

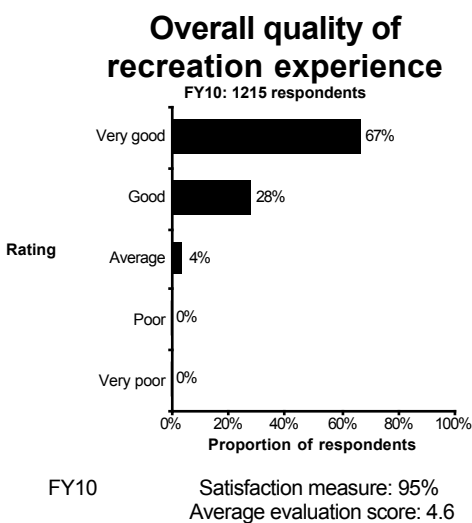
# BLM 2010 System-wide GPRA Report

## Introduction

In order for the Bureau of Land Management (BLM) to comply with the Government Performance and Results Act (GPRA), and better meet the needs of the public; a visitor satisfaction survey was conducted at 23 BLM recreation sites in 13 states during fiscal year 2010 (FY10). 13 of the 23 sites successfully completed survey distribution and collection. 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 GPRA specific results of the visitor satisfaction survey conducted across the BLM system are summarized in this data report. 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 national response rate for the FY10 BLM visitor survey was 91%.



### FY10 GPRA Satisfaction Measure

Percentage of site visitors satisfied overall with appropriate facilities, services, and recreational opportunities:

**95%**



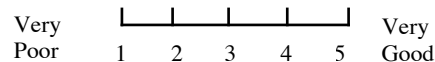
# BLM 2010 System-wide GPRA Report



## Understanding the Results

Inside this report are graphs that illustrate the GPRA specific survey results. The report contains the 8 goal categories of data regarding BLM amenities, staff, and services. 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.



- 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 successfully distributed to a random sample of visitors at 13 sites during selected periods in FY10. The survey response rate is described on the first page of this report, meaning that 91% 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. 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.

All percentage calculations were rounded to the nearest percent.

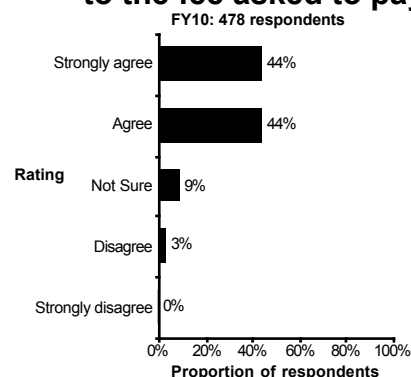
The survey response rate is described on the first page of this report. The sample size (n) varies from figure to figure, depending on the number of responses.

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

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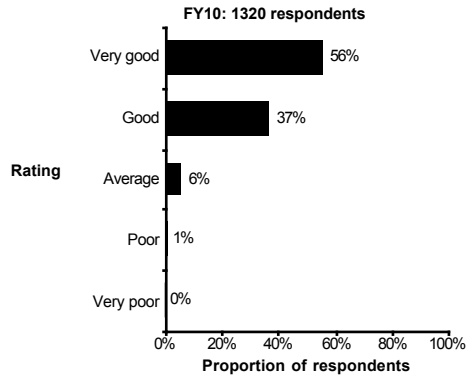
### The value of the recreation opportunity was at least equal to the fee asked to pay.





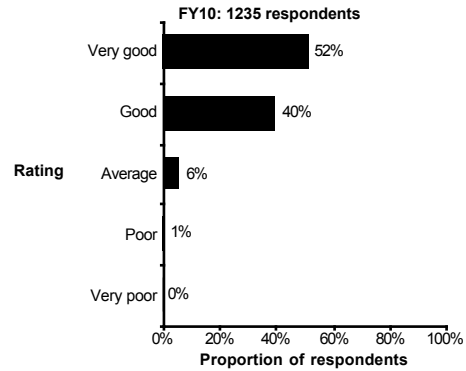
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## Quality of BLM visitor information



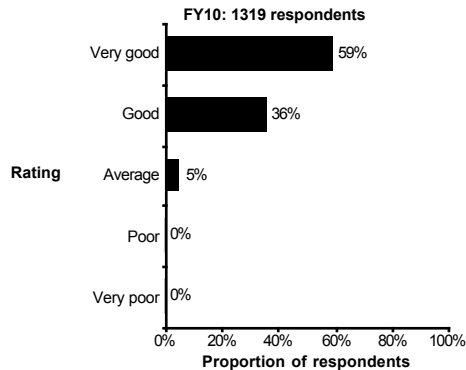
FY10: Satisfaction measure: 93%  
Average evaluation score: 4.5

## BLM protection of natural and cultural resources



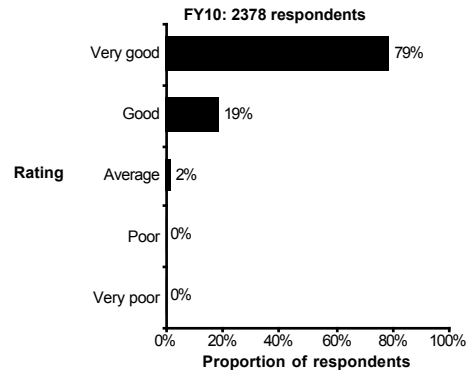
FY10: Satisfaction measure: 92%  
Average evaluation score: 4.4

## Overall condition of developed facilities



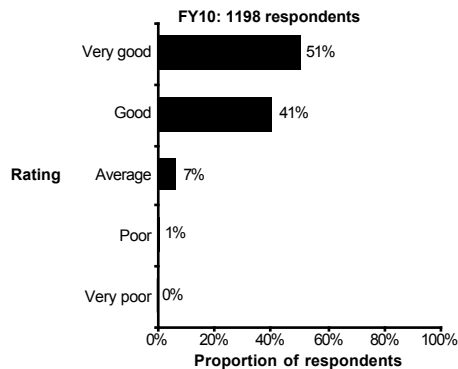
FY10: Satisfaction measure: 95%  
Average evaluation score: 4.5

## Performance of BLM staff and service



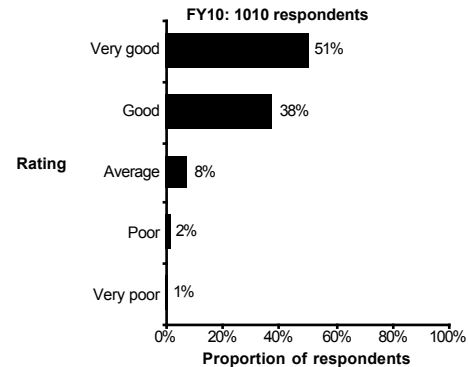
FY10: Satisfaction measure: 98%  
Average evaluation score: 4.8

## Visitor and recreation management



FY10: Satisfaction measure: 92%  
Average evaluation score: 4.4

## Interpretive and educational programs



FY10: Satisfaction measure: 89%  
Average evaluation score: 4.4

For more information about this survey, contact Jennifer Hoger Russell, BLM Survey Project Coordinator  
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