Moab Brand Trails Trailhead 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 Moab Brand Trails Trailhead 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**

<table>
<thead>
<tr>
<th>Rating</th>
<th>FY14: 208 respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>79%</td>
</tr>
<tr>
<td>Good</td>
<td>19%</td>
</tr>
<tr>
<td>Average</td>
<td>1%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FY14</th>
<th>Satisfaction measure: 98%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Average evaluation score: 4.8</td>
</tr>
</tbody>
</table>

**FY14 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></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
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<tbody>
<tr>
<td>Very</td>
<td></td>
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<tr>
<td>Poor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</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 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.
Moab Brand Trails Trailhead
Visitor Information

Providing useful maps and brochures
FY14: 234 respondents

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

FY14: Satisfaction measure: 96%
Average evaluation score: 4.7

Ensuring public awareness of rules and regulations
FY14: 223 respondents

- Very good: 56%
- Good: 37%
- Average: 7%
- Poor: 0%
- Very poor: 0%

FY14: Satisfaction measure: 93%
Average evaluation score: 4.5

Providing useful information on the Internet
FY14: 152 respondents

- Very good: 90%
- Good: 31%
- Average: 7%
- Poor: 2%
- Very poor: 0%

FY14: Satisfaction measure: 91%
Average evaluation score: 4.5

Providing adequate signs on site for direction and orientation
FY14: 232 respondents

- Very good: 64%
- Good: 24%
- Average: 10%
- Poor: 2%
- Very poor: 0%

FY14: Satisfaction measure: 88%
Average evaluation score: 4.5

Everything considered: quality of BLM visitor information
FY14: 233 respondents

- Very good: 67%
- Good: 30%
- Average: 3%
- Poor: 0%
- Very poor: 0%

FY14: Satisfaction measure: 97%
Average evaluation score: 4.6
### Maintaining roads for motorized vehicles

FY14: 194 respondents

- **Very good:** 62%
- **Good:** 32%
- **Average:** 6%
- **Poor:** 1%
- **Very poor:** 1%

FY14: Satisfaction measure: 94%
Average evaluation score: 4.5

### Maintaining trails for non-motorized use

FY14: 231 respondents

- **Very good:** 77%
- **Good:** 21%
- **Average:** 1%
- **Poor:** 0%
- **Very poor:** 0%

FY14: Satisfaction measure: 99%
Average evaluation score: 4.8

### Maintaining a clean site

FY14: 235 respondents

- **Very good:** 78%
- **Good:** 19%
- **Average:** 3%
- **Poor:** 0%
- **Very poor:** 0%

FY14: Satisfaction measure: 97%
Average evaluation score: 4.7

### Maintaining cleanliness of restrooms and other physical facilities

FY14: 214 respondents

- **Very good:** 53%
- **Good:** 34%
- **Average:** 14%
- **Poor:** 0%
- **Very poor:** 0%

FY14: Satisfaction measure: 86%
Average evaluation score: 4.4

### Everything considered: overall condition of developed facilities

FY14: 237 respondents

- **Very good:** 68%
- **Good:** 30%
- **Average:** 3%
- **Poor:** 0%
- **Very poor:** 0%

FY14: Satisfaction measure: 97%
Average evaluation score: 4.7
In order for the Bureau of Land Management (BLM) to comply with the Government Performance and Results Act (GPRA), the agency must conduct peak visit surveys at Federal land management areas (FMA). These surveys provide feedback on the effectiveness of the BLM in managing visitor and recreation use. The FY14 visitor response graph illustrates this feedback.

### Managing the Appropriate Use of Vehicles
- **FY14**: 269 respondents
- **Satisfaction measure**: 94%
- **Average evaluation score**: 4.6
- **Rating**:
  - **Very good**: 62%
  - **Good**: 33%
  - **Average**: 6%
  - **Poor**: 1%
  - **Very poor**: 0%

### Managing the Number of People
- **FY14**: 220 respondents
- **Satisfaction measure**: 93%
- **Average evaluation score**: 4.6
- **Rating**:
  - **Very good**: 64%
  - **Good**: 29%
  - **Average**: 6%
  - **Poor**: 1%
  - **Very poor**: 0%

### Keeping Noise at Appropriate Levels
- **FY14**: 214 respondents
- **Satisfaction measure**: 93%
- **Average evaluation score**: 4.6
- **Rating**:
  - **Very good**: 86%
  - **Good**: 22%
  - **Average**: 6%
  - **Poor**: 1%
  - **Very poor**: 0%

### Providing Sufficient Law Enforcement Presence to Prevent Crime
- **FY14**: 133 respondents
- **Satisfaction measure**: 76%
- **Average evaluation score**: 4.2
- **Rating**:
  - **Very good**: 55%
  - **Good**: 21%
  - **Average**: 17%
  - **Poor**: 5%
  - **Very poor**: 2%

### Everything Considered: Visitor and Recreation Management
- **FY14**: 228 respondents
- **Satisfaction measure**: 96%
- **Average evaluation score**: 4.6
- **Rating**:
  - **Very good**: 61%
  - **Good**: 36%
  - **Average**: 4%
  - **Poor**: 0%
  - **Very poor**: 0%
Adequately protecting the natural resources
FY14: 234 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>37%</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>
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</tbody>
</table>

FY14: Satisfaction measure: 94%
Average evaluation score: 4.5

Ensuring that visitor activities do not infringe on resource protection
FY14: 221 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>52%</td>
</tr>
<tr>
<td>Good</td>
<td>39%</td>
</tr>
<tr>
<td>Average</td>
<td>8%</td>
</tr>
<tr>
<td>Poor</td>
<td>2%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY14: Satisfaction measure: 90%
Average evaluation score: 4.4

Adequately protecting the cultural resources
FY14: 195 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>60%</td>
</tr>
<tr>
<td>Good</td>
<td>34%</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>

FY14: Satisfaction measure: 94%
Average evaluation score: 4.5

Everything considered: BLM protection of natural and cultural resources
FY14: 232 respondents

<table>
<thead>
<tr>
<th>Rating</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Very 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>

FY14: Satisfaction measure: 94%
Average evaluation score: 4.5
Moab Brand Trails Trailhead
BLM Staff and Service

**Staff treated me courteously**
FY14: 217 respondents

Rating

- Very good: 89%
- Good: 11%
- Average: 0%
- Poor: 0%
- Very poor: 0%

FY14
Satisfaction measure: 100%
Average evaluation score: 4.9

**Staff demonstrated knowledge about the natural and cultural resources in the area**
FY14: 163 respondents

Rating

- Very good: 84%
- Good: 15%
- Average: 1%
- Poor: 0%
- Very poor: 0%

FY14:
Satisfaction measure: 99%
Average evaluation score: 4.8

**Staff demonstrated knowledge about recreational opportunities in the area**
FY14: 184 respondents

Rating

- Very good: 83%
- Good: 16%
- Average: 1%
- Poor: 0%
- Very poor: 0%

FY14:
Satisfaction measure: 99%
Average evaluation score: 4.8

**Everything considered: performance of BLM staff**
FY14: 206 respondents

Rating

- Very good: 84%
- Good: 16%
- Average: 0%
- Poor: 0%
- Very poor: 0%

FY14:
Satisfaction measure: 100%
Average evaluation score: 4.8
Moab Brand Trails Trailhead
Providing Educational and Interpretive Material

Providing quality educational and interpretive material about the resources at this site
FY14: 191 respondents

- Very good: 59%
- Good: 32%
- Average: 7%
- Poor: 2%
- Very poor: 0%

FY14 Satisfaction measure: 91%
Average evaluation score: 4.5

Providing stewardship information on how to protect the cultural and natural resources
FY14: 198 respondents

- Very good: 60%
- Good: 31%
- Average: 6%
- Poor: 3%
- Very poor: 1%

FY14 Satisfaction measure: 90%
Average evaluation score: 4.5

Providing a sufficient quantity of educational and interpretive materials about the resources at this site
FY14: 181 respondents

- Very good: 52%
- Good: 30%
- Average: 11%
- Poor: 2%
- Very poor: 0%

FY14 Satisfaction measure: 87%
Average evaluation score: 4.4

Everything considered: interpretive and educational program
FY14: 201 respondents

- Very good: 59%
- Good: 34%
- Average: 5%
- Poor: 2%
- Very poor: 0%

FY14 Satisfaction measure: 93%
Average evaluation score: 4.5
Moab Brand Trails Trailhead
Fees

Quality of Commercial Services
FY14: 76 respondents

- Very good: 68%
- Good: 28%
- Average: 0%
- Poor: 1%
- Very poor: 0%

FY14
Satisfaction measure: 93%
Average evaluation score: 4.6

Commercial Recreation Operations

The value of the recreation opportunity was at least equal to the fee asked to pay.
FY14: 17 respondents

- Strongly agree: 53%
- Agree: 47%
- Not sure: 0%
- Disagree: 0%
- Strongly disagree: 0%

How appropriate was the fee charged for this site/area?
FY14: 21 respondents

- Far too low: 19%
- Too low: 19%
- About right: 57%
- Too high: 0%
- Far too high: 5%

Total fees paid
FY14: 244 respondents

- No fees: 90%
- Under $25: 9%
- $25 - $50: 1%
- > $50: 0%

Amount spent

Proportion of respondents

CAUTION!

Report # MOAB314
Moab Brand Trails Trailhead
Primary Activities at this Site/Area

**Primary activities**
FY14: 244 respondents**

- Camping: 12%
- Fishing: 0%
- Hunting: 0%
- Target shooting: 0%
- Sightseeing: 7%
- Picnicking: 4%
- Hiking/walking: 22%
- Swimming: 1%
- Motorized boating: 0%
- Non-motorized boating/rafting: 1%
- Horseback riding: 0%
- Rock climbing: 3%
- Driving for pleasure: 5%
- Bicycling: 95%
- Motorized recreation vehicles: 3%
- Education and interpretation: 2%
- Birdwatching/wildlife viewing: 2%
- Other: 2%

**Proportion of respondents**

**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: 5 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.

FY14
- Satisfaction measure: 60%
- Average evaluation score: 3.8
Moab Brand Trails Trailhead Demographics

**Visitor group composition**

<table>
<thead>
<tr>
<th>Age group</th>
<th>FY14: 201 groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults (18 and over)</td>
<td>76%</td>
</tr>
<tr>
<td>Teenagers (13-17)</td>
<td>16%</td>
</tr>
<tr>
<td>Children (under 12)</td>
<td>8%</td>
</tr>
</tbody>
</table>

**Number of adults (18 and over) in group**

<table>
<thead>
<tr>
<th>Adults in group</th>
<th>FY14: 201 groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2</td>
<td>64%</td>
</tr>
<tr>
<td>3-5</td>
<td>23%</td>
</tr>
<tr>
<td>6 and more</td>
<td>13%</td>
</tr>
</tbody>
</table>

**Number of children (under 12) in group**

<table>
<thead>
<tr>
<th>Children in group</th>
<th>FY14: 201 groups</th>
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<tbody>
<tr>
<td>1-2</td>
<td>11%</td>
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<tr>
<td>3-5</td>
<td>2%</td>
</tr>
<tr>
<td>6 and more</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Number of teenagers (13-17) in group**

<table>
<thead>
<tr>
<th>Teenagers in group</th>
<th>FY14: 201 groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2</td>
<td>8%</td>
</tr>
<tr>
<td>3-5</td>
<td>1%</td>
</tr>
<tr>
<td>6 and more</td>
<td>6%</td>
</tr>
</tbody>
</table>

**Respondent age**

<table>
<thead>
<tr>
<th>Age (years)</th>
<th>FY14: 220 respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-21</td>
<td>10%</td>
</tr>
<tr>
<td>22-30</td>
<td>10%</td>
</tr>
<tr>
<td>31-40</td>
<td>23%</td>
</tr>
<tr>
<td>41-50</td>
<td>17%</td>
</tr>
<tr>
<td>51-60</td>
<td>17%</td>
</tr>
<tr>
<td>61-70</td>
<td>7%</td>
</tr>
<tr>
<td>71 and over</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Gender**

<table>
<thead>
<tr>
<th>Gender</th>
<th>FY14: 187 respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>66%</td>
</tr>
<tr>
<td>Female</td>
<td>34%</td>
</tr>
</tbody>
</table>

CAUTION! Percentages do not equal 100 because visitors could choose more than one activity.
Moab Brand Trails Trailhead
Accessibility to Visitors with Disabilities

Ability to adequately use the facilities
FY14: 21 respondents

Rating

<table>
<thead>
<tr>
<th></th>
<th>Very good</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Very poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY14</td>
<td>67%</td>
<td>33%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Satisfaction measure: 100%
Average evaluation score: 4.7

Ability to access exhibits, waysides, etc.
FY14: 17 respondents

Rating

<table>
<thead>
<tr>
<th></th>
<th>Very good</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Very poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY14</td>
<td>71%</td>
<td>29%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Satisfaction measure: 100%
Average evaluation score: 4.7

Ability to understand the messages
FY14: 18 respondents

Rating

<table>
<thead>
<tr>
<th></th>
<th>Very good</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Very poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY14</td>
<td>72%</td>
<td>28%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Satisfaction measure: 100%
Average evaluation score: 4.7

Ability to use the services in this area
FY14: 18 respondents

Rating

<table>
<thead>
<tr>
<th></th>
<th>Very good</th>
<th>Good</th>
<th>Average</th>
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<th>Very poor</th>
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</thead>
<tbody>
<tr>
<td>FY14</td>
<td>76%</td>
<td>24%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Satisfaction measure: 100%
Average evaluation score: 4.8