116 respondents**

- No fees: 66%
- Under $25: 28%
- $25 - $50: 4%
- > $50: 2%

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

**FY06: 48 respondents**

- Far too low: 4%
- Too low: 4%
- About right: 81%
- Too high: 6%
- Far too high: 4%

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

**FY06: 45 respondents**

- Strongly agree: 22%
- Agree: 62%
- Not Sure: 4%
- Disagree: 7%
- Strongly disagree: 4%
Snake River Birds of Prey NCA
Primary Activities at this Site/Area

**Primary activities**
FY06: 110 respondents**

- Camping: 34%
- Fishing: 34%
- Hunting: 1%
- Sightseeing: 47%
- Picnicking: 31%
- Hiking/walking: 46%
- Swimming: 17%
- Motorized boating: 25%
- Non-motorized boating/rafting: 5%
- Horseback riding: 0%
- Bicycling: 4%
- Motorized recreation vehicles: 5%
- Education and interpretation: 14%
- Birdwatching/wildlife viewing: 52%
- Other: 0%

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

National Landscape Conservation System
Site Specific Goal

"As a National Conservation Area (NCA), this site’s designated purpose is for the conservation, protection, and enhancement of raptor populations and habitats and associated natural and environmental resources and values. Based on what you experienced at this area during your visit, do you think the BLM is achieving this goal?"

**Is the BLM achieving the site specific goal?**
FY06: 94 respondents

- Yes: 94%
- No: 6%
- Not sure: 0%
Snake River Birds of Prey NCA
Demographics

**Number of adults (18 and over) in group**
FY06: 101 groups

- 6 and over: 14%
- 3-5: 30%
- 1-2: 56%

**Number of children (under 12) in group**
FY06: 101 groups

- 6 and over: 3%
- 3-5: 9%
- 1-2: 15%

**Visitor group composition**
FY06: 101 groups

- Adults (18 and over): 76%
- Teenagers (13-17): 9%
- Children (under 13): 15%

**Number of respondents**
FY06: 108 respondents

- Gender: 53% Female, 47% Male

**Respondent age**
FY06: 111 respondents

- 18-21: 3%
- 22-30: 10%
- 31-40: 23%
- 41-50: 27%
- 51-60: 19%
- 61-70: 9%
- 71 and over: 3%

**Number of teenagers (13-17) in group**
FY06: 101 groups

- 6 and more: 2%
- 3-5: 0%
- 1-2: 11%
- none: 88%

**Number of children (under 12) in group**
FY06: 101 groups

- 6 and more: 3%
- 3-5: 0%
- 1-2: 15%
- none: 78%