La Posa Long Term Visitor 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 22 BLM recreation sites in 12 states during fiscal year 2014 (FY14). 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 La Posa Long Term Visitor 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 98%. 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
FY14: 235 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>45%</td>
</tr>
<tr>
<td>Good</td>
<td>42%</td>
</tr>
<tr>
<td>Average</td>
<td>13%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY14 GPRA Satisfaction Measure
Percentage of site visitors satisfied overall with appropriate facilities, services, and recreational opportunities:

87%
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 5 4 3 2 1 Poor
     1 2 3 4 5 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 FY14. The survey response rate is described on the first page of this report, meaning that 98% 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 the Social and Economic Sciences Research Center at Washington State University (509) 335-1511  sesrc@wsu.edu
Each indicator regarding the general FY14, Surveys found on page 9.

The results of the visitor satisfaction survey conducted at La Posa Long Term Visitor Area are summarized.

- **Providing useful maps and brochures**
  - FY14: 249 respondents
  - Satisfaction measure: 84%
  - Average evaluation score: 4.3

- **Ensuring public awareness of rules and regulations**
  - FY14: 251 respondents
  - Satisfaction measure: 79%
  - Average evaluation score: 4.1

- **Providing useful information on the Internet**
  - FY14: 147 respondents
  - Satisfaction measure: 78%
  - Average evaluation score: 4.1

- **Providing adequate signs on site for direction and orientation**
  - FY14: 247 respondents
  - Satisfaction measure: 66%
  - Average evaluation score: 3.8

**Everything considered: quality of BLM visitor information**

- FY14: 250 respondents
  - Satisfaction measure: 80%
  - Average evaluation score: 4.2
Maintaining roads for motorized vehicles

- **FY14: 255 respondents**
- Satisfaction measure: 61%
- Average evaluation score: 3.6

Rating:
- Very good: 10%
- Good: 42%
- Average: 28%
- Poor: 9%
- Very poor: 4%

Maintaining trails for non-motorized use

- **FY14: 169 respondents**
- Satisfaction measure: 64%
- Average evaluation score: 3.7

Rating:
- Very good: 21%
- Good: 44%
- Average: 27%
- Poor: 6%
- Very poor: 2%

Maintaining a clean site

- **FY14: 257 respondents**
- Satisfaction measure: 88%
- Average evaluation score: 4.4

Rating:
- Very good: 49%
- Good: 39%
- Average: 11%
- Poor: 1%
- Very poor: 0%

Maintaining cleanliness of restrooms and other physical facilities

- **FY14: 149 respondents**
- Satisfaction measure: 83%
- Average evaluation score: 4.1

Rating:
- Very good: 35%
- Good: 51%
- Average: 12%
- Poor: 1%
- Very poor: 1%

Everything considered: overall condition of developed facilities

- **FY14: 248 respondents**
- Satisfaction measure: 79%
- Average evaluation score: 4
Managing the appropriate use of vehicles

FY14: 242 respondents

- **Very good**: 24%
- **Good**: 51%
- **Average**: 19%
- **Poor**: 4%
- **Very poor**: 2%

FY14: Satisfaction measure: 75%
Average evaluation score: 3.9

Managing the number of people

FY14: 237 respondents

- **Very good**: 34%
- **Good**: 48%
- **Average**: 16%
- **Poor**: 1%
- **Very poor**: 0%

FY14: Satisfaction measure: 82%
Average evaluation score: 4.1

Keeping noise at appropriate levels

FY14: 247 respondents

- **Very good**: 35%
- **Good**: 46%
- **Average**: 17%
- **Poor**: 2%
- **Very poor**: 1%

FY14: Satisfaction measure: 81%
Average evaluation score: 4.1

Providing sufficient law enforcement presence to prevent crime

FY14: 209 respondents

- **Very good**: 24%
- **Good**: 46%
- **Average**: 18%
- **Poor**: 8%
- **Very poor**: 3%

FY14: Satisfaction measure: 71%
Average evaluation score: 3.8

Everything considered: visitor and recreation management

FY14: 252 respondents

- **Very good**: 31%
- **Good**: 49%
- **Average**: 19%
- **Poor**: 2%
- **Very poor**: 0%

FY14: Satisfaction measure: 79%
Average evaluation score: 4.1
### La Posa Long Term Visitor Area
Resource Management

#### Adequately protecting the natural resources
**FY14: 229 respondents**

- **Very good**: 35%
- **Good**: 45%
- **Average**: 16%
- **Poor**: 4%
- **Very poor**: 0%

**FY14**
- Satisfaction measure: 79%
- Average evaluation score: 4.1

#### Ensuring that visitor activities do not infringe on resource protection
**FY14: 203 respondents**

- **Very good**: 30%
- **Good**: 48%
- **Average**: 21%
- **Poor**: 4%
- **Very poor**: 0%

**FY14**
- Satisfaction measure: 75%
- Average evaluation score: 4

#### Adequately protecting the cultural resources
**FY14: 198 respondents**

- **Very good**: 33%
- **Good**: 42%
- **Average**: 20%
- **Poor**: 4%
- **Very poor**: 1%

**FY14**
- Satisfaction measure: 76%
- Average evaluation score: 4

#### Everything considered: BLM protection of natural and cultural resources
**FY14: 230 respondents**

- **Very good**: 30%
- **Good**: 48%
- **Average**: 20%
- **Poor**: 4%
- **Very poor**: 0%

**FY14**
- Satisfaction measure: 76%
- Average evaluation score: 4
La Posa Long Term Visitor Area
BLM Staff and Service

Staff treated me courteously

FY14: 234 respondents

<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>Percentage</td>
<td>70%</td>
<td>21%</td>
<td>2%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY14

Satisfaction measure: 99%
Average evaluation score: 4.7

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

FY14: 190 respondents

<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>Percentage</td>
<td>51%</td>
<td>37%</td>
<td>11%</td>
<td>1%</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY14:

Satisfaction measure: 88%
Average evaluation score: 4.4

Staff demonstrated knowledge about recreational opportunities in the area

FY14: 211 respondents

<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>Percentage</td>
<td>60%</td>
<td>33%</td>
<td>6%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY14

Satisfaction measure: 92%
Average evaluation score: 4.5

Everything considered: performance of BLM staff

FY14: 230 respondents

<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>Percentage</td>
<td>60%</td>
<td>39%</td>
<td>8%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY14:

Satisfaction measure: 94%
Average evaluation score: 4.5
Providing *quality* educational and interpretive material about the resources at this site

**FY14: 168 respondents**

- **Very good**: 29%
- **Good**: 51%
- **Average**: 20%
- **Poor**: 1%
- **Very poor**: 1%

FY14: Satisfaction measure: 74%
Average evaluation score: 3.9

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

**FY14: 172 respondents**

- **Very good**: 21%
- **Good**: 47%
- **Average**: 24%
- **Poor**: 8%
- **Very poor**: 1%

FY14: Satisfaction measure: 67%
Average evaluation score: 3.8

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

**FY14: 162 respondents**

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

FY14: Satisfaction measure: 71%
Average evaluation score: 3.9

Everything considered: interpretive and educational program

**FY14: 177 respondents**

- **Very good**: 29%
- **Good**: 40%
- **Average**: 23%
- **Poor**: 5%
- **Very poor**: 1%

FY14: Satisfaction measure: 71%
Average evaluation score: 3.9
La Posa Long Term Visitor Area
Fees

### Total fees paid
FY14: 259 respondents

<table>
<thead>
<tr>
<th>Amount spent</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>No fees</td>
<td>15%</td>
</tr>
<tr>
<td>Under $25</td>
<td>0%</td>
</tr>
<tr>
<td>$25 - $50</td>
<td>40%</td>
</tr>
<tr>
<td>&gt; $50</td>
<td>39%</td>
</tr>
</tbody>
</table>

### How appropriate was the fee charged for this site/area?
FY14: 245 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Far too low</td>
<td>1%</td>
</tr>
<tr>
<td>Too low</td>
<td>2%</td>
</tr>
<tr>
<td>About right</td>
<td>88%</td>
</tr>
<tr>
<td>Too high</td>
<td>10%</td>
</tr>
<tr>
<td>Far too high</td>
<td>1%</td>
</tr>
</tbody>
</table>

### The value of the recreation opportunity was at least equal to the fee asked to pay.
FY14: 238 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>34%</td>
</tr>
<tr>
<td>Agree</td>
<td>57%</td>
</tr>
<tr>
<td>Not Sure</td>
<td>13%</td>
</tr>
<tr>
<td>Disagree</td>
<td>9%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>1%</td>
</tr>
</tbody>
</table>

### Commercial Recreation Operations

#### Quality of Commercial Services
FY14: 50 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>64%</td>
</tr>
<tr>
<td>Good</td>
<td>20%</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>

FY14
Satisfaction measure: 90%
Average evaluation score: 4.5
La Posa Long Term Visitor Area
Primary Activities at this Site/Area

Primary activities
FY14: 259 respondents**

- Camping: 85%
- Fishing: 1%
- Hunting: 0%
- Target shooting: 1%
- Sightseeing: 47%
- Picnicking: 16%
- Hiking/walking: 44%
- Swimming: 1%
- Motorized boating: 0%
- Non-motorized boating/rafting: 1%
- Horseback riding: 0%
- Rock climbing: 5%
- Driving for pleasure: 32%
- Bicycling: 14%
- Motorized recreation vehicles: 34%
- Education and interpretation: 4%
- Birdwatching/wildlife viewing: 15%
- Other: 3%

** 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
FY14: 23 respondents

- Very good: 57%
- Good: 30%
- Average: 4%
- Poor: 9%
- Very poor: 0%

FY14 Satisfaction measure: 87%
Average evaluation score: 4.3
La Posa Long Term Visitor Area
Accessibility to Visitors with Disabilities

Ability to adequately use the facilities
FY14: 47 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>23%</td>
</tr>
<tr>
<td>Good</td>
<td>57%</td>
</tr>
<tr>
<td>Average</td>
<td>15%</td>
</tr>
<tr>
<td>Poor</td>
<td>4%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY14: Satisfaction measure: 81%
Average evaluation score: 4

Ability to access exhibits, waysides, etc.
FY14: 46 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>22%</td>
</tr>
<tr>
<td>Good</td>
<td>50%</td>
</tr>
<tr>
<td>Average</td>
<td>20%</td>
</tr>
<tr>
<td>Poor</td>
<td>2%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
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</tbody>
</table>

FY14: Satisfaction measure: 72%
Average evaluation score: 3.9

Ability to understand the messages
FY14: 46 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>28%</td>
</tr>
<tr>
<td>Good</td>
<td>53%</td>
</tr>
<tr>
<td>Average</td>
<td>17%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY14: Satisfaction measure: 83%
Average evaluation score: 4.1

Ability to use the services in this area
FY14: 46 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
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</thead>
<tbody>
<tr>
<td>Very good</td>
<td>32%</td>
</tr>
<tr>
<td>Good</td>
<td>43%</td>
</tr>
<tr>
<td>Average</td>
<td>13%</td>
</tr>
<tr>
<td>Poor</td>
<td>11%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY14: Satisfaction measure: 76%
Average evaluation score: 4

Social & Economic Sciences Research Center
WASHINGTON STATE UNIVERSITY

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