

Imperial Sand Dunes Recreation 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 Imperial Sand Dunes Recreation Area during fiscal year 2017. The survey was developed to measure a 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, recreation use management, resource management, BLM staff and service, programs, commercial recreation operations, educational and interpretive materials, fees, accessibility for visitors with disabilities, activities, and demographics.

The results of the visitor satisfaction survey conducted at Imperial Sand Dunes Recreation Area are summarized in this data report. A description of the research methods and limitations can be found on page two. Below (left) is a graph summarizing visitor opinions regarding the overall quality of their experience at this site. The satisfaction measure below (right) is a combined proportion of "good" and "very good" responses. This is the primary performance measure for GPRA Goal 3.1 and should be used when reporting performance for this goal. (NOTE: the satisfaction measure may not equal the sum of "very good" and "good" proportions due to rounding.)

The response rate for this survey site was 76%. This indicates that 76% of those randomly sampled completed the survey. The graph 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.



FY17 GPRA Satisfaction Measure

Proportion of site visitors satisfied overall with visitor information, facilities, management, interpretation/education, staff services, and programs:

92%

2017





Imperial Sand Dunes Recreation Area Research Methods

Understanding the Results

Inside this report are graphs that illustrate the survey results. The report contains ten 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," "providing useful information on the internet," 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.

All graphs include the following information:

- The number of visitor responses for the indicator;
- The proportion of responses for each answer choice;

Graphs for quality indicators also include:

- A "satisfaction measure" that combines the proportion of total responses which were "Very good" or "Good;"
- An average (mean) evaluation score where a number closer to five reflects a more positive visitor response;
- Quality indicators are based on the following scale:

"Very poor" = 1, "Poor" = 2, "Average" = 3, "Good" = 4, "Very good" = 5;

Very | | | | Very
Poor 1 2 3 4 5 Good

NOTE Graph proportions may not equal 100% due to rounding.

Procedure

Surveys were distributed to a random sample of visitors at this site during a selected period in FY17. 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.

The survey response rate is described on page one of this report. The number of respondents for each

indicator is reported at the top of each figure. All proportions are reported as whole percentages while averages are rounded to the nearest tenth.

Caution is advised when interpreting any data with fewer than 30 responses. When this occurs, the word "CAUTION!" is included above the graph. This report excludes any graphs or calculations for questions with fewer than 10 responses. "NA" has been inserted in place of excluded satisfaction and evaluation calculations.

For most indicators, the survey data are expected to be accurate within $\pm 6\%$ of the population 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.

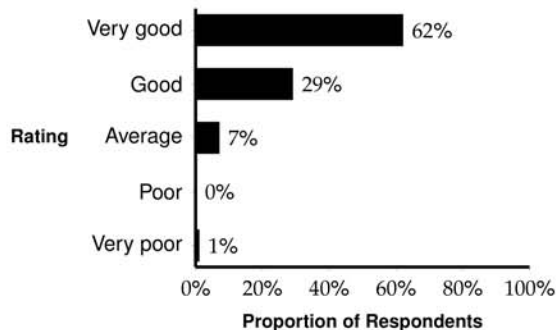
For more information about this survey, contact the
Social and Economic Sciences Research Center at Washington State University
(509) 335-1511 | sesrc@wsu.edu

Imperial Sand Dunes Recreation Area Visitor Information



Providing useful maps and brochures

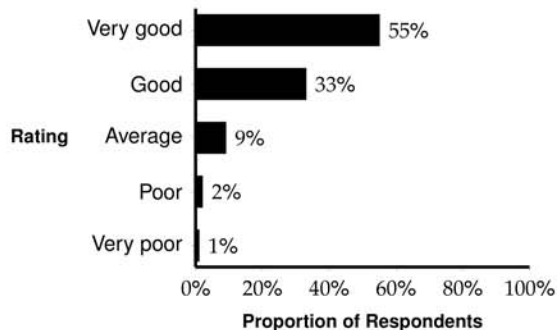
FY17: 362 Respondents



FY17 Satisfaction measure: 91%
Mean score: 4.5

Providing useful information on the Internet

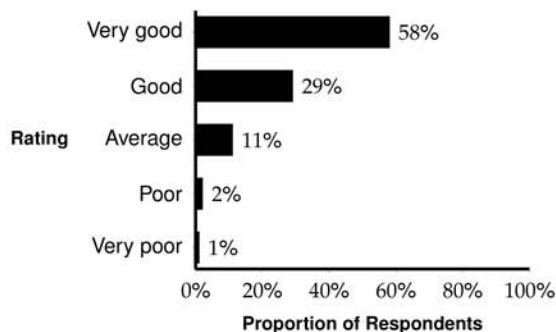
FY17: 345 Respondents



FY17 Satisfaction measure: 88%
Mean score: 4.4

Ensuring public awareness of rules and regulations

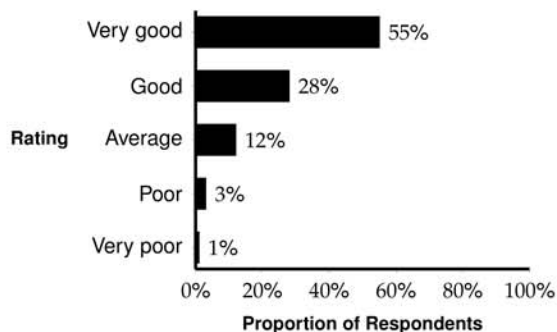
FY17: 370 Respondents



FY17 Satisfaction measure: 87%
Mean score: 4.4

Providing adequate signs on-site for direction and orientation

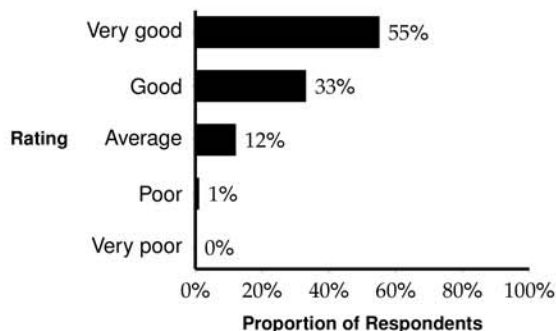
FY17: 378 Respondents



FY17 Satisfaction measure: 83%
Mean score: 4.3

Everything considered: Quality of BLM visitor information

FY17: 372 Respondents



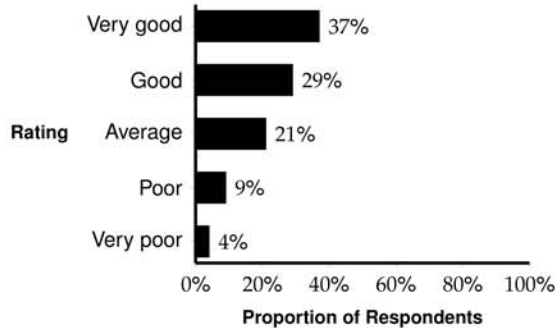
FY17 Satisfaction measure: 88%
Mean score: 4.4



Imperial Sand Dunes Recreation Area Developed Facilities

Condition of roads for motorized vehicles

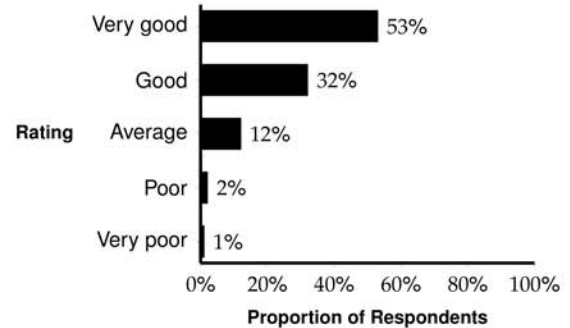
FY17: 392 Respondents



FY17 Satisfaction measure: 66%
Mean score: 3.9

Cleanliness of site

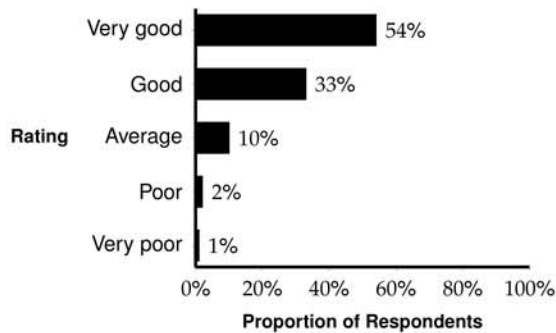
FY17: 379 Respondents



FY17 Satisfaction measure: 85%
Mean score: 4.3

Condition of trails for non-motorized use

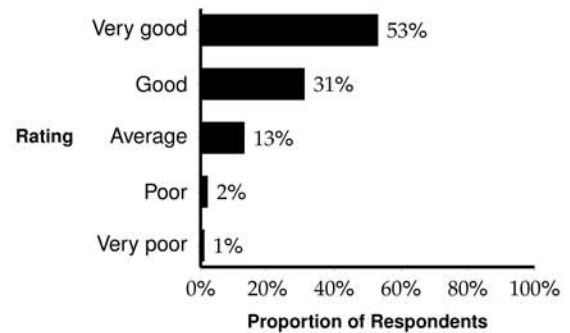
FY17: 288 Respondents



FY17 Satisfaction measure: 87%
Mean score: 4.4

Cleanliness of restrooms and other physical facilities

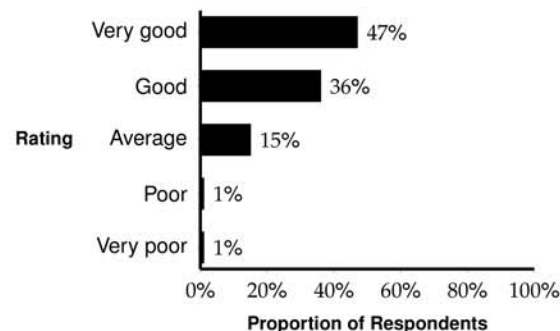
FY17: 331 Respondents



FY17 Satisfaction measure: 84%
Mean score: 4.3

Everything considered: Overall condition of developed facilities

FY17: 375 Respondents



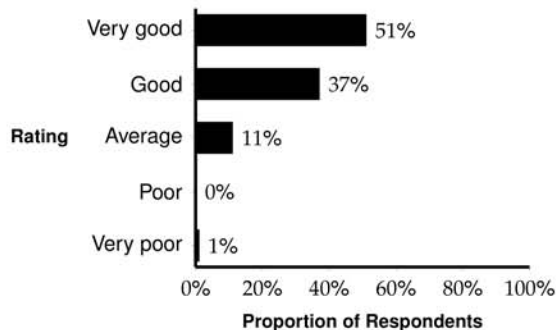
FY17 Satisfaction measure: 83%
Mean score: 4.3

Imperial Sand Dunes Recreation Area Recreation Use Management



Managing the appropriate use of vehicles

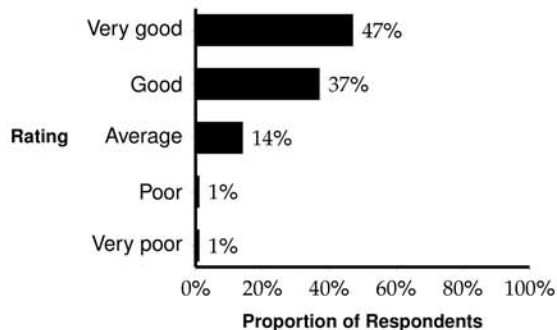
FY17: 381 Respondents



FY17 Satisfaction measure: 88%
Mean score: 4.4

Managing the number of people

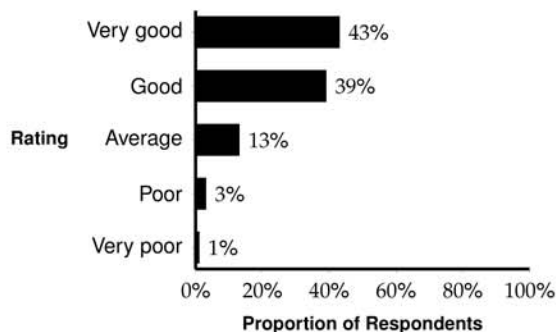
FY17: 362 Respondents



FY17 Satisfaction measure: 84%
Mean score: 4.3

Keeping noise at appropriate levels

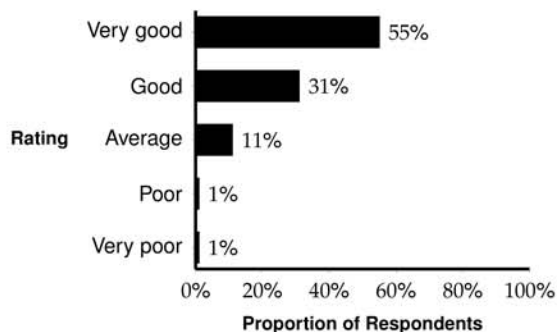
FY17: 364 Respondents



FY17 Satisfaction measure: 82%
Mean score: 4.2

Providing a sufficient law enforcement presence to prevent crime

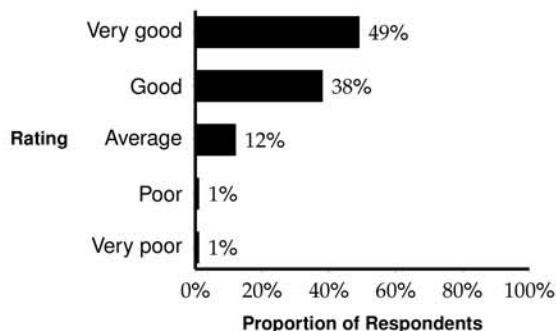
FY17: 373 Respondents



FY17 Satisfaction measure: 87%
Mean score: 4.4

Everything considered: Visitor and recreation management

FY17: 378 Respondents



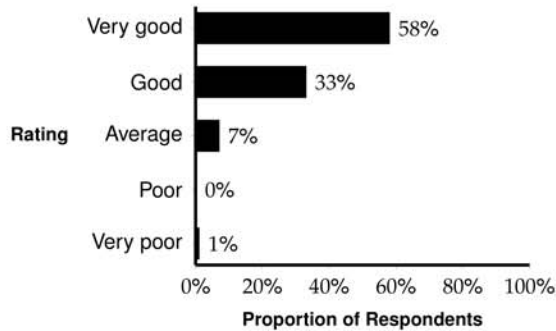
FY17 Satisfaction measure: 87%
Mean score: 4.3



Imperial Sand Dunes Recreation Area Resource Management

Adequately protecting the natural resources

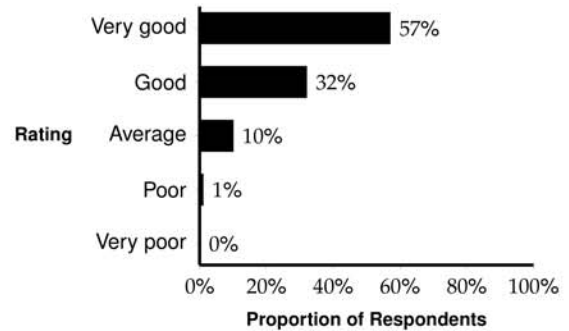
FY17: 355 Respondents



FY17 Satisfaction measure: 91%
Mean score: 4.5

Ensuring that visitor activities do not interfere with resource protection

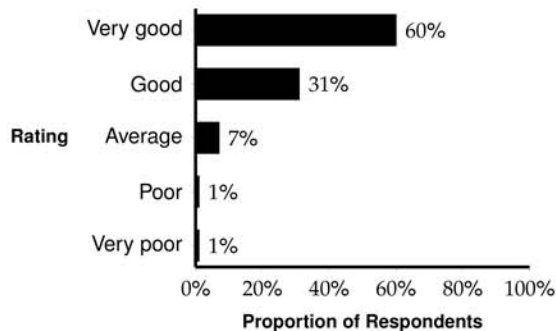
FY17: 345 Respondents



FY17 Satisfaction measure: 89%
Mean score: 4.5

Adequately protecting the cultural resources

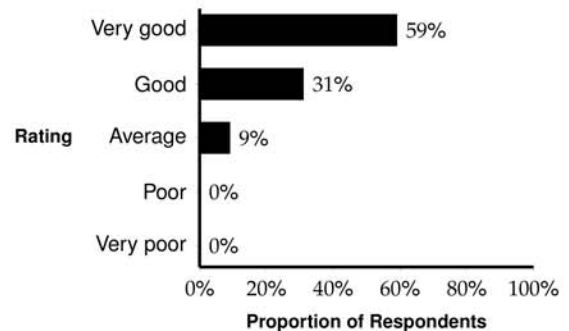
FY17: 338 Respondents



FY17 Satisfaction measure: 91%
Mean score: 4.5

Everything considered: BLM Protection of natural and cultural resources

FY17: 356 Respondents



FY17 Satisfaction measure: 90%
Mean score: 4.5

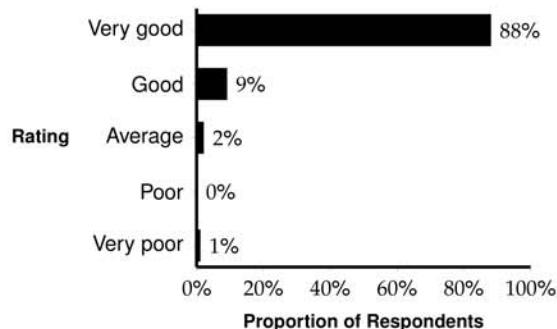
Imperial Sand Dunes Recreation Area

BLM Staff and Service



Staff treated me courteously

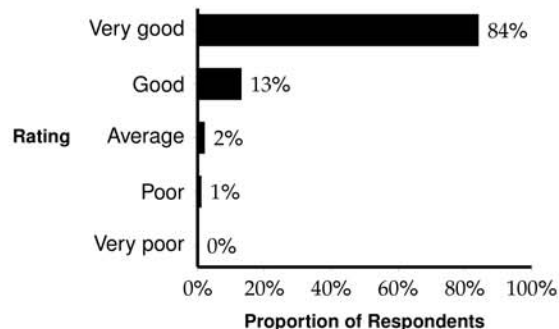
FY17: 331 Respondents



FY17 Satisfaction measure: 97%
Mean score: 4.8

Staff demonstrated knowledge about natural and cultural resources

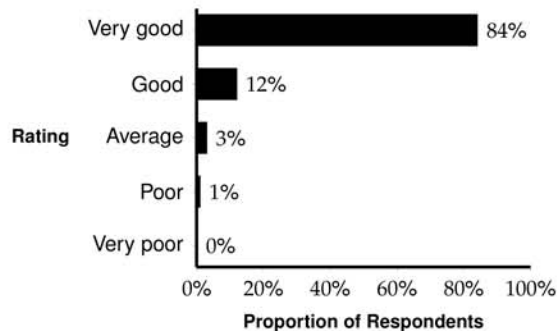
FY17: 314 Respondents



FY17 Satisfaction measure: 97%
Mean score: 4.8

Staff demonstrated knowledge about recreational opportunities

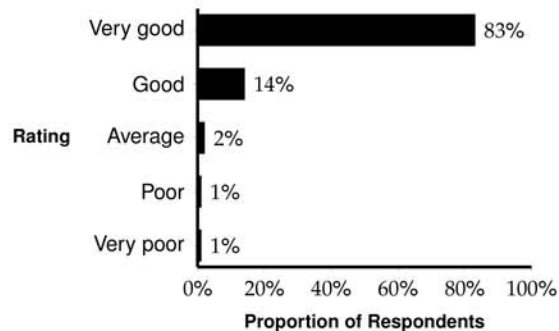
FY17: 329 Respondents



FY17 Satisfaction measure: 96%
Mean score: 4.8

Everything considered: Performance of BLM staff

FY17: 330 Respondents



FY17 Satisfaction measure: 97%
Mean score: 4.8

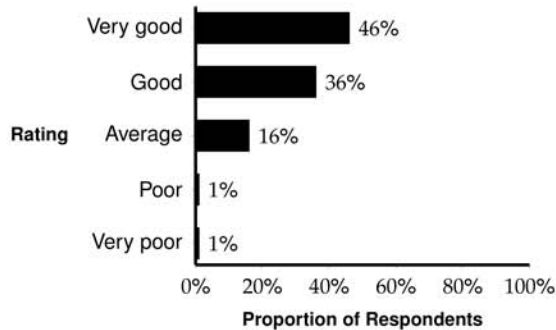


Imperial Sand Dunes Recreation Area

Providing Educational and Interpretive Material

Providing quality educational and interpretive material about the resources

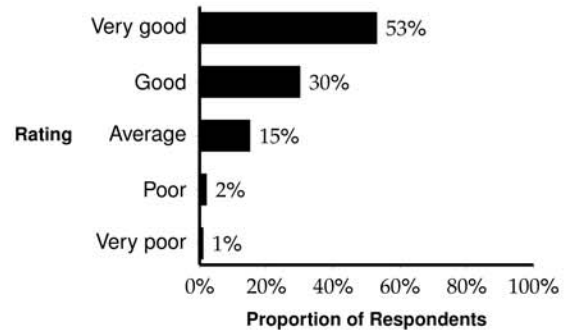
FY17: 316 Respondents



FY17 Satisfaction measure: 82%
Mean score: 4.3

Providing stewardship information on protecting cultural and natural resources

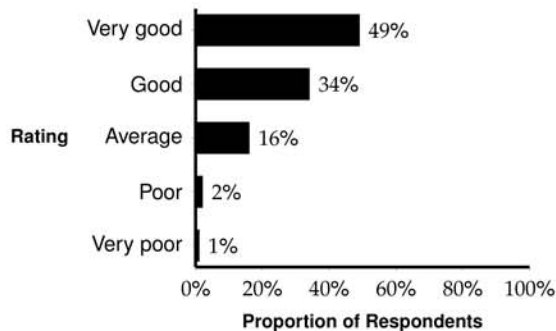
FY17: 320 Respondents



FY17 Satisfaction measure: 83%
Mean score: 4.3

Providing sufficient quantity of educational and interpretive materials about the resources

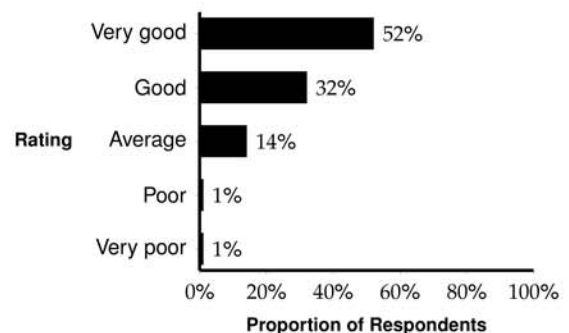
FY17: 313 Respondents



FY17 Satisfaction measure: 82%
Mean score: 4.3

Everything considered: BLM interpretive and educational program

FY17: 321 Respondents



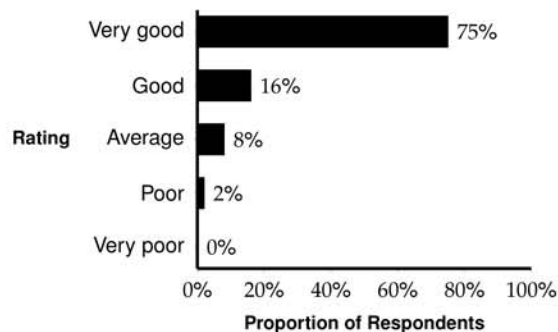
FY17 Satisfaction measure: 84%
Mean score: 4.3

Imperial Sand Dunes Recreation Area Programs & Fees



Quality of program(s) attended

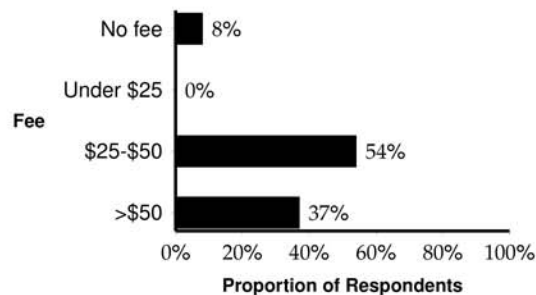
FY17: 51 Respondents



FY17 Satisfaction measure: 90%
Mean score: 4.6

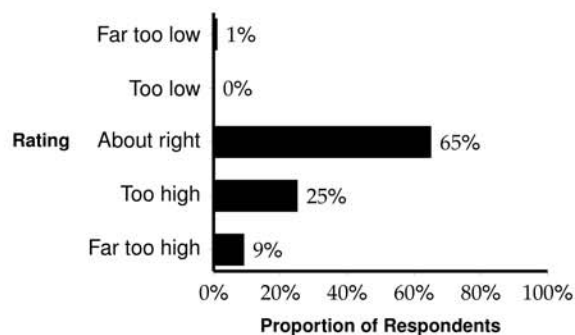
Total fees paid

FY17: 360 Respondents



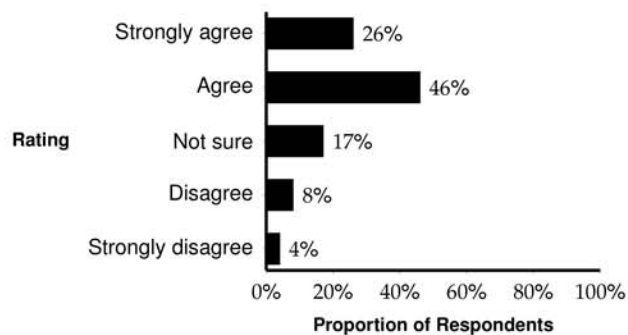
How appropriate was the fee charged for this site/area?

FY17: 330 Respondents



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

FY17: 303 Respondents

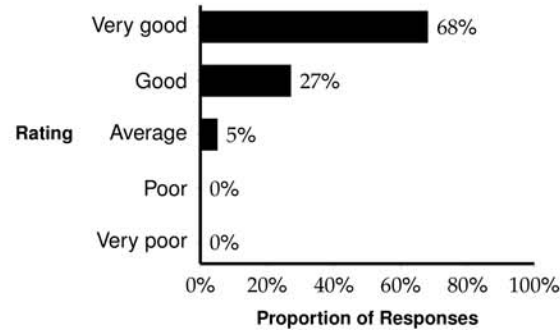




Imperial Sand Dunes Recreation Area Commercial Recreation Operations & Activities

Quality of Commercial Services

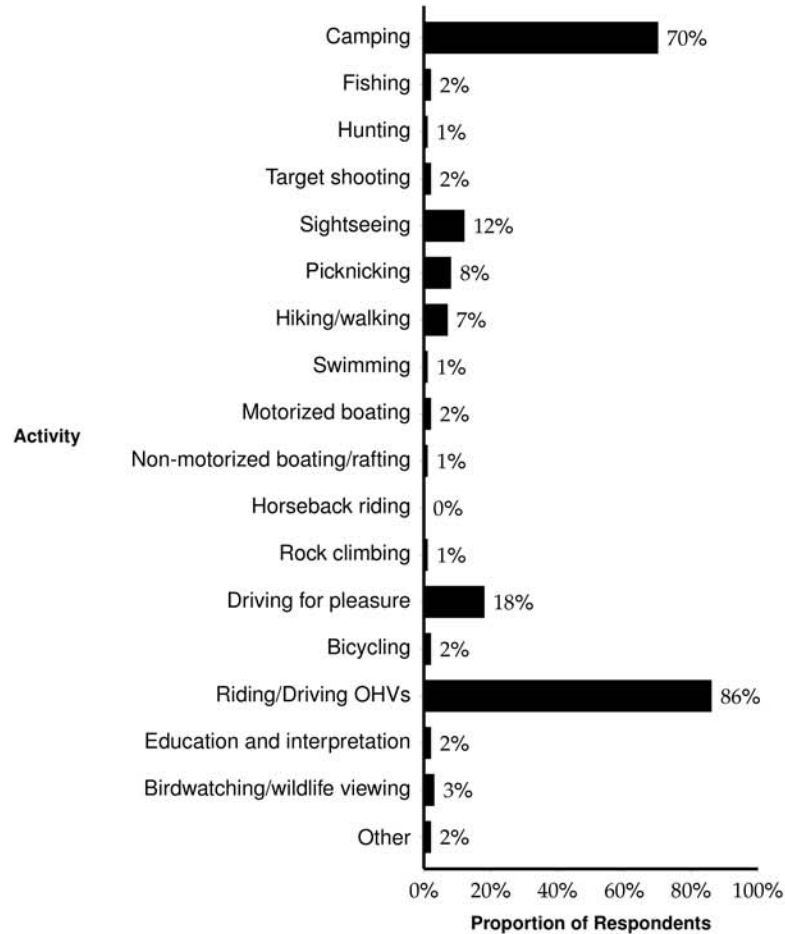
FY17: 106 Responses*



FY17 Satisfaction measure: 95%
Mean score: 4.6

Activities

FY17: 378 Respondents**



*Each respondent could rate up to three services.

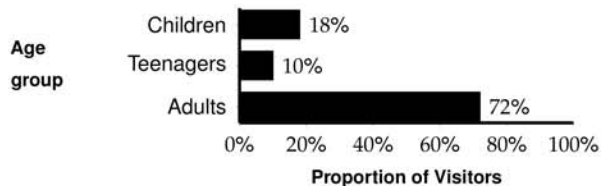
**Percentages do not sum to 100 because respondents could select more than one activity.

Imperial Sand Dunes Recreation Area Demographics



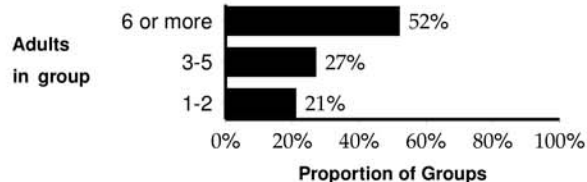
Visitor age groups

FY17: 4312 Visitors



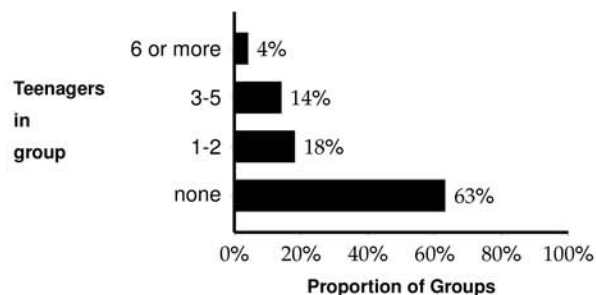
Number of Adults (18 and over) in group

FY17: 378 Groups



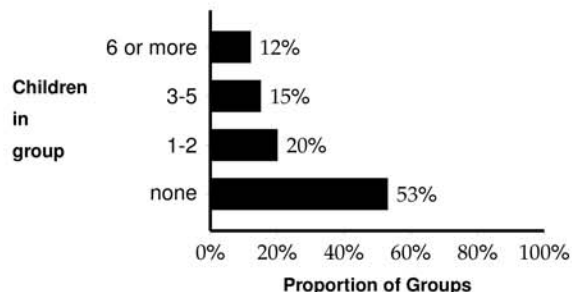
Number of teenagers (13-17) in group

FY17: 379 Groups



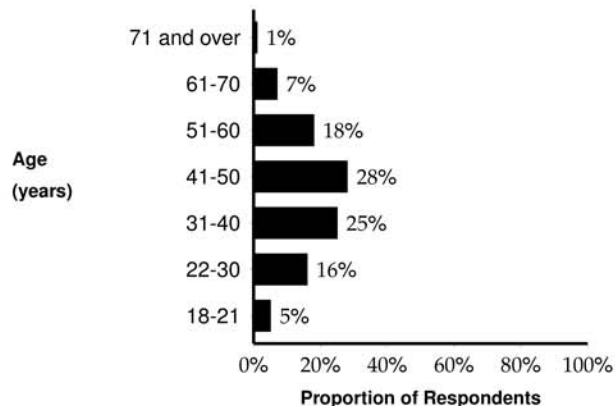
Number of children (under 12) in group

FY17: 379 Groups



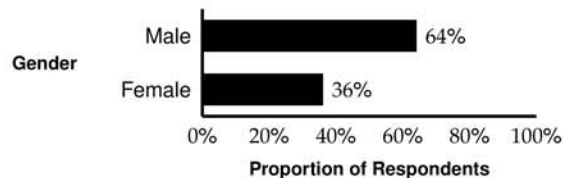
Respondent age

FY17: 373 Respondents



Respondent gender

FY17: 365 Respondents



California visitors came from 14 different counties.

FY17: 245 Respondents

County	Count
Riverside County	64
San Diego County	59
San Bernardino County	38
Los Angeles County	31
Orange County	29
Imperial County	14
Other counties	10

Visitors came from 18 states across the country

FY17: 395 Respondents

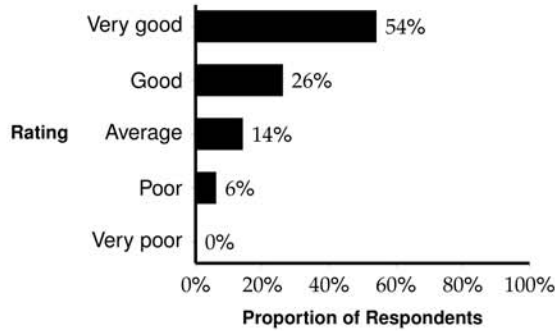
State	Count
CA	245
AZ	115
MI	4
NV	4
CO	3
KY	3
OR	3
TX	3
UT	3
Other states	12



Imperial Sand Dunes Recreation Area Accessibility for Visitors with Disabilities

Ability to adequately use facilities

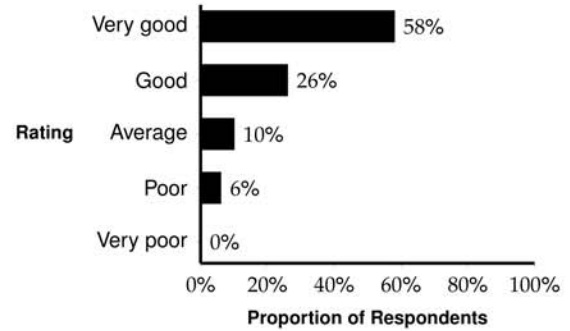
FY17: 35 Respondents



FY17 Satisfaction measure: 80%
Mean score: 4.3

Ability to access exhibits, waysides, etc.

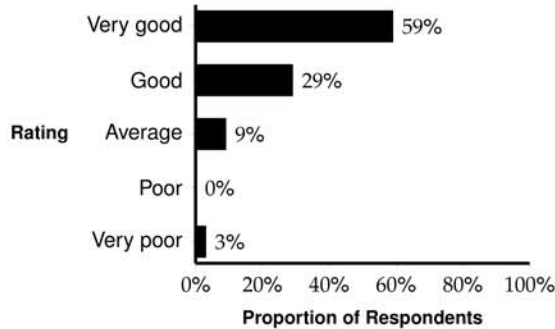
FY17: 31 Respondents



FY17 Satisfaction measure: 84%
Mean score: 4.4

Ability to understand messages

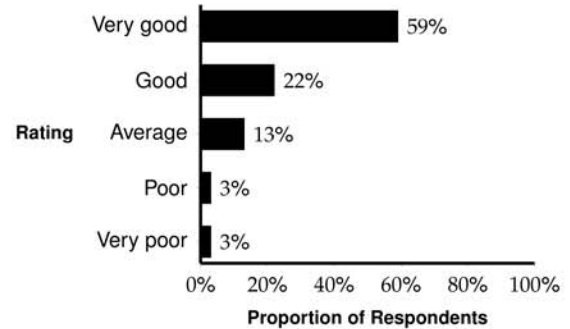
FY17: 34 Respondents



FY17 Satisfaction measure: 88%
Mean score: 4.4

Ability to use services

FY17: 32 Respondents



FY17 Satisfaction measure: 81%
Mean score: 4.3



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Research Center

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