Oh Be Joyful Rec Area
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 24 BLM recreation sites in 13 states during fiscal year 2012 (FY12). 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, including access, and enjoyment of natural and cultural resources on DOI managed and partnered lands and each site’s performance related to BLM GPRA Goal 3.1 - 24 BLM recreation sites in 13 states during fiscal year 2012 (FY12). The survey was developed to measure

The results of the visitor satisfaction survey conducted at Oh Be Joyful Rec Area 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>FY12: 95 respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>56%</td>
</tr>
<tr>
<td>Good</td>
<td>36%</td>
</tr>
<tr>
<td>Average</td>
<td>7%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>1%</td>
</tr>
</tbody>
</table>

Proportion of respondents

FY12 Satisfaction measure: 92%
Average evaluation score: 4.5

FY12 GPRA Satisfaction Measure
Percentage of site visitors satisfied overall with appropriate facilities, services, and recreational opportunities:

92%

Report prepared by the University of Idaho Park Studies Unit for the Bureau of Land Management, US Department of the Interior
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 1 2 3 4 5 Very
Poor
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 FY12. 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
### Providing useful maps and brochures

**FY12:** 79 respondents

- **Very good:** 29%
- **Good:** 44%
- **Average:** 24%
- **Poor:** 3%
- **Very poor:** 0%

FY12: Satisfaction measure: 73%
Average evaluation score: 4

### Ensuring public awareness of rules and regulations

**FY12:** 97 respondents

- **Very good:** 32%
- **Good:** 52%
- **Average:** 13%
- **Poor:** 3%
- **Very poor:** 0%

FY12: Satisfaction measure: 84%
Average evaluation score: 4.1

### Providing useful information on the Internet

**FY12:** 63 respondents

- **Very good:** 21%
- **Good:** 54%
- **Average:** 21%
- **Poor:** 5%
- **Very poor:** 0%

FY12: Satisfaction measure: 75%
Average evaluation score: 3.9

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

**FY12:** 108 respondents

- **Very good:** 25%
- **Good:** 48%
- **Average:** 22%
- **Poor:** 6%
- **Very poor:** 1%

FY12: Satisfaction measure: 71%
Average evaluation score: 3.9

### Everything considered: quality of BLM visitor information

**FY12:** 110 respondents

- **Very good:** 29%
- **Good:** 66%
- **Average:** 18%
- **Poor:** 2%
- **Very poor:** 0%

FY12: Satisfaction measure: 80%
Average evaluation score: 4
Maintaining roads for motorized vehicles

FY12: 122 respondents

Rating

Very good 20%
Good 46%
Average 30%
Poor 2%
Very poor 2%

FY12: Satisfaction measure: 66%
Average evaluation score: 3.8

Maintaining trails for non-motorized use

FY12: 117 respondents

Rating

Very good 41%
Good 51%
Average 7%
Poor 1%
Very poor 0%

FY12: Satisfaction measure: 92%
Average evaluation score: 4.3

Maintaining cleanliness of restrooms and other physical facilities

FY12: 79 respondents

Rating

Very good 34%
Good 59%
Average 4%
Poor 3%
Very poor 0%

FY12: Satisfaction measure: 94%
Average evaluation score: 4.3

Everything considered: overall condition of developed facilities

FY12: 119 respondents

Rating

Very good 39%
Good 51%
Average 10%
Poor 0%
Very poor 0%

FY12: Satisfaction measure: 90%
Average evaluation score: 4.3
Managing Visitor and Recreation Use

Managing the appropriate use of vehicles
FY12: 104 respondents

- **Very good**: 37%
- **Good**: 46%
- **Average**: 13%
- **Poor**: 4%
- **Very poor**: 0%

**FY12**
- Satisfaction measure: 83%
- Average evaluation score: 4.2

Managing the number of people
FY12: 106 respondents

- **Very good**: 41%
- **Good**: 48%
- **Average**: 12%
- **Poor**: 1%
- **Very poor**: 0%

**FY12**
- Satisfaction measure: 87%
- Average evaluation score: 4.3

Keeping noise at appropriate levels
FY12: 102 respondents

- **Very good**: 44%
- **Good**: 44%
- **Average**: 9%
- **Poor**: 3%
- **Very poor**: 0%

**FY12**
- Satisfaction measure: 88%
- Average evaluation score: 4.3

Providing sufficient law enforcement presence to prevent crime
FY12: 76 respondents

- **Very good**: 34%
- **Good**: 43%
- **Average**: 14%
- **Poor**: 7%
- **Very poor**: 1%

**FY12**
- Satisfaction measure: 78%
- Average evaluation score: 4.0

Everything considered: visitor and recreation management
FY12: 107 respondents

- **Very good**: 37%
- **Good**: 46%
- **Average**: 15%
- **Poor**: 0%
- **Very poor**: 0%

**FY12**
- Satisfaction measure: 85%
- Average evaluation score: 4.2
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 Oh Be Joyful Rec Area.

**Adequately protecting the natural resources**
- FY12: 116 respondents
- Satisfaction measure: 90%
- Average evaluation score: 4.3

**Adequately protecting the cultural resources**
- FY12: 89 respondents
- Satisfaction measure: 87%
- Average evaluation score: 4.3

**Ensuring that visitor activities do not infringe on resource protection**
- FY12: 108 respondents
- Satisfaction measure: 88%
- Average evaluation score: 4.2

**Everything considered: BLM protection of natural and cultural resources**
- FY12: 113 respondents
- Satisfaction measure: 87%
- Average evaluation score: 4.3

For a detailed analysis of the survey results, please refer to the attached document.
Staff treated me courteously

**FY12:** 112 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>88%</td>
</tr>
<tr>
<td>Good</td>
<td>12%</td>
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<tr>
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</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
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</table>

FY12: Satisfaction measure: 99%
Average evaluation score: 4.9

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

**FY12:** 93 respondents

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

FY12: Satisfaction measure: 98%
Average evaluation score: 4.8

Staff demonstrated knowledge about recreational opportunities in the area

**FY12:** 102 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
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<td>79%</td>
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<tr>
<td>Good</td>
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<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY12: Satisfaction measure: 99%
Average evaluation score: 4.8

Everything considered: performance of BLM staff

**FY12:** 111 respondents

<table>
<thead>
<tr>
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<th>Proportion of respondents</th>
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</thead>
<tbody>
<tr>
<td>Very good</td>
<td>77%</td>
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<td>Good</td>
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<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>1%</td>
</tr>
</tbody>
</table>

FY12: Satisfaction measure: 97%
Average evaluation score: 4.7
Providing *quality* educational and interpretive material about the resources at this site

**FY12: 40 respondents**

- **Very good:** 20%
- **Good:** 48%
- **Average:** 30%
- **Poor:** 3%
- **Very poor:** 0%

**FY12**

- Satisfaction measure: 68%
- Average evaluation score: 3.9

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

**FY12: 50 respondents**

- **Very good:** 30%
- **Good:** 42%
- **Average:** 22%
- **Poor:** 4%
- **Very poor:** 2%

**FY12**

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

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

**FY12: 37 respondents**

- **Very good:** 24%
- **Good:** 41%
- **Average:** 32%
- **Poor:** 3%
- **Very poor:** 4%

**FY12**

- Satisfaction measure: 65%
- Average evaluation score: 3.9

Everything considered: interpretive and educational program

**FY12: 47 respondents**

- **Very good:** 30%
- **Good:** 38%
- **Average:** 30%
- **Poor:** 0%
- **Very poor:** 2%

**FY12**

- Satisfaction measure: 68%
- Average evaluation score: 3.9
Oh Be Joyful Rec Area
Fees

Total fees paid
FY12: 125 respondents

<table>
<thead>
<tr>
<th>Amount spent</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>No fees</td>
<td>100%</td>
</tr>
<tr>
<td>Under $25</td>
<td>0%</td>
</tr>
<tr>
<td>$25 - $50</td>
<td>0%</td>
</tr>
<tr>
<td>&gt; $50</td>
<td>0%</td>
</tr>
</tbody>
</table>

How appropriate was the fee charged for this site/area?
FY12: 13 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Far too low</td>
<td>8%</td>
</tr>
<tr>
<td>Too low</td>
<td>8%</td>
</tr>
<tr>
<td>About right</td>
<td>85%</td>
</tr>
<tr>
<td>Too high</td>
<td>0%</td>
</tr>
<tr>
<td>Far too high</td>
<td>0%</td>
</tr>
</tbody>
</table>

The value of the recreation opportunity was at least equal to the fee asked to pay.
FY12: 10 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>40%</td>
</tr>
<tr>
<td>Agree</td>
<td>50%</td>
</tr>
<tr>
<td>Not sure</td>
<td>10%</td>
</tr>
<tr>
<td>Disagree</td>
<td>0%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>0%</td>
</tr>
</tbody>
</table>

Commercial Recreation Operations

Quality of Commercial Services
FY12: 6 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.
** Primary activities **

FY12: 125 respondents**

- **Camping**: 30%
- **Fishing**: 9%
- **Hunting**: 0%
- **Target shooting**: 0%
- **Sightseeing**: 22%
- **Picnicking**: 14%
- **Hiking/walking**: 80%
- **Swimming**: 8%
- **Motorized boating**: 0%
- **Non-motorized boating/rafting**: 2%
- **Horseback riding**: 3%
- **Rock climbing**: 2%
- **Driving for pleasure**: 19%
- **Bicycling**: 17%
- **Motorized recreation vehicles**: 3%
- **Education and interpretation**: 1%
- **Birdwatching/wildlife viewing**: 12%
- **Other**: 4%

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

** Quality of program(s) attended **

FY12: 5 respondents

- **FY12**: Satisfaction measure: 80%
  Average evaluation score: 4.4

** CAUTION! **

- **Bird watching/wildlife viewing**
- **Swimming**
- **Motorized boating**
- **Non-motorized boating/rafting**
- **Horseback riding**
- **Rock climbing**
- **Driving for pleasure**
- **Bicycling**
- **Motorized recreation vehicles**
- **Education and interpretation**
- **Birdwatching/wildlife viewing**

**CAUTION!** 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.

** ** Percentages do not equal 100 because visitors could choose more than one activity.
Oh Be Joyful Rec Area
Accessibility to Visitors with Disabilities

Ability to adequately use the facilities
FY12: 9 respondents

Rating

FY12: Satisfaction measure: 89%
Average evaluation score: 4.3

Ability to access exhibits, waysides, etc.
FY12: 8 respondents

Rating

FY12: Satisfaction measure: 75%
Average evaluation score: 4.1

Ability to understand the messages
FY12: 12 respondents

Rating

FY12: Satisfaction measure: 50%
Average evaluation score: 3.8

Ability to use the services in this area
FY12: 9 respondents

Rating

FY12: Satisfaction measure: 67%
Average evaluation score: 4