

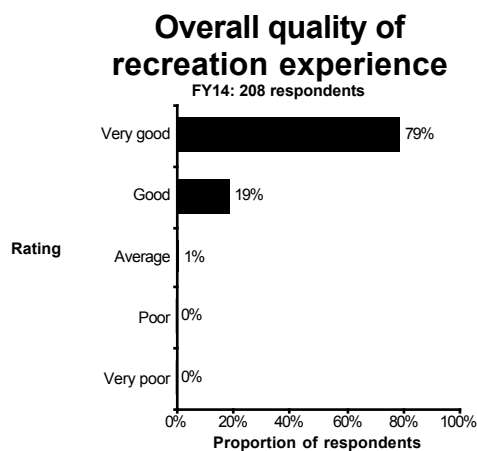
Moab Brand Trails Trailhead Visitor Survey

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.



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

98%

FY14 Satisfaction measure: 98%
Average evaluation score: 4.8



Moab Brand Trails Trailhead Research Methods



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.



- 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.

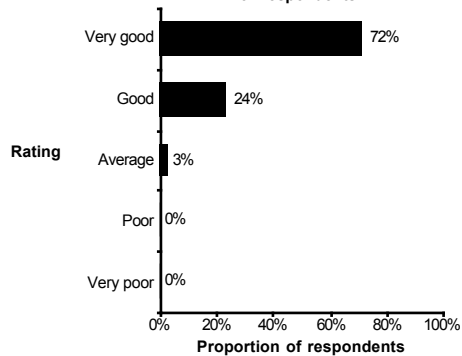
For most indicators, the survey data are expected to be accurate with in $\pm 6\%$ with 95% confidence. This means that if different samples had been drawn, the results would have been similar ($\pm 6\%$) 95 out of 100 times.



Moab Brand Trails Trailhead Visitor Information

Providing useful maps and brochures

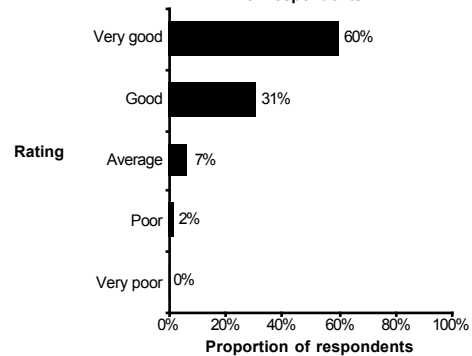
FY14: 234 respondents



FY14 Satisfaction measure: 96%
Average evaluation score: 4.7

Providing useful information on the Internet

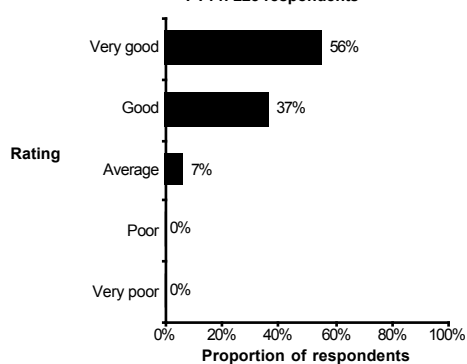
FY14: 152 respondents



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

Ensuring public awareness of rules and regulations

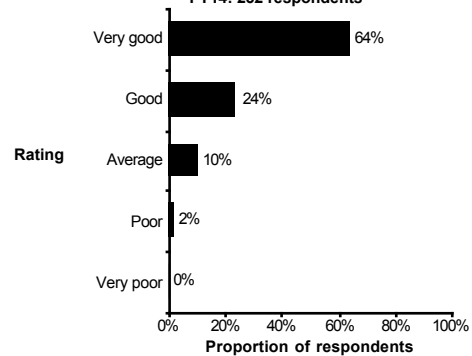
FY14: 223 respondents



FY14 Satisfaction measure: 93%
Average evaluation score: 4.5

Providing adequate signs on site for direction and orientation

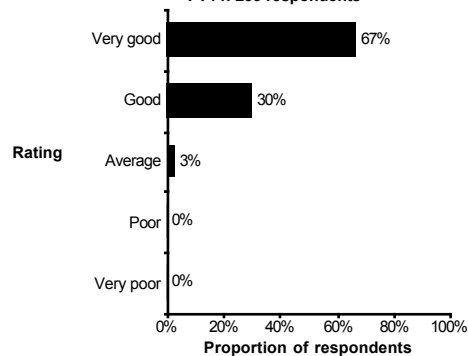
FY14: 232 respondents



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

Everything considered: quality of BLM visitor information

FY14: 233 respondents



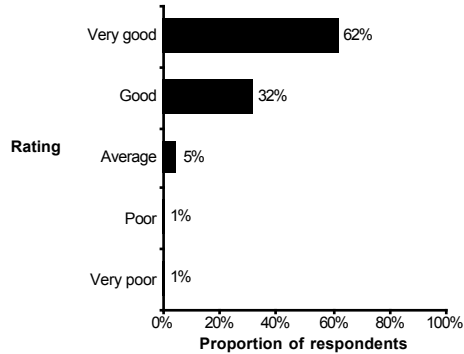
FY14: Satisfaction measure: 97%
Average evaluation score: 4.6

Moab Brand Trails Trailhead Developed Facilities



Maintaining roads for motorized vehicles

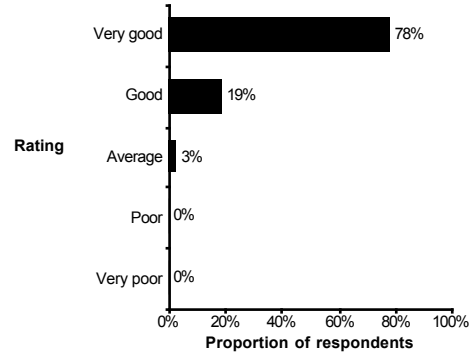
FY14: 194 respondents



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

Maintaining a clean site

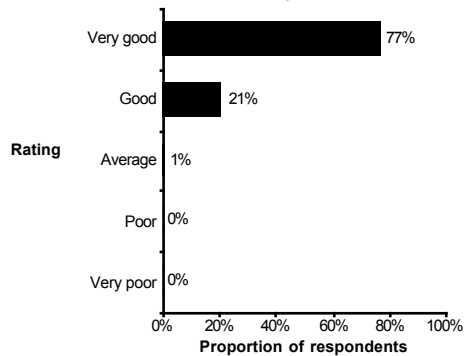
FY14: 235 respondents



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

Maintaining trails for non-motorized use

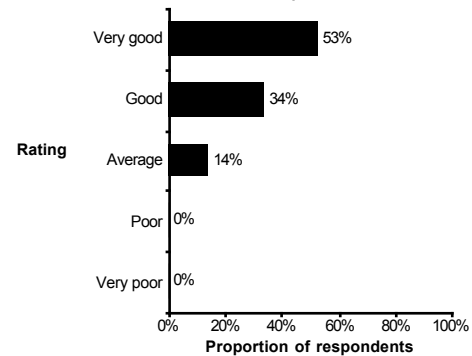
FY14: 231 respondents



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

Maintaining cleanliness of restrooms and other physical facilities

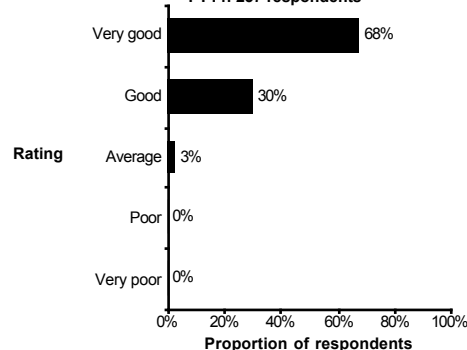
FY14: 214 respondents



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

Everything considered: overall condition of developed facilities

FY14: 237 respondents



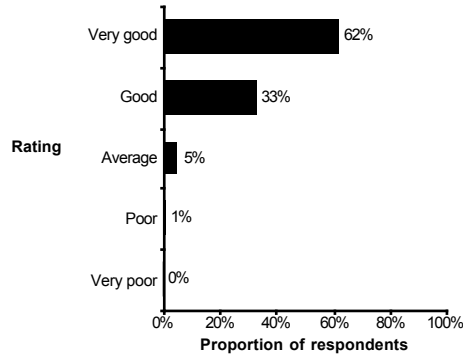
FY14: Satisfaction measure: 97%
Average evaluation score: 4.7



Moab Brand Trails Trailhead Managing Visitor and Recreation Use

Managing the appropriate use of vehicles

FY14: 209 respondents

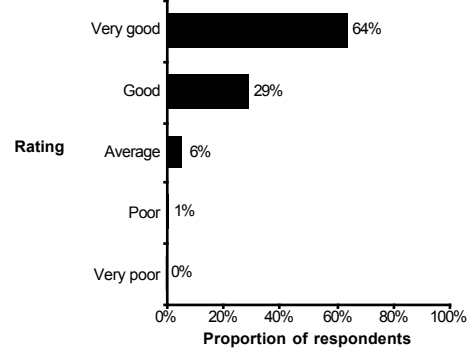


FY14

Satisfaction measure: 94%
Average evaluation score: 4.6

Managing the number of people

FY14: 220 respondents

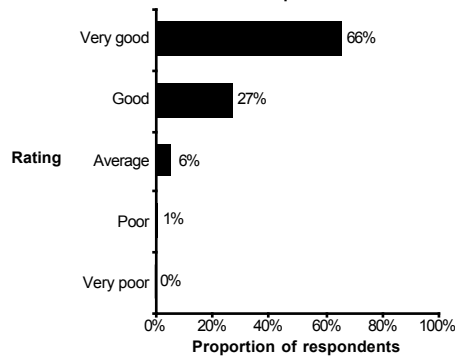


FY14:

Satisfaction measure: 93%
Average evaluation score: 4.6

Keeping noise at appropriate levels

FY14: 214 respondents

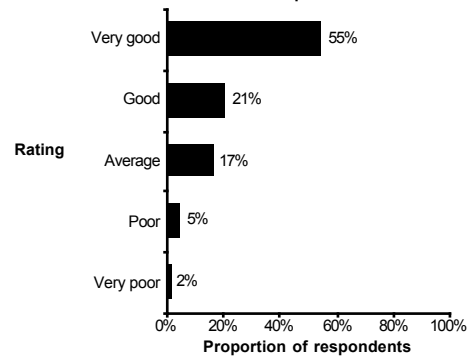


FY14

Satisfaction measure: 93%
Average evaluation score: 4.6

Providing sufficient law enforcement presence to prevent crime

FY14: 133 respondents

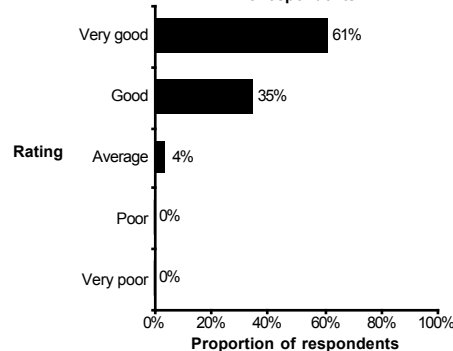


FY14:

Satisfaction measure: 76%
Average evaluation score: 4.2

Everything considered: visitor and recreation management

FY14: 228 respondents



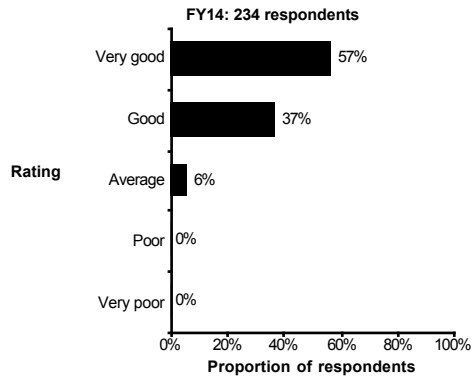
FY14:

Satisfaction measure: 96%
Average evaluation score: 4.6

Moab Brand Trails Trailhead Resource Management

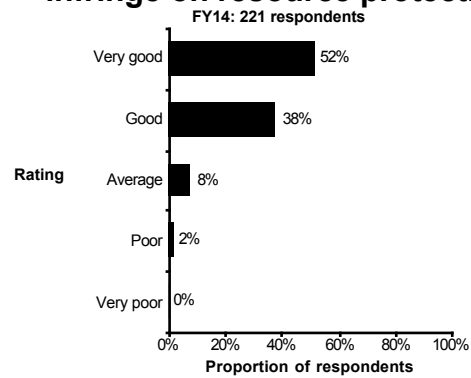


Adequately protecting the natural resources



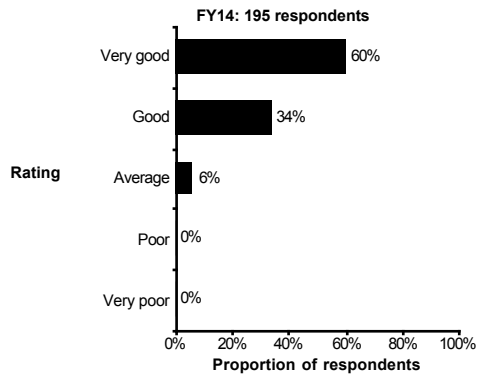
FY14 Satisfaction measure: 94%
Average evaluation score: 4.5

Ensuring that visitor activities do not infringe on resource protection



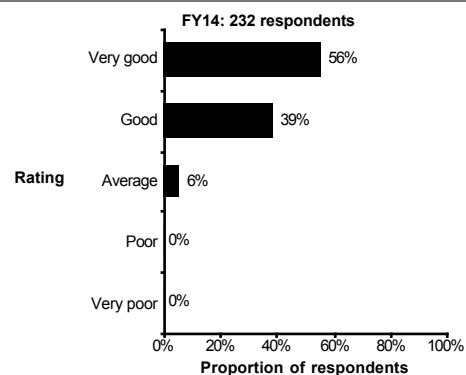
FY14: Satisfaction measure: 90%
Average evaluation score: 4.4

Adequately protecting the cultural resources



FY14 Satisfaction measure: 94%
Average evaluation score: 4.5

Everything considered: BLM protection of natural and cultural resources



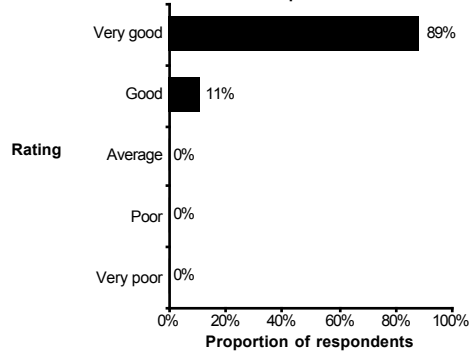
FY14: Satisfaction measure: 94%
Average evaluation score: 4.5



Moab Brand Trails Trailhead BLM Staff and Service

Staff treated me courteously

FY14: 217 respondents

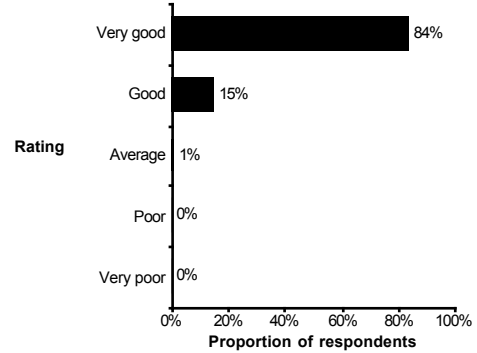


FY14

Satisfaction measure: 100%
Average evaluation score: 4.9

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

FY14: 163 respondents

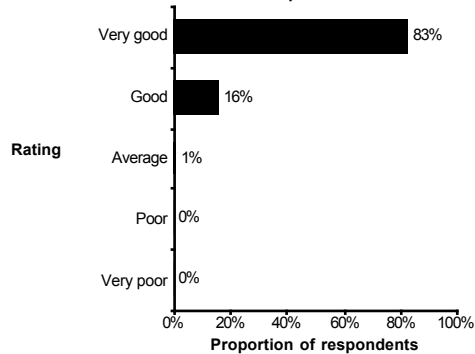


FY14:

Satisfaction measure: 99%
Average evaluation score: 4.8

Staff demonstrated knowledge about recreational opportunities in the area

FY14: 184 respondents

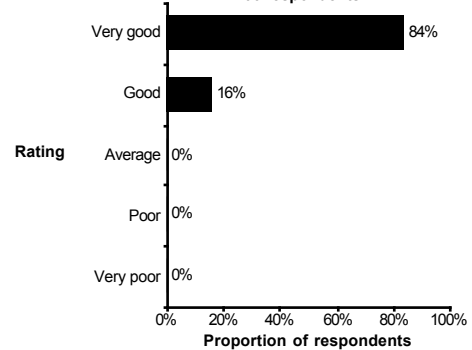


FY14

Satisfaction measure: 99%
Average evaluation score: 4.8

Everything considered: performance of BLM staff

FY14: 206 respondents



FY14:

Satisfaction measure: 100%
Average evaluation score: 4.8

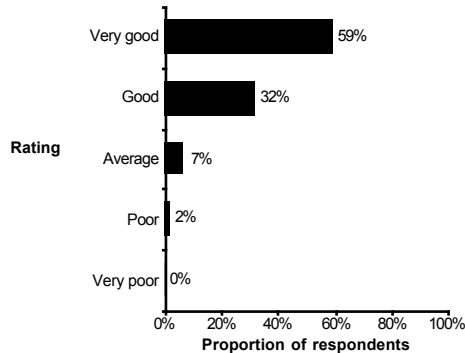
Moab Brand Trails Trailhead

Providing Educational and Interpretive Material



Providing *quality* educational and interpretive material about the resources at this site

FY14: 191 respondents

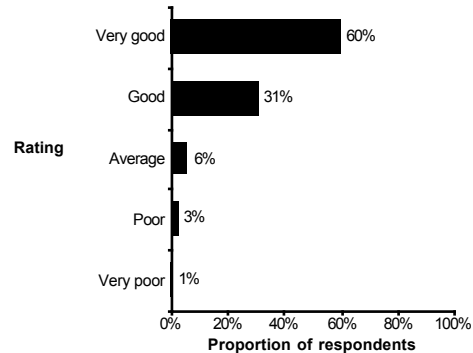


FY14

Satisfaction measure: 91%
Average evaluation score: 4.5

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

FY14: 198 respondents

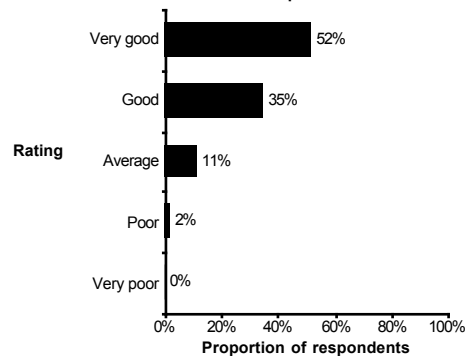


FY14:

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

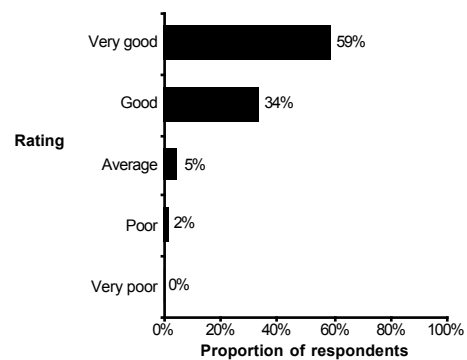


FY14

Satisfaction measure: 87%
Average evaluation score: 4.4

Everything considered: interpretive and educational program

FY14: 201 respondents



FY14:

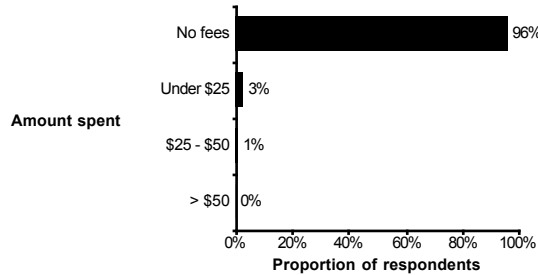
Satisfaction measure: 93%
Average evaluation score: 4.5



Moab Brand Trails Trailhead Fees

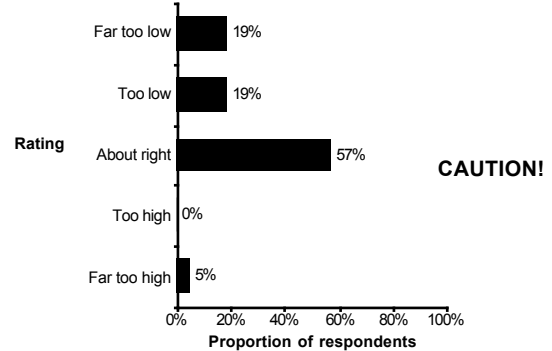
Total fees paid

FY14: 244 respondents



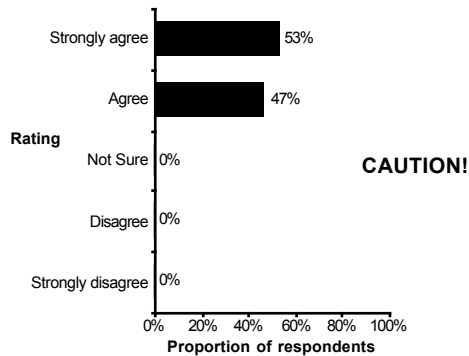
How appropriate was the fee charged for this site/area?

FY14: 21 respondents



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

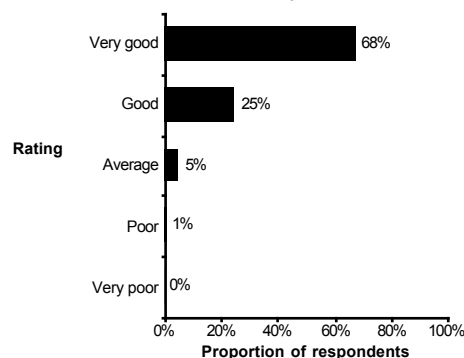
FY14: 17 respondents



Commercial Recreation Operations

Quality of Commercial Services

FY14: 76 respondents



FY14

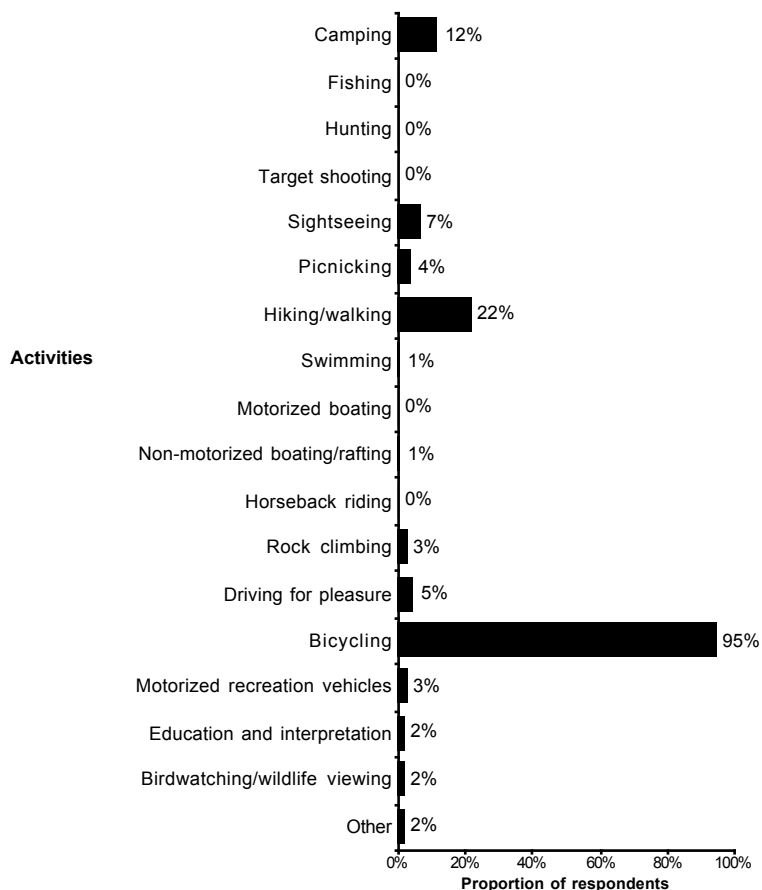
Satisfaction measure: 93%
Average evaluation score: 4.6

Moab Brand Trails Trailhead Primary Activities at this Site/Area



Primary activities

FY14: 244 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

Rating

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.

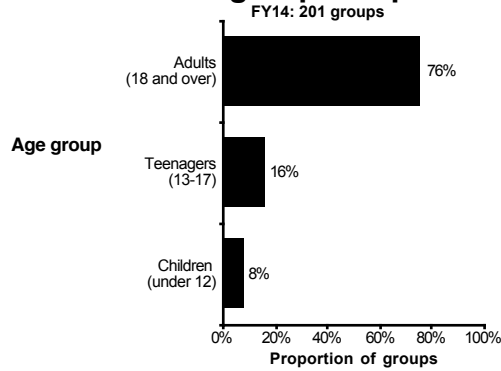
FY14

Satisfaction measure: 60%
Average evaluation score: 3.8

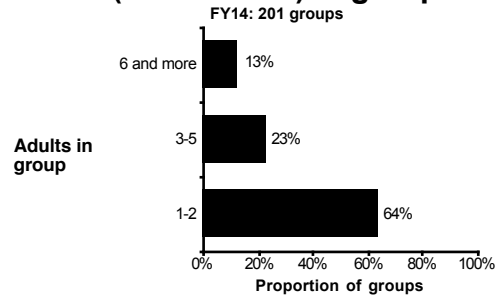


Moab Brand Trails Trailhead Demographics

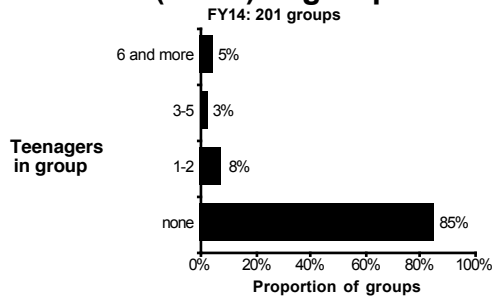
Visitor group composition



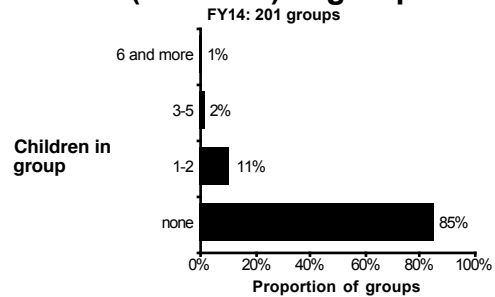
Number of adults (18 and over) in group



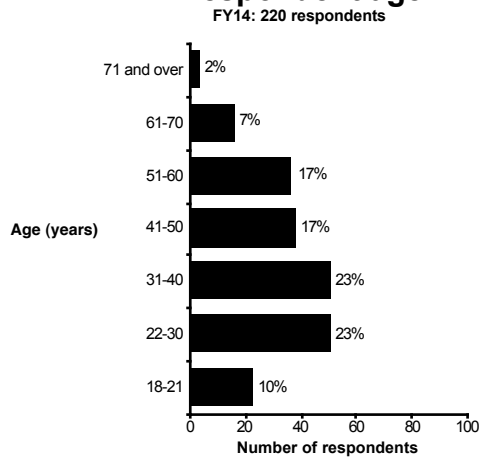
Number of teenagers (13-17) in group



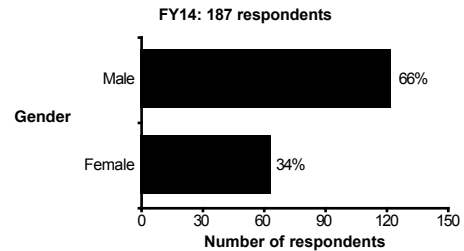
Number of children (under 12) in group



Respondent age



Gender

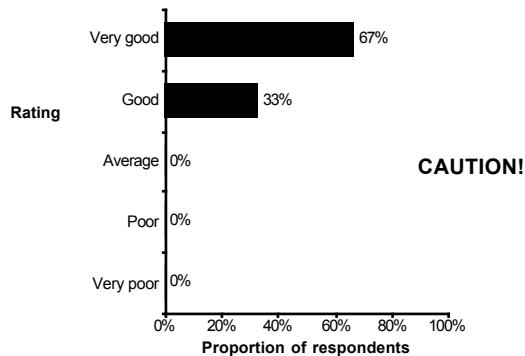


Moab Brand Trails Trailhead Accessibility to Visitors with Disabilities



Ability to adequately use the facilities

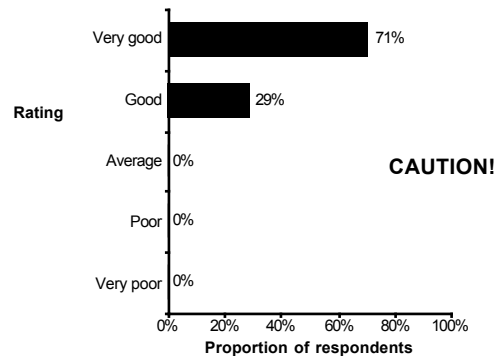
FY14: 21 respondents



FY14: Satisfaction measure: 100%
Average evaluation score: 4.7

Ability to access exhibits, waysides, etc.

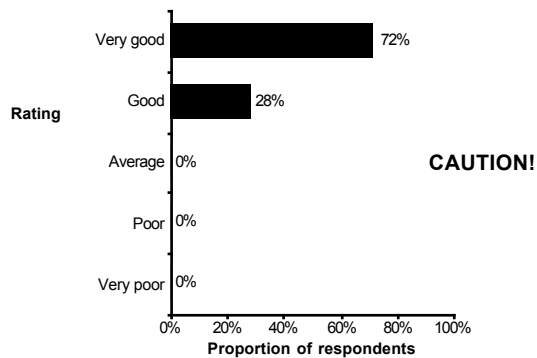
FY14: 17 respondents



FY14: Satisfaction measure: 100%
Average evaluation score: 4.7

Ability to understand the messages

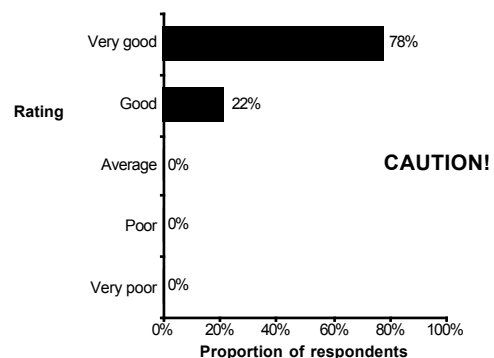
FY14: 18 respondents



FY14: Satisfaction measure: 100%
Average evaluation score: 4.7

Ability to use the services in this area

FY14: 18 respondents



FY14: Satisfaction measure: 100%
Average evaluation score: 4.8



Social & Economic Sciences
Research Center

WASHINGTON STATE UNIVERSITY