Bureau of Land Management
Phoenix District Office

Painted Rock Petroglyph Site and Campground Business Plan

21605 North 7th Avenue
Phoenix, AZ 85027
(623) 580-5500

Painted Rock Petroglyph Site and Campground
Business Plan

Approval

This business plan was prepared pursuant to the "Federal Lands Recreation Enhancement Act, 2004" (P.L. 108-447) and **BLM** recreation fee program policy and replaces, in its entirety, the existing business plan (dated June 1998) prepared for the Painted Rock Petroglyph Site and Campground (Project No. AZ09) pursuant to section 315 of the "Department of the Interior and Related Agencies Appropriations Act, 1996" (also known as the "Recreation Fee Demonstration Program"). This business plan establishes future management goals and priorities for the Painted Rock Petroglyph Site and Campground. Emphasis will be on increasing visitation to the site and improving official **BLM** presence on-site.

A draft of this business plan was made available for public comment on the **BLM** national external web page for a period of 30 days. Public notice of this comment period and the website location of the draft business plan were provided by news releases to local newspapers. No public comments were received from this internet posting. Several minor changes to the draft business plan were prompted by internal **BLM** staff comments and are reflected in this final plan. Notably, the proposed establishment of overflow camping areas and an associated fee schedule has been omitted from this final business plan and will be reconsidered at a later date if needed.

The fee schedule developed for the Painted Rock site is:

	Day-Use	Campground
Standard Amenity Recreation Fee	$ 2.00	$ 2.00
Expanded Amenity Recreation Fee		6.00
Total daily fee per vehicle	*$ 2.00*	*$ 8.00*
Total daily fee with Golden Age or Access Passport	*$ 1.00*	*$ 4.00*
Total daily fee with America the Beautiful Pass		*$ 6.00*

Approved By:

Teresa A Raml

District Manager
Phoenix District Office

Sept 14, 2005

Date

Table of Contents

Page

List of Figures ii
List of Tables iii
Summary iv
Introduction 1
    Site Description 1
    Historical Background 1
    Visitation 3
    Operations and Management 5
    Recreation Fee Demonstration Program 9
Management Issues 16
    Cost-to-Revenue Ratio 16
    Fee Compliance 16
    Marketing 18
Fee Calculation 20
    Standard Amenity Recreation Fee 21
    Expanded Amenity Recreation Fee 22
    Fee Discounts and Waivers 22
    Revenue Projections 23
Infrastructure Development and Maintenance 25
Appendix 1. Communication Plan 28
Appendix 2. Visitor Monitoring & Record Keeping 29

List of Figures

Page

Figure 1. Petroglyphs at the Painted Rock Petroglyph Site 1
Figure 2. Map of Painted Rock Petroglyph Site and Campground.....2
Figure 3. Visitation at the Painted Rock Campground is predominated by recreational vehicles.....3
Figure 4. Monthly registered visitation expressed as a percentage of average annual visitation.....4
Figure 5. Camping loop road construction at Painted Rock, 2003 5
Figure 6. Relative proportions of funding sources for expenditures at Painted Rock Petroglyph Site and Campground, 1995-2005 7
Figure 7. A universally accessible interpretive walk encircles the petroglyph site.....7
Figure 8. Panoramic view of day-use facilities at Painted Rock Petroglyph Site and Campground 8
Figure 9. Trends in fee receipts and RUPs issued at Painted Rock since its inception as a fee site 9
Figure 10. Volunteer campground hosts are an integral aspect of day-to-day management at Painted Rock 12
Figure 11. A typical campsite at the Painted Rock Campground 15
Figure 12. A sign panel from the interpretive display at Painted Rock 17
Figure 13. The double-vault toilet facility at Painted Rock was constructed in 1997 20
Figure 14. The day-use ramadas are remnants from the Arizona State Parks days and require additional maintenance 23

List of Tables

Page

Table 1. Numbers of registered visitors, Painted Rock Petroglyph Site, 1994-2005 4
Table 2. Visitor data from traffic counter (day-use) and campground (host log) 5
Table 3. Sources of funding, years of expenditure, and approximate amounts of expenditures (including labor) at Painted Rock Petroglyph Site and Campground, 1995-2005 6
Table 4. Fee receipts and recreation use permits (RUPs) issued, Painted Rock Petroglyph Site and Campground, FY1999-FY2005 9
Table 5. Rates of change in fee receipts from Painted Rock Petroglyph Site and Campground, 1999-2005 10
Table 6. Fee collection and administration costs, FY1999 10
Table 7. Fee collection and administration costs, FY2000 11
Table 8. Comment ratings from BLM Recreation Fee Demonstration Comment Cards, 1999-2000 13
Table 9. Miscellaneous public comments 14
Table 10. Specific issues from public comments requesting more development 14
Table 11. Average annual daily traffic, Interstate 8 between Exit 78 (Spot Road) and Exit 115 (West Gila Bend) 18
Table 12. Estimated monthly incremental visitation for varying levels of traffic diverted from Interstate 8 19
Table 13. Daily fee schedule for Painted Rock Petroglyph Site and Campground 23
Table 14. Estimated monthly incremental revenue for varying levels of traffic diverted from Interstate 8 24
Table 15. Projected annual revenues, 2006-2010 25
Table 16. Projected cumulative balance for extraordinary maintenance needs at Painted Rock, 2006-2010 26
Table 17. List of ongoing and deferred maintenance, and capital improvement, projects for Painted Rock Petroglyph Site and Campground, 2006-2010 27

Summary

This business plan was prepared pursuant to the "Federal Lands Recreation Enhancement Act of 2004" and BLM recreation program policy regarding the administration of fee sites. This business plan replaces the existing plan for the Painted Rock Petroglyph Site and Campground (Project Number AZ09) developed under the "Recreation Fee Demonstration Program."

Building on prior ongoing and deferred maintenance projects, the primary keys to continued success at the Painted Rock site will be increasing visitation and continued support from volunteers for daily operations and maintenance of the site. The primary recommendation of the plan pertaining to increasing visitation is the placement of directional signs on Interstate 8 and Painted Rock Road to advise the traveling public of the proximity of the site. Additionally, the development of a color brochure on the site for free distribution to the public is recommended, as is increased official BLM staff presence by Park Rangers and Law Enforcement Officers. Increased presence by the latter is regarded as particularly important if visitation is substantially increased.

The fee schedule developed for the Painted Rock site is:

	Day-Use	Campground
Standard Amenity Recreation Fee	$ 2.00	$ 2.00
Expanded Amenity Recreation Fee	---	6.00
Total daily fee per vehicle	*$ 2.00*	*$ 8.00*
Total daily fee with Golden Age or Access Passport	*$ 1.00*	*$ 4.00*
Total daily fee with America the Beautiful Pass	---	*$ 6.00*

Increased visitation resulting entirely from placement of directional signs on adjacent highways is estimated to result in projected additional annual revenues at the site of $18,647 in fiscal year 2006, increasing at 8% per year to approximately $25,369 in 2010. These projected revenues will reduce the current cost-to-revenue ratio of 162% to approximately 67%, and the current fee administration ratio of 35% to approximately 14%. Revenues from the continued sale at Phoenix Field Office of Golden Eagle, Age, and Access Passports will be retained in the account for project AZ09, as will revenues from the America the Beautiful Pass when available for sale. Receipts from the issuance of Special Recreation Permits will not be included in the account for the Painted Rock Petroglyph Site and Campground, and instead will be administered under a separate project and business plan.

A list of ongoing and capital improvement projects proposed for the site, and suggestions for improved visitor monitoring and record keeping, are presented.

Introduction

Site Description

The Painted Rock Petroglyph Site and Campground (Project No. AZ09) is on public lands in south-central Arizona and is administered by the Phoenix Field Office (PFO) of the Bureau of Land Management (BLM). The petroglyph site is a well-known archaeological site that is listed on the National Register of Historic Places. The site is considered a "place of traditional cultural importance" by the Tohono O'odham Indians, and long has been a stopping point for western travelers intrigued by the thousands of Hohokam rock etchings (Figure 1). Ancient Indian trails, Spanish missionaries and colonists, and the Butterfield Overland Stage Route all passed near the petroglyph site, with this interest continuing even today as the site remains a popular stopover for modern visitors traveling on Interstate 8 between California and Arizona. The Painted Rock Petroglyph Site and Campground, located approximately 90 miles southwest of Phoenix and 25 miles west of Gila Bend, is within Arizona's 7th Congressional District (Figure 2).

Figure 1. Petroglyphs at the Painted Rock Petroglyph Site.

Historical Background

Painted Rock Petroglyph Site and Campground was formerly a part of Painted Rocks State Park, a unit of the Arizona State Parks system. The state park was administered in two separate units. A "Lake Unit" was located at Painted Rock Dam on the Gila River on lands leased from the Army Corps of Engineers, and a 130-acre "Historic Unit" (comprising the petroglyph site) was located six miles south on public lands secured from BLM by a combination of two Recreation and Public Purposes Act (R&PP) leases. The Lake Unit was a heavily developed recreation area with paved loop roads, shade ramadas and tables, flush toilets, and a water system. The petroglyph site was less intensively developed with two shade ramadas for group activities, a vault toilet, and primitive picnic and camp sites.

Figure 2. Map of Painted Rock Petroglyph Site and Campground.

During 1989 the Lake Unit was closed due to low visitor use and liability concerns stemming from high levels of organic pesticides (DDT, DDD, DDE) present in the Gila River. On January 1, 1991 Arizona State Parks cancelled all lease agreements with the Army Corps of Engineers and removed all state property from the site. Unable to continue management of the nearby Historic Unit as well, Arizona State Parks relinquished the R&PP leases in September, 1990 and the land was re-conveyed to BLM in April, 1991.

Visitation

Visitation statistics have been sporadically kept for the Painted Rock Petroglyph Site and Campground since 1994 by various means that include a visitor register used at the day-use entrance, a log of camping use kept each evening by the campground host, and an infrared-beam traffic counter located on the entrance road to the day-use area. These data can be used to assess historical trends in visitation to the site, and to help in projecting future revenues and costs.

Figure 3. Visitation at the Painted Rock Campground is predominated by recreational vehicles.

Visitor register data is shown in Table 1. The visitor register is located along the interpretive path to the petroglyph site itself and, although campers occasionally sign the register as they walk the interpretive path (causing minor overlap between visitation as recorded by the visitor register and by the campground log), the visitor register primarily records day-use visitation and is used to assess trends in day-use visitation. The data in Table 1 are not sufficient to illustrate an overall trend in visitation from 1994 to 2005 with confidence; however, it does appear that a downward trend in registered visitation that occurred from 1996 through 2000 may have stabilized or slightly reversed during 2003 and 2004. Currently, no directional signage on adjacent highways or other marketing of this recreational opportunity by the BLM has been undertaken, so new visitation is by "word-of-mouth" or occasional articles in private, for-profit publications.

Figure 4 illustrates seasonal trends in average monthly visitation to the day-use site as recorded by the visitor register. Seasonal variation in visitation to the Painted Rock Petroglyph Site is due to extreme daily temperatures experienced at the site during the warm weather season, beginning in late April and extending through mid- to late October. During this period, daytime temperatures in excess of 100°F are the norm, and

Table 1. Numbers of registered visitors, Painted Rock Petroglyph Site, 1994-2005.

Month	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	*Avg.*
Jan.	---	489	543	638	458	265	249	313	---	339	---	368	*407*
Feb.	---	925	684	799	426	321	424	---	---	430	---	438	*556*
Mar.	754	601	500	415	509	327	256	---	---	292	185	421	*426*
Apr.	326	304	259	119	263	124	139	---	---	143	---	276	*217*
May	150	140	97	51	148	40	64	---	126	114	---	---	*103*
Jun.	74	---	61	35	55	33	61	---	22	48	36	---	*47*
Jul.	66	---	64	39	16	22	46	---	43	61	91	---	*50*
Aug.	68	---	57	42	25	22	42	---	40	59	78	---	*48*
Sep.	79	---	99	51	29	34	51	---	19	44	53	---	*51*
Oct.	181	---	106	113	70	61	---	---	68	79	98	---	*86*
Nov.	235	---	238	200	133	141	89	---	95	140	167	---	*160*
Dec.	251	---	292	144	104	149	144	---	---	154	195	---	*179*
Total	---	---	*3,000*	*2,646*	*2,236*	*1,539*	*1,565*	---	---	*1,903*	---	---	*2,330*

daytime temperatures in excess of 115°F are common. Although daily high temperatures abate by the end of October and give way to a cool weather season of mild, exceptionally pleasant weather, visitation does not increase dramatically at the site until after the end-of-year holiday season.

Figure 4. Monthly registered visitation expressed as a percentage of average annual visitation.

No demographic data on visitors to the petroglyph site is kept; however, it is believed that most visitors using the campground are older, retired citizens. Day-use visitation spans

all demographic groups. An interesting aspect of visitation to the Painted Rock Petroglyph Site and Campground is the international nature of visitors. During 1994 to 2000, visitors from 33 different countries signed the visitor register. This is particularly interesting in light of the fact that no directional signage or marketing of the site has been conducted.

Visitation data from the infrared-beam traffic counter and campground log are presented in Table 2. The infrared-beam traffic counter is located on the access road to the day-use parking lot and was installed in an attempt to correlate actual visitation to the rate of visitor registration at the visitor register; however, insufficient data have been acquired to accomplish this. The campground visitor log is completed by the campground host each evening, but inconsistencies in counting the number of vehicles present each evening in the campground render these data unusable as well. During fiscal year 2005, the campground host kept a daily written log of the number of vehicles entering the day-use (1,237 vehicles) and campground (1,998 vehicles) areas for the period Nov. 1—Mar. 31. These data indicate that vehicles using the day-use site represent approximately 38% of the total, and vehicles camping represent 62% of the total number of vehicles using the site on a daily basis. Appendix 2 provides suggestions for improving visitor monitoring at the site.

Table 2. Visitor data from traffic counter (day-use) and campground (host log).

	# Vehicles	
Fiscal Year	Day-use	Campground
2000	1,874	---
2001	---	374
2002	2,265	413
2003	---	447

Operations and Management

When the Painted Rock site was re-conveyed to BLM, the site had two group ramadas and a two-vault toilet in disrepair, approximately 25 wooden picnic tables, and other minor amenities that were in a state of disrepair. During the ten years from 1995 to 2005, the BLM Phoenix Field Office undertook a series of projects using funding from several sources to stabilize and upgrade the facilities, establish an organized traffic flow, interpret the petroglyph site, and provide for daily maintenance (Table 3). Much of this work was completed after the site was designated a fee site under the recreation fee demonstration program

Figure 5. Camping loop road construction at Painted Rock, 2003.

Table 3. Sources of funding, years of expenditure, and approximate amounts of expenditures (including labor) at Painted Rock Petroglyph Site and Campground, 1995-2005.

Item	Year(s)	MLR	Deferred Maintenance	ISTEA Grant	Fee Demonstration*	Volunteer+	*Total*
Powerline to Host Site	1995	$ 1,198	$	$	$	$	*$ 1,198*
Two-vault Toilet	1996-1997	25,000					*25,000*
Re-roof Ramadas	1998	15,000					*15,000*
Camping Loop Roads	1998, 1999, 2003	13,024	64,000		215		*77,239*
Traffic Control Signs	1998				1,898	1,800	*3,698*
Volunteer Host Sites	1998				1,388		*1,388*
Information Kiosks	1998-1999	1,000			947		*1,947*
Iron Rangers	1998-1999	1,000			1,965		*2,965*
Closure of Adjacent Public Lands	1999	5,000			47		*5,047*
Day-use Access Road & Parking	1998-1999	10,636		42,431			*53,067*
Interpretive Path	1998-1999	1,380		5,520			*6,900*
Chip-seal Rocky Point Road	2002		80,000				*80,000*
Campsites	2001-2003		80,500		100		*80,600*
Picnic Tables	2002-2003		33,300		575	1,200	*35,075*
Steel Fire Rings	2003		16,928				*16,928*
Interpretive Signs	2004	3,087		37,051			*40,138*
Annual Operations & Maintenance	1995-2005						
Miscellaneous Daily Supplies		4,000			6,000		*10,000*
Garbage Collection		40,000	17,215		13,500		*70,715*
Toilet Vault Pumping		650			2,450		*3,100*
Minor Facility Maintenance						25,000	*25,000*
Vol. Expense Reimbursement					5,000		*5,000*
Camping Loop Roads			15,000				*15,000*
Interpretive Path			5,000				*5,000*
Total		*$120,975*	*$311,943*	*$85,002*	*$34,085*	*$28,000*	*$580,005*

*Includes expenditures from start-up funding provided by Arizona State Office.
+Calculated at a rate of $15/hour.

(discussed below); however, revenues from sources other than the fee demonstration provided the majority of the needed improvements (Figure 6).

Figure 6. Relative proportions of funding sources for expenditures at Painted Rock Petroglyph Site and Campground, 1995-2005.

The primary projects completed at Painted Rock from 1995-2005 included the construction of a double-vault toilet facility to replace an existing outdated and dilapidated toilet facility; the establishment of a campground host site with electricity and telephone; the design and construction of improved day-use access and parking, campground loop roads, and hardened camping sites; installation of new tables and steel fire rings at 60 designated campsites; and chip-sealing of the nearby Rocky Point Road, which dramatically reduced unhealthful levels of dust caused by passing traffic. Additionally, a universally accessible interpretive walk with 12 sign displays that provide information on the petroglyphs, history, and natural history of the site and adjacent region was designed and constructed through a partnership between the BLM and Arizona Department of Transportation. A panoramic view of the day-use facilities at Painted Rock is provided in Figure 8.

Figure 7. A universally accessible interpretive walk encircles the petroglyph site.

Figure 8. Panoramic view of day-use facilities at Painted Rock Petroglyph Site and Campground.

Recreation Fee Demonstration Program

The Painted Rock Petroglyph Site and Campground was designated a "recreation fee demonstration site" and fee collection began in October, 1999. The fee schedule implemented was $2.00 per vehicle per day for day-use, and $4.00 per vehicle per night for camping. Holders of Golden Age and Golden Access passports were entitled to one-half-off of these fees, with a substantial percentage (estimated to be approximately 30%) of visitors to the Painted Rock site using these passes. Total fee receipts and numbers of recreation use permits (RUPs) issued at the Painted Rock site since its inception as a fee site are shown in Table 4, with trends in these data illustrated in Figure 9.

Table 4. Fee receipts and recreation use permits (RUPs) issued, Painted Rock Petroglyph Site and Campground, FY1999-FY2005.

Fiscal	Day-Use		Campground		Total	
Year	Fee Receipts	RUPs	Fee Receipts	RUPs	Fee Receipts	RUPs
1999	$1,342.82	701	$3,605.05	708	$4,947.87	1,409
2000	1,436.44	728	4,467.41	781	5,903.85	1,509
2001	1,208.59	621	3,062.00	555	4,270.59	1,176
2002	1,323.33	691	3,251.40	634	4,574.73	1,325
2003	1,274.48	676	3,327.49	652	4,601.97	1,328
2004	1,488.45	766	3,709.23	698	5,197.68	1,464
2005	1,652.62	832	5,484.60	1007	7,137.22	1,839
Total	*$9,726.73*	*5,015*	*$26,907.18*	*5,035*	*$36,633.91*	*10,050*

Figure 9. Trends in fee receipts and RUPs issued at Painted Rock since its inception as a fee site.

It is apparent from Table 4 and Figure 9 that, following a steep decline in fee receipts during 2001, a modest upward trend in fee receipts has occurred since and seems to be accelerating in its rate of increase. This increase is attributed to commensurately increased visitation and proactive volunteer campground hosts. The actual annual rate of change and average annual rate of change in fee receipts from Painted Rock are shown in Table 5.

Table 5. Rates of change in fee receipts from Painted Rock Petroglyph Site and Campground, 1999-2005.

Fiscal Year	Total Fee Receipts	Percent Change
1999	4,948	
2000	5,904	0.19
2001	4,270	(0.28)
2002	4,575	0.07
2003	4,602	0.01
2004	5,198	0.13
2005	7,137	0.37
Average		*0.08*

The volunteer campground hosts are instrumental in influencing compliance with fee payment by visitors. Volunteers are not asked to enforce fee payment; however, the presence of on-site representatives of the BLM is important in causing voluntary compliance by the visiting public. Compliance at Painted Rock has been estimated to be 39% for the day-use area, and over 95% for the campground.

The costs of fee collection were recorded in detail during fiscal years 1999 and 2000 (Tables 6 and 7) and have declined since the inception of the fee demonstration project.

Table 6. Fee collection and administration costs, FY1999.

Date	Graded Personnel	Time (hours)	Comments
1998			
12/10	GS9	11	Collection
12/11	GS9, GS12	4, 3	Counting Collections
12/14	GS7, GS9	2, 3	Counting & Deposit Collections
1999			
01/05	GS9	11	Collection
01/06	GS9, GS12	4, 3	Counting Collections
01/29	GS9	10	Collection
02/04	GS12, GS12	3, 3	Counting Collections
02/19	GS9	10	Collection
02/22	GS9, GS12	4, 3	Counting Collections
03/12	GS9	10	Collection

Table 6. Continued.

Date	Graded Personnel	Time (hours)	Comments
1999			
03/30	GS9	10	Collection
03/31	GS9, GS9	2.5, 2.5	Counting Collections
04/13	GS11	10	Collection
04/27	GS11	10	Collection
04/30	GS11, GS11	2, 2	Counting Collections
05/04	GS11	2	Transport Collections to ASO
06/15	GS9, GS11	2, 1	Data for RMIS
07/08	GS11	6	Collection
07/13	GS11, GS11	2, 2	Counting Collections
Total		*136*	

Cost of Fee Collection and Administration:

(136 hours / 171 hours per workmonth) x $4,625 average cost per workmonth = $3,653.75 total cost

Table 7. Fee collection and administration costs, FY2000.

Date	Graded Personnel	Time (hours)	Comments
1999			
10/13	GS11	8	Collection
10/18	GS11	3	Record Keeping, Counting Collection
12/07	GS11	7	Collection
12/08	GS11	5	Counting Collections, Transport Collections to ASO
2000			
01/04	GS11	8	Collection
01/05	GS11	3	Counting Collections
01/28	GS9	8	Collection
02/28	GS11	8	Collection
03/08	GS7, GS11	5, 5	Counting Collections, Transport Collections to ASO
03/27	GS11	8	Collection
04/20	GS11, GS12	2, 2	Counting Collections
04/17	GS9, GS11	8, 8	Collection

Table 7. Continued.

Date	Graded Personnel	Time (hours)	Comments
2000			
05/30	GS11, GS12	0.5, 0.5	Counting Collections
05/31	GS11	2	Transport Collections to ASO
Total		*91*	

Cost of Fee Collection and Administration:

(91 hours / 171 hours per workmonth) x $5,000 average cost per workmonth = $2,661 total cost

During initiation of the fee demonstration project, the cost of collecting and administering fees was high due to issues relating to collection standards and regulations, and inexperience in administering a recreation fee site. The costs of fee collection and administration declined with experience and with the increased use of volunteers to help in day-to-day management of the site and in fee reconciliation. For safety reasons, volunteer camp hosts have no role in the collection and transport of fee receipts, and volunteer park rangers are used only rarely in the transport of fee receipts. No detailed data on the costs of fee collection and administration have been kept since 2000.

Figure 10. Volunteer campground hosts are an integral aspect of day-to-day management at Painted Rock.

Since initiation of the fee demonstration project, all public comments received that concerned the Painted Rock Petroglyph Site and Campground have been retained on file. These public comments were in the form of letters, official BLM comment cards (both for the Recreation Program and specifically for the Fee Demonstration Program), and written on the fee envelopes. Most comments were received during fiscal years 1999 and 2000, when the fee demonstration was initially implemented. Table 8 below presents the results of comments received from the BLM Recreation Fee Demonstration Comment Cards that were provided on-site during 1999

and 2000. Table 9 presents a summary of written comments received from all sources, and Table 10 further elaborates on comments requesting "more development" at the site.

*Table 8. Comment ratings from BLM Recreation Fee Demonstration Comment Cards, 1999-2000.**

	Cost/Value	Charging Fees On Public Lands	Information	Cleanliness	Setting
	2	4	1	1	1
	1	1	1	1	1
	1	1	2	1	1
	1	5	1	1	1
	3	1	1	4	1
	5	5	1	5	5
	1	1	1	1	1
	1	1	3	1	1
	1	2	2	2	1
	5	5	1	1	1
	3	1	3	2	1
	1	1	1	1	1
	1	1	1	1	1
	1	3	1	1	1
	1	1	2	1	1
	1	1	1	1	1
	1	1	1	1	1
	1	1	1	1	1
	5	5	--	3	5
	1	1	1	1	1
	1	2	1	1	2
	1	1	1	1	1
	1	1	1	1	1
	2	4	2	3	1
	2	2	1	2	1
Total:	*53*	*59*	*38*	*46*	*38*
Average Rating:	*1.8*	*2.0*	*1.4*	*1.6*	*1.3*

*Rating values ranged from 1 to 5, with 1 being "I strongly agree" and 5 being "I strongly disagree." The rating categories were: Cost/Value—"The value of the recreation opportunities and services I experienced was at least equal to the fee I was asked to pay"; Charging Fees on Public Land—"Recreationists should help pay for visitor services on public lands by paying recreation fees"; Information—"I was informed in a friendly and positive manner about the recreation facility's rules, including any fees that needed to be collected, and/or the fee information was easy to understand"; Cleanliness—"The recreation facility/area, including toilets, is clean and litter-free"; Setting—"Use of the site is not harming the environment."

Table 9. Miscellaneous public comments.

Issue	Number of Comments
Fees, Support	4
Fees, Don't Support	13
Facilities, Well Maintained	9
Facilities, Not Well Maintained	1
Development, Want More	22
Development, Don't Want More	22
Signs, Adequate	0
Signs, Not Adequate	4
Other	5

Table 10. Specific issues from public comments requesting more development.

Issue/Request	Number of Comments
More Restrooms	2
Install Sewage Dump Station	8
Provide Potable Water	10
Provide Public Telephone	4
Fence Petroglyphs	2
Trash Cans at Campsites	1
Shade Ramadas at Campsites	1
Pave Rocky Point Road	2
Provide Hiking Trails	1
Provide Bushes/Trees at Campsites	1
Provide Group Tables	1

Overall, these data indicate that the public using the site is satisfied with BLM's management of Painted Rock, and that there is a dichotomy in perceptions between users relating to the type and amount of development of the site that should occur. A substantial portion of visitors want the undeveloped and unregulated feel of the site to be retained and discourage development, while another substantial portion of visitors want increased amenities, particularly potable water and a sewage dump for recreational vehicles. This dichotomy may partly be explained by the backgrounds of the visitors, many of whom used both the site and adjacent public lands as informal "winter residences" for years before management of the area became more active. Newer visitors, and visitors using the site as a one or two night stopover on the way to

Figure 11. A typical campsite at the Painted Rock Campground.

somewhere else, are more likely to expect amenities commensurate with other facilities at which they stay. When the fee demonstration was established, approximately 10,000 acres of public lands adjacent to the petroglyph site was closed to camping and use by motorized vehicles (Figure 2). This action was taken because persistent, long-term use of this area by visitors that often remained for months at a time was believed to be causing damage to public land resources in the form of increased off-road travel and disturbance to soils and vegetation. Additionally, these visitors often freely used the facilities at the petroglyph site, such as the toilet and garbage pick-up, for which visitors to the site were required to pay. In an attempt to accommodate the use pattern of these long-term visitors, when the area adjacent to the petroglyph site was closed the stay limit at the campground was increased from 14 consecutive days to 7 months. Visitors may camp continuously at the Painted Rock Campground during the period October 1 through April 30. The standard 14-day camping limit applies during the period May 1 through September 30.

The business plan for the fee demonstration was amended twice. Due to low visitation during the summer period, the collection of fees was suspended during May 1 through September 30. Also, receipts from the issuance of Special Recreation Permits and sales of Golden Eagle and Golden Access passports were included in the fee demonstration. The data presented in this section on the fee demonstration, as well as the following business plan, pertain only to the operations and management of the Painted Rock site itself. A separate business plan for the operation and management of the Special Recreation Permit program at Phoenix Field Office will be prepared.

Overall, the Painted Rock Petroglyph Site and Campground has been a success. The site has been transformed from a neglected facility and endangered resource to a well-designed and constructed recreational opportunity with great potential for educating the public on prehistoric and historic Arizona, providing outstanding winter camping and day-use activities, and demonstrating the role of the BLM in managing public resources. The keys to this success have been: 1) enthusiastic and committed volunteers; 2) agency commitment through the deferred maintenance program; 3) exceptional staff work, particularly by the Force-Account crew that constructed or renovated the facilities; and 4) development of the interpretive path and signs. The primary keys to success going forward will be: 1) increased visitation; and 2) continued support from volunteers for daily operations and management of the site.

Management Issues

The management focus at the Painted Rock Petroglyph Site and Campground during 1995-2005 was to stabilize and harden the site to better accommodate visitation while also safeguarding the petroglyph site itself and the adjacent desert terrain. The focus of the next 5 years, from 2005 through 2010, will be to assure a revenue stream sufficient to provide for a quality visitor experience. This will be accomplished by increasing visitation and slightly increasing fees. From the foregoing history and operational analysis, it is apparent that the primary management issue to be addressed is the high ratio of annual operating costs in relation to annual revenues produced at the site. Other management issues include fee compliance and marketing of the site.

Cost-to-Revenue Ratio

Currently, the ratio of annual operating costs at Painted Rock to the annual revenue produced by the fee program is approximately 162% ($ 11,500 in annual operating costs divided by $ 7,100 in annual revenue). This figure includes a fee administration rate of approximately 35% ($ 2,500 annual fee administration cost divided by $ 7,100 in annual revenue); however, both rates are probably higher due to incomplete accounting of staff labor. The project code (AZ09) has not been consistently used by staff during the reporting of time and attendance, and the cost of labor and materials attributable to work at the site is not fully captured.

The Federal Lands Recreation Enhancement Act specifies that the rate of indirect costs associated with recreation fee collection and administration must be no more than 15%, with this figure adopted as BLM policy for each site within the recreation fee program. The annual operations and maintenance costs associated with management of the Painted Rock site (Table 3) include fixed and variable costs that have increased over the ten-year period (especially garbage collection). Although these costs may be expected to rise with increased visitation, there is substantial unused capacity at Painted Rock that will accommodate increased visitation without greatly increasing costs. Thus, a strategy to increase visitation up to the site's capacity will cause the cost-to-revenue ratio and fee administration rate to drop substantially.

Improvement of the cost-to-revenue ratio to a level of approximately 75% would allow for all annual operations and maintenance needs at Painted Rock to be paid through fee receipts, as well as establish a gradually accruing fund for periodic larger maintenance needs or capital improvements. Given the fee compliance, marketing, and fee calculation analyses below, this ratio is achievable and is adopted as a goal of this plan.

Fee Compliance

Fee compliance by visitors is positively affected by several factors, including amenities perceived as offering value and BLM presence on-site. Fee compliance at the day-use site has been estimated to be approximately 39%, although this estimate was obtained

prior to completion of the interpretive walk. It is likely that compliance increased after the interpretive signs were installed. Fee compliance at the campground is estimated to be approximately 95% when a volunteer campground host is present. Compliance in the absence of a campground host is not known; however, it is certainly much lower.

Figure 12. A sign panel from the interpretive display at Painted Rock.

Fee compliance is measured by comparing the number of RUPs issued against the total vehicle count recorded by the traffic counter for the day-use area, and against the campground log. Visitation figures have not been consistently kept, however, and compliance cannot be accurately tracked. Improvement in maintenance of the Painted Rock visitor register, traffic counter, and campground log will allow for calculation of trends in visitation and fee compliance year-over-year. Additionally, combined with a casual, observational survey of visitor registration (which can easily be conducted by the volunteer campground hosts), a correction figure for visitor registration in relation to actual visitation can be established. This will allow for reliable estimates of actual numbers of visitors, a useful figure for the BLM's Recreation Management Information System (see Appendix 2).

Official BLM presence on-site at Painted Rock is sparse and inconsistent at best. Priorities for the Phoenix Field Office recreation program have shifted away from facility design, construction, and maintenance to resource management planning and administration of National Monuments in the National Landscape Conservation System. Additionally, Phoenix Field Office Law Enforcement Officers have remained committed to inter-agency efforts to provide a safe border area and are not able to provide frequent visits to the Painted Rock site and interaction with the visiting public. As a result, the Phoenix Field Office relies almost exclusively on volunteers for the day-to-day management of the site. A campground host (sometimes a couple) and, occasionally, an assistant campground host, are responsible for cleaning the vault toilet facility, minor maintenance, keeping the grounds free of litter, follow-up on visitor requests for information, and on-site coordination with local law enforcement authorities as needed. A volunteer Park Ranger travels from Phoenix approximately every other week to transport supplies, receive updates, and generally monitor the condition of the site. BLM staff collect fee envelopes from the on-site "iron rangers"; however, the volunteer Park Ranger has occasionally performed this service as well.

Visitors to Painted Rock respond well to visits by official BLM staff. More frequent interaction by official BLM staff with visitors will likely go a long way toward establishing a friendly and customer-oriented atmosphere at Painted Rock. Also, additional on-site presence of BLM law enforcement staff will be a wise, proactive action when visitation—and fee receipts—are increased.

Collection of better data on visitation and increased BLM staff presence on-site will allow more accurate assessments of fee compliance and visitation trends, help to assure more timely and thorough facility maintenance, and contribute to maintenance of volunteer morale—the least expensive and most helpful influence on fee compliance and a positive visitor experience.

Marketing

Maps of the region, where the Painted Rock site is depicted at all, usually still show the site as a State Park. No signs indicating the presence of the facility are located on nearby Interstate 8, and no directional signs are posted on Painted Rock Road to guide visitors to the site. There is a BLM sign advising visitors of the site located at the intersection of Painted Rock Road and Rocky Point Road, approximately ½-mile from the site, and another at the entrance to the facility.

Table 11 shows the average daily traffic on Interstate 8 adjacent to the Painted Rock Site, as recorded by the Arizona Department of Transportation. The posting of a brown directional sign on Interstate 8 advising the traveling public of the proximity of the Painted Rock site will have more impact on visitation than any other action the BLM can take. Such signs are commonly located on major travel ways near popular features and historic sites such as National and State Parks, Monuments, and Recreation Areas. Although the actual effect of a directional sign in diverting traffic from Interstate 8 is not known with certainty, Table 12 shows estimates of potential incremental increases in visitation given seasonal variation in visitation to Painted Rock as illustrated in Figure 4 above. Two different "information sheets" on Painted Rock are produced by the Phoenix Field Office for distribution to the visiting public. One primarily presents general information on access, facilities, and conditions, and the other primarily presents educational information on the petroglyphs at the site. No official brochure for the Painted Rock site has been produced. After posting of highway directional signs to the site, a color brochure featuring the Painted Rock site that is available for free distribution to the visiting public is recommended.

*Table 11. Average annual daily traffic, Interstate 8 between Exit 78 (Spot Road) and Exit 115 (West Gila Bend).**

Year	Average Daily Traffic Count
2001	8,800
2002	9,700
2003	8,400
Avg.	*8,967*

*Arizona Department of Transportation.

Table 12. Estimated monthly incremental visitation for varying levels of traffic diverted from Interstate 8.[*]

% of	Jan		Feb		Mar		Apr		May		Jun		Jul		Aug	
AADT[**]	DU[+]	CG	DU	CG	DU	CG	DU	CG	DU	CG	DU	CG	DU	CG	DU	CG
0.005	205[++]	45	247	54	205	45	99	22	46	10	22	5	23	5	23	5
0.01	410	90	494	108	410	90	199	44	91	20	44	10	46	10	46	10
0.02	821	180	988	217	821	180	397	87	182	40	88	19	91	20	91	20
0.03	1,231	270	1,482	325	1,231	270	596	131	274	60	132	29	137	30	137	30
0.04	1,641	360	1,976	434	1,641	360	794	174	365	80	176	39	182	40	182	40
0.05	2,051	450	2,471	542	2,051	450	993	218	456	100	221	48	228	50	228	50
0.10	4,103	901	4,941	1,085	4,103	901	1,985	436	912	200	441	97	456	100	456	100

[*]Taking into account seasonal variation as described in Figure 4.
[**]Average Annual Daily Traffic, from Table 11.
[+]DU= Day-Use, CG = Campground. Campground visitation was estimated to be approximately 18% of daily total visitation. Observations by the campground host during fiscal year 2005 indicate that campground visitation may be as much as 62% of daily visitation; however, it is more likely that vehicles diverted from Interstate 8 will visit on a day-use basis.
[++]Campground Formula: Incremental Visitation = (AADT * % vehicles diverted * days in month * seasonal effect, from Figure 4) * 18%.
Day-Use Formula: Incremental Visitation = (AADT * % vehicles diverted * days in month * seasonal effect, from Figure 4) – campground visitation.

Table 12. Continued.

% of	Sep		Oct		Nov		Dec		Totals	
AADT	DU	CG	DU	CG	DU	CG	DU	CG	Day-Use	Campground
0.005	22	5	46	10	77	17	80	18	1,094	240
0.01	44	10	91	20	154	34	160	35	2,189	481
0.02	88	19	182	40	309	68	319	70	4,378	961
0.03	132	29	274	60	463	102	479	105	6,567	1,442
0.04	176	39	365	80	618	136	638	140	8,756	1,922
0.05	221	48	456	100	772	169	798	175	10,945	2,403
0.10	441	97	912	200	1,544	339	1,596	350	21,890	4,805

Fee Calculation

The features and visitor amenities of the region used in identifying the "market niche" of the Painted Rock Petroglyph Site and Campground remain largely unchanged from those described in the June, 1998 business plan for the site, which stated:

> "Due to the remote location of Painted Rock Petroglyph Site and Campground, as well as the unique attraction the site offers, anticipating demand and estimating appropriate fees is difficult. Further, there are no similar facilities near the Painted Rock site. The 'Wheel-Inn' RV park in Gila Bend, located 25 miles to the east of the Painted Rock site, is a privately owned recreational vehicle facility that caters to a clientele similar to that frequenting the Painted Rock Petroglyph Site and Campground. The fee for a single overnight stay at the Wheel-Inn is $14.00; however, this price includes the use of full hookups (water, sewer, and electricity), cable television, and a shower and laundromat facility. None of these amenities are available at Painted Rock.
>
> "At Organ Pipe Cactus National Monument, located approximately 100 miles to the southeast of Painted Rock, the day-use entry fee is $4.00 per vehicle. The National Park Service operates a visitor center and book store that provides orientations, interpretive talks, and consumer goods for day visitors. The National Park Service also operates a campground at Organ Pipe that is popular with winter recreational vehicle campers. The nightly fee at this campground is $8.00, although potable water and flush toilet facilities are provided.
>
> "When the Painted Rock site was administered by the Arizona State Parks Department as a state park, the nightly fee for camping at the petroglyph site was $5.00."

Based on this analysis, the fee schedule for Painted Rock was set at $2.00 per vehicle for day-use and $4.00 per vehicle per night for camping.

The entrance fee at Organ Pipe Cactus National Monument has since been increased to $8.00 per 7-day period for vehicles. The camping fee has been increased to $12.00 per night at the 208-site "Twin Peaks Campground," with potable water, flush toilets, and dump station available at this rate. The maximum stay is 14 consecutive days during peak season with a maximum of 28 days per calendar year. At the 4-site, primitive "Alamo Campground" the nightly fee is $8.00; however, no water or dump station are provided and recreational vehicles or pull behind trailers are not allowed. A pit toilet is provided.

Figure 13. The double-vault toilet facility at Painted Rock was constructed in 1997.

The Painted Rock Petroglyph Site and Campground features

a convenient location between Phoenix and Yuma providing an inexpensive stop for travelers, especially recreational vehicle travelers that are self-contained. The petroglyph site itself is a unique attraction along the length of Interstate 8, and the site's association with Arizona history is attractive to many visitors. Although there are other petroglyph sites and historical features near the Painted Rock site, none are as accessible as that at Painted Rock, nor have any been interpreted for the general public. The deferred maintenance projects discussed above under the headings "Operations and Management" and "Recreation Fee Demonstration Program" provided for an organized and safe traffic flow through the area, leveled and hardened campsites, and dust control.

Popular camping and recreational amenities that are lacking at Painted Rock include potable water and a sewage dump station, shade at campsites, Ranger interpretation, and frequent official BLM presence in the form of Park Rangers and Law Enforcement Rangers.

Standard Amenity Recreation Fee

Section 3(f) of the Federal Lands Recreation Enhancement Act provides a list of the recreation site attributes for which a "standard amenity recreation fee" may apply. Both the day-use and campground sections of the Painted Rock Petroglyph Site and Campground meet all requirements enumerated, as follows:

> "An area—
> (A) that provides significant opportunities for outdoor recreation;
> (B) that has substantial Federal investments;
> (C) where fees can be efficiently collected; and
> (D) that contains all of the following amenities:
> (i) Designated developed parking.
> (ii) A permanent toilet facility.
> (iii) A permanent trash receptacle.
> (iv) Interpretive sign, exhibit, or kiosk.
> (v) Picnic tables.
> (vi) Security services."

The Phoenix Field Office prefers to continue offering environmental education opportunities to the public at the lowest cost possible, and believes that a fee of $2.00 per vehicle is appropriate for use of the interpretive facility and ancillary facilities (vault toilet and shade ramadas). Prior to completion of the interpretive displays, this opportunity was included as a part of the camping fee; however, going forward the Phoenix Field Office will charge a $2.00 per vehicle standard amenity recreation fee at both the day-use and campground sections of the Painted Rock Petroglyph Site and Campground. With this modest fee, the Phoenix Field Office recognizes that both day-use and camping visitors use the interpretive facility, and expects that this sum will be sufficient to provide complete and timely maintenance of the interpretive display.

Expanded Amenity Recreation Fee

Section 3(g) of the Federal Lands Recreation Enhancement Act provides for levy of an "expanded amenity recreation fee" at developed campgrounds characterized by certain standards of available facilities, including a majority of the following:

" (i) Tent or trailer spaces.
(ii) Picnic tables.
(iii) Drinking water.
(iv) Access roads.
(v) The collection of the fee by an employee or agent of the Federal land management agency.
(vi) Reasonable visitor protection.
(vii) Refuse containers.
(viii) Toilet facilities.
(ix) Simple devices for containing a campfire."

The Phoenix Field Office will charge an expanded amenity recreation fee of $6.00 per vehicle per night for the campground. In comparison to the camping fees levied at the Organ Pipe Cactus National Monument, the nearest similar recreation facility, the Phoenix Field Office believes that the Painted Rock Petroglyph Campground offers comparable facilities and value. This rate is expected to provide sufficient funds for standard, ongoing operations and maintenance needs at the site.

Fee Discounts and Waivers

Section 5 of the Federal Lands Recreation Enhancement Act provides for establishment of an interagency national pass to be known as the "America the Beautiful—the National Parks and Federal Recreational Lands Pass," which will provide the bearer full coverage of standard amenity recreation fees. Eventually, the America the Beautiful Pass will take the place of the popular Golden Eagle, Age, and Access Passports which provide for free entrance, in the case of the Golden Eagle Passport, and one-half-off of visitor use fees. Existing Golden Passports will be honored until expired, lost, or stolen.

Although an analysis of the use of Golden Age and Access Passports at Painted Rock Petroglyph Site and Campground has not been completed, it is thought that the use of these passes reduces total revenues by about 30%. This rate of usage has been assumed for revenue projections of the next section; however, no assumption for rate of usage of the America the Beautiful Pass has been made. It is not expected that this pass will be available, or will make a substantial impact on fee revenues, in the near future. The daily fee schedule for the Painted Rock Petroglyph Site and Campground, including the use of discount passes, is provided in Table 13 below.

Painted Rock Petroglyph Site is considered a place of traditional cultural importance by the Tohono O'odham Indians. Individuals from other Native American cultures also are known to visit and regard the site as one of special importance. Since the re-conveyance of this site to federal jurisdiction, BLM has striven to manage visitation at the site with particular regard for the special nature of the site. Extensive consultation with interested

Table 13. Daily fee schedule for Painted Rock Petroglyph Site and Campground.

Fee	Day-Use	Campground
Standard Amenity Recreation Fee	$ 2.00	$ 2.00
Expanded Amenity Recreation Fee	---	6.00
Total daily fee per vehicle	*$ 2.00*	*$ 8.00*
Total daily fee with Golden Age or Access Passport	*$ 1.00*	*$ 4.00*
Total daily fee with America the Beautiful Pass	---	*$ 6.00*

Native American groups was undertaken prior to initiation of the day-use improvements funded by the ISTEA grant, and such consultation continues in an ongoing process as BLM staff seeks to be certain that management actions proposed for the area are appropriate to all concerned. No concern has been voiced by the Tohono O'odham regarding the collection of day-use and camping fees at the site; however, due to the traditional cultural importance of the site an exemption from fees for individuals visiting the site for purposes of traditional cultural importance was placed into effect.

Section 3 of the Federal Lands Recreation Enhancement Act provides that fees may not be levied for "outings conducted for noncommercial educational purposes by schools or bona fide academic institutions." Since 1998, the Phoenix Field Office has issued two fee waivers for educational purposes. No fee waivers for purposes of traditional cultural importance have been requested. Waivers of fees both for purposes of traditional cultural importance and education may be obtained in writing by contacting the Field Manager, Phoenix Field Office.

Figure 14. The day-use ramadas are remnants from the Arizona State Park days and require additional maintenance.

Revenue Projections

Table 14 shows estimates of incremental revenue for Painted Rock given varying levels of traffic diverted from Interstate 8, taking into account seasonality in visitation to the site and using the fee schedule developed above. These incremental revenue projections do not take into account the use of discount passes at the site.

*Table 14. Estimated monthly incremental revenue for varying levels of traffic diverted from Interstate 8.**

% of	Jan		Feb		Mar		Apr		May		Jun		Jul		Aug	
AADT[+]	DU[++]	CG	DU	CG	DU	CG	DU	CG	DU	CG	DU	CG	DU	CG	DU	CG
0.005	$ 410	$ 360	$ 494	$ 434	$ 410	$ 360	$ 199	$ 174	$ 91	$ 80	$ 44	$ 39	$ 46	$ 40	$ 46	$ 40
0.01	821	721	988	868	821	721	397	349	182	160	88	77	91	80	91	80
0.02	1,641	1,441	1,976	1,735	1,641	1,441	794	697	365	320	176	155	182	160	182	160
0.03	2,462	2,162	2,965	2,603	2,462	2,162	1,191	1,046	547	480	265	232	274	240	274	240
0.04	3,282	2,882	3,953	3,471	3,282	2,882	1,588	1,395	729	640	353	310	365	320	365	320
0.05	4,103	3,603	4,941	4,339	4,103	3,603	1,985	1,743	912	801	441	387	456	400	456	400
0.10	8,206	7,205	9,882	8,677	8,206	7,205	3,871	3,486	1,824	1,601	882	775	912	801	912	801

*Calculated using a fee schedule of $2.00/vehicle for day-use and $6.00/vehicle/night for camping, using incremental visitation figures developed in Table 12.
[+]Average Annual Daily Traffic, from Table 11.
[++]DU = Day-Use, CG = Campground.

Table 14. Continued.

% of	Sep		Oct		Nov		Dec		Totals		
AADT	DU	CG	DU	CG	DU	CG	DU	CG	Day-Use	Campground	Both
0.005	$ 44	$ 39	$ 91	$ 80	$ 154	$ 136	$ 160	$ 140	$ 2,189	$ 1,922	$ 4,111
0.01	88	77	182	160	309	271	319	280	4,378	3,844	8,222
0.02	176	155	365	320	618	542	638	560	8,756	7,688	16,444
0.03	265	232	547	480	926	813	957	841	13,134	11,532	24,666
0.04	353	310	729	640	1,235	1,085	1,276	1,121	17,512	15,376	32,888
0.05	441	387	912	801	1,544	1,356	1,596	1,401	21,890	19,220	41,110
0.10	882	775	1,824	1,601	3,088	2,712	3,191	2,802	43,779	38,440	82,220

From the foregoing seasonal incremental revenue estimates, total annual revenues were projected for Painted Rock Petroglyph Site and Campground (Table 15) using the following assumptions:

- Base revenue was 2005 revenue increased by the average annual rate of change (8%).
- The incremental effect on visitation of directional signing on Interstate 8 was assumed to be 3% of AADT during January-April and October-December, and 1% of AADT during May-September.
- No incremental effect on camping visitation was expected during May-September.
- Fee compliance was 50% for day-use and 95% for campground.
- Annual rate of change was 8% per year.
- Annual effect of discounts from the use of passes was estimated to be 30% of incremental revenue.

*Table 15. Projected annual revenues, 2006-2010.**

Fiscal Year	Day-Use	Campground	Total
2006	$ 6,002	$ 12, 645	$ 18,647
2007	6,482	13,657	20,138
2008	7,000	14,749	21,749
2009	7,560	15,929	23,489
2010	8,165	17,203	25,369

*See assumptions listed above.

Allowing for annual cost increases of 8%, both for operational and administrative costs, this revenue stream will enable a cost-to-revenue ratio of approximately 67%. Indirect costs attributable to the collection and administration of fees will be approximately 14%. A cumulative balance of approximately $43,428 will be available for extraordinary maintenance needs, or for capital improvement projects, by the close of fiscal year 2010 (Table 16).

These estimates assume that directional signs on Interstate 8 are installed by the close of fiscal year 2005 (September 30, 2005) and that 100% of revenues are retained for use at the Painted Rock Site. The existing balance in the fee demonstration account (subactivity 1232) to be carried forward in project AZ09 (exclusive of the Special Recreation Permit program) is approximately $8,000.

Revenues from sales of Golden Age and Access Passports, and from the America the Beautiful Pass, completed at the Phoenix Field Office will continue to be deposited into the account for project AZ09. These revenues amount to only a few hundred dollars per year, and are not calculated into the revenue projections made in this plan.

Infrastructure Development and Maintenance

An incremental increase in visitation of 3% of the average annual daily traffic on Interstate 8 is not anticipated to cause the campground to reach its maximum nightly capacity of 1,860 camp nights per month (60 sites x 31 nights per month); however,

*Table 16. Projected cumulative balance for extraordinary maintenance needs at Painted Rock, 2006-2010.**

Fiscal Year	Estimated Annual Revenue	Estimated Annual Cost	Cumulative Balance
2005			$ 8,000
2006	$ 18,647	$ 12,420	14,227
2007	20,138	13,414	20,951
2008	21,749	14,587	28,113
2009	23,489	15,646	35,956
2010	25,369	16,897	43,428

*8% annual increase in revenues and costs; 100% of revenues retained for use at Painted Rock site.

if capacity is reached a new plan will be prepared to include consideration of such elements as fee increases, a campground reservation system, modification of camping stay limits, and establishment of camping overflow areas.

Table 17 provides a project list for the Painted Rock Petroglyph Site and Campground for 2006-2010. These projects may be programmed as ongoing maintenance through the fee program, or through the deferred maintenance or capital improvement programs as indicated. Some projects, particularly the capital improvement projects, will require additional environmental assessment per the National Environmental Policy Act prior to implementation; however, these actions are considered an integral part of this business plan, which has been designed to adapt to the changing circumstances of the site. Thus, the business plan itself will not require amendment if the proposed facilities and visitor amenities developed are within the scope of this document. The development of capital improvement projects, with the exception of the electrical powerline to the assistant campground host site, will entail commensurate increases in the campground fee schedule; however, an analysis of the appropriate fees for these eventualities has not been conducted at this time. These improvements will require amendment to the fee schedule of this plan, and, per section 4 of the Federal Lands Recreation Enhancement Act, will require advance public notification in local news outlets.

Table 17. List of ongoing and deferred maintenance, and capital improvement, projects for Painted Rock Petroglyph Site and Campground, 2006-2010.

	Funding Program			Public Participation Requirement		
Project	Ongoing Maintenance	Deferred Maintenance	Capital Improvement	New Environmental Assessment	Federal Register Notice	Local News Publication
Establish standard and expanded amenity recreation fees						x
Directional signs, Interstate 8 & Painted Rock Road	x	x				
Color brochure	x					
Additional concrete tables for 2 group campsites	x					
Miscellaneous daily supplies	x					
Garbage collection	x					
Toilet vault pumping	x					
Minor facility maintenance	x					
Volunteer expense reimbursement	x					
Camping loop roads (culverts and gravel surface)	x	x				
Day-use parking area (parking stops and gravel surface)	x	x				
Interpretive path	x	x				
Chip-sealing of Rocky Point Road	x	x				
Patch and seal group ramada concrete floors	x	x				
Patch and seal interpretive path concrete pads	x	x				
Replace interpretive signs	x	x				
Install campsite posts & clips for fee receipt display	x	x				
Install low post-and-cable barrier around petroglyph site	x	x				
Upgrade storage rooms		x				
Demolish or upgrade tool shack		x				
Electrical drop to assistant host site			x	x		
Construction of two single-vault toilets at campground			x	x		
Development of well for potable water*			x	x		x
Development of sewage dump station*			x	x		x
Electrical hookups at campsites and day-use ramadas*			x	x		x
Change maximum stay limit at campground					x	

*Installation of potable water and sewage dump station should be accompanied by commensurate increase in fees.

Appendix 1

Painted Rock Petroglyph Site and Campground
Business Plan

Communication Plan

Pursuant to section 4 of the Federal Lands Recreation Enhancement Act, the Phoenix Field Office will provide the public with opportunities to comment on proposed fee changes at Painted Rock Petroglyph Site and Campground. Prior to implementation of the fee schedule set forth in the foregoing business plan, public notice of the fee schedule changes and a request for comments on the business plan will be provided to the *Gila Bend Sun* and *Ajo Copper News*, the two local newspapers in closest proximity to the Painted Rock site. These newspapers will be used for public notice of future changes to the fee schedule at Painted Rock Petroglyph Site and Campground. Additionally, this business plan will be posted on the Phoenix Field Office external web page for a 30-day period of public comment.

The public will be advised of the fee schedule at Painted Rock, and the projects for which fee receipts are proposed to be expended, by posting of notices on the information bulletin boards present at the day-use and campground. Such postings were completed during the Recreation Fee Demonstration Program and were believed to be helpful in advising the public of the intended use of fee receipts collected under that program.

The sources of public comments obtained during the Recreation Fee Demonstration Program provided a variety of useful information relating to public desires and expectations for the Painted Rock site and will be continued. Public comments in the form of letters, comments on fee envelopes, and advice from volunteer campground hosts and park rangers will be collected and periodically compiled for use in management of the fee program, including updates of this business plan.

Appendix 2

Painted Rock Petroglyph Site and Campground
Business Plan

Visitor Monitoring & Record Keeping

During the preparation of the foregoing business plan, it was evident that improved data collection on visitation to the Painted Rock site will be helpful in tracking trends in visitation, fee compliance, and revenue projections. These attributes are commonly used in reports and assessments of the site, and a consistent method of tracking such information will reduce the amount of time required, and improve the accuracy of, such reports. The following routine and record keeping logs are recommended:

Camp Host

- Daily collect and save visitor register log sheets. At a minimum, the visitor log should provide space for visitors to record date, name, city of origin, and comments on site. Frequent, consistent collection of this minimal amount of data is more important than collecting additional information rarely and inconsistently.
- Daily record vehicle count from infra-red beam traffic counter and record number on that day's visitor register log sheet.
- Daily record campground site occupancy using attached form.
- Seasonally, complete a casual, observational survey of rate of visitor registration and number occupants per vehicle at day-use-site using the attached form. This does not have to be an involved, time-consuming chore. An hour or two a day during the cool weather season, as available, will provide the needed information.

BLM Staff

- Using the attached form, weekly record fee receipts and numbers of RUPs issued at day-use and campground areas, as well as registered visitation, vehicle visitation (traffic counter), number of discount passes used, and campsite occupancy (campground log).
- Use results of casual, observational survey to calculate a correction factor for registered visitation in relation to actual visitation. Multiply this factor by registered visitation to obtain actual day-use visitation.
- Compare number of RUPs issued at day-use and campground areas to data from traffic counter and campground log to obtain compliance rates.

- Compare number of RUPs issued at campground to campground log to calculate camping nights per RUP. This is useful in determining the average stay length of campers.
- Use project code AZ09 on time and attendance reporting, and purchases of materials and supplies.

Painted Rock Petroglyph Campground Visitor Log

Date: _____

Site	State	License Plate	Fee Receipt	Site	State	License Plate	Fee Receipt
1				31			
2				32			
3				33			
4				34			
5				35			
6				36			
7				37			
8				38			
9				39			
10				40			
11				41			
12				42			
13				43			
14				44			
15				45			
16				46			
17				47			
18				48			
19				49			
20				50			
21				51			
22				52			
23				53			
24				54			
25				55			
26				56			
27				57			
28				58			
29				59			
30				60			

Instructions: Each evening, record for each occupied campsite the state and license plate number, and indicate Yes or No (Y or N) if vehicle is displaying a fee receipt.

Thank you.

Painted Rock Petroglyph Site Visitor Register Calibration Survey

Observer: _____

Date: _____

Time/Hours of Observation: _____

Vehicle	Number of Occupants	Number of Occupants who signed visitor register	Comments
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			

Instructions: For periods of one to two hours at different times throughout the day, casually record the number of occupants of each vehicle arriving at the day-use parking area, and record the number of occupants from those vehicles that sign the visitor register. Record any comments you feel appropriate.

This information will be used to calculate a correction factor to apply to the visitor register to obtain estimates of actual visitation to the petroglyph site.

Thank you.

Fee and Visitation Log: Painted Rock Petroglyph Site and Campground

Year:_____

Date (Mo./Day)	Day-Use Area					Campground				Totals	
	Fee Receipts	# of RUPs	# of Dis-count Passes	Register Book	Traffic Counter	Fee Receipts	# of RUPs	# of Dis-count Passes	Camp-ground Log	Fee Receipts	RUPs