

Partners Outdoors 2006
January 8-11, 2006
Phoenix, Arizona

**“Making the Toolbox for the Great Outdoors a Gold Mine for Enhancing
Recreation Opportunities on Public Lands”**

SPONSORS

**Bureau of Land Management
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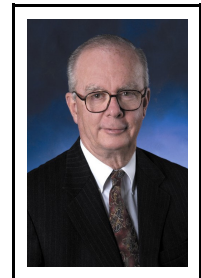
**National Park Service
U.S. Army Corps of Engineers
Bureau of Reclamation
American Recreation Coalition**

PHOENIX, AZ – Nearly 150 key figures in America’s recreation community, drawn from both the public and private sectors, gathered for the 15th Partners Outdoors session. **Partners Outdoors 2006** showcased more than 40 tools for the second edition of the ***Toolbox for the Great Outdoors*** and the best examples of their successful use on the ground. Participants explored new approaches for getting this valuable information into people’s hands – and minds. The conference brought together visionary recreation program managers – from headquarters and the field alike – with the best minds from the ranks of agency trainers, partnership specialists and private sector executives for three days of brainstorming. Together they helped design a revised version of the original 2003 ***Toolbox for the Great Outdoors*** that will be web-based and “living”, as well as an action plan for making the best use of this new resource.



The BLM National Training Center was the ideal place to create the new web-based edition of the ***Toolbox for the Great Outdoors***. In cooperation with USFWS, NPS, USFS, DOD and Northern Arizona University, last year this outstanding facility served over 6,000 students in DOI agencies and the general public through a variety of learning methods. Its state-of-the-art broadcast facility hosted a live wrap-up forum on Thursday, subsequently available as an on-demand webcast. The NTC’s interactive broadcast system is a model for cost-effective national leadership training. Recently NTC staff ably assisted ***Take Pride in America*** with production of Public Service Announcements (PSAs) starring Clint Eastwood which have already been seen more than 13 million times.

Welcoming Remarks – “Recreation is a force for good,” Dave Humphreys told the Partners Outdoors 2006 audience, “for good health, for good families, for good communities.” Humphreys, Chairman of the American Recreation Coalition and President of the Recreational Vehicle Industry Association, gave Sunday’s welcoming address, calling recreation a very important positive economic and social force in America today. Americans spend more than \$400 billion annually on recreational goods and services and “the important part about recreation is that it is a part of the life of virtually every American today – the old and the young, the fit and the disabled, the affluent and the poor.” He praised the “amazing mosaic of for-profit and not-for-profit organizations and government agencies which are at work supporting recreation” and protecting the shared legacy of America’s public lands. He challenged participants to take risks and to “use our time together to see how we can creatively leverage our talents and resources to make a difference today and long into the future.” Following on those themes, Don Charpio, BLM’s National Training Center Director and long-time recreation professional, remarked that



“the power of one person with one good idea can change the perspective of your agency or your business and the lives of those you serve.”

Opening Session: “Succeeding in a Challenging Environment: Innovation, Adaptation and Partnership”

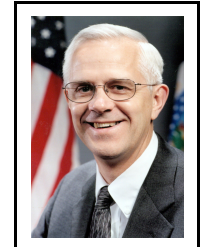
“We are at a critical period, challenged to respond to declining appropriations for public recreation programs, to continued diversification of recreation activities and to urbanized lifestyles where recreation participation is too often reduced. Are we destined to a future of cutbacks and closures? How can we insure a bright future for recreation on public lands?”, asked Derrick Crandall, President of ARC, at the start of panel discussion featuring agency leaders at the opening session of Partners Outdoors 2006. He also highlighted the key roles of federal land management agencies in education, health and crime reduction and asked whether federal agencies’ efforts in these areas were being rewarded in budgeting.



Fran Mainella, National Park Service Director, noted two strategies the NPS has adopted to cope with increasing visitation and decreasing appropriations. First, NPS is improving communication among federal land agencies to provide visitors a seamless experience. Second, NPS is nurturing 137,000 volunteers who contributed five million hours to the NPS units in 2005. She praised the local community that pitched in to re-build Fort Clatsop in Oregon of Lewis and Clark Expedition fame after a tragic fire. Similarly, she sees the 100th anniversaries of the Antiquities Act and the Petrified Forest National

Park as opportunities to engage partners and the public in caring for and enjoying our shared national heritage.

Joel Holtrop, Deputy Chief, USDA Forest Service, noted that the agency had celebrated its centennial in 2005, focusing on ways to bring Americans closer to their public land. He noted that the Forest Service is now serving a different public: 77% of Americans now live in urban and suburban environments and racial and ethnic minorities are now more geographically disbursed across the nation than ever before. The Forest Service is working to adapt to this new public, helping non-traditional forest-users the value of healthy forests and keeping our national forests relevant in the 21st century. He sees national forests as “gems” which are also “gyms” - offering accessible and inexpensive means to improving our national health and fitness even as we have fun recreating.



Dale Hall, Director of the U.S. Fish and Wildlife Service noted that the USFWS’ mission “begins and ends with people.” National Wildlife Refuges experience 40 million visitors per year seeking recreation experiences ranging from bird watching to hunting and fishing. Citing Richard Louv’s book, Last Child in the Woods: Saving Our Children from Nature-Deficit Disorder, Mr. Hall stressed the need for children to experience and explore the tactile reality of nature in an increasingly virtual world, and the part to be played by Wildlife Refuges. Volunteers are central to USFWS’ fiscal reality as well – volunteer friends groups number 35-40,000, while employees number just 9,000.

“Appropriations won’t do it,” he stated, “our success in providing quality recreation will be defined by how well we collaborate with other federal agencies, states, local communities and recreation organizations.” He observed that federal agencies historically work more successfully with their partners if they “take a back seat”, sharing leadership and credit along with responsibility.



Bureau of Reclamation Commissioner John Keys remarked on the core mission of the Bureau to deliver water and generate power for the American public- and yet Bureau of Reclamation projects are now primary providers of water-based outdoor recreation in the western United States. The Bureau has a long tradition of managing its recreation functions through public and private partnerships and takes great care to support its partners and to help them be successful. Because the Bureau often partners with other federal agencies, he sees communication and coordination among agencies as critical to success. Like Dale Hall, he stressed the need to reach America's

youth and told of agency efforts like C.A.S.T. and WOW.



Steve Stockton, Deputy Director of Civil Works for the U.S. Army Corps of Engineers noted that, with 385 million visitor days a year, the Corps hosts more recreationists than any other federal land management agency. Already, one-half of the 4,000 sites at Corps lakes are managed by non-federal entities. "The Corps is looking for ways to remove barriers and is committed to creating partnerships", he said, "and we realize that partnerships must flow in two directions. We want to know how our expertise and experience can help you meet your needs."

Remarking on the broad, multiple-use mission of the Bureau of Land Management, Tom Dyer, Deputy Assistant Director of the BLM, called his agency's lands "the nation's largest playground." He noted that the mission requires balancing different and often competing uses and activities. "But our multiple-use mission also means multiple opportunities. We have a broad base of constituencies and potential partners who can contribute to public land recreation and who can become active stewards of the resource." BLM is following through on the work of the first-ever National Recreation Forum held two years ago to enlist partners in formulating a strategy for managing public land. Mr. Dyer noted the Bureau's support of partnerships citing the National Landscape Conservation System and its new website, Challenge Cost Share programs, the "Working with Cooperating Associations Handbook" created to guide staff and potential partners identify opportunities to enhance interpretive efforts, and soliciting broader public participation by expanding the role of citizen advisory committees. Mr. Dyer sees a positive future for recreation on Bureau of Land Management lands. He noted a cooperative program with the American Hiking Society where recreationists pay for the experience of working outdoors on public service projects. "Tens of thousands of volunteers provide more than a million hours of service each year – valued in the tens of millions of dollars for the resource –and an untold value for promoting citizen stewardship of public lands heritage", and he noted that one half of these volunteer hours are on recreation projects.



During a final audience question and answer opportunity at the end of the session, there was agreement among the agency leaders on a number of issues raised:

- addressing the health and other important societal needs of America's increasingly diverse population is essential to making public lands relevant in the 21st century;
- sustaining the human connection to the land -- especially for America's children -- is a critical challenge to the agencies and their allies;
- examples of successes in meeting recreation needs through partnerships abound;
- the agencies must foster stronger relationships with state agencies, which can offer both

- funding and on-the-ground assistance; and
- communication and trust, both of which take time and effort to build, are essential to successful partnerships.



Left to right: Derrick Crandall, Steve Stockton, Dale Hall, Fran Mainella, John Keys and Tom Dyer
(Photo courtesy of Denise Meridith)



Keynote Address: Deputy Secretary of the Interior, Lynn Scarlett, opened Monday's session of Partners Outdoors with a thought-provoking speech focusing on finding the keys to successful management of the Great Outdoors in the 21st century. Her comments followed an introduction by Thom Dammrich, President of the National Marine Manufacturers Association and Vice-Chairman of ARC, who described some of the innovative thinking which has characterized her tenure at DOI, and a brief vignette from Mike Van Abel of IMBA about a new partnership between Giant Bicycles and the Santa Monica Mountains National Recreation Area sparked by her recent visit to Southern California. In her remarks, Deputy Secretary Scarlett noted the wide scope of recreation across DOI lands, the enormous economic impact to local communities, as well as

Derrick Crandall and Lynn Scarlett

the substantial contribution of these lands to Americans' quality of life. There are significant opportunities, but there are also substantial challenges in managing these resources, she said. Among those challenges are maintaining necessary facilities, tapping into ever-changing technologies, integrating management across jurisdictional boundaries, managing complex business relationships and finding a balance among different uses while protecting resources. These goals can best be achieved, she believes, by adopting management technologies and policies informed by science to find the illusive "sweet spot" which balances competing values and multiple uses. Co-operative conservation through partnerships has been central to Secretary Norton's approach to finding this balance. Successful partnerships, whether simple or complex, she said, must be accountable to the public; must have mutual responsibilities and benefits to agencies and their partners and must clearly define the roles and responsibilities of each partner. She stressed that agencies must use due diligence when entering partnerships,

but should do so in the spirit of removing barriers to balancing the multiple desires and goals of the American people. The Deputy Secretary ended her address by citing the need for a commitment on the part of national leaders to invest in volunteerism by anchoring it within our institutions and providing the resources to train federal land managers to give volunteers an enduring and productive place on our public lands. (Photo courtesy of Denise Meridith)



Jacqueline Emanuel
Moderator

General Session: Toolbox II for the Great Outdoors: An Introduction to the Tools:

With seven drawers and more than 40 “tools” requiring no new appropriations or authorities, the *Toolbox for the Great Outdoors II* - a compendium of great ideas for leveraging federal resources - “makes our vision operational” declared Jacqueline Emanuel, Partnership Coordinator for Recreation, Heritage and Wilderness Resources for the USDA Forest Service at Monday’s first general session. Included in a newly-prepared draft of the *Toolbox for the Great Outdoors*, which was first released in 2002, are tools in the areas of healthcare, education, crime deterrence, environmental mitigation and tourism. Monday’s session brought seven experts together to review the contents of the new edition of the *Toolbox for the Great Outdoors* and showcase one tool from each drawer. **Mark Conley of the**

America’s Byways Resource Center introduced the group to the wonderful potential of transportation-related tools in Drawer One of the Toolbox, including the Recreational Trails Program which was greatly strengthened by recently-enacted transportation legislation which provides \$370 million for trails by the end of FY 2009. For those who are uncomfortable with toolbox imagery, **Jim Frye, President of the Association of Marina Industries**, suggested that the audience think of the toolbox drawers as “drawers of socks - socks full of money.” He then went on to discuss wildlife and conservation-related tools in Drawer Two, most especially the Wallop-Breaux fund which makes more than 600 million dollars available for boating and fishing programs every year. **Phil Werndli, Coordinator of Florida Park’s Volunteer Programs**, who introduced Drawer Three, “Volunteers and Partnerships”, emphatically declared that volunteers are “not supplemental, but essential.” Focusing on the opportunities offered by the *Take Pride in America Program*, he explained how Florida had used this national umbrella for volunteerism to strengthen its own volunteer programs. Take Pride in America “converts interest to action”, he said. **Bruce Ward, Co-Executive Director of the Continental Divide Trail Alliance**, introduced Drawer Four, “Youth Programs, Internships and More” by describing the importance of connecting youth to the outdoors through transformative experiences. He cited the example of the juvenile offender program at the Big Morongo Canyon Preserve where young people learned skills and a love of the outdoors that gave a new positive direction to their lives. **Jane Wargo, Program Analyst for the President’s Council on Physical Fitness and Sports**, introduced Drawer Five which features tools related to health and education. As an example of partnerships to stimulate physical activity during visits to public lands, she cited the efforts of Forever Resorts to entice its guests to enjoy the outdoors more actively. Drawer Six, “Economic Development and Effective Program Management” was introduced by **Brendan Ross, President of ReserveAmerica**, who explained the excellent economic potential for government-run recreation facilities if they increase sites available for reservation and decrease the length of advance time required for reservations. **Mike Van Abel, Executive Director of the International Mountain Bicycling Association** covered Drawer Seven, “Technical Assistance and Design Programs.” He introduced the audience to IMBA’s flagship program, *Subaru/IMBA Trail Care Crews*, which have been assisting land managers to design and construct durable, sustainable and exciting

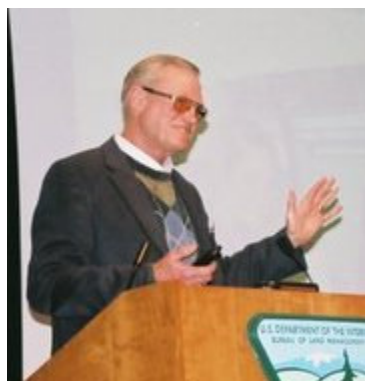
mountain bike trails since 1988. This informative session provided invaluable preparation for Action Team discussions that followed in the afternoon. (Photo courtesy of Denise Meridith)

General Session: Teaching New Tricks to Very Busy Dogs and Friends...

Partners Outdoors continued its Monday focus on the *Toolbox for the Great Outdoors* by considering the challenges of disseminating information effectively to very busy people. Don Charpio, Manager of Human Capital Development for the Bureau of Land Management, and Director of BLM's National Training Center, and Kym Murphy, head of Corporate Environmental Policy at The Walt Disney Company, talked about education and training from their vantage points in the public and private sectors respectively. Don Charpio provided an overview of time-tested training principles, current trends in training and effective training techniques. He emphasized that 90% of training takes place on the job, that effective training has to meet the desire to know in a timely fashion, and be meaningful while allowing people to learn by doing. Trends in the workforce include diversity in learning methods that take into account differences like ethnicity and age. Focusing on post-boomer generations, he noted that young people want a voice in their own training, are focused on quality of life and are adept at multi-tasking. He also emphasized that training should focus on what people need to get their jobs done. "It's just not enough to complete the course", he declared.



Don Charpio



Kym Murphy drew on his experience introducing the concept of "Environmentality" to the entire Disney workforce to demonstrate the challenges of introducing new ideas to busy employees. "Communication was key", he said, as was the need to showcase people at every level, to reward and to recognize their efforts to meet environmental challenges facing the company. "Everybody loves a winner", he added, "but everybody loves to be a winner too." A panel of federal training experts offered comments following Don and Kym's presentations. Bill Woodland, National Training and Education Program Manager at the USDA Forest Service, commented on the importance of "teachable moments", emphasized the importance of moving from an educational

environment to a life-long learning environment and cited linked communities of practice as effective ways of disseminating ideas. Janet Ady, Chief of the US Fish and Wildlife service's Division of Education Outreach, described the training mission as a three-fold challenge to "infiltrate, integrate and innovate." She emphasized that new training techniques – including sending the trainers into the community rather than vice-versa - is essential to effectiveness. The third panelist, Costa Dillon, Superintendent of the National Park Service's Horace Albright Training Center, emphasized the need to assess how a job is done and how it needs to be done in designing effective training. He cautioned against a one-size-fits-all approach to training, noting that on-line learning, for example, is not always appropriate. (Photo courtesy of Denise Meridith)



Action Teams Accepted the Challenge

Action Teams have been the heart of Partners Outdoors for many years. This year was no exception as the Cactus, Corral, Canyon and Coyote Teams accepted the challenge posed Monday by Derrick Crandall, President of the American Recreation Coalition, to evaluate the tools in the draft of *Toolbox for the Great Outdoors II*; to identify additional tools which belong in the Toolbox; to suggest new tools that are needed in the Toolbox; and to formulate a strategy for widespread dissemination of this invaluable information. Each Action Team was given responsibility for two drawers to ensure a thorough review of the document. The Action Teams reported intense, positive discussions that lasted throughout the afternoon. Their recommendations were presented to the entire group on Wednesday morning.

Partners Outdoors Field Seminar – “Seeing Tools At Work: The Central Arizona project in Scottsdale, Deer Valley Rock Art Center and Lake Pleasant” PO 2006 participants received an early morning orientation on Tuesday and then visited three sites to learn about successful and innovative recreation partnerships in the Phoenix area, hearing directly from project managers about challenges overcome and tools used. Carol Erwin, Phoenix Area Manager, Bureau of Reclamation, Gene Blankenbaker, Forest Supervisor, Tonto National Forest and Teri Raml, Phoenix District Manager, Bureau of Land Management, provided an overview of the Phoenix metro area, now the nation’s fifth largest with 3.5 million people and seven Congressional districts -- and millions of acres of public land. Each official reported that rapid population growth has increased demand for and the complexity of providing outdoor recreation on public land and waters. Public lands are increasingly proximate to urban and suburban communities. Access management for both legal and illegal uses on these lands is an enormous concern, from providing adequate on-site parking at federal lakes to managing “backyard access” onto the Tonto from the 120 miles of urban interface along the Forest’s edges. Though each of these agencies has multiple resource management missions, the demand by the public for clean, accessible recreation facilities and a wide variety of recreation options has become a major focus of their agencies. All agreed that managing these lands and their recreational use by the public would be impossible without partnerships, both public and private. Public partners include county parks, recreation and transportation departments and Arizona Game and Fish. Private partners include special permit holders and concessioners. Volunteer “Friends Groups” are also essential, but creating agendas and managing planning

processes when volunteers “just want to build trails” takes great skill, as does adjusting to the notion of “letting other people do the work”, Teri Raml remarked.



Bill Grove, PGA

First Stop: The Tournament Players Club (TPC) of Scottsdale located on Bureau of Reclamation’s Central Arizona Project, Reach 11

Hosts: Carol Erwin, Bureau of Reclamation, Tom Beat, city of Scottsdale and Bill Grove, PGA.

Partners:

Bureau of Reclamation (BoR): landowner of most of the project acreage.

City of Scottsdale: lessee of the BoR land for 50 years with a 25 year extension, and builder of two public golf courses on it;

PGA: operator of the golf facility under an agreement with Scottsdale, and responsible for pay-off of the city’s debt and city and BoR resource protection efforts.

The TPC of Scottsdale project provides several benefits: necessary flood protection for the region; a reduction in BoR law enforcement and operational responsibilities; public access to a high-quality recreation experience; a showcase for environmentally-sensitive golf course management. These benefits require a partnership between government and the private sector with active communication and clear agreed-upon goals. BoR acquired the project land for flood control related to the Central Arizona Project, but had neither money nor mission to enhance public use of the land. The City of Scottsdale sought to boost public recreation opportunities and develop a site for a major golf event, and was willing to underwrite development costs which were repaid through golf course and related fees. PGA had design and operating capabilities. Construction of the two golf courses in 1986 actually increased flood water retention capacity at the site. The city of Scottsdale holds a fifty-year lease, with a 25 year extension, for a total of 75 years. The PGA also holds a 50/25 year lease for managing the facility. The partners created a Basin Fund held by the city for capital improvements on the site, including environmental enhancement, funded by a greens fee surcharge and impact fees paid by the PGA. The BoR must approve all projects. Partners have resolved disagreements with dialogue and adherence to clearly defined responsibilities, strict accountability and good communication. The Stadium Course is now the site of the “FBR” - a national PGA-sponsored tournament drawing 550,000+ spectators annually. Secondary benefits of the tournament include: more than \$5.5 million contributed to local charities; 7-8,000 school children annually are introduced to a healthful, outdoor sport with life-long benefits; and minority youth are brought into the sport through the First Tee program.

The BoR, the city of Scottsdale and private operators also have collaborated on a second nearby project known as WestWorld, which combines an equestrian center with extensive outdoor and tented exhibition and event space.



Second Stop: The Deer Valley Rock Art Center, established to protect 1,500 ancient petroglyphs, the site is now listed as one of 20 “Phoenix Points of Pride.” The Center hosts 4-5,000 school children and 10-15,000 other visitors annually.

Host: Peter Welch, Arizona State University Anthropology Department, seen left addressing participants (photo courtesy of Denise Meridith)

Partners:

The U.S. Army Corps of Engineers (USACE): built the Rock Art Center in 1991 as mitigation under the Archeological Resource Protection Act for the construction of the Adobe Dam nearby.

Maricopa County Flood Control District: was given the 46-acre parcel and the visitor and educational facility by the USACE.

Arizona State University's Department of Anthropology: holds a 100-year lease to manage the archeological site and the Research Center as well as the Visitor's Center.

The Center is supported by the contribution of staff funding (\$125,000) by Arizona State University, a small annual state appropriation (\$15,000), occasional grants and income earned from entrance fees and a gift shop. An 80-member volunteer organization provides programming, docents and other assistance, as well as thousands of hours of volunteer time documenting other petroglyph sites in the area.

Issues and Challenges: The Center does not appear to be central to any of the partners' missions. ASU questions its long-term commitment to an annual financial contribution of the magnitude now required. A strategy for capacity building and long-term sustainability of the Center is under development.

On the way to the third stop, the group drove through the **Ben Avery Shooting Range**, which was built with Pittman-Robertson funds and is managed by Arizona Game and Fish. The facility targets demand for target shooting, a popular sport in Arizona and is very popular. However, encroaching development in the area raises safety and compatibility issues. Uncontrolled and illegal shooting on public lands, and often associated dumping, is a major issue near Phoenix and other fast-growing western communities.



Third Stop: Lake Pleasant Regional Park and Desert Outdoor Center
(Photo courtesy of Denise Meridith)

Topic: “Managing Diverse Waterplay, OHVs, Trails and Shooting Sports in a Burgeoning Urban Setting”

Moderator: Bill Scalzo, Director, Maricopa County Parks and Recreation Department

Presenters:

Bureau of Reclamation: Carol Erwin

Maricopa County Parks and Recreation Department: Bill Scalzo

Tonto National Forest: Delvin Lopez and Art Wirtz

Bureau of Land Management: Rich Hansen and Chris Tincher



A wealth of recreation resources within an hour of burgeoning Phoenix are owned and managed by numerous federal, state, county and local agencies “in a good working atmosphere of cooperation”, Bill Scalzo told the Partners Outdoors. “Phoenix will double its current population of 3.5 million by 2020” he predicted at the day’s final field site.

“It’s like a marriage, you have to work at it,” said Carol Erwin describing BoR’s working partnership with the Maricopa County Parks and Recreation Department for the management of 10,000 acre Lake Pleasant under a long-term contract. 25,000-acre Lake Pleasant Regional Park, owned by Maricopa County, draws more

Bill Scalzo

than 605,000 thousand visitors a year and 20,000 school children annually visit the Desert Outdoor Center above the Lake Pleasant shoreline for environmental education programs. “Visitors demand clean and well-maintained facilities,” explained Bill Scalzo, and the County has added floating restroom facilities, parking and boat launch facilities to meet that demand. The Park is self-supporting, he reported, earning \$1.5 million in user fees annually. Challenges include jet ski and boater safety and illegal OHV use in the Park. Carol Erwin of the Bureau of Reclamation described concerns with water level fluctuation and its effects on shoreline and critical habitat. Direct communication and thorough documentation are key to maintaining partnerships, she observed.

Delvin Lopez, of the Tonto National Forest, described the remarkable variety of partnerships which support recreation on the Tonto. Partners including friends groups, federal, state, local law enforcement agencies, public utilities, concessioners and permittees collaborate in the management of the Tonto National Forest, much of which is in the Phoenix metropolitan area. The Tonto contains several major water-based recreation sites, and he told the group about Bartlett Lake, a 36,000 acre lake and one of the “chain of lakes” in the Salt-and Verde Rivers system. Boating and fishing enhancements have been funded by federal Wallop-Breaux funds, state lake improvement funds and FS appropriations, and operating costs are largely met through annual user fees (initially fee demo, now FLREA). He emphasized innovative and cooperative efforts with Maricopa County law enforcement agencies and Salt River Tubing, a permittee which has contributed \$500,000 towards law enforcement on the Tonto and removes tons of trash annually from the Salt River. There are three sheriff’s offices on the Tonto and an average of 25-30 arrests are made weekly. Additionally, a concessioner manages an automated fee system at Bartlett Lake and prison labor crews are used on the forest as well. The greatest management challenges he faces currently are illegal shooting and OHV use.

Rich Hansen and Chris Tincher of the Bureau of Land Management spoke to the group about OHV use and illegal shooting activities on BLM lands in the region. Rich noted that these issues can be successfully addressed only through partnerships. Rich described enlisting user

groups to monitor activity and educate their members about responsible use of BLM lands. Successful partnerships with the Good Gun Foundation and others have allowed BLM to continue recreational uses through new management strategies. Rich concluded that sometimes “you have to give up power to succeed.”



Michelle Johnson
Team Canyon

Action Team Presentations: Partners Outdoors 2006 concluded on Wednesday morning with recommendation-rich presentations from the four teams- Cactus, Canyon, Corral and Coyote. Team Cactus offered a rendition of the Dating Game to demonstrate ways to add to the appeal of partnerships, while Team Canyon took a more serious look at ways to make the Toolbox for the Great Outdoors website user friendly and searchable. Team Coyote demonstrated a strategy to overcome even the most negative of bureaucrats with the lure of the tools in the Toolbox for the Great Outdoors. Finally, Team Corral adopted a “Don’t Fence Me In” theme to remind participants that, along with the many tools recreation managers have to use, creativity and imagination are essential ingredients for enhancing recreation opportunities on public lands.

(Photo courtesy of Denise Meridith)

Partners Outdoors 2006

Bureau of Land Management National Training Center and
Four Points by Sheraton Phoenix Metrocenter
Phoenix, Arizona
January 8-11, 2006

MAKING THE TOOLBOX FOR THE GREAT OUTDOORS A GOLD MINE FOR ENHANCING RECREATION OPPORTUNITIES ON PUBLIC LANDS

The focus of Partners Outdoors 2006 is the compilation of a comprehensive guide to programs that can supplement appropriated funding to enhance recreation opportunities and visitor services on and near America's public lands and the development of on-going efforts that will (1) disseminate understanding of these tools and provide assistance in their usage, (2) refine, strengthen and improve these tools, and (3) continually "grow" a library of examples of the use of these tools available to federal program managers and their partners.

Schedule

SUNDAY, January 8, 2006

		<i>Four Points</i>
1:00 pm <i>Ballroom Foyer</i>	Registration Opens	<i>Grande</i>
3:00 pm <i>Ballroom</i>	Welcome and Opening Remarks	<i>Grande</i>
	<i>Speakers:</i> Dave Humphreys, Chairman, American Recreation Coalition Don Charpio, Director, BLM National Training Center	
3:30 - 6:00 pm <i>Ballroom</i>	Opening Session	<i>Grande</i>
<i>Partnerships</i>	<i>"Succeeding in a Challenging Environment: Innovation, Adaptation and Partnerships"</i>	
	<i>Speakers:</i> Fran Mainella, Director, National Park Service Dale Hall, Director, U.S. Fish and Wildlife Service John Keys, Commissioner, Bureau of Reclamation	

Steve Stockton, Deputy Director of Civil Works,
U.S. Army Corps of Engineers
Joel Holtrop, Deputy Chief, USDA Forest Service
Tom Dyer, Deputy Assistant Director, Bureau of Land

Management

Moderator: Derrick Crandall, American Recreation Coalition

6:00 - 8:00 pm
and Patio

Reception

Mesquite Ballroom

Remarks by Rex Maughan, Chairman, Forever Resorts

PARTNERS OUTDOORS 2006 SCHEDULE - Page Two

MONDAY, January 9, 2006

National

Training Center

7:00 am
Break Room **Registration and Continental Breakfast**

8:00 am **Sponsoring Organization Meetings**
 Bureau of Land Management
Idaho Room Bureau of Reclamation
Room B-207 National Park Service
Oregon Room U.S. Army Corps of Engineers
Room B-205 USDA Forest Service
Nevada Room U.S. Fish and Wildlife Service
Room B-203 Corporate/Association Participants
Montana Room

9:00 am **Keynote Address**
Washington Room

"The Great Outdoors: Keys to Success"

Lynn Scarlett, Deputy Secretary, U.S. Department of the Interior
Introduced by Thom Dammrich, Vice Chairman, American

Recreation Coalition

9:30 am **General Session**
Washington Room

"Toolbox for the Great Outdoors II: An Introduction to the Tools"

<i>Oregon Room</i>	Team Cactus
<i>Idaho Room</i>	Team Canyon
<i>Montana Room</i>	Team Corral
<i>Nevada Room</i>	Team Coyote

Four Points

6:00 – 7:30 pm <i>and Patio</i>	Reception and Toolbox Brainstorming	<i>Mesquite Ballroom</i>
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TUESDAY, January 10, 2006

Four Points

7:30 am <i>Ballroom Foyer</i>	Continental Breakfast	<i>Grande</i>
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8:00 am <i>Ballroom</i>	Field Seminar Orientation Session	<i>Grande</i>
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Speakers: Mike Taylor, Deputy State Director, Arizona State Office,
Bureau of Land Management
Carol Erwin, Area Manager, Phoenix Area Office,
Bureau of Reclamation
Gene Blankenbaker, Forest Supervisor, Tonto National Forest
Bill Scalzo, Director, Maricopa County Parks and
Recreation Department

9:15 am - 5:30 pm	Seeing Tools at Work: The Central Arizona Project in Scottsdale, Rock Art Center, and Lake Pleasant
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Themes

“Fees, Private Investment and More”

“Creative Multiple Uses of Public Lands in an Urban Setting”

“Finding Partnerships to Protect and Enhance Resources”

*“Managing Diverse Waterplay, OHVs, Trails and Shooting Sports
in a
Burgeoning Urban Setting”*

6:00 - 7:00 pm Points <i>Room</i>	Action Team Leadership Meetings Team Canyon	Four <i>Ponderosa</i>
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Wren Suite Team Cactus Cactus
Room Team Corral Cholla
Roadrunner Suite Team Coyote

6:00 - 7:30 pm Reception Mesquite Ballroom
and Patio

PARTNERS OUTDOORS 2006 SCHEDULE - Page Four

WEDNESDAY, January 11, 2006

National Training

Center

7:30 am Continental Breakfast
Break Room

8:00 am Action Team Meetings
Team Cactus
Oregon Room
Team Canyon

Idaho Room

Montana Room Team Corral

Nevada Room Team Coyote

9:30 am Presentations by Action Teams

Washington Room
10:30 am Response to Presentations

Washington Room
11:00 am Closing Comments
Washington Room

Derrick Crandall, President, American Recreation Coalition

THURSDAY, January 12, 2006

10:00 am – 12:30 pm Satellite Telecast

Toolbox for the Great Outdoors Live from BLM National Training Center

For information on viewing this telecast – live or on demand – go to www.funoutdoors.com

PARTNERS OUTDOORS 2006

Action Team Reports

Team Corral

Team Cactus

Team Coyote

1/9/05
Team Corral

Ideas

- Web based application - one stop shopping
- Searchable database
- Standardized form
- How to market
 - Get the info out
 - Letting people know it is available
- Examples of grants that have been funded
- Geo search (GIS)
- Expose people through orientation training
- Pitch tool box @ forums, on internet, websites
- Who can apply for grant
 - Size of grant
 - Search attributes
- RIDB.gov instructions
- BIZOPS
- Highlight new tools
- Register for updates
- On-line grant application & examples
- Grant writer resource
- Agency contacts
- Clarify FLREA description (pg 88)
- Make sure tools are in the right drawer
- Fee – ATB pass – 3rd party sales
 - COE
 - Concession campgrounds
- PPV example – better description of tool (pg 96)
 - Success stories from different agencies/business that have used this tool
- Link to law description
- Wyden amendment – new tool under tool #6
- Incorporate analytical tool

- BOR title 28
- Separate tool on sales (pg 97)
- Recreation Public Purposes Act – new tool under tool #6
- Land Exchanges and Sales - add paragraph that states it has limited application
- Marketing & outreach
 - Tourism dollars and how they are allocated
- Taxes
 - Bond authority
 - Tourism tax
 - Sales tax
 - Special tax districts
- Matrix of what authorities agencies have
- How to leverage tourism dollars for market based planning
- Trans boundary management – new tool

**Partners Outdoors
Cactus Team Report – January 10, 2006**

Goals charged to all Teams:

- 1. Is everything in the Tool Box the right things?**
 - 2. How can we get the Tool Box into USE?**
 - 3. Is there anything missing from the Tool Box?**
-

Cactus Team interpretation:

Content
What should be in the Toolbox? What are the best ways to deploy?
Who is the customer for the Toolbox?

Suggested view for thought process behind team task completion:

GBP = Product Launch
<ol style="list-style-type: none">1. Understand Market2. Develop Vision and Strategy3. Design Product and Service4. Market and Sell

Focus on Toolbox Drawers:

Take a quick look at all Drawers but focus on: #5 Health and Education

#3 Volunteers and Partnerships

Health and Education Product Development Team - Member Introductions

Note: Bolded items are captured ideas in use with Team Members. *Italicized items are suggestions for changes that are needed and should be built into an action plan.*

MB – Helping public agencies bring fitness into focus in all they do.

FT – X-Peace Corp – working with **school groups in offering a ranger program.**

Rose – Wants ideas to take back and share with others.

BC – Is an idea person –wants to **get CA Governor or other celebrity at an event/health fair to help market** – Is an instructor for Huntsville – *wants to develop messages for marketing Health & Education.*

Tim – In process of creating collaborations in the Grand Teton and Yellowstone Parks. *Wants to clarify definition of health to the public as one of a more holistic perspective.*

LH – Education background – works in Recreation with the school districts and uses **Cruses with Rangers and Volunteers to educate the public.**

Jayne – *The health message we need to get out is that should market BEAUTY as well as healthy.*

Mell – Has developed partnership with Unilever. We should **hold 1-2 events per year as a “showcase” for trails.** – *tap into the GW International Parks Fund.*

Hal – 1) expectation – he is struggling with funding for health issues – most action is self initiated outside the agency. Once the funding for law enforcement and maintenance is used there is none left for education programs. 2) His desire is to *build more partnerships*

Steve A. Smith – Helps redesign Recreational section of the web site. *Wants to see more benefits based recreational management with health needs built into all education on the web site for the public to view – written in simple to technical terms for all groups. Asks “what does our audience want?”*

DM – Successful marketing campaigns are memorable! *We need a solid combined effort in our marketing to create one that really reaches out. We will have to invest time and effort to achieve that.*

See next page for continuation of introductions.

Tim R – 1) Issue of being explicit on public and private sector accessibility. 2) Accountability and outcomes in recreation – *need to document benefits of recreation better for the taxpayers.*

Amy G – *Missing medical profession in these discussions – guide on trails.*
- Interpretation and education – *making audience goals and objectives explicit.*

Steve – New Partnership Coordinator – area with 15 ski areas. All agencies and groups are doing the same things in the public’s perspectives; they don’t understand the nuances of why there seem to be duplications. We need to talk about how to *collaborate better to share resources.*

Judy - She is trying to **connect in major Metro areas for avenues of connecting them to public lands**. *Relationships and partnerships should not limit them selves to physical health but also include mental and spiritual health.*

Mark – His is from Private Sector and produces guides to the National Parks. They are *written locally in collaboration with the public sector agencies* to educate the private sector. He uses *private sponsorship for funding* them.

MV - Worked with MS and American Diabetes Assn on chronic disease prevention. With recreation his interest is in *partnering with Government Agencies dealing with Health*, i.e. CDC. – “It’s urban and ethnic” and we need empirical data to show results of obesity on chronic diseases and we can use recreational users to gather that data. Also wants to show trails impact on health with data gathering.

GM – Watching trends in watershed and safety and trails. He wants to *expand the trails and convert more people from motorized use to non-motorized use*.

Gary – **Partnerships with education in the 4th and 6th grades**. Sees a *conflict with mental VS physical health needs*. Some don’t want more growth/easier access and signs so they can keep their solitude; others want the larger group uses available. He is also having an issue with Grizzlies moving into the areas used by the public.

Mark C - 1) Environmental education is a big issue, yet is always the first to get cut in budget adjustments. 2) *needs sustained over time* for consistent messages with young people who move on to other things fast He would like to see partnerships for keeping programs going and fresh. 3) locals just want resources provided, they don’t care which government or private organization provides it.

See next page for continuation of introductions.

Kimberly – **Healthy message to runners and schools distributed via trees to plant**. Partners and government agencies need accountability and formal agreements and data bases to shore up the “soft agreements” we now use.

Jim – Boating Association has continued education for public and association members – he wants *to add in the benefits of boating into our mix of educational documents* and programs to connect boating as a healthy activity.

Marti – People in Alaska are more involved with their Public Lands – they have lots of volunteer groups with young people especially involved.

Bruce – The health and education challenge is to *connect education to behaviors – campaigns need funneled into behavioral change* especially in our youth’s formative years. We **could build a campaign for getting outside and earning rewards or collecting “passport stamps”** – anything that would be fun to get them outside. *Increase use of WOW program to include WOW on Water.*

JM – Works with Recreation budget efforts. Health Education needs volunteers here to hear the message, gain the knowledge and take it back to team mates.

Linda P – They have education activities in water, fire and litter prevention in her private sector company. They have 2 high schools nearby and want to convince them to use the Public Lands as training grounds for school activities and sports. In doing so they would learn citizenship, healthy habits and use of National Forests.

Anita – She is a guided missile on projects and develops “in-reach” to employees. She has a **pocket guide for Fish and Wildlife**. She runs a “walk in my shoes” **cultural job exchange**. She developed a **LIVE call center with a triage for levels** of calls. We have a difficult job getting kids out the door – it’s a culture thing with them AND their parents.

Jeff – Deals with Title 28 cost sharing for increased accessibility. *BLM recreation needs to refocus on trails not just sites and buildings. We need to work with partners to develop trails. Many lands are located across agency responsibilities, we need to talk.*

Bev P – Here as an advocate for nude recreation. Would like to see more accessibility for clothing optional activities including mountain biking, hiking, boating, etc. They have a brochure on “Managing Clothing Optional Sites”. She is a former educator and is willing to volunteer with curriculum development and going to schools to help spread the word.

Terry L. – Responsible for Eastern States in areas of wild horses, land records for genealogy research and hold small parcels of valuable historic lands, often near metro areas. He wants to *develop partnerships for these valuable small pieces of America*. He is involved with a writer’s group and suggests *prizes from the private sector for getting kids outdoors*. He has young people in DC area out fishing in the reflecting pools to get them outdoors.

Bill M – To him the question is: When, where and why? Deals with lots of partnerships. They have 3 basic populations: snowbirds; boaters; and residents. They need to develop messages to teach all of them and he needs ideas.

Jacqueline – Uses Centennial Service Challenge match fund with a health and education focus. This grant brought in an awareness of *lots of partnerships with “pots of money” that can be used to seed innovation*. *WOW is an example of education for DC Kids without them realizing they are learning. Why not duplicate that across all the states instead of reinventing the wheel. We need to replicate existing things.*

Alan O – **Has a similar program to WOW** and did a professional evaluation on the program and IT WORKS! *Let’s spread it to make more connections for kids in local recreation places*. He formed a Southern Nevada partnership for nature and education and did a *strategic plan holistically for a collective plan for integrated facilities, sites, programs, activities, etc.*

Darla – Private business related to the tourism industry and wants to develop partnerships with government in nearby outdoors. They need the help of the public sector – *they have the money but don’t have the knowledge to develop information about nearby public lands that tourists could use*. She suggests *we go to manufacturers to get the message to young kids through their media i.e. Ipods etc.* We should also partner with educators more – they use **a boating experience with youth** in their setting.

Team Breakouts

A – Who is a customer for the Toolbox? All Teams do this one.

- 1. Look at “Tools” Content and determine if tools are right for the identified customer.**
- 2. How is the best way to distribute and get USE?**
- 3. What is missing?**

**Existing that is not in the Toolbox.
Dreaming that we should have.**

Group 1 - Are “tools” in the draft version II the right ones?

Who are our Customers?

1. Agency Field Staff
2. Supervisors of staff, Line Managers in agency.
3. Local officials, Chambers, County, State, City, Etc.
4. NGO's – Private Industry
5. User groups – friends, etc

Package to these market customer segments.

Group 1 - Are “tools” in the draft version II the right ones: best case study?

Make product dynamic – adaptive to new “link” and case studies and programs.

Need:

1. More local contact information if existing.
2. Partnership Resource Guide (Center) Site – hosted by NFF
Need more agency policy in this side – key contacts list.
3. In general – revalidate all contacts & system to keep current.
(make right person to field the call.)
4. Need more case studies to show measurable benefit of public lands fitness/volunteerism as health (holistic) improvement. Make more tailored to how federal can work with local/city programs.
5. Other Health Tools – like NCPPA – newsletter – Jane Warga?
6. More case studies where agency went to private industry for program partnerships.
7. Granting – ORG's that (foundations) target recreation/education – need more focused list with contact links.
8. 2 questions – I have a land project – What are the opportunities? Or – I have this issue to solve, money, resources to make project happen. Also sustainable partnership to maintain long term.

Marketing:

9. Does current “tool box” reach – communicate to diverse groups?
 - ... Language
 - ... Design/Media
 - ... Technology
10. Hosting web Portal or site content. VISAGE & Disney or ? Who?
Money + Federal – part on E-Government Initiative?
11. Source of clear statistics to show health/education benefit of public recreation.
12. Integrated local webcast or workshop etc. to market the Toolbox. – Private and public showing.
New employee orientation and OJT inclusion.

Group 2 - How is the best way to distribute and get USE?

Who are our Customers? Did not find a chart on this.
What is the goal of the Toolbox?

Enable potential partners to work together to address the needs of land managers and ultimately the public.

(Who are they?)
(How do you enable?)

What is the toolbox?
What are you going to get out of the toolbox?

Group 2 - How is the best way to distribute and get USE?

Distribution:

- Internet Based

Updatable
Searchable

- Permanent Home
- Email Database for sending updates to site.

Lists server functionality

- Drive push to sites during critical times

Budget periods
Event driven

Launch: " Product Launch"

- How to inform what product is and how to CHANGE message depending on the partner. Motivate for distribution. Use agency.
- Determine changing "benefits" message based on partner.
- What are key Google searches?
- Consider linkages to other Government sites. Realize key words "funding" "partner". {Grant. Gov, Rec Gov, Partnerships Center}

(Government endorsed Blogosphere)

- Whitehouse Office of Science and Technology - Connie Ramirez Manages
- "Wickopedia"
- Minico Key (Corps Portal [\(may have missed starting letters torn off\)](#))

Launch and Use:

- Different tools for different partners.
- Walmart "Acres for America" (content group)
- What are the big pots and what are our strategies?
- Corporate America
- Visitors (both are constituents)

Use:

- "Tree example

1,000 trees
Government sources
Not for profit
Corporations
Here guidelines are.

- “Looking for”
- “Partnership Dating”

Group 3 - What is missing?

Existing that is not in the Toolbox.

Dreaming that we should have.

Who are our Customers?

Agency Field staff – managers and line staff

Partnership Coordinators in Gov Agencies

Volunteers

Partners

Varying ages and interests

Partners outside agency

Regional staff

DC Counterparts

How do we get it used? – helps us understand our audience.

Make someone responsible.

Allot time in the work day/plan.

Reiterate the importance through management.

Put a sticker on their PC with the Partner's web site address/info.

Group 3 - What is missing?

Existing that is not in the Toolbox.
Dreaming that we should have.

- ^ Easy navigation – 3 clicks rule
 - ^ Get into the right hands
 - ^ Get matching money
 - Use Toolbox to decide how to use money – some agencies have money but can't use it.
 - Get more appropriated funds for matching with partners.
 - ^ Need a process for front end discussions with potential partners on how to use the money, structure, purposes, etc.
 - ^ Need planning processes that help identify real needs not partners/managers/agencies preferences.
 - ^ Create process for “master plans” that are strategic in nature.
 - ^ This version is really just a bunch of case studies not “how to” instructions.
 - ^ Bring in University Partners for maintaining web information/lists – connect with the Public Administration sections and use for research and internships.
 - ^ There is no shortage of young people wanting to volunteer or come to work for government, just a system that makes that hard to do in some cases.
 - ^ Need well defined content management system with easy use of navigation for the web site.
 - ^ Think more like Partner in structure less like a Federal agency.
 - ^ Have a clear understanding of what we can do in collaborative processes within rules/policies. Layout in clear parameters.
 - ^ If we use case studies – we should be using ones that show examples of who we want to reach – audiences from our urban areas, etc.
 - ^ But those case studies used are designed for non-related agencies or projects. Need more samples across agencies.
 - ^ Spell out agency that is most likely the best resource for tiered knowledge and implementation.
 - ^ Set up good search tools - where and who (knowledge data base)(Gateway)
 - product related
 - geographic
 - updated frequently – that will drive use
 - ^ Maintain a list of companies willing to help with money or support, or partnership. Sorted by their areas of interest. Using web site as part of recognition and procurement of grants, corporate foundations, etc.
 - ^ Link our training to partner's budget cycles and strategic planning.
 - ^ Banners for official partners done within regulations.
 - ^ “Media spots” announcing Partnerships – linked to partner's web sites.
 - ^ Use National Health Policy (CDC) money for demonstration/research on usage and health promotion.
 - ^ Maintain a list of “membership” groups that may be interested in partnering such as Outdoor Writers, etc.
- Offer recognition to sponsors – features – partner web site, etc.
- ^ Develop data base of case studies. OIA – Women and youth target.
 - ^ Develop a portal to all sites.
 - ^ Develop and maintain the RIGHT names for industries by clearly identified person to talk to about issues and keep it current.

TEAM COYOTE REPORT PARTNERS OUTDOORS 2006

Comments of Volunteers and Partnerships - Drawer 3 & 4

Discussion ensued with regard to redesigning the current drawers:

Volunteer programs and management – KEEP:

- FWS friends groups
- volunteer.gov
- Co-operative interpretation program
- State and local government agencies
- Non-government
- Build and maintain partnerships

Existing programs - KEEP:

- TPIA
- Youth Programs
- Internships
- Volunteer vacations
- Tread Lightly
- Leave No Trace
- Non-violent offenders program
- SCA
- Americorps

Case Studies - KEEP:

- Lessons learned
- BMP

(NOTE: the above list will fall under the three new chapters under our recommendations.)

Comments on who is the Tool directed towards?

Discussion ensued as to who is this for, how to get the word out, and how can we ensure people will use:

- o Need to identify our audience and who will use - Field vs. National
- Make it Web-based vs. CD
- Marketing:
 - Presenters by region
 - Multi-media brochures
 - Target audience - agencies, groups
- Remove term “Toolbox” from CD
- User friendly for field
- Taxonomy- split out topics
- Best practices
- Dynamic Portal link to other websites
- Reduce/Cut down Topic information
- Add “Partnerships” tab under Drawer 3
- Enhance Existing partnerships - Max out!!!
- Should be multi-lingual- Spanish

Drawers - Re-think organization of the information to three categories:

- Partners
- Volunteers
- Funding

(NOTE: the above list can actually be included as a piece of our Team's recommendations even though they are not included in the below recommendations. The list above shows what we talked about.)

Recommendations:

- Change subtitle from CD to “designed for land managers”, not “federal land managers”.
- Get Partners to provide a description of their agency - what they can do -
- Identify who the audience is – suggest:
 - “This program is designed for recreation and conservation land managers and citizens interested in developing the resources to manage these lands.”
- Change Drawer 3 & 4 by combining into one drawer which chapters on:
 - How to begin partnerships
 - How to manage on-going partnerships
 - Level I: Introduction to partnerships
 - Level II: The Practitioner
 - Level III: Program and project resources
 - Funding
- Make it web-based and not on a CD
- multi-lingual

**Team Canyon Report
Partners Outdoors 2006
(outline of Power Point presentation)**

Assignment:

Drawer #1: Transportation

Drawer #7 Technical Assistance and Design Programs

Audience & Marketing

- Target Audience
- Develop process for:
 - performance measurements
 - updates
- Marketing and Communications Plan
- Remember web accessibility (Section 508)

Functionality

- Use WEB venue to improve format
 - Consider model of Microsoft “Wizard” or “About.com” to create a “Recreation Toolbox Wizard” prompting...
 - Allow individual case studies
 - Interactive
 - Self- policing
 - Desktop ICON link
- Sustainability**

- Fundamental success factors for projects and grants...
 - organizational visions
 - comprehensive planning
 - financial viability
 - project sustainability
- Checklist of things to consider, etc.

Fundamentals

- NEW Drawer on Public Participation
- Develop up-front Core Values and Principles
 - 4 C’s (Collaborative Conservation)
 - Seamless Recreation Experience
 - Universal Design as part of all projects
 - Etc.

Emerging or New Opportunities

- Bureau of Reclamation Canals:
 - Could provide unique recreation experience
 - Connect with other trail networks
 - What other “Toolbox Tools” could be used to help foster idea?
- Others....?

#1: Transportation

- Add INFO on Federal Lands Highway and Alternative Transportation System
- Add Tool(s) that highlight utility of Geographic Information/Spatial Mapping systems...
- Add other programs such as Transportation Scholars

- Add case studies that combine tools, multi-jurisdictional...
- Make sure all examples reflect universal design

- Expand to include Fed. Agencies (roles, contacts, processes)
- Add Bureau of Indian Affairs / Tribes
- Add SAFETEA-LU changes
- Expand Case Studies to reflect promotion, resource protection, advocacy, etc.
- Add Byways Design Guide
Tool: Recreation Trails Program
- Consider adding other group resources such; as IMBA web site, ...
- Add Beneficial Designs Universal Trail Assessment Process (UTAP)
- Add links to more explanation on “Fed. Land Mgt Plans”

- Focus Drawer on Technical Assistance for landscape and facility design only
- Rename “Resource Planning and Design”...
- Tools would reflect knowledge/info more than funding sources...
- Group Tools Around:
 - Land Planning
 - Scenery and Cultural Resources
 - Built Environment/ Facility Design
 - Universal Design

- Universal Design is a separate tool
- Move some tools to other drawers:
 - Catalogue of Federal Domestic...
 - Foundation Center
 - SCORE
- Add professional organizations
 - ASLA, NAI, APA, etc.
- Rivers and Trails

- Land Planning:
 - Info on NEPA
 - Land Trust Alliance
 - Trust for Public Land
 - Etc.

- Scenery Mgt/ Cultural Resources
 - USFS Scenery Mgt. System
 - BLM Visual Resource Mgt. System
 - Scenic America
- Scenic Solutions CD
 - National Heritage Areas...
 - Leave No Trace/ Tread Lightly

- Built Environment / Facility Design
 - USFS Built Environment Image Guide
 - Scenic Byways Design Guide

—Trail Design Guides

•Universal Design

—National Center on Accessibility

—Access Board

—Physical and Programmatic access

Our Challenge

OUR FINAL RECOMMENDATION