

Sparking a r/evolution in information delivery

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Public Affairs Officer



What my friends think I do



What the public thinks I do



What my mom thinks I do



What I think I do



What my boss thinks I do



What I actually do



How do you get information

You're going on a trip. How do you plan?

CHOOSE ALL THAT APPLY

- Buy or borrow a travel book for the region (i.e. Fodors).
- Research "things to do" on the internet.
- Call a travel agent to make hotel and flight arrangements.
- Use an app to book reservations (i.e. VRBO).
- Post to social media asking friends for recommendations.
- Search recommendations and rating on the web (i.e. Trip Advisor, Yelp)
- Make reservations for popular attractions in advance.
- Book a hotel online.
- Wing it. It's not fun if you have to plan in advance.

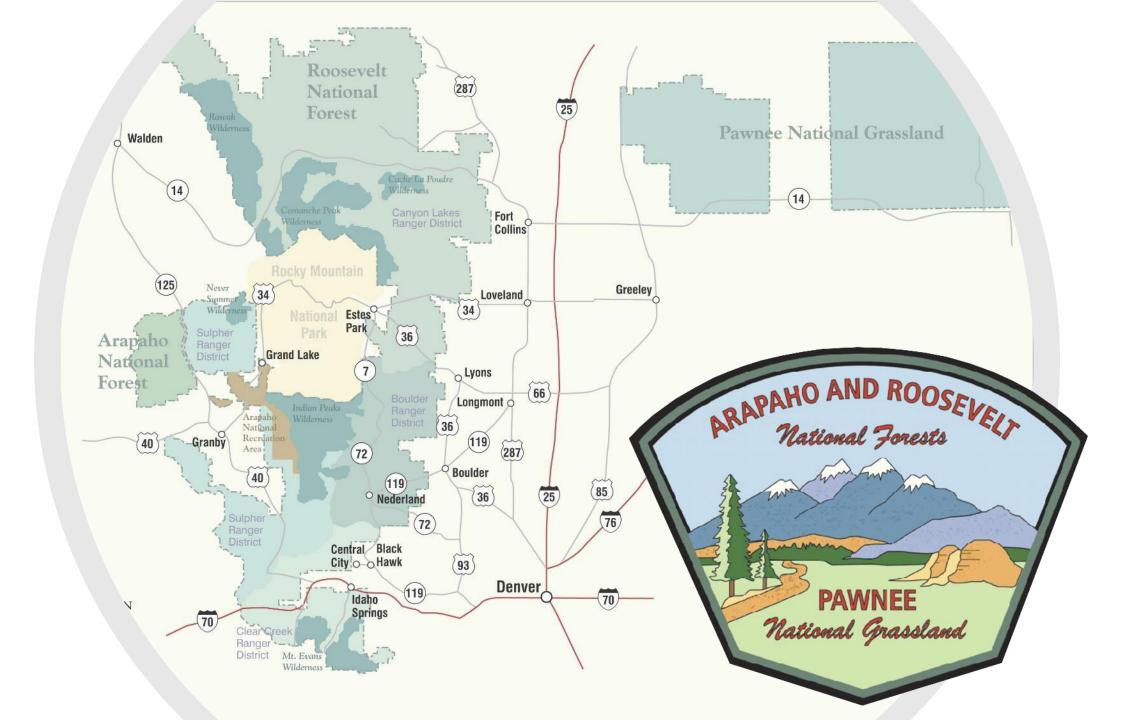


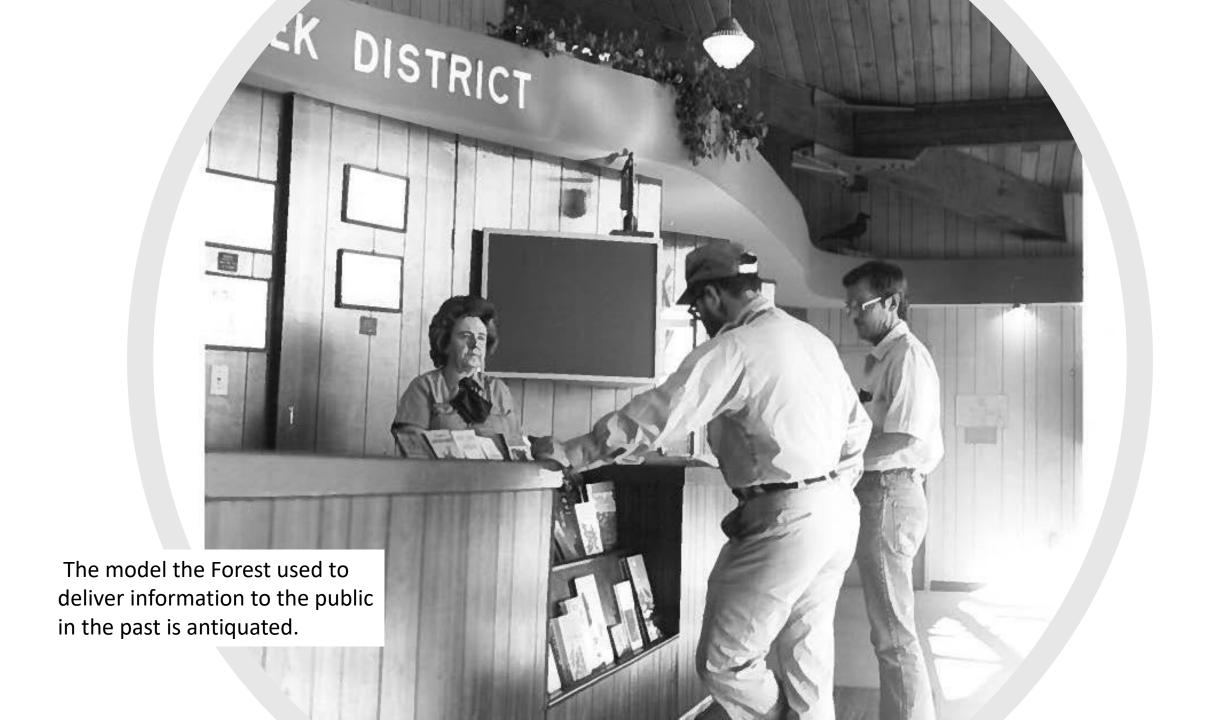
You're going camping. How do you plan?

CHOOSE ALL THAT APPLY

- Buy or borrow maps in advance for the region.
- Research places to camp on the internet.
- Call a National Park or Forest in advance for information.
- Stop at the visitors center on arrival for information.
- Use an app to book a campsite.
- Post to social media asking friends for recommendations.
- · Search recommendations and ratings on the web.
- Make reservations for popular attractions in advance.
- Wing it. It's not fun if you have to plan in advance.







Meet people where they are

Whether the public seeks out information using smart phone apps, a website, email, the phone or in person, this is an important first point of contact that can set the tone for the visitors' future relationship and experience with the National Forest.



Maintain brick & mortar footprint

- Expand our reach into local visitor centers, like Idaho Springs, Estes Park, Fort Collins, Nederland and Winter Park.
- Get products (maps and passes) and current Forest information into recreation retail outlets like REI, Jax and Murdochs.



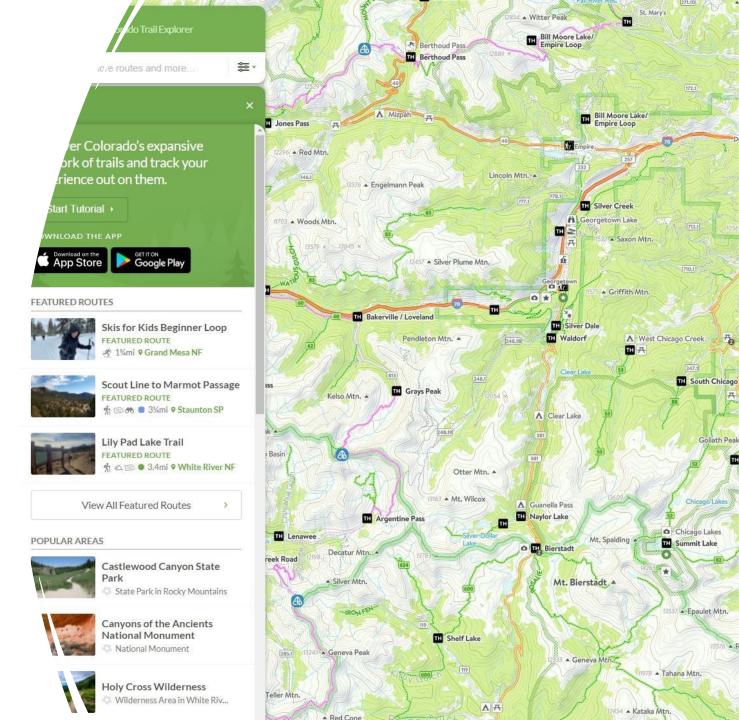
Expand footprint in the field

- Build trailhead, remote location outreach through partners, such as volunteer ambassador program (mountain bike clubs, hiking groups, and wilderness groups).
- Develop interactive trainings and consistent, updated information for partners and volunteers.



Improve footprint online and apps

- Improving our online presence requires regular website maintenance as well as coordination and partnership with sites like rec.gov, alltrails and cotrex.
- As more apps and digital storytelling become tools for the public, our need to provide internal expertise to coordinate and maintain



Keep the server running: The Hub

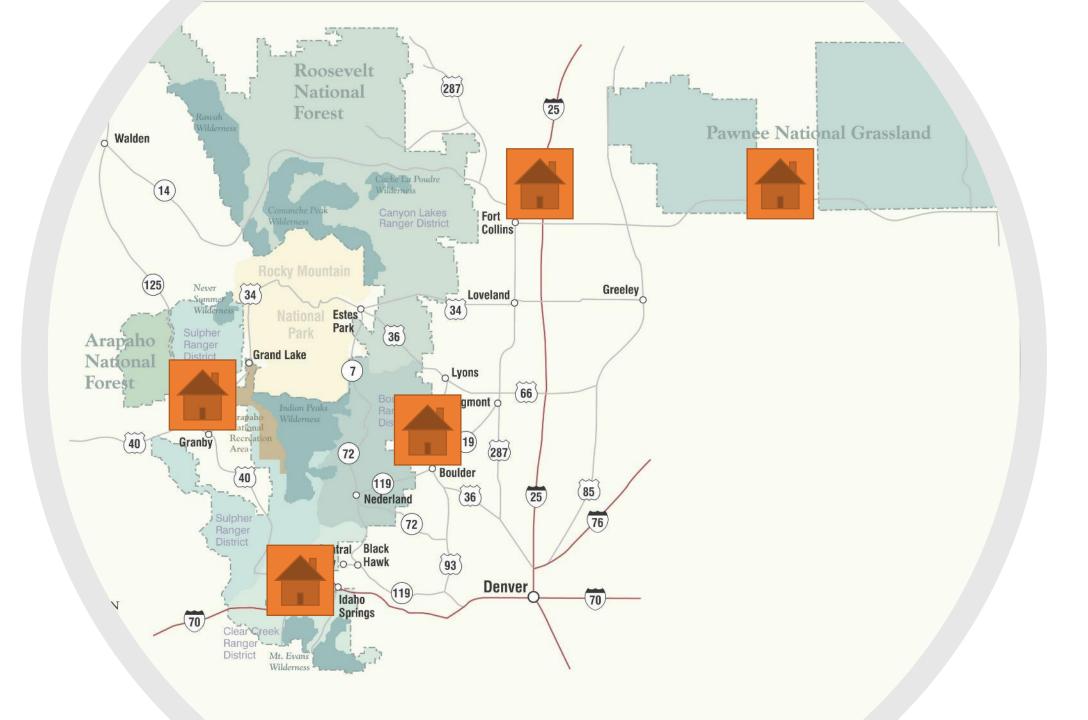
- There will continue to be a need to be responsive to Forest Service specific calls and emails, with the volume increasing substantially during the summer months.
- Currently the forest receives 250
 visitor calls per day in the summer
 and approximately 50 emails.

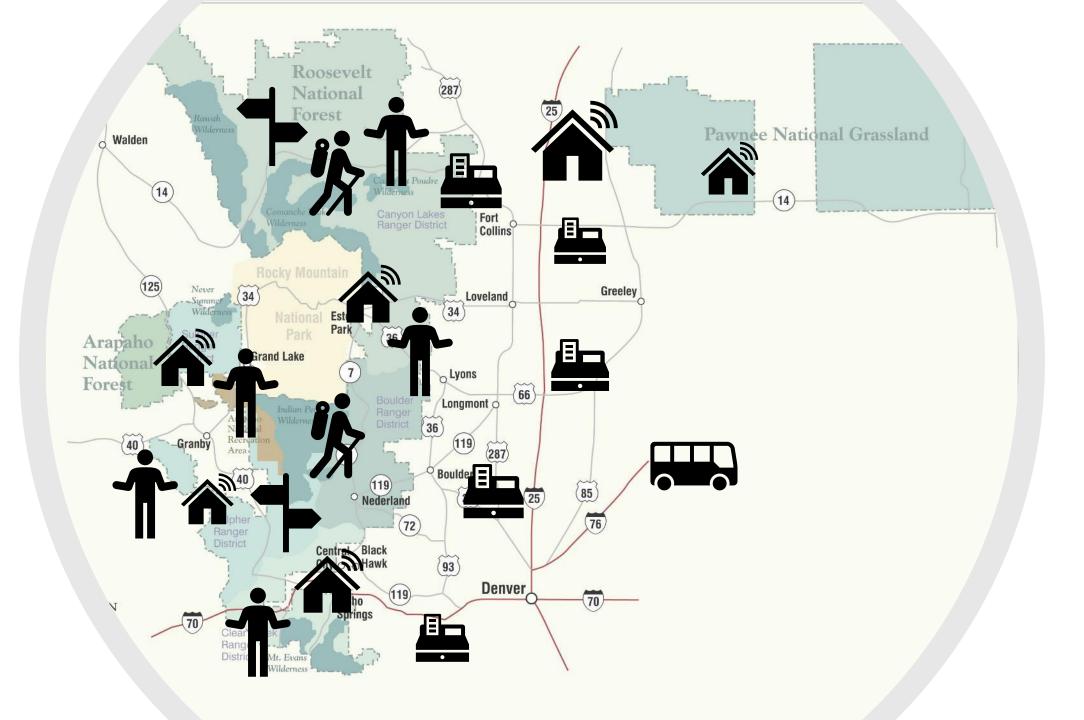


Partnerships Enables movement The Hub Information Delivery The Spokes

Where the rubber meets the road

Transfer & Support





Designing the right team

FOREST INFO DELIVERY PROGRAM LEAD

Public Affairs Specialist (Partnerships)
GS-1035-09/11

Information program oversight/supervision. Develops forestwide information delivery strategy that includes physical visitor information locations, trailhead ambassador programs (bike/hike/OHV) and virtual Forest Service info delivery. Identifies appropriate partnerships in information delivery. Works with key partner POCs to set up any necessary agreements. Coordinates with District Rangers and recreation staff on program delivery. Maintains relationship with key information delivery volunteer groups (eg PWV). Coordinates the info delivery volunteer and service program, which includes communications with sub-units, process and policy development, and reporting oversight.

DIGITAL MEDIA SPECIALIST

Public Affairs Specialist, GS-1035-07/09

Works with recreation and public affairs to keep the forest webpage and apps up to date and current so the public can find information easily. Keeps recreation.gov pages updated as well as other apps such as alltrails and cotrex. Creates and maintains story maps. Creates videos. Maintains and monitors social media and inciweb. Works with partner organizations to ensure information on their pages is accurate and up to date. Stays abreast of technology trends and integrates new capabilities, when appropriate.

ZONED INFO DELIVERY COORDINATORS

Public Affairs Trainee (Partnerships) GS-1035-05/07

Zoned geographically in several locations on the Forest, these specialists are responsible for managing the information delivery partnership program on the ground. Provides training to Visitor Center staff and retail outlets. Brings handouts and materials to partner locations. Provides regular information updates. Attends recreation program meetings. Assists recreation program with stewardship and volunteer days. Helps organize and supervise any volunteers. Trains AL&L campground staff.

VISITOR INFORMATION HUB LEAD

Information Assistant GS-1001-05/06

Responsible for year-round supervision of in-house information delivery. Develops regular updates to be delivered through partnership coordinators. Develops interpretive programs for schools, campgrounds, festivals. Manages phone trees. Develops brochures. Collection officer

VISITOR INFORMATION ASSISTANT 13/13 or Seasonal GS-1001-05

April-October. Coordinate weekly with Info Delivery team. Answer phones and emails. Deliver interpretive programs at campgrounds on weekends? Positions may not need to be Forest Service positions.

RESOURCE ASSISTANT

ECO/ADMIN GS-07

Forest Product permits/TIMS/etc ... ARP. Responsible for all forest product permit sales. Other duties as assigned including defensible space, FACTS reporting, etc.

Designing the right team

PUBLIC AFFAIRS STAFF OFFICER 1035 11/12

PUBLIC AFFAIRS SPECIALIST 1035 11

INFO DELIVERY PROGRAM LEAD 1035 9/11

DIGITAL MEDIA SPECIALIST 1035 7/9

ADMIN/ECO

RESOURCE ASSISTANT 7

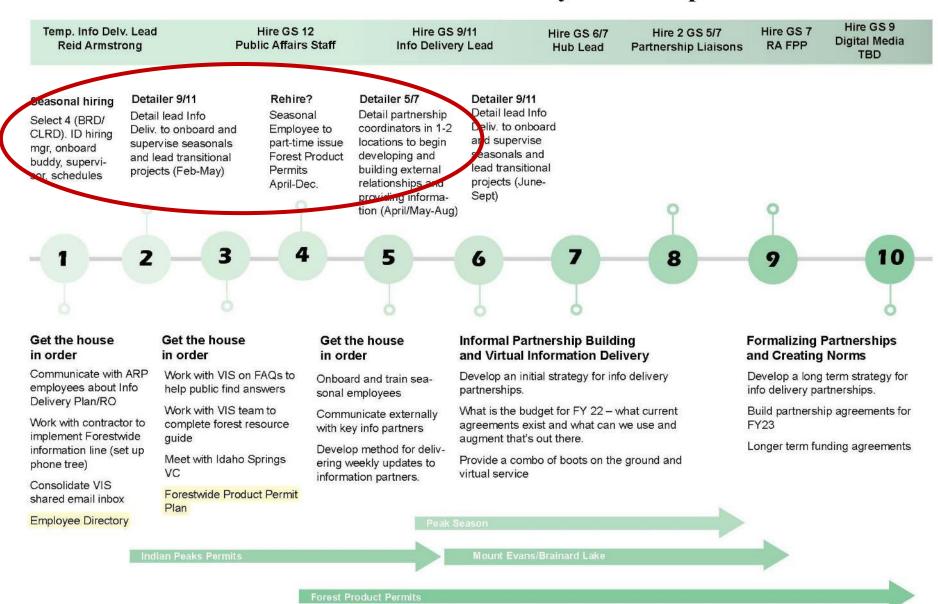
ZONED INFO DELIVERY COORDINATOR 5/7

ZONED INFO DELIVERY COORDINATOR 5/7

INFO HUB LEAD 5/6/7

INFO HUB ASSISTANTS
TEMP/PPT/PARTNER 4/5

2022 Information Delivery Road Map



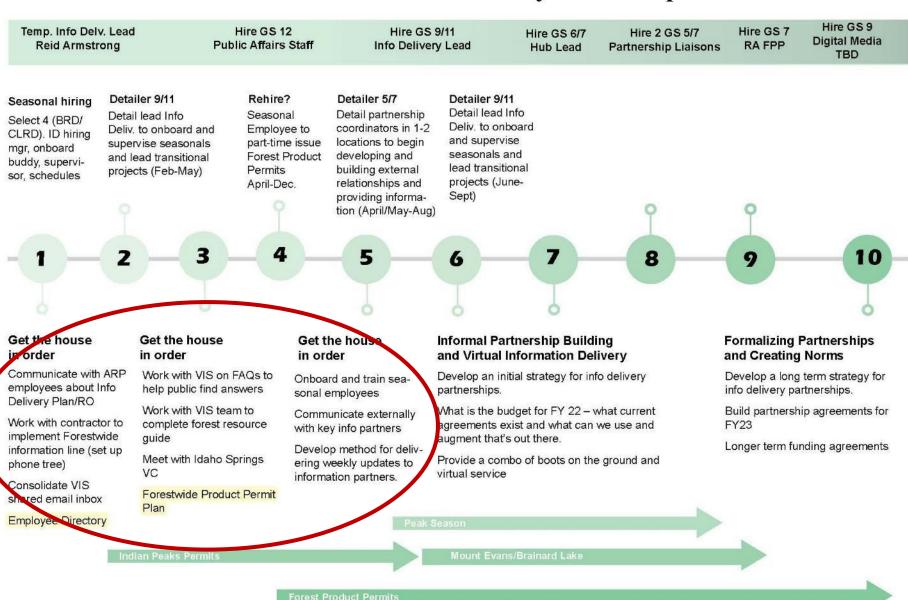
NOV '21

Hiring & training

- Seasonal hires
- 120-day details
- Outreaches for permanent
- Planning for retirements and succession.



2022 Information Delivery Road Map



NOV '21

Getting the HUB in order

- NEW! all forest information line: 970-295-6600
- NEW! all forest information email: <u>VisitARP@USDA.gov</u>
- NEW! all forest virtual/printable resource guide
- NEW! simplified FAQ document for partners and employees
- NEW! Sharepoint Library with resources/common answers
- **NEW!** Look and feel for our website



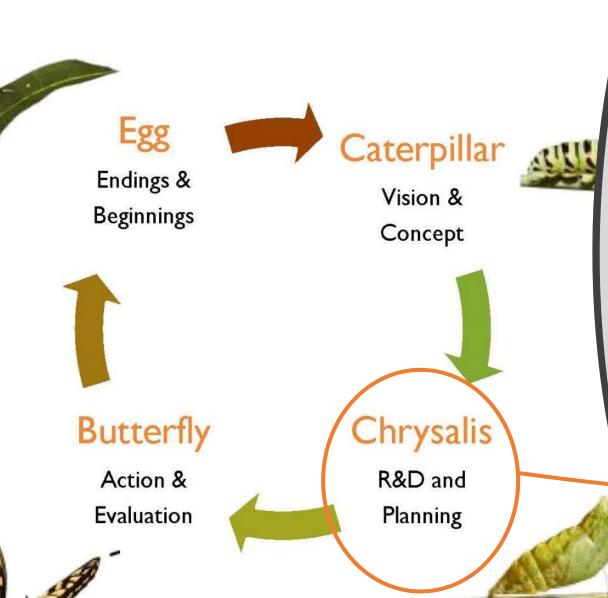
Communicate!

- ✓ Employees
- ✓ Other Forests/Region
- ✓ Partners
- ✓ Public



2022 Information Delivery Road Map

Hire GS 9 Temp. Info Delv. Lead Hire GS 12 Hire GS 9/11 Hire GS 7 Hire GS 6/7 Hire 2 GS 5/7 Digital Media RA FPP Reid Armstrong Public Affairs Staff Info Delivery Lead Partnership Liaisons **Hub Lead** TBD Detailer 5/7 Detailer 9/11 Rehire? Detailer 9/11 Seasonal hiring Detail lead Info Detail partnership Detail lead Info Seasonal Select 4 (BRD/ Deliv. to onboard coordinators in 1-2 Employee to Deliv. to onboard and CLRD). ID hiring and supervise locations to begin supervise seasonals part-time issue mgr, onboard seasonals and developing and and lead transitional Forest Product buddy, supervilead transitional building external projects (Feb-May) Permits sor, schedules relationships and projects (June-April-Dec. providing informa-Sept) tion (April/May-Aug) 4 3 5 7 10 6 8 9 Get the house Get the house Informal Partnership Building Formalizing Partnerships Get the house and Virtual Information Delivery and Creating Norms in order in order in order Communicate with ARP Work with VIS on FAQs to Develop an initial strategy for info delivery Develop a long term strategy for Onboard and train seaemployees about Info help public find answers info delivery partnerships. partnerships. sonal employees Delivery Plan/RO Work with VIS team to What is the budget for FY 22 - what current Build partnership agreements for Communicate externally Work with contractor to complete forest resource agreements exist and what can we use and FY23 with key info partners implement Forestwide guide augment that's out there. Longer term funding agreements Develop method for delivinformation line (set up Provide a combo of boots on the ground and Meet with Idaho Springs ering weekly updates to phone tree) VC virtual service information partners. Consolidate VIS Forestwide Product Permit shared email inbox Plan **Employee Directory**



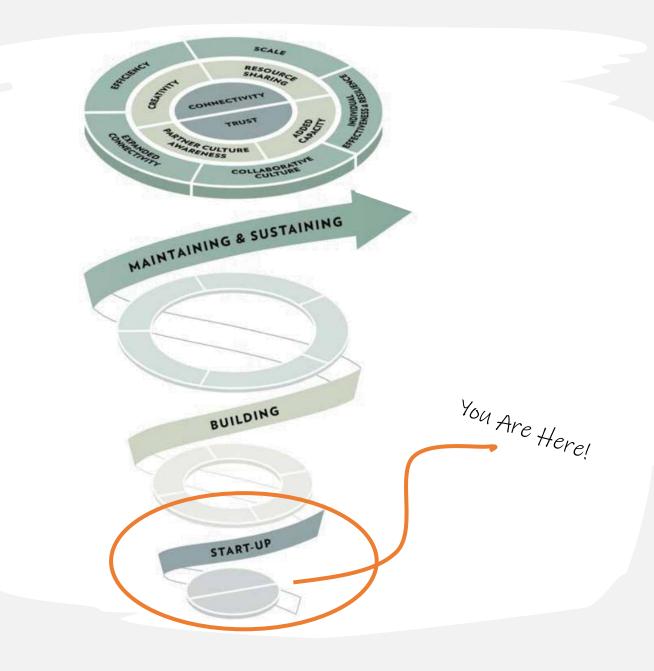
Where do we have existing agreements with capacity?

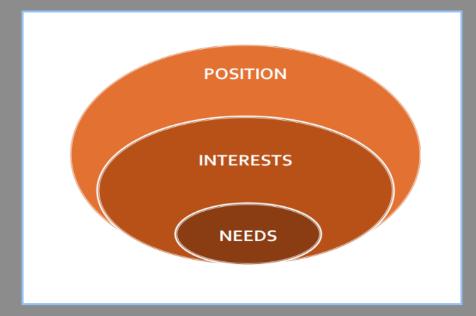
Pick a few things and do them well





engaging in joint decision making projects and programs to advance advance of anning and independent of the state of the s areding effective and efficient functioning RESOURCE SHARING The string innovative and inventive and solutions and solutions sharing human capital, knowledge, data, CONNECTIVITY A designation of the state of t & RESILIENCE increasing the quality and quantity of connections for partnership members, ving as a multi-partisan resource by controlled stakeholders at local, regional, and or many the stakeholders at local, regional, and the stakeholders at local, regional, and the stakeholders at local, regional, and the stakeholders at local, regional, regional serving as a multi-partisan resource by connecting stakeholders at 1 partner organizations, and community EXPANDED CONNECTIVITY stakeholder groups increasing partnership state and increasing partners existing partners existing to source. Partners in standards and lever and lever and lever sources, and lever PARTNER CULTURE CHAIS SINGLE AWARENESS AM Sopoofessional development op AKERECTIVENESS & **TRUST** sources, and leveraging parties, and leveraging partie increasing trust between partnership members, partner organizations, and community stakeholder groups ADDED CAPACIAL influencing partner organizations and local community
members and integrate members to more deeply value and integrate collaborative practices COLLABORATIVE CULTURE

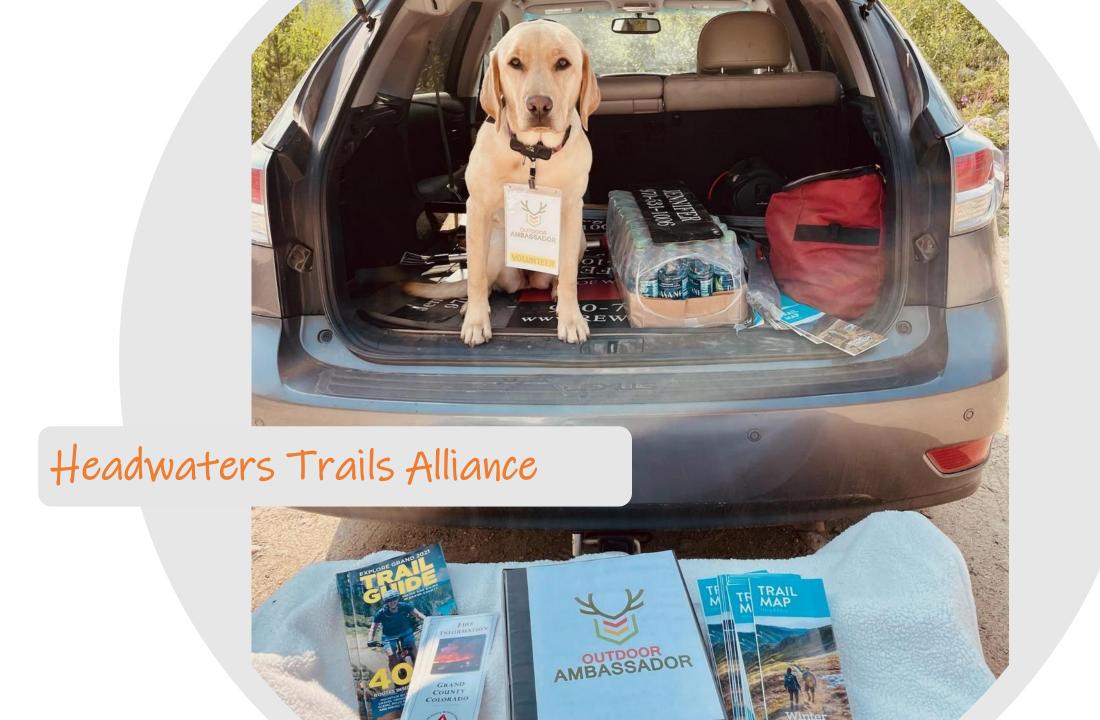


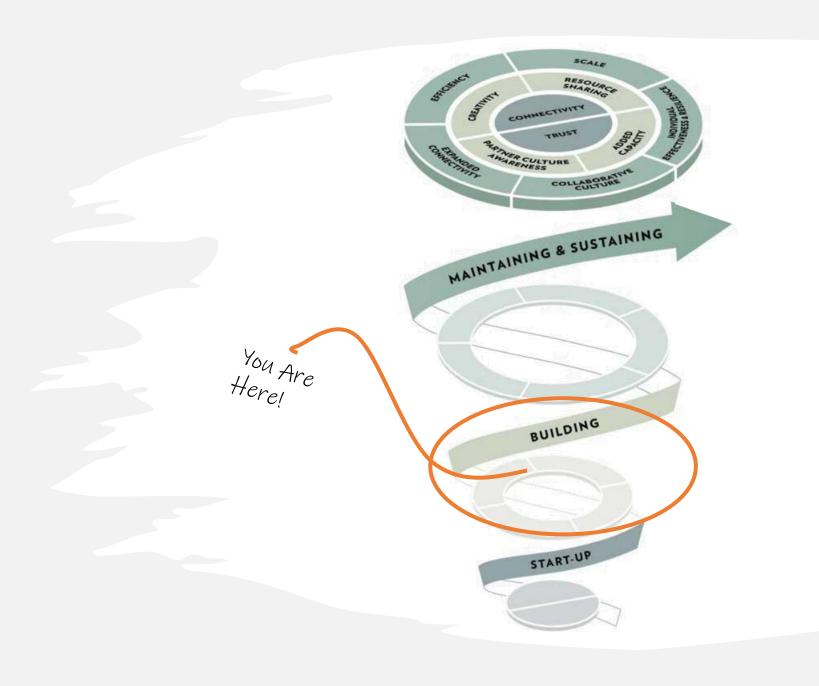


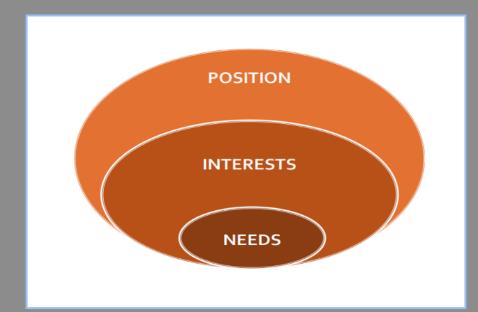
Interest-based Negotiation

4 Key Elements

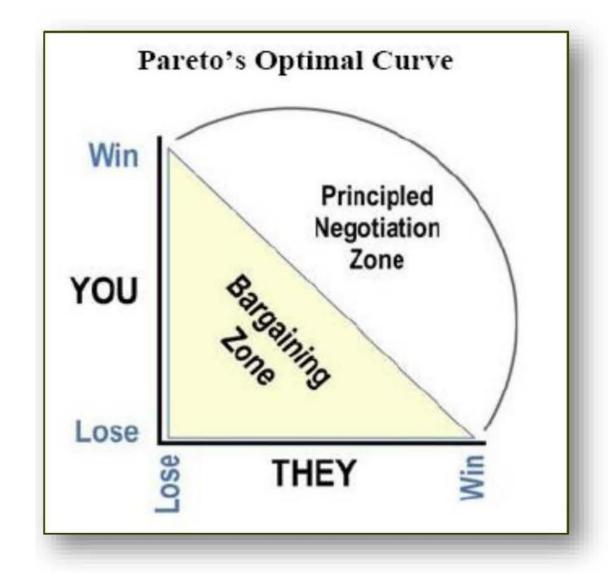
- Separate the PEOPLE from the PROBLEM
- Focus on INTERESTS over POSITIONS
- Generate a VARIETY of Possibilities before you decide
- 4. Look for a FAIR SOLUTION







Interest-based Negotiation





Sustainability

Info Delveid Armstron

Poadmap

2-3 Years

2022 Information Delivery Road Map

Info Delv. Lead

Hire GS 12 **Public Affairs Staff**

Hire GS 9/11 Info Delivery Lead Hire GS 6/7 **Hub Lead**

Hire 2 GS 5/7 Partnership Liaisons Hire GS 7 RA FPP

Hire GS Dinital Man

mar, onboard buddy, supervisor, schedules

Detailer 9/11

Detail lead Info Deliv. to onboard and supervise seasonals and lead transitional projects (Feb-May)

Rehire?

Seasonal Employee to part-time issue Forest Product Permits April-Dec.

Detailer 5/7

Detail partnership coordinators in 1-2 locations to begin developing and building external relationships and providing information (April/May-Aug)

Detailer 9/11

Detail lead Info Deliv. to onboard and supervise seasonals and lead transitional projects (June-Sept)



3

4

5

6

Get the house in order

Communicate with ARP employees about Info Delivery Plan/RO

Work with contractor to implement Forestwide information line (set up phone tree)

Consolidate VIS hared email inbox

ployee Directory

Get the house in order

Work with VIS on FAQs to help public find answers

Work with VIS team to complete forest resource quide

Meet with Idaho Springs

Forestwide Product Permit Plan

Get the house in order

Onboard and train seasonal employees

Communicate externally with key info partners

Develop method for delivering weekly updates to information partners.

Informal Partnership Building and Virtual Information Delivery

Develop an initial strategy for info delive partnerships.

What is the budget for FY 22 - what curren agreements exist and what can we use and augment that's out there.

Provide a combo of boots on the ground and virtual service



Indian Peaks Permits

What does success look like?

MEASURING OUTCOMES

