

To: Lisa Bryant[lmbryant@blm.gov]
From: Ashcroft, Tyler
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Fast Facts BLM OR Show.pdf

FYI.

----- Forwarded message -----

From: **Cowan, Hannah** <hcowan@blm.gov>
Date: Mon, Jul 24, 2017 at 3:26 PM
Subject: OR Show "Fast Facts BLM"
To: "Matthew (Matt) Blocker" <mblocker@blm.gov>, Aaron Curtis <acurtis@blm.gov>, "Jossie, Abbie" <ajossie@blm.gov>, Tyler Ashcroft <tashcrof@blm.gov>, Jayson Barangan <jbaranga@blm.gov>

Hi Matt,

Here are the OR Show "Fast Facts BLM" that will replace the previous talking points. Keep in mind, we have not provided a communications plan in the past and do not see the need for it.

While the fast facts are extensive, they are meant to be a resource for all federal employees working the OR Show. We want to be able to provide national and state messaging, while also engaging the public on the BLM's new apps and upcoming events.

Please note, the Bears Ears talking points have changed. En lieu of the OR Show's interest in National Monuments, and the DOI's direction to send all inquiries their way, we are advising that any conversation regarding Bears Ears be redirected to its outstanding recreation and cultural resources.

When I helped with the OR Show planning, I kept important brochures, pamphlets, and talking points in a BLM binder beneath the interagency table. Table staff found it extremely helpful to have these tools at their fingertips.

Feel free to contact Jayson Barangan or I with any questions or concerns.

You are welcome to share this document with our interagency partners and BLM staff.

Best,
Hannah
Hannah Cowan
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Fast Facts BLM

Recreation

- On approximately 250 million acres of public lands, visitors enjoy countless types of outdoor adventure – participating in activities as widely varied as camping, hunting, fishing, hiking, horseback riding, boating, whitewater rafting, hang gliding, off-highway vehicle driving, mountain biking, birding and wildlife viewing, photography, climbing, all types of winter sports, and visiting natural and cultural heritage sites.
- There were 64.5 million visits to BLM-managed public lands in fiscal year 2016, an increase of 7.6 million (13%) since fiscal year 2008.
- The BLM recreation visitation supports more than 43,900 jobs nationwide, and contributes \$6 Billion to the country's economy.
- In fiscal year 2015, there were 7.4 million visitors to BLM-managed lands in Utah. These visitors supported 4,900 jobs and contributed \$527 million in economic activity in the State.
- Currently, approximately 95% of BLM-managed public lands are available for casual motorized vehicle use on travel routes and in open areas, including snowmobiles. The other 5% are areas designated as wilderness or other sensitive areas.
- The BLM just launched its Visit Us webpages that shares recreation site and area-specific information. The Visit Us hosts over 1,700 recreation sites nationally.

Conservation

- As stewards, we manage public lands for the benefit of current and future generations, supporting conservation through partnerships and respect for communities, as we pursue our multiple-use mission.
- Our National Conservation Lands Program oversees 36 million acres of National Conservation lands, including: 5,761 miles of National Scenic and Historic Trails, 2,423 miles of Wild and Scenic Rivers, 27 National Monuments, 16 National Conservation Areas and 5 similarly designated lands, 224 Wilderness Areas, and 517 Wilderness Study Areas.
- BLM-Utah manages 2 National Monuments, 2 National Conservation Areas, 3 National Historic and Scenic Trails, 18 Wilderness Areas, 11 Wild and Scenic River segments, and 86 Wilderness Study Areas.

Bears Ears

- On April 26 President Trump signed an Executive Order requiring the Secretary of Interior to review all Monuments greater than 100,000 acres in size that were designated after 1996.
 - That Monument review process is ongoing.
 - As part of the review process, there was a formal public comment period, which closed on July 10th.
 - At this point we are waiting on recommendations from the Secretary. This is the only information that I have.
 - If you have additional questions, you can contact the Department of Interior. They have been responding to all questions related to the Monument review process.
Email: press_interior@ios.doi.gov. For all other media inquiries, contact Jayson Barangan, Acting BLM-Utah External Affairs Chief, at 801-539-4020.

- ****Redirect to Bears Ears’ recreation opportunities, cultural resources, and the Respect and Protect Campaign.**

Stewardship

- In fiscal year 2016, more than 27,000 volunteers contributed almost 1 million hours of service to the BLM’s recreation program to total an estimated value of roughly \$22.5 million to the BLM.
- In May 2016, the BLM, Tread Lightly!, and partners launched the “Respect and Protect” Campaign to stop the looting and vandalism of archaeological, paleontological, and historical resources from public lands. In 2016, 811 cultural resource sites received proactive physical protection or monitoring as a direct result of the new campaign.
- In 2012, the BLM, Tread Lightly!, and partners launched the Ride ON Utah campaign to educate the public on responsible motorized outdoor recreation and organize stewardship projects.

Youth

- The BLM supports initiatives like ***Every Kid in a Park (EKIP)*** and the ***Junior Ranger Program***. The goal of EKIP is to get every 4th grader in America out to public lands and waters in 2017-2018. Check out <https://www.everykidinapark.gov/> for more information. The Junior Ranger Program encourages America’s youth to explore and celebrate the multiple uses of public lands. You can find out the many ways to engage in recreation, learning, and stewardship of your public lands at <https://www.blm.gov/learn/junior-ranger/junior-ranger-sites>
- In Fiscal Year 2016, BLM-Utah sponsored nearly 200 public lands programs; including EKIP and Junior Ranger, that employed, educated and engaged over 25,000 youth. New recreational and cultural themes included Project Archaeology’s Girl Scout Patch program, and the Thunderbird Canyons Mountain Bike Trail System, where youth crews built 100 miles of new bike trails around Cedar City.

Serving Communities

- BLM-managed public lands are recognized as America’s Great Outdoors, a “Backyard to Backcountry” treasure. These lands represent the largest acreage available for recreation in America. The BLM’s many offices have partnered with state and local government agencies, other federal agencies, conservation organizations, and others, to help people connect to nature through recreation.
- More than 120 urban centers and thousands of rural towns are located within 25 miles of BLM lands.
- The BLM strives to be a good neighbor in the communities we serve, where we unlock opportunities for economic growth with respect for traditional uses, such as ranching, mining, logging, and energy development, as well as recreation. We want to ensure the American family maintains a strong connection to their public lands. In fact, more than 99 percent of BLM managed public lands are available for recreation, with no fee.
- As the public demands more access and diverse recreation opportunities, we will be focusing on sites that have the highest visitation to make any needed adjustments for a better experience. For example, we will evaluate how visitor services, travel management planning, and law enforcement may be improved for residents and visitors.

New Apps

- GeoReferenced PDF Maps: The BLM offers over 100 geoPDF maps to highlight world-class outdoor recreation opportunities found on BLM Lands.
 - Maps are free to download, user-friendly, and also available on the Avenza App
 - The maps are georeferenced and can be used with any mapping app that specializes in georeferenced content.
 - The maps can pinpoint your location using your phone's GPS and do not require cellular reception.
 - Note: tight areas, like slot-canyons may not receive GPS signal
- WildSnap App: Citizen science application that allows the public to monitor Wilderness Study Areas
 - The monitoring data will assist BLM in managing WSAs to maintain their suitability for preservation as Wilderness and prevent impairment to wilderness characteristics.
 - Data collected through the app is sent to the local BLM office, and once verified by BLM staff, it becomes part of the official file. The BLM will review the information to determine whether any responses are appropriate when issues are discovered.
 - Currently this app can only be used with an iPad. However, an IOS app for iPhone will be released soon.
 - The app was developed by our partner, the American Conservation Experience
 - The app helps the BLM manage 9 WSAs, but will be releasing additional WSA monitoring tools soon.

Upcoming National Events

- 2017 Total Solar Eclipse on August 21, 2017: <https://www.blm.gov/solareclipse>
 - With wide-open spaces, and low light pollution, BLM-managed public lands offer some of the best locations to view the 2017 Total Solar Eclipse/ Great American Eclipse.
 - The total solar eclipse is a door into the myriad of opportunities for learning and exploration.
 - The event is a great way for youth and families to connect to their public lands by providing opportunities for outdoor recreation, learning, and stewardship.
 - Viewers can enjoy the eclipse and see spectacular night skies while camping under the stars.
- 50th Anniversary of the Rivers and Trails Act in 2018
 - The Find Your Way campaign invites visitors to discover their own personal connections to thousands of trails across the U.S. and more than 12,000 miles of rivers protected by the Wild & Scenic Rivers System.
- Top 20 BLM Rock Climbing Sites in coordination with Access Fund
 - Similar to the top 20 BLM Mountain Biking Sites
 - Including GIS maps, photos, descriptions, and suggested routes

Did You Know?

- The BLM was established in 1946, but its roots go back to the years after America's independence, when the young nation began acquiring additional lands. At first, these lands

were used to encourage homesteading and westward migration. The General Land Office was created in 1812 to support this national goal.

- The BLM launched its 20 Top Mountain Biking Trails Project in summer 2015 to highlight outstanding mountain biking opportunities across the country.
<https://www.blm.gov/programs/recreation/mountainbike>
- The BLM manages nearly 22.9 million acres of public lands in Utah and 32 million subsurface acres, representing about 42 percent of the state.
- BLM-Utah is home to 1 of only 4 free roaming, genetically pure Bison herds on public lands in North America! You can visit them in the Henry Mountains or the Book Cliffs.
- Utah has a rich cultural heritage that dates back to 11,000 BP. Visit prehistoric rock art in Nine Mile Canyon, gaze upon pueblo homes in Cedar Mesa, or follow the Hastings Cutoff National Historic Trail across Skull Valley. When visiting these cultural sites, please remember to respect and protect!
- The BLM-Alaska is home to the Iditarod National Historic Trail that is more than 1,000 miles long and connects Seward to Nome! The infamous Iditarod Race is a BLM permitted event.
- BLM-Arizona partners with the Peregrine Fund, U.S. Fish and Wildlife Service and Arizona Game & Fish Department to reintroduce endangered condors on the Vermilion Cliffs. Only 22 condors were known to remain in the wild in the world in 1982; today, more than 75 condors live in the Vermilion Cliffs alone.
- BLM-California manages 1.6 million acres of forest, providing \$5.3 million in economic benefits to the State of California in Fiscal Year 2015.
- BLM-Colorado manages three 14ers and thirty 13ers. Handies Peak, which rises 14,048 feet above sea level, is the highest point of land the BLM manages in the contiguous United States.
- BLM-Eastern States manages the Jupiter Inlet Lighthouse Outstanding Natural Area located in northern Palm Beach Country on Florida's Treasure Coast.
- BLM-Idaho manages sites along the 425-mile Salmon River – one of the longest free-flowing rivers in the lower 48 states.
- Located along the Madison River in southwest Montana, the Bear Trap Canyon Wilderness is the Bureau of Land Management's first designated wilderness area including six thousand acres of wilderness on the Madison River.
- Each year, BLM-Nevada issues the agency's largest special recreation permit authorizing Black Rock City LLC to host the annual Burning Man event.
- BLM-New Mexico is known for its caves and karsts – providing homes to 27 bat species and more than 130 species of invertebrates that make caves their home.
- BLM-Oregon Washington manages the San Juan Islands, a uniquely beautiful archipelago of over 450 islands, rocks, and pinnacles as a National Monument that encompasses 1,000 acres.
- BLM-Wyoming lands host the largest sage-grouse population in the U.S. and the largest pronghorn population in the world.