

MEMORANDUM FOR RECORD

SUBJECT: Trip Report, Recreation Management Support Program (RMSP) Fall 2001 Meeting

1. The subject meeting was held on 10 – 12 October 2001 in Kansas City MO. An agenda and participant list is provided (attachment 1). The primary purpose of the meeting were to a) review the direction of existing RMSP work units b) identify new topics for statements of need. In addition, the Team refined recommended actions developed in the spring 2001 RMSP meeting to address four goals for the CE recreation program.
2. On Wednesday morning, Ms. Judy Rice, RMSP Program Manger brought the meeting to order on behalf of Mr. Jimmy Carver, Chair, Recreation Leadership Advisory Team (RLAT). Mr. Carver was unable to attend due to Security responsibilities. Ms. Rice provided an overview of the meeting activities and welcomed new Recreation Leadership Advisory Team member, Mr. Brad Myers, Milford Lake (NWK). Mr. Myers attended this meeting to fill in for Mr. Dan Troglin who was unable to attend. Ms. Rice also announced that Ms. Bonnie Bryson (LRL) will become a member of the Recreation Leadership Advisory Team at the Spring 2002 meeting.
3. Mr. Darrell Lewis, lead a discussion of issues that have emerged as a result of the events of September 11. Team members discussed actions currently underway and prospects for the future.
4. Mr. Lewis then presented the status of the CE recreation program that he had previously presented to GEN Van Winkle. The four program goals correspond to four categories of recreation benefits (i.e. individual, community, economy and environment). The RLAT was assigned the task of refining potential actions (developed in the Spring RMSP meeting) to address the four program goals particularly in light of recent events. This was accomplished by dividing the Team into four groups to deliberate on potential actions. Each group identified potential actions to address one of the four goals. On Wednesday afternoon each group presented and discussed actions they identified. Potential actions supporting CE recreation goals are provided as attachment 2. (The attached goals are provided for use by the leadership team and will be further refined for further distribution.)
5. Ms. Rice opened the Thursday portion of the program with an overview of the funding status of the RMSP. Mr. Kasul presented a report of recreation trends. Mr. Dunwoody presented an overview of Project Y.E.S. (Young Environmental Stewards) and solicited feedback from the Team to refine materials for a briefing with GEN Griffin. Mr. Jackson then provided an overview of major FY01 RMSP activities. Ms. Perales presented a recruitment CD designed to provide a corporate recruitment regarding environmental careers in the Corps. This was followed by detailed presentations on the status reports on ongoing RMSP work units. Mr. Dunn presented his work on ethnicity issues. Mr. Richard Kasul presented a report research initiatives

associated with CE recreation trends. Mr. Wen Chang presented the capabilities of the economic impact assessment model developed this year and an overview of the Value to the Nation Website. Ms. Kathleen Perales presented the status of the NRM Gateway. Mr. Sam Franco presented a status report on the Visitation Estimation and Reporting System.

6. On Friday, Team members identified and deliberated on potential future topics to be addressed by the RMSP. The Team then voted to identify high priority topic areas and selected proponents for the high priority topics. Attachment 3 presents a list of topics identified and the results of the vote. The four areas identified for further action and proponents are as follows:

- Private sector and non-governmental organization (NGO) involvement in recreation programs -- Don Dunwoody
- Visitation Estimation System – Mike Loesch
- Support for Y.E.S. -- Elisa Pellicciotto
- Bilingual Communication – Phil Turner

Proponents will prepare a statement of need for each topic area and will collaborate with ERDC staff in developing study plans.

8. Ms. Rice then led a discussion of additional topics. The primary issue addressed was the date and location of the next meeting. Team agreed to hold the Spring 2002 RMSP meeting in Nashville, TN the week of 13 May 2002. Ms. Rice adjourned the meeting at noon.

R. Scott Jackson
Research Biologist

Attachment 1

RMSP Fall Meeting
10 – 12 October 2001
Kansas City, MO
(September 25 Draft)

Wednesday

- 0800 – 0815 Welcome, agenda overview – Jimmy Carver, Chair, RLAT
- 0815 – 0830 Remarks – Judy Rice, RMSP Program Manager
- 0830 – 0900 Implications and impacts of current events – Darrell Lewis, George Tabb
- 0900 – 1000 Roundtable discussion of current events – RLAT members
- 1000 – 1015 Break
- 1015 – 1200 Review strategic objectives from spring meeting – breakout session
- 1200 – 1300 Lunch
- 1300 – 1500 Review strategic objectives (Continued)
- 1500 – 1515 Break
- 1515 – 1700 Prioritize strategic objectives/develop action plan

Thursday

- 0800 – 0810 Call to order – Jimmy Carver
- 0810 – 0830 HQ report – Judy Rice
- 0830 – 0915 Recreation trends report – Richard Kasul
- 0915 – 1015 Project Y.E.S. – Don Dunwoody
- 1015 – 1030 Break
- 1030 – 1130 Overview of ongoing RMSP activities – Scott Jackson
- 1130 – 1200 Recruitment initiative – Kathleen Perales

1200 – 1300 Lunch
1300 – 1400 Value to the Nation initiative – John Singley
1400 – 1430 Ethnicity and recreation participation – Robert Dunn
1430 – 1515 Recreation trends – Richard Kasul
1515 – 1530 Break
1530 – 1600 NRM Gateway – Kathleen Perales
1600 – 1630 Economic impact – Wen Chang
1630 – 1700 VERS – Sam Franco

Friday

0800 – 0810 Call to order – Jimmy Carver
0810 – 1000 Issues from team members, RLAT
1000 – 1015 Break
1015 – 1200 Set priorities for policy and RMSP initiatives
1200 – 1300 Lunch
1300 – 1330 Summary of high priority policy and RMSP initiatives
1330 – 1345 Identify proponents for high priority RMSP initiatives
1345 – 1400 Remaining items, Jimmy Carver
Incoming Leadership team members, LRD, NWD
Date and location of next meeting

Adjourn

Meeting Participants

Leadership Team:

Don Dunwoody CENWD-MR-ET-C

Brad Myers CENWK-OF-MI

Dan Bentley CESWT-OD-TR

Bill McCauley CESWD-ETO-R

Elisa Pellicciotto CESWD-ETO-R

Joe Sigrest CEMVD-ET-CO

Mike Loesch CELRD-OR

Dan Kier CESAW-CO

Phil Turner CESP-ET-CO

Tom Peek CELRN-CO-CEN-R

Judy Rice CECW-ON

Scott Jackson CERDC-EE-R

ERDC:

Richard Kasul CERDC-EE-R

Kathleen Perales CERDC-EE-R

Wen Chang CERDC-EE-R

Robert Dunn CERDC-EE-R

Other:

Darrell Lewis CECW-ON

George Tabb CECW-ON

Attachment 2
Draft CE Recreation Program Goals
RMSP Working Group
October 2001

The goals of the Corps of Engineers Recreation Program are to ensure:

- 1) The Quality of Life of our visitor is enhanced.
(Education, health and wellness, safety and security, connection to nature, wholesome family experience)
- 2) The well being of the communities associated with Corps administered lands and waters are improved. (Social well-being, Economic prosperity, Quality of life)
- 3) Recreation opportunities are provided in environmentally sustainable ways.
- 4) Establish and maintain a productive working relationship with Recreation, Travel, and Tourism communities.

OBJECTIVES

GOAL 1. The Quality of Life of our visitor is enhanced. (Education, health and wellness, safety and security, connection to nature, wholesome family experience)

1a. OBJECTIVE: VISITORS HAVE ACCESS TO RECREATION SETTINGS THAT SERVE DIVERSE FAMILY NEEDS IN A SAFE AND SECURE MANNER.

Measures: Access, diversity, safety and security, satisfaction, information.

PERFORMANCE GOAL: Establish a baseline and target a percent (TBD) of visitors whose needs are met.

1b. OBJECTIVE: VISITORS HAVE ACCESS TO INCREASED EDUCATION OPPORTUNITIES THAT SUPPORT CIVIL WORKS MISSIONS AND GOALS.

Measures: access, increase education opportunities

PERFORMANCE GOAL: 1) Number of Participants/Visitors who utilize education opportunities provided by the Corps.

2) Percent of Participants/Visitors that agree that their understanding or knowledge has increased provided by the Corps (e.g. 75% of visitors agree 4.0 or better on 5 pt scale)

1c. OBJECTIVE: VISITOR HEALTH AND WELLNESS IS ENHANCED BY RECREATION USE.

PERFORMANCE GOAL: 1) Number of Visitors who utilized recreation opportunities provided by the Corps.

2) Percent of Participants/Visitors that agree that their Health and wellness has increased as a result of recreation participation on Corps lands and waters. (e.g. 75% of visitors agree 4.0 or better on 5-pt scale)

Goal # 1 – The Quality of Life of our visitor is enhanced. (Education, health & wellness, safety & security, connection to nature, wholesome family experience)

1. Identify customer needs through stakeholder meetings, public involvement processes, etc, which include targeted ethnic groups to identify programs and facilities that will enhance the visitors quality of life. At the same time, inventory and identify existing programs, facilities, and conditions that already meet customer needs or could meet customer needs with minor policy, program or facility modifications.
2. Plan design, orchestrate and implement the placement of desired facilities and programs as identified by customers, partners, and stakeholders. Be innovative. Seek out partnerships to accomplish desired facilities and programs that will positively impact our visitors' quality of life.
3. Evaluate and monitor progress and modify direction as appropriate.

Appendix A – Potential Action Items to Accomplish the Tasks Identified Above

Identify recreation activities & associated facilities that visitors want to participate in on our projects (meet visitor needs)

Improve & increase interpretive programming - both on-site (current visitors) & off-site (potential visitors)

Improve visitor center exhibits to educate on benefits of the project

Target outreach efforts to specific user groups - tell Corps story & find out group needs (migrant farm worker example)

Recreation user groups

Ethnic groups

Program areas such as water safety

Improve design of recreation areas for security & safety of visitors

Increase management presence for safety & security of visitors

Promote educational sponsorships (e.g. personal watercraft safety course through local commercial vendors).

Provide cultural sensitivity training & foreign language training to staff.

Provide bi-lingual messages on signage, and printed materials.

Target recruitment for desired cultural & language diversity (include foreign language requirement in Co-op training program)

Aggressively pursue use of cooperating associations as an educational tool.

Provide adequate levels service to meet visitor needs to include appropriate staffing levels.

Seek relief from requirements of PL 89-72 that inhibit providing new recreational development.

Locate information centers where they service the greatest number of people - not necessarily at the project office.

Implement modernization program.

Improve safety and security of visitors on the water (expand current law enforcement contracting authority to include boat patrol)

Partner with Center for Disease Control (CDC) on health and wellness activities.

Develop fitness trails for all ages and improve existing trails.

Ensure universal accessibility in all facilities.

Develop site-specific facilities and programs to support nationally significant groups such as families, single parent families, extended families, etc.

Use water safety to connect to ethnic communities where regionally appropriate.

Partner with community health and wellness organizations to establish wellness programs and activities such as fairs, family wellness events, etc.

Implement strong effort in utilizing Student Conservation Association (SCA)

Use survey cards to measure visitor needs and success of program.

Provide in-service training for area teachers.

Overarching Goals

Recruit PM community into strategy early on.

Publish in key publications to improve public awareness.

Work with other agencies on research efforts.

Encourage more involvement in professional organizations.

Explore best management practices concept.

Eliminate institutional elements that impede innovation (such as cost sharing, turn backs, SRUF, Land and Water Conservation Fund, PL 89-72, - provide seed money for challenge cost share)

Develop command brief for COE recreation program.

Draft and submit organic act.

GOAL 2: The well being of communities associated with Corps administered lands and waters are improved. (Social well-being, Economic prosperity, Quality of life)

Priority 1.

2A. OBJECTIVE: Recreation partnership / stakeholder COMMUNITIES AND THE CORPS COLLABORATE IN DECISION-MAKING ABOUT AREAS OF COMMON INTEREST.

Measure: relationships with community. Coordination of program activities and development of relationships with the recreation partnership/ stakeholder communities.

PERFORMANCE GOAL: Percent of recreation partnership/ stakeholder Community leaders reporting satisfaction with opportunities to collaborate in decision-making about areas of common interest and provide direction in program development

2B. OBJECTIVE: THE CORPS RECREATION PROGRAM CONTRIBUTES TO A HEALTHY ECONOMY IN THE COMMUNITY.

- Measure: Improve and leverage the budget through partnerships, modify Corps budget policies that hinder or restrict recreation activities and provide facilities, programs, and employment opportunities which benefits the community

PERFORMANCE GOAL: Percent of Community leaders reporting CE recreation program as sustaining a healthy economy.

2C. OBJECTIVE: COMMUNITY MEMBERS HAVE OPPORTUNITIES TO GATHER AND PROMOTE COMMUNITY INTERACTION AND COHESION AS A RESULT OF CE RECREATION OPPORTUNITIES.

- Measures: Actively pursue the development of lake associations
- Participate in civic organizations
- Listen to the communities needs and integrate them into the management and subsequent marketing of the Corps project
- Encourage community participation with the Corps in special events of National or Regional scope

PERFORMANCE GOAL: 1) Number of community interactions.

2) Percent of community leaders reporting satisfaction with community interaction events.

Goal #2. The well being of communities associated with Corps administered land and waters are improved. (Social well being, economic prosperity, quality of life)

2A. Action Items (former 2C.)

1. Promote listening sessions. (short term)
2. Implement process to identify existing and potential stakeholders. (short term)
3. Invite Congressional staffers to join in local stakeholder sessions. (short term)
4. Implement standard process for developing and maintaining effective partnerships with stakeholders (mid-term)
5. Cut the red tape for ngo's to partner with the Corps—30 day turn around time.**
6. Actively pursue cost share partners.*
7. Promote removal of SRUF funding as a budget offset
8. Create budget line item for cost sharing (seed \$\$).***
9. Remove PL 89-72 Recreation Cost Sharing requirement.**
10. Change the policy to allow the COE to operate turn back areas.
11. Consider privatization of project facilities.

* historic marker – Portland working group

2B. (Economic) Action Items

1. Join in L&C commemorative efforts. (in light of jobs bill)

2. Solicit locals to contract for services.
3. Hire minorities at Corps projects from nearby communities
4. Employ local members of the community.
5. Develop economic benefit numbers for each COE project by District, Division, State, and County.
6. Work with Federal Highways to improve project roads.
7. Develop legislation for project economic development zones.

2C Action items (former 2a)

1. Meet with community leaders to advise what resources the COE has.
2. Contact leaders of minority groups in nearby communities to make the aware of COE recreation opportunities (Identify source areas for minorities and begin dialogue with leaders.)
3. Meet on a regular basis with community leaders.*****
4. Become involved in community planning efforts (including law enforcement groups)
5. Involve communities in NPLD (National Public Lands Day) and other events.
6. Revitalize lake associations. Listen to them and make them partners in planning and management.
7. Actively recruit community participation in lake demo program.**
8. Provide opportunities for communities to use Corps facilities at no charge for organized functions.

OTHERS

1. Draft and submit Organic Act legislation.
2. Seek legislation to create a Friends of the Corps Foundation.
3. Market Corps projects and facilities.
4. Join other land management agencies in trends studies.
5. Invite local communities to annual project open house events.
6. Include chamber of commerce, local business association and other civic membership into project “charter” or job descriptions or TAPES.
7. Approve Visa payment for civic memberships—promote Corps participation locally.
8. Include in ranger TAPES support and involvement at local and state levels.

9. Provide conference centers/facilities for community organizations/groups.
10. Support with funding local/regional conferences of mutual interest.
11. At national level market educational benefits for children.
12. Promote programs for underprivileged kids.
13. Challenge all to promote benefits for fitness and health.
14. Implement public involvement process that all Corps entities will conform to.
15. Develop a co-operative education program for maintenance and administrative staff.
16. Take education programs off-site into the communities.
17. Submit articles of local interest to community news media, etc.

GOAL 3: Recreation opportunities are provided in environmentally sustainable ways.

3a. OBJECTIVE: RECREATION USE MANAGEMENT AND DEVELOPMENT ARE CONSISTENT WITH THE CORPS ENVIRONMENTAL STEWARDSHIP PROGRAM GOALS.

PERFORMANCE GOAL: Percent of Visitors reporting satisfaction with the quality of natural resources associated with their recreation experience.

3b. OBJECTIVE: MAINTAIN THE NATURAL ENVIRONMENT IN A SUITABLE MANNER TO SUPPORT A HIGH QUALITY RECREATION EXPERIENCE. (THE INTEGRITY OF NATURAL LANDSCAPES IS MAINTAINED.)

PERFORMANCE GOAL: Index of natural landscape features to be determined that will indicate health of resources.

3c. OBJECTIVE: THE CORPS AND COMMUNITIES WORK TOGETHER TO ENSURE THE INTEGRITY OF THE NATURAL RESOURCES ON AND AROUND CORPS ADMINISTERED LANDS AND WATERS.

PERFORMANCE GOAL: 1) Number of joint natural resource management activities. , to include stakeholder meetings and other collaborative activities.

2) Percent of community leaders that report satisfaction with opportunities to collaborate on natural resource management activities.

Goal #3. Recreation opportunities are provided in environmentally sustainable ways.

1. Internal Action: Develop a national policy that requires mitigation for environmental damages resulting from development proposals prior to implementation.
2. External Action: Project Y.E.S./Environmental Education
 - a. Directive from the Chief / Directorate
 - b. Coordinate with Dept of Education
 - c. Both coordinate reaching out Laura Bush for National roll out
 - d. Develop Advisory Group made up of primarily interpretive champions at field level currently working with local school districts
 - e. Bring school teachers as partners in developing program elements and curriculum (already underway at some projects)
 - f. Need PAO program
 - g. Involve educational certification people
 - h. Cooperative Agreement at National level (with education dept)
 - i. National private sponsor to handle Awards program for projects, rangers, schools, districts and teachers
 - j. Broad curriculum to include:
 1. water safety
 2. wetlands
 3. recycling
 4. energy savings
 5. plant identification
 6. waste stream reduction
 7. soils
 8. holistic planet
 9. wellness – health
 10. forest species
 11. animal identification
 12. sustainable activities
 13. volunteering
 14. stewardship
 15. multipurpose management
 - k. Corps wide involvement – no longer shouting Wolf
 - l. Congressional information package / coordination
 - m. Involve all 5th graders at school districts nationwide at Corps projects
 - n. General Flowers is our Champion for this initiative

GOAL: Establish and maintain a productive working relationship with Recreation, Travel, and Tourism communities.

4a. OBJECTIVE: Develop and maintain an agency marketing program/plan for the recreation program.

4b. OBJECTIVE: The Corps develops and maintains communication and collaborates with the recreation, travel and tourism community to promote the economic health of the nation and its regions and to serve customer needs.

External Action

1. Pursue legislation to authorize and establish promotional marketing practices, strategies, and plans.
2. Provide basic recreation economic impact data to those organizations on the distribution list.
3. Provide project literature to relevant organizations that promote tourism.
4. Conduct at least one national level stakeholder meeting during FY 2002 that includes tourism industry representation.

Internal Action

1. Assemble a list of all relevant recreation and tourism entities that need/like to have Corps project economic data.
2. Include initiating/maintaining active communication/participation with local or regional recreation tourism groups as a component of Lake Manager/OM Performance Plans.
3. Develop an overall agency marketing plan, district marketing plans, and project recreation marketing plans.

Attachment 3
Ranking of Potential New Starts

	High	Med.	Low	weighted total	Proponents
Private sector 501-C/ use of fund, policy	9	0	0	27	Don Dunwoody
Update Visitation System -VERS	8	1	0	26	Mike Leach
Support for YES	7	2	0	25	Elisa Pellicciotto
Bilingual communication	6	3	0	24	Phil Turner
Role of outdoor rec in time of stress	2	6	1	19	
Demographics- application	1	8	0	19	
Customer satisfaction	0	9	0	18	
Performance measures/ benchmark	2	4	3	17	
Risk management (water safety)	2	4	3	17	
Ethnicity/ career path	1	5	3	16	
Future- Technology/Industry	0	7	2	16	
Mitigation/real-estate/ dispersed use	2	2	5	15	
Marina inspection	0	6	3	15	
Shoreline use permit	0	5	4	14	
Camping policy (length of stay)	0	5	4	14	
Culture resources	0	3	6	12	