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# Rec. Corp. Strategy



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## History

- 1970s - Strong recreation emphasis
- 1980s - Get out of recreation business
- 1990s - Under resourced -- Using band aids to keep things together
- 2000 - ?

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## Scope of Recreation Program

- 456 lakes
- Located in 43 states
- East of the Rockies
  - 80% of population
  - 80% of Corps projects

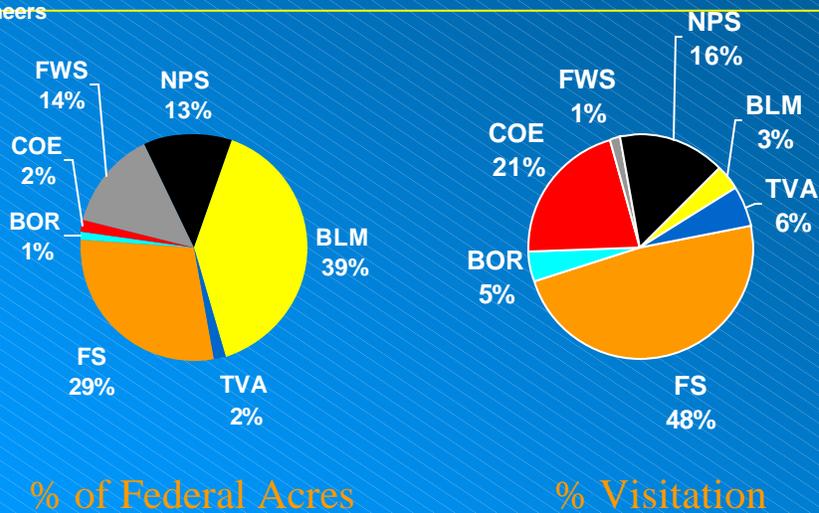


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## National Perspective



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## Nationally Significant

- Largest Federal provider of outdoor recreation
- 396 million visits annually
- One in ten Americans visit a Corps lake each year
- \$12 billion spent by visitors annually
- Supports over 500,000 jobs
- 70,000 volunteers annually - \$13.5 M value contributed
- 33% of all lake fishing (excluding the Great Lakes) occurs at Corps lakes

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## Nationally Significant

(Cont'd)

- 11.5 million acres of land & water
- 56,000 shoreline miles
- \$4.5 billion facility replacement cost
- 4,340 recreation areas
- 93,000 campsites
- 55,000 picnic sites
- 3,500 launching ramps
- 990 swim areas
- 281 visitor centers
- 8,400 miles of roads
- 3,910 miles of trails

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## Nationally Significant (Cont'd)

- 43% of areas managed by others
  - > 500 concessions
  - > 593 state parks
  - > 600 local government parks
  - > 421 quasi-public areas

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## Uses



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## Current Conditions

- Outdated facilities (majority built in the 60's)
  - > 40% more than 40 years old
  - > 50% 20 - 40 years old
  - > 10% less than 20 years old
- Critical recreation backlog in excess of \$98 million
- Total Recreation backlog is about \$606 million
- NRM Staffing erosion - 36% reduction
- Recreation planning and design capability eroding

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## Strategic Plan



Civil Works  
Recreation Strategic Plan



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## General Objective

**Plan, provide, manage and maintain quality outdoor recreation opportunities that are accessible, safe, and healthful for diverse populations on a sustained basis.**

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## Outcome Goal

**Quality water-related recreation opportunities and services are available to serve the needs of present and future generations.**

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## Output Goals

- Planning
- Operations
- Recreation areas managed by others

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## Output Goals (Cont'd)

### Planning:

- Recreation outputs are considered in all planning studies and recommended where justified.
- Recreation is co-equal with Flood Damage Reduction, Navigation, Hydropower & Environment.
- Recreation benefits evaluation is state of the art.
- Recreation formulation - tradeoff planning expertise restored.

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## Output Goals (Cont'd)

### Operations:

- Natural resources are managed on a sustainable basis to support high quality recreation opportunities.
- Corps facility and service standards are met.
- Recreation facilities are managed effectively and efficiently to provide optimum benefit to users.
- Facilities meet the demands of diverse user groups for water related recreation.

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## Output Goals (Cont'd)

### Recreation areas managed by others:

- Non-Corps recreation providers are effectively integrated into the Civil Works program strategy.

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## Key Players

### Current

- State & local governments (Recreation, tourism, fish & game)
- National Sport Fishing & Boating Partnership Council
- ARC, B.A.S.S., NEETF, PWCA, Tread Lightly!
- Local lake associations
- Federal land management agencies
- Concessionaires
- Non-profits

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## Key Players (Cont'd)

### Potential

- Tourism industry
- Recreation industry
- Environmental interests
- User groups
- Youth groups
- MWR program

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## Key External Factors

- Water is the number one recreation attraction in America
- 75% of all recreation occurs within 1/4 mile of a land / water interface
- Unorganized constituency
- Increased urbanization / population aging / diversity
- Dynamic recreational trends
- Increased interest in the environment

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## Key External Factors (Cont'd)

- Part of communities' economic base
- Users are demanding broader amenity packages
- Increased Tribal involvement
- Public demanding more information & a role in decision making
- Increasing competition for land & water
- Increased interest in partnering

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## Key External Factors (Cont'd)

- Continued growth of the recreation industry
  - > Predicted to be the largest service industry in the U.S.
  - > Equipment needs are changing
- Increased interest in non-consumptive use of wildlife
- Shorter vacations & more long weekends close to home
- Increased workforce in service industries, resulting in changes in recreation patterns

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## Issues/Recommendations

- **Resources:** provide resources commensurate with goals
  - > Funding
  - > Staffing
- **PL 89-72:** policy that applies PL 89-72 recreational cost sharing principles retroactively to projects authorized prior to 1965
- **Backlog:** reduce recreational facility maintenance backlog

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## Issues/Recommendations (Cont'd)

- **Partnering:** Enhance Partnering (non-traditional partners, TEA-21)
- **Federal Lakes:**
  - Federal Lakes Recreation Leadership Council
  - Legislation - National Recreation Lakes Act
- **Status:** Address Recreation vs. Flood Damage Reduction, Navigation, Hydropower & Environment
- **Marketing:** Participate in joint marketing with other recreation providers (State/local governments)
- **State and Local Parks:** Infrastructure rehabilitation/replacement costs at State/local government managed parks on Corps lakes

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## Issues/Recommendations (Cont'd)

- **Modernization:** Rehab functionally obsolete facilities \*
- **Water quality & quantity:** proactively participate in watershed management
- **Standards:** develop, implement & maintain \*
- **Barriers to Partnering:** streamline process
- **Challenge Partnerships:** provide seed \$\$
- **Policy:** strengthen, clarify and communicate
- **Centralized Activities:** Create central capability \*

(\* - Underway)

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## Issues/Recommendations (Cont'd)

- **Use Fees:** Return to project where collected without appropriation or offset of appropriation
- **Establish Planning Tools:** Develop modern methodology
- **Contracting:** Use innovative contracting
- **Concession feasibility review:** Enhance approval process (economics, management) for new leases
- **Concession management:** Analyze process for improvement

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## Issues /Recommendations (Cont'd)

- **Innovative management:** Create a forum to exchange information
- **Eliminate resistance to change by:**
  - > Initiating peer review
  - > Initiating audits
  - > Initiating job rotations
- **Research:** Continue Recreation Leadership Advisory Team Effort (RMSP)

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## Communications Plan

### “Face to the Nation”

- Outreach
- Stakeholder meetings
- NRM Gateway
- Visitor Centers
- Develop plan (internal and external)
  - Message
  - Audience
  - Media

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## Questions?

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