

# Bureau of Land Management 2015 GPRA Report

## Introduction

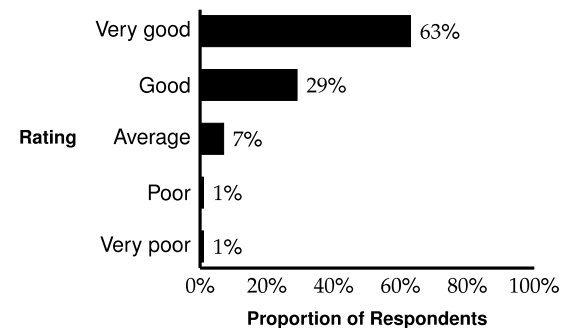
In order for the Bureau of Land Management (BLM) to comply with the Government Performance and Results Act (GPRA) and better meet the needs of the public, a visitor satisfaction survey was conducted at 22 BLM recreation sites in 11 states during fiscal year 2015 (FY15). Of the 22 units conducting the survey this year, 17 units successfully administered the survey. 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, recreation use management, resource management, BLM staff and service, programs, commercial recreation operations, educational and interpretive materials, fees, accessibility for visitors with disabilities, activities, and demographics.

The GPRA specific results of the visitor satisfaction surveys conducted in FY15 are summarized in this data report. A description of the research methods and limitations can be found on page two. Below (left) is a graph summarizing visitor opinions regarding the overall quality of their experience at this site. The satisfaction measure below (right) is a combined proportion of "good" and "very good" responses. This is the primary performance measure for GPRA Goal 3.1 and should be used when reporting performance for this goal. (NOTE: the satisfaction measure may not equal the sum of "very good" and "good" proportions due to rounding.)

The response rates for the BLM units surveyed ranged from 35% to 96%. The graph 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 experience

FY15: 2030 Respondents



FY15 Satisfaction measure: 92%  
Mean score: 4.5

### FY15 GPRA

### Satisfaction Measure

Proportion of site visitors satisfied overall with visitor information, facilities, management, interpretation/education, staff services, and programs:

**92%**





# 2015 BLM Visitor Survey Research Methods

## Understanding the Results

Inside this report are graphs that illustrate the GPRA specific survey results. This report summarizes data from the eight goal categories regarding BLM amenities, staff, and services. Each graph includes the following information:

- The number of visitor responses for the indicator;
- The proportion of responses for each answer choice;

Graphs for quality indicators also include:

- A "satisfaction measure" that combines the proportion of total responses which were "Very good" or "Good;"
- An average (mean) evaluation score where a number closer to five reflects a more positive visitor response;
- Quality indicators are based on the following scale:

"Very poor" = 1, "Poor" = 2, "Average" = 3, "Good" = 4, "Very good" = 5;

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

NOTE Graph proportions may not equal 100% due to rounding.

## Procedure

A representative sample of the general visitor population were surveyed at 17 BLM units throughout the country in FY15.

The data reflect visitor opinions about these sites's facilities, management, services, educational opportunities, and fees during the survey period. Visitor activities and selected demographics were also captured.

Returned surveys were electronically scanned and the data analyzed. Frequency distributions were calculated for each indicator and category.

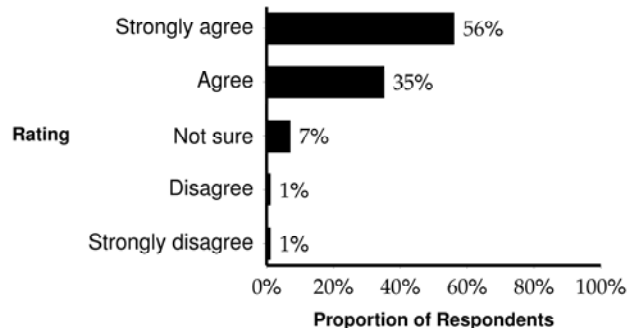
The number of respondents for each indicator is reported at the top of each figure. All proportions are reported as whole percentages while averages are rounded to the nearest tenth.

Caution is advised when interpreting any data with fewer than 30 responses. When this occurs, the word "CAUTION!" is included above the graph. This report excludes any graphs or calculations for questions with fewer than 10 responses. "NA" has been inserted in place of excluded satisfaction and evaluation calculations.

For most indicators, the survey data are expected to be accurate within  $\pm 6\%$  of the population with 95% confidence. This means that if different samples had been drawn, the results would have been similar ( $\pm 6\%$ ) 95 out of 100 times.

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

FY15: 884 Respondents



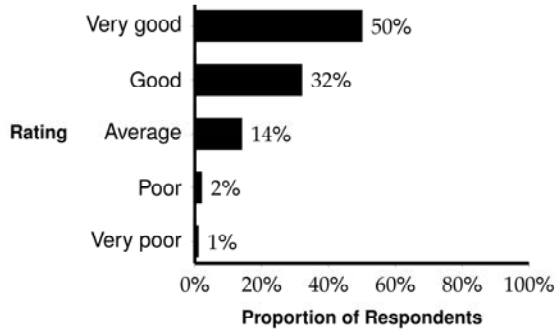
# 2015 BLM Visitor Survey

## Visitor Information



### Quality of BLM visitor information

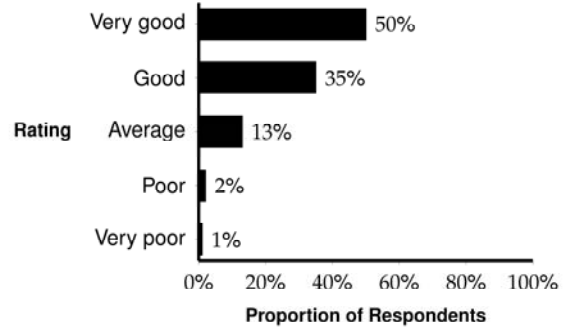
FY15: 2020 Respondents



FY15 Satisfaction measure: 83%  
Mean score: 4.3

### BLM protection of natural and cultural resources

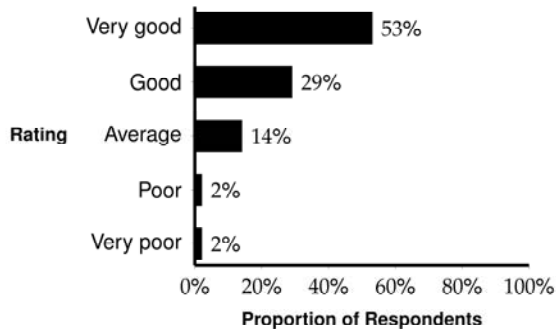
FY15: 1994 Respondents



FY15 Satisfaction measure: 85%  
Mean score: 4.3

### Overall condition of developed facilities

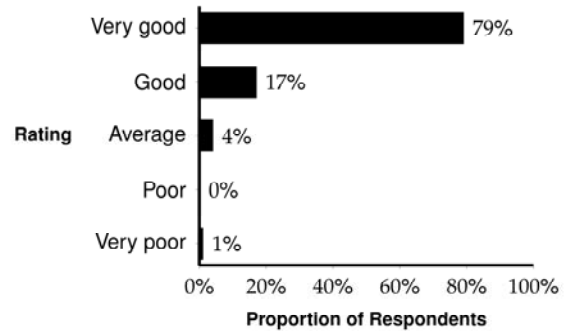
FY15: 2077 Respondents



FY15 Satisfaction measure: 82%  
Mean score: 4.3

### Performance of BLM staff and service

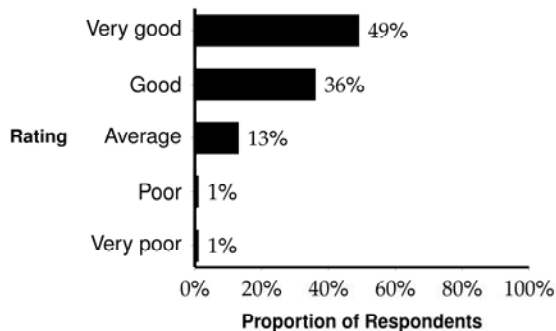
FY15: 1773 Respondents



FY15 Satisfaction measure: 96%  
Mean score: 4.7

### Visitor and recreation management

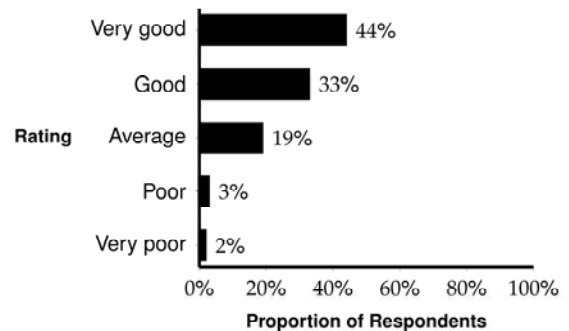
FY15: 2000 Respondents



FY15 Satisfaction measure: 85%  
Mean score: 4.3

### Interpretive and educational programs

FY15: 1650 Respondents



FY15 Satisfaction measure: 77%  
Mean score: 4.1

