



**BUREAU OF LAND MANAGEMENT
VISITOR SATISFACTION SURVEY
INSTRUCTION MANUAL**

Prepared by:



**Social & Economic Sciences
Research Center**

WASHINGTON STATE UNIVERSITY

sesrc.wsu.edu/blm

BUREAU OF LAND MANAGEMENT VISITOR SATISFACTION SURVEY PROJECT INSTRUCTION MANUAL 2023

Updated March 2023

Prepared for the Department of the Interior Bureau of Land Management
by the Social and Economic Sciences Research Center, Washington State University

Table of Contents

Introduction	1
Benefits to the BLM	1
Project Overview	2
BLM Visitor Satisfaction Survey Communication Paths	4
Survey Instructions and Guidelines	5
Survey Staff	5
The Survey Schedule	5
Conducting the Survey	5
Scheduling survey days.....	5
Survey schedule adjustments.....	6
Selecting survey locations.....	6
Preparing the survey locations.....	7
Selecting Surveyors.....	8
Distributing questionnaires.....	8
Identifying potential respondents (sampling visitors).....	8
Collecting a sufficient number of questionnaires.....	9
COVID-19: Best practices for visitor and staff safety	9
Commencing with a Survey.....	9
Be healthy and be clean.....	10
Clean and disinfect.....	10
Social distance.....	10
Surveyor Training	11
Training surveyors.....	11
Approaching visitors.....	11
Distribution Guidelines.....	12
Daily Surveyor Logs.....	13
Coordinator Reports.....	13
Completing the BLM Visitor Satisfaction Survey	14
Completing the survey reports.....	14
Returning survey materials to the SESRC.....	14
Reporting.....	14
FAQ'S and Glossary	15
Glossary.....	16
Appendix 1 – Daily Surveyor Log	17
Appendix 2 – Coordinator Form	21

Introduction

The mission of the Bureau of Land Management (BLM) is to sustain the health, diversity, and productivity of America's public lands for the use and enjoyment of present and future generations. The BLM is mandated to manage public land resources for a variety of uses while protecting a wide array of natural, cultural, and recreational resources. Knowledge about visitors recreating on BLM-managed lands is important to BLM managers and is required to meet BLM goals related to the Government Performance and Results Act (GPRA). The BLM Visitor Satisfaction Survey project is designed to measure each site's performance in relation to these BLM GPRA goals:

GPRA Mission Area 3, Goal 2, Strategy 1:

Enhance Public Satisfaction at DOI Sites by enhancing the enjoyment and appreciation of our natural and cultural heritage

The BLM Visitor Satisfaction Survey project collects visitor satisfaction data in six areas: 1) visitor information; 2) developed facilities; 3) recreation use management; 4) resource management; 5) BLM staff and customer service; and 6) educational and interpretive materials.

This project is conducted through a cooperative agreement between BLM and the Washington State University SESRC.

Benefits to the BLM

Results from the Visitor Satisfaction Survey can be useful in planning, operations, management, and research related to the BLM and the resources it manages. This information collection allows site managers to:

- Report performance relating to GPRA goals;
- Better understand visitor satisfaction of BLM-managed lands both nationally and on a site-by-site basis;
- Better protect natural and cultural resources;
- Improve visitor services;
- Identify the state of facilities, services, and recreational opportunities, and prioritize needs for maintenance, restoration, and improvement.

Project Overview

The procedure for completing a BLM Visitor Satisfaction Survey is the same for each site, and is broken into six parts.

PART 1. State Leads select survey sites.

For a given FY, BLM State Recreation Leads (with support from NOC Recreation Planners) will select two sites per state* to conduct Visitor Satisfaction Surveys. For surveys conducted January-September, the site nomination deadline is early December. For surveys conducted October-December, the site nomination deadline is late February (see annual BLM GPRA Information Bulletin (IB) for specific dates).

Note: because this visitor survey is one of two FY GPRA elements for the BLM, **all survey questionnaires must be completed by September 30th.**

During the site selection process State Recreation Leads should discuss the following tasks with field staff.

- 1) Determining the survey period. Staff should plan to conduct the survey during their highest 2-month visitation period in order to maximize data collection.
- 2) Designating a Survey Coordinator. One person at each site will be assigned to oversee the overall survey project.
- 3) Identifying survey locations. Locations for intercepting visitors and distributing survey questionnaires (e.g. trailheads, visitor centers, campgrounds, docks) must be selected.
- 4) Selecting and training Surveyors. Individuals such as BLM recreation staff, interns, and volunteers will be selected and trained to distribute the survey questionnaires.

With a survey site selected, staff from each state should fully populate the FY visitor survey site profile (attached to the annual GPRA IB) and email the Word document to the Recreation Planners at the NOC.

NOC Recreation Planners will consolidate a list of sites for each state and forward it to the Washington State University SESRC so that staff may prepare the survey materials for the upcoming survey season.

PART 2. At least two weeks prior to each site's survey period, survey coordinators receive the following materials from the SESRC.

- 1) Instruction manual. The manual can also be accessed online at <http://sesrc.wsu.edu/blm>.
- 2) Survey questionnaires. The number of questionnaires will vary according to each site's visitation statistics for the two month survey period.

* More than two sites per state can be included with NOC approval

- 3) Questionnaire drop box(es). One drop box will be shipped to each site. Additional drop boxes may be arranged for sites with higher visitation or multiple distribution locations.

PART 3. Using the instructions in this manual, field staff prepare for the survey.

- 1) Contact the SESRC to acknowledge receipt of materials (email is adequate).
- 2) Develop a survey schedule including the total number of days of surveying required to administer 100% of the survey questionnaires (at least 8, but no more than 60 days).
- 3) Identify a survey location and surveyor for each survey day.
- 4) Train selected surveyors to administer the questionnaires and to complete daily survey reports per manual instructions (see page 17).

PART 4. During the survey period the Survey Coordinator is responsible for the following tasks.

- 1) Ensure visitors complete the survey questionnaires on-site, and that completed survey questionnaires are deposited in the drop box(es) provided.
- 2) Ensure Daily Surveyor Logs are completed by Surveyors, returned to the Survey Coordinator, and saved so they may be returned to the SESRC.
- 3) At the end of each Survey Day, complete the online Coordinator Report at <http://sesrc.wsu.edu/blm/cr>. If it is not feasible to access the online form, use the hard copy, available for download (<http://sesrc.wsu.edu/blm/tools>) and included in this manual.
- 4) Upon completion of the entire survey, return the drop boxes, completed survey questionnaires, Daily Surveyor Logs, and hard copies of the Coordinator Reports to the SESRC.

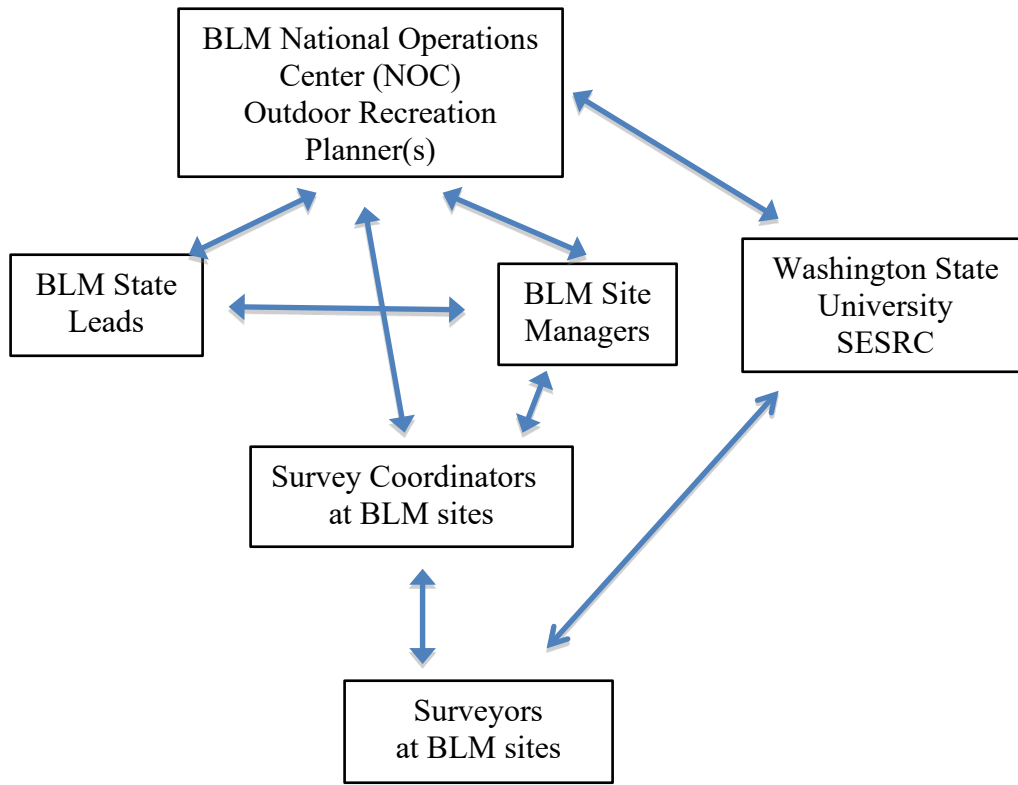
PART 5. Within 1 month of receiving survey materials from a particular BLM survey site, the SESRC will:

- 1) Scan the survey questionnaires;
- 2) Analyze the data;
- 3) Prepare a report of survey results;
- 4) Send to the site manager a visitor satisfaction report based on the completed survey questionnaires.

PART 6. Within 2 months of the end of the system-wide survey, the SESRC will prepare a FY system-wide report for NOC Outdoor Recreation Planner(s) and the BLM WO Recreation Lead.

The chart on the following page illustrates the paths of communication between the entities involved.

BLM Visitor Satisfaction Survey Communication Paths



NOC Outdoor Recreation Planner: oversees the BLM Visitor Satisfaction Survey; communicates directly with the SESRC, State Leads, Site Managers and Survey Coordinators; responds to questions from the field regarding extensions and survey schedule changes.

SESRC: administers the survey; sends/receives survey materials to/from Site Managers; communicates with the NOC Outdoor Recreation Planner(s) as to each site's progress; responds to questions from the field regarding numbers of survey questionnaires, survey techniques, survey materials.

State Leads: communicate with NOC Recreation Planner(s) and with Site Managers.

Site Managers: Line Officers or Field Office/District Recreation Leads who appoint and oversee Survey Coordinators at each site.

Survey Coordinators: receive/send survey materials from/to the SESRC; appoint, train, and supervise Surveyors; submit Daily Reports and Coordinator Report to the SESRC; update NOC Recreation Planner(s) when necessary.

Surveyors: conduct the survey and return materials and daily reports to the Survey

Survey Instructions and Guidelines

This section provides survey instructions and guidelines that, when carefully followed, will result in a successful survey and a representative sample of visitor opinions.

Survey Staff

Survey site managers may assign the Survey Coordinator role to themselves, or to other staff. The Survey Coordinator is responsible for the Visitor Satisfaction Survey project for that site and will serve as the contact person for the NOC Recreation Planner(s) and the SESRC.

In coordination with the Site Manager (if there is one), the Survey Coordinator will establish the survey schedule, as well as select and train Surveyors to administer the survey. Surveyors are responsible for distributing survey questionnaires to visitors and submitting Daily Survey Reports to the Survey Coordinator.

The Survey Schedule

BLM State Recreation Leads (with support from NOC Recreation Planner(s)) will determine the annual site selection and the survey period for each site. If an unexpected event occurs and the survey site and/or the survey period needs to be changed, the State Recreation Leads and/or Site Coordinators should contact NOC Recreation Planner(s) to discuss the situation.

For sites with low visitation that experience difficulty administering their assigned number of survey questionnaires, the 60-day survey period may be extended to end as late as but no later than September 30th. The NOC Recreation Planner(s) will consider extension requests on a case-by-case basis.

Conducting the Survey

Scheduling survey days

Before the survey begins, the Survey Coordinator should estimate the number of survey questionnaires to be administered on each survey day (see Part 3, above). From this estimate, the required number of survey days can be determined. The Survey Coordinator should then create a survey schedule as shown in the example below.

The survey period will take no fewer than 8 days and no more than 60 days to administer all assigned survey questionnaires. Questionnaires should be handed out for at least 4 hours per survey day. To the greatest extent possible, the survey schedule should reflect an even mix of weekdays/weekends and mornings/afternoons/evenings. This diversity of survey periods will ensure the best possible representative sample of BLM visitors.

Staff overseeing the survey schedule must ensure that 100% of the assigned survey questionnaires are administered during the survey period.

Sample 8-day survey schedule						
The schedule should include at least 4 weekdays and 4 weekends, both a.m. and p.m., at different visitor use areas						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Mike Boat Dock, 8am-12pm	3	4	5 Mike Visitor Contact Station, 8am- 12pm	6	7 Sarah Visitor Contact Station, 1pm- 5pm
8 Sarah Boat Dock, 1pm-5pm	9	10 Mike Campground, 4pm-8pm	11	12	13 Mike Visitor Contact Station, 8am- 12pm	14
15 Sarah Boat Dock, 8am-12pm	16	17	18	19	20	21 Sarah Campground, 8am-12pm
22	23	24	25	26	27	28
Survey for at least 8 days, and up to 60 days, until all survey questionnaires have been distributed. To extend the survey period beyond 60 days, contact the NOC Outdoor Recreation Planner.						
29	30					

Survey schedule adjustments

After an initial month of surveying, the Survey Coordinator/Site Manager will review progress on overall administration of assigned survey questionnaires. If survey progress is on track, or ahead of schedule, no adjustment to the survey schedule is necessary. However, if the Survey Coordinator/Site Manager are behind and unlikely to finish by the end of the 60-day survey period, use the following options.

- 1) Increase the frequency of survey administration. This may include additional survey days, and/or extending the duration of the survey day.
- 2) Even with additional surveying effort, if the Survey Coordinator/Site Manager still believes they will fail to meet the established survey timeline, contact the State Recreation Lead. If the State Recreation Lead believes there is no reasonable avenue to complete the survey within the allotted timeframe, the State Recreation Lead may contact the NOC Recreation Planner(s) to request an extension of the survey period. **Regardless of when a survey begins, it must finish by the close of the FY on September 30th.**

Selecting survey locations

Survey questionnaires should be distributed at locations that are used by a diversity of BLM recreationists. Where possible, survey locations should be in areas with high visitor use and areas where visitors are exposed to a variety of services.

For each Survey Day, assign survey locations. If there is more than one location, vary the assignments to best reflect the level of visitor use. In other words, high-use areas should be surveyed more often than low-use areas (i.e., assign a proportionately higher number of Survey Days to high-use areas).

Select up to (though no more than) six survey locations. If only one Surveyor is available, multiple locations may be surveyed on a rotating basis. At some BLM sites, one location will suffice.

Below are some suggested survey locations:

- vehicle entrance points
- visitor center/contact stations
- parking lots
- boat docks
- campgrounds
- picnic areas
- road junctions/trailheads
- special events

Preparing the survey locations

The Surveyor will be intercepting visitors and inviting them to participate in the survey. Follow these three steps to set up the location where the survey will take place:

- 1) Identify a specific area where visitor movement (on foot or in vehicles) can be consistently and safely observed;
- 2) Define an imaginary line between two stationary landmarks that visitors regularly cross, to be used as a reference point to identify potential survey respondents;
- 3) Establish a position for the Surveyor that is safe and efficient.

There are survey locations where an imaginary line may not work efficiently due to dispersed visitor use patterns. Below are guidelines for surveying in these locations.

- *Open areas such as a field or meadow:*
Select a survey area, determine a reasonable, consistent boundary, and follow survey questionnaire distribution guidelines below.
- *Campgrounds or picnic areas:*
Select a survey area, determine a reasonable, consistent boundary such as specific picnic tables, or randomly selected campsites, and follow survey questionnaire distribution guidelines below.
- *Visitors in waiting lines:*
Treat the line as your survey location.

Make it easy for visitors to complete the survey. Provide clipboards, pens (*no pencils, please*), and a comfortable place to complete the questionnaire. Place the survey drop box where it is easily accessible to visitors and within sight of the Surveyor.

Selecting Surveyors

Surveyors should be carefully selected and trained for this important responsibility. The quality of survey results is closely related to the Surveyor's methods, message, demeanor, and level of enthusiasm.

Surveyors should:

- be able to follow the survey distribution instructions and keep good records;
- be a uniformed employee or uniformed volunteer;
- be dedicated to the task of surveying duty during the Survey Day;
- have excellent interpersonal skills.

Distributing questionnaires

The survey period must include **at least 8 and no more than 60** survey days. Survey questionnaires should be distributed within the established block of time for each Survey Day. The number of survey questionnaires planned for each Survey Day will vary according to total sample size and number of survey days. However, **no more than 50 survey questionnaires** should be distributed to visitors at any one survey location during any one Survey Day. A Survey Day is over when: a) all survey questionnaires planned for the day have been distributed; or b) at the end of that Survey Day time block—regardless of how many questionnaires have been distributed. If fewer than the planned number of questionnaires have been distributed during the Survey Day, the remaining questionnaires should be returned to the Survey Coordinator for use during the next Survey Day.

Identifying potential respondents (sampling visitors)

Use the following guidelines to identify potential survey respondents.

- **For locations likely to have fewer than 100 visitors on a survey day:**
Every adult crossing a pre-established reference marker or imaginary line is a potential respondent (see page 13).
- **For locations likely to have more than 100 visitors on a survey day:**
Use an interval to select potential respondents. For example, select every third (3rd) adult crossing a pre-established reference marker or imaginary line. Adjust the interval so that you are likely to distribute all survey questionnaires during the Survey Day.
- Potential respondents must be at least 18 years of age.
- Select only one visitor per visitor group as a potential respondent. A group might be a family, a couple, group of friends, or an organized tour group. In a group the potential respondent is the person with the next birthday.
- In a private vehicle, the potential respondent is the person with the next birthday.

- When identifying a potential respondent in a commercial vehicle such as a tour bus, or in a tour group on foot, select the person with the next birthday.
- If the person selected declines to participate in the survey, simply ask them the two nonresponse questions, thank them, and identify the very next potential respondent.
- Visitors that pass by while the Surveyor is working with a respondent are not counted as part of the sample. When finished with a respondent, begin anew the process of selecting the next respondent.
- BLM employees, volunteers, commercial vendors, concessioners, tour guides, tour bus drivers, visitors on official BLM business, and so on, cannot participate in the survey.

Collecting a sufficient number of questionnaires

Because the sample size is calculated according to each site's visitation statistics, all survey questionnaires need to be distributed. If distribution within the scheduled time frame cannot be completed due to extraneous circumstances, please contact NOC Recreation Planner(s) for an extension.

Important: It is not possible to calculate a GPRA score with insufficient data. For sites that do not collect a sufficient number of completed survey questionnaires, a GPRA score and report will not be generated.

COVID-19: Best practices for visitor and staff safety

The 2019 coronavirus pandemic (COVID-19) requires extra precautions for visitor and staff safety while surveying at BLM recreation sites. BLM's management is to use good judgement regarding interactions with the public at all times during the duration of uncertainty around the COVID-19 pandemic. Please follow these best practices based on guidelines from the CDC and the federal government:

Commencing with a Survey

- 1) The decision to conduct surveying should follow CDC, state, and local guidance and consider the ability of visitors and staff to maintain appropriate distance from others. BLM decisions should not enable and foster anyone to disobey the requirements of their local communities or public guidelines.
- 2) Survey staff are to be given proper training in COVID-19 methods for managing the survey area and cleaning survey materials to ensure safety of themselves and others.
- 3) Consider availability of supplies to protect staff's health. Each day the survey staff should be provided soap and water (if soap and water are unavailable, then alcohol-based hand sanitizer with at least 60% alcohol, or equivalent in hand wipes), tissues, and a face mask (the mask may be a cloth covering and may be provided by the surveyor).

Be healthy and be clean

- 1) Survey staff must not have any symptoms of COVID-19 (e.g. fever, dry cough, etc.). Staff who are symptomatic or have had close contact with a confirmed case of COVID-19 are to immediately self-isolate and contact their healthcare provider or local health officials for medical advice or testing. Inform local site management. (<https://www.cdc.gov/coronavirus/2019-ncov/community/critical-workers/implementing-safety-practices.html>)
- 2) Survey staff should wash their hands prior to their shift and frequently disinfect their hands when working with survey materials (log sheets, surveys, lock boxes). Always wash hands after using the bathroom, after blowing your nose, coughing, or sneezing. Cover coughs and sneezes with a tissue when possible, throw the tissue away and wash hands (or use disinfectant). Avoid touching eyes, nose, or mouth.
- 3) Ask the visitor to use the hand sanitizer before taking the survey.
- 4) Survey staff should wear a cloth covering or mask while distributing surveys.

Clean and disinfect

- 1) At the beginning of each day and after each deposit, the surveyor should disinfect the drop box and Ziplock bags containing the surveys with the included wipes.
- 2) Wipe off the clipboard and pens after each use.

Social distance

- 1) At the survey site, mark a six-foot distance between visitors and the surveyor.
- 2) Please have groups stay at least six feet from other visitors and groups.
- 3) Do not hand the survey or postcards directly to the visitor. Instead, place it on a table or bench and let the visitor pick it up while maintaining a minimum six-foot distance.
- 4) If visitors are not comfortable touching the clipboard and/or the pen, the surveyor can provide the postcard for the alternative online method.
- 5) When visitors have completed the survey, they can insert it into the lock box. If the surveyor helped visitors complete the survey, make sure the visitors witness surveys being inserted into the lockbox.

Please adjust these guidelines as needed based on your specific needs and locations. For example, a table or bench may not be available at your location so perhaps a tree stump or vehicle hood will work. Use your judgement and contact the SESRC or BLM NOC if you have questions or concerns. As the situation changes, refer to the CDC guidelines on social distancing and safety for both surveyors and visitors.

Surveyor Training

This section should be read by Survey Coordinators and Surveyors.

Training surveyors

The Survey Coordinator should spend time with the Surveyor(s) to discuss the following points:

- _____ Who is a potential respondent
- _____ Surveyor responsibilities
- _____ Setting up survey locations
- _____ Selecting/identifying potential respondents
- _____ Distributing survey questionnaires to visitors
- _____ How to approach visitors and invite them to participate
- _____ Explaining how and when to offer the optional online version
- _____ What to do if a potential respondent agrees to participate
- _____ What to do if a potential respondent declines to participate
- _____ How to use the Daily Surveyor Log AND Nonresponse Log
- _____ Review Special Guidelines for COVID19 Situation

The Survey Coordinator should provide each Surveyor with:

- _____ Survey questionnaires (no more than 50) for each Survey Day
- _____ Postcards with instructions for the online option (no more than 50) for each Survey Day
- _____ A blank copy of the Daily Surveyor Log for each Survey Day
- _____ Clip boards, black or blue ink pens (no pencils, please), locked survey drop boxes
- _____ Chairs, table, shelter (if possible)
- _____ Other field supplies if needed (hand sanitizer, masks, wipes, etc.)

Approaching visitors

How a Surveyor approaches visitors will influence their decision whether or not to complete and return the survey questionnaire. A successful interaction is one of the most important factors in achieving a high response rate. The Surveyor should be polite, professional, enthusiastic, and clearly explain the purpose of the survey. Surveyors should emphasize the importance of visitor feedback and explain that visitor opinions are valued.

The following script is a guideline of what to say to potential respondents.

Sample script

“Hello! My name is _____. The Bureau of Land Management is conducting an important survey. We are asking visitors about their experiences to understand how satisfied they are with the services and facilities here at (*site name*). Your participation is voluntary, and you can complete the survey questionnaire in about 3 minutes. Your opinions are important, and your responses to the survey will help improve services and facilities here at (*site name*). Would you be willing to participate?”

If no: [Fill out information on Nonresponse Log](#)

If yes: “Thank you!” Would you prefer to use a paper copy or would you like to complete the survey online?

If Paper: provide the visitors with the paper questionnaire. When you are through, just place your questionnaire in the drop box.

If Web: Provide the postcard with QR Code

Distribution Guidelines

Use the following guidelines during survey questionnaire distribution.

- Address visitors in a friendly, cheerful, and courteous manner.
- Do not leave questionnaires or postcards on a visitor center desk or other location for self-distribution. The survey process requires interaction between BLM Staff/volunteers and the visitor to determine that the participation requirements are met.
- Completed questionnaires should not be handled by BLM staff. Visitors should drop their questionnaires into locked drop boxes. Place the drop boxes in a place that is visible from the survey distribution location.
- If the potential respondent does not read or understand English, the Surveyor should identify a person in the group who does. If there is a person who speaks English, they may either participate in the survey or translate the information for the identified potential respondent. If no one in the group speaks English, treat the situation as if the visitor declined to participate. Thank them and go to the next potential respondent.
- Distribute only one questionnaire per visitor *personal* group (party). Larger groups (such as commercial tour groups, scout groups, etc.) involving multiple parties could receive more than one survey (one per party).

Daily Surveyor Logs

The Daily Surveyor Log helps the Survey Coordinator keep track of what happens during each Survey Day. The Surveyor records the BLM site name, the specific survey location, date, and times, and the number of survey questionnaires at the beginning of the Survey Day. For each visitor who declines to participate in the survey, place a tick mark on the line labeled “# of visitors who declined to participate.” At the end of the shift, enter the number of tick marks in the space labeled “Total.”

At the end of each Survey Day, the Surveyor:

1. completes the reports – Daily Surveyor Log AND the Nonresponse Log;
2. submits the report to the Survey Coordinator;
3. returns any remaining survey questionnaires and the drop box to the Survey Coordinator.

Note: It is important to be accurate in your report. A 100% compliant rate (no refusals) is possible but unlikely. The quality of the survey results depends largely on the quality of the data collection process. In order to ensure the quality of survey distribution, field data need to be recorded accurately.

See Appendix 1 for an example of a completed Daily Surveyor Log AND Nonresponse Log.

Coordinator Reports

At the end of each Survey Day, the Coordinator collects the Daily Surveyor Logs. Next, using the Online Coordinator Report at <https://sesrc.wsu.edu/blm/cr/>, the Coordinator reports the number of survey questionnaires distributed and the number of refusals at each location on each Survey Day.

If it is not feasible to access the online form, complete Part 1 of the Coordinator Report paper copy (included in this manual or available for download at <https://sesrc.wsu.edu/blm/tools/>) on a daily basis, and complete Part 2 of the Coordinator Report at the end of the survey project.

Include the completed reports in the return shipment to the SESRC.

See Appendix 2 for an example of a completed Coordinator Report.

Completing the BLM Visitor Satisfaction Survey

Completing the survey reports

Among the materials shipped to survey sites are the **Daily Surveyor Logs** and a **Coordinator Report**. The Daily Surveyor Logs are to be completed by Surveyors at the end of each Survey Day and submitted to the Survey Coordinator. These report the number of survey questionnaires distributed and the number of visitors who decline to participate in the survey. The Coordinator Report informs the SESRC how many survey questionnaires were administered on each Survey Day, and is submitted online at <https://sesrc.wsu.edu/blm/cr/>. This report also informs the SESRC of the locations and numbers of survey questionnaires administered throughout the entire Survey Period. All forms can be accessed at <https://sesrc.wsu.edu/blm/tools/>.

Returning survey materials to the SESRC

Within a week of completing the survey, the Daily Surveyor Logs, the Coordinator Report, and the drop boxes containing completed survey questionnaires are to be shipped to the SESRC at the address below. Use the FedEx label from your survey package. **If all the survey questionnaires were not distributed by the end of the survey period, the remaining survey questionnaires should be returned to the SESRC.**

BLM Visitor Satisfaction Survey
Social and Economic Sciences Research Center
Washington State University
PO Box 641801
Pullman, WA 99164-1801

Reporting

One month after the materials are received by the SESRC, reports for individual sites will be posted at <https://sesrc.wsu.edu/blm/reports>. Hard copies of the reports will also be mailed to each site that participated in the survey season.

Upon the completion of the survey season, an FY system-wide report will be prepared and posted at the above link. Hard copies of all site reports and system-wide reports will be mailed to the NOC and the Recreation and Visitor Services Office in Washington D.C.

Reports will not be produced for sites that failed in the distribution process. A site's survey is considered "failed" for any of the following situations:

- The number of completed survey questionnaires is not sufficient to provide a large enough sample size;
- Surveyors fail to comply with survey procedures;
- Drop boxes and related materials are not returned to the SESRC;
- Coordinator Reports are not properly submitted.

FAQ'S and Glossary

- *Can the survey questionnaire be customized for individual BLM sites, or for different locations within sites?*

No. Survey questionnaires contain a standardized set of questions for all BLM sites. This standardized format allows for consistent year-to-year reporting at each BLM organizational level (e.g., individual units, state, and national levels).

- *Should we be concerned if our site does not include all of the satisfaction rating items?*

No. Your site's GPRa score is generated solely on the basis of the overall quality of facilities, services, and recreational opportunities.

- *Why are we limited to distributing no more than 50 on any given Survey Day?*

This is to ensure that the survey questionnaire distribution is spread over at least eight different days, and includes both weekdays and weekends. A broader sample of Survey Days will help to offset unique situations, such as unusual weather, that may occur on any single Survey Day. In this way, a single day will not have undue influence on the sample.

- *Why should we use a drop box to collect the completed survey questionnaires, rather than collecting completed survey questionnaires directly from visitors?*

The Visitor Satisfaction Survey project is designed to provide an objective method of measuring performance for specific GPRa Goals. To remove any doubt that this evaluation was conducted in a consistent and objective manner, all visitors must handle their completed survey questionnaire themselves.

- *Where can I go for help with the Visitor Satisfaction Survey project?*

Kimberly Leitzinger

Outdoor Recreation Planner/Diversity
& Inclusion Change Agent

Bureau of Land Management

National Operations Center

PO Box 25047, Bldg 50

Denver, CO 80225-0047

Phone: (970) 274-7823

kleitzinger@blm.gov

BLM Visitor Satisfaction Survey Project

Social and Economic Sciences Research Center

Washington State University

PO Box 644014

Pullman, WA 99164-4014

Phone: (509) 335-1736

blm.survey@wsu.edu

Instructions, the Survey Coordinator form, and the Daily Surveyor Log are available online at <https://sescr.wsu.edu/blm/tools>.

Appendix 1 – Daily Surveyor Log

Daily Surveyor Log

Sample interview script

“Hello! My name is _____. The Bureau of Land Management is conducting an important survey. We are asking visitors about their experiences to understand how satisfied they are with the services and facilities here at (*site name*). Your participation is voluntary, and you can complete the survey questionnaire in about 3 minutes. Your opinions are important, and your responses to the survey will help improve services and facilities here at (*site name*). Would you be willing to participate?”

If no: [Fill out information on Nonresponse Log](#)

If yes: “Thank you!” Would you prefer to use a paper copy or would you like to complete the survey online?

If Paper: provide the visitors with the paper questionnaire. When you are through, just place your questionnaire in the drop box.

If Web: Provide the postcard with QR Code

Instructions

The Daily Surveyor Log helps keep track of what happens during each Survey Day. The Surveyor records the BLM site name, the specific survey location, date, and times, and the number of survey questionnaires at the beginning of the Survey Day.

If a visitor declines to participate in the survey, place a tick mark on the Daily Surveyor Report on the line labeled “# of visitors who declined to participate.” At the end of the shift, enter the number of tick marks in the space labeled “Total.”

At the end of each Survey Day, the Surveyor:

1. completes the log;
2. submits the log to the Survey Coordinator;
3. returns any remaining survey cards and the drop box to the Survey Coordinator;
4. checks the Nonresponse Log and submit to the Survey Coordinator.

The Survey Day is finished a) when all survey questionnaires assigned for the day have been distributed, or b) at the end of the Survey Day time—regardless of how many questionnaires have been distributed. If fewer questionnaires have been distributed during the time block, the remaining questionnaires should be returned to the Survey Coordinator for use during the next Survey Day.

- **For locations likely to have fewer than 100 visitors on a survey day:**
Every adult crossing an imaginary line is a potential respondent.
- **For locations likely to have more than 100 visitors on a survey day:**
Use an interval to select potential respondents. For example, select every third (3rd) adult crossing an imaginary line. Adjust the interval so that you are likely to distribute all survey questionnaires during the Survey Day.
- Potential respondents must be at least 18 years of age.

- Select only one visitor per visitor group as a potential respondent. A group might be a family, a couple, group of friends, or an organized tour group. In a group the potential respondent is the person with the next birthday.
- In a private vehicle, the potential respondent is the person with the next birthday.
- When identifying a potential respondent in a commercial vehicle such as a tour bus, or in a tour group on foot select the person with the next birthday.
- If the person selected declines to participate in the survey, simply ask them the two nonresponse questions, thank them, and identify the very next potential respondent.
- Visitors that pass by while the Surveyor is working with a respondent are not counted as part of the sample. When finished with a respondent, begin anew the process of selecting the next respondent.
- BLM employees, volunteers, commercial vendors, concessioners, tour guides, tour bus drivers, visitors on official BLM business, and so on, cannot participate in the survey.
- Fill out the information in the Nonresponse Log for those who decline to participate in the survey

SAMPLE ONLY

BLM Recreation User Satisfaction Survey
Daily Surveyor Log

Please make additional copies of this form, one for each survey day.

*Note: It is important to be accurate in your report. A 100% compliant rate (no refusals) is possible but unlikely. The quality of the results depends largely on the quality of the data collection process. In order to ensure the quality of survey distribution, **field data need to be recorded accurately.***

BLM Site name: Red Rock Canyon

Your name: Butch Cougar

Location where the survey is being conducted: Trailhead

Today's date: 01/15/2022

Time of survey period: start 8 am finish noon

of survey questionnaires at beginning of today's shift: 50 # of postcards: 20

visitors who declined to participate: (place tick marks here) ///// Total: 6

survey questionnaires distributed today at this location: 20 # of postcards: 10

Were you able to follow the survey instructions? (circle one) Yes No

If no, please explain: _____

General comments: Nice day, sunny, a lot of people on the trail

Remember:

- Only 1 questionnaire per visitor group
- Use an objective method to select potential respondents for the survey, **for example:**
 - Every 3rd visitor to enter or exit a specific area
 - A visitor at every 3rd campsite
 - Every 3rd visitor to pass an imaginary line across a trail
- Visitor must be at least 18 years old to participate
- Respondents should use black or blue ink pens (no pencils)
- Keep accurate records
- Do not leave drop box or questionnaires unattended

At the end of each survey day, please:

1. complete this log
2. submit the log to the Survey Coordinator
3. return the drop box and any remaining survey cards to the Survey Coordinator.

(Please go to sesrc.wsu.edu/blm/tools for additional forms, instructions, and contact information. For assistance email us at blm.survey@wsu.edu.)

**BLM Recreation User Satisfaction Survey
Nonresponse Log**

If a visitor declined to participate in the survey, please ask these two questions and note the answer

- 1- What is your zip code? Or name of country if not the U.S.
 - 2- How many people are in your group today – including yourself?
- And note the reason for refusal

Use one line for each refusal, use as many sheets a day as needed and return the completed forms to your Coordinator.

Zip code or name of country (if not US)	Group size	Reason for refusal
89161	2	In a hurry
Germany	5	Do not speak English
90144	3	With a baby, tired
89162	1	Rest stop only, did not intend to visit
89031	4	Do not want to do survey
89030	2	Did not provide any reason

Appendix 2 – Coordinator Form

Here is an example of how a Coordinator Report Form should be filled out. Forms may also be downloaded at <https://sesrc.wsu.edu/blm/tools>.

SAMPLE ONLY

BLM Recreation User Satisfaction Survey
Coordinator Report

At the end of each Survey Day, please fill in a block on Part 1 (Use more than 1 block if needed for multiple locations on the same Survey Day). At the end of the entire survey, fill in Part 2. Include this completed form when shipping the drop boxes and completed questionnaires back to the Social and Economic Sciences Research Center (SESRC). The return shipping label was included in the original package.

BLM Site Name: Red Rock Canyon

Survey Coordinator Name: John Smith

Coordinator phone number: 123-456-7890 Coordinator email: John.Smith@blm.gov

PART 1 – Daily Reports

Table with 2 columns and 8 rows containing survey data including Date, Start/end time, Location, # surveys out, # postcards, and # refusals.

SAMPLE ONLY

PART 2 – Final Data

Please complete one block for each survey distribution location as well as the information in the shaded area below.

Location 1: <u>Trail head</u> Total # paper <u>90</u> Total # postcard <u>43</u> Total # refusals: <u>12</u>	Location 2: <u>Meadow campground</u> Total # paper <u>82</u> Total # postcard <u>5</u> Total # refusals: <u>5</u>
Location 3: <u>Visitor Contact Station</u> Total # paper <u>122</u> Total # postcard <u>12</u> Total # refusals: <u>7</u>	Location 4: <u>Boat launch area</u> Total # paper <u>21</u> Total # postcard <u>132</u> Total # refusals: <u>36</u>
Location 5: <u>Hidden Pond</u> Total # paper <u>77</u> Total # postcard <u>39</u> Total # refusals: <u>8</u>	Location 6: _____ Total # paper _____ Total # postcard _____ Total # refusals: _____
Location 7: _____ Total # paper _____ Total # postcard _____ Total # refusals: _____	Location 8: _____ Total # paper _____ Total # postcard _____ Total # refusals: _____

Date survey completed: 05 / 16 / 2018 **Total number of survey days:** 9

Total number of **survey cards distributed** (all locations): 392

Total number of **postcards with QR Code** distributed (all locations): 231

Total number of **refusals** (all locations): 68

Were you able to follow the survey guidelines? (circle one) **YES** **NO**

If No, please explain:

General comments:

COVID-19: were there any additional circumstances that would have affected the results of this survey due to the COVID-19 Pandemic? Please comment regarding any staff shortages, facilities closures, access restrictions, etc:

Please go to <https://sesrc.wsu.edu/blm> for forms, instructions, and contact information. For assistance email us at blm.survey@wsu.edu



World Class. Face to Face.

Social and Economic Sciences Research Center

Wilson Hall 133
PO Box 644014
Pullman, WA 99164-4014
509-335-1511 Fax 509-335-0116
SESRC@wsu.edu
www.sesrc.wsu.edu
