

Coal Banks Landing Visitor Survey

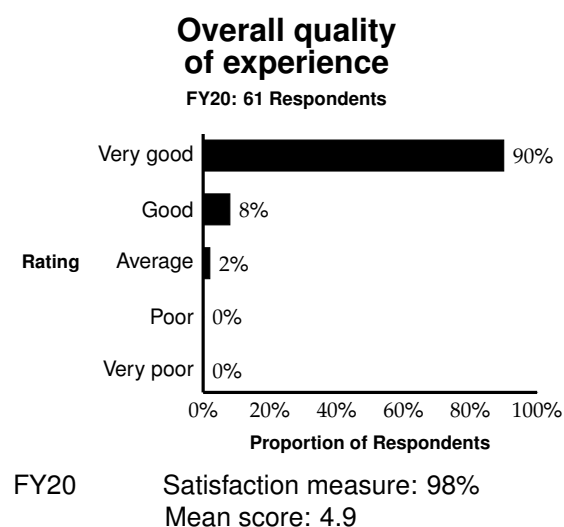
Introduction

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 Coal Banks Landing, MT, during fiscal year 2020. 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 Public Receives Fair Market Value for Resources by ensuring 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 Coal Banks Landing 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 89%. This indicates that 89% 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.

NOTE: The number of responses for this survey is small (< 100) due to the significant impact of the COVID19 pandemic on survey distribution methods. Please use caution when interpreting the results.



FY20 GPRA Satisfaction Measure

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

98%

2020





Coal Banks Landing 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 July 1 and September 1, 2020. 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.

NOTE: Because of the significant impact of the COVID19 pandemic on visitation, sample size, access to facilities and services, and survey distribution methods, the margin of error for this study cannot be determined.

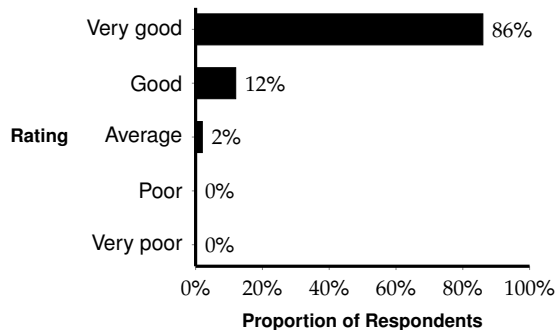
For more information about this survey, contact the
Social and Economic Sciences Research Center at Washington State University
(509) 335-1511 | sesrc@wsu.edu

Coal Banks Landing Visitor Information



Providing useful maps and brochures

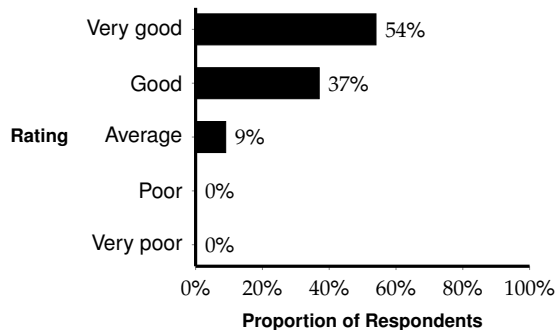
FY20: 57 Respondents



FY20 Satisfaction measure: 98%
Mean score: 4.8

Providing useful information on the Internet

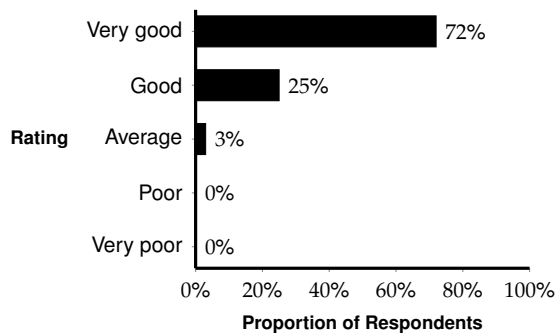
FY20: 46 Respondents



FY20 Satisfaction measure: 91%
Mean score: 4.5

Ensuring public awareness of rules and regulations

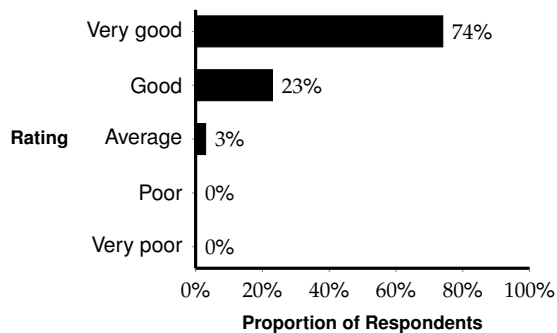
FY20: 60 Respondents



FY20 Satisfaction measure: 97%
Mean score: 4.7

Providing adequate signs on-site for direction and orientation

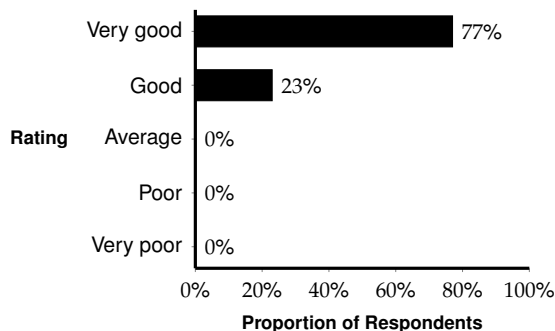
FY20: 61 Respondents



FY20 Satisfaction measure: 97%
Mean score: 4.7

Everything considered: Quality of BLM visitor information

FY20: 62 Respondents



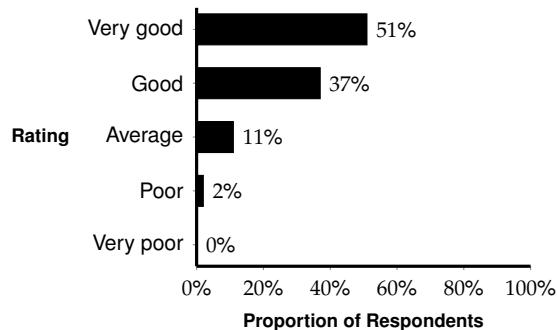
FY20 Satisfaction measure: 100%
Mean score: 4.8



Coal Banks Landing Developed Facilities

Condition of roads for motorized vehicles

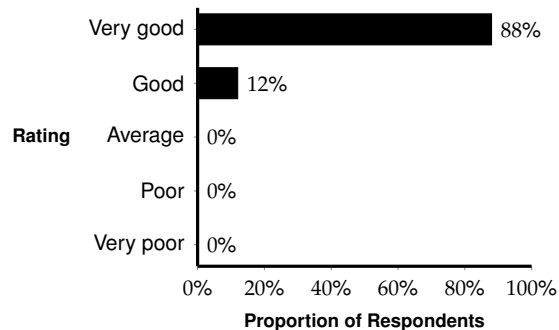
FY20: 57 Respondents



FY20 Satisfaction measure: 88%
Mean score: 4.4

Cleanliness of site

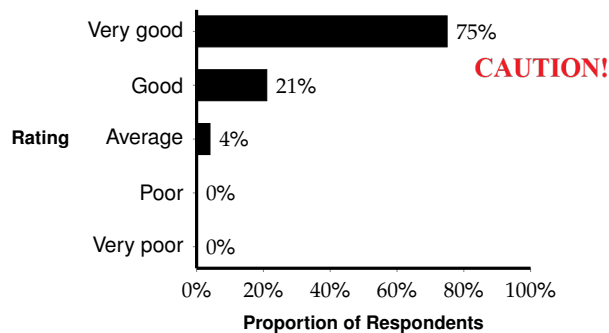
FY20: 60 Respondents



FY20 Satisfaction measure: 100%
Mean score: 4.9

Condition of trails for non-motorized use

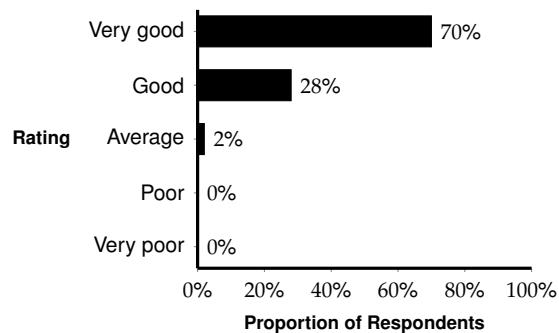
FY20: 24 Respondents



FY20 Satisfaction measure: 96%
Mean score: 4.7

Cleanliness of restrooms and other physical facilities

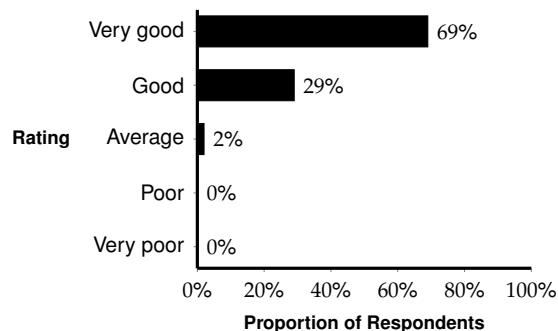
FY20: 57 Respondents



FY20 Satisfaction measure: 98%
Mean score: 4.7

Everything considered: Overall condition of developed facilities

FY20: 59 Respondents



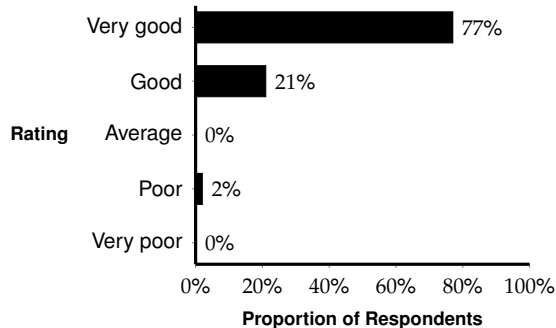
FY20 Satisfaction measure: 98%
Mean score: 4.7

Coal Banks Landing Recreation Use Management



Managing the appropriate use of vehicles

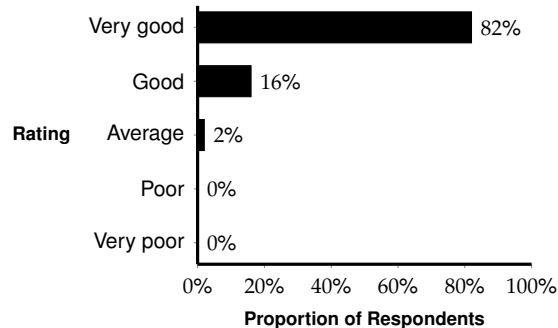
FY20: 52 Respondents



FY20 Satisfaction measure: 98%
Mean score: 4.7

Managing the number of people

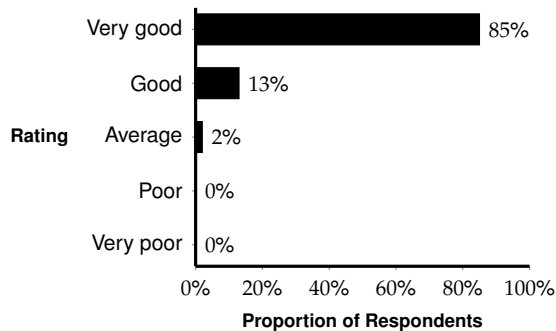
FY20: 56 Respondents



FY20 Satisfaction measure: 98%
Mean score: 4.8

Keeping noise at appropriate levels

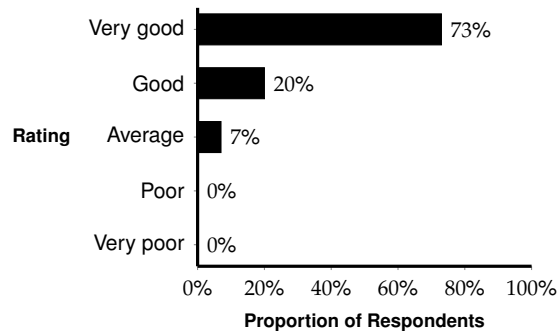
FY20: 53 Respondents



FY20 Satisfaction measure: 98%
Mean score: 4.8

Providing a sufficient law enforcement presence to prevent crime

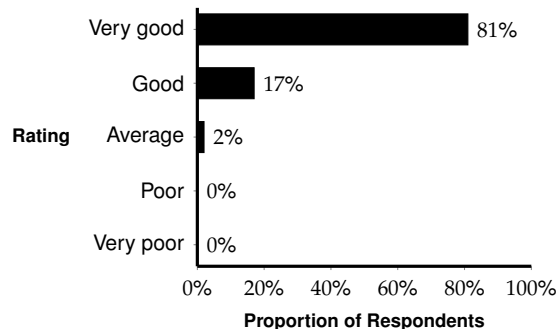
FY20: 30 Respondents



FY20 Satisfaction measure: 93%
Mean score: 4.7

Everything considered: Visitor and recreation management

FY20: 58 Respondents



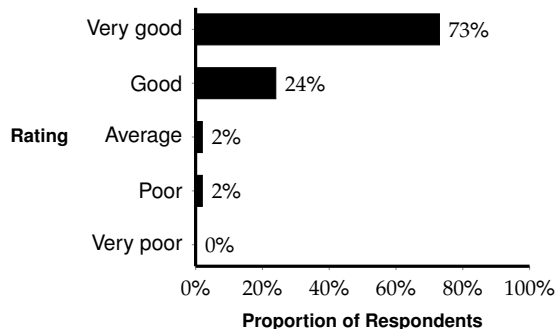
FY20 Satisfaction measure: 98%
Mean score: 4.8



Coal Banks Landing Resource Management

Adequately protecting the natural resources

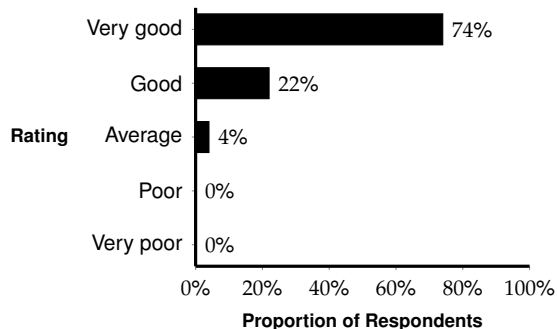
FY20: 55 Respondents



FY20 Satisfaction measure: 96%
Mean score: 4.7

Ensuring that visitor activities do not interfere with resource protection

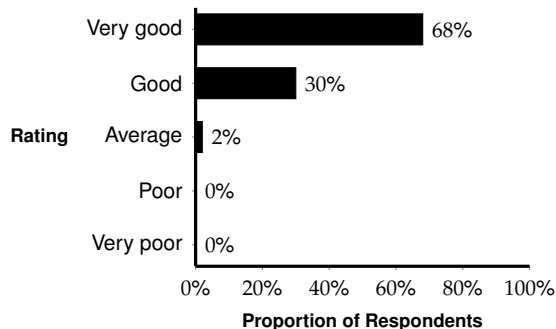
FY20: 50 Respondents



FY20 Satisfaction measure: 96%
Mean score: 4.7

Adequately protecting the cultural resources

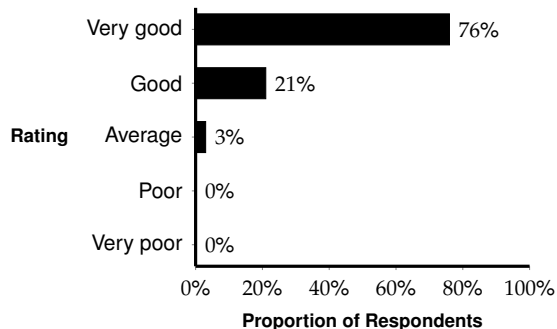
FY20: 44 Respondents



FY20 Satisfaction measure: 98%
Mean score: 4.7

Everything considered: BLM Protection of natural and cultural resources

FY20: 58 Respondents



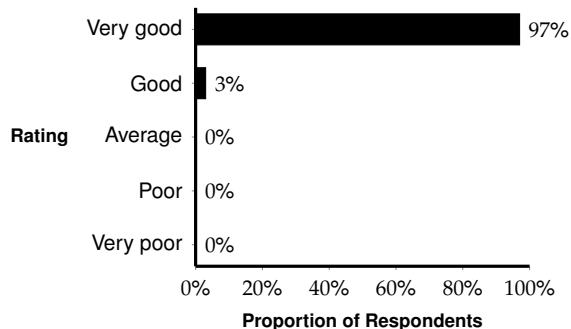
FY20 Satisfaction measure: 97%
Mean score: 4.7

Coal Banks Landing BLM Staff and Service



Staff treated me courteously

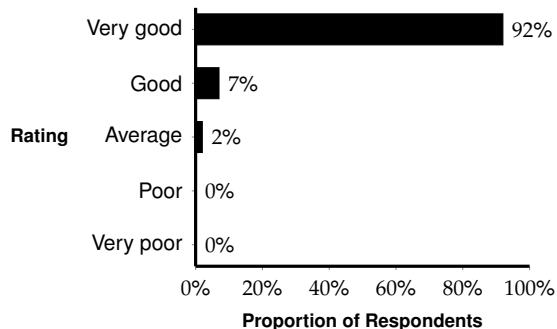
FY20: 62 Respondents



FY20 Satisfaction measure: 100%
Mean score: 5

Staff demonstrated knowledge about natural and cultural resources

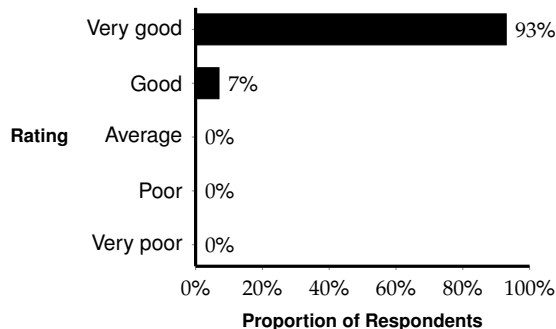
FY20: 59 Respondents



FY20 Satisfaction measure: 98%
Mean score: 4.9

Staff demonstrated knowledge about recreational opportunities

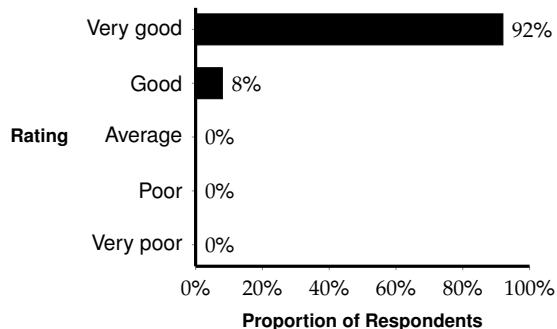
FY20: 61 Respondents



FY20 Satisfaction measure: 100%
Mean score: 4.9

Everything considered: Performance of BLM staff

FY20: 62 Respondents



FY20 Satisfaction measure: 100%
Mean score: 4.9

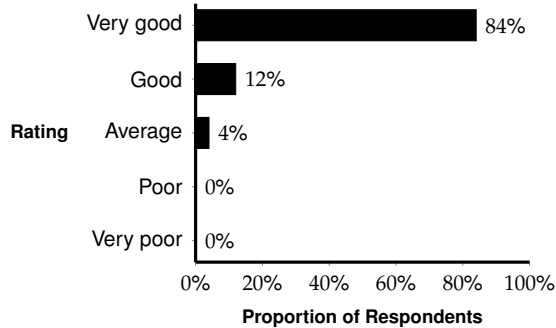


Coal Banks Landing

Providing Educational and Interpretive Material

Providing quality educational and interpretive material about the resources

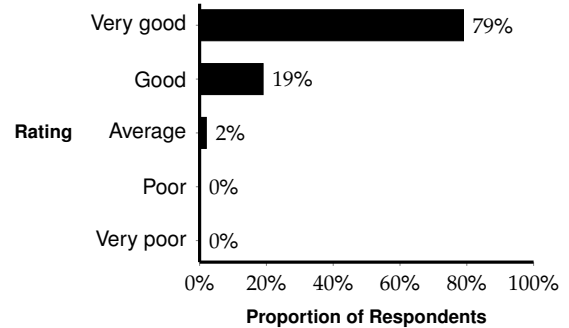
FY20: 49 Respondents



FY20 Satisfaction measure: 96%
Mean score: 4.8

Providing stewardship information on protecting cultural and natural resources

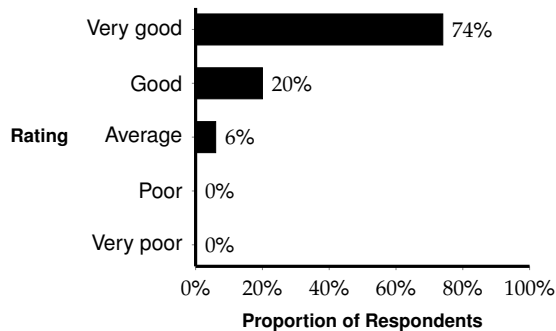
FY20: 47 Respondents



FY20 Satisfaction measure: 98%
Mean score: 4.8

Providing sufficient quantity of educational and interpretive materials about the resources

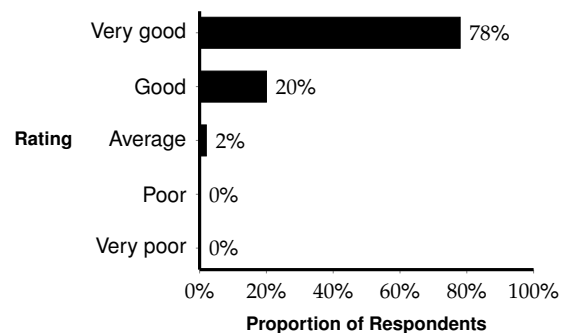
FY20: 50 Respondents



FY20 Satisfaction measure: 94%
Mean score: 4.7

Everything considered: BLM interpretive and educational program

FY20: 50 Respondents



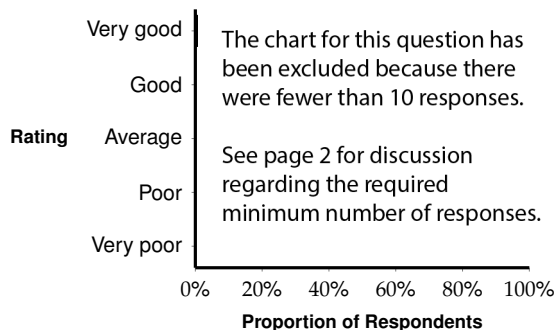
FY20 Satisfaction measure: 98%
Mean score: 4.8

Coal Banks Landing Programs & Fees



Quality of program(s) attended

FY20: 1 Respondents



FY20

Satisfaction measure: NA

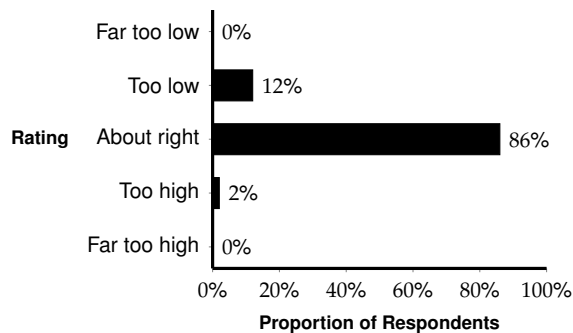
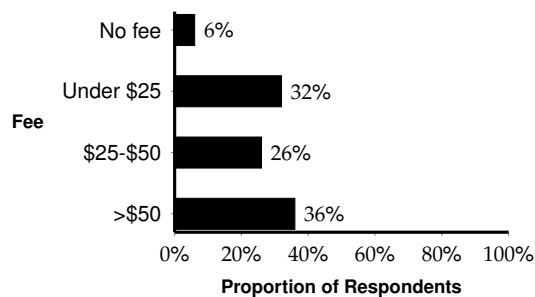
Mean score: NA

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

FY20: 50 Respondents

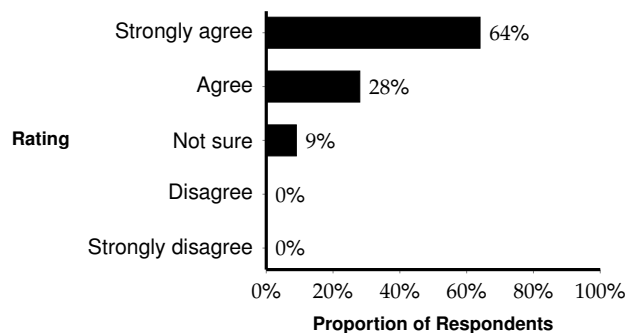
Total fees paid

FY20: 53 Respondents



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

FY20: 47 Respondents

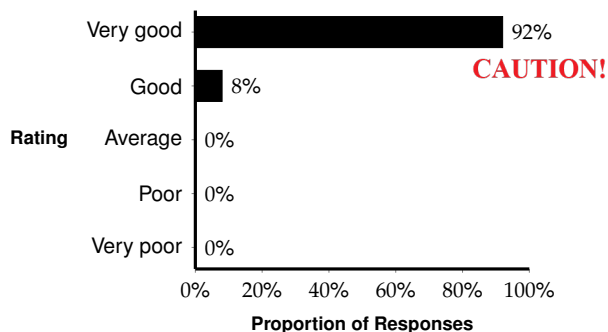




Coal Banks Landing Commercial Recreation Operations & Activities

Quality of Commercial Services

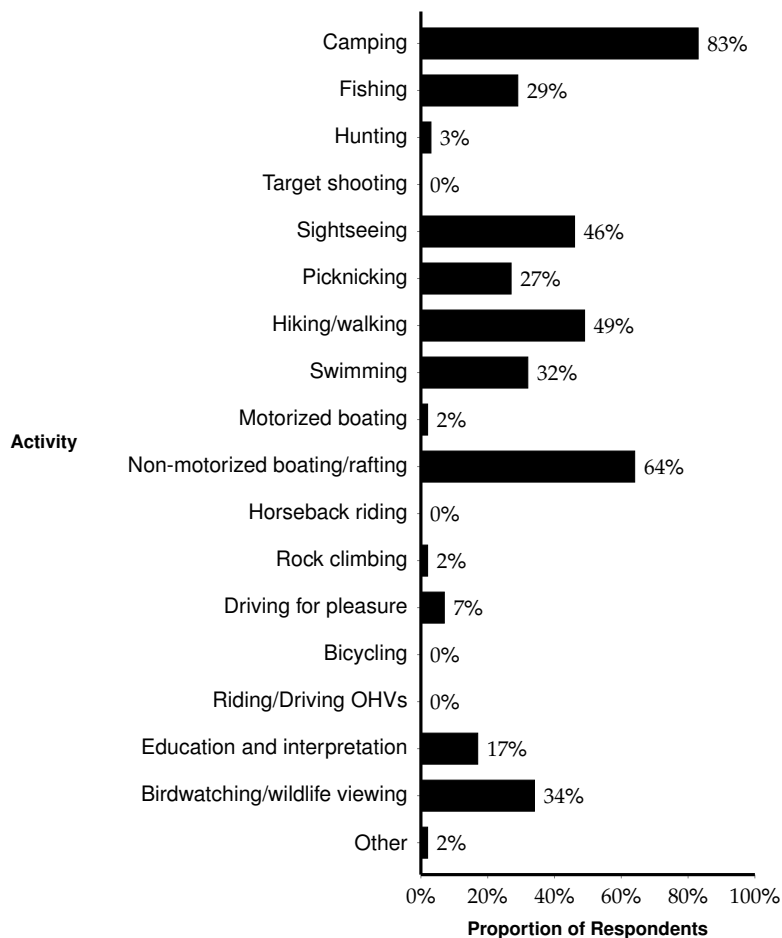
FY20: 12 Responses*



FY20 Satisfaction measure: 100%
Mean score: 4.9

Activities

FY20: 59 Respondents**



*Each respondent could rate up to three services.

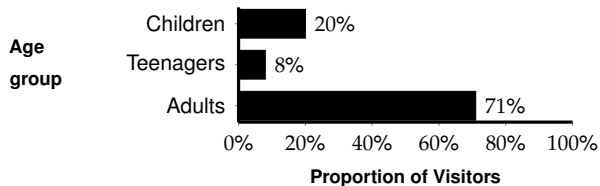
**Percentages do not sum to 100 because respondents could select more than one activity.

Coal Banks Landing Demographics



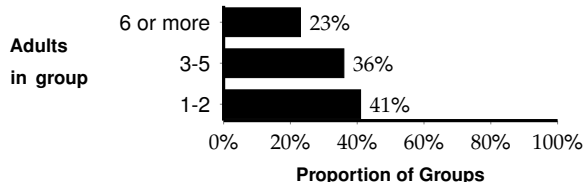
Visitor age groups

FY20: 476 Visitors



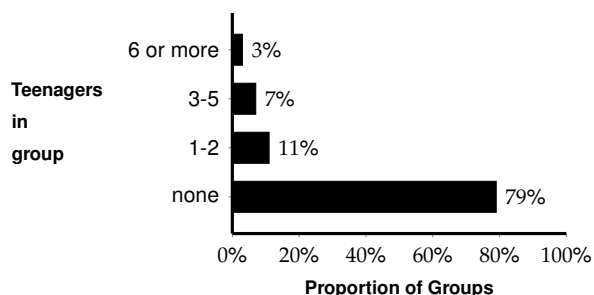
Number of Adults (18 and over) in group

FY20: 61 Groups



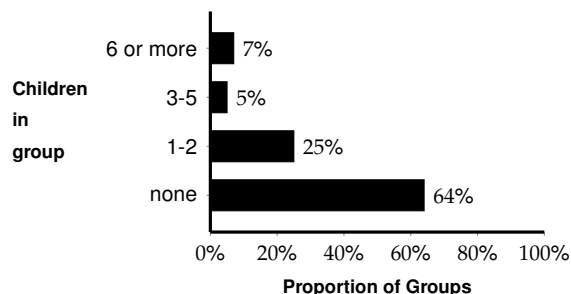
Number of teenagers (13-17) in group

FY20: 61 Groups



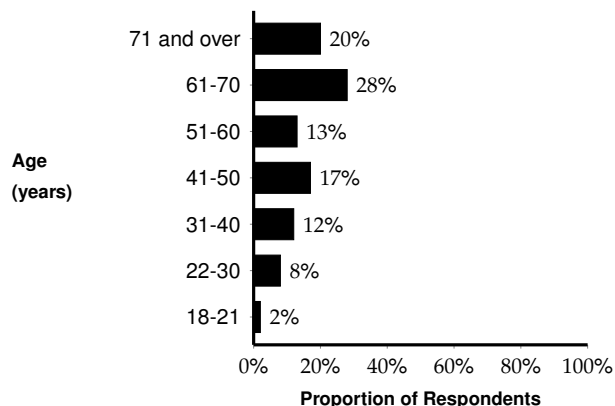
Number of children (under 12) in group

FY20: 61 Groups



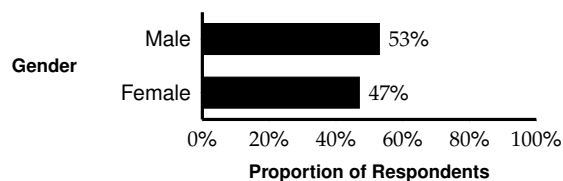
Respondent age

FY20: 60 Respondents



Respondent gender

FY20: 60 Respondents



Montana visitors came from 19 different counties.

FY20: 51 Respondents

County	Count
Jefferson County	8
Gallatin County	7
Lewis and Clark County	7
Missoula County	5
Flathead County	3
Park County	3
Other counties	18

Visitors came from 16 states across the country

FY20: 80 Respondents

State	Count
MT	51
WA	5
CO	3
MN	3
TX	3
Other states	15

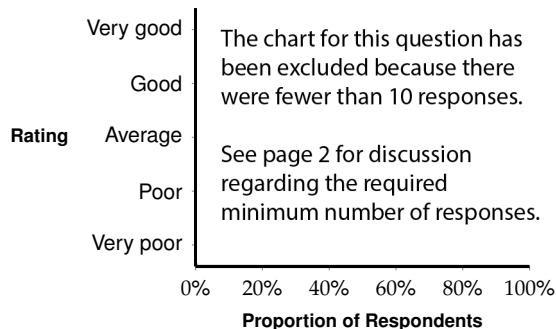


Coal Banks Landing

Accessibility for Visitors with Disabilities

Ability to adequately use facilities

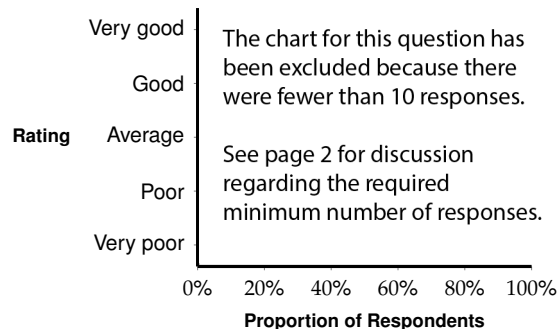
FY20: 4 Respondents



FY20 Satisfaction measure: NA
Mean score: NA

Ability to access exhibits, waysides, etc.

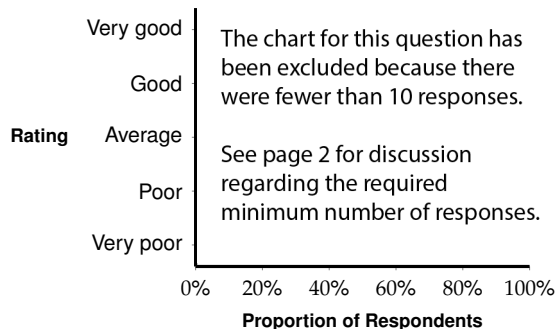
FY20: 1 Respondents



FY20 Satisfaction measure: NA
Mean score: NA

Ability to understand messages

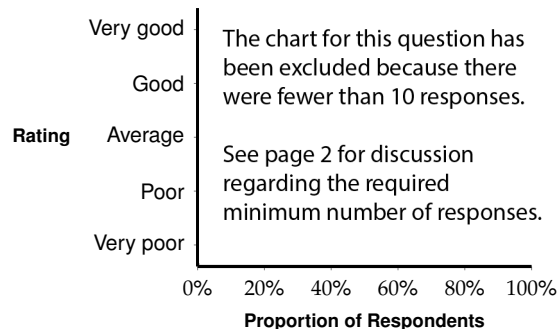
FY20: 2 Respondents



FY20 Satisfaction measure: NA
Mean score: NA

Ability to use services

FY20: 3 Respondents



FY20 Satisfaction measure: NA
Mean score: NA



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