

PARTNERS OUTDOORS X Summary Report

OVERVIEW

Partners Outdoors X was held at the Flamingo Hotel in Reno, Nevada, on January 7-9, 2001. The meeting was attended by approximately 130 representatives from federal and state organizations and private-sector corporations, both for-profit and not-for-profit. The meeting highlighted changing expectations of visitors to federal recreation sites and forces shaping the ability of the public and private sectors to respond to those expectations, including significant changes in federal policymakers following the November 2000 elections. The program was coordinated by the Recreation Roundtable in cooperation with the USDA Forest Service, the Bureau of Reclamation, the National Park Service, the U.S. Army Corps of Engineers, the Fish and Wildlife Service, the Federal Highway Administration, the Bureau of Land Management, and other organizations. Key speakers included: Under Secretary of Agriculture Jim Lyons; Forest Service Chief Operating Officer Phil Janik; National Park Service Associate Director Dick Ring; Westrec Marinas President Bill Anderson; Snowbird Resort owner Dick Bass; Walt Disney Company Corporate Vice President Kym Murphy; Recreation Vehicle Industry Association President Dave Humphreys; National Marine Manufacturers Association President Thom Dammrich; and U.S. Department of the Interior Director of External Affairs Jana Prewitt.

The session included a mixture of formal presentations, interactive panels, and small action groups. Panels were used to address: **Key Trends in Recreation; New Administration, New Congress and New Opportunities; Outdoor Recreation's Role in Addressing Health, Education and Youth Concerns;** and **Finding Common Ground in Sustainability and Access Agendas.** The program included two "showcase" presentations; one was on the Outside Las Vegas Foundation and the second was on environmental and public lands efforts of the 2002 Winter Olympics in Salt Lake City, Utah. Forest Service Chief Operating Officer Phil Janik described the essential role of partnerships in managing federal lands and identified several remaining barriers to progress on partnerships. Tom Ross, Assistant Director, Recreation and Conservation, of the National Park Service, outlined key opportunities associated with the newly-expanded Land and Water Conservation Fund and Urban Park and Recreation Recovery Program. National Park Service Associate Director for Operations and Education Dick Ring shared an audiovisual presentation, originally developed for the agency's Discovery 2000 symposium in the Fall of 2000 to foster an enhanced understanding of the breadth and importance of America's national parks within the agency and its partners. Another exciting audiovisual presentation focused on the National Recreation Lakes Initiative, and was introduced by Thom Dammrich, President of the National Marine Manufacturers Association, which underwrote the production of the nine-minute video. Issues facing roads in the national forests providing access to campgrounds, lakes and trails for hundreds of millions of recreation visits annually were outlined by Forest Service Director of Engineering Vaughn Stokes.

Central to the success of Partners Outdoors are small group efforts focusing on real challenges to providing quality recreation experiences. Partners Outdoors X hosted

discussions on three important topics: **1) Designing an Effective “Ranger for a Day” Initiative**; **2) Evolution of www.recreation.gov**; and **3) Funding Quality Public Recreation Programs**. After initial briefings on these topics, participants worked in five groups of approximately 25 persons and developed recommendations which were offered and discussed during a general session. These recommendations figured prominently in concluding discussions at the session, where action plans were forged.

The second evening of the session blended passion and color, as participants gathered wearing clothing associated with personal favorite outdoor recreation activities. Hiking attire, dry suits for whitewater sports, ski clothing, rock-climbing and mountain-biking gear – these and more were in evidence. Later in the evening, Disney Corporate Vice President for Environmental Policy Kym Murphy and Bureau of Land Management Arizona State Director Denise Meridith shared news on WOW-Wonderful Outdoor World, a program initiated at an earlier Partners Outdoors which introduces thousands of city youths to the outdoors annually in five metropolitan areas. Following a showing of videoclips of WOW campers marching in the 2001 Tournament of Roses parade, participants made personal and corporate contributions of nearly \$8,000 to assist the WOW effort during the first-ever fund-raiser for WOW.

Partners Outdoors X also featured two extraordinarily valuable field trips. During a pre-trip hosted by the Bureau of Land Management, participants visited the Silver Saddle Ranch in Carson City. The ranch involves a partnership between the BLM, the city of Carson City and many other organizations, including a variety of nonprofits. The 700-acre ranch includes land on both sides of the Carson River and its acquisition provides key open space in a fast-growing area, as well as facilitating integration of other conservation and recreation features of the area. The working ranch offers environmental education, a number of recreation opportunities including wildlife viewing, fishing and trail activities, and more. Among the hosts of the trip were Bob Abbey, BLM’s Nevada State Director, and Rodger Schmitt, BLM’s National Recreation Group Manager. The post-trip was arranged by the Forest Service and featured presentations by Heavenly Ski Area Director of Planning Andrew Strain, Tahoe Regional Planning Agency (TRPA) Executive Director Juan Palma and Nevada Secretary of State Dean Heller, newly elected as chairman of the TRPA. In a region of extraordinary beauty and environmental sensitivity, much hard work has forged a consensus which is allowing progress on both environmental protection and economic development. Symbolic of this progress is the construction of a new gondola at Heavenly – one of the largest in the nation – on national forest land. No appeals or law suits resulted from the decision to allow the new lift, although gaining consensus took six years and \$1.5 million in expenditures by the ski area on planning and studies.

PANEL HIGHLIGHTS

Key demographic, political and social trends were discussed during the first Partners Outdoors panel. Bill Anderson of Westrec Marinas, appearing on behalf of the Recreation Roundtable, offered information from ***Outdoor Recreation in America 2000***. The study indicates that outdoor recreation participation is more extensive (78% of all Americans participate at least monthly) and more diverse than ever before, and documented the public’s strong belief that recreation adds fun to life – and much, much

more. Most Americans – more than three in four – see recreation as an important positive force in overcoming education and health problems, in improving parent/child communications and in combating such societal ills as substance abuse and youth violence. Will LaPage, a long-time recreation researcher now at the University of Maine, described six “cluster trends” ranging from increased reliance on fees by public recreation providers to increases in litigiousness and conflict associated with recreation programs.

The next panel focused on changes in Washington governmental institutions, resulting from the elections of 2000. Dan Ashe, Assistant Director of the U.S. Fish and Wildlife Service and chief of the National Wildlife Refuge System, reviewed changes in that system and steps now underway which will give new leaders of that agency and the Department of the Interior opportunities to advance recreational activities within the refuges early in their tenure. Tom Cove, Vice President of the Sporting Goods Manufacturers Association and a leader of the coalition that achieved partial enactment of the Conservation and Reinvestment Act (CARA), including revitalization of the state side of the Land and Water Conservation Fund (LWCF), noted that President-elect Bush had endorsed full funding of LWCF in his campaign. Tom also outlined steps involving health and education interests which could create more Washington support for recreation. Jana Prewitt, the Department of the Interior’s Director of External Affairs, outlined steps to take to communicate effectively with new federal officials and urged recreation interests to be champions for many of the individuals and programs now in place in federal agencies. Mick Blackistone, Vice President of the National Marine Manufacturers Association, compared the governmental transition to the transition in leadership in his organization and noted the opportunities. Tom Tait, less than a week into his new post as Vice President of Lake Las Vegas Resort after 12 years at the Nevada Commission on Tourism, discussed the challenge of keeping partnership efforts alive during periods of change. He cited the Western States Tourism Policy Council as an example of a valuable tool at a critical juncture prompted by changes in federal and state government officials.

The relevance of outdoor recreation to health, education and youth issues was underscored by a panel moderated by Under Secretary of Agriculture Jim Lyons, who is joining the faculty of Yale University and hopes to devote time to this issue. He stressed the linkage between physical activity and health. He also noted that the Department of Agriculture recently revised its nutritional standards and included physical activity, in addition to diet, for the first time. Snowbird Resort Chairman Dick Bass shared his philosophy of wellness and outlined how his beliefs are embodied in the design and operation of Snowbird Resort. Joe Meade told participants about the central role recreation has played in his life since his loss of sight as a teenager, a role sparked by his love of the outdoors prior to the accident. Rodger Schmitt, National Recreation Group Manager for the Bureau of Land Management, offered information about his agency’s look at educational, health, and other needs as part of its Visitor Services/Recreation 2020 plan development.

The final panel discussed two public policy “crusades” – access and sustainability – and how these two words have come to symbolize far more, dividing key elements of the recreation community. Dr. Glenn Haas, Assistant to the Interior Department’s Assistant

Secretary for Fish and Wildlife and Parks and a former Colorado State University professor, is widely credited with being a spokesperson for the sustainability movement. In his remarks, Glenn cited discussions at a conference in Colorado last year and a panel at the National Park Service's Discovery 2000 symposium that better define the concept of sustainable recreation usage and expressed personal support for adequate and appropriate access. Subsequently, Jeff Hoedt, Chief, Division of Watercraft, Ohio Department of Natural Resources, and David Brown, Executive Director, America Outdoors, addressed a variety of access and environmental issues, underscoring the difference between scientifically-driven limits on use and limits which are based upon subjective values of agency personnel. Greg Lais, Executive Director, Wilderness Inquiry, added his perspectives on access concerns as an advocate for the disabled and Wilderness.

RECOMMENDATIONS

A key objective of the Partners Outdoors effort is to identify opportunities for partnerships involving public and private sector recreation community leaders and organizations. The development of recommendations begins with the Steering Committee, which considers a variety of issues and opportunities and selects one or more for evaluation through action teams. Ideas from action team discussions are reported to the full group and discussed in a general session. The result is an opportunity for offers of leadership and consensus on approaches. The following recommendations reflect the discussions at Partners Outdoors X:

- 1) Federal agencies providing recreation opportunities and the recreation industry should immediately implement the "Ranger for a Day" program, seeking to designate and host a minimum of 20 "VIP volunteers" – Members of Congress who agree to spend several hours serving the public at a federal recreation site in or near their Congressional district – during 2001. The goals of the program are to encourage volunteerism on federal lands and increase awareness of federal recreation opportunities. The primary mechanism for achieving these goals will be local media attention to the "VIP volunteers." The program will be guided by a Washington-based coordinating group with representation from the communications and Congressional relations staff of participating agencies as well as key recreation community organizations. Planned initial targets for "Ranger for a Day" effort include sites in Arizona, Oregon, California, Ohio, Georgia and Utah. In addition, the Partners Outdoors Steering Committee should help boost awareness of this program by arranging for an event during Great Outdoors Week 2001 in Washington and should notify appropriate Cabinet members and the White House of planned events and opportunities for involvement by senior Executive Branch officials.

- 2) Because good recreation experiences on federal lands rely upon adequate financial and manpower resources, a Partners Outdoors task force should begin work immediately to develop creative ways to increase those resources. Initially, the task force should focus on (1) ways to continue and improve the current fee demonstration program and (2) strategies for adequately funding needed roads on and near federal lands. Ultimately, the task force should assist in producing a

“funding strategies toolbox” and a program to train public and private recreation leaders on use of these strategies.

3) www.recreation.gov is the primary mechanism for providing the public with information about public land recreation opportunities electronically. Participants perceive the site as having wonderful potential – and serious challenges. The federal initiative which produced the website should receive support both from agency heads *and those in the field*, as well as from leading recreation and tourism organizations. Moreover, a Partners Outdoors task force should be created to investigate concerns about the current site – from limitations on the information it contains to inadequate funding to keep the site expanding – and to unify thinking on how the site could be better integrated with other relevant sites, including those of state tourism entities and various private sector websites.

4) Improved gathering of and use of information regarding recreation trends, motivations and satisfaction levels need to be a priority. Despite some discussions regarding linkages between the Recreation Roundtable’s annual research and the periodic research of various federal entities (currently through the National Survey on Recreation and the Environment), action will require high-level agency review and decisions. Well in advance of the next Roundtable data collection – scheduled for May 2001 – a group of senior executives from interested federal agencies and the Recreation Roundtable should meet to develop a coordinated recreation research initiative.

A listing of participants is included as Appendix A and reports by Action Teams are included as Appendix B.

Attachments

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JANUARY 7-10, 2000
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Partners Outdoors X: Action Team Report

Red Team

“Ranger for a Day”

While the long-term goal is to establish a sustainable program ultimately reaching many relevant elected officials, the initial focus will be on key House and Senate members. We should consider inviting those members who are considered open minded and can help recreation in a significant way. Junior members with staying power and those climbing the ladder may be likely participants who would take advantage of an opportunity to visit their local area. Also, we should consider those with whom we would likely succeed in the first go around, as we want to set a good precedent. Following are potential sites of the Ranger for a Day Program in 2001.

SITE # 1: Georgia (Atlanta)

VIP's: Consider Senator (and former Governor) Zell Miller (D-GA), a Centers for Disease Control official (since CDC is headquartered in Atlanta), Representative John Lewis (D-GA), and possibly, current Governor Roy Barnes (D).

THEMES: Promote volunteerism in support of water quality and public lands stewardship within the Chattahoochee River Watershed, involvement of Wonderful Outdoor World (WOW) for interface with urban youth, highlight recreation opportunities at easily reached federal recreation sites. There is strong potential for media coverage in the Atlanta area (CNN, several local networks, and former host city for 1996 Olympics).

What do we want to accomplish with VIP's? What messages would we want to send?

Outdoor recreation can contribute to health and quality of life. (CDC)

Water safety messages. (Corps)

Water quality messages. (EPA, Corps)

Recreation opportunities. (Forest Service, Corps, NPS private rafting concessionaire – possibility of doing up to a 14-mile trip on this section of the Chattahoochee River.)

Importance of fishing in urban areas. (Corps, NPS, Forest Service)

Take personal responsibility for the stewardship of your public lands. (All)

Want VIP's to perform volunteer work – teaching/coaching/assisting youth in activities such as rafting, fishing, nature walks, trail maintenance, shoreline clean-up, taking water samples, etc. (All)

WHEN: Mid to late April at the earliest. May is ideal with Saturday May 19th as the preferred date. This date is well situated with May 19-25 being National Safe Boating Week and June being National Rivers Month.

WHERE: Chattahoochee River National Recreation Area – a very locally popular NPS-managed site within the metro Atlanta area.

WHO: Jonathan Davis (Corps), Jacqueline Leonard (USDA Forest Service), Anne Christensen (USDA Forest Service) Sally Bethea (Upper Chattahoochee Riverkeeper), National Park Service rep, CDC official, EPA rep, NPS Concessionaire/Partner, various local user groups.

SITE # 2: New Hampshire

VIP's: Consider Senator Judd Gregg (R-NH) and Senator Bob Smith (R-NH)

THEMES: Appalachian Trail use and opportunities for volunteerism, Scenic Byway use and issues, Wild and Scenic Rivers, recreation user fees, hiking and user conflict issues.

WHEN: May/June at the earliest due to weather.

WHERE: White Mountain National Forest

WHO: Forest Service would have lead. Rick Cables is good contact.

SITE # 3: Texas

VIP's: Consider Senator Kay Bailey Hutchinson (R-TX), President (and former Governor) George W. Bush

THEMES: Recreational bass fishing (huge industry). Some local economies almost entirely dependent on revenues generated by outdoor recreation activities. Focus on communities that are water quality and recreation dependent.

WHEN: May/June

WHERE: Sam Rayburn Reservoir (Corps) and/or Angelina National Forest (Forest Service). Closest major city is Beaumont – pop. 100K.

WHO: Charlie Burger (Corps), Forest Service contact (TBD)

Partners Outdoors X: Action Team Report

White Team

“Ranger for a Day”

Process

Identified potential Senate/House Members

- Key assignments
- Future leaders
- Geographical groupings
- Likely to participate

Potential Members

House

- Shelley Berkley (NV)
- Sam Farr (CA)*
- Jim Hansen (UT)
- Jim Kolbe (AZ)
- Greg Walden (OR)*
- Ralph Regula (OH)

Senate

- Barbara Boxer, Dianne Feinstein (CA)
- Blanche Lincoln (AR)
- Harry Reid (NV)
- Kay Bailey-Hutchinson (TX)
- Zell Miller (GA)
- Judd Gregg, Bob Smith (NH)

Identified Locations

- California
- Oregon
- Nevada
- New Hampshire
- Georgia
- Texas

Criteria

- Accessible location
- Aesthetically pleasing
- Involvement of children, seniors
- Friends or support groups
- Multiple federal partners
- Local community media interest
- Ties to health, family values, environmental stewardship

Examples

San Francisco Bay Area

Golden Gate National Refuge Area or Point Reyes

Agencies – NPS*, Presidio Trust

Delegation

Senate – Boxer, Feinstein

House – Farr, Honda, Miller, Eshoo, Lantos, Tauscher

Media Market – San Francisco/communities

Partner with friends groups

Opportunities – Land stewardship, wetlands restoration, interpretation, clean-up

Carson City/Silver Saddle Ranch

Agencies – BLM*, USFS Toiyabe

Delegation

Senate – Reid, Ensign

House – Gibbons, Berkley

Media Market – Carson City/Reno

Partner with local, state, volunteers

Opportunities – Stewardship (forest fire/fuel treatment, riparian planting), interpretation of ranch (oral history, irrigation ditch history)

Bonneville Dam/Scenic Gorge

Agencies – COE*, USFS

Delegation

Senate – Wyden, Smith

House – Walden

Media Market – Portland, local communities

Partner with state parks and locals

Opportunities – Stewardship, recreation, interpretation (Free Fishing Day, Volksmarch)

Other Ideas

Children teaching Congressionals

VIP awards/recognition

Keep it simple

Focus on small community media

Create “how to” booklet

Incorporate “Ranger for a Day” in existing activities

Follow-up – scrapbook/CD

Partners Outdoors X: Action Team Report

Blue/Green Team

“Evolution of www.recreation.gov”

OVERVIEW

The Federal web site www.recreation.gov was established and is operated by the U.S. Department of the Interior’s Office of the Secretary. Currently, the web site provides useful information about recreation opportunities at most Federally-managed sites, including those under the jurisdiction of the Departments of the Interior, Agriculture, and Army. In total, this single point of access provides information on over 1,900 Federal recreation sites managed by eight bureaus from four different cabinet departments. The web site also includes substantial information about recreation services and facilities whose operations on public lands and waters are managed by the private sector under permits and concession agreements. In its 2 ½ years of existence, the site has received 15 million hits.

At this juncture, however, the “evolution of this web site” is at a crossroads. The National Business Center has been designated as the new system administrator for the web site. The annual cost of maintaining the web site is \$24,000, which is split among the six partner agencies currently involved in this web site project. Continued agency funding is uncertain. No budget currently exists for major augmentation of the system, although preliminary discussions have been held with various private sector organizations regarding opportunities to expand the system and add new resources. Additionally, the current web site managers are interested in enhancing the web site by converting it to a map-based and/or GIS-based format. An expansion of the system seems to be timely, particularly since the new Administration appears to be interested in public/private partnerships, in e-systems, and in visitor services/recreation programs on the Nation’s Federal lands and water systems.

GOALS

The two Action Teams on the “Evolution of www.recreation.gov” were combined. The goals of the Action Team were to:

- Discuss and recommend options for increasing public awareness of the information now available at www.recreation.gov;
- Discuss and recommend ways to increase the quantity and quality of information now available through the web site and to keep this information current;

Discuss significant revisions to the web site to enhance the satisfaction of its current and potential users, including the development of partnerships with one or more commercial or non-profit organizations, with State tourism agencies, and other interested parties.

RECOMMENDATIONS

Recommendations for the evolution of the web site by Action Team Members include the following:

Identify an interagency team to create an interactive briefing on www.recreation.gov stressing the “one-stop-shopping” model for recreation information on the Nation’s public land system and its economic savings to the American taxpayer. Agency representatives brief their respective management teams on the importance of the web site.

Agency representatives secure support of the web site from top management and new agency leaders.

Agencies continue to fund the basic www.recreation.gov.

Agencies work with General Law and the Solicitor’s Office to determine authorities, policies, and protocols for linking to a private sector web site.

If feasible, develop a partnership with the private sector, combine data, and create www.recreation.com.

Develop linkages to major private and public events, as well as develop partnerships with State parks and local governments and include this data in the new combined expanded recreation site.

If feasible, provide opportunities for the private sector to list information on www.recreation.gov through a payment process to assist in defraying costs of maintaining the web site.

ARC should facilitate a meeting with AOL and other major web site companies with the Interagency team on www.recreation.gov to analyze the site, provide recommendations, and develop an action plan for integration and linkages to private sector visitor services/recreation web site.

The Interagency team should review successful public and private web sites such as the Public Lands Information Center, the U.S. Mint, the U.S. Postal Service, and American Recreation Coalition, and incorporate best web site practices and information placement into www.recreation.gov.

The Interagency team should review the email received to date on www.recreation.gov and analyze the comments – who is visiting, where they are located, what are their concerns, and what other information do they want from the site.

The Interagency team should collaborate with academia and other customer service professionals to develop a survey questionnaire as part of the home page to www.recreation.gov.

Incorporate some of the questions on the survey from the customer satisfaction survey of the National Reservation System.

Initiate linkages to other government web sites such as the Centers for Disease Control and Health and Human Services.

All promotional, educational, and informational material produced for public distribution by the partners in www.recreation.gov should also include the web site.

Create an internal and external communication plan on www.recreation.gov and a process for implementing the plan within each Agency.

Partners Outdoors X: Action Team Report

Silver Team

“Funding Quality Public Lands and Waters Recreation Programs for the 21st Century”

Recommendations regarding the Fee Demonstration Program

Support Phase II with the following modifications:

- 1) Consolidate permit fees under fee demo authority;
- 2) Include the U.S. Army Corps of Engineers and Bureau of Reclamation;
- 3) Include additional language for new projects over \$500,000 calling for a comparative assessment of how the project may compete with the private sector; and
- 4) Begin development of a well defined permanent fee authority.

Recommendation regarding a TEA-21 Coalition 2003

Establish coalition to propose principles, money and effective delivery process for recreation programs and access for TEA-21 reauthorization.

Ideas for generating new sources of income

Develop legislative proposal to collect fees from navigation users to pay for infrastructure maintenance for locks, dams, harbors and recreation facilities;

Look for funding for outdoor education programs (WOW, at-risk youth) in crime bills, Department of Justice, etc.

Tie in with interagency group to analyze possible funding stream for recreation from the \$2.9 billion fire suppression/treatment appropriations (Note: 10-year plan is due in May 2001)

Initiate nationwide insurance for search and rescue to cover expenses for local governments

Establish avenues for the public to contribute to public lands, e.g., taxes, public lands savings bonds, stamps

Collect royalties on development of biomedical products from public lands

Tap funds from hydropower electricity fees

Partners Outdoors X: Action Team Report

Gold Team

“Funding Quality Public Lands and Waters Recreation Programs for the 21st Century”

To set the stage for its discussion on funding quality recreation programs, the Action Team held a brainstorming session. The ideas resulting from that session follow.

Use State and private monies in USFS to address urban recreation issues. Use examples like Outside Las Vegas for the urban/public land interface as pilot programs. The model could fit many metro areas as well as smaller towns, counties, and even smaller units.

Link deferred maintenance and accessibility issues.

1. Think internationally; we are dealing with global recreation issues. Fees to exit the country could go into a nongovernmental conservation trust fund (Belize is an example). Foreign tourists could pay fees.
- 1- Simplify the government's ability to bring in outside dollars, lands (including through land exchanges), services, equipment.

Partner with the American public through an income tax check off.

Mimic the Duck Stamp with a park stamp or coin series. Lewis and Clark commemoration (with very little funding) provides opportunity.

Consider Congressional interest in 50% cost recovery. Identify real costs.

Define agencies' minimal standards for services; compare with public expectations; determine how to close any gap.

Address substantial underfunding for recreation issues (note example of increased fire funding).

Seek full funding under Land and Water Conservation Fund and CARA.

Ensure that operating funds accompany land acquisition.

Initiate impact fees, mitigation fees, recovery fees – similar to wetland mitigation. Consider dedicating a percentage of monies from timber sales to upgrading recreation facilities.

Enact legislation to return concession dollars to the areas where they were generated. Create a contributed fund account for recreation fees.

Establish fees for all rights of way, telecommunications towers, pipelines, etc.

Address different sites' ability to generate fees. Consider a "salary cap" fee distribution system.

Address public concerns about growth in federal infrastructure and governmental competition with private sector nonprofits and concessions.

Put recreation extension specialists in every state to work with locals to provide recreation on private lands, modeling the program after the Partners for Fish and Wildlife program.

Consider hydropower relicensing and dam mitigation monies as other potential funding sources (note example of Huron National Forest's \$.01 per kilowatt hour).

Consider FAA trust fund (air travelers visit recreation areas) as a source of funding.

Find a way to facilitate donations of trust funds to cover operating expenses of donated lands (note that some philanthropists require an endowment for operating expenses).

Enact legislation to allow acceptance of endowments for recreation areas (note example of Minnesota Valley National Wildlife Refuge, which received \$26 million from the airport authority).

Look at Federal land stamp for recreation; consider branding of products for recreation equipment.

Consider a "pillow tax" for public lands, a check-off contribution to a park or concession, license fees for public land agencies (recognizing events like centennials, bicentennials), local fees for county parks, fees for trails (mixed acceptance), Teaming with Wildlife.

Link recreation funding with health promotion and crime (especially juvenile) prevention; model programs after support-the-arts programs.

Create an incentive for people to take their families outside, e.g., corporate tax deduction for companies that allow employees to take a day off to take their families outdoors.

Utilize correctional facilities for concessioning and maintenance of recreation facilities.

Impose gas guzzler tax for mitigation (green house effect tax)

Communicate in a credible way what Federal agencies need to fulfill the promise, complete the vision.

Bring private-sector business skills and practices into Federal agencies. Use private partners to help demonstrate accountability.
Retool the organization to meet agency needs. Focus government managers' thinking on outcomes and accountability, on how to get things done, not why they can't. Identify managers who know how to leverage. Understand authorities and abilities already in place. Address training.

Encourage multi-year availability of construction funding.

Establish Public Lands Recreation Restoration Fund to receive all special use fees paid to public land management. Distribute these monies under a challenge cost share program.

Allow agencies to keep half of any year-end monies.

Establish a national advisory council of statespersons for recreation.

Establish a Public Recreation Finance Council to evaluate recreation funding and make recommendations over time.

Establish national foundations for all Federal land managing organizations.

Following the brainstorming session, the Action Team focused its attention on establishing priorities among the many ideas that had been discussed. The top five priorities were:

1. Regulatory reform and legislative action to ease acceptance of donations, to enter into cooperative agreements and to make changes in endowment policy.

Comment: Federal agencies need to *streamline* their regulations and policies to make it easier to work with others on funding, whether through cooperative agreements, donations, or endowments. Some of these issues could be addressed in house while some may need legislative/executive action. As an example, an Executive Order could be issued by the new administration that would encourage agencies to be more flexible with their regulations and move other efforts in progress forward. The EO should also hold agencies accountable for its implementation.

2. Authorizing legislation, establishing partnerships and structures, to facilitate urban development zones like Outside Las Vegas.

Comment: Agencies need to find a way to "re-tool" to obtain the kind of partnerships that will allow them to meet recreation needs on public lands near urban areas. For example, the Southern Nevada Lands Bill provided a funding mechanism for the Outside Las Vegas effort. The Tahoe Reno planning district offers some ideas to consider. In addition, the Forest Service has Urban

Enterprise Zones that could be packaged to address a myriad of urban issues. Local and state parks would be part of the urban enterprise zones.

3. Accurate accounting of federal recreation needs, validated by agency partners, as well as agency accountability for funds received to address those needs.

Comment: One of the tools to facilitate better accountability would be a business plan. In addition, better reporting on how money that has been received has been spent is essential and those reports should be tied back to specific states or Congressional Districts. Good inventories – of real property, of infrastructure, of natural resources, of the supply of recreation opportunities – are also part of the picture. Agencies are already developing the inventory and taking on fleet management. We need to understand what we do have and what we need to operate it. In addition, some areas still need standards (like law enforcement response time).

4. Public Recreation Finance Council/National Advisory Council for Recreation.

Comment: A Council on Outdoor Recreation would be a high-level, blue-ribbon group that would shine a spotlight on recreation and advise Cabinet-level agency officials about such issues as recreation's ties to health and education. Members could be drawn from areas that benefit from recreation, including health care, accessibility, law enforcement, etc. The President's Commission on Americans Outdoors, chaired by Lamar Alexander in the 1980's, offers a model. ARC could ascertain whether there is interest in establishing such a group.

5. New and more extensive use of fees, including fees for foreign visitors, rights-of way, microwave towers, etc. The key question will be whether or not those fees will be returned to the generating station or managed centrally.

In summation, we have suggested actions that would:

Build credibility and trust (at almost no cost): Accountability recommendation

Enhance efficiency (at almost no cost): Streamlined regulations recommendation

Expand capacity (small cost/large return): Urban interface recommendation

Explore new initiatives (moderate cost): Outdoor Council recommendation

Upon introspection we were satisfied that there are no new silver bullets. That's good news because, without those bullets, Federal agencies have had to build partnerships with private entities. We have also identified important issues like crime, health care, and transportation, that should be integrated with recreation. And, if there were a pot of gold at the end of the rainbow, we wouldn't be working together to make that integration a reality.