Red Rocks Canyon NCA 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 Red Rocks Canyon NCA during fiscal year 2017. The survey was developed to measure a 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 results of the visitor satisfaction survey conducted at Red Rocks Canyon NCA 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 rate for this survey site was 76%. This indicates that 76% of those randomly sampled completed the survey. 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.

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>53%</td>
</tr>
<tr>
<td>Good</td>
<td>41%</td>
</tr>
<tr>
<td>Average</td>
<td>6%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY17 GPRA Satisfaction Measure

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

94%

Mean score: 4.5

Report prepared by the Social and Economic Sciences Research Center
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 ten 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," "providing useful information on the internet," 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 GFRA reporting numbers.

All graphs include 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:

```
<table>
<thead>
<tr>
<th>Very</th>
<th>Poor</th>
<th></th>
<th>Average</th>
<th>Good</th>
<th>Very good</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>
```

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

Procedure

Surveys were distributed to a random sample of visitors at this site during a selected period in FY17. 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.

The survey response rate is described on page one of this report. 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 ±6% of the population with 95% confidence. This means that if different samples had been drawn, the results would have been similar (±6%) 95 out of 100 times.
Providing useful maps and brochures
FY17: 247 Respondents
- Very good: 45%
- Good: 37%
- Average: 15%
- Poor: 2%
- Very poor: 1%

FY17 Satisfaction measure: 83%
Mean score: 4.2

Providing useful information on the Internet
FY17: 219 Respondents
- Very good: 44%
- Good: 42%
- Average: 12%
- Poor: 0%
- Very poor: 1%

FY17 Satisfaction measure: 86%
Mean score: 4.3

Ensuring public awareness of rules and regulations
FY17: 281 Respondents
- Very good: 41%
- Good: 39%
- Average: 14%
- Poor: 3%
- Very poor: 3%

FY17 Satisfaction measure: 79%
Mean score: 4.1

Providing adequate signs on-site for direction and orientation
FY17: 297 Respondents
- Very good: 43%
- Good: 38%
- Average: 12%
- Poor: 3%
- Very poor: 3%

FY17 Satisfaction measure: 81%
Mean score: 4.2

Everything considered: Quality of BLM visitor information
FY17: 295 Respondents
- Very good: 41%
- Good: 44%
- Average: 12%
- Poor: 1%
- Very poor: 1%

FY17 Satisfaction measure: 85%
Mean score: 4.2
Red Rocks Canyon NCA Developed Facilities

**Condition of roads for motorized vehicles**  
FY17: 300 Respondents  
Very good: 61%  
Good: 32%  
Average: 5%  
Poor: 0%  
Very poor: 1%  
FY17: Satisfaction measure: 93%  
Mean score: 4.5

**Cleanliness of site**  
FY17: 316 Respondents  
Very good: 51%  
Good: 30%  
Average: 14%  
Poor: 2%  
Very poor: 3%  
FY17: Satisfaction measure: 82%  
Mean score: 4.3

**Condition of trails for non-motorized use**  
FY17: 298 Respondents  
Very good: 45%  
Good: 35%  
Average: 12%  
Poor: 4%  
Very poor: 4%  
FY17: Satisfaction measure: 80%  
Mean score: 4.1

**Cleanliness of restrooms and other physical facilities**  
FY17: 225 Respondents  
Very good: 35%  
Good: 36%  
Average: 20%  
Poor: 7%  
Very poor: 1%  
FY17: Satisfaction measure: 71%  
Mean score: 4

**Everything considered: Overall condition of developed facilities**  
FY17: 314 Respondents  
Very good: 43%  
Good: 42%  
Average: 12%  
Poor: 2%  
Very poor: 0%  
FY17: Satisfaction measure: 85%  
Mean score: 4.3
Managing the appropriate use of vehicles
FY17: 277 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>47%</td>
</tr>
<tr>
<td>Good</td>
<td>41%</td>
</tr>
<tr>
<td>Average</td>
<td>11%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY17 Satisfaction measure: 88%
Mean score: 4.3

Keeping noise at appropriate levels
FY17: 292 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>54%</td>
</tr>
<tr>
<td>Good</td>
<td>34%</td>
</tr>
<tr>
<td>Average</td>
<td>11%</td>
</tr>
<tr>
<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY17 Satisfaction measure: 88%
Mean score: 4.4

Managing the number of people
FY17: 285 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>45%</td>
</tr>
<tr>
<td>Good</td>
<td>40%</td>
</tr>
<tr>
<td>Average</td>
<td>13%</td>
</tr>
<tr>
<td>Poor</td>
<td>2%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY17 Satisfaction measure: 85%
Mean score: 4.3

Providing a sufficient law enforcement presence to prevent crime
FY17: 232 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>42%</td>
</tr>
<tr>
<td>Good</td>
<td>35%</td>
</tr>
<tr>
<td>Average</td>
<td>18%</td>
</tr>
<tr>
<td>Poor</td>
<td>2%</td>
</tr>
<tr>
<td>Very poor</td>
<td>3%</td>
</tr>
</tbody>
</table>

FY17 Satisfaction measure: 77%
Mean score: 4.1

Everything considered: Visitor and recreation management
FY17: 295 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>44%</td>
</tr>
<tr>
<td>Good</td>
<td>43%</td>
</tr>
<tr>
<td>Average</td>
<td>12%</td>
</tr>
<tr>
<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td>Very poor</td>
<td>1%</td>
</tr>
</tbody>
</table>

FY17 Satisfaction measure: 87%
Mean score: 4.3
Adequately protecting the natural resources
FY17: 307 Respondents

- Very good: 50%
- Good: 35%
- Average: 11%
- Poor: 2%
- Very poor: 2%

FY17 Satisfaction measure: 86%
Mean score: 4.3

Ensuring that visitor activities do not interfere with resource protection
FY17: 284 Respondents

- Very good: 45%
- Good: 41%
- Average: 11%
- Poor: 1%
- Very poor: 2%

FY17 Satisfaction measure: 86%
Mean score: 4.3

Adequately protecting the cultural resources
FY17: 295 Respondents

- Very good: 48%
- Good: 38%
- Average: 11%
- Poor: 2%
- Very poor: 1%

FY17 Satisfaction measure: 86%
Mean score: 4.3

Everything considered: BLM Protection of natural and cultural resources
FY17: 294 Respondents

- Very good: 48%
- Good: 41%
- Average: 8%
- Poor: 2%
- Very poor: 1%

FY17 Satisfaction measure: 89%
Mean score: 4.3
Red Rocks Canyon NCA
BLM Staff and Service

Staff treated me courteously
FY17: 190 Respondents
Very good: 88%
Good: 11%
Average: 1%
Poor: 1%
Very poor: 0%

Proportion of Respondents

FY17
Satisfaction measure: 98%
Mean score: 4.9

Staff demonstrated knowledge about natural and cultural resources
FY17: 168 Respondents
Very good: 80%
Good: 15%
Average: 4%
Poor: 0%
Very poor: 1%

Proportion of Respondents

FY17
Satisfaction measure: 95%
Mean score: 4.7

Staff demonstrated knowledge about recreational opportunities
FY17: 176 Respondents
Very good: 81%
Good: 15%
Average: 3%
Poor: 0%
Very poor: 1%

Proportion of Respondents

FY17
Satisfaction measure: 96%
Mean score: 4.8

Everything considered: Performance of BLM staff
FY17: 190 Respondents
Very good: 80%
Good: 16%
Average: 3%
Poor: 0%
Very poor: 1%

Proportion of Respondents

FY17
Satisfaction measure: 96%
Mean score: 4.8
Providing quality educational and interpretive material about the resources
FY17: 227 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>41%</td>
</tr>
<tr>
<td>Good</td>
<td>41%</td>
</tr>
<tr>
<td>Average</td>
<td>17%</td>
</tr>
<tr>
<td>Poor</td>
<td>2%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY17 Satisfaction measure: 81%
Mean score: 4.2

Providing stewardship information on protecting cultural and natural resources
FY17: 224 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>40%</td>
</tr>
<tr>
<td>Good</td>
<td>36%</td>
</tr>
<tr>
<td>Average</td>
<td>19%</td>
</tr>
<tr>
<td>Poor</td>
<td>4%</td>
</tr>
<tr>
<td>Very poor</td>
<td>2%</td>
</tr>
</tbody>
</table>

FY17 Satisfaction measure: 76%
Mean score: 4.1

Providing sufficient quantity of educational and interpretive materials about the resources
FY17: 222 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>40%</td>
</tr>
<tr>
<td>Good</td>
<td>41%</td>
</tr>
<tr>
<td>Average</td>
<td>18%</td>
</tr>
<tr>
<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY17 Satisfaction measure: 81%
Mean score: 4.2

Everything considered: BLM interpretive and educational program
FY17: 238 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>40%</td>
</tr>
<tr>
<td>Good</td>
<td>36%</td>
</tr>
<tr>
<td>Average</td>
<td>22%</td>
</tr>
<tr>
<td>Poor</td>
<td>2%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY17 Satisfaction measure: 76%
Mean score: 4.1
Red Rocks Canyon NCA
Programs & Fees

Quality of program(s) attended

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>86%</td>
</tr>
<tr>
<td>Good</td>
<td>14%</td>
</tr>
<tr>
<td>Average</td>
<td>0%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY17: 29 Respondents

CAUTION!

FY17
Satisfaction measure: 100%
Mean score: 4.9

Total fees paid

<table>
<thead>
<tr>
<th>Fee</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>No fee</td>
<td>85%</td>
</tr>
<tr>
<td>Under $25</td>
<td>9%</td>
</tr>
<tr>
<td>$25-$50</td>
<td>4%</td>
</tr>
<tr>
<td>&gt;$50</td>
<td>3%</td>
</tr>
</tbody>
</table>

FY17: 279 Respondents

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

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Far too low</td>
<td>2%</td>
</tr>
<tr>
<td>Too low</td>
<td>2%</td>
</tr>
<tr>
<td>About right</td>
<td>80%</td>
</tr>
<tr>
<td>Too high</td>
<td>11%</td>
</tr>
<tr>
<td>Far too high</td>
<td>5%</td>
</tr>
</tbody>
</table>

FY17: 44 Respondents

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

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>43%</td>
</tr>
<tr>
<td>Agree</td>
<td>38%</td>
</tr>
<tr>
<td>Not sure</td>
<td>10%</td>
</tr>
<tr>
<td>Disagree</td>
<td>8%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>3%</td>
</tr>
</tbody>
</table>

FY17: 40 Respondents
Red Rocks Canyon NCA
Commercial Recreation Operations & Activities

Quality of Commercial Services
FY17: 27 Responses*

- Very good: 74%
- Good: 15%
- Average: 7%
- Poor: 0%
- Very poor: 4%

CAUTION!

FY17
Satisfaction measure: 89%
Mean score: 4.5

Activities
FY17: 293 Respondents**

- Camping: 6%
- Fishing: 1%
- Hunting: 0%
- Target shooting: 1%
- Sightseeing: 33%
- Picnicking: 13%
- Hiking/walking: 82%
- Swimming: 1%
- Motorized boating: 0%
- Non-motorized boating/rafting: 0%
- Horseback riding: 2%
- Rock climbing: 17%
- Driving for pleasure: 15%
- Bicycling: 7%
- Riding/Driving OHVs: 0%
- Education and interpretation: 5%
- Birdwatching/wildlife viewing: 13%
- Other: 5%

Activity
Proportion of Respondents

*Each respondent could rate up to three services.
**Percentages do not sum to 100 because respondents could select more than one activity.
Red Rocks Canyon NCA
Demographics

Visitor age groups
FY17: 950 Visitors

Age group
Children 18%
Teenagers 5%
Adults 76%

Number of Visitors

Proportion of Visitors

Number of teenagers
(13-17) in group
FY17: 278 Groups

Teenagers in group
6 or more 0%
3-5 2%
1-2 5%
none 92%

Number of Groups

Proportion of Groups

Number of children
(under 12) in group
FY17: 278 Groups

Children in group
6 or more 3%
3-5 5%
1-2 14%
none 78%

Number of Groups

Proportion of Groups

Respondent age
FY17: 292 Respondents

Age (years)
71 and over 3%
61-70 10%
51-60 20%
41-50 18%
31-40 24%
22-30 23%
18-21 2%

Proportion of Respondents

Respondent gender
FY17: 288 Respondents

Gender
Male 54%
Female 46%

Proportion of Respondents

Visitors came from 24 states across the country
FY17: 277 Respondents

State Count
NV 173
CA 18
NY 10
OH 9
CO 8
WA 8
IN 7
MI 6
TX 5
Other states 33

Nevada visitors came from 2 different counties.
FY17: 173 Respondents

County Count
Clark County 170
Washoe County 3
Red Rocks Canyon NCA
Accessibility for Visitors with Disabilities

**Ability to adequately use facilities**
*FY17: 23 Respondents*

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>43%</td>
</tr>
<tr>
<td>Good</td>
<td>48%</td>
</tr>
<tr>
<td>Average</td>
<td>9%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY17 Satisfaction measure: 91%
Mean score: 4.3

**Ability to access exhibits, waysides, etc.**
*FY17: 21 Respondents*

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>67%</td>
</tr>
<tr>
<td>Good</td>
<td>24%</td>
</tr>
<tr>
<td>Average</td>
<td>10%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY17 Satisfaction measure: 90%
Mean score: 4.6

**Ability to understand messages**
*FY17: 22 Respondents*

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>55%</td>
</tr>
<tr>
<td>Good</td>
<td>32%</td>
</tr>
<tr>
<td>Average</td>
<td>14%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY17 Satisfaction measure: 86%
Mean score: 4.4

**Ability to use services**
*FY17: 23 Respondents*

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>57%</td>
</tr>
<tr>
<td>Good</td>
<td>22%</td>
</tr>
<tr>
<td>Average</td>
<td>17%</td>
</tr>
<tr>
<td>Poor</td>
<td>4%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY17 Satisfaction measure: 78%
Mean score: 4.3

---

Social & Economic Sciences Research Center
WASHINGTON STATE UNIVERSITY

RERO17