

CBFWA's Status of the Resources Website: Overview of 2012 Survey Results

Background

Recognizing the potential value of an annual survey, the CBFWA conducted, in 2011, a survey to evaluate the effectiveness and value of the CBFWA services. Included in that survey was a general suite of questions pertaining to the SOTR website. Sixty-nine percent of the respondents indicated that they had visited the website. Of those individuals that had visited the SOTR website, 96% and 86% found the site to be somewhat to very informative and useful, respectively.

Although results from the 2011 survey provided general information regarding use, level of satisfaction and usefulness of the SOTR website, the survey was not designed nor was it intended to provide an in-depth review that could provide data for the purpose of enhancing or extending the user services. Subsequently, because the CBFWA recognizes the need to better ascertain the satisfaction of the user group as well as the types of information that users desire when visiting the SOTR website, the CBFWA solicited input, via a survey, from individuals throughout the Columbia River Basin.

Objectives

The objectives for this survey were to assess the:

- Groups (e.g., tribal, state, federal entities, etc.) using the SOTR website
- Users reason for using the SOTR
- Level of interest in the various sections of the SOTR website
- Users ease of locating information
- Overall usefulness of the SOTR website
- Addition of new features to the SOTR website
- Users likeliness of returning to the website

Survey

The target population for this survey consisted of natural resource professionals, in the Columbia River Basin, that may have visited the SOTR website. The sample included tribal, state, and federal fish and wildlife managers, Northwest Power and Conservation Council (NPCC) members and staff, Bonneville Power Administration (BPA) employees, as well as representatives from other natural resource-oriented organizations from throughout the Columbia River Basin.

On February 10, 2012, invitation emails were sent to natural resource professionals requesting their participation in the CBFWA Status of the Resources Website Survey, assuring them that their responses were anonymous. A link to the web-based survey was included with the solicitation. A follow-up reminder message was sent on February 29, and the survey was closed on March 1.

CBFWA's Status of the Resources Website: Overview of 2012 Survey Results

Results

- The survey was sent to individuals with the participants representing a broad range of entities:
 - 88 respondents
 - 31% (N = 27) of the respondents were federal employees followed by tribal representatives at 22% (N= 19) and state fish and wildlife managers at 19% (N = 17). Nine percent (N = 8) of the respondent were BPA/NPCC employees.
- Although the purpose of the respondents visits to the website are quite broad, two purposes appear to be the most common:
 - 48% of the participants indicated that they visit the website to view/obtain high-level summaries on focal species.
 - 42% of the respondents visit the site to obtain/download status and trends data
- Regarding the sections of the website (e.g., basin-wide summaries, hatchery, harvest, etc.), although all of the sections were identified as of being of interest , results show that the three sections that receive the greatest level of interest are:
 - Status and trends of focal species at 57%
 - Basin-wide Summary (Anadromous Fish) at 50%
 - Summaries by Province/Subbasin at 46%
- When asked if they were able to easily find the information that they were looking for, 81% of the participants answered “yes
- Results from the survey indicated that only 17% of the respondents downloaded the annual printed report. However, those that use it provided the following comments:
 - “I use it as a reference when drafting comments to activities proposed in similar areas and habitat.”
 - “Desk reference”
 - “to support regional reporting on status and trends”
- 88% of the respondents rated the SOTR as useful or very useful
- 91% of the respondents indicated that they would return to the website with 60% indicating that they would recommend the website to others.

CBFWA's Status of the Resources Website: Overview of 2012 Survey Results

- Features the respondents identified as contributing to their decision to continue to use the website included:
 - Ease of access
 - The ability to obtain current data
 - Current and up-to-date data, data references, and limiting factors
 - Continues to be up-to-date and relevant
 - Having current data in a form that is easily found, downloaded, and viewed
 - Maintaining the existing resources it provides. Having up-to-date information on the status/trends of the species and population levels that I am interested in
 - In-depth information on wildlife sites and links to same data
 - It is quick and efficient
 - Consolidated source of information and citations
 - Ease of finding timely status and trend data by population/watershed, as well as DPS, as well as links to sources
 - Easy access to high level information
 - Frequency of posting updated status and trend information
 - Easy to use and cover a wide range of issues
 - One-stop location for a lot of useful information
 - Updated information on resources
 - One stop shopping, clearing house for latest and current information for fish in the Columbia Basin
 - Logical layout and easy place to get data
 - Updated data
 - Ease of use, comprehensive information
- Changes or additional features to the SOTR website suggested by the respondents:
 - Have Resident Fish Focus Group review content annually
 - Link to other related agency fish and wildlife documents
 - Resident fish high level indicators at basin-wide scale
 - Stronger local data review
 - Better data quality and information to users on the quality/accuracy of the data. Data provided in the SOTR is often taken from StreamNet and may be combined and displayed in ways that it should not be! This can lead to misuse and misunderstanding of the data by users who are less knowledgeable.
 - Incorporate data from other monitoring efforts
 - More interactive maps
 - More information on high-level indicators
 - More VSP data
 - More focus on scientific audience, less on political audience
 - Habitat status and trend data
 - More data