

NPS PARTNERSHIPS AND ASSISTANCE SUPPORT FOR GATEWAY COMMUNITIES

BOB RATCLIFFE

**CONSERVATION AND OUTDOOR RECREATION
NATIONAL PARK SERVICE**

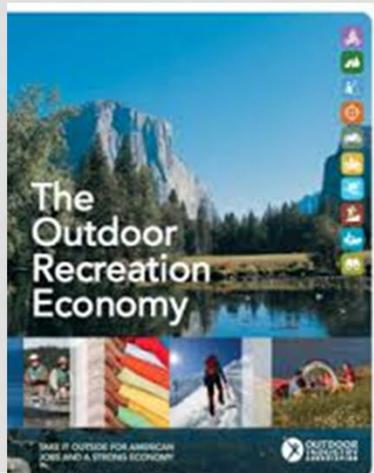


NATIONAL SUMMIT FOR GATEWAY COMMUNITIES - 2018

PUBLIC LANDS - ONE THING IN COMMON: ALL AGENCIES MANAGE OUTDOOR RECREATION



- 1/3 of US is public lands
- Over 1 billion visitors



- Tourism and recreation on public lands is critical for **“Gateway and Natural Amenity Region”** Communities:
- ✓ Economy, Health, Education and Livability
 - ✓ Supports quality of life and also contributes to community sustainability, business attraction, tax base/real estate values, etc.
 - ✓ Supports GNAR communities’ resiliency & vibrancy

GROWING RECOGNITION OF THE ECONOMIC BENEFITS OF RECREATION



- ✓ **Contributes \$412 billion to US Economy**
- ✓ **2.2% of GDP**
- ✓ **Employs almost 5 million people**
- ✓ **Larger than domestic oil/gas, mining or Or RX drugs**

Studies have:

- ✓ **Established outdoor recreation as a major economic sector**
- ✓ **Fundamentally changed state & national policy debates**
- ✓ **Justified increased investment in park and recreation**
- ✓ **Driven development of state offices of OR & agency priorities**
- ✓ **Redefined significance of recreation to community resiliency & vibrancy**
- ✓ **Simulated awareness of other related benefits such as health, education and transportation**

National Parks by the Numbers



Parks

418 sites – 60 are “National Parks”

84.5 million acres

27,000 employees and 300,000 volunteers

Cultural/Natural Designations

27,000 historic structures

168 million museum objects

2,500 National Historic Landmarks

598 National Natural Landmarks

80,000 National Register properties

Programs and Assistance

40+ Community tech & \$ assistance programs

\$251+ million in grants

Other Co-managed Special Areas

49 National Heritage Areas

30 National Scenic & Historic Trails

203 Wild & Scenic Rivers

FIND YOUR
PARK



*Parks alone account for over \$34 billion
economic output!*

PUTTING “GATEWAY COMMUNITIES” IN PERSPECTIVE FOR NPS

- NPS is in all 50 states = 1,038 Communities* within 1 mile and 99 million people live within 10 miles
- National Trails = 2,924 Communities within 1 mile and 111 million people live within 10 miles
- Wild and Scenic Rivers = 218 Communities within 1 mile and 15 million people within 10 miles
- **Total = 3,759 Communities and 162 million people**
(half US pop. does not include National Heritage Areas)

* US Census data - Includes incorporated towns and cities – large and small.

CHALLENGE: INCREASING VISITATION TO PARKS

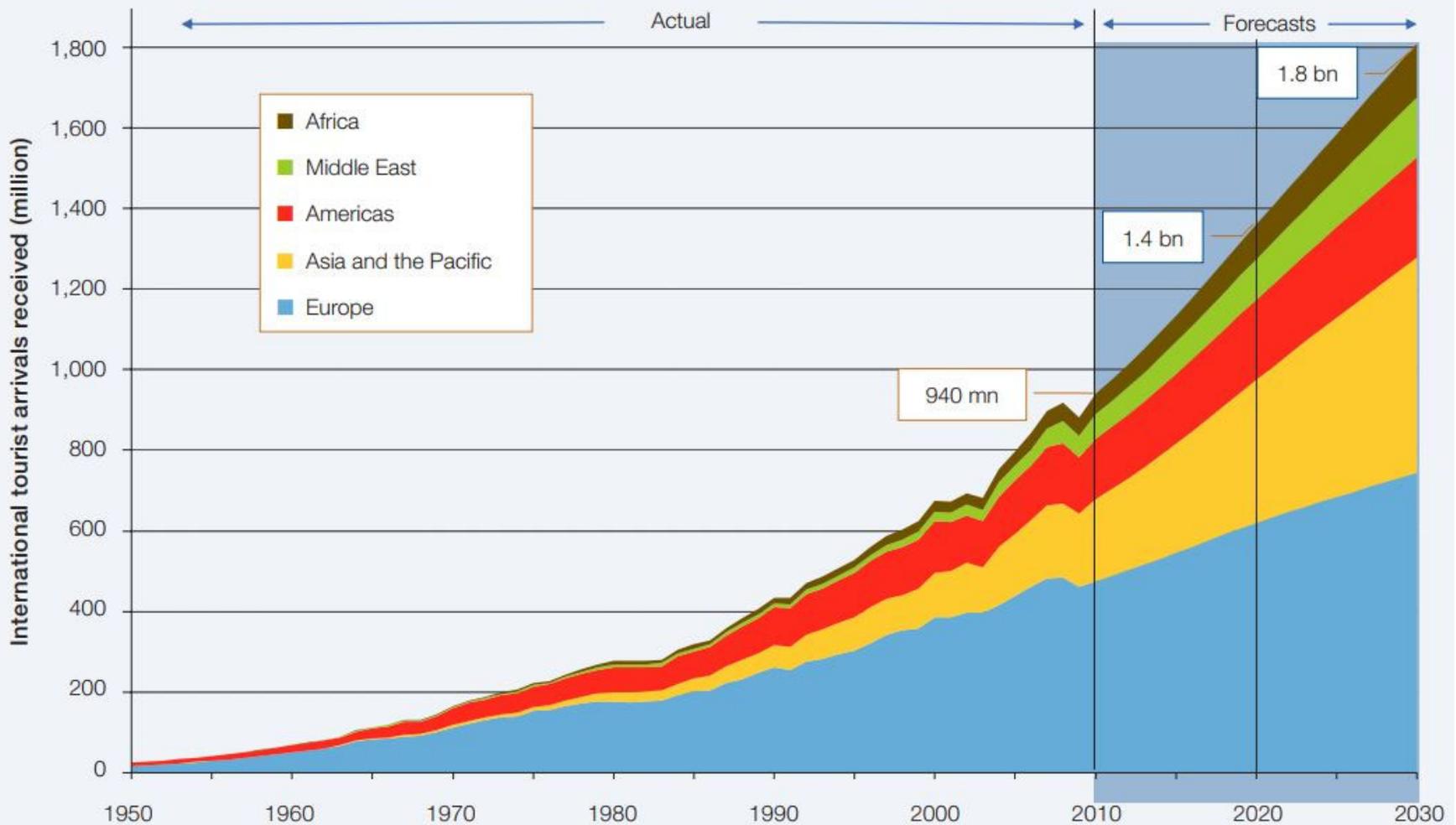
- 335 million park visitors with 5% annual growth – that's more than all sports, NASCAR and Disney combined!
- International visits projected to increase 17% by 2020
- More organized events, social media generated and facilitated experiences – of all kinds...



“We will take crowding over apathy any day”
Jon Jarvis, former NPS Director

International Arrivals – doubling since 2000 and growing

UNWTO Tourism Towards 2030: Actual trend and forecast 1950-2030



Source: World Tourism Organization (UNWTO) ©

CHALLENGE: NEW TECHNOLOGY & ACTIVITIES

- **“Non-traditional”**: Sledging to zorbing, base jumping to cave diving, mt. bikes to slack lining, glamping to deluxe RVing
- **Technology driven activities** – apps for everything, geo-casheing, night vision goggles, ebikes, rock crawling, drones and flying vehicles, and autonomous vehicles – UBER and Lyft too!



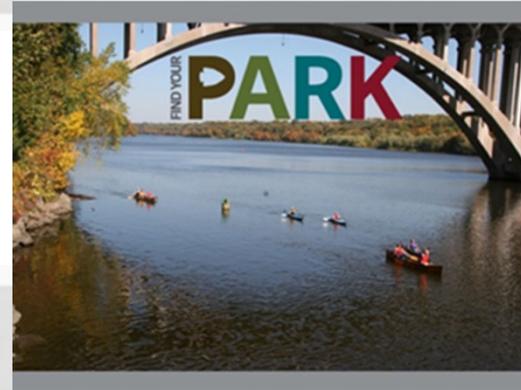
CHALLENGE: INFRASTRUCTURE



- \$12+ Billion in deferred or backlog maintenance
- 60% is in roads and transportation infrastructure
- Housing, Utilities/Water/Sewer
- Visitor facilities –Campgrounds, trails, boat ramps etc.



PROACTIVE STRATEGIES



- Collaboration and networks with communities, states and regions – offices of Outdoor Recreation, Tourism, State parks...
- Joint Investment in infrastructure, transportation & backlog maintenance and public/private partnerships
- Coordinating Visitor Use Management to protect resources and addressing crowding and congestion – focus on quality of visitor experiences through reservation programs
- Shared strategic target marketing and promoting under-utilized places to visit – digital strategies, recreation.gov
- Align Technical and Financial Assistance for stewardship – state and fed grants; shared visitor facilities/positions...

“We need to spend more on place rather than promotion -states spend 93% of tourism budget on marketing and only 3% on partnerships or grants – Utah is an exception...with its community grant programs”

“Branding with NPS for FIND YOUR PARK greatly expanded our reach and recognition”

OPPORTUNITY: GROWING SUPPORT FOR PARKS AND COMMUNITIES



- **Marketing: NPS Centennial FIND YOUR PARK messaging reached over 16 billion people and half of millennials – promotion, education and visitor information**
- **Philanthropy: Public/private investment in parks – NPF from \$40 to 400 million growth in last 5 years**
- **Formal Agreements: NPS formal partnerships and agreements with communities and interest organizations has doubled in last decade (3 - 4,000 est) –**

OPPORTUNITY: COLLABORATION BETWEEN COMMUNITIES AND PARKS

- **Local solutions:** New State Offices of Outdoor Recreation focus on economy, education, stewardship and health
- **Friends help Friends:** NPS works with many foundations (NPF) plus 200 park friends groups, 1300 land trusts & 4700 watershed organizations
- **Public investment:** 80% of local conservation measures passed in 2016 -Providing \$6.3 billion in local land protection



Opportunities for parks for networking of business, communities and tourism service partners– on shared issues – regional planning, transportation, housing, utilities, water, health...

OPPORTUNITY: NPS PROGRAMS AND RESOURCES FOR COMMUNITIES



Beyond Parks = NPS “Programs” that assist community, non-profit organizations and the public with:

- **Tourism coordination & promotion**
- **Historic and cultural preservation**
- **Recreation, greenways, trails/ivers and improved access to outdoors**
- **Natural resource conservation**
- **Education and stewardship**

NPS has provided financial and technical assistance to tens of thousands of community projects over the last 50 years in every county in the country!

www.nps.gov/getinvolved/community-assistance

FOR MORE THAN A CENTURY WE HAVE UNDERSTOOD THE CONSERVATION AND RECREATION CONNECTION AND CHALLENGE



Stephen Mather, First NPS Director
with President Calvin Coolidge

“The national parks are more than the storehouses of Nature’s rarest treasures. They are the playlands of the people, wonderlands, easily accessible to the rich and the humble alike”



GREATER DIVERSITY OF PEOPLE VISITING PARKS & COMMUNITIES

- Many new outdoor organizations focused on diversity and inclusion
- International visitors, cultural and heritage tourism
- Emerging Leader Programs and next-gen staff
- More community-based programs



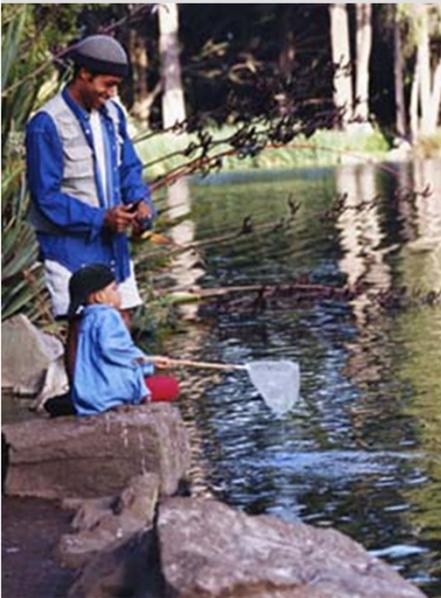
OPPORTUNITY: STEWARDSHIP, VOLUNTEERISM AND PUBLIC SERVICE

- Recent research documents growth of volunteer and urban environmental stewardship
- Expanding number of conservation corps and public service programs – volunteer vacations
- NPS – 1/3 of workforce hours provided by volunteers



OPPORTUNITY: FUNDING AND INVESTMENT IN PARKS AND OPEN SPACE

- **Shared Philanthropy:** National Park Foundation \$40-400 million in 7 years + NPS has hundreds of philanthropic and Friends groups too
- **Leveraging Local Bond Measures or State Funding:** UT state office of OR community grants; Colo GOCO and strategic local park bonds
- **Pending Legislation:** Bipartisan- backlog maintenance, LWCF & Fees
- **Coordinated grants:** Transportation (FLAP) and Trails (RTP) for federal support for roads, trails and alternative transportation



OPPORTUNITY: COMMUNITIES BY DESIGN LIVABLE, VIBRANT AND SUSTAINABLE

Planning for shared visions:

- Livable, walkable communities
- Access to green space
- Urban camping and gardens
- Business attraction and relocation
- Connecting – trails and bikes
- Community Sustainability/greening





Lowell National Historical Park

City is the Park and Park is the City – LOWELL

95% of the once vacant historic mills in Lowell (5million square feet!) have been revitalized. Preservation planning and Historic Preservation tax credits = \$1BILLION in private investment and 500 historic buildings restored.

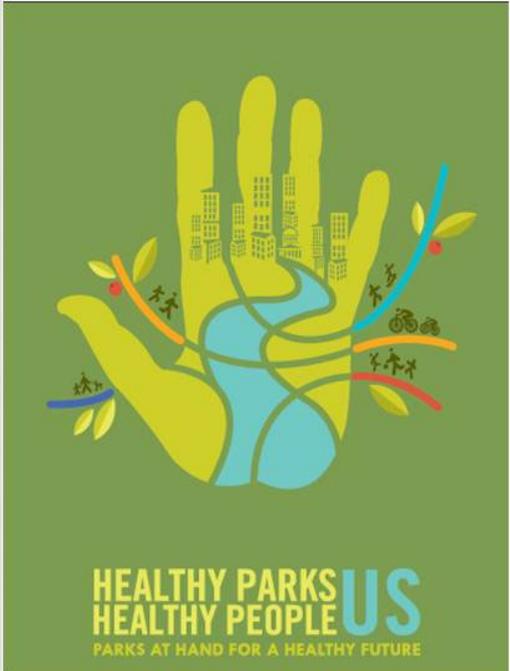
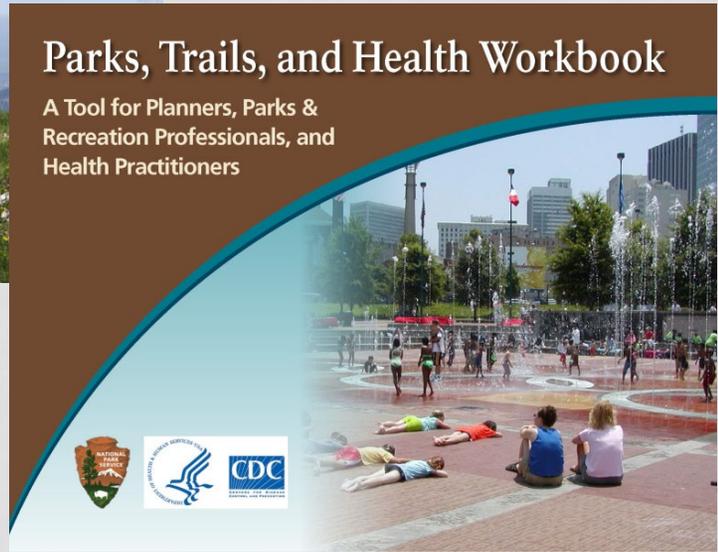
Urban Design ST. LOUIS

CityArchRiver 2015 is a collaborative redesign of the national park, St. Louis' urban core, connections to the Mississippi River and improved transportation systems.



OPPORTUNITY: CONNECTIONS BETWEEN HEALTH, PARKS AND COMMUNITIES

- Compelling research linking outdoor activity and park proximity to health
- Parks/recreation considered part of healthcare system
- Healthy Parks/Healthy People and Park RX programs



MORE KIDS IN THE OUTDOORS

- Engaging the next generation of citizen stewards - Nothing is more important!
- Example- OAK coalition provides experiences for 30+ million kids annually
- New Junior Ranger Angler Program + hundreds of education programs including the Every Kid in a Park program



OPPORTUNITY: NPS PROGRAMS THAT CAN SUPPORT GATEWAY COMMUNITIES

- **Transportation** – Federal Land Access Program (FLAP), Recreation Trails Program (RTP)
- **Planning and lands** – Stateside LWCF grant programs, Federal Lands to Parks Program (FLP), joint Park and Visitor Use Management Planning
- **Historic Preservation and Tax Incentives** – variety of historic and cultural grants, recognition and protection programs
- **Community Assistance for recreation and tourism** – RTCA, Hydropower assistance etc.
- **Special Area Designations** – National Heritage Areas, Partnership Wild and Scenic Rivers, National Scenic, Historic or Recreation Trails etc.

NPS AND DOI RE-ENERGIZING SUPPORT FOR OUTDOOR RECREATION

DOI

- Secretarial Order 3366 Recreation
- National Outdoor Recreation Advisory Committee
- 12 new consolidated interagency coordination regions with Recreation Committees

NPS:

- National office of Outdoor Recreation and Tourism
- Regional recreation and tourism coordinators
- National Assessment: Reviewing parks and programs for opportunities to enhance outdoor recreation opportunities, improve visitor services and expand public/private or gateway community partnerships



COLLABORATIVE STATE PROGRAMS SUPPORTING GATEWAY COMMUNITIES

Oregon: The Gorge Tourism Studio program was a series of tourism development workshops designed to assist communities interested in stimulating their local economies through sustainable tourism development, while protecting and enhancing local resources

Utah: Gateway and Natural Amenity Region –GNAR. many GNAR communities' ability to plan for and respond to the planning, transportation, economic, community development, and sustainability challenges they face is limited by a lack of professional staff and resources, the cross-jurisdictional and regional nature of their challenges, and polarized community dynamics

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National Park Service
U.S. Department of the Interior
www.nps.gov/RTCA

EXPERIENCE YOUR AMERICA