

United States Department of the Interior

BUREAU OF LAND MANAGEMENT

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In Reply Refer To:
8300 (MT924.2) P

December 3, 2012

EMAIL TRANSMISSION – 12/04/2012
Instruction Memorandum No. MT-2013-025
Expires: 9/30/2014

To: Field Manager, Billings Field Office
Monument Manager, Upper Missouri River Breaks National Monument

From: State Director

Subject: Bureau of Land Management 2013 Visitor Satisfaction Survey DD: 12/07/2012

Program Area: 1220-Recreation

Purpose: To meet requirements of WO IB 2013-004, BLM 2013 and 2014 Visitor Satisfaction Survey

Policy/Action: Montana/Dakotas BLM selected the Pompeys Pillar National Monument (PPNM) Interpretive Center site, Billings Field Office, and the James Kipp Recreation Area, Upper Missouri River Breaks National Monument, for completion of the 2013 Visitor Satisfaction Survey. Both offices need to complete and return the Site Profile by December 07, 2012. The instructions for the On-Site Visitor Survey Administration and the Site Profile-2013/2014 Visitor Survey forms are attachments to the subject WO IB.

Timeframe: Please send completed Site Profiles to David Baker, Outdoor Recreation Planner, National Operations Center (NOC), Division of Resource Services (DRS)(OC-570), by December 07, 2012.

Budget Impact: Minimal. Each site will be given \$1,000 to assist with the survey.

Background: The WO is requesting two sites per state for the 2013 Government Performance and Results Act (GPRA) Visitor Satisfaction Survey, to be completed within a 2-month time period between January 15, 2013, and August 31, 2013. One site, if possible, must provide interpretive programming and/or facilities. The 1220 subactivity sheet sets aside \$1,000 per site to assist field offices with staff or volunteers to administer this survey.

The WO is paying for all the development and processing of the survey. Reasons for choosing the PPNM Interpretive Center and the James Kipp Recreation Area sites are:

1. A site is needed that receives good visitation to meet the statistical guidelines. The site can either be a fee or non-fee site. Other field offices have recently completed GPRA surveys. Both the Garnet Ghost Town and the Upper Missouri Interpretive Center sites have been surveyed in the last 2 years for the interpretive requirement. The Butte and Dillon sites have been surveyed the last 3 years for the non-interpretive requirement.
2. We need a site where there are personnel (volunteers, permanent staff, or seasonals) who can administer this survey.

The sampling period must be within a 2-month time period during January 15, 2013, and August 31, 2013. A minimum of 8 sampling days should be used to collect the 350-400 surveys. A sampling day should consist of a 4-hour period of time that may occur in the morning, afternoon, or evening, depending on visitation to that site. This may be extended for areas that have sporadic visitation throughout the day. Select sampling days that represent a mix of weekend days and weekdays spread out across the sampling period. Thus, a minimum total of 32 hours of sampling is needed, plus some hours to mail the surveys to the University of Idaho.

Manual/Handbook Sections Affected: None.

Coordination: National Recreation and Visitor Services Division (WO-250), Branch of Land Resources (MT924), Upper Missouri River Breaks National Monument (MTL070), and the Billings Field Office (MT0010).

Contact: Direct any questions you have regarding this survey to Christina Miller at (406) 896-5038.

Signed by:
Jamie E. Connell
State Director

Authenticated by:
Kathy Iszler
Staff Assistant (MT924)

1 Attachment

1-WO IB No. 2013-004 (11 pp in its entirety)

cc: Stan Benes
District Manager, MTL000

Mark Schaefer
Acting Monument Manager, MTL000