

Recreation Site Facility Master Planning and Public Participation

22 September 2006



Objective Market Research data used to develop complete staff work in preparation for site specific public participation

Forest Recreationists Tell us:

- what they do
- where they come from
- how often they recreate
- why they use the forest

Market Zone Information Tells us:

- counties comprising 75% of forest visitation
- characteristics of the general population and how they recreate - now and into the future

On the Ground Knowledge Tells us:

- visitors' use patterns, values and desired experiences.
- Recreation managers understanding is key to the process



*Participation Steps (see next page)

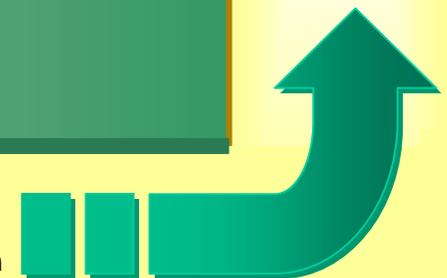
Share that the Forest is beginning a process to focus the recreation program.



Bring key stakeholders' perspectives to the niche workshop table.



Inform publics about potential changes to the recreation program with an invitation to participate.



Forest RS-FMP Communication

22 September 06



A

Prior to the Niche Workshop and After Data Preparation:

Purpose:

Share that the Forest is beginning a process to focus the recreation program.

Explanation:

Forests build or foster relationships with key stakeholders to help ensure trust in the process.

Outcomes:

1. Stakeholders understand that RS-FMP is part of the Forest's professional stewardship responsibility.
2. Stakeholders know where national recreation trends are headed, how market research influences RS-FMP, what issues face the Forest, and how the RS-FMP process helps.

Responsibilities:

- Identify key stakeholders.
- Inform stakeholders of the process through normal working relationships, and using tools provided by RS-FMP team.
- Develop Forest-specific key messages and talking points to add to national communication plan.

B

Just Prior, During and After the Niche Workshop:

Purpose:

Bring key stakeholders' perspectives to the niche workshop table.

Explanation:

Key stakeholders may desire to participate in defining the niche. Niche is demand based and enhanced by public input specific to the forest niche.

Outcomes:

1. Stakeholders' perspective is voiced through informal communications or answering pre-work questions that are used in the niche workshop.
2. Stakeholders' interests are represented during the niche workshop and they are informed of the outcome of the workshop.

Responsibility:

Forests offer key stakeholders the opportunity to participate if an interest/desire exists.

C

After the Program of Work Meeting:

Purpose:

Share potential changes, the history of how these proposed changes were developed, and that public input will be requested before site specific decisions are made.

Explanation:

People are now interested in knowing 'what does this mean to me?' Communication centers on sharing site specific information as well as inviting people to participate in improving and then implementing the 5-year Program of Work.

Outcomes:

1. Share program of work with key stakeholders, ensuring they understand 'why' these changes are proposed.
2. Understand interests, potential partnerships or other opportunities that may arise.

Responsibility:

- Refine communications plan to tie to the implementation of specific RS-FMP action items.
- Be responsive to public concerns and identify alternatives to program of work where feasible/desirable.