

Campbell Tract SRMA

Visitor Survey

Introduction

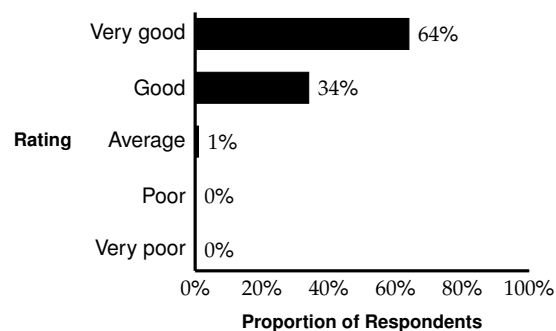
In order for the Bureau of Land Management (BLM) to comply with the Government Performance and Results Act (GPRA) and better meet the needs of the public, a visitor satisfaction survey was conducted at Campbell Tract SRMA, AK, during fiscal year 2019. The survey was developed to measure a site's performance related to Mission Area 3, Goal 2, Strategy 1 (as specified in the DOI 2019/2020 Annual Performance Plan & 2018 Report) - *Enhance Public Satisfaction at DOI Sites by enhancing the enjoyment and appreciation of our natural and cultural heritage*; and Mission Area 2, Goal 3, Strategy 2: *Ensure effective collection and application of recreation fees*. 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 Campbell Tract SRMA 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 Mission Area 3, Goal 2.1 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 80%. This indicates that 80% 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 Mission Area 2, Goal 3.2, can be found on page 9.

Overall quality of experience

FY19: 135 Respondents



FY19 Satisfaction measure: 99%
Mean score: 4.6

FY19 GPRA Satisfaction Measure

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

99%

Report prepared by the Social and Economic Sciences Research Center
For the Bureau of Land Management, US Department of the Interior





Campbell Tract SRMA 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 between February 11 and March 25, 2019. 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

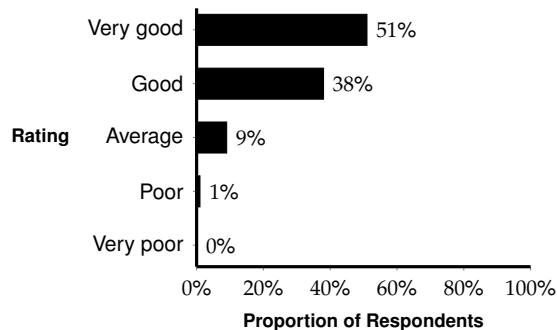
Campbell Tract SRMA

Visitor Information



Providing useful maps and brochures

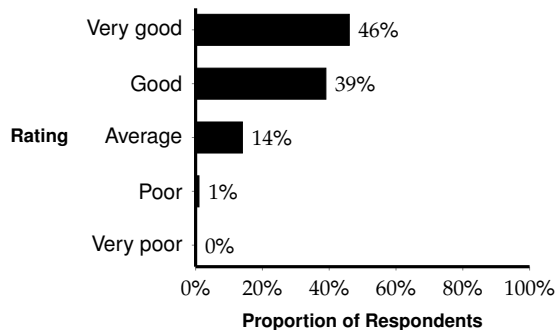
FY19: 136 Respondents



FY19 Satisfaction measure: 90%
Mean score: 4.4

Providing useful information on the Internet

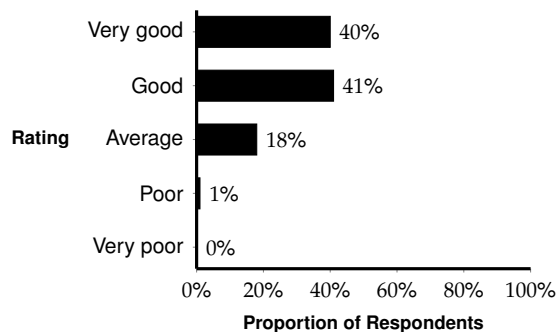
FY19: 92 Respondents



FY19 Satisfaction measure: 85%
Mean score: 4.3

Ensuring public awareness of rules and regulations

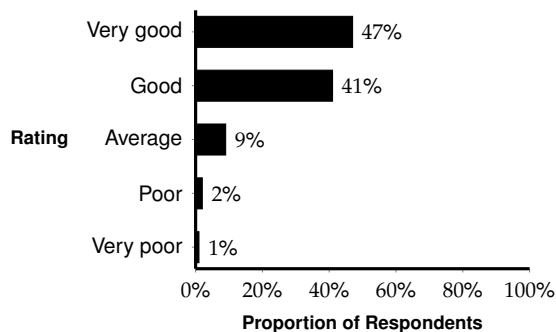
FY19: 131 Respondents



FY19 Satisfaction measure: 82%
Mean score: 4.2

Providing adequate signs on-site for direction and orientation

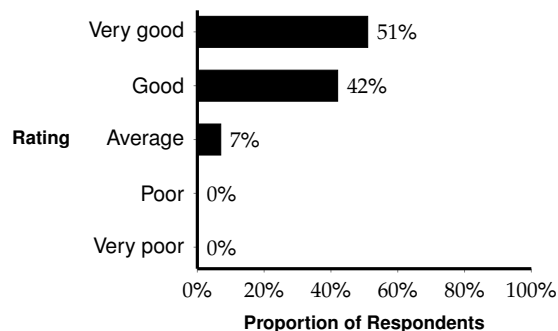
FY19: 135 Respondents



FY19 Satisfaction measure: 88%
Mean score: 4.3

Everything considered: Quality of BLM visitor information

FY19: 136 Respondents



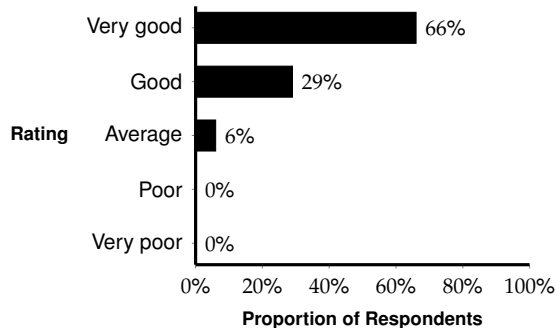
FY19 Satisfaction measure: 93%
Mean score: 4.4



Campbell Tract SRMA Developed Facilities

Condition of roads for motorized vehicles

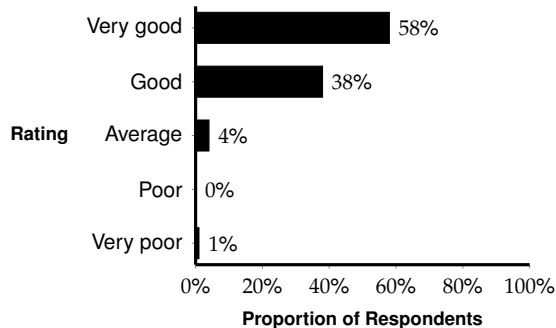
FY19: 122 Respondents



FY19 Satisfaction measure: 94%
Mean score: 4.6

Cleanliness of site

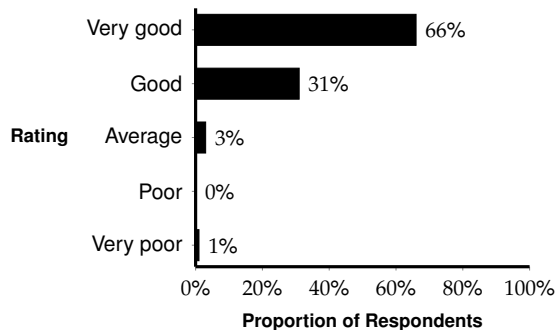
FY19: 137 Respondents



FY19 Satisfaction measure: 96%
Mean score: 4.5

Condition of trails for non-motorized use

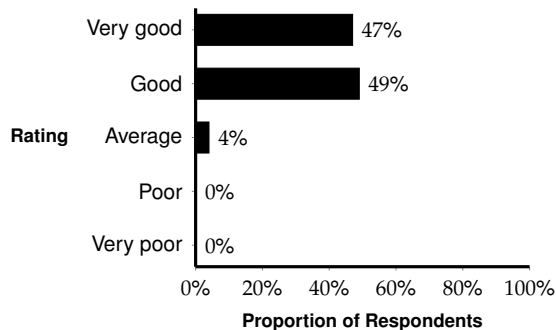
FY19: 137 Respondents



FY19 Satisfaction measure: 96%
Mean score: 4.6

Cleanliness of restrooms and other physical facilities

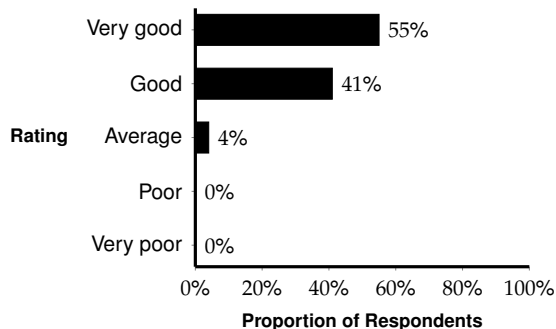
FY19: 75 Respondents



FY19 Satisfaction measure: 96%
Mean score: 4.4

Everything considered: Overall condition of developed facilities

FY19: 135 Respondents



FY19 Satisfaction measure: 96%
Mean score: 4.5

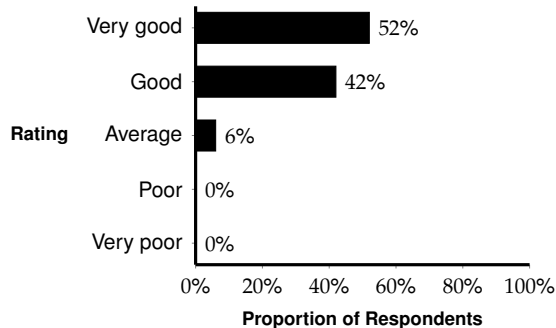
Campbell Tract SRMA

Recreation Use Management



Managing the appropriate use of vehicles

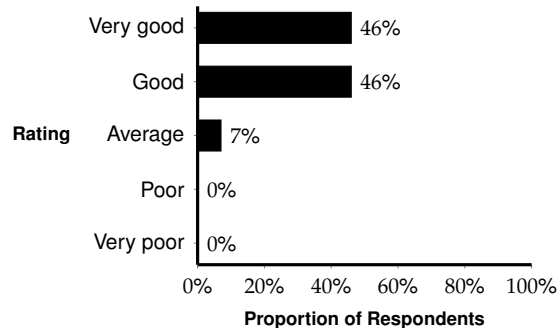
FY19: 121 Respondents



FY19 Satisfaction measure: 94%
Mean score: 4.5

Managing the number of people

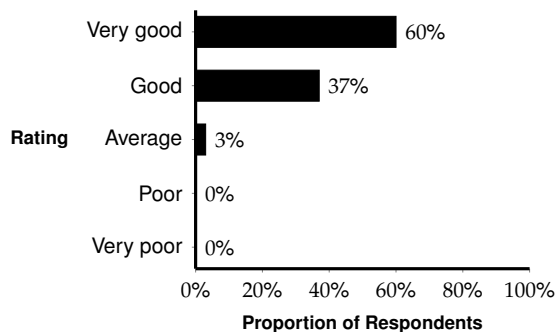
FY19: 112 Respondents



FY19 Satisfaction measure: 93%
Mean score: 4.4

Keeping noise at appropriate levels

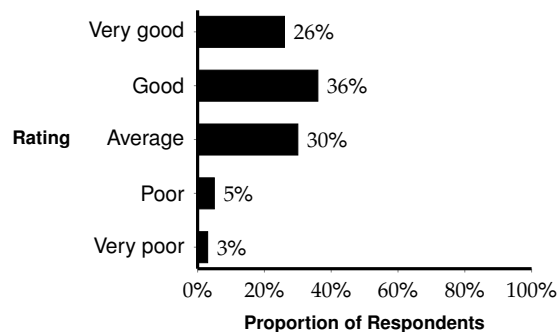
FY19: 124 Respondents



FY19 Satisfaction measure: 97%
Mean score: 4.6

Providing a sufficient law enforcement presence to prevent crime

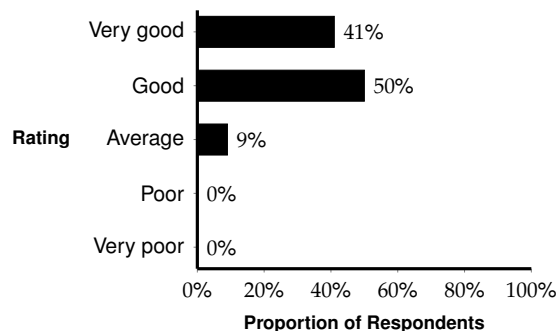
FY19: 100 Respondents



FY19 Satisfaction measure: 62%
Mean score: 3.8

Everything considered: Visitor and recreation management

FY19: 134 Respondents



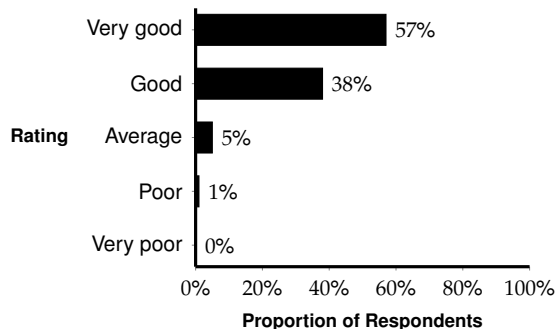
FY19 Satisfaction measure: 91%
Mean score: 4.3



Campbell Tract SRMA Resource Management

Adequately protecting the natural resources

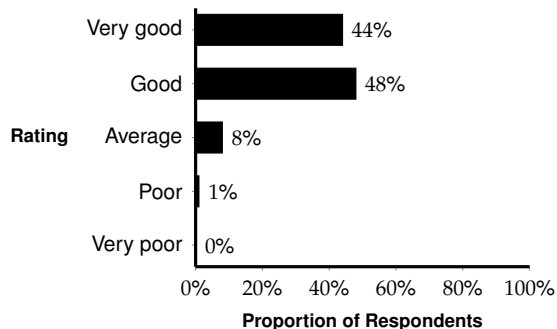
FY19: 136 Respondents



FY19 Satisfaction measure: 94%
Mean score: 4.5

Ensuring that visitor activities do not interfere with resource protection

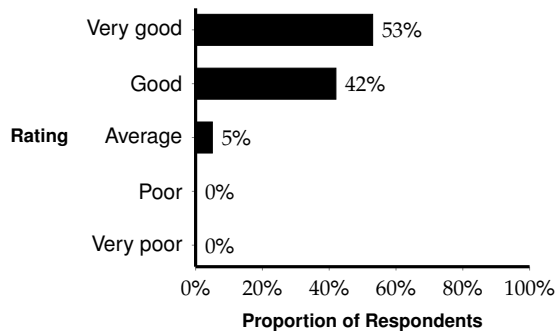
FY19: 124 Respondents



FY19 Satisfaction measure: 91%
Mean score: 4.3

Adequately protecting the cultural resources

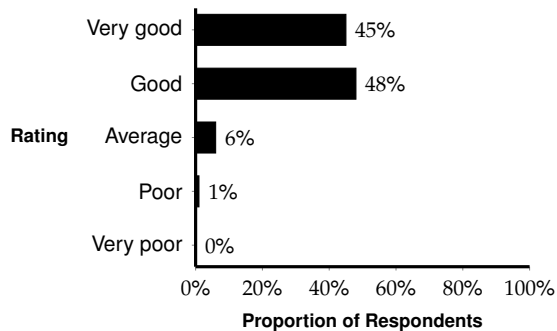
FY19: 100 Respondents



FY19 Satisfaction measure: 95%
Mean score: 4.5

Everything considered: BLM Protection of natural and cultural resources

FY19: 132 Respondents



FY19 Satisfaction measure: 93%
Mean score: 4.4

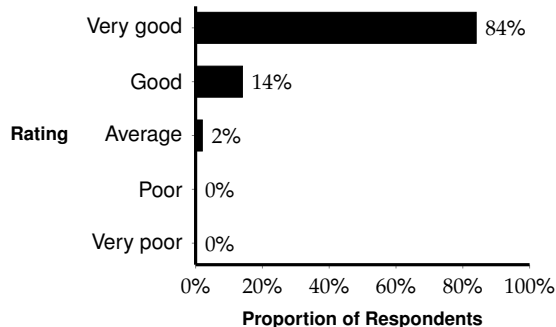
Campbell Tract SRMA

BLM Staff and Service



Staff treated me courteously

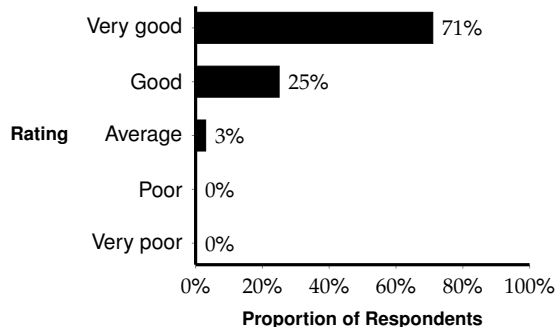
FY19: 99 Respondents



FY19 Satisfaction measure: 98%
Mean score: 4.8

Staff demonstrated knowledge about natural and cultural resources

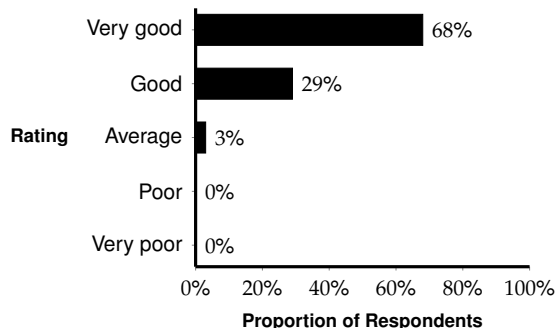
FY19: 63 Respondents



FY19 Satisfaction measure: 97%
Mean score: 4.7

Staff demonstrated knowledge about recreational opportunities

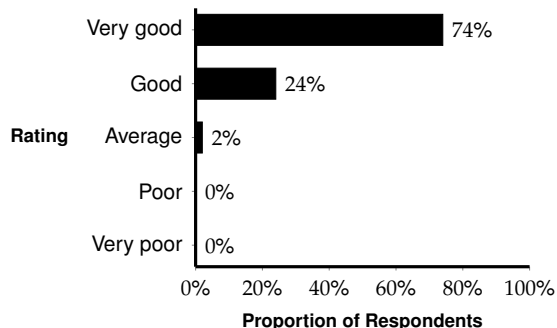
FY19: 72 Respondents



FY19 Satisfaction measure: 97%
Mean score: 4.7

Everything considered: Performance of BLM staff

FY19: 93 Respondents



FY19 Satisfaction measure: 98%
Mean score: 4.7

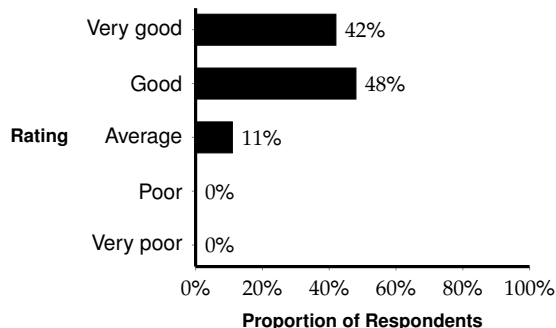


Campbell Tract SRMA

Providing Educational and Interpretive Material

Providing quality educational and interpretive material about the resources

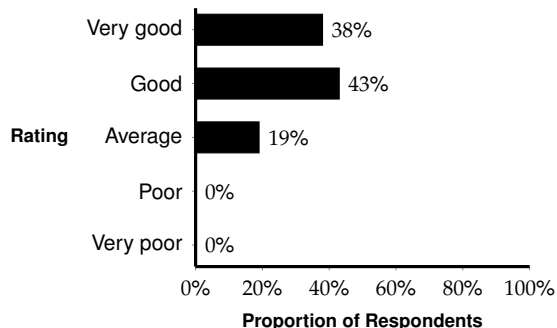
FY19: 101 Respondents



FY19 Satisfaction measure: 89%
Mean score: 4.3

Providing stewardship information on protecting cultural and natural resources

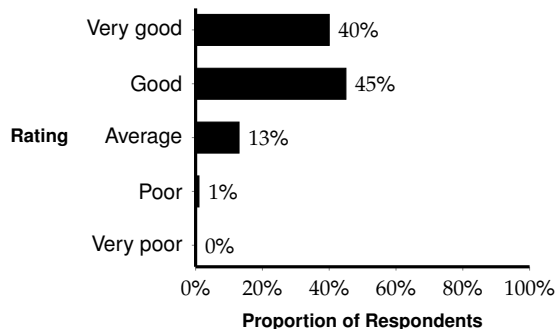
FY19: 107 Respondents



FY19 Satisfaction measure: 81%
Mean score: 4.2

Providing sufficient quantity of educational and interpretive materials about the resources

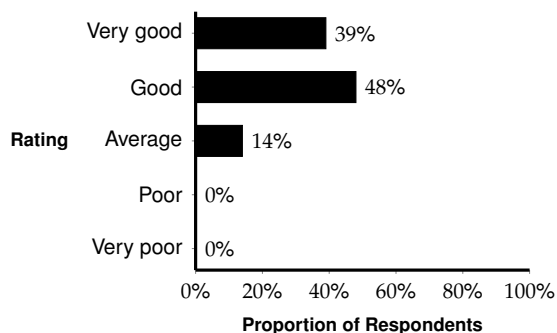
FY19: 99 Respondents



FY19 Satisfaction measure: 86%
Mean score: 4.3

Everything considered: BLM interpretive and educational program

FY19: 109 Respondents



FY19 Satisfaction measure: 86%
Mean score: 4.2

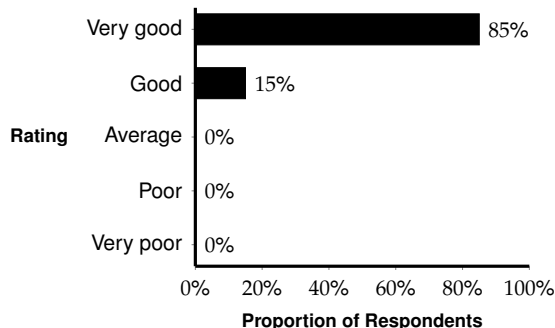
Campbell Tract SRMA Programs & Fees



Quality of program(s) attended

FY19: 13 Respondents

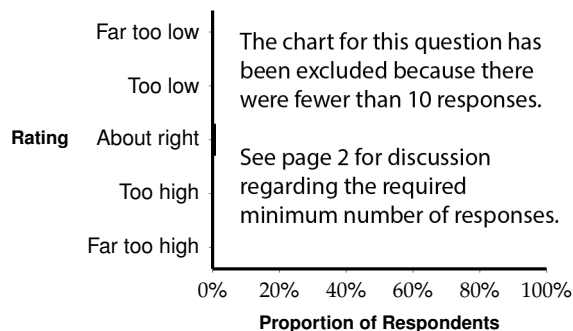
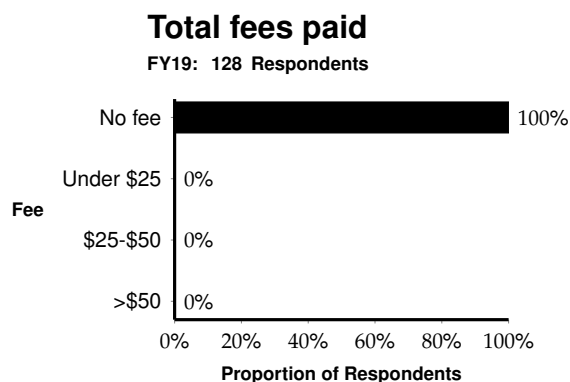
CAUTION!



FY19 Satisfaction measure: 100%
Mean score: 4.8

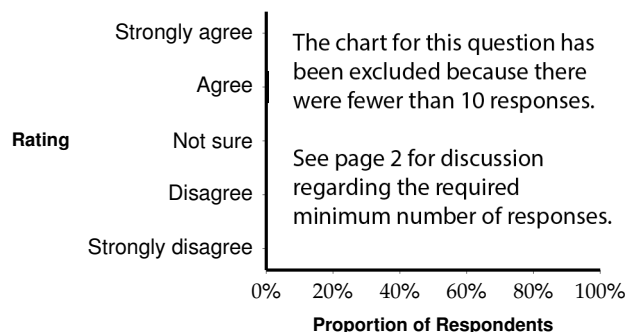
How appropriate was the fee charged for this site/area?

FY19: 2 Respondents



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

FY19: 1 Respondents



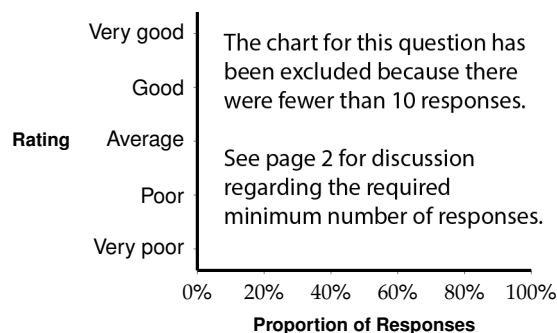


Campbell Tract SRMA

Commercial Recreation Operations & Activities

Quality of Commercial Services

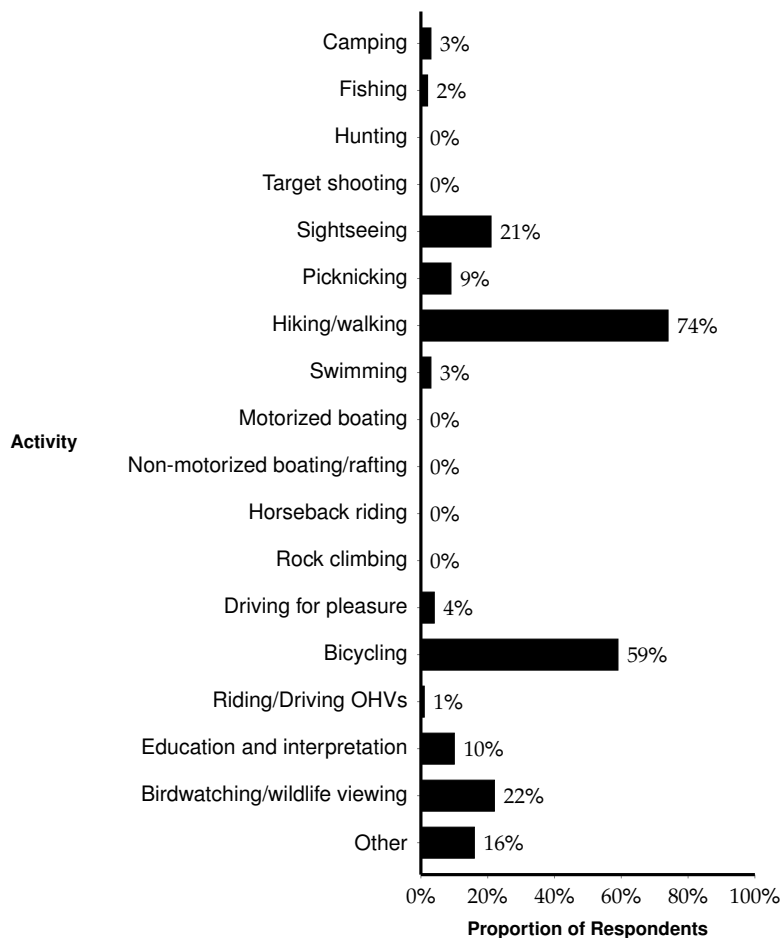
FY19: 0 Responses*



FY19 Satisfaction measure: NA
Mean score: NA

Activities

FY19: 138 Respondents**



*Each respondent could rate up to three services.

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

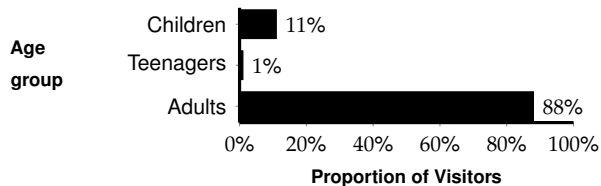
Campbell Tract SRMA

Demographics



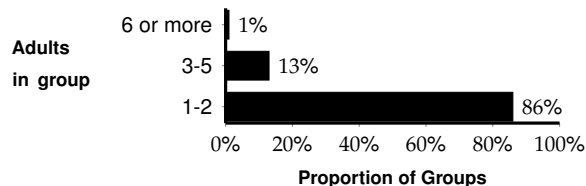
Visitor age groups

FY19: 284 Visitors



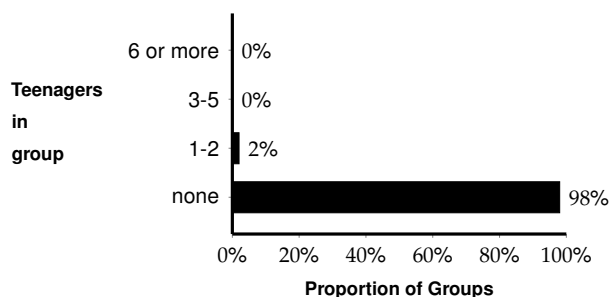
Number of Adults (18 and over) in group

FY19: 134 Groups



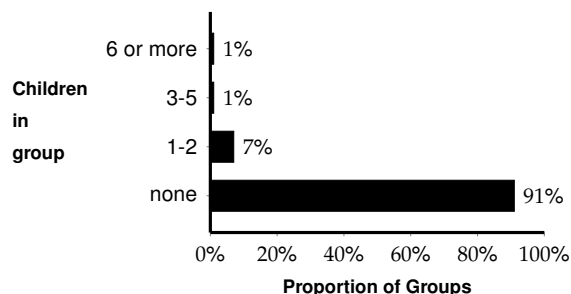
Number of teenagers (13-17) in group

FY19: 134 Groups



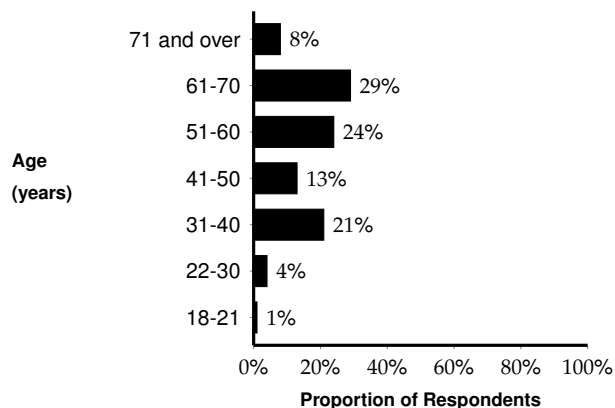
Number of children (under 12) in group

FY19: 134 Groups



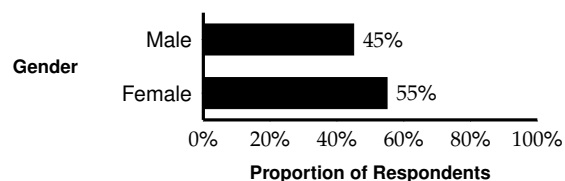
Respondent age

FY19: 139 Respondents



Respondent gender

FY19: 139 Respondents



Alaska visitors came from 4 different counties.

FY19: 120 Respondents

County	Count
Anchorage Municipality	116
Denali Borough	2
Other counties	2

Visitors came from 2 states across the country

FY19: 122 Respondents

State	Count
AK	120
MT	2

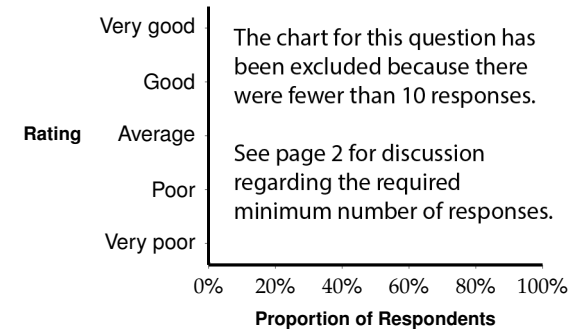


Campbell Tract SRMA

Accessibility for Visitors with Disabilities

Ability to adequately use facilities

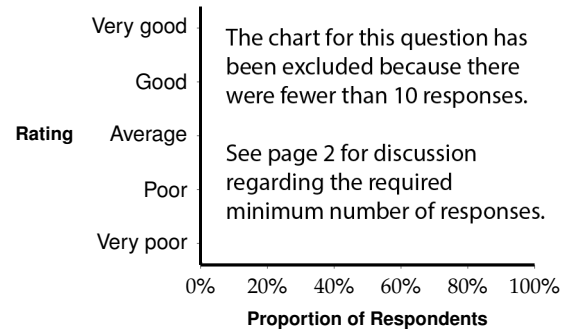
FY19: 7 Respondents



FY19 Satisfaction measure: NA
Mean score: NA

Ability to access exhibits, waysides, etc.

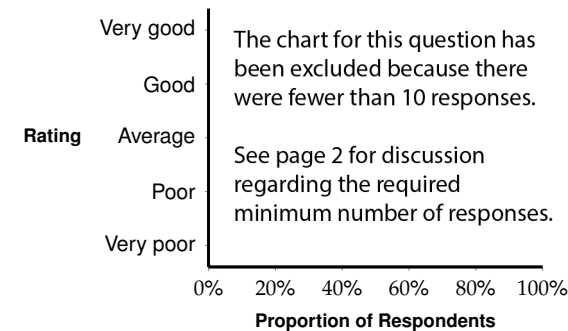
FY19: 6 Respondents



FY19 Satisfaction measure: NA
Mean score: NA

Ability to understand messages

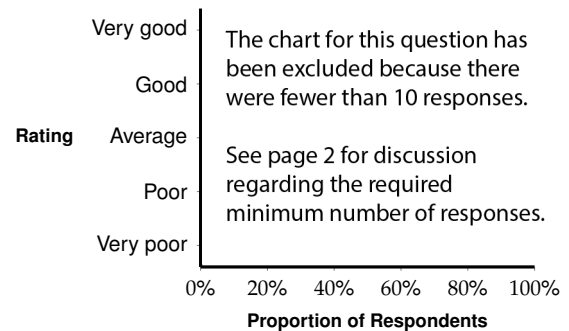
FY19: 6 Respondents



FY19 Satisfaction measure: NA
Mean score: NA

Ability to use services

FY19: 6 Respondents



FY19 Satisfaction measure: NA
Mean score: NA



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