

King Range NCA/Lost Coast Trail

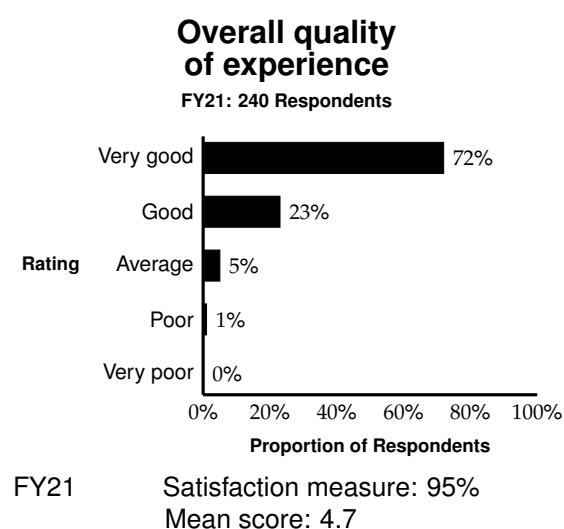
Visitor Survey

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 King Range NCA/Lost Coast Trail, CA, during fiscal year 2021. 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 King Range NCA/Lost Coast Trail 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.



FY21 GPRA Satisfaction Measure

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

95%

2021





King Range NCA/Lost Coast Trail 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 on 21 days between July 2 and September 24, 2021. 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.

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 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.

Due to the COVID19 pandemic, visitation to sites did not follow a normal pattern. Because of this, it was not feasible to provide a good estimate of visitation statistics and the Confidence Interval (Margin of Error) could not be calculated for this survey. For an infinite population 400 responses would provide ($\pm 5\%$) margin of error and 100 responses would provide ($\pm 10\%$) margin of error within a 95% Confidence Level.

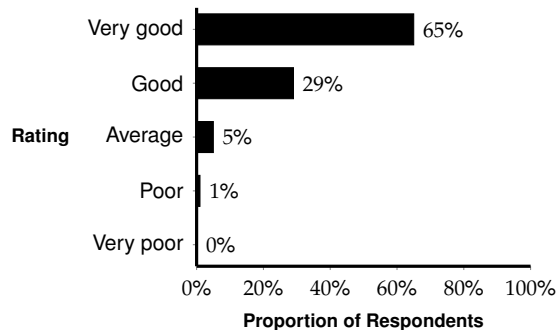
For more information about this survey, contact the
Social and Economic Sciences Research Center at Washington State University
(509) 335-1511 | sesrc@wsu.edu

King Range NCA/Lost Coast Trail Visitor Information



Providing useful maps and brochures

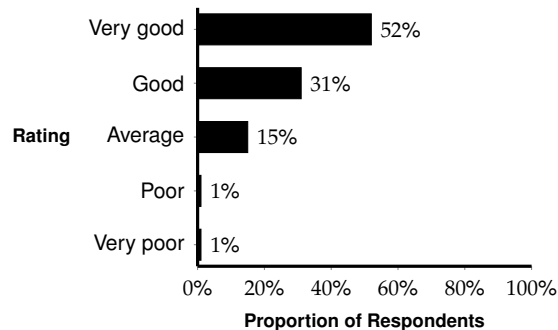
FY21: 233 Respondents



FY21 Satisfaction measure: 94%
Mean score: 4.6

Providing useful information on the Internet

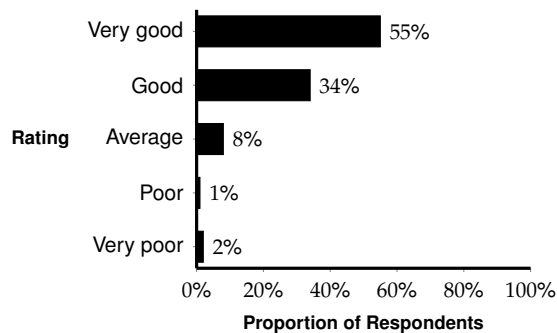
FY21: 193 Respondents



FY21 Satisfaction measure: 83%
Mean score: 4.3

Ensuring public awareness of rules and regulations

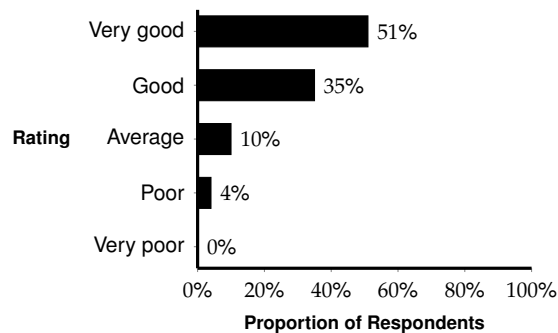
FY21: 241 Respondents



FY21 Satisfaction measure: 90%
Mean score: 4.4

Providing adequate signs on-site for direction and orientation

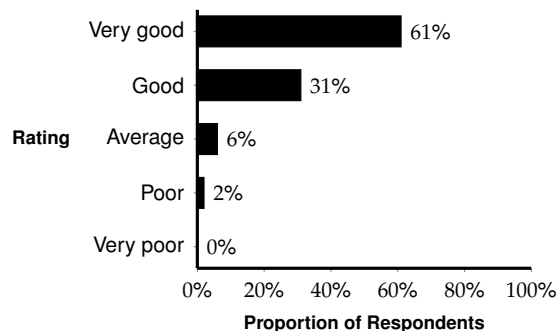
FY21: 249 Respondents



FY21 Satisfaction measure: 86%
Mean score: 4.3

Everything considered: Quality of BLM visitor information

FY21: 249 Respondents



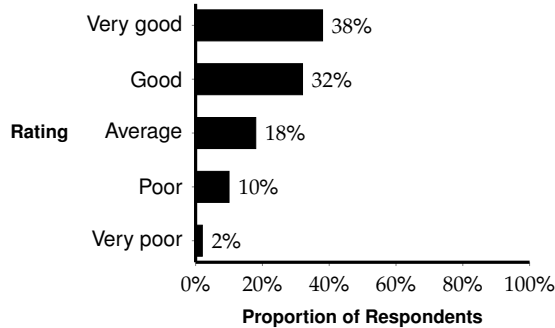
FY21 Satisfaction measure: 92%
Mean score: 4.5



King Range NCA/Lost Coast Trail Developed Facilities

Condition of roads for motorized vehicles

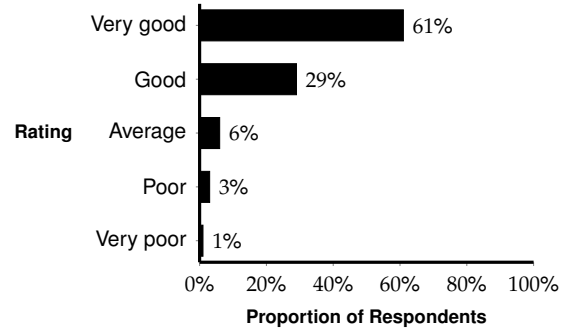
FY21: 246 Respondents



FY21 Satisfaction measure: 70%
Mean score: 3.9

Cleanliness of site

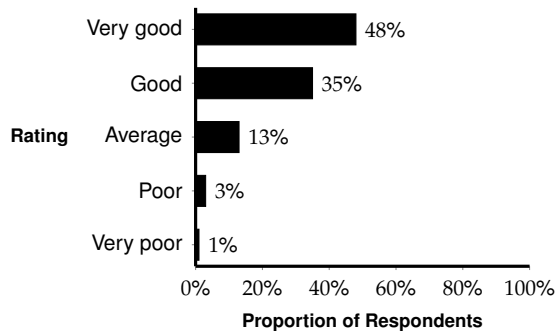
FY21: 252 Respondents



FY21 Satisfaction measure: 90%
Mean score: 4.5

Condition of trails for non-motorized use

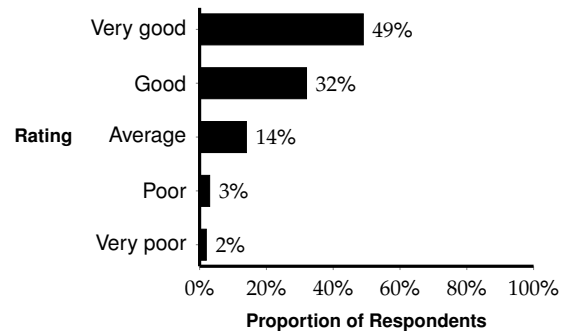
FY21: 213 Respondents



FY21 Satisfaction measure: 83%
Mean score: 4.3

Cleanliness of restrooms and other physical facilities

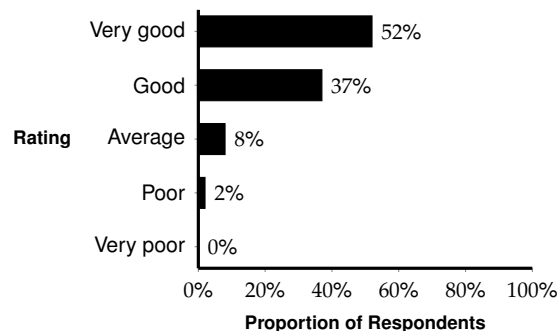
FY21: 219 Respondents



FY21 Satisfaction measure: 81%
Mean score: 4.2

Everything considered: Overall condition of developed facilities

FY21: 246 Respondents



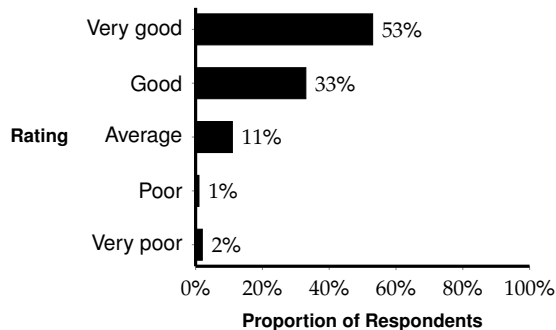
FY21 Satisfaction measure: 90%
Mean score: 4.4

King Range NCA/Lost Coast Trail Recreation Use Management



Managing the appropriate use of vehicles

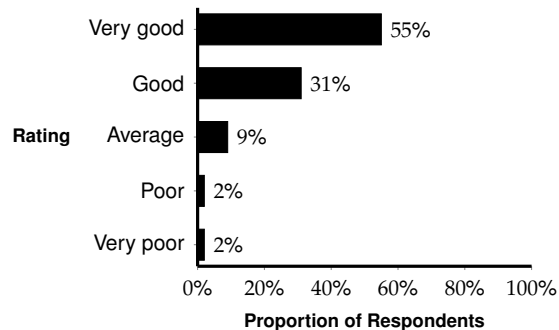
FY21: 209 Respondents



FY21 Satisfaction measure: 86%
Mean score: 4.3

Managing the number of people

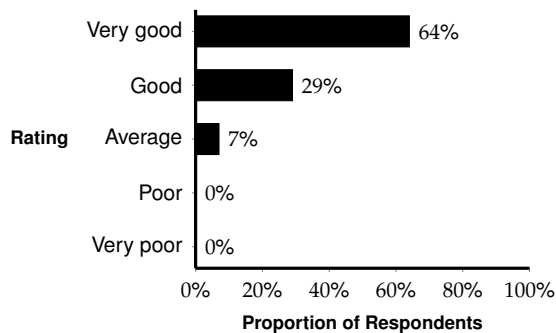
FY21: 214 Respondents



FY21 Satisfaction measure: 86%
Mean score: 4.3

Keeping noise at appropriate levels

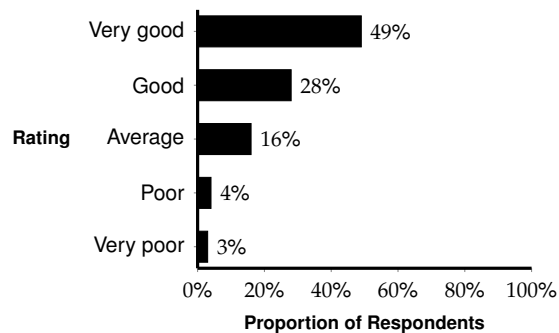
FY21: 207 Respondents



FY21 Satisfaction measure: 93%
Mean score: 4.6

Providing a sufficient law enforcement presence to prevent crime

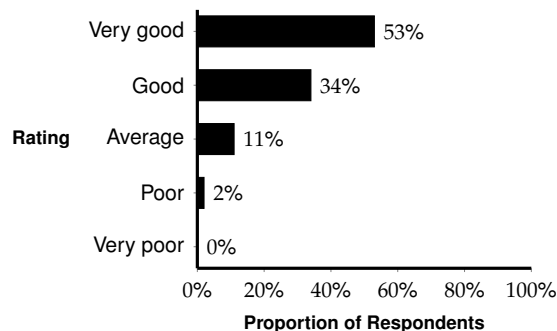
FY21: 151 Respondents



FY21 Satisfaction measure: 77%
Mean score: 4.2

Everything considered: Visitor and recreation management

FY21: 235 Respondents



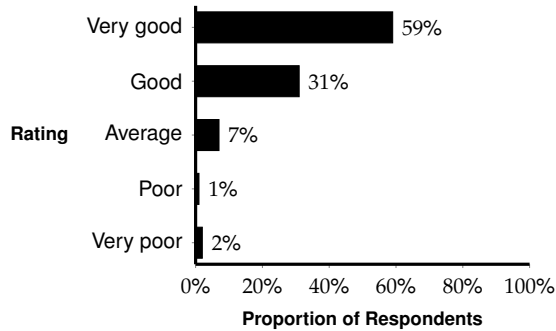
FY21 Satisfaction measure: 87%
Mean score: 4.4



King Range NCA/Lost Coast Trail Resource Management

Adequately protecting the natural resources

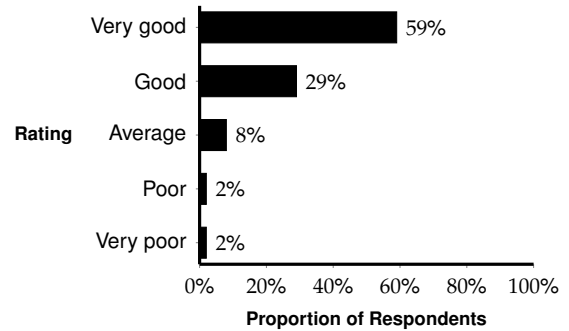
FY21: 233 Respondents



FY21 Satisfaction measure: 90%
Mean score: 4.4

Ensuring that visitor activities do not interfere with resource protection

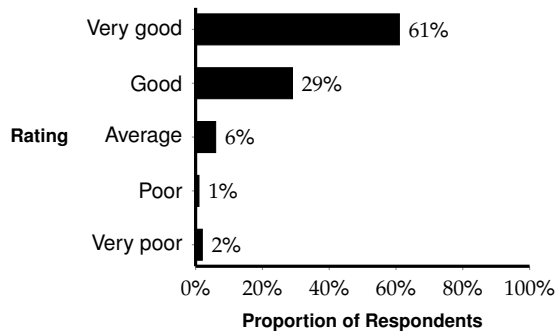
FY21: 220 Respondents



FY21 Satisfaction measure: 88%
Mean score: 4.4

Adequately protecting the cultural resources

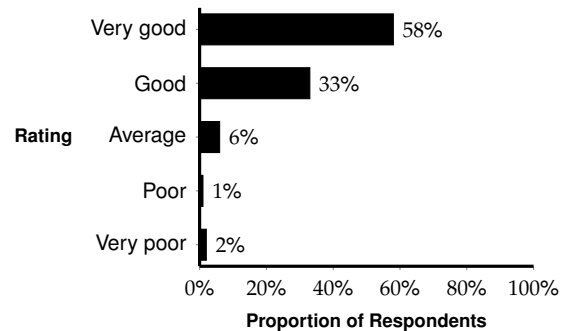
FY21: 205 Respondents



FY21 Satisfaction measure: 90%
Mean score: 4.5

Everything considered: BLM Protection of natural and cultural resources

FY21: 233 Respondents



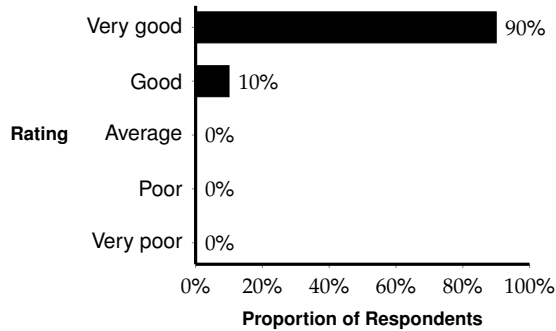
FY21 Satisfaction measure: 91%
Mean score: 4.4

King Range NCA/Lost Coast Trail BLM Staff and Service



Staff treated me courteously

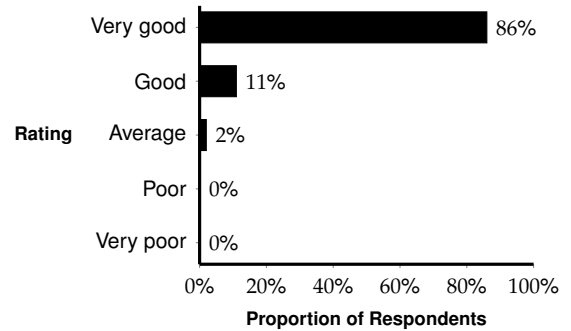
FY21: 229 Respondents



FY21 Satisfaction measure: 100%
Mean score: 4.9

Staff demonstrated knowledge about natural and cultural resources

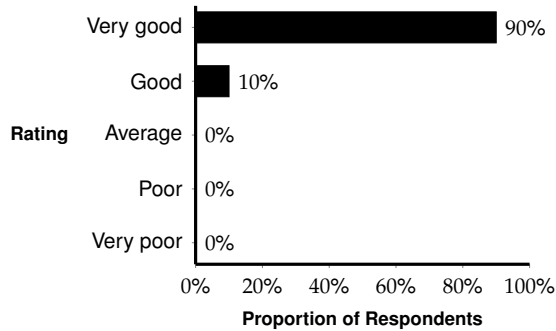
FY21: 207 Respondents



FY21 Satisfaction measure: 97%
Mean score: 4.8

Staff demonstrated knowledge about recreational opportunities

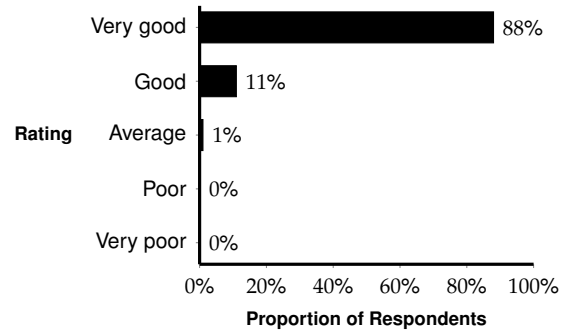
FY21: 211 Respondents



FY21 Satisfaction measure: 100%
Mean score: 4.9

Everything considered: Performance of BLM staff

FY21: 223 Respondents



FY21 Satisfaction measure: 99%
Mean score: 4.9

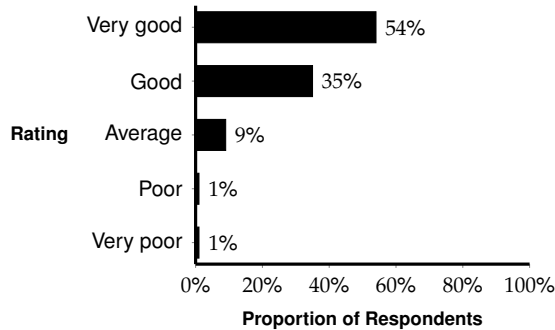


King Range NCA/Lost Coast Trail

Providing Educational and Interpretive Material

Providing quality educational and interpretive material about the resources

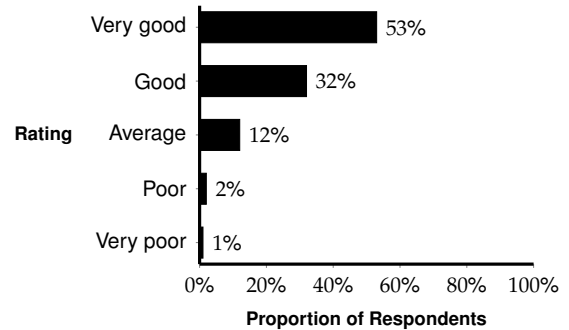
FY21: 199 Respondents



FY21 Satisfaction measure: 89%
Mean score: 4.4

Providing stewardship information on protecting cultural and natural resources

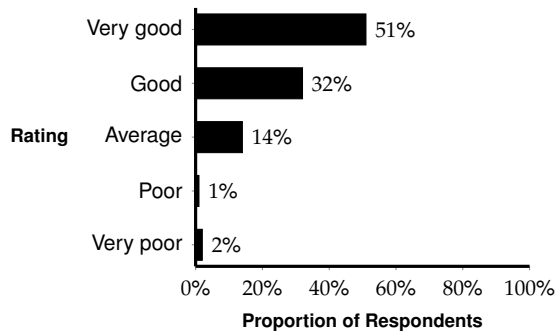
FY21: 194 Respondents



FY21 Satisfaction measure: 85%
Mean score: 4.3

Providing sufficient quantity of educational and interpretive materials about the resources

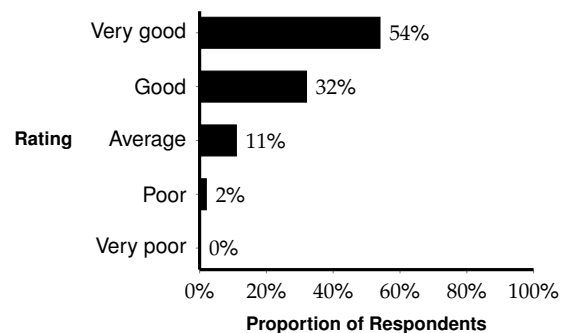
FY21: 195 Respondents



FY21 Satisfaction measure: 83%
Mean score: 4.3

Everything considered: BLM interpretive and educational program

FY21: 206 Respondents



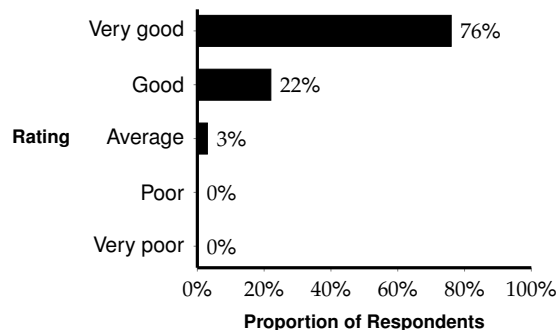
FY21 Satisfaction measure: 86%
Mean score: 4.4

King Range NCA/Lost Coast Trail Programs & Fees



Quality of program(s) attended

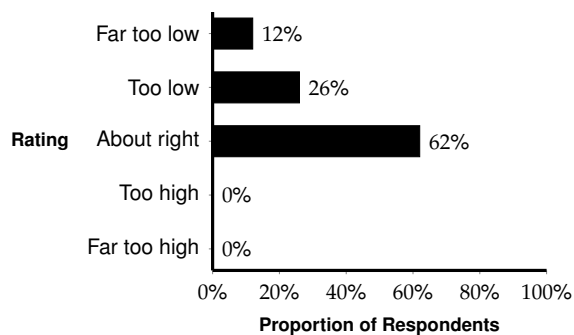
FY21: 37 Respondents



FY21 Satisfaction measure: 97%
Mean score: 4.7

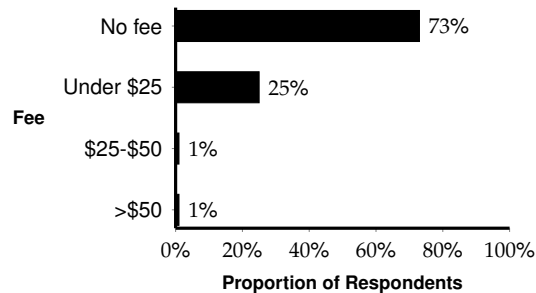
How appropriate was the fee charged for this site/area?

FY21: 68 Respondents



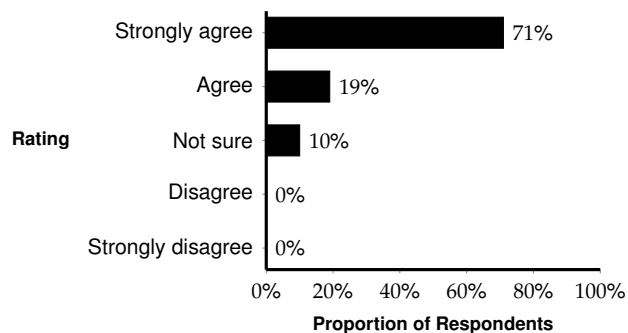
Total fees paid

FY21: 226 Respondents



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

FY21: 62 Respondents

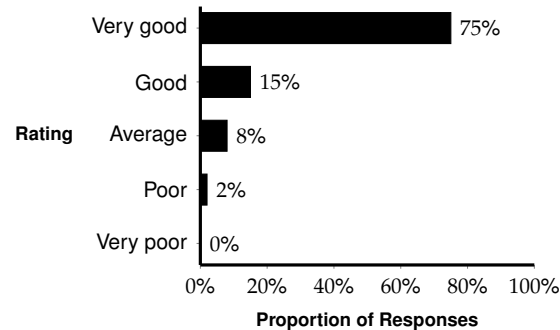




King Range NCA/Lost Coast Trail Commercial Recreation Operations & Activities

Quality of Commercial Services

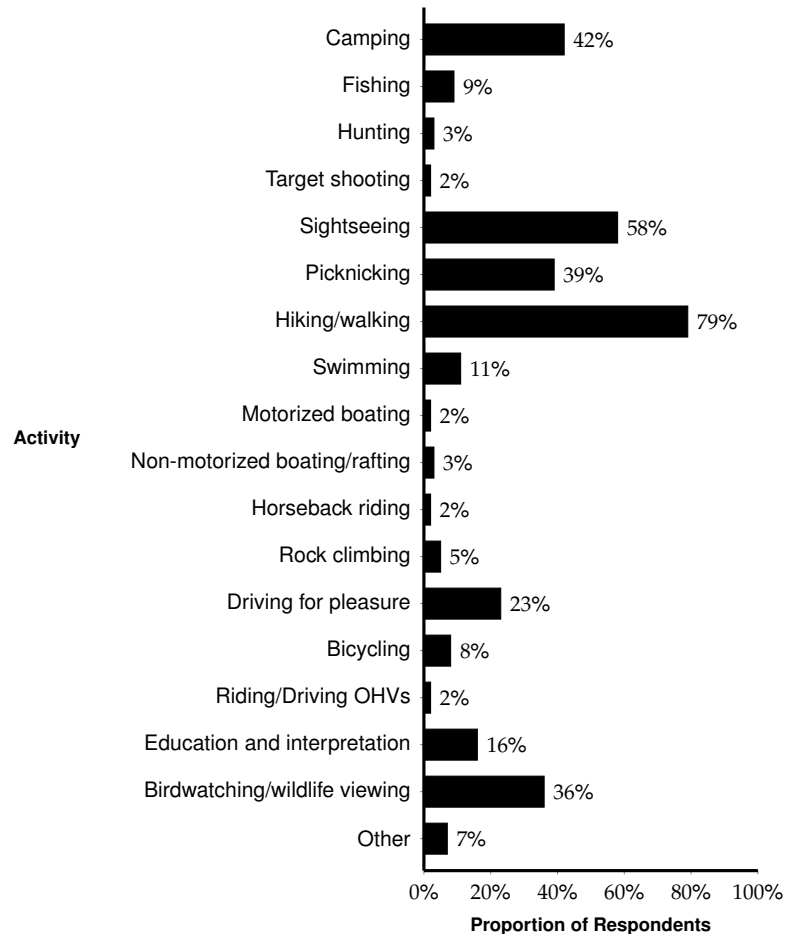
FY21: 60 Responses*



FY21 Satisfaction measure: 90%
Mean score: 4.6

Activities

FY21: 244 Respondents**



*Each respondent could rate up to three services.

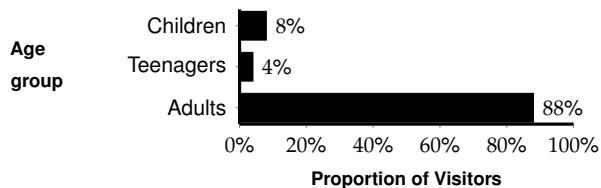
**Percentages do not sum to 100 because respondents could select more than one activity.

King Range NCA/Lost Coast Trail Demographics



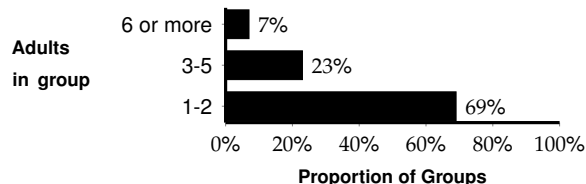
Visitor age groups

FY21: 722 Visitors



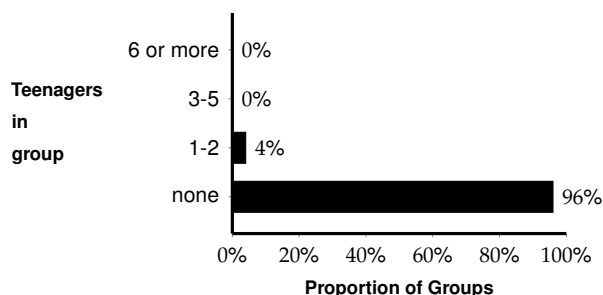
Number of Adults (18 and over) in group

FY21: 239 Groups



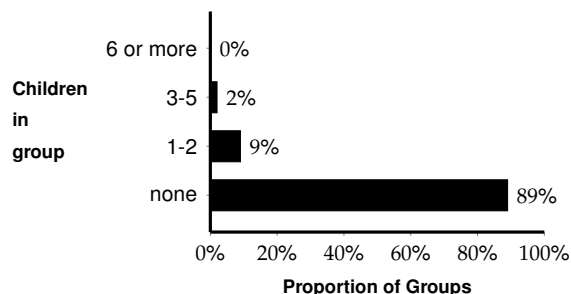
Number of teenagers (13-17) in group

FY21: 239 Groups



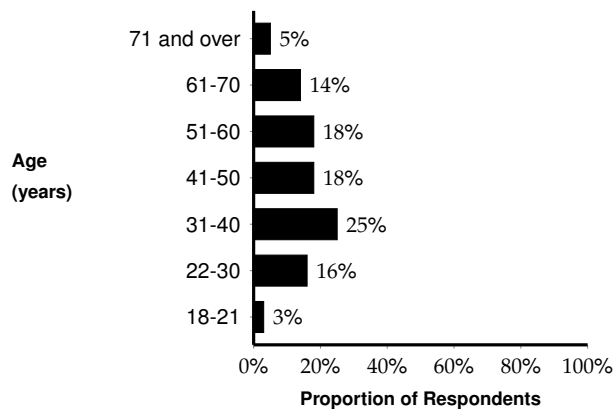
Number of children (under 12) in group

FY21: 239 Groups



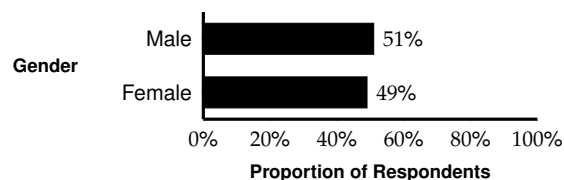
Respondent age

FY21: 239 Respondents



Respondent gender

FY21: 234 Respondents



California visitors came from 36 different counties.

FY21: 207 Respondents

County	Count
Humboldt County	46
Mendocino County	15
Santa Clara County	14
Los Angeles County	13
Alameda County	11
Sonoma County	11
Other counties	97

Visitors came from 25 states across the country

FY21: 282 Respondents

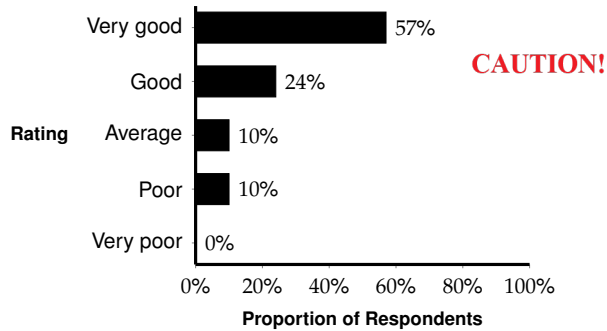
State	Count
CA	207
OR	7
TX	7
WI	7
MO	6
NV	5
Other states	43



King Range NCA/Lost Coast Trail Accessibility for Visitors with Disabilities

Ability to adequately use facilities

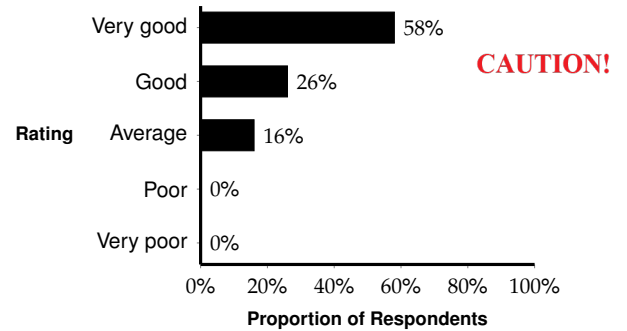
FY21: 21 Respondents



FY21 Satisfaction measure: 81%
Mean score: 4.3

Ability to access exhibits, waysides, etc.

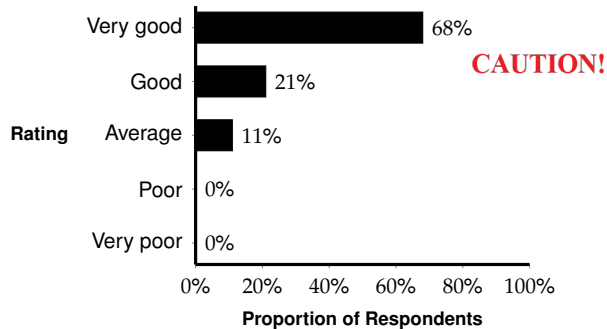
FY21: 19 Respondents



FY21 Satisfaction measure: 84%
Mean score: 4.4

Ability to understand messages

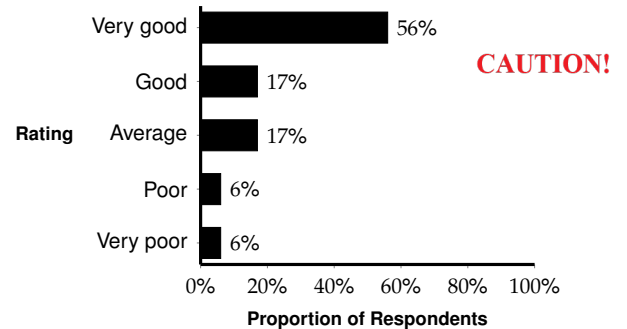
FY21: 19 Respondents



FY21 Satisfaction measure: 89%
Mean score: 4.6

Ability to use services

FY21: 18 Respondents



FY21 Satisfaction measure: 72%
Mean score: 4.1



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