

# Bureau of Land Management 2021 National Report

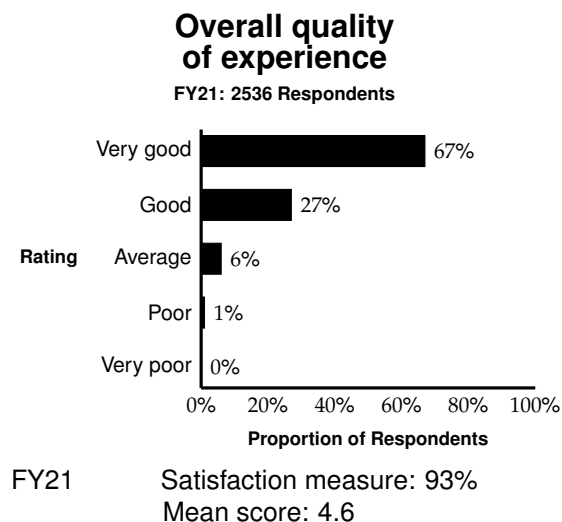
## Introduction

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 9 states during fiscal year 2021 (FY21). Of the 23 units conducting the survey this year, 17 units successfully administered the survey. The survey was developed to measure each 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 combined results of the visitor satisfaction surveys conducted in FY21 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 the sites surveyed. 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 rates for the BLM units surveyed ranged from 25% to 94%. 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 6 out of 17 surveys in this combined report was small (< 100) due to the significant impact of the COVID19 pandemic on survey distribution methods. Please use caution when interpreting the results.*



### FY21 GPRA Satisfaction Measure

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

**93%**





# 2021 BLM Visitor Survey 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

A representative sample of the general visitor population were surveyed at 17 units in FY21. The data reflect visitor opinions about these sites's facilities, management, services, educational opportunities, and fees during the survey period. Visitor activities and selected demographics were also captured.

Visitors were given a choice between a paper version to be completed on-site, and an online option to be completed on-site or at a later date. Those visitors who chose the online option were given a postcard containing the access information needed for completing the survey online.

The results in this report are the combined responses from paper versions of the survey that were electronically scanned and responses completed online. Frequency distributions were calculated for each indicator and category using the combined data. 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 overall margin of error for this study cannot be determined. However, 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](mailto:sesrc@wsu.edu)

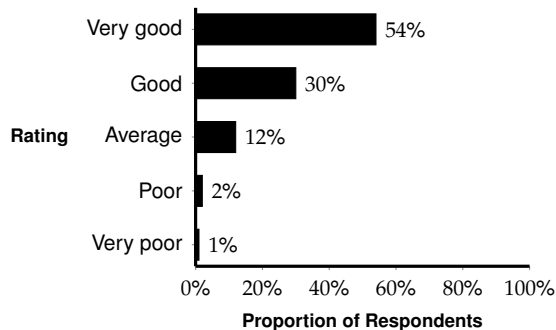
# 2021 BLM Visitor Survey

## Visitor Information



### Providing useful maps and brochures

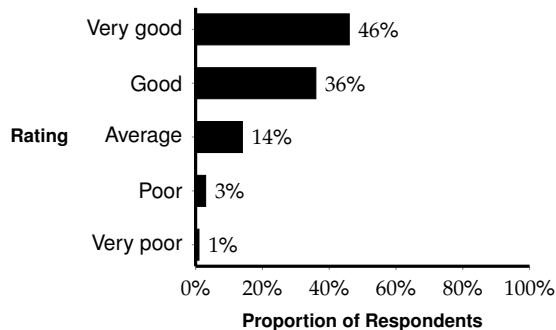
FY21: 2352 Respondents



FY21 Satisfaction measure: 84%  
Mean score: 4.3

### Providing useful information on the Internet

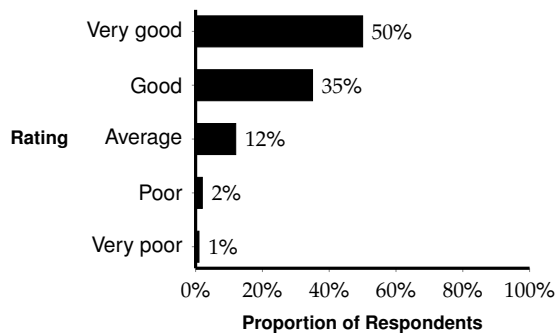
FY21: 2023 Respondents



FY21 Satisfaction measure: 82%  
Mean score: 4.2

### Ensuring public awareness of rules and regulations

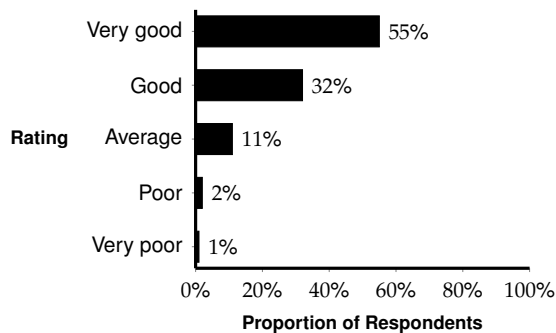
FY21: 2479 Respondents



FY21 Satisfaction measure: 85%  
Mean score: 4.3

### Providing adequate signs on-site for direction and orientation

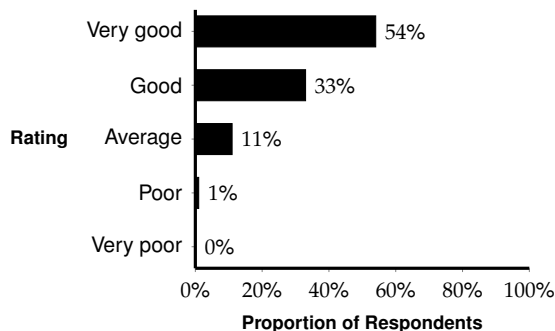
FY21: 2574 Respondents



FY21 Satisfaction measure: 87%  
Mean score: 4.4

### Everything considered: Quality of BLM visitor information

FY21: 2582 Respondents



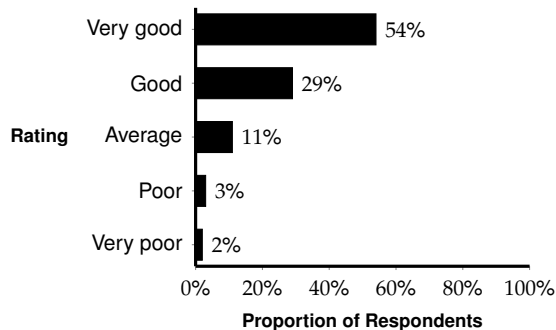
FY21 Satisfaction measure: 88%  
Mean score: 4.4



# 2021 BLM Visitor Survey Developed Facilities

## Condition of roads for motorized vehicles

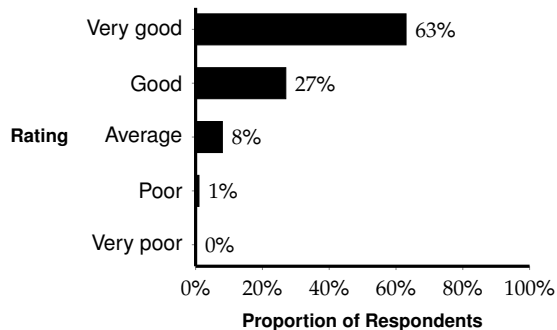
FY21: 2627 Respondents



FY21 Satisfaction measure: 83%  
Mean score: 4.3

## Cleanliness of site

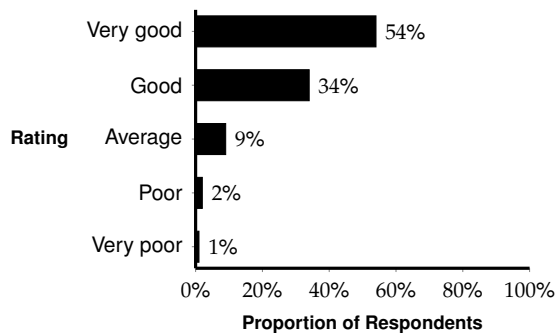
FY21: 2636 Respondents



FY21 Satisfaction measure: 90%  
Mean score: 4.5

## Condition of trails for non-motorized use

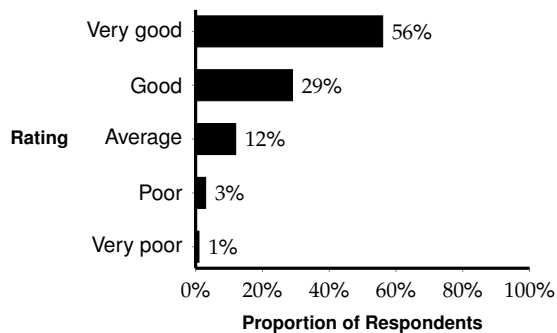
FY21: 2154 Respondents



FY21 Satisfaction measure: 89%  
Mean score: 4.4

## Cleanliness of restrooms and other physical facilities

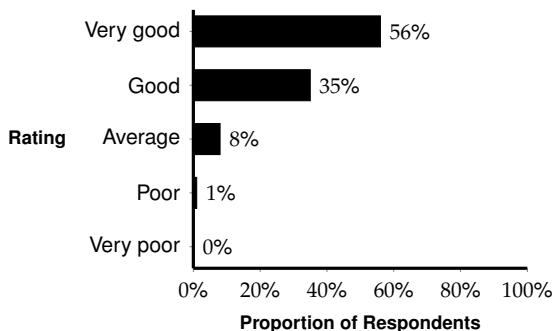
FY21: 2160 Respondents



FY21 Satisfaction measure: 85%  
Mean score: 4.4

## Everything considered: Overall condition of developed facilities

FY21: 2622 Respondents



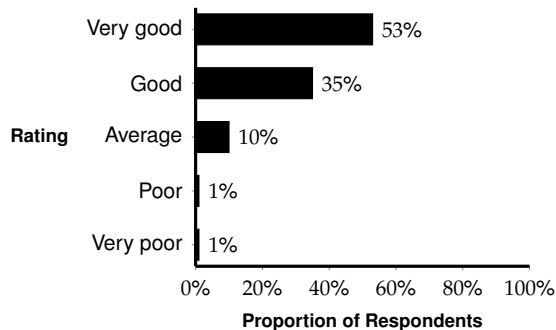
FY21 Satisfaction measure: 91%  
Mean score: 4.5

# 2021 BLM Visitor Survey Recreation Use Management



## Managing the appropriate use of vehicles

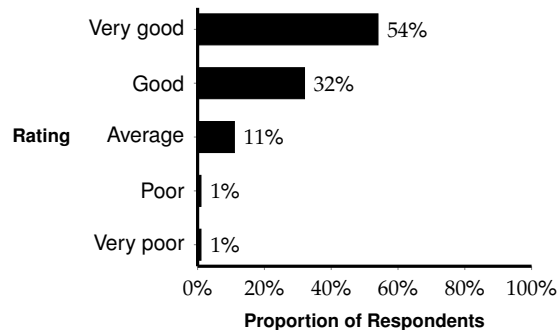
FY21: 2361 Respondents



FY21 Satisfaction measure: 88%  
Mean score: 4.4

## Managing the number of people

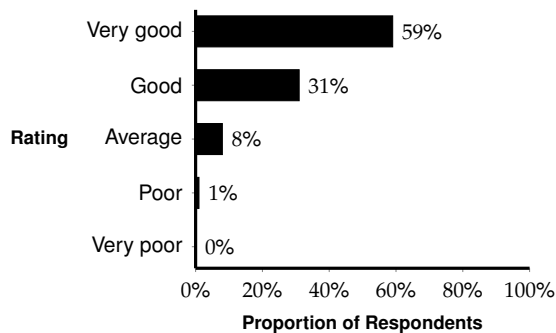
FY21: 2354 Respondents



FY21 Satisfaction measure: 86%  
Mean score: 4.4

## Keeping noise at appropriate levels

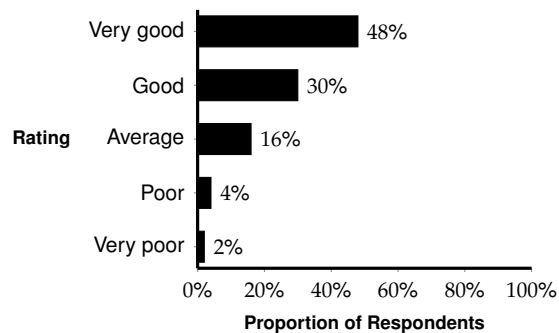
FY21: 2357 Respondents



FY21 Satisfaction measure: 90%  
Mean score: 4.5

## Providing a sufficient law enforcement presence to prevent crime

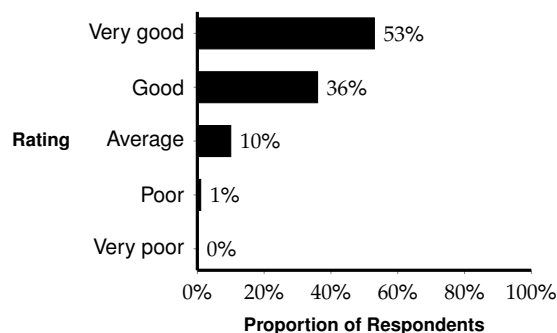
FY21: 1743 Respondents



FY21 Satisfaction measure: 78%  
Mean score: 4.2

## Everything considered: Visitor and recreation management

FY21: 2509 Respondents



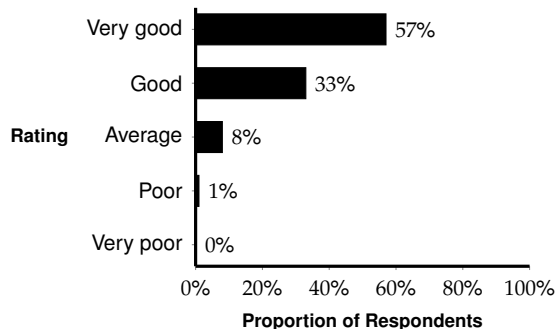
FY21 Satisfaction measure: 89%  
Mean score: 4.4



# 2021 BLM Visitor Survey Resource Management

## Adequately protecting the natural resources

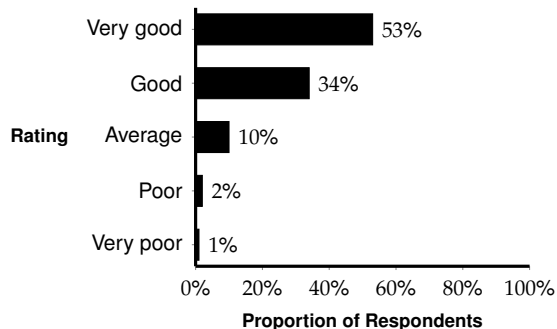
FY21: 2513 Respondents



FY21 Satisfaction measure: 90%  
Mean score: 4.4

## Ensuring that visitor activities do not interfere with resource protection

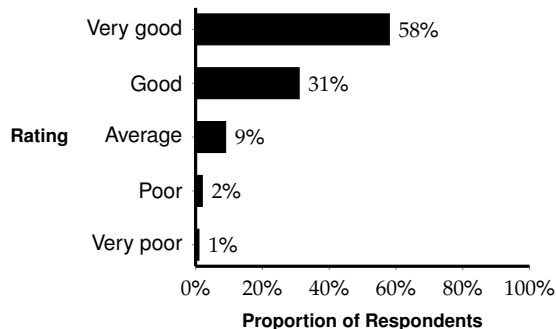
FY21: 2322 Respondents



FY21 Satisfaction measure: 87%  
Mean score: 4.4

## Adequately protecting the cultural resources

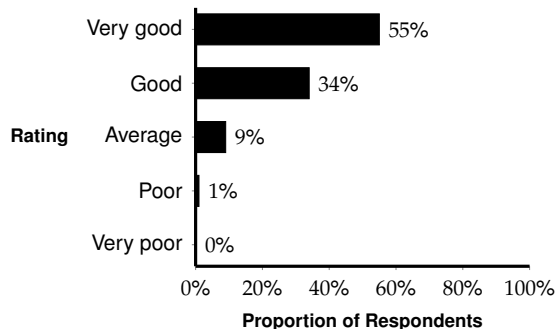
FY21: 2205 Respondents



FY21 Satisfaction measure: 89%  
Mean score: 4.4

## Everything considered: BLM Protection of natural and cultural resources

FY21: 2479 Respondents



FY21 Satisfaction measure: 89%  
Mean score: 4.4

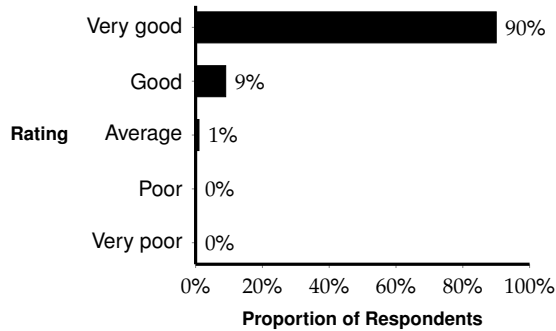
# 2021 BLM Visitor Survey

## BLM Staff and Service



### Staff treated me courteously

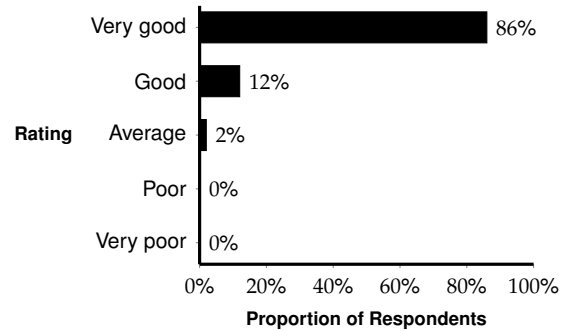
FY21: 2402 Respondents



FY21 Satisfaction measure: 99%  
Mean score: 4.9

### Staff demonstrated knowledge about natural and cultural resources

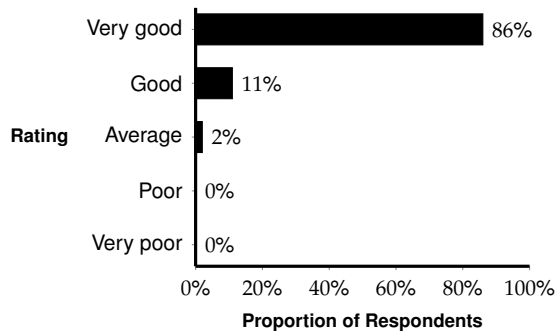
FY21: 2044 Respondents



FY21 Satisfaction measure: 97%  
Mean score: 4.8

### Staff demonstrated knowledge about recreational opportunities

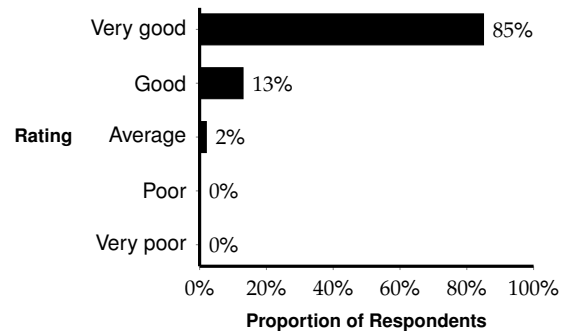
FY21: 2154 Respondents



FY21 Satisfaction measure: 98%  
Mean score: 4.8

### Everything considered: Performance of BLM staff

FY21: 2353 Respondents



FY21 Satisfaction measure: 98%  
Mean score: 4.8

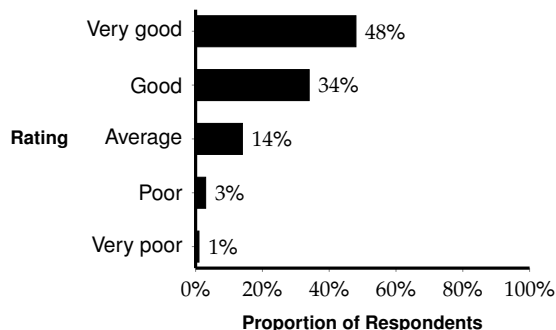


# 2021 BLM Visitor Survey

## Providing Educational and Interpretive Material

### Providing quality educational and interpretive material about the resources

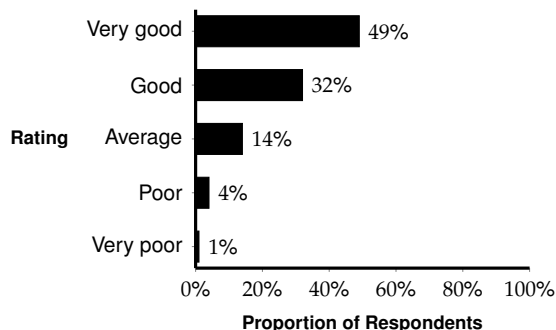
FY21: 1857 Respondents



FY21 Satisfaction measure: 82%  
Mean score: 4.3

### Providing stewardship information on protecting cultural and natural resources

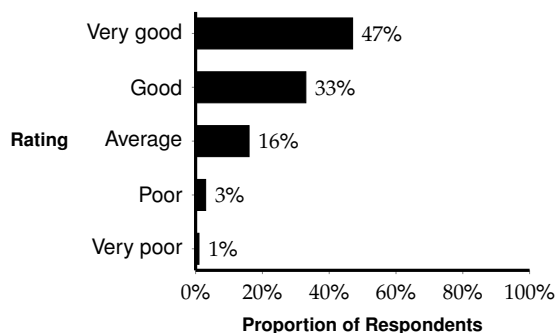
FY21: 1892 Respondents



FY21 Satisfaction measure: 80%  
Mean score: 4.2

### Providing sufficient quantity of educational and interpretive materials about the resources

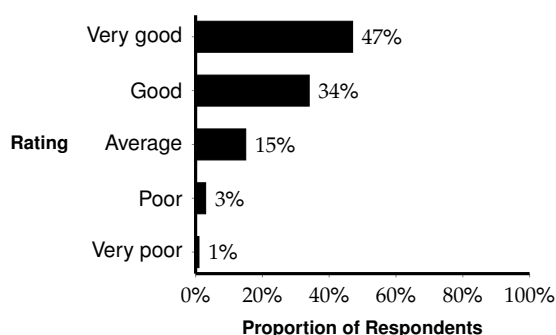
FY21: 1811 Respondents



FY21 Satisfaction measure: 80%  
Mean score: 4.2

### Everything considered: BLM interpretive and educational program

FY21: 1974 Respondents



FY21 Satisfaction measure: 81%  
Mean score: 4.2

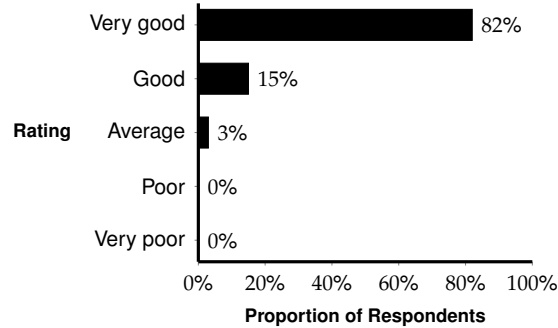


# 2021 BLM Visitor Survey Programs & Fees



## Quality of program(s) attended

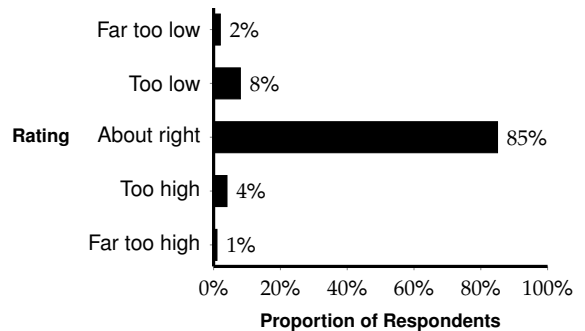
FY21: 326 Respondents



FY21 Satisfaction measure: 97%  
Mean score: 4.8

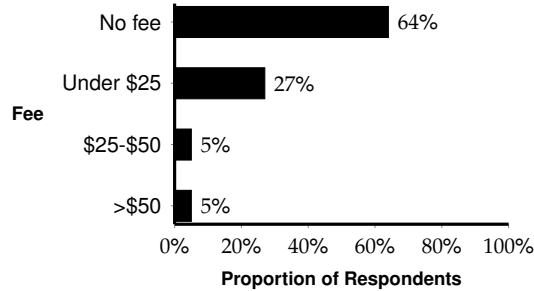
## How appropriate was the fee charged for this site/area?

FY21: 1033 Respondents



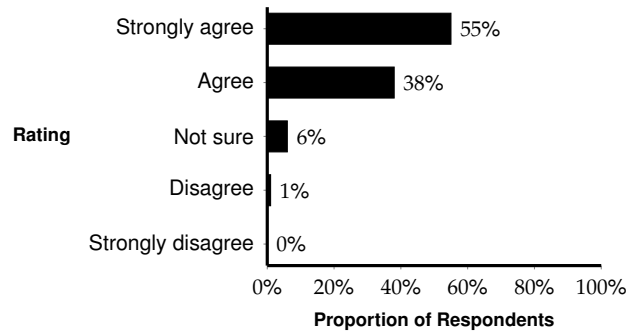
## Total fees paid

FY21: 2750 Respondents



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

FY21: 948 Respondents



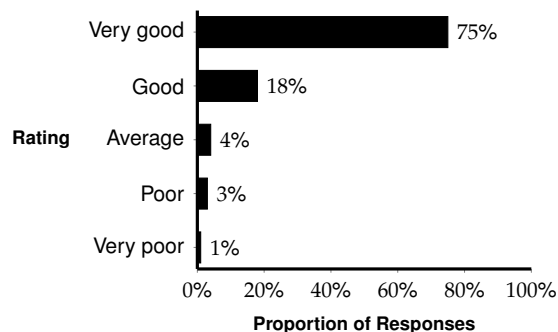


# 2021 BLM Visitor Survey

## Commercial Recreation Operations & Activities

### Quality of Commercial Services

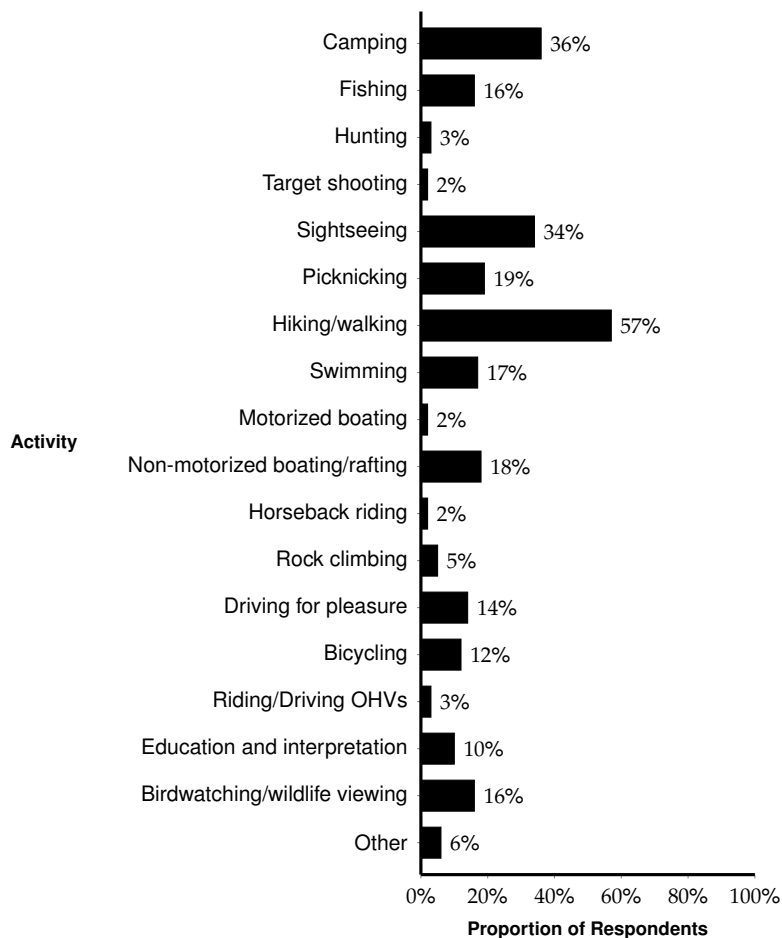
FY21: 369 Responses\*



FY21 Satisfaction measure: 93%  
Mean score: 4.7

### Activities

FY21: 2554 Respondents\*\*



\*Each respondent could rate up to three services.

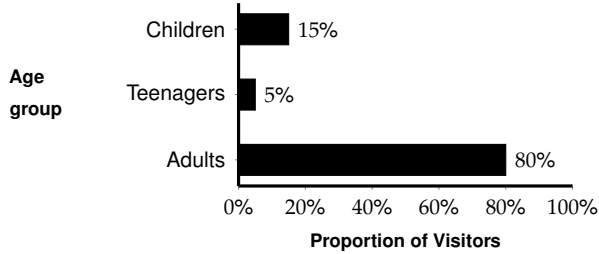
\*\*Percentages do not sum to 100 because respondents could select more than one activity.

# 2021 BLM Visitor Survey Demographics



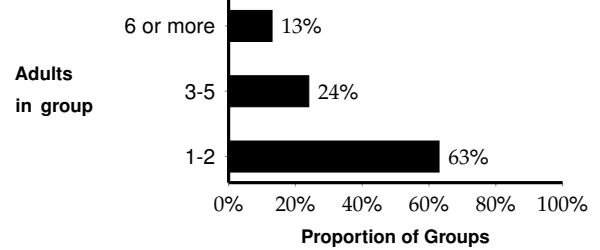
## Visitor age groups

FY21: 10752 Visitors



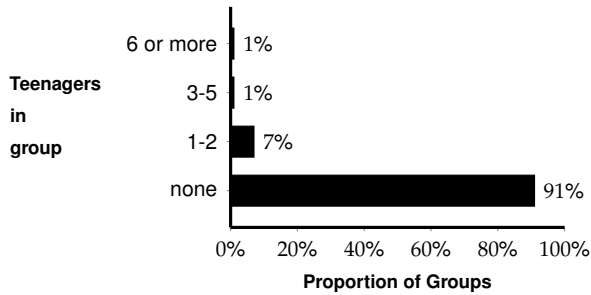
## Number of Adults (18 and over) in group

FY21: 2562 Groups



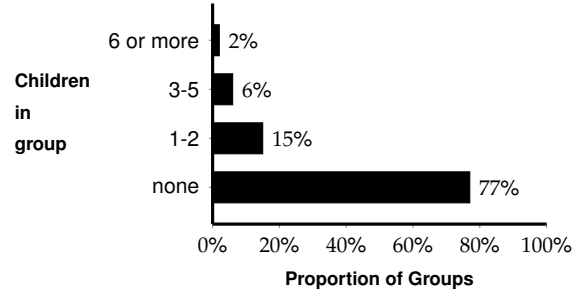
## Number of teenagers (13-17) in group

FY21: 2594 Groups



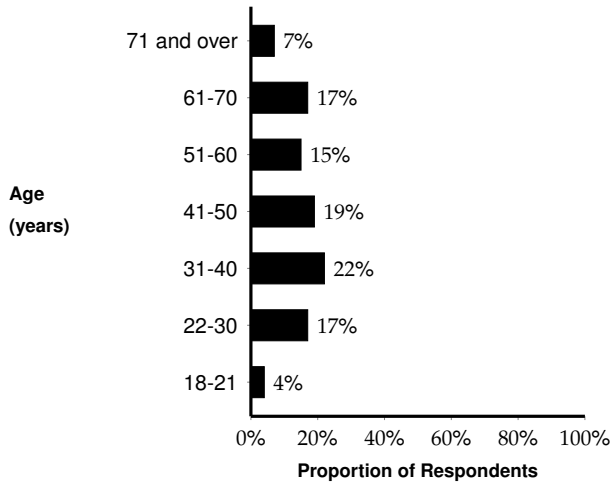
## Number of children (under 12) in group

FY21: 2594 Groups



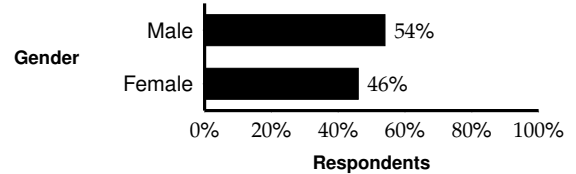
## Respondent age

FY21: 2560 Respondents



## Respondent gender

FY21: 2513 Respondents



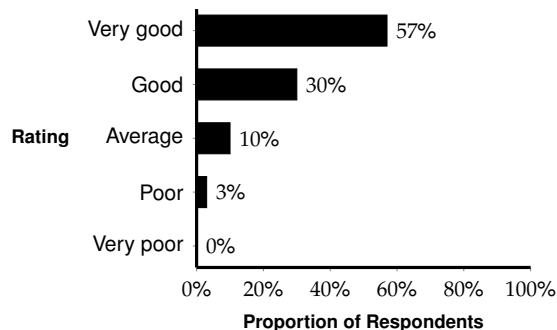


# 2021 BLM Visitor Survey

## Accessibility for Visitors with Disabilities

### Ability to adequately use facilities

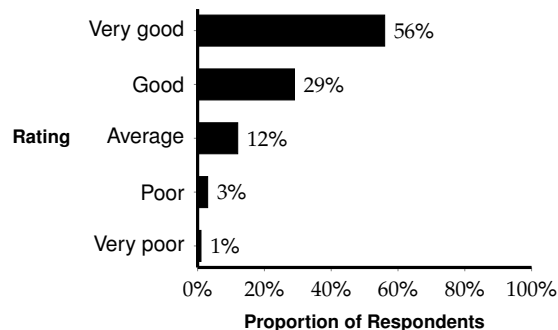
FY21: 204 Respondents



FY21 Satisfaction measure: 87%  
Mean score: 4.4

### Ability to access exhibits, waysides, etc.

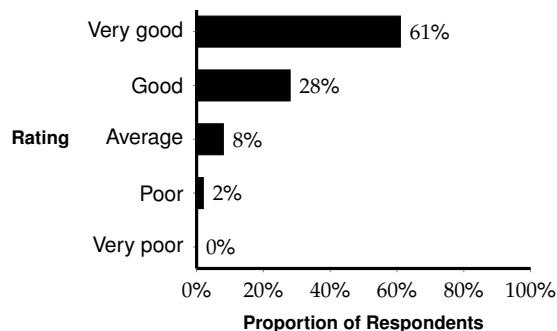
FY21: 193 Respondents



FY21 Satisfaction measure: 85%  
Mean score: 4.4

### Ability to understand messages

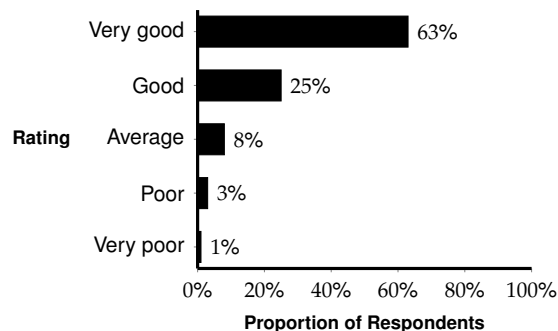
FY21: 201 Respondents



FY21 Satisfaction measure: 89%  
Mean score: 4.5

### Ability to use services

FY21: 201 Respondents



FY21 Satisfaction measure: 88%  
Mean score: 4.5



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