

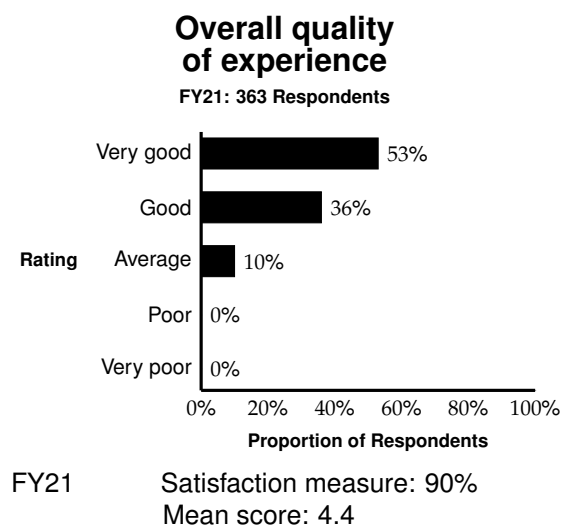
# Molalla River Recreation Corridor Visitor Survey

## 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 Molalla River Recreation Corridor, OR, 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 Molalla River Recreation Corridor 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 68%. This indicates that 68% 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:

**90%**

2021





# Molalla River Recreation Corridor 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 26 days between July 21 and September 19, 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.

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.

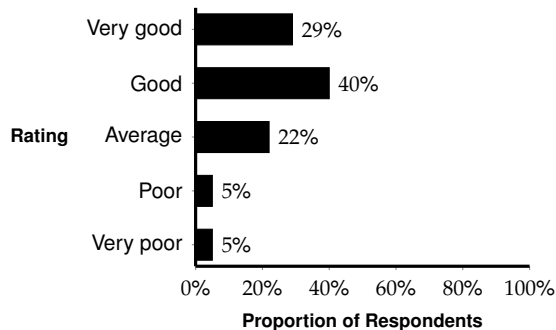
For more information about this survey, contact the  
Social and Economic Sciences Research Center at Washington State University  
(509) 335-1511 | [sesrc@wsu.edu](mailto:sesrc@wsu.edu)

# Molalla River Recreation Corridor Visitor Information



## Providing useful maps and brochures

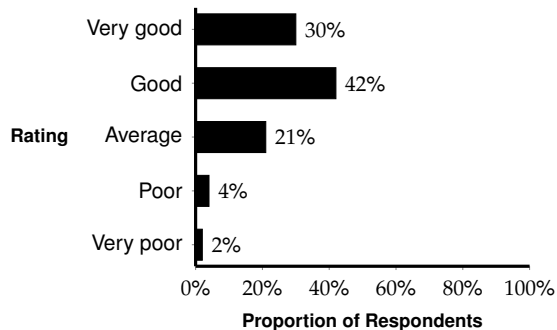
FY21: 333 Respondents



FY21 Satisfaction measure: 68%  
Mean score: 3.8

## Providing useful information on the Internet

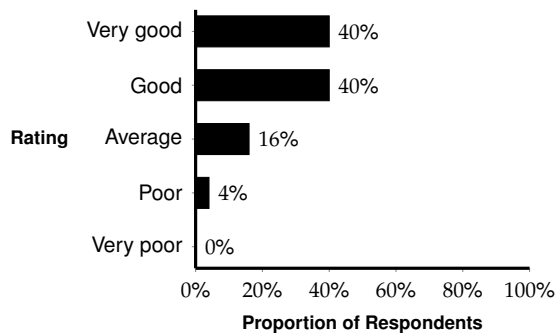
FY21: 308 Respondents



FY21 Satisfaction measure: 72%  
Mean score: 3.9

## Ensuring public awareness of rules and regulations

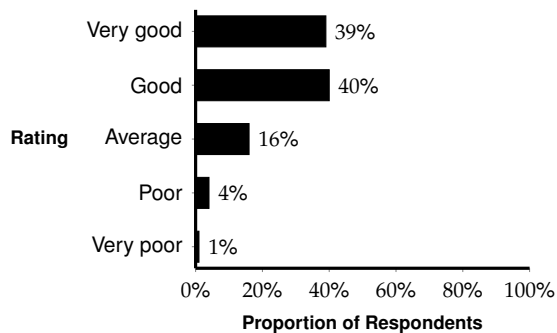
FY21: 359 Respondents



FY21 Satisfaction measure: 79%  
Mean score: 4.1

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

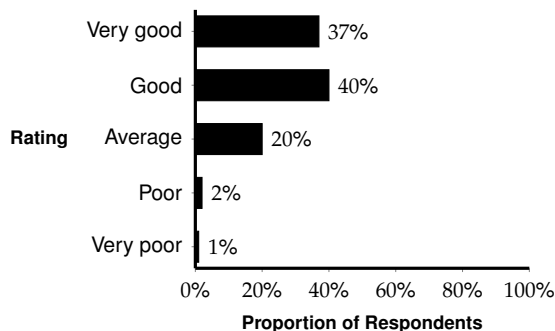
FY21: 370 Respondents



FY21 Satisfaction measure: 79%  
Mean score: 4.1

## Everything considered: Quality of BLM visitor information

FY21: 369 Respondents



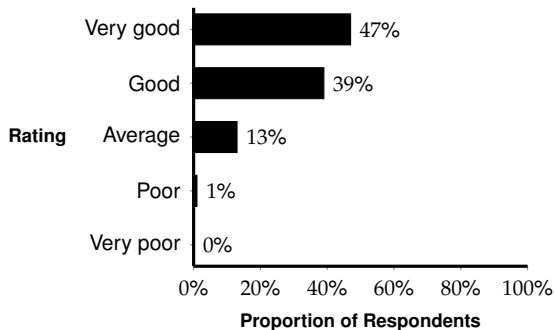
FY21 Satisfaction measure: 77%  
Mean score: 4.1



# Molalla River Recreation Corridor Developed Facilities

## Condition of roads for motorized vehicles

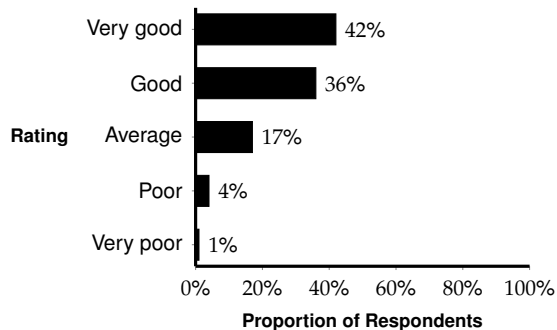
FY21: 387 Respondents



FY21 Satisfaction measure: 85%  
Mean score: 4.3

## Cleanliness of site

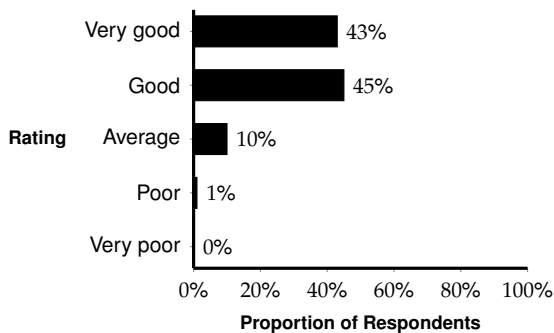
FY21: 380 Respondents



FY21 Satisfaction measure: 78%  
Mean score: 4.1

## Condition of trails for non-motorized use

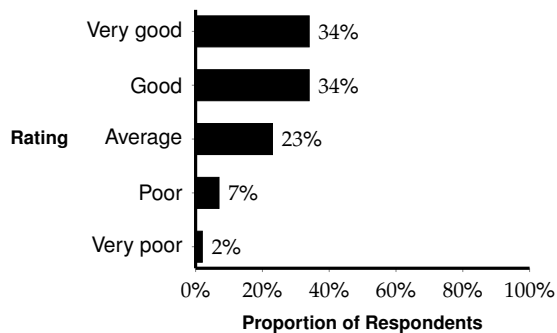
FY21: 351 Respondents



FY21 Satisfaction measure: 88%  
Mean score: 4.3

## Cleanliness of restrooms and other physical facilities

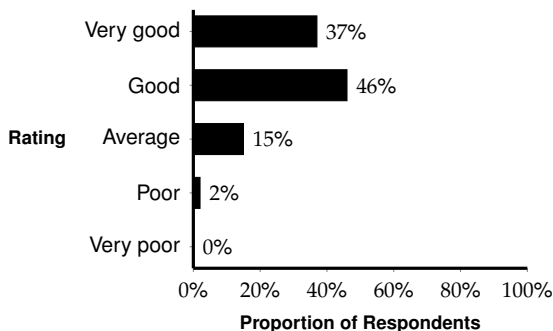
FY21: 328 Respondents



FY21 Satisfaction measure: 68%  
Mean score: 3.9

## Everything considered: Overall condition of developed facilities

FY21: 375 Respondents



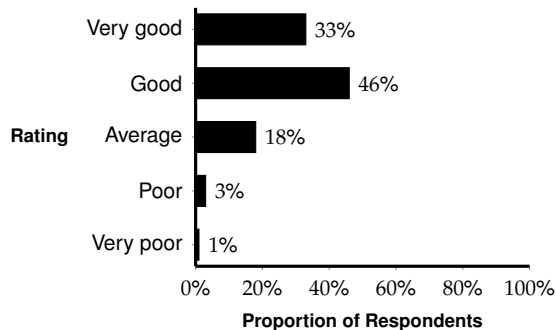
FY21 Satisfaction measure: 83%  
Mean score: 4.2

# Molalla River Recreation Corridor Recreation Use Management



## Managing the appropriate use of vehicles

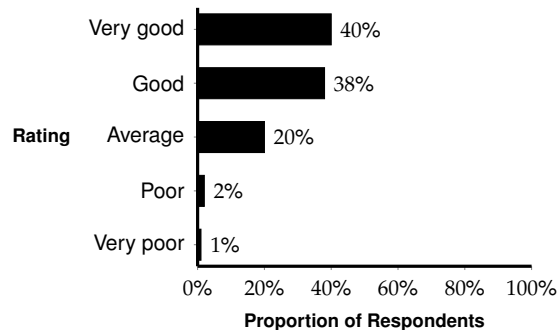
FY21: 358 Respondents



FY21 Satisfaction measure: 79%  
Mean score: 4.1

## Managing the number of people

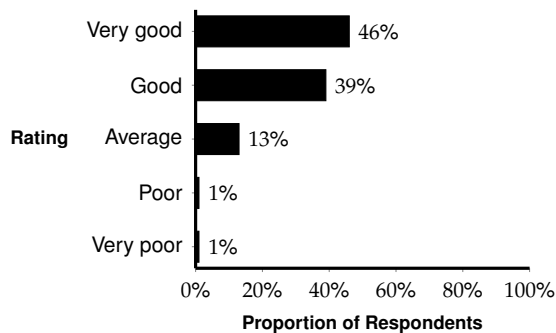
FY21: 338 Respondents



FY21 Satisfaction measure: 77%  
Mean score: 4.1

## Keeping noise at appropriate levels

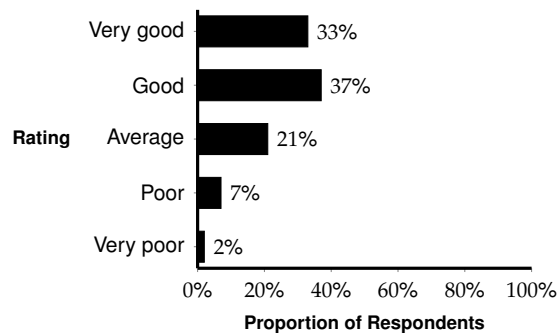
FY21: 344 Respondents



FY21 Satisfaction measure: 85%  
Mean score: 4.3

## Providing a sufficient law enforcement presence to prevent crime

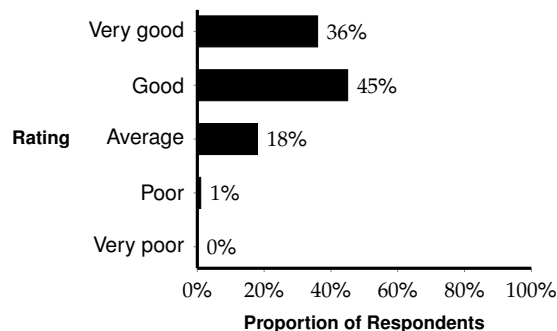
FY21: 304 Respondents



FY21 Satisfaction measure: 70%  
Mean score: 3.9

## Everything considered: Visitor and recreation management

FY21: 363 Respondents



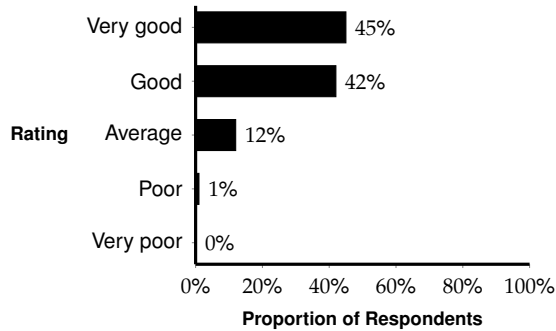
FY21 Satisfaction measure: 81%  
Mean score: 4.1



# Molalla River Recreation Corridor Resource Management

## Adequately protecting the natural resources

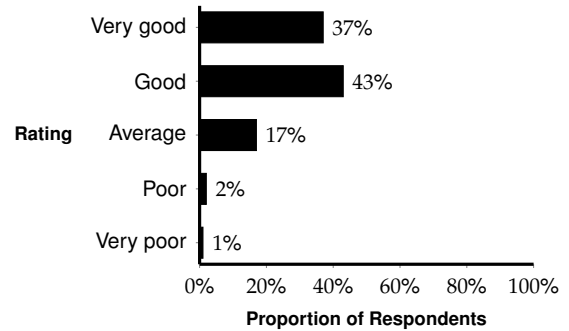
FY21: 370 Respondents



FY21 Satisfaction measure: 86%  
Mean score: 4.3

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

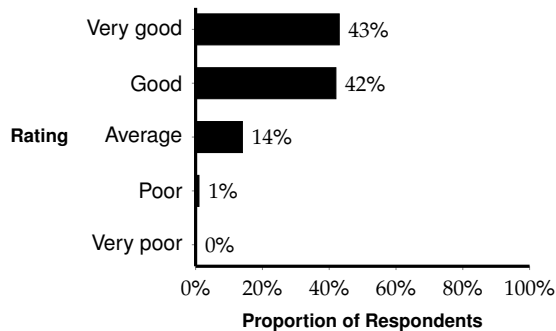
FY21: 334 Respondents



FY21 Satisfaction measure: 80%  
Mean score: 4.1

## Adequately protecting the cultural resources

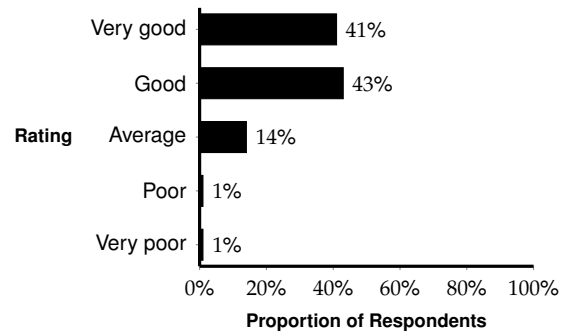
FY21: 323 Respondents



FY21 Satisfaction measure: 85%  
Mean score: 4.3

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

FY21: 360 Respondents



FY21 Satisfaction measure: 84%  
Mean score: 4.2

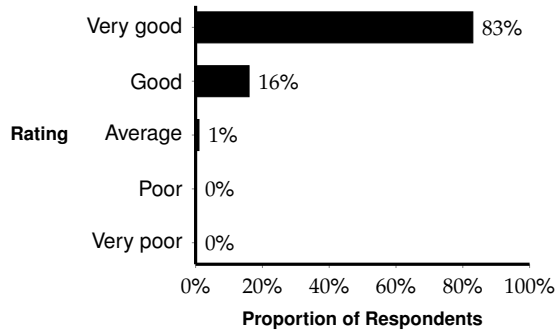
# Molalla River Recreation Corridor

## BLM Staff and Service



### Staff treated me courteously

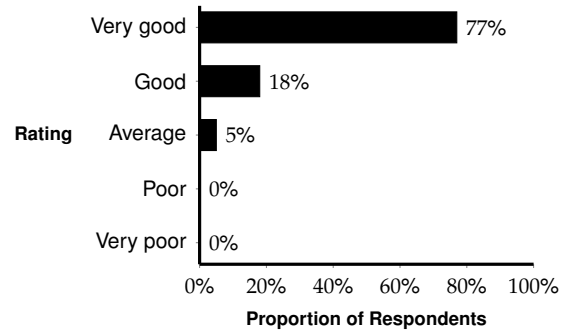
FY21: 355 Respondents



FY21 Satisfaction measure: 99%  
Mean score: 4.8

### Staff demonstrated knowledge about natural and cultural resources

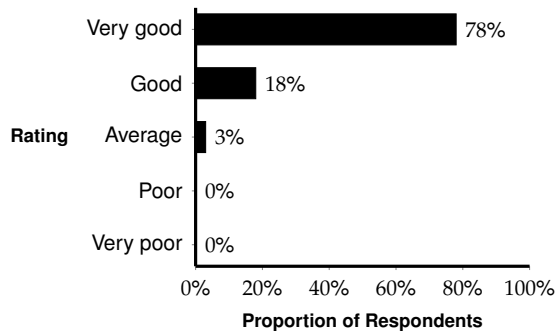
FY21: 300 Respondents



FY21 Satisfaction measure: 95%  
Mean score: 4.7

### Staff demonstrated knowledge about recreational opportunities

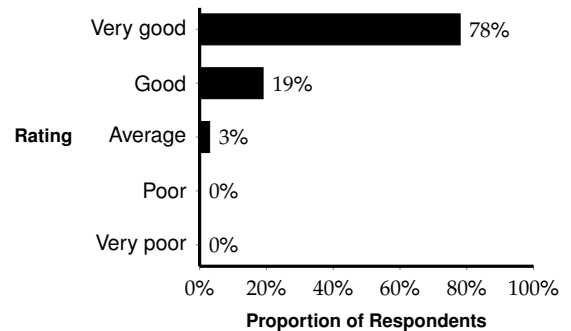
FY21: 322 Respondents



FY21 Satisfaction measure: 97%  
Mean score: 4.7

### Everything considered: Performance of BLM staff

FY21: 348 Respondents



FY21 Satisfaction measure: 97%  
Mean score: 4.7

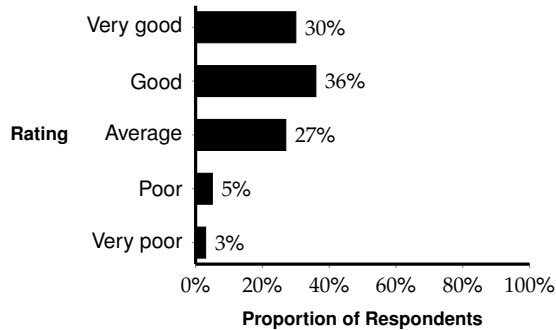


# Molalla River Recreation Corridor

## Providing Educational and Interpretive Material

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

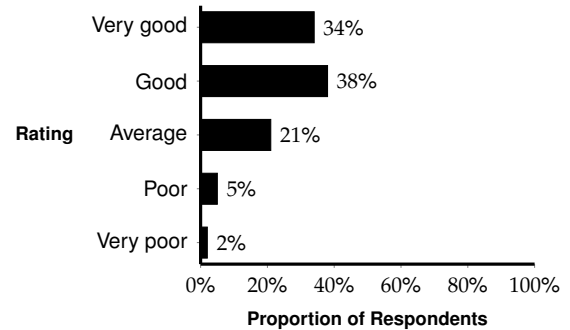
FY21: 257 Respondents



FY21 Satisfaction measure: 66%  
Mean score: 3.9

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

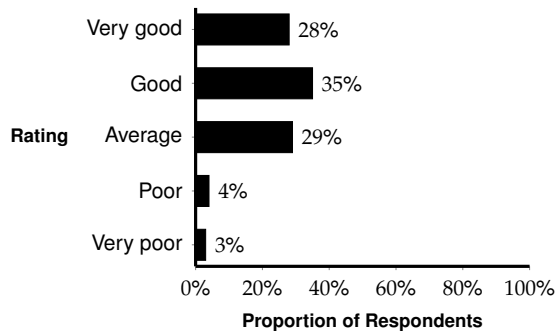
FY21: 274 Respondents



FY21 Satisfaction measure: 72%  
Mean score: 4

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

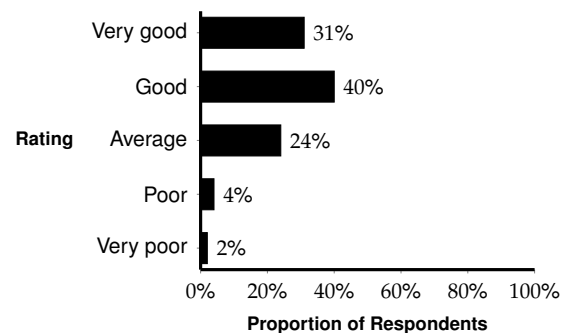
FY21: 248 Respondents



FY21 Satisfaction measure: 64%  
Mean score: 3.8

### Everything considered: BLM interpretive and educational program

FY21: 272 Respondents



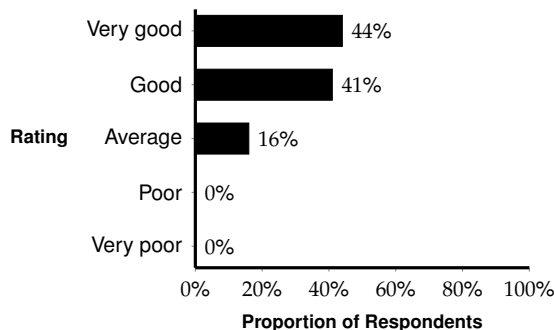
FY21 Satisfaction measure: 71%  
Mean score: 3.9

# Molalla River Recreation Corridor Programs & Fees



## Quality of program(s) attended

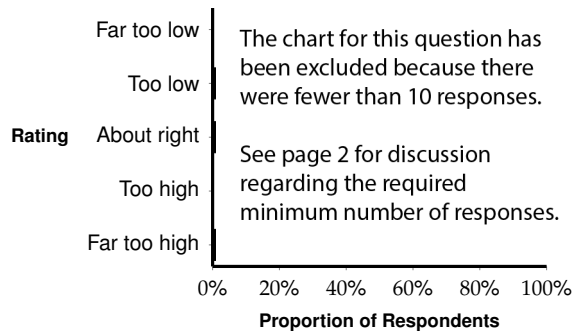
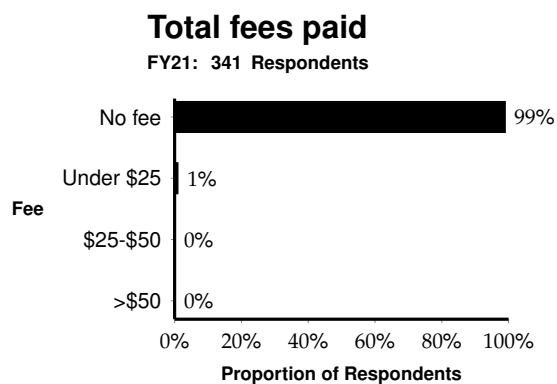
FY21: 32 Respondents



FY21 Satisfaction measure: 84%  
Mean score: 4.3

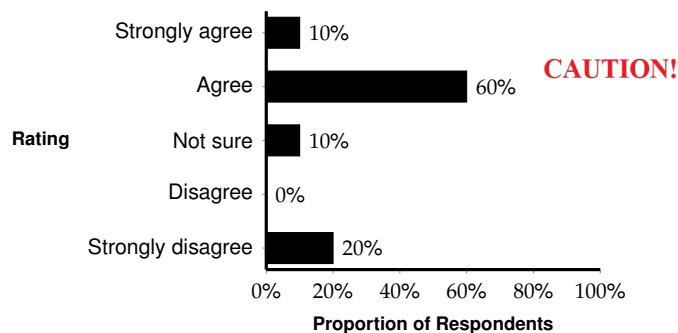
## How appropriate was the fee charged for this site/area?

FY21: 8 Respondents



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

FY21: 10 Respondents

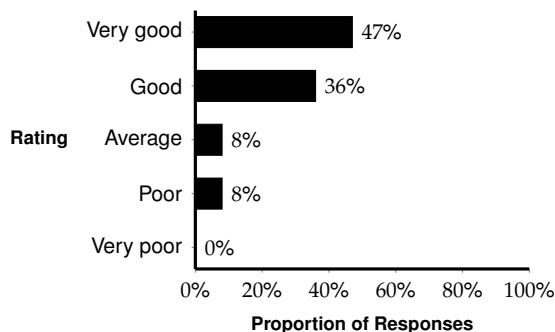




# Molalla River Recreation Corridor Commercial Recreation Operations & Activities

## Quality of Commercial Services

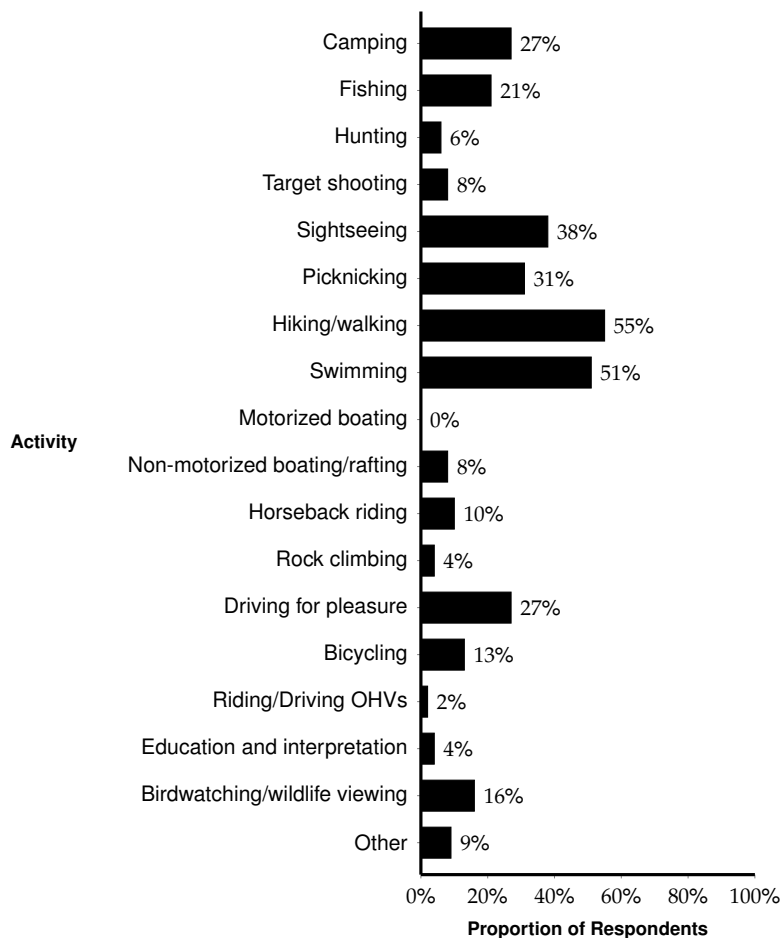
FY21: 36 Responses\*



FY21 Satisfaction measure: 83%  
Mean score: 4.2

## Activities

FY21: 372 Respondents\*\*



\*Each respondent could rate up to three services.

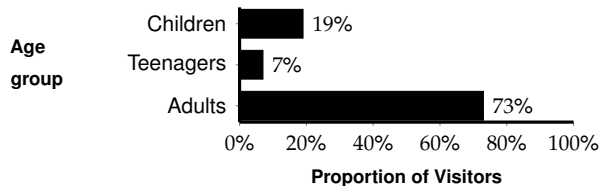
\*\*Percentages do not sum to 100 because respondents could select more than one activity.

# Molalla River Recreation Corridor Demographics



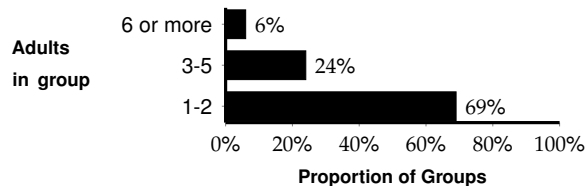
## Visitor age groups

FY21: 1383 Visitors



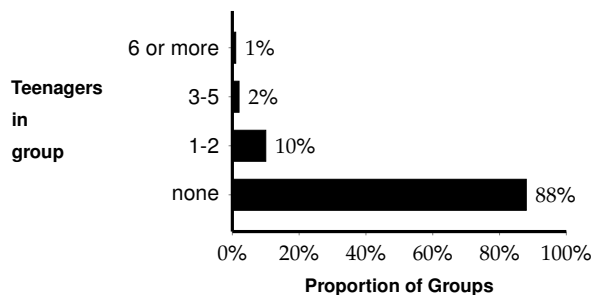
## Number of Adults (18 and over) in group

FY21: 373 Groups



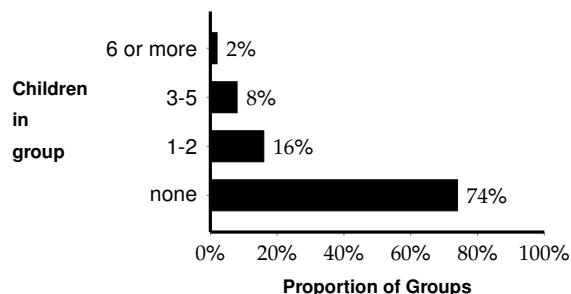
## Number of teenagers (13-17) in group

FY21: 399 Groups



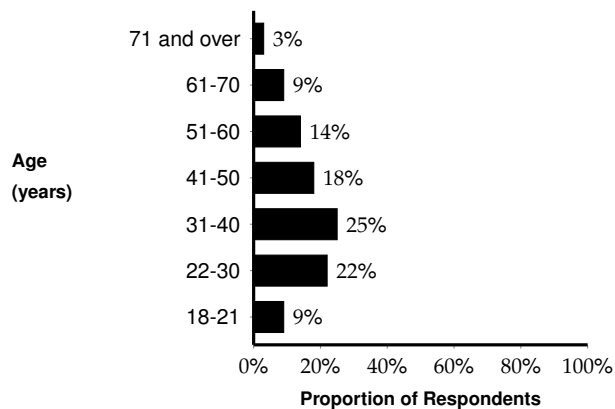
## Number of children (under 12) in group

FY21: 399 Groups



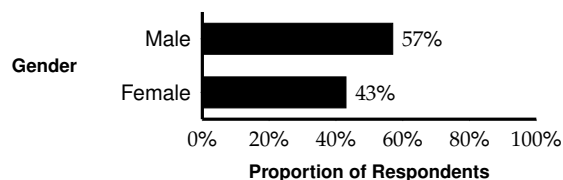
## Respondent age

FY21: 367 Respondents



## Respondent gender

FY21: 362 Respondents



## Oregon visitors came from 13 different counties.

FY21: 396 Respondents

County	Count
Clackamas County	211
Marion County	68
Multnomah County	63
Washington County	31
Yamhill County	10
Other counties	13

## Visitors came from 14 states across the country

FY21: 417 Respondents

State	Count
OR	396
WA	4
CA	3
OK	3
WI	2
Other states	9

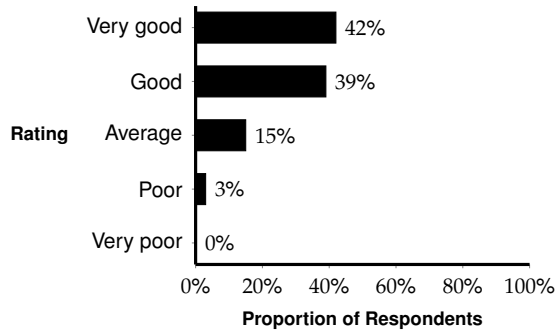


# Molalla River Recreation Corridor

## Accessibility for Visitors with Disabilities

### Ability to adequately use facilities

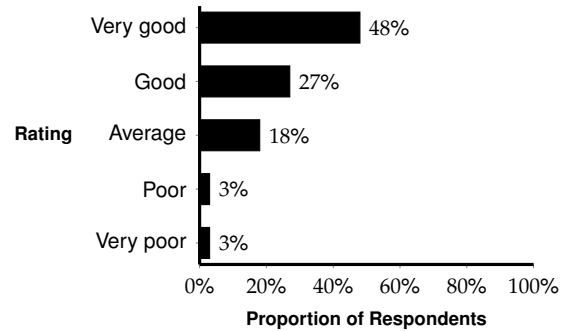
FY21: 33 Respondents



FY21 Satisfaction measure: 82%  
Mean score: 4.2

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

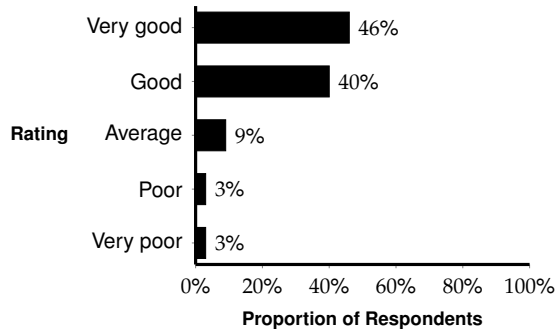
FY21: 33 Respondents



FY21 Satisfaction measure: 76%  
Mean score: 4.2

### Ability to understand messages

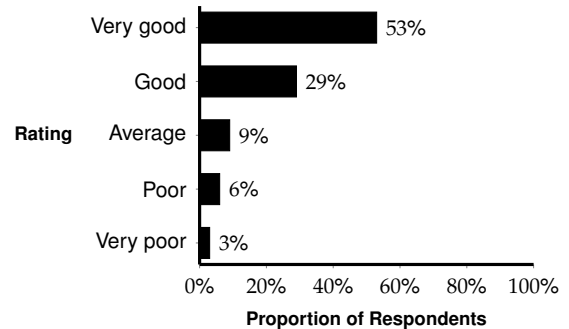
FY21: 35 Respondents



FY21 Satisfaction measure: 86%  
Mean score: 4.2

### Ability to use services

FY21: 34 Respondents



FY21 Satisfaction measure: 82%  
Mean score: 4.2



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