Big Morongo Canyon Preserve
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 23 BLM recreation sites in 11 states during fiscal year 2010 (FY10). 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 Big Morongo Canyon Preserve 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**

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>77%</td>
</tr>
<tr>
<td>Good</td>
<td>21%</td>
</tr>
<tr>
<td>Average</td>
<td>2%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

**FY10 GPRA Satisfaction Measure**

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

98%
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.

<table>
<thead>
<tr>
<th>Very Poor</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Good</th>
</tr>
</thead>
</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 distributed to a random sample of visitors at this site during a selected period in FY10. 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 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
The results of the visitor satisfaction survey conducted at Big Morongo Canyon Preserve are summarized in this report (NOTE: the satisfaction measure may not equal the sum of “very good” and “good” percentages due to calculations). The goal of the survey was to ensure that visitor activities do not exceed the capacity of the site, that visitor information (i.e., use of maps, signs, brochures), developed facilities, managing recreation and enjoyment of natural and cultural resources on DOI managed and partnered lands and information systems were adequate. Ensuring that visitor activities do not exceed the capacity of the site will help maintain the highest level of satisfaction. This goal was achieved through a visitor satisfaction survey conducted at Big Morongo Canyon Preserve.

### Providing useful maps and brochures

**FY10:** 126 respondents

- **Very good:** 79%
- **Good:** 22%
- **Average:** 3%
- **Poor:** 0%
- **Very poor:** 0%

**FY10:** Satisfaction measure: 97%
Average evaluation score: 4.7

### Providing useful information on the Internet

**FY10:** 54 respondents

- **Very good:** 63%
- **Good:** 31%
- **Average:** 6%
- **Poor:** 0%
- **Very poor:** 0%

**FY10:** Satisfaction measure: 94%
Average evaluation score: 4.6

### Ensuring public awareness of rules and regulations

**FY10:** 127 respondents

- **Very good:** 66%
- **Good:** 34%
- **Average:** 4%
- **Poor:** 0%
- **Very poor:** 0%

**FY10:** Satisfaction measure: 96%
Average evaluation score: 4.5

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

**FY10:** 136 respondents

- **Very good:** 77%
- **Good:** 23%
- **Average:** 0%
- **Poor:** 0%
- **Very poor:** 0%

**FY10:** Satisfaction measure: 100%
Average evaluation score: 4.8

### Everything considered: quality of BLM visitor information

**FY10:** 136 respondents

- **Very good:** 74%
- **Good:** 24%
- **Average:** 2%
- **Poor:** 0%
- **Very poor:** 0%

**FY10:** Satisfaction measure: 98%
Average evaluation score: 4.7
Big Morongo Canyon Preserve
Developed Facilities

Maintaining roads for motorized vehicles
FY10: 128 respondents

- Very good: 35%
- Good: 49%
- Average: 8%
- Poor: 8%
- Very poor: 2%

FY10: Satisfaction measure: 80%
Average evaluation score: 4

Maintaining trails for non-motorized use
FY10: 127 respondents

- Very good: 72%
- Good: 24%
- Average: 3%
- Poor: 0%
- Very poor: 0%

FY10: Satisfaction measure: 97%
Average evaluation score: 4.7

Maintaining cleanliness of restrooms and other physical facilities
FY10: 186 respondents

- Very good: 62%
- Good: 32%
- Average: 6%
- Poor: 0%
- Very poor: 0%

FY10: Satisfaction measure: 94%
Average evaluation score: 4.6

Everything considered: overall condition of developed facilities
FY10: 131 respondents

- Very good: 80%
- Good: 33%
- Average: 2%
- Poor: 0%
- Very poor: 0%

FY10: Satisfaction measure: 98%
Average evaluation score: 4.6
Big Morongo Canyon Preserve
Managing Visitor and Recreation Use

Managing the appropriate use of vehicles
FY10: 100 respondents
- Very good: 58%
- Good: 37%
- Average: 5%
- Poor: 0%
- Very poor: 0%
FY10: Satisfaction measure: 95%
Average evaluation score: 4.5

Managing the number of people
FY10: 110 respondents
- Very good: 52%
- Good: 40%
- Average: 3%
- Poor: 1%
- Very poor: 0%
FY10: Satisfaction measure: 96%
Average evaluation score: 4.5

Keeping noise at appropriate levels
FY10: 120 respondents
- Very good: 50%
- Good: 38%
- Average: 6%
- Poor: 0%
- Very poor: 0%
FY10: Satisfaction measure: 93%
Average evaluation score: 4.5

Providing sufficient law enforcement presence to prevent crime
FY10: 55 respondents
- Very good: 42%
- Good: 33%
- Average: 18%
- Poor: 9%
- Very poor: 0%
FY10: Satisfaction measure: 75%
Average evaluation score: 4.1

Everything considered: visitor and recreation management
FY10: 124 respondents
- Very good: 62%
- Good: 48%
- Average: 3%
- Poor: 1%
- Very poor: 0%
FY10: Satisfaction measure: 96%
Average evaluation score: 4.5

Report # BIMO710
Adequately protecting the natural resources

FY10: 135 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
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</thead>
<tbody>
<tr>
<td>Very good</td>
<td>96%</td>
</tr>
<tr>
<td>Good</td>
<td>32%</td>
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<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
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</table>

FY10: Satisfaction measure: 98%
Average evaluation score: 4.6

Ensuring that visitor activities do not infringe on resource protection

FY10: 121 respondents

<table>
<thead>
<tr>
<th>Rating</th>
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<tbody>
<tr>
<td>Very good</td>
<td>59%</td>
</tr>
<tr>
<td>Good</td>
<td>38%</td>
</tr>
<tr>
<td>Average</td>
<td>5%</td>
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<tr>
<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td>Very poor</td>
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FY10: Satisfaction measure: 94%
Average evaluation score: 4.5

Adequately protecting the cultural resources

FY10: 97 respondents

<table>
<thead>
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<tbody>
<tr>
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<tr>
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<td>1%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
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</tbody>
</table>

FY10: Satisfaction measure: 97%
Average evaluation score: 4.6

Everything considered: BLM protection of natural and cultural resources

FY10: 134 respondents

<table>
<thead>
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<tr>
<td>Very good</td>
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<tr>
<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
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</table>

FY10: Satisfaction measure: 98%
Average evaluation score: 4.6
Big Morongo Canyon Preserve
BLM Staff and Service

Staff treated me courteously
FY10: 88 respondents
Very good 80%
Good 14%
Average 0%
Poor 0%
Very poor 0%
FY10 Satisfaction measure: 100%
Average evaluation score: 4.9

Staff demonstrated knowledge about the natural and cultural resources in the area
FY10: 57 respondents
Very good 82%
Good 18%
Average 0%
Poor 0%
Very poor 0%
FY10: Satisfaction measure: 100%
Average evaluation score: 4.8

Staff demonstrated knowledge about recreational opportunities in the area
FY10: 62 respondents
Very good 81%
Good 19%
Average 0%
Poor 0%
Very poor 0%
FY10 Satisfaction measure: 100%
Average evaluation score: 4.8

Everything considered: performance of BLM staff
FY10: 81 respondents
Very good 78%
Good 22%
Average 0%
Poor 0%
Very poor 0%
FY10: Satisfaction measure: 100%
Average evaluation score: 4.8
Providing **quality** educational and interpretive material about the resources at this site

<table>
<thead>
<tr>
<th>Rating</th>
<th>Very good</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Very poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY10: Satisfaction measure: 95%</td>
<td>63%</td>
<td>32%</td>
<td>5%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>FY10: Average evaluation score: 4.6</td>
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</table>

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

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<tr>
<td>FY10: Satisfaction measure: 95%</td>
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<td>5%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>FY10: Average evaluation score: 4.6</td>
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</table>

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

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<tr>
<th>Rating</th>
<th>Very good</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Very poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY10: Satisfaction measure: 88%</td>
<td>52%</td>
<td>37%</td>
<td>11%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>FY10: Average evaluation score: 4.4</td>
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</table>

Everything considered: interpretive and educational program

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<tr>
<th>Rating</th>
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<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Very poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY10: Satisfaction measure: 97%</td>
<td>62%</td>
<td>35%</td>
<td>3%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>FY10: Average evaluation score: 4.6</td>
<td></td>
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</tbody>
</table>
Total fees paid
FY10: 138 respondents

Amount spent

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>No fees</td>
<td>68%</td>
</tr>
<tr>
<td>Under $25</td>
<td>2%</td>
</tr>
<tr>
<td>$25 - $50</td>
<td>0%</td>
</tr>
<tr>
<td>&gt; $50</td>
<td>0%</td>
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</tbody>
</table>

How appropriate was the fee charged for this site/area?
FY10: 9 respondents

The chart for this question has been excluded because there were fewer than 10 responses. See page 2 for discussion regarding the required minimum response count.

The value of the recreation opportunity was at least equal to the fee asked to pay.
FY10: 8 respondents

Commercial Recreation Operations

Quality of Commercial Services
FY10: 19 respondents

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<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY10
Satisfaction measure: 100%
Average evaluation score: 4.7
Primary activities
FY10: 130 respondents**

- Sightseeing: 34%
- Picnicking: 18%
- Hiking/walking: 88%
- Swimming: 0%
- Motorized boating: 0%
- Non-motorized boating/rafting: 0%
- Horseback riding: 1%
- Rock climbing: 2%
- Driving for pleasure: 2%
- Bicycling: 0%
- Motorized recreation vehicles: 0%
- Education and interpretation: 11%
- Birdwatching/wildlife viewing: 59%
- Other: 2%

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

Programs (interpretive, walk, tour, exhibit, presentations, etc.)

Quality of program(s) attended
FY10: 18 respondents

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

FY10
Satisfaction measure: 100%
Average evaluation score: 4.7

CAUTION!
Big Morongo Canyon Preserve
Demographics

**Visitor group composition**
FY10: 119 groups

- **Age group**
  - Adults (18 and over): 90%
  - Teenagers (13-17): 5%
  - Children (under 12): 5%

**Number of teenagers (13-17) in group**
FY10: 119 groups

- **Teens in group**
  - 6 and more: 1%
  - 3-5: 2%
  - 1-2: 3%
  - None: 94%

**Number of adults (18 and over) in group**
FY10: 119 groups

- **Adults in group**
  - 6 and more: 8%
  - 3-5: 23%
  - 1-2: 70%

**Number of children (under 12) in group**
FY10: 119 groups

- **Children in group**
  - 6 and more: 0%
  - 3-5: 1%
  - 1-2: 8%
  - None: 91%

**Respondent age**
FY10: 135 respondents

- **Age (years)**
  - 18-21: 9%
  - 22-30: 26%
  - 31-40: 22%
  - 41-50: 21%
  - 51-60: 12%
  - 61-70: 7%
  - 71 and over: 2%

**Gender**
FY10: 133 respondents

- Male: 57%
- Female: 43%
Ability to adequately use the facilities
FY10: 24 respondents

- Very good: 75%
- Good: 21%
- Average: 4%
- Poor: 0%
- Very poor: 0%

FY10: Satisfaction measure: 96%
Average evaluation score: 4.7

Ability to access exhibits, waysides, etc.
FY10: 21 respondents

- Very good: 86%
- Good: 14%
- Average: 0%
- Poor: 0%
- Very poor: 0%

FY10: Satisfaction measure: 100%
Average evaluation score: 4.9

Ability to understand the messages
FY10: 24 respondents

- Very good: 83%
- Good: 13%
- Average: 4%
- Poor: 0%
- Very poor: 0%

FY10: Satisfaction measure: 96%
Average evaluation score: 4.8

Ability to use the services in this area
FY10: 23 respondents

- Very good: 83%
- Good: 17%
- Average: 0%
- Poor: 0%
- Very poor: 0%

FY10: Satisfaction measure: 100%
Average evaluation score: 4.8