

MEMORANDUM OF UNDERSTANDING
between
U.S. Department of Agriculture, FOREST SERVICE,
Agreement number 05-MU-11132424-001
and
U.S. Department of the Interior, BUREAU OF LAND MANAGEMENT
and
OUTDOOR INDUSTRY FOUNDATION

This **MEMORANDUM OF UNDERSTANDING (MOU)** is hereby entered into by and among the U.S. Department of Agriculture (USDA), Forest Service (FS) and the U.S. Department of the Interior, Bureau of Land Management (BLM), hereinafter referred to collectively as the Federal Agencies; and the Outdoor Industry Foundation (OIF).

A. PURPOSE

The purpose of this MOU is to foster cooperation between OIF and the Federal Agencies in promoting the use of federal land as part of the Presidential "Healthier US" initiative. This initiative is designed to promote healthful lifestyles through recreational activities and other physical fitness programs. The Federal Agencies and OIF wish to cooperate in seeking solutions and implementing actions to increase opportunities for healthful recreational activities on lands managed by the Federal Agencies when such actions are complementary to the missions of the Federal Agencies and OIF and in the best interest of the public.

This MOU establishes a national framework to guide the development of mutually beneficial programs, projects, materials and activities that can be implemented by the Federal Agencies and the OIF at the national, regional and local levels to promote healthful recreational activities on federal lands. The MOU provides the Federal Agencies and OIF the opportunity to:

- 1) develop and enhance the messages and materials associated with the President's "Healthier US" initiative;
- 2) promote the diverse and numerous active outdoor recreation opportunities on public lands and waters;
- 3) increase public awareness of the role outdoor recreation plays in contributing to healthy lifestyles; and
- 4) increase participation in outdoor recreation on federal lands by all Americans, with special emphasis on youth.

B. STATEMENT OF MUTUAL BENEFIT AND INTERESTS

The Forest Service is a federal agency responsible for the management of the resources, lands and waters that are part of the National Forest System. The FS is dedicated to the wise management of the Nation's natural and cultural resources for a variety of uses and activities. The FS is interested in providing opportunities for outdoor recreation that are environmentally sensitive, educational, support community objectives, and which may also contribute to local and regional economies and ensure the quality of life. The FS is also interested in increasing the public's knowledge, awareness, enjoyment, appreciation and responsible use of National Forest System lands.

The Bureau of Land Management is a multiple use land management agency. The BLM's recreation management goal is to provide opportunities for environmentally responsible recreation on the lands under its jurisdiction. BLM provides opportunities for diverse outdoor recreation demands while promoting and maintaining sustainable conditions needed to conserve public lands for the recreational enjoyment of future generations. BLM recognizes the opportunities public lands can provide in the development of healthy citizens through physical activity on public lands.

Outdoor Industry Foundation is the nonprofit foundation established by Outdoor Industry Association (OIA) to support programs that increase participation in outdoor recreation and to educate the public about the economic and recreational benefits of the conservation of public lands. OIF is dedicated to responsible use of public lands and increasing the health of the American people and communities through increased outdoor activity. OIA was founded in 1989 and provides trade services for over 4000 manufacturers, distributors, suppliers, sales representatives and retailers in the outdoor industry. OIA programs include: industry research, representation in Washington D.C., professional education and consumer outreach, as well as cost-saving benefits for outdoor companies.

The Federal Agencies and OIF share common interests in seeking to provide quality outdoor experiences on federally-managed lands for human-powered outdoor recreation where the activities are compatible with the conservation and management of natural and cultural resources, fish and wildlife species, and other uses. The Federal Agencies and OIF have a common interest in disseminating information to the public regarding outdoor recreation, conservation, and resource activities as they relate to human-powered recreational use and the health benefits derived from participation in these activities.

C. AUTHORITY

This MOU is entered into under the following authorities:

Bureau of Land Management – Section 307(b) of the Federal Land Policy and Management Act (FLPMA) of October 21, 1976, 43 U.S.C. 1737(b).

Forest Service - Organic Administration Act of 1897 (16 U.S.C. 473-475, 477-482, 551); National Trails Systems Act October 2, 1968 (PL 90-543, 82 STAT. 919); Volunteers in the National Forest of 1972 (PL92-300, 88 STAT 147).

Forest Service and Bureau of Land Management - Executive Order 13266, dated June 20, 2002, entitled “Activities to Promote Personal Fitness.”

D. THE FEDERAL AGENCIES WILL:

1. Utilize OIF’s industry and technical expertise, as appropriate, to help develop and refine the “Healthier US” message and related messages and materials. These materials will serve as the platform to enhance the agencies’ capability of increasing awareness of the role that public lands and waters can play in developing a healthier American public.
2. Work with OIF to identify appropriate partnership projects and opportunities for promoting the “Healthier US” initiative and related messages and materials.

3. Work with OIF to develop the “Healthier US” initiative and jointly pursue projects nationally, regionally and locally.
4. Encourage local officials of the Federal Agencies to participate with the OIF in the development of mutually beneficial work projects, outreach and volunteer efforts, and recreation activities, especially those aimed at increasing participation of youth in outdoor recreation and promoting the “Healthier US” initiative.
5. Identify areas where access or opportunities are perceived to be inadequate for human-powered recreation activities, especially those associated with the urban interface, opportunities for novice recreationists, youth and other population segments, and consider potential solutions to improve access to such areas, or alternative areas.
6. Utilize the OIF’s industry and technical expertise to enhance each agency’s capability of promoting and increasing awareness of the role public lands and waters play in providing opportunities for physical activity, and disseminating of materials associated with the “Healthier US” initiative.
7. Work with OIF to develop cooperative outreach efforts, programs and products to encourage youth, youth organizations, and other population segments to gain knowledge, skills and abilities for participating in outdoor recreation activities.
8. Identify other potential pilot projects that are mutually beneficial and aimed at promoting healthy lifestyles through physical activity, and recreation in America’s great outdoors, particularly through activities such as hiking, bicycling, camping and paddling.

E. OIF WILL:

1. Provide technical support to refine and further develop messaging, materials, and projects for the “Healthier US” initiative, including logos, messages and materials promoting outdoor recreation activities on public lands.
2. Work with the Federal Agencies to develop a “Healthier US” initiative, including identifying potential uses of federal lands and partners for promoting the initiative, its message and other related messages and materials.
3. Identify and encourage OIA member companies and other allied outdoor recreation groups to work with appropriate national and field offices of the Federal Agencies to develop collaborative “Healthier US” projects.
4. Make information, industry research, and outreach and educational products or programs available to the Federal Agencies pertaining to outdoor participation and market data, and the health benefits derived from participating in outdoor recreation activities.
5. Encourage OIA member companies to incorporate “Get Fit” opportunities, public land stewardship and public service volunteer messages within their marketing and outreach materials and programs.

6. Assist the Federal Agencies in identifying areas where access to or opportunities on federal lands are perceived to be inadequate for human-powered recreation activities.
7. Work with the FS and the BLM through their respective land use and resource activity planning processes to identify needs, issues and alternative actions intended to promote, maintain and enhance opportunities for improving public health and fitness through public participation in outdoor recreation.

F. GENERAL PROVISIONS

The Federal Agencies and OIF agree that:

- A. Nothing in this agreement may be construed to obligate the Departments of Agriculture and the Interior, or the United States, to any current or future expenditure of resources in advance of the availability of appropriations from Congress. Any endeavor involving an agreement for reimbursement or contribution of funds between the parties to this MOU will be handled in accordance with applicable laws, regulations, and procedures, including those for Government procurement and printing. Such endeavors or agreements will be outlined in separate agreements that shall be made in writing by representatives of the parties and shall be independently authorized by appropriate statutory authority.
- B. This MOU does not establish authority for noncompetitive award to the OIF of any contract or other agreement. Any contract or agreement for training or other services must comply fully with all applicable requirements for competition. Nothing in this MOU will be construed as affecting the authorities of the participants or as binding beyond their respective authorities or to require any of the participants to obligate or expend funds.
- C. Nothing in this agreement may be interpreted to imply that the United States, the Department of Agriculture, the FS, the Department of the Interior, or the BLM endorses any product, service, or policy of the OIF, the OIA or OIA member companies. The OIF will not take any action or make any statement that suggests or implies such endorsement.
- D. Any information furnished to the FS or BLM under this instrument is subject to the Freedom of Information Act (5 U.S.C. § 552).
- E. The parties will comply with the Federal Advisory Committee Act to the extent it applies.
- F. This MOU in no way restricts the FS, BLM or the OIF from participating in similar activities or arrangements with other public or private agencies, organizations, or individuals.
- G. During the performance of this agreement, all parties will abide by the terms of Executive Order 11246 on nondiscrimination and will not discriminate against any person because of age, race, color, religion, sex, national origin, or disability.
- H. Nothing herein is intended to conflict with the current Department of Agriculture, Department of the Interior or OIF directives. If any term of this agreement is deemed inconsistent with those directives, then the portions of this agreement that are inconsistent

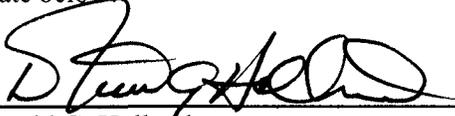
shall be null and void; but the remaining terms and conditions will remain in full force and effect.

- I. This MOU becomes effective upon signature by the FS, BLM and the OIF and, unless terminated, shall be in force for five years from the date of the last signature, at which time this MOU shall automatically terminate unless renewed by all parties hereto. Any party to this MOU reserves the right to withdraw from this agreement, or any part thereof, at any time upon 30 days prior written notice to the other party hereto (at the addresses set forth above or as otherwise indicated).
- J. Modifications within the scope of the instrument shall be made by mutual consent of the parties hereto, by the issuance of a written modification, signed and dated by the parties, prior to any changes being performed.
- K. The principal contacts for this instrument are:

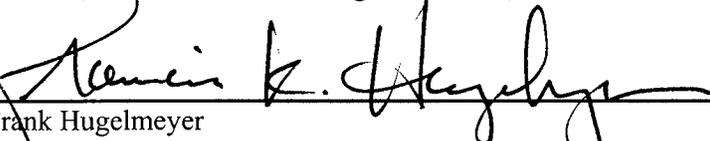
Forest Service Project Contact	Bureau of Land Management Project Contact	Outdoor Industry Foundation Project Contact
David G. Holland, Director Recreation and Heritage Resources 1400 Independence Ave, SW Mailstop 1125 Washington, DC 20250-1125	Don Charpio Group Manager National Recreation and Visitor Services Group (WO250) Mail Stop 302 LS, 1849 C Street, N.W. Washington, D.C. 20036	Frank Hugelmeyer, President Outdoor Industry Foundation 4909 Pearl East Circle, Suite 200 Boulder, CO 80301
Phone: 202-205-1706	Phone: 202-452-7738	Phone: 303-444-3353
FAX: 202-205-1145	FAX: 202-452-7709	FAX: 303-444-3284
E-Mail: dgholland@fs.fed.us	E-Mail: donald_charpio@blm.gov	E-Mail: fhugelmeyer@outdoorindustry.org

FS Administrative Contact	BLM Administrative Contact	OIF Administrative Contact
Kristen Nelson Program Manager Interpretive Services –RHR 1400 Independence Ave, SW Mailstop 1125 Washington, DC 20250	Angela West Program Lead Tourism and Community Service Visitor Services Group (W250) 333 Broadway SE Albuquerque, NM 87102	Ali Steimke Program Manager Outdoor Industry Foundation 4909 Pearl East Circle, Suite 200 Boulder, CO 80301
Phone: 202-205-1406	Phone: 505-842-3444	Phone: 303-444-3353, ext 215
FAX: 202-205-1145	FAX: 505-842-3165	FAX: 303-444-3284
E-Mail: kristennelson@fs.fed.us	E-MAIL: Angela_West@blm.gov	E-MAIL: asteimke@outdoorindustry.org

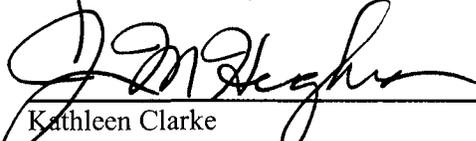
IN WITNESS WHEREOF, the parties hereto have executed this agreement as of the last written date below.



David G. Holland Date 1/31/05
Director, Recreation and Heritage Resources, USDA FOREST SERVICE



Frank Hugelmeyer Date 1/31/05
Executive Director, OUTDOOR INDUSTRY FOUNDATION



Kathleen Clarke Date 1-31-05
Director, BUREAU OF LAND MANAGEMENT

CC: Grants and Agreements/WO
