Bureau of Land Management
2007 System-wide GPRA 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 21 BLM recreation sites in 12 states during fiscal year 2007 (FY07). 19 of the 21 sites successfully completed survey distribution and collection. 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 GPRA specific results of the visitor satisfaction survey conducted across the BLM system are summarized in this data report. 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 national response rate for the FY07 BLM visitor survey was 84%.

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**Overall quality of recreation experience**

FY07: 2264 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>7%</td>
</tr>
<tr>
<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

**FY07 GPRA Satisfaction Measure**

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

92%
Understanding the Results

Inside this report are graphs that illustrate the GPRA specific survey results. The report contains the 8 goal categories of data regarding BLM amenities, staff, and services. 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.

<table>
<thead>
<tr>
<th>Very Poor</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Very Good</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>

- 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 successfully distributed to a random sample of visitors at 19 sites during selected periods in FY07. The survey response rate is described on the first page of this report, meaning that 84% 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. 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.

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.

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.

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

FY07: 1491 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Rating (n=1491)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>39%</td>
</tr>
<tr>
<td>Agree</td>
<td>49%</td>
</tr>
<tr>
<td>Not Sure</td>
<td>12%</td>
</tr>
<tr>
<td>Disagree</td>
<td>9%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>1%</td>
</tr>
</tbody>
</table>

Proportion of respondents
Inside this report are graphs that illustrate the GPRA specific survey results. The report contains the 8 goal categories of data:

- Quality of BLM visitor information
- BLM protection of natural and cultural resources
- Overall condition of developed facilities
- Performance of BLM staff and service
- Visitor and recreation management
- Interpretive and educational programs
- Education programs
- Access and other services

For most indicators, the survey data are expected to be accurate within ±6% with 95% confidence. This means that if different samples from the same site were drawn, the results would be within this range 95% of the time.

The data reflect visitor opinions about this site's facilities, management, services, educational opportunities, and fees during the FY07 year. Surveys were successfully distributed to a random sample of visitors at 19 sites during selected periods in FY07. The survey results are summarized in this data report. Below is a graph showing the satisfaction measure for each category.

- **Quality of BLM visitor information**
  - FY07: 2333 respondents
  - Very good: 37%
  - Good: 48%
  - Average: 12%
  - Poor: 2%
  - Very poor: 1%
  - Satisfaction measure: 84%
  - Average evaluation score: 4.2

- **BLM protection of natural and cultural resources**
  - FY07: 2272 respondents
  - Very good: 30%
  - Good: 47%
  - Average: 12%
  - Poor: 9%
  - Very poor: 0%
  - Satisfaction measure: 86%
  - Average evaluation score: 4.2

- **Overall condition of developed facilities**
  - FY07: 2344 respondents
  - Very good: 45%
  - Good: 45%
  - Average: 9%
  - Poor: 1%
  - Very poor: 1%
  - Satisfaction measure: 89%
  - Average evaluation score: 4.3

- **Performance of BLM staff and service**
  - FY07: 2125 respondents
  - Very good: 64%
  - Good: 31%
  - Average: 5%
  - Poor: 1%
  - Very poor: 0%
  - Satisfaction measure: 95%
  - Average evaluation score: 4.6

- **Visitor and recreation management**
  - FY07: 2247 respondents
  - Very good: 38%
  - Good: 47%
  - Average: 14%
  - Poor: 1%
  - Very poor: 0%
  - Satisfaction measure: 84%
  - Average evaluation score: 4.2

- **Interpretive and educational programs**
  - FY07: 1822 respondents
  - Very good: 29%
  - Good: 44%
  - Average: 21%
  - Poor: 4%
  - Very poor: 1%
  - Satisfaction measure: 73%
  - Average evaluation score: 4

This report is a testament to the Bureau of Land Management's commitment to providing quality services and facilities to its visitors.
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 Email: blm@psu.uidaho.edu - Web: psu.uidaho.edu/blm

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Park Studies Unit