

# Bureau of Land Management 2021 GPRA Report

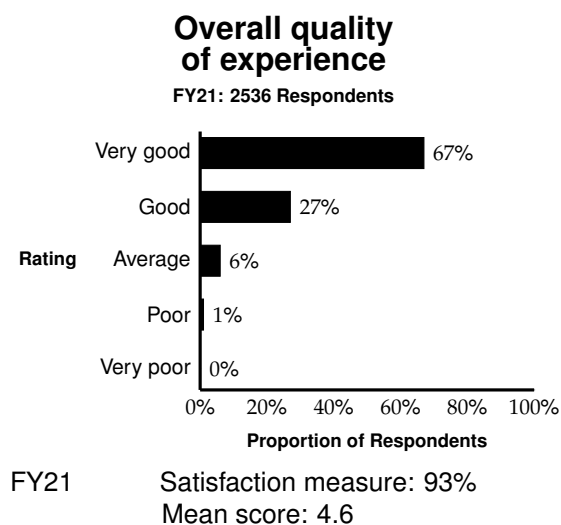
## Introduction

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 GPRA 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 GPRA specific 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 2.

*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 GPRA specific survey results. This report summarizes data from the eight goal categories regarding BLM amenities, staff, and services. Each graph includes 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 BLM units throughout the country in FY21.

The data reflect visitor opinions about these sites' 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.

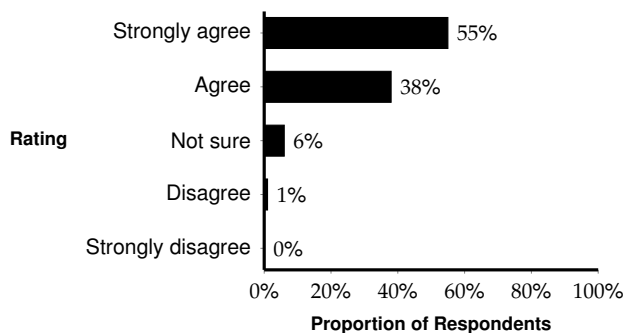
The number of respondents for each indicator is reported at the top of each figure. All proportions are reported as whole percentages while averages are rounded to the nearest tenth.

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.

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.

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

FY21: 948 Respondents

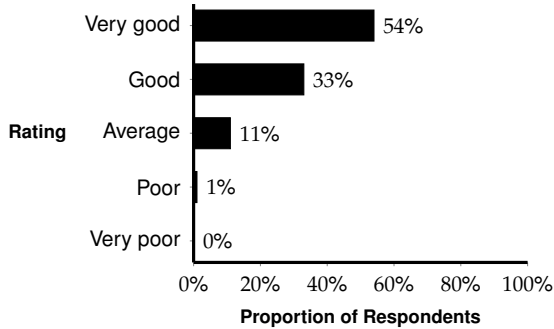


# 2021 BLM Visitor Survey

## Visitor Information

### Quality of BLM visitor information

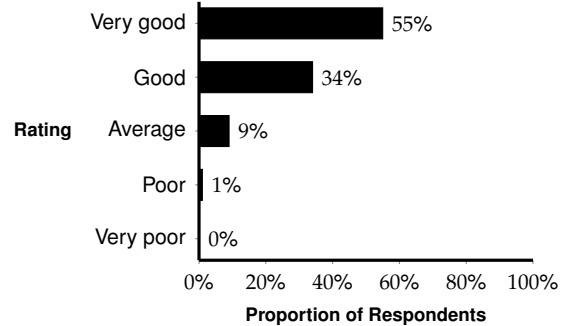
FY21: 2582 Respondents



FY21 Satisfaction measure: 88%  
Mean score: 4.4

### BLM protection of natural and cultural resources

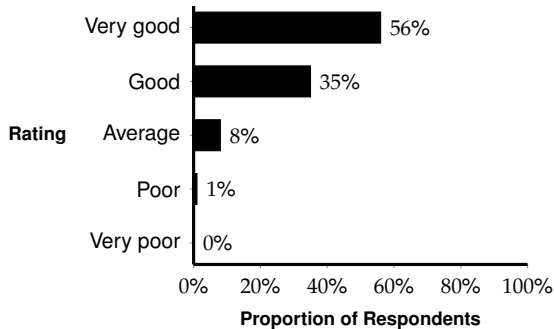
FY21: 2479 Respondents



FY21 Satisfaction measure: 89%  
Mean score: 4.4

### Overall condition of developed facilities

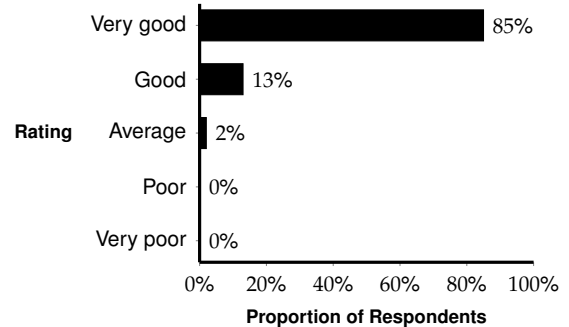
FY21: 2622 Respondents



FY21 Satisfaction measure: 91%  
Mean score: 4.5

### Performance of BLM staff and service

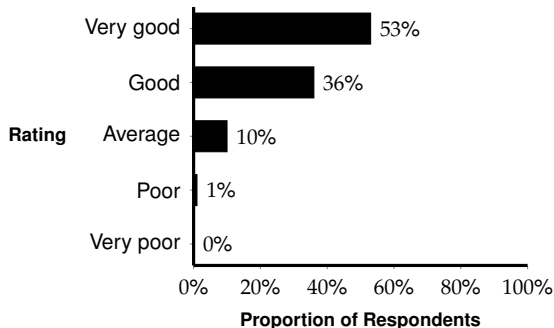
FY21: 2353 Respondents



FY21 Satisfaction measure: 98%  
Mean score: 4.8

### Visitor and recreation management

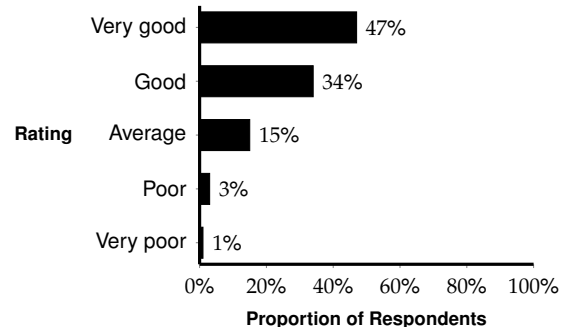
FY21: 2509 Respondents



FY21 Satisfaction measure: 89%  
Mean score: 4.4

### Interpretive and educational programs

FY21: 1974 Respondents



FY21 Satisfaction measure: 81%  
Mean score: 4.2