

# Dynamic Approach to Sustainable Recreation Strategy

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USDA FS  
Enterprise Program



# Shared Stewardship

“...collective community of stewards who provide support to and receive shared benefits from...”



Montezuma National Forest, Arizona  
(Courtesy photo by Alan Levine)



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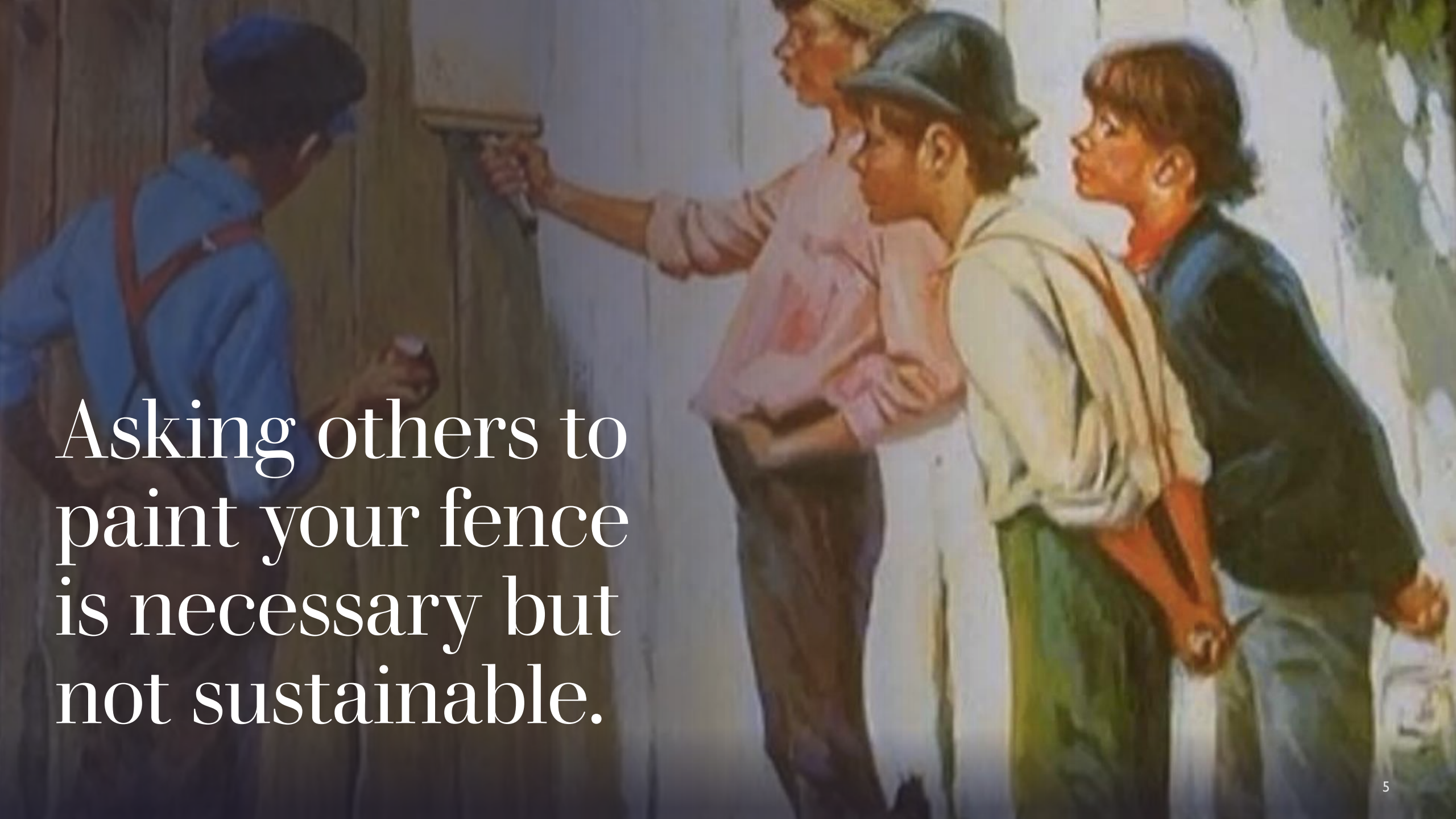
## Poll:

How important is implementing shared stewardship?

## Question:

What ways are you pursuing shared stewardship approach?

The cover features a collage of images: two forest workers in a wooded area, a group of people in a meeting room, a forest landscape, a controlled fire in a forest, and a group of people looking at a map outdoors. The background is green with a word cloud containing terms like: SHARED, STEWARDSHIP, IMPROVE, LANDSCAPES, MITIGATION, FOREST MANAGEMENT, TREATMENTS, OUTCOMES, COLLABORATION, PRIORITIES, VISION, PLANNING, WATERSHEDS, TOOLS, CAPACITY, STAKEHOLDERS, RISK, DANGEROUS FUELS, TREATMENT, ADAPTATION, MANAGEMENT, INVESTMENTS, CO-MANAGE, STATES, COORDINATION, and EFFECTIVE. The title 'Toward Shared Stewardship Across Landscapes: An Outcome-Based Investment Strategy' is prominently displayed in the center.



Asking others to  
paint your fence  
is necessary but  
not sustainable.



## COLLABORATIVE



## PARTNERSHIPS



## Poll:

How important is it for agencies to pursue a more non-agency centric approach to collaboration?

## Question:

What barriers are there to non-agency centric approaches?



# Collective Impact Model



**DISORDER &  
CONFUSION**



**INDIVIDUAL IMPACT  
in isolation**

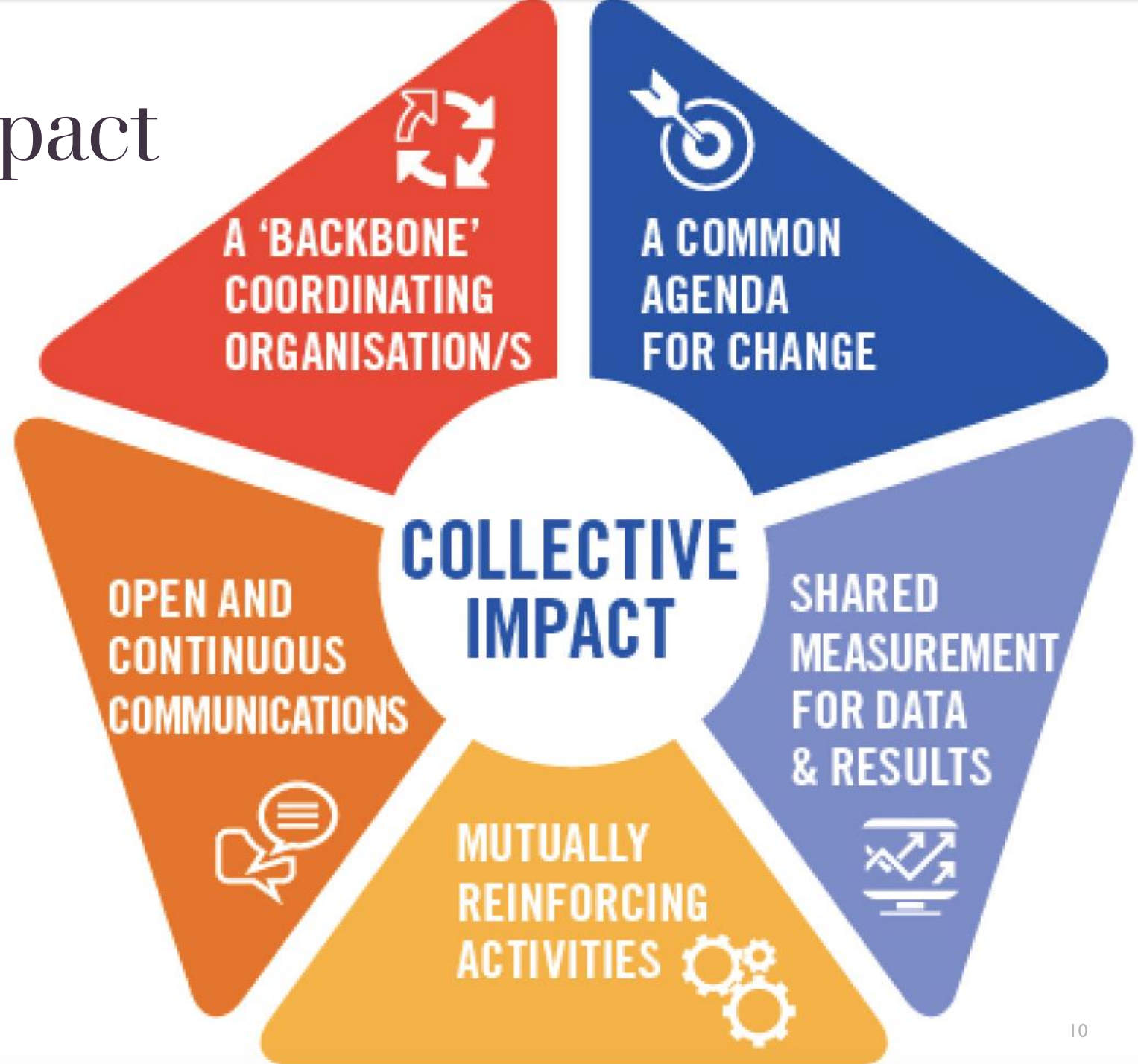


**COORDINATED IMPACT  
with alignment**



**COLLECTIVE IMPACT  
with collaborative action**

# Collective Impact Components





Sustainability is  
ongoing  
interdependent  
relationships



# PARTNERSHIP COALITION



Goals are larger than FS needs

Economic Resiliency  
Health and Wellness  
Education

# Systemic Sustainability

Sustainability requires interdependency

Core Values  
Common Agenda- Broad Community  
Focus Areas - Coordinated Autonomy  
Vision  
Mission by Focus Area  
Strategic Direction by Focus Area  
Strategic Initiatives by Focus Area  
Action Plans to carry out Strategic Initiatives  
Programs and Projects by Strategic Initiatives



Core Values inform the common agenda of the diverse group of stakeholders and support the vision.



## Stakeholder Groups:

City of Norton

Dickenson Co. Chamber of Commerce and Tourism

The Clinch Coalition

Spearhead Trails

Scott Co. Horseman

Wise County Tourism

High Knob Enhancement Corporation

Central Appalachian Climbers Coalition

Heart of Appalachia

USDA— Rural Development

Town of Appalachia

Town of Big Stone Gap

Lee County

Wise County

Appalachian Voices

Town of Dungannon

Ruffed Grouse Society

Town of Coeburn

County of Dickenson

Scott County

The Nature Conservancy

Clinch Ranger District, National Forest

Friends of SW Virginia

VDGIF

DCR State Parks

Mountain Empire Community College

Big Stone Gap Parks and Recreation

Boy Scouts

Mountain Empire Community College

## FOREST RECREATION OUTDOOR GROUP

### CORE VALUES

**Holistic Approach:** Considering the issues within a system that works together and requires a systems approach to address the issues.

**Collaborative:** Working together to engage in opportunities and solutions.

**Sustainable Vision:** A vision that builds resiliency and longevity into the plan.

**Take Action:** The intent is to plan for action, and be committed to implementing the plan.

**Realistic Goals:** Goals that can be achieved with the commitment and capacities of the group.

**Adaptive:** Be perceptive of trends and needs and make adjustments as needed.

**Economic Driver:** Identify outdoor recreation opportunities that provide improved economic viability for the local communities.

**Constructive Meetings:** Carry out meetings that are purposeful in moving strategic direction forward.

## CORE VALUES



George Washington-Jefferson National Forest

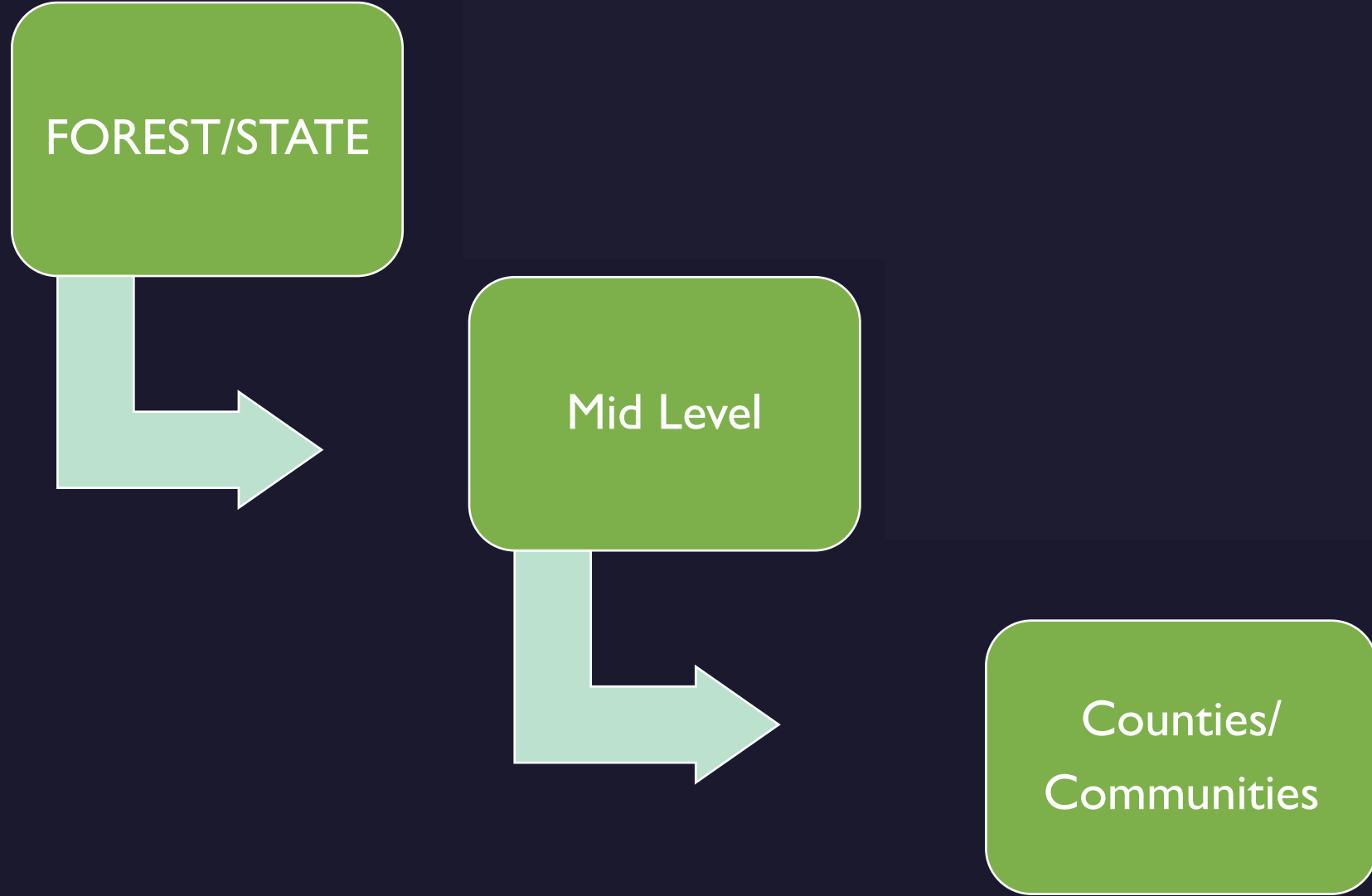
# Sustainable Recreation Strategy Development

Dynamic Integrated Approach

WO Enterprise Program



# ROAD MAP: Tiered Approach - 3 Tiers

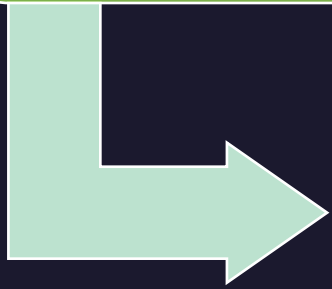




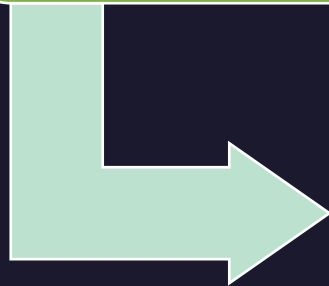
# ROAD MAP: Tiered Approach - 3 Tiers

FOREST/  
STATE

- Core Values
- Common agenda
- Three Focus Areas: Economic, Social, Ecological
- Story Map (Arc GIS Hub), Strategy Map Development
- Comm plan, Community Engagement Plan

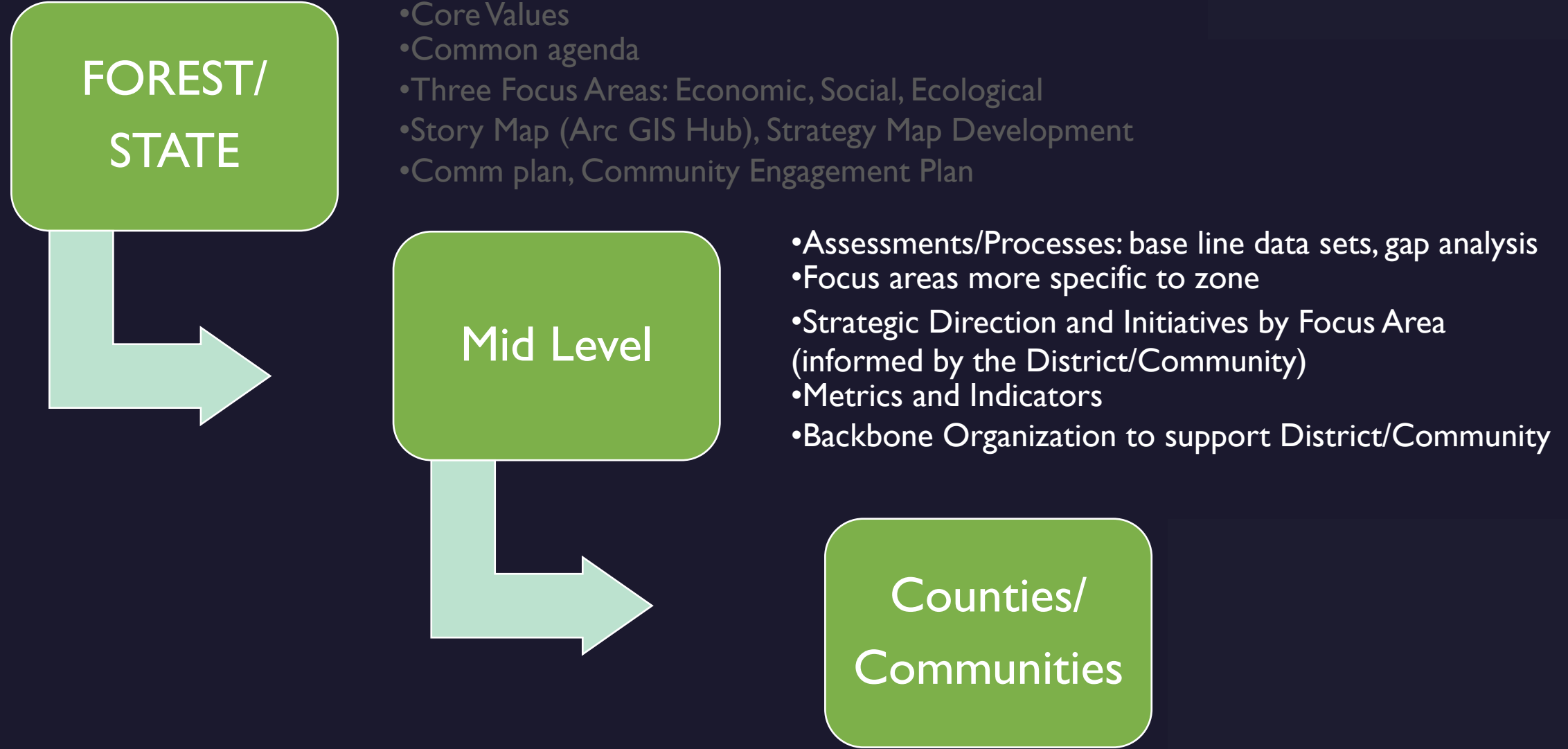


Mid Level



Counties/  
Communities

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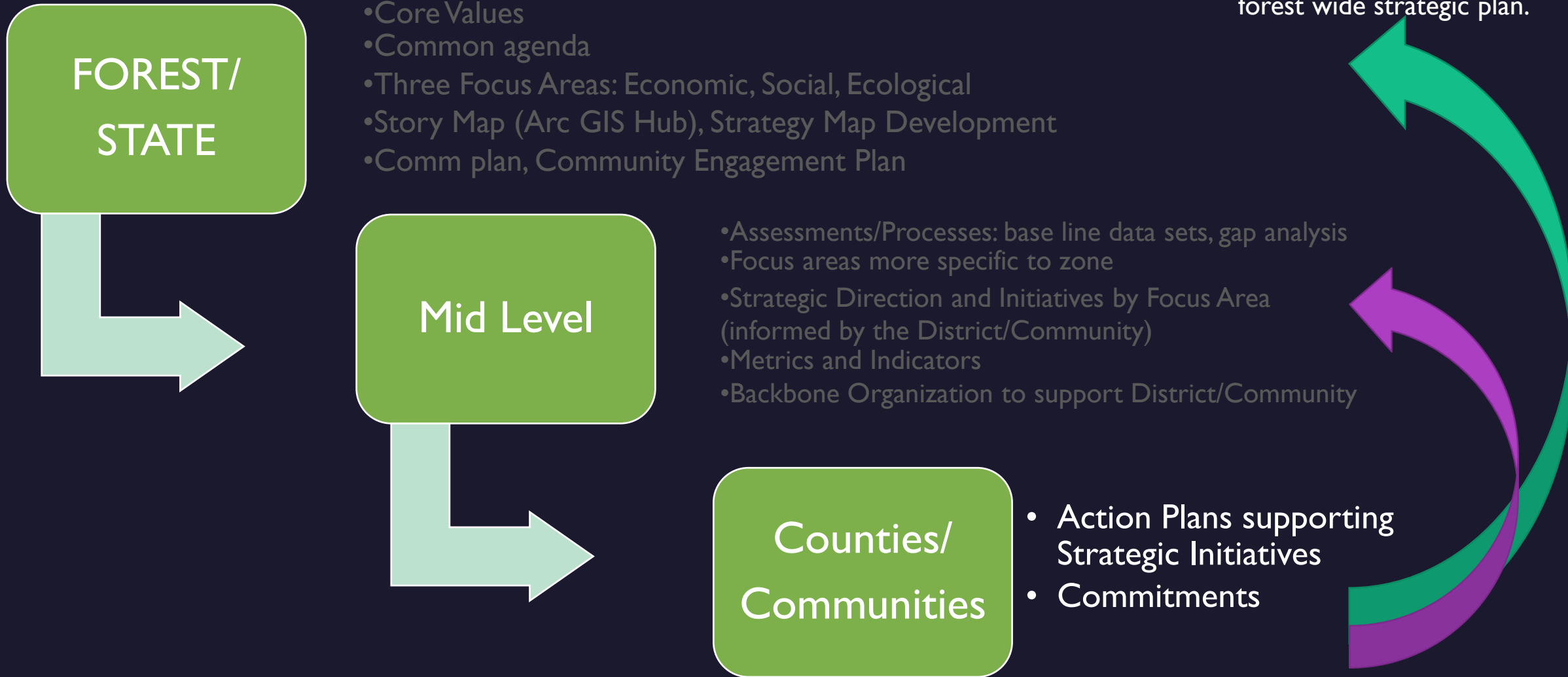
Mid Level

- Assessments/Processes: base line data sets, gap analysis
- Focus areas more specific to zone
- Strategic Direction and Initiatives by Focus Area (informed by the District/Community)
- Metrics and Indicators
- Backbone Organization to support District/Community

Counties/  
Communities

- Action Plans supporting Strategic Initiatives
- Commitments

Action Plans and  
Commitments inform the  
forest wide strategic plan.





# CORE VALUES





## Common Agenda

Working together to build resiliency for the region by strengthening the connections between community and the public lands.

Promoting outdoor recreation experiences and stewardship ethics to revitalize a vibrant economy, providing healthy outdoor lifestyle opportunities and educating generations for long term stewardship and sustainability.



## Mission:

Drive collective impact for sustainable communities that thrive in this landscape of outdoor recreation opportunities.

### **ECONOMIC VISION**

The local economies are strengthened, growing around the outdoor recreation opportunities. People are drawn to the outdoor lifestyle opportunities and recreation-based economy.

### **EDUCATION VISION**

The community is a center for sustainable recreation stewardship, thriving as an outdoor recreation area that promotes sustainable practices and lives the adventure.

### **WELLNESS VISION**

People thrive by living an active outdoor lifestyle that is adventurous, socially engaging, therapeutic and restorative.



# STRATEGIC DIRECTION BY FOCUS AREA

## Economic Resiliency

### Strategic Direction

1. Strengthen the regional economy through **outdoor recreation-based tourism.**
2. Promote a **strong and capable workforce** through **entry level outdoor stewardship programs.**
3. Draw small scale **outdoor recreation-based manufacturing** to build an economic hub for outdoor enthusiasts.
4. Engage **new tourism-based services** such as lodging, guided tours, and food service targeting outdoor adventurers.

## Education

### Strategic Direction

1. Encourage an **active stewardship ethic** for the natural environment by increasing use and care.
2. Increase the **appreciation of the natural environment and recreational opportunities** by providing **training and education adventures for outdoor skills and stewardship.**

## Health and Wellness

### Strategic Direction

1. Promote and encourage **the outdoor lifestyle** for our community well-being.
2. Strengthen our community health by supporting **drug recovery programs through outdoor activity and adventure.**
3. Build healthy families by **improving access and interest in family friendly outdoor recreation.**
4. Support mental health and wellness by providing **opportunities in the outdoors.**

# Economic Strategies

Outcomes

Increased Economic Opps

Increased Tourism Opps

Draw New Tourism Clientele

Extra Income

Construction Jobs

Outfitter/Guide  
Jobs

Increased Tourism  
\$\$

Brewery Jobs

Increased Tourism  
\$\$

Strategies

Alternative Lodging-Tiny Homes,  
Boutique, BnB, Hip Camps

Bundled Tourism Opps

Bikes, Bluegrass and Brews

Building Plans

Marketing

Small Business  
Loans

FS  
Permit/Partnership

Musician  
Spotlights

FS Site  
Usage

Asset & Capacity  
Dev

Lodging Campaign, Incentives


Business Plan Templates

Recruit Brew Pubs/sponsors



# Finding the Win-Win

When a need becomes an asset

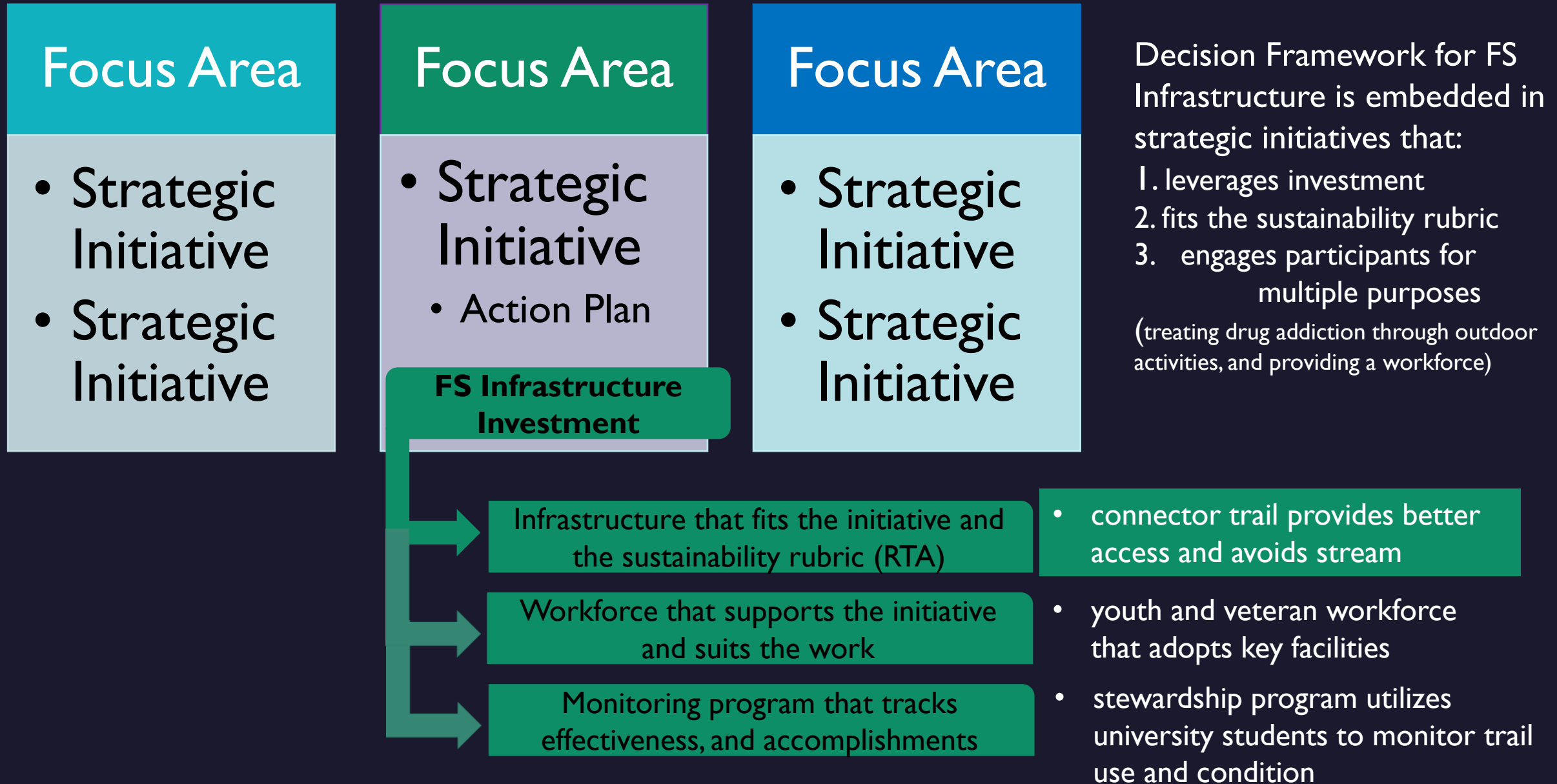
The background of the slide features a warm, golden sunset sky. In the foreground, several hands are silhouetted against the light, holding and interlocking large, dark metal gears. The gears are of different sizes and are positioned in a way that suggests they are part of a larger, interconnected system. The hands are positioned around the gears, with some fingers gripping the teeth of the gears, symbolizing human effort and collaboration in a mechanical or organizational context.

Where do our assets  
contribute to  
another's need?

What opportunities  
are found in the  
overlapping needs?

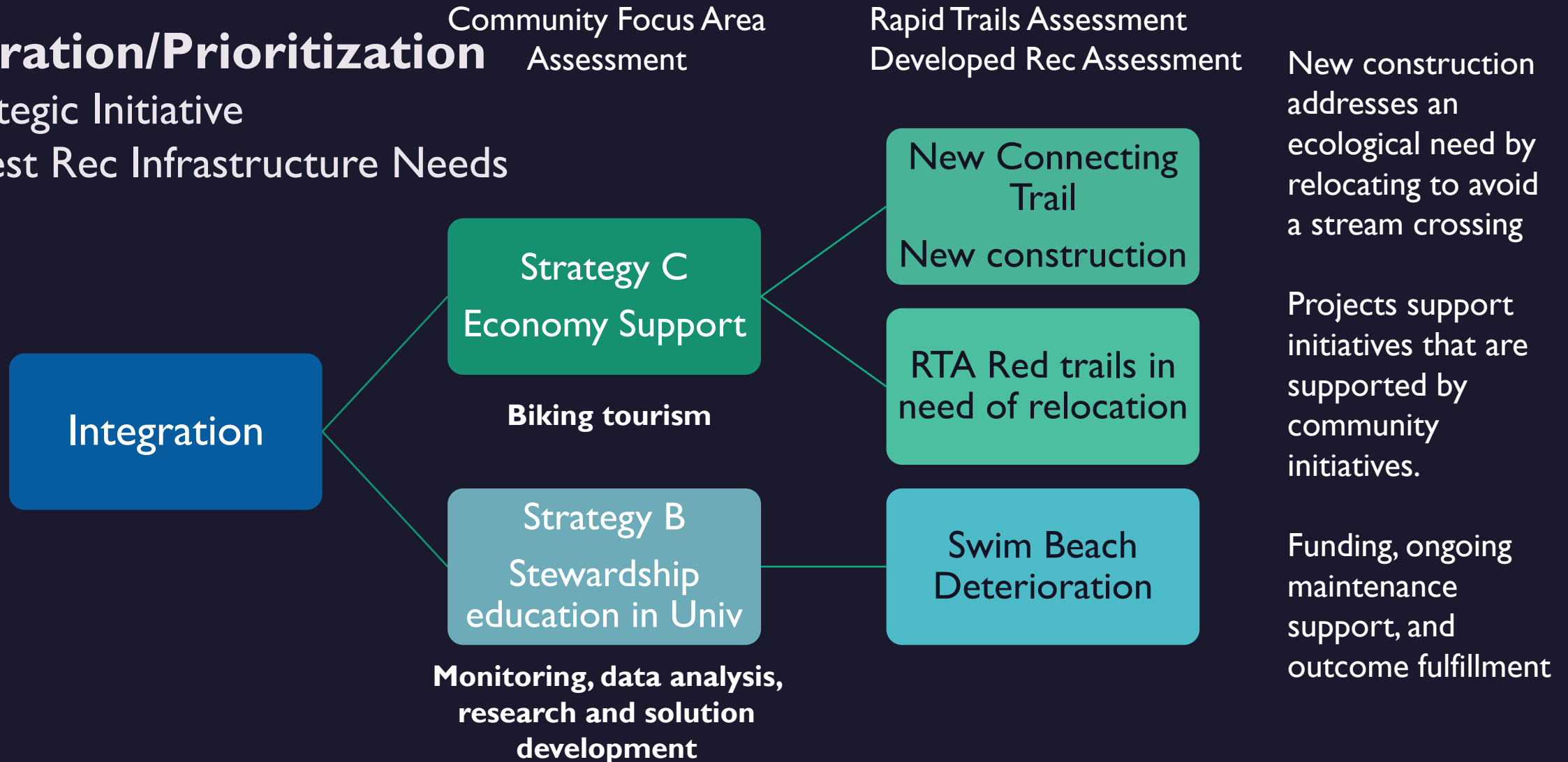


# Prioritizing Projects- Decisions Framework



## Integration/Prioritization

1. Strategic Initiative
2. Forest Rec Infrastructure Needs





Tools for:

Communication

Community Engagement

Collaboration

➤ Data Management

➤ Monitoring and

Adaptive Management

Community

Initiatives

Open Data

My DataSign In

ArcGIS Hub

Transform how you engage and collaborate with your community.

Encourage people to take action and bring positive change in their own neighborhoods.

ArcGIS Hub provides a two-way engagement platform to connect government and citizens.

You get an interactive platform to organize people, processes, and technology. ArcGIS Hub comes with built-in event creation and sharing directly to Hub websites and your Hub mobile app. It also allows you to gather feedback from inside and outside your organization to find or create new solutions to existing problems.

Learn More

Hub initiatives take on real-world issues that matter to your neighborhood, town, city, or even the world.

Through initiatives, ArcGIS Hub provides a set of tools and apps you can use to engage your community in the work you're doing. Use initiatives to listen to the needs of your citizens. Share information about government efforts. Involve those who want to help. Then, show and monitor the progress your community is making towards its goals.

View This Initiative Site Overview

Community

Initiatives

Open Data

My DataSign In

Open Data

/open data/

noun

data that can be freely used, re-used and redistributed by anyone.

(Open Definition)

Share Open Data in Minutes

As part of your ArcGIS Online subscription, you can share your authoritative open data. Use your existing ArcGIS Online groups to identify data to share, then quickly set up public-facing websites for people to easily find and download your data in a variety of open formats. Your open datasets are connected to the source and are automatically updated.

Enable Open Data

Search Open Data

Find

Bus Routes, Park Services, Schools

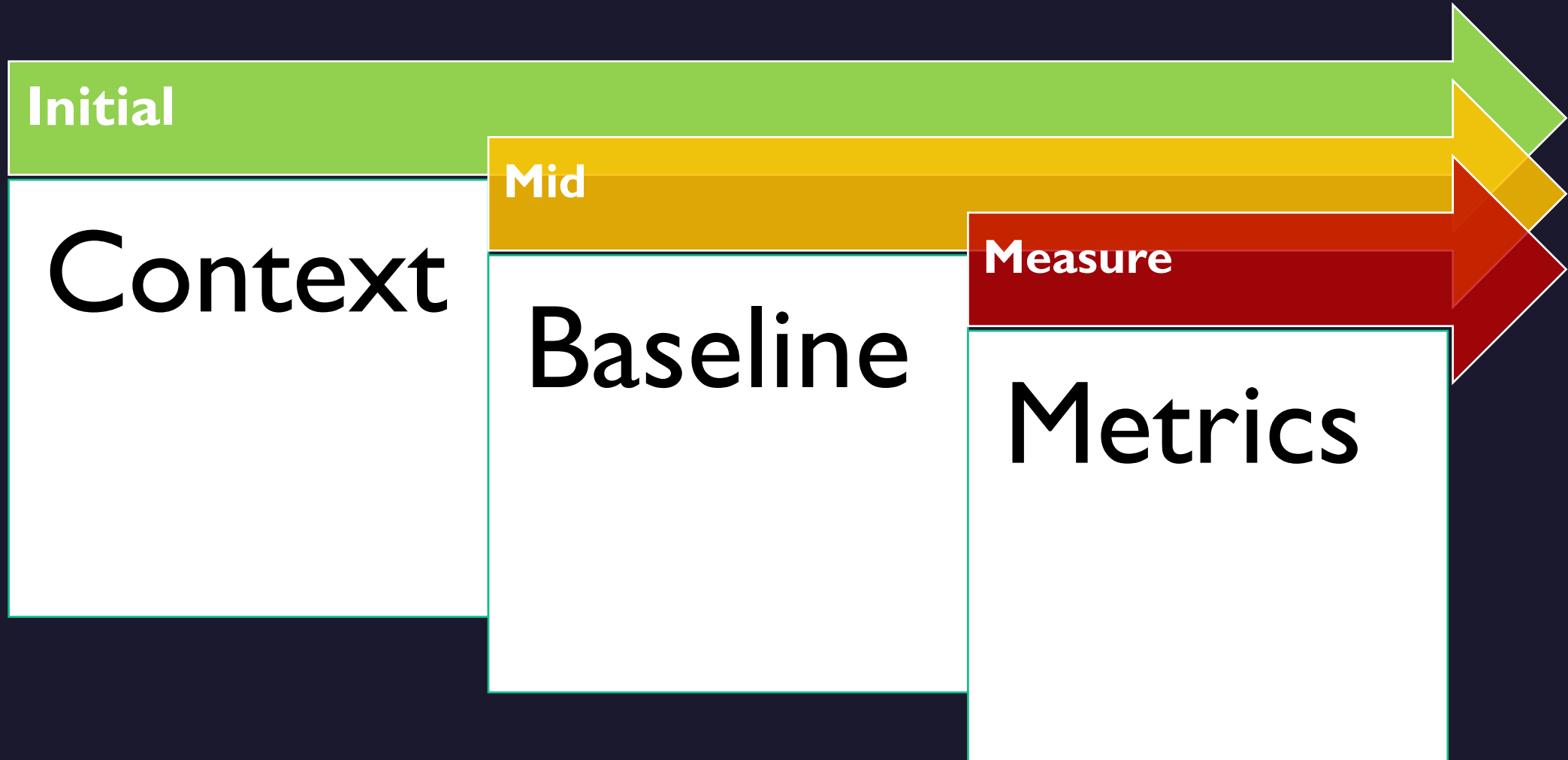
Near

City, Country

30



# Phased Data Development

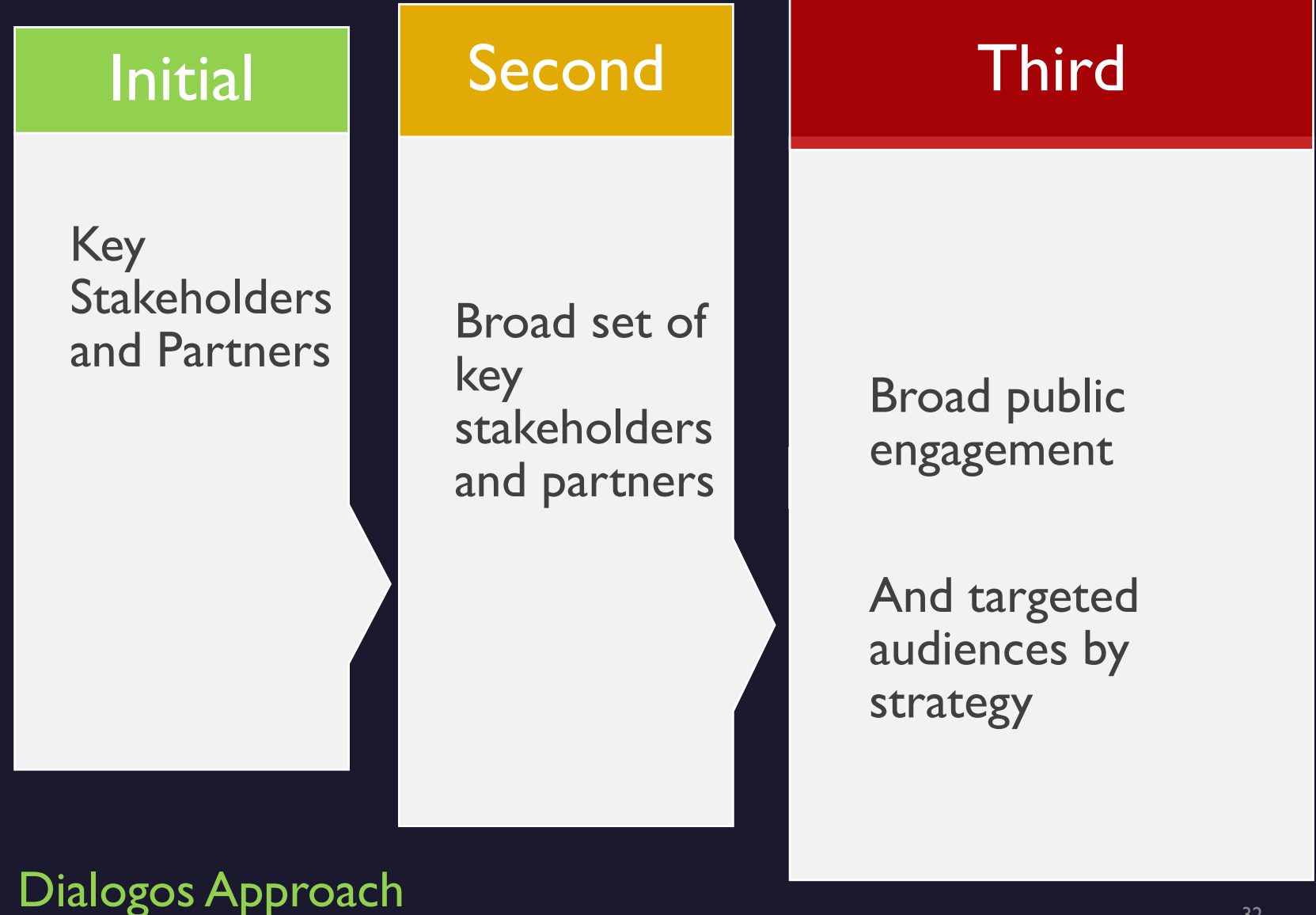


# Phased Community Engagement

Initially establishing support for the approach and process

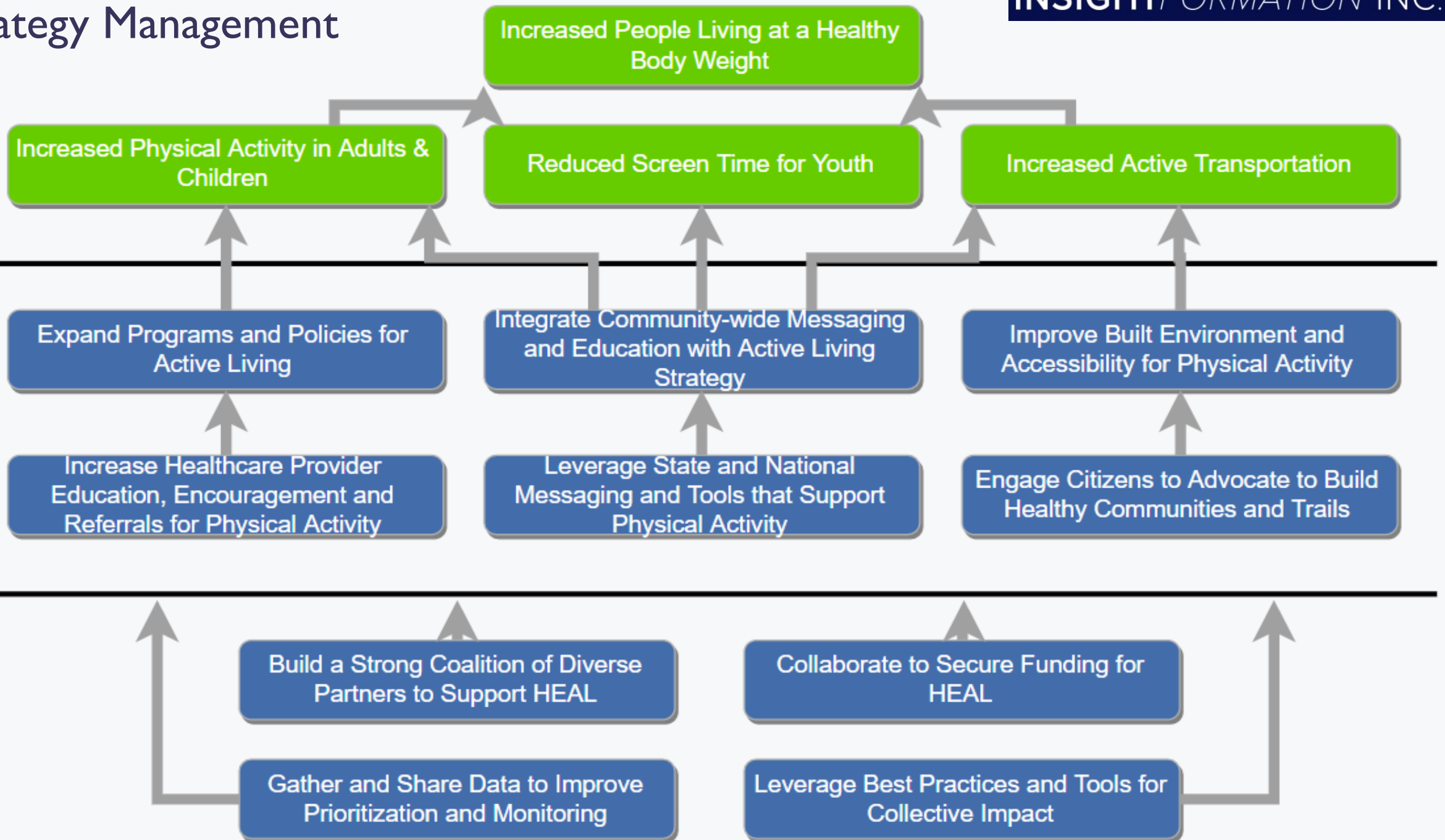
Secondly, more inclusive as the scale is narrowed

Thirdly, engage the public as a whole, and targeted audiences that are part of the strategies



# Strategy Management

INSIGHT*FORMATION* INC.



County Health Rankings: Health Factors						
	Name	Prior Period	Current Value	Change	Target Value	Most Recent Period
<input checked="" type="checkbox"/>	SCC-CHR: Clinical Care					
	SCC-CHR: Uninsured	12%	12%	2	11%	2014
	SCC-CHR: Primary care providers	1,649	1,658	1	1,051	2014
	SCC-CHR: Dentists (Provider/Population)	1,686	1,589	1	1,439	2014
	SCC-CHR: Mental Health Providers	N/A	1,981	0	536	2014
	SCC-CHR: Preventable hospital stays	73	72	1	100	2014
	SCC-CHR: Diabetic screening	83%	82%	1	90%	2015
	SCC-CHR: Mammography screening	65%	63%	1	100%	2014
<input checked="" type="checkbox"/>	SCC-CHR: Social & Economic Factors					
	SCC-CHR: High school graduation	80%	79%	1	100%	2014
	SCC-CHR: Some College	66%	67%	1	66%	2014
	SCC-CHR: Unemployment	10.0%	10.0%	2	4.4%	2014
	SCC-CHR: Children in poverty	31%	29%	1	13%	2014





## St. Clair County Health Care Commission (SCCHCC) Strategy Management System

This on-line system is designed to help organizations throughout the county collaborate to improve the overall quality of life of their communities and the health and well-being of our **270,000 citizens**. For more information on how your organization can participate in this collaborative process, please contact Mark Peters, Director of Community Health, St. Clair County Health Department by phone at (618) 233-7703, ext 4423 or email at [Mark.Peters@co.st-clair.il.us](mailto:Mark.Peters@co.st-clair.il.us).

For training videos and PDF's of exercises visit [Help Page](#).

[Click to access the SCCHCC Wiki pages for more details.](#)

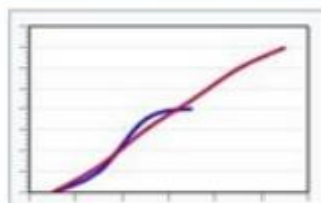
### Featured Measures

Tablet

Sele



#### P-BRC: # of People in the Couch to 5K Program



2011

80

##### Description

# of People in the Couch to 5K Program  
[www.c25k.com](http://www.c25k.com)



3



#### WCH: Diabetic screening



2014

83%

##### Description

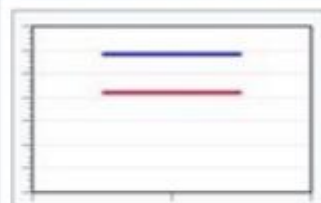
Diabetic screening: Percent of diabetic Medicare enrollees that receive HbA1c screening Diabetic screening is ca...



2



#### SCC-CHR: Physical Inactivity



2014

29%

##### Description

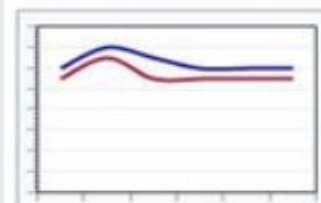
Physical inactivity: Percent of adults aged 20 and over reporting no leisure-time physical activity Physical ina...



1



#### SCC-CHR: Uninsured



2014

12%

##### Description

Uninsured: Percent of population under age 65 without health insurance This measure represents the estimated per...



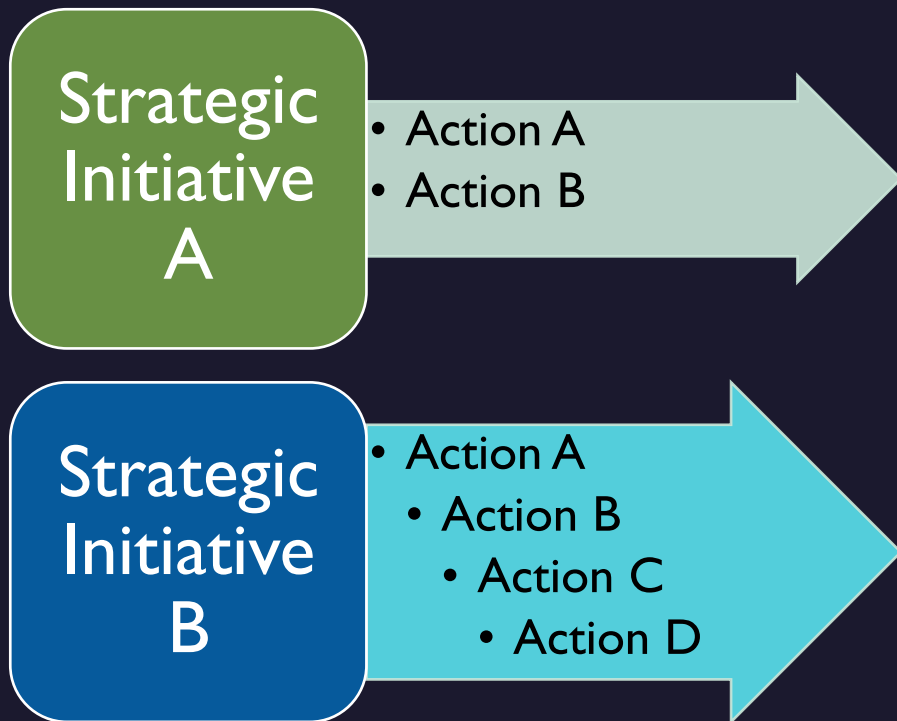
2



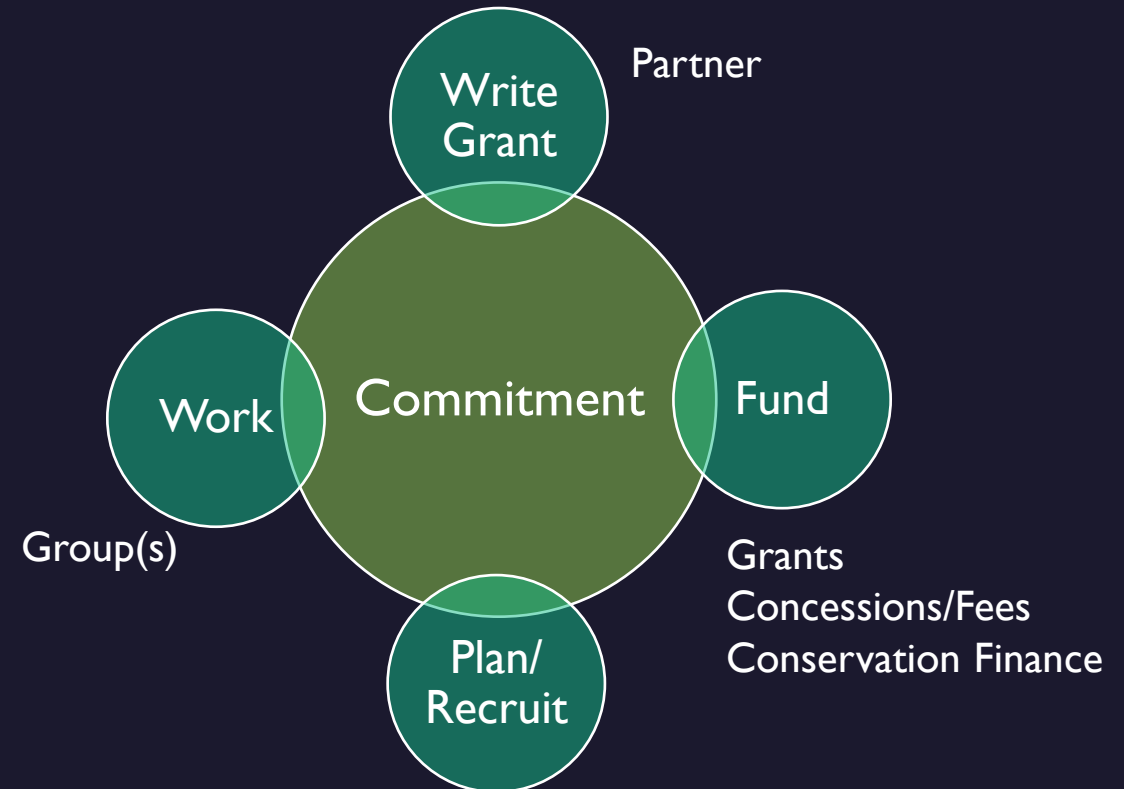
# ROAD MAP – *District/Community*

## Products to inform the Strategic Plan

**Action Plans:** Build out strategic initiatives with concrete action plans that include short- and long-term projects and programs



**Commitments:** make commitments to support and carry out the action items



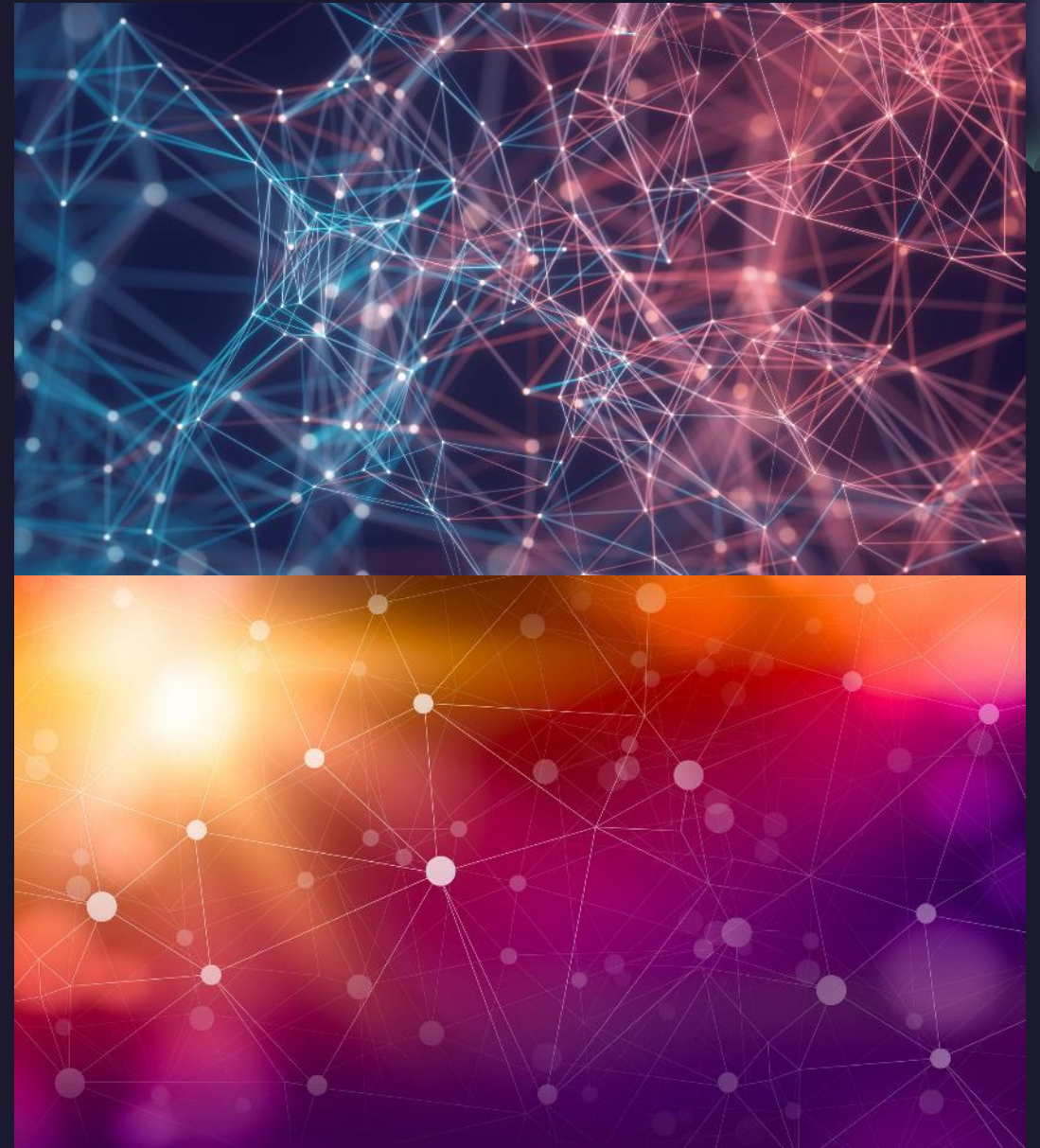


# Summary

A dynamic approach to sustainable recreation is a journey of engagement, participation and partaking of the benefits of a viable system between communities and public lands.



# Q&A







# Enterprise Program

A flexible and mobile workforce that offers an extensive range of skills and services to support your program or project needs - whether it's a gap to be filled on a specific team or taking on a project from start to finish, we can help!

300+ employees working virtually to serve any unit from the WO to District.

Budget  
Modernization  
Reform

Project Funded



Allocated Funded

## REFERENCES:

Collective Impact Model

[https://ssir.org/articles/entry/collective\\_impact](https://ssir.org/articles/entry/collective_impact)

<https://www.collectiveimpactforum.org/>

Dialogos

<https://www.dialogos.com/>

InsightVisions Software:

<https://www.insightformation.com/>