



Sparking a r/evolution in information delivery

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What my friends think I do



What my mom thinks I do



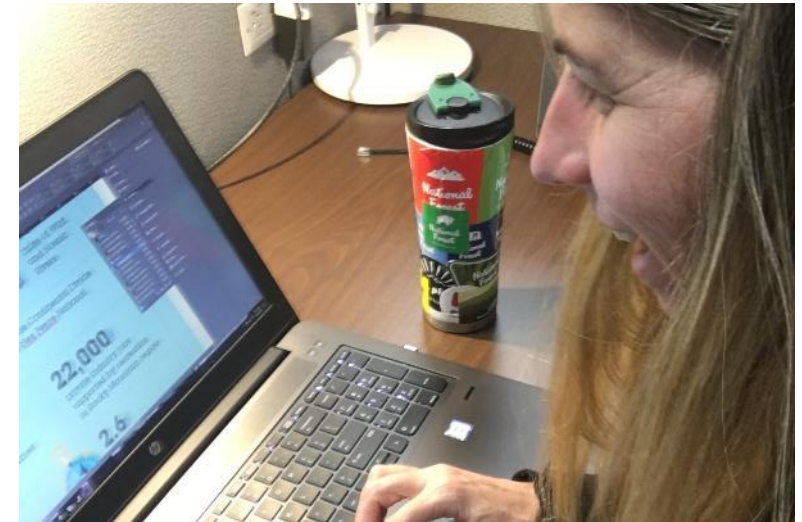
What my boss thinks I do



What the public thinks I do



What I think 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.

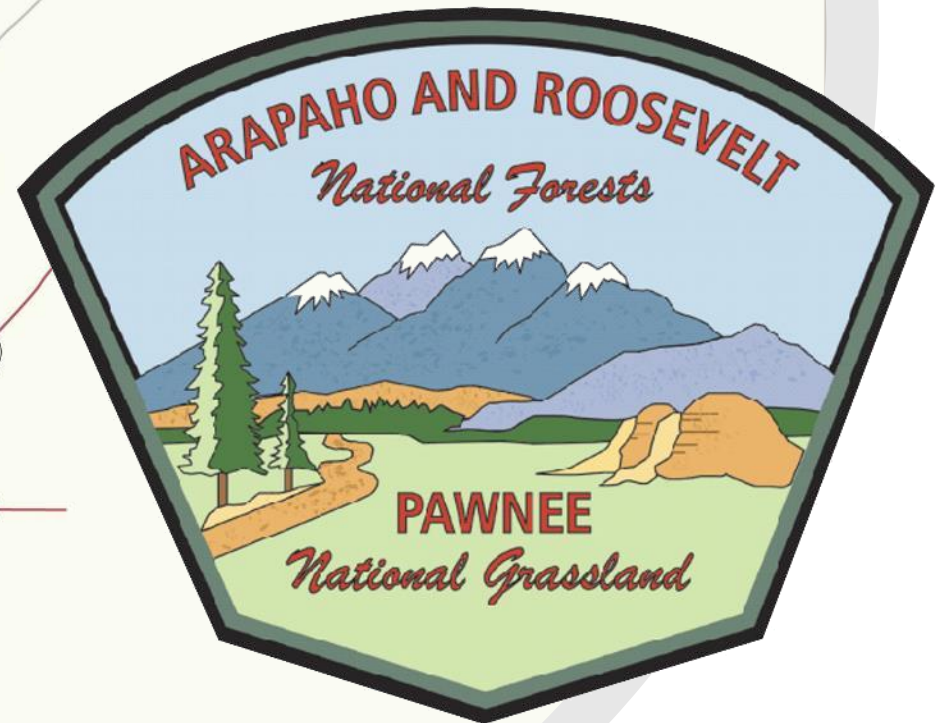
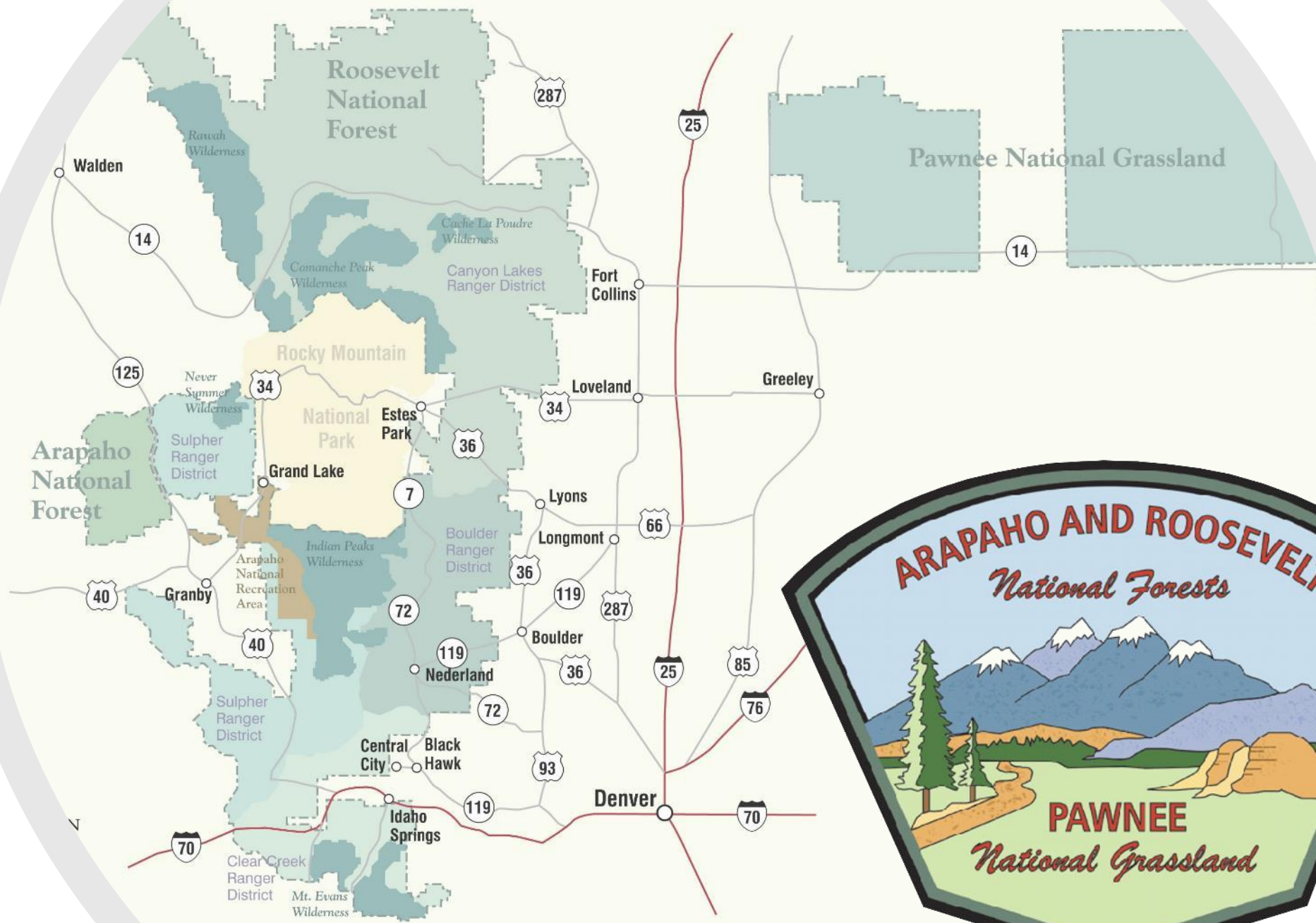


You're going camping. How do you plan?

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.







The model the Forest used to deliver information to the public in the past is antiquated.

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.



Enables
movement

The Hub

Where the rubber
meets the road

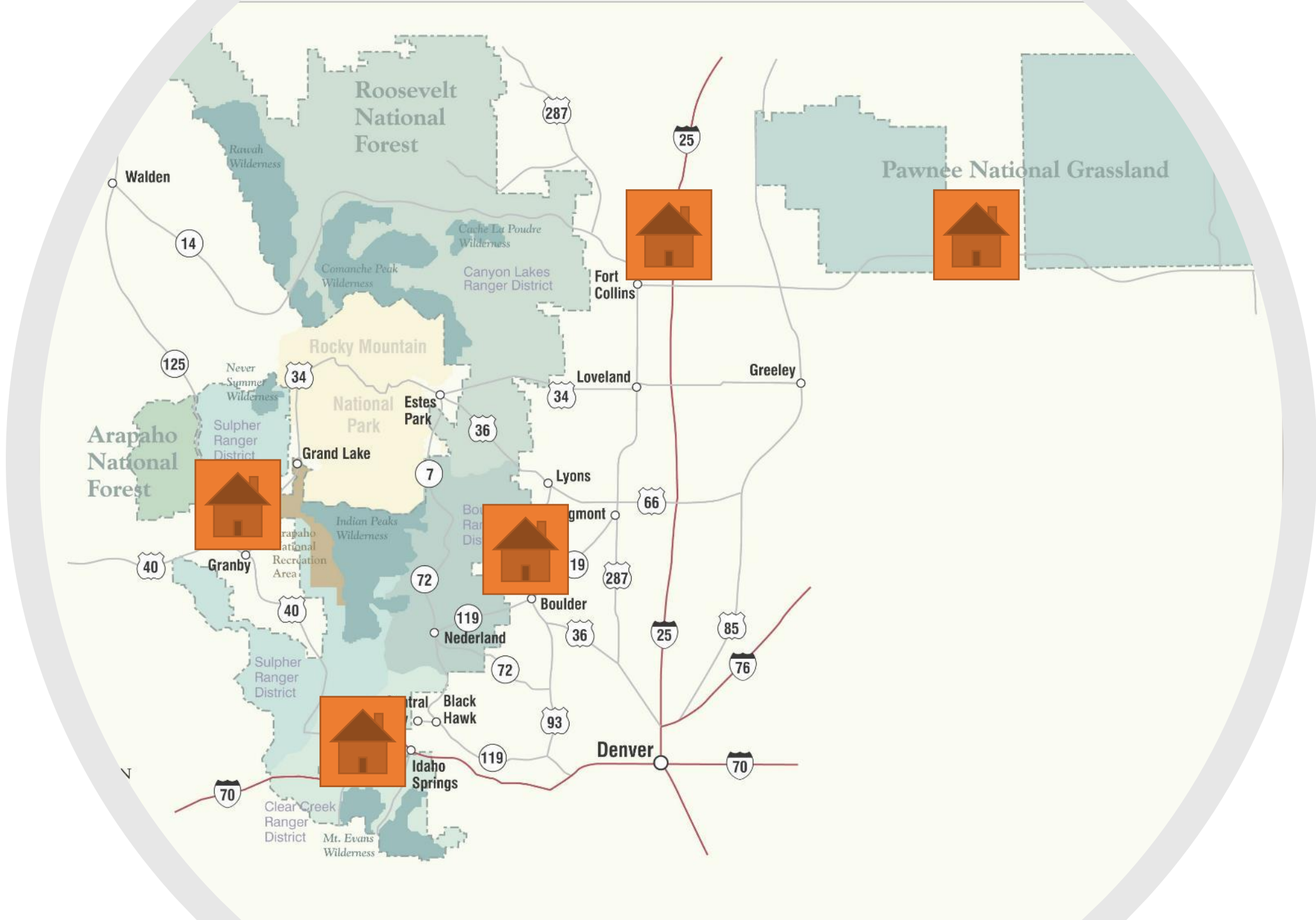
Partnerships

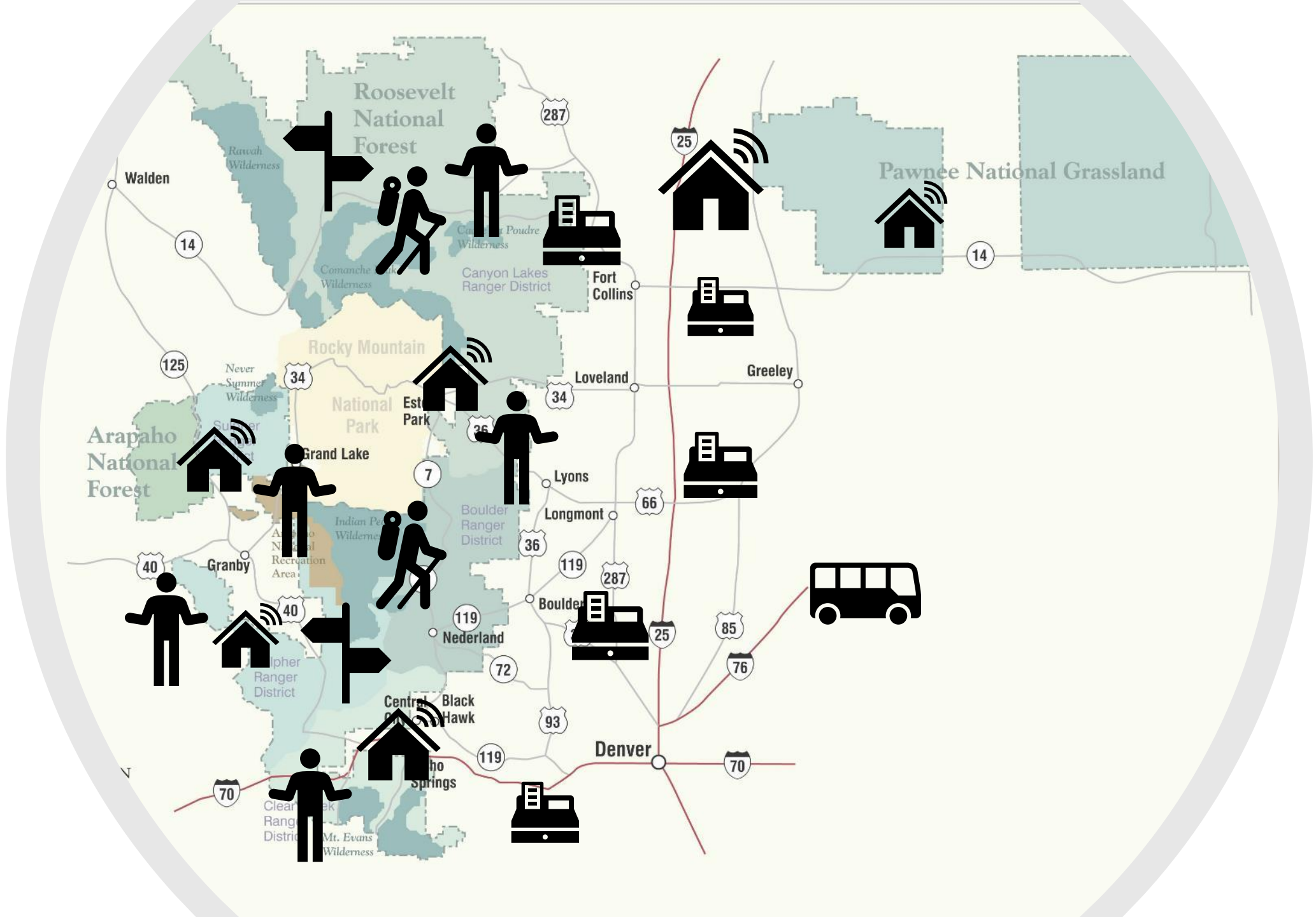
Information Delivery

The Spokes

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

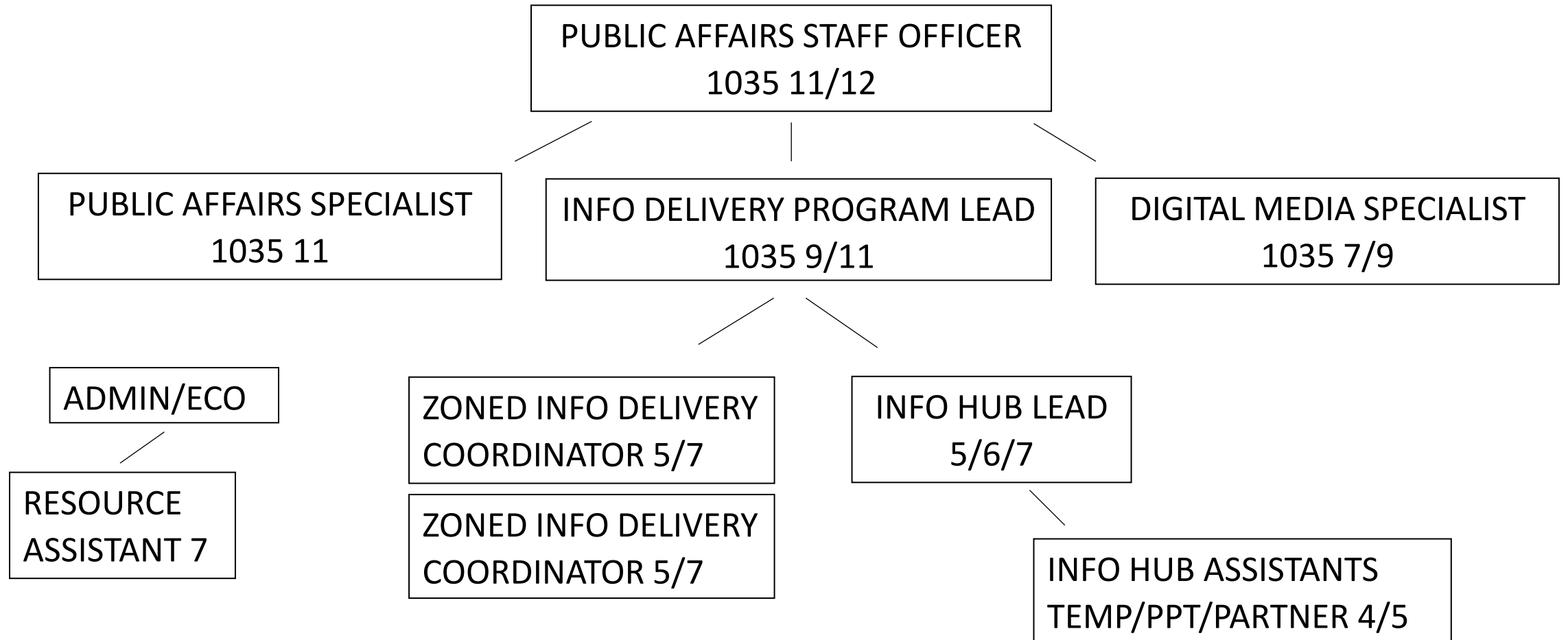
April-October. Coordinate weekly with Info Delivery team. Answer phones and emails. Deliver interpretive programs at campgrounds on weekends? Positions may not need to be Forest Service positions.

RESOURCE ASSISTANT

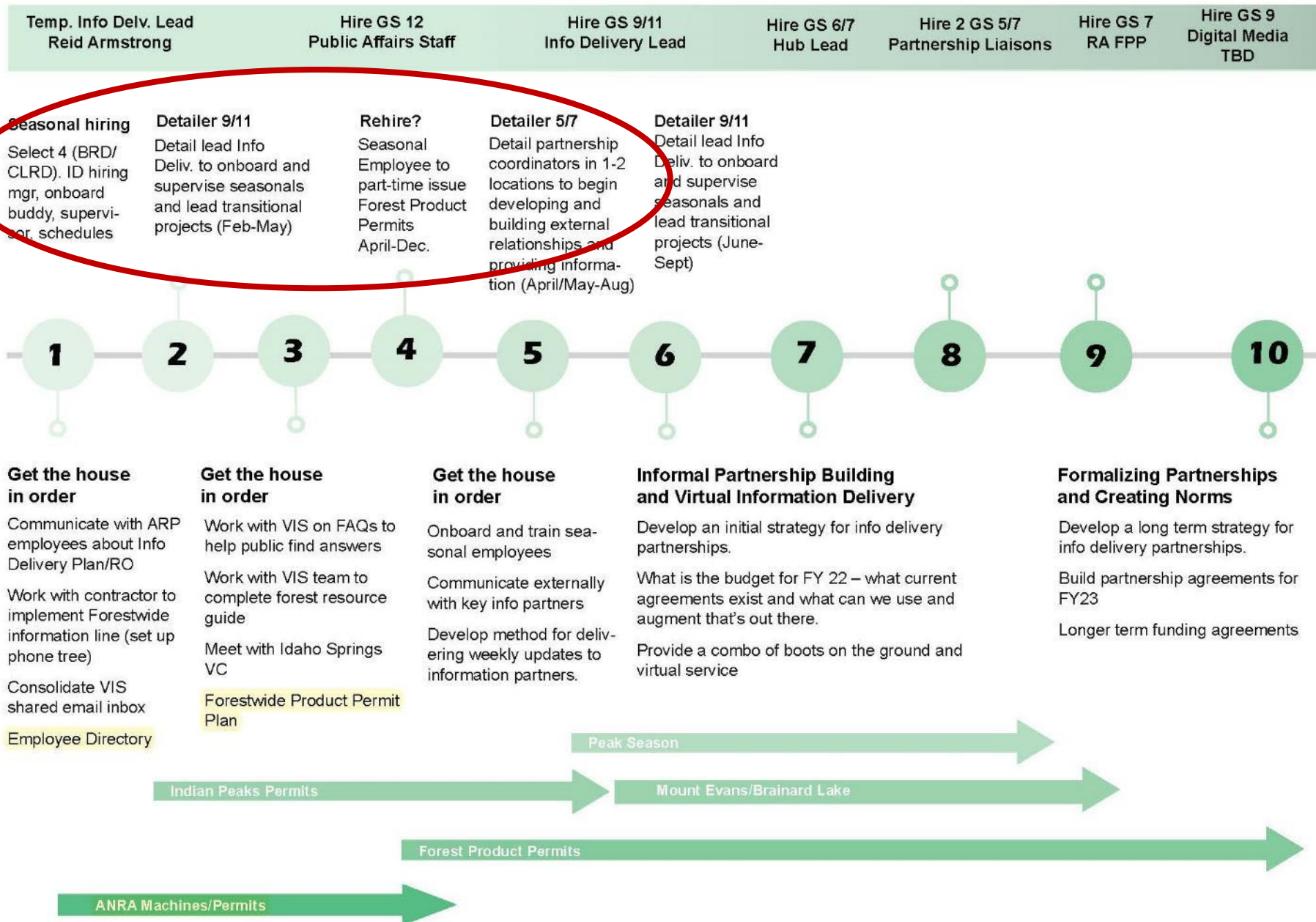
ECO/ADMIN GS-07

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



2022 Information Delivery Road Map



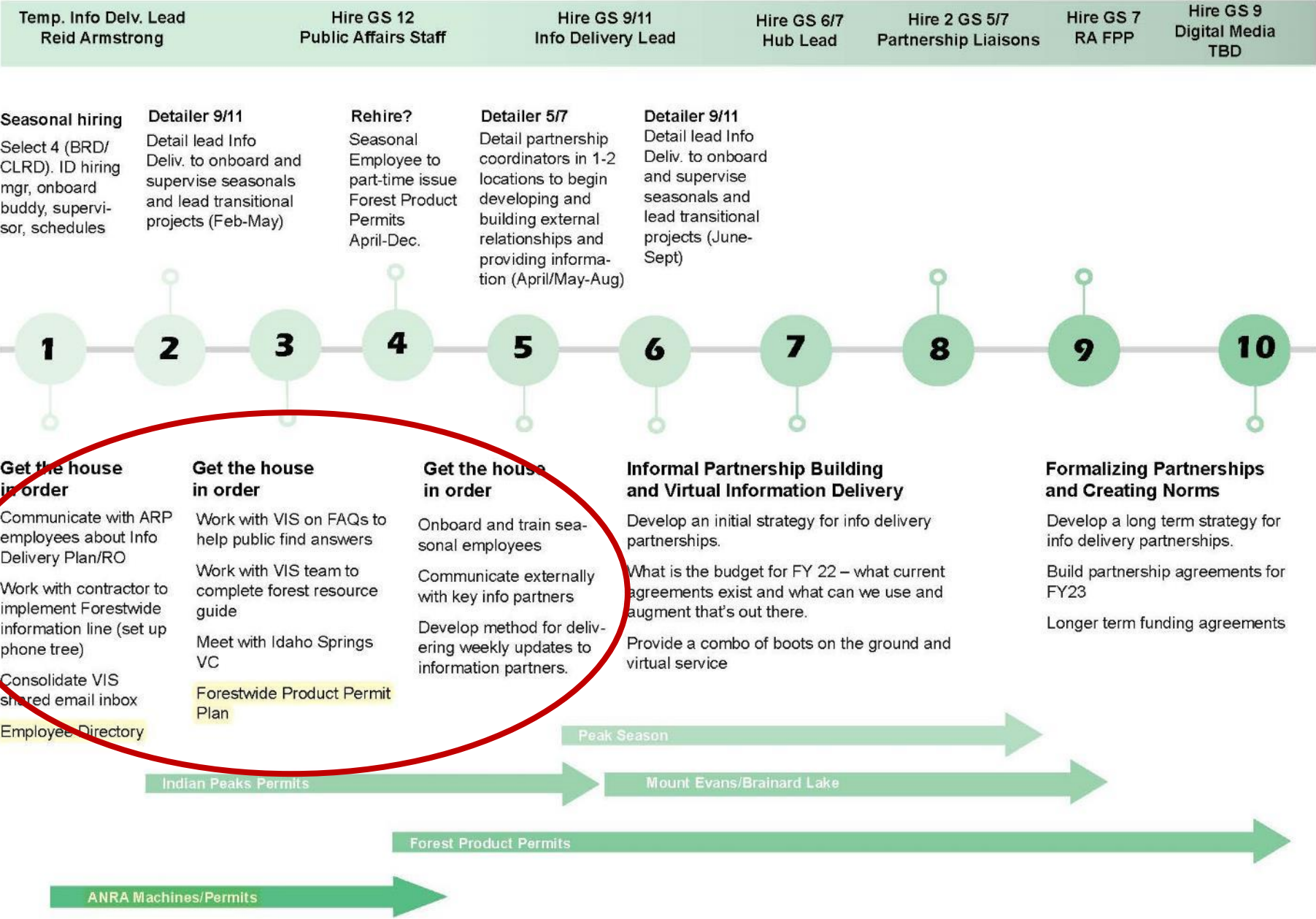
NOV '21

Hiring & training

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



2022 Information Delivery Road Map



NOV '21

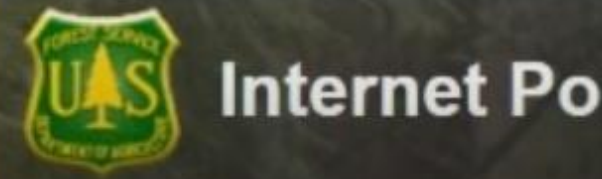
Getting the HUB in order

- **NEW!** all forest information line: 970-295-6600
- **NEW!** all forest information email: VisitARP@USDA.gov
- **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



ARP Mail Box
gement

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Home Search Contribution

Portal Contribution

0210 ARP Info Delivery

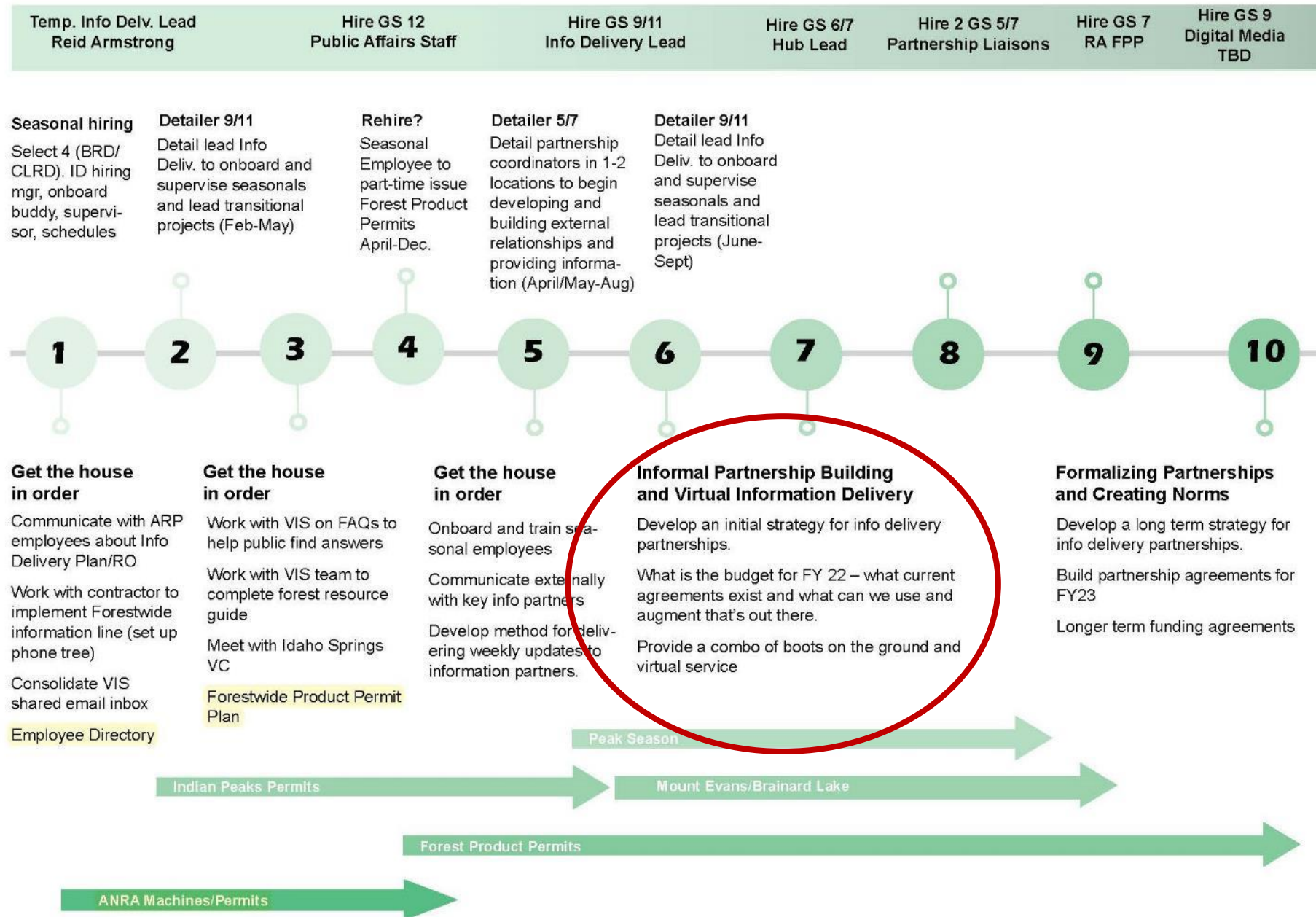
Information
Delivery
Files in...

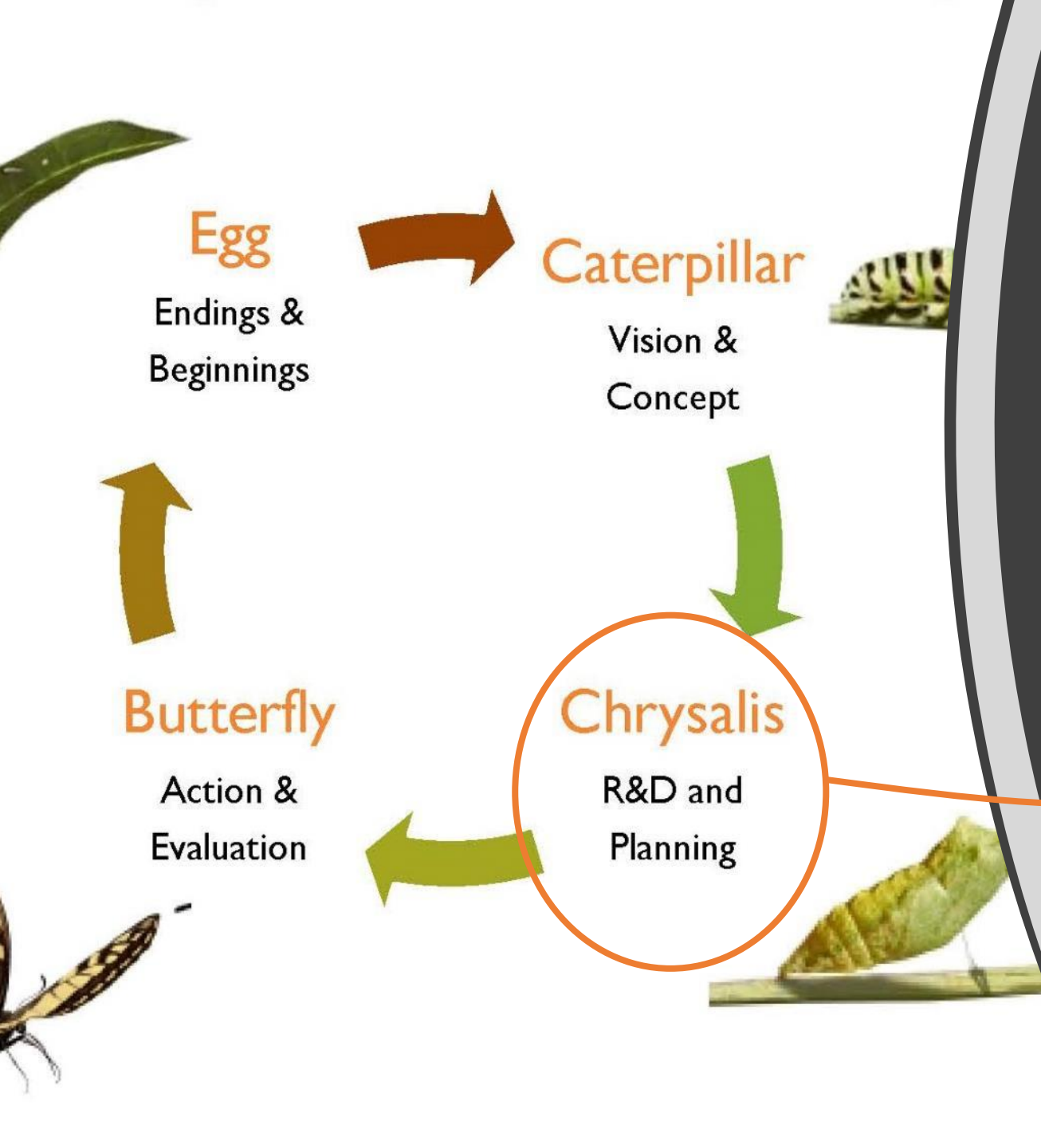
Communicate!

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



2022 Information Delivery Road Map





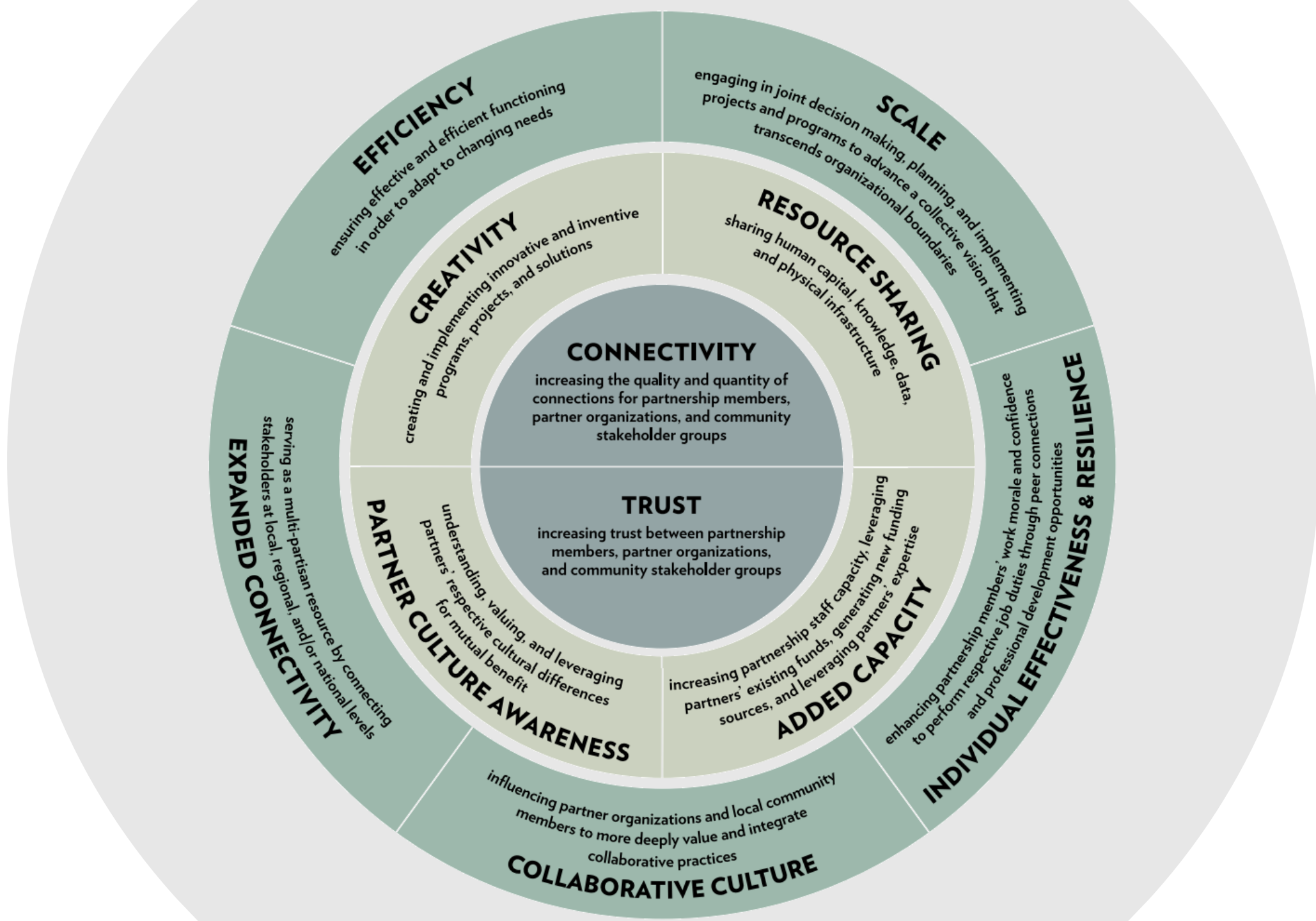
Where do we have existing agreements with capacity?

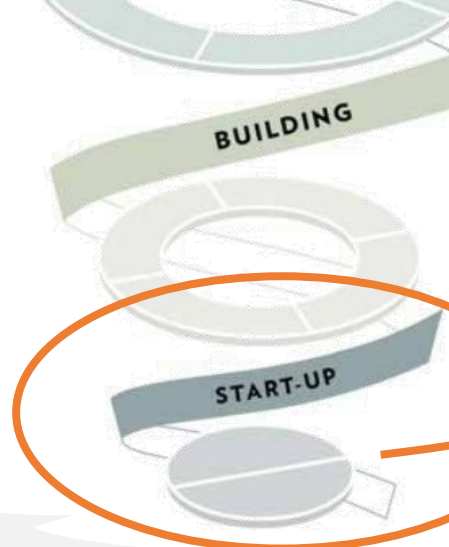
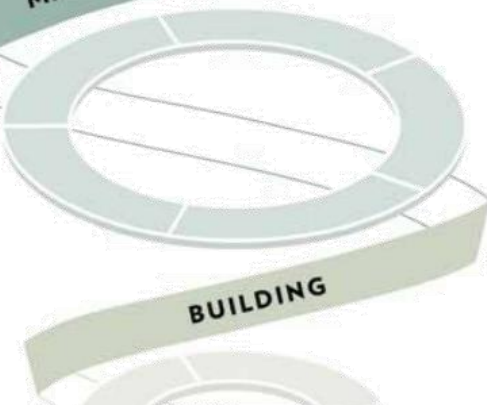
Pick a few things and do them well



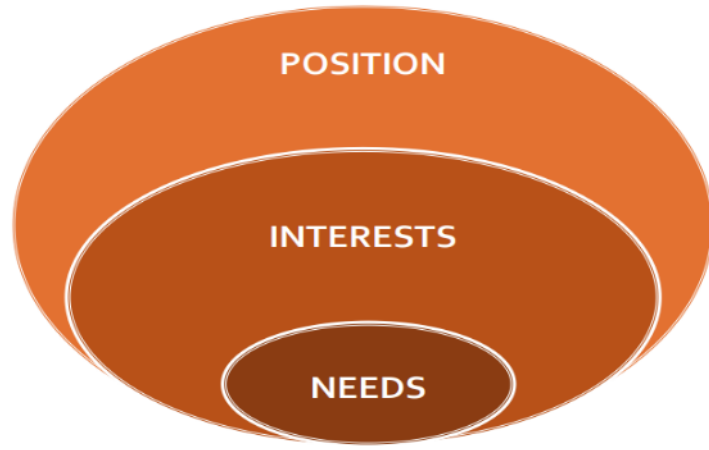
Idaho Springs Visitors Center







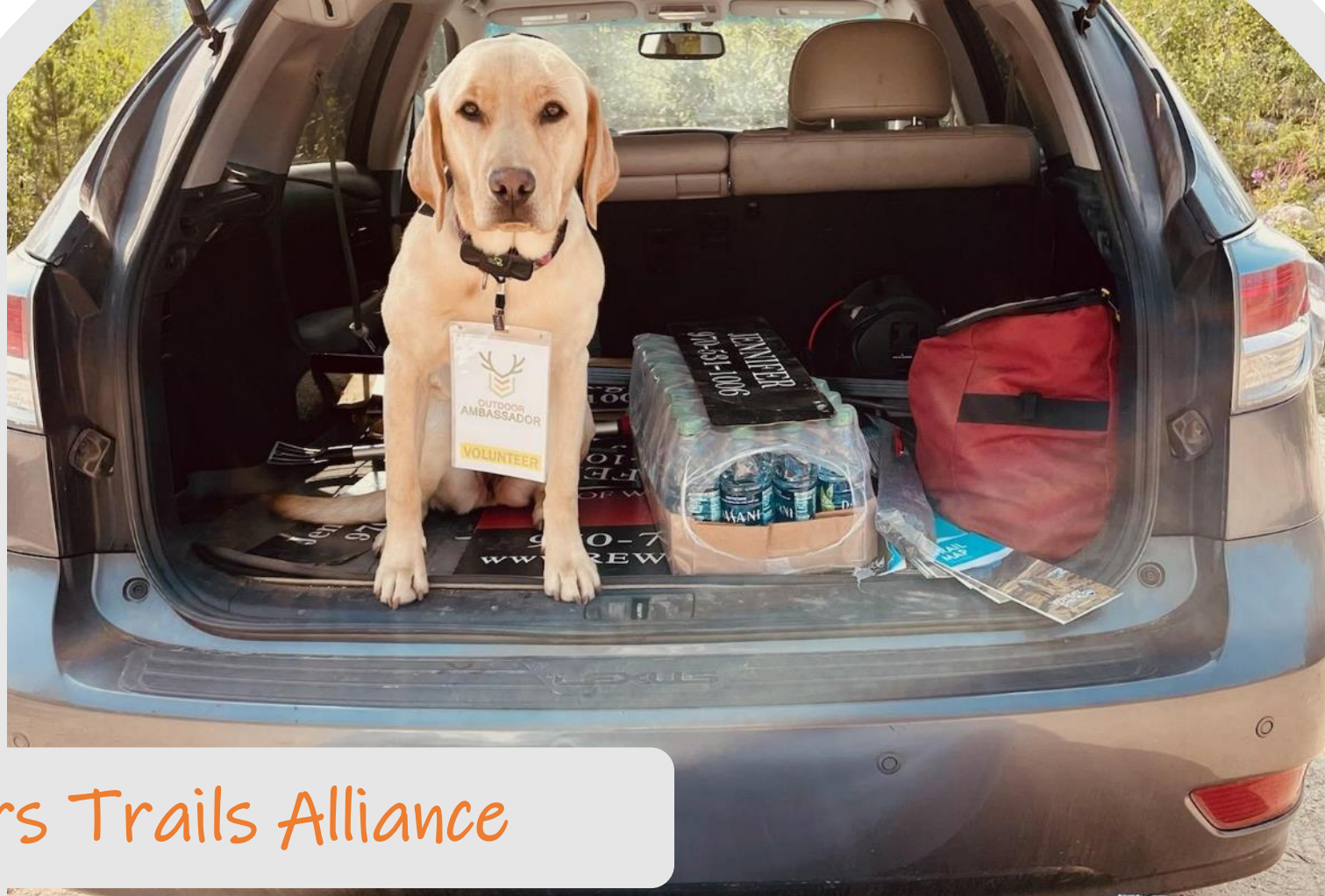
You Are Here!



Interest-based Negotiation

4 Key Elements

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



Headwaters Trails Alliance

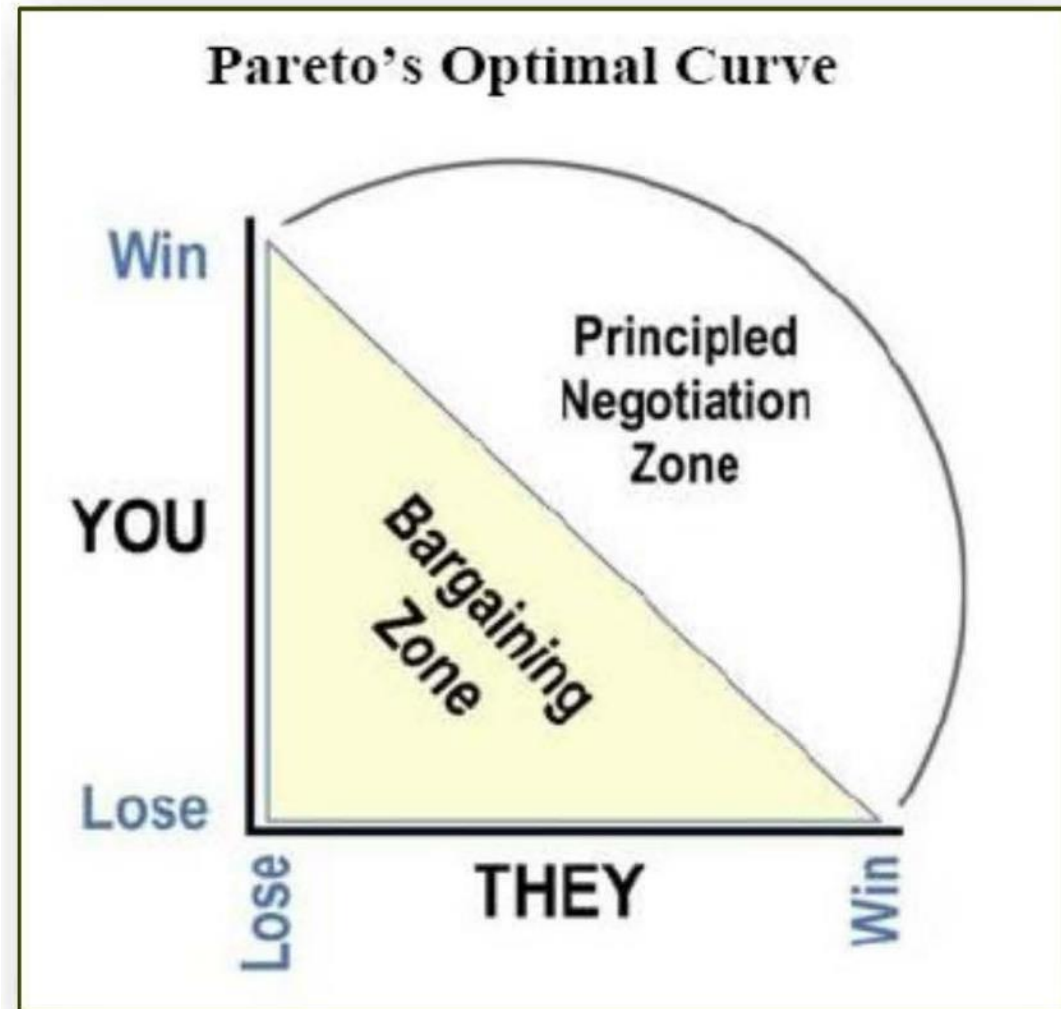




You Are Here!



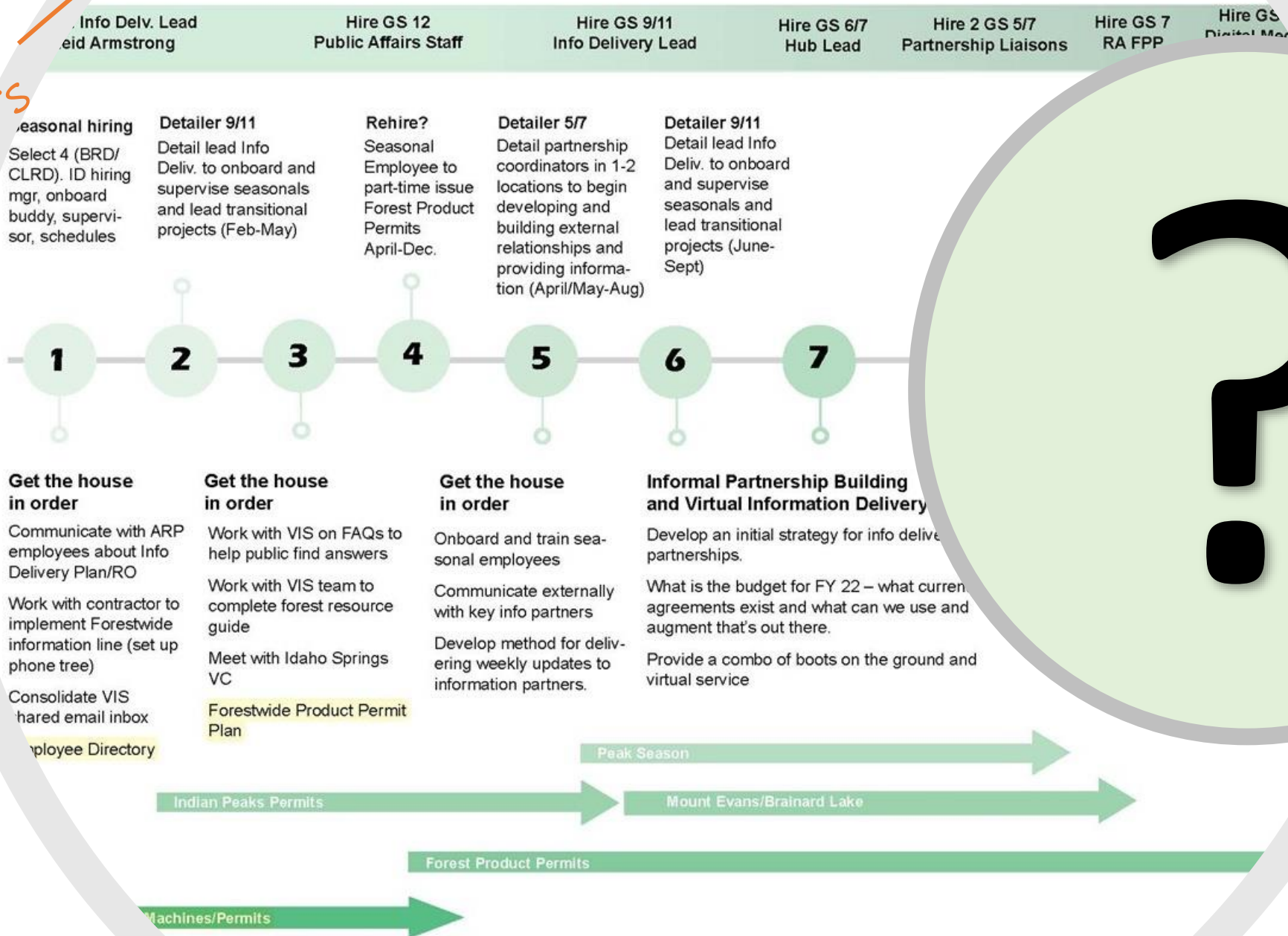
Interest-based Negotiation






Sustainability
Roadmap
2-3 Years

2022 Information Delivery Road Map



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What does
success look
like?

MEASURING OUTCOMES

