

COMMUNICATION PLAN

SECRETARY'S ORDER #3339, Increasing Access to Extended Outdoor Experiences for Under-resourced Youth

Communication Goal:

To raise awareness of the Secretarial Order (Order) and IM 2016-103, which define BLM's role and commitment to increase access to under-resourced youth for extended outdoor recreation opportunities on BLM lands. This communication plan will facilitate engagement of BLM field offices with youth-serving organizations, Federal land management agencies and others, to share information about current and future recreation opportunities and how to access them.

Key Messages and Talking Points

The Order focuses on the important role Federal land managers, volunteers, outdoor leaders, and others play in helping under-resourced youth experience recreation on public lands via multi-day outdoor excursions.

- The Order targets youth groups with 70 percent or more economically disadvantaged and under-resourced participants under age 26.
- The group leader must be planning a non-commercial, overnight recreational and educational trip.
- Although the BLM has well defined criteria for waiving permit requirements for non-commercial groups, some groups are not aware of how to interface with the Agency.

To address these challenges:

- The Order outlines six steps designed to facilitate access to public lands. The steps include instructions to:
 - Expedite processing of permits and make process improvements to decrease permitting timelines;
 - Ensure that qualifying activities subject to the Order are not required to obtain a commercial use authorization; and where regulatory barriers to processing such activities exist, take action to identify, modify or remove the barriers;
 - Encourage use of available discretion and flexibility to support prompt access;
 - Explore alternatives to permitting requirements, such as treating activities subject to the Order in the same manner as general public use;
 - Increase outreach to possible participants; and
 - Coordinate permitting approaches with other Bureaus.
- BLM's Implementation Plan for the Order, attached to the IM, provides a strategic approach to improving access to public lands and addresses each of

the Order's six steps listed above. The Implementation Plan calls out important guidance and direction for compliance with the Order and lays the foundation on which the IM is built.

- BLM's IM provides agency specific information and policy guidelines to improve access to public lands.
- Additional details are provided in the Strategy and Tactics section below.

Cross-agency communication is key to identifying and reducing barriers for under-resourced youth to access recreational opportunities on public lands.

- BLM has already begun, and will continue to network with the other Federal land-management agencies to share youth access models and seek to streamline permitting processes across agency boundaries where feasible.

Strategy and Tactics

BLM's Implementation Plan features a 3-pronged strategic approach focusing on:

- Identifying and reducing possible administrative barriers to access public lands for the target population,
- Providing increased guidance and direction to field staff to facilitate access to public lands using existing regulations and policy, and
- Utilizing existing communication tools to expand outreach to communities and youth-serving organizations, especially those serving diverse populations, in order to increase awareness of and access to BLM's recreation opportunities.

The IM provides direction and specific actions to achieve the Order's goals, including:

- Instruction to ensure priority review of proposals, with emphasis on reducing barriers and timelines;
- Identification of alternative destinations if use allocations serve as barriers to access.
- Emphasis on existing Authorized Officer discretion, contained in the recreation permit regulations and policies for non-commercial groups;
- Discussion of permitting requirements for commercial vs. non-commercial entities, emphasizing that youth-serving organizations as defined in the Order which recoup only direct trip costs from participants are deemed non-commercial;
- Provision of tools, such as examples of Letters of Agreement and organizational Self-Certification Letters (SCLs), training opportunities, and tracking and reporting parameters.

Background Information

On March 2, 2016, Secretary Jewell issued a Secretary's Order (3339) intended to increase access to the outdoors for under-resourced and disadvantaged youth by decreasing barriers within the permitting processes of the Department of the Interior (DOI).

- The Order required the Assistant Secretary that oversees each land management Bureau to submit an Implementation Plan within 60 days, as well as providing annual updates on the status of implementation.
- As part of its Implementation Plan, BLM issued IM-2016-103, dated June 1, 2016.
- State offices are responsible for immediate implementation of the IM. Adherence to the IM requires coordination among field, state and national offices and across divisions as well as outreach to partners and other youth-serving organizations.

The Order fits well with BLM's recreation strategy, "Connecting with Communities," by fostering positive outdoor experiences through collaboration with youth-serving organizations in the public and private sectors.

The BLM has a robust array of youth, education, and outreach programs with many efforts already targeting under-resourced youth. These programs can increase awareness and facilitate use of the public lands by organizers planning multi-night excursions for targeted youth populations.

Outreach Overview and Rollout Plan

BLM's outreach approach intends to address three major areas. First, to inform and leverage existing youth, education, and outreach programs by coordinating with youth-serving organizations and permittees at all levels of the agency. Second, to coordinate review of use proposals with adjoining Federal land management agencies as BLM pursues the numerous requirements set forth in the IM. And finally, to encourage State Offices to develop individual outreach rollout plans to identify key contacts, and audiences to meet the IM's requirements. The Washington Office's Outreach Rollout Plan is provided as an example of actions already underway or projected for completion at the national level.

Washington Office Outreach Rollout Plan

Date	Outreach	Responsible Party	Outcome
March through May 2016 (completed)	Coordinate Draft Implementation plan with BLM State Recreation Leads and other Federal land management agencies	WO-250	Information
May 2, 2016 (completed)	Submit BLM Implementation Plan to Secretary of the Interior	WO-250	Execute Secretarial Order
June 1, 2016 (completed)	Issue IM, including examples of Letters of Agreement and Self-Certification Letters, Communication and Rollout plans	WO-250/420/610	Information & Direction
June 1 and continuing through Summer 2016	Conduct conference calls with BLM States / Program Leads implementing the IM, including reporting requirements and use of Self-Certification Letters and Letters of Agreement	WO-250	Information & Training
Summer 2016	Coordinate with National Training Center to incorporate SO 3339 and conduct Recreation Permit and Fee Program training	WO-250/NTC	Training

Date	Outreach	Responsible Party	Outcome
Summer 2016 / Ongoing	Initiate high level contact with national level organizations to provide information on BLM implementation of SO	WO-250/420	Information
Summer 2016 /Ongoing	Continue to coordinate with Federal land management agencies	WO-250/420	Inter-agency coordination
September 15, 2016	Coordinate among divisions to evaluate/adjust RMIS and youth database as needed to capture necessary reporting metrics	WO-250/420/NOC	Reporting
October 2016	Conduct conference calls with BLM States / Program Leads to capture/share Best Management Practices reports from State Offices	WO-250	Information