

Marketing

A man in a blue button-down shirt and dark trousers stands to the left of a whiteboard. He is holding a red marker in his right hand and pointing towards the whiteboard. The whiteboard has the word "Marketing" written on it in a large, bold, black serif font. In the foreground, the backs of three people's heads and shoulders are visible, suggesting they are an audience. The background is a plain, light-colored wall.

OPEN



SALE



Information and Education Learning Objectives:

Students will understand:

Why information and education is important to BLM

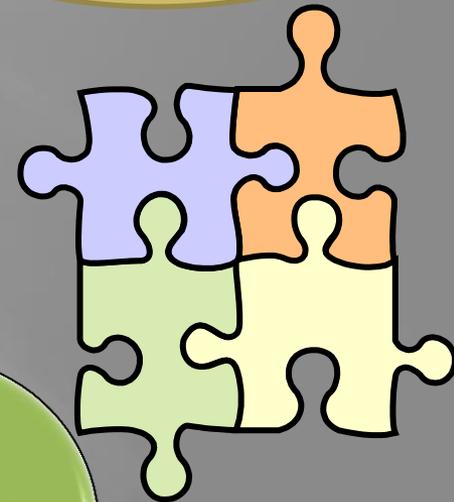
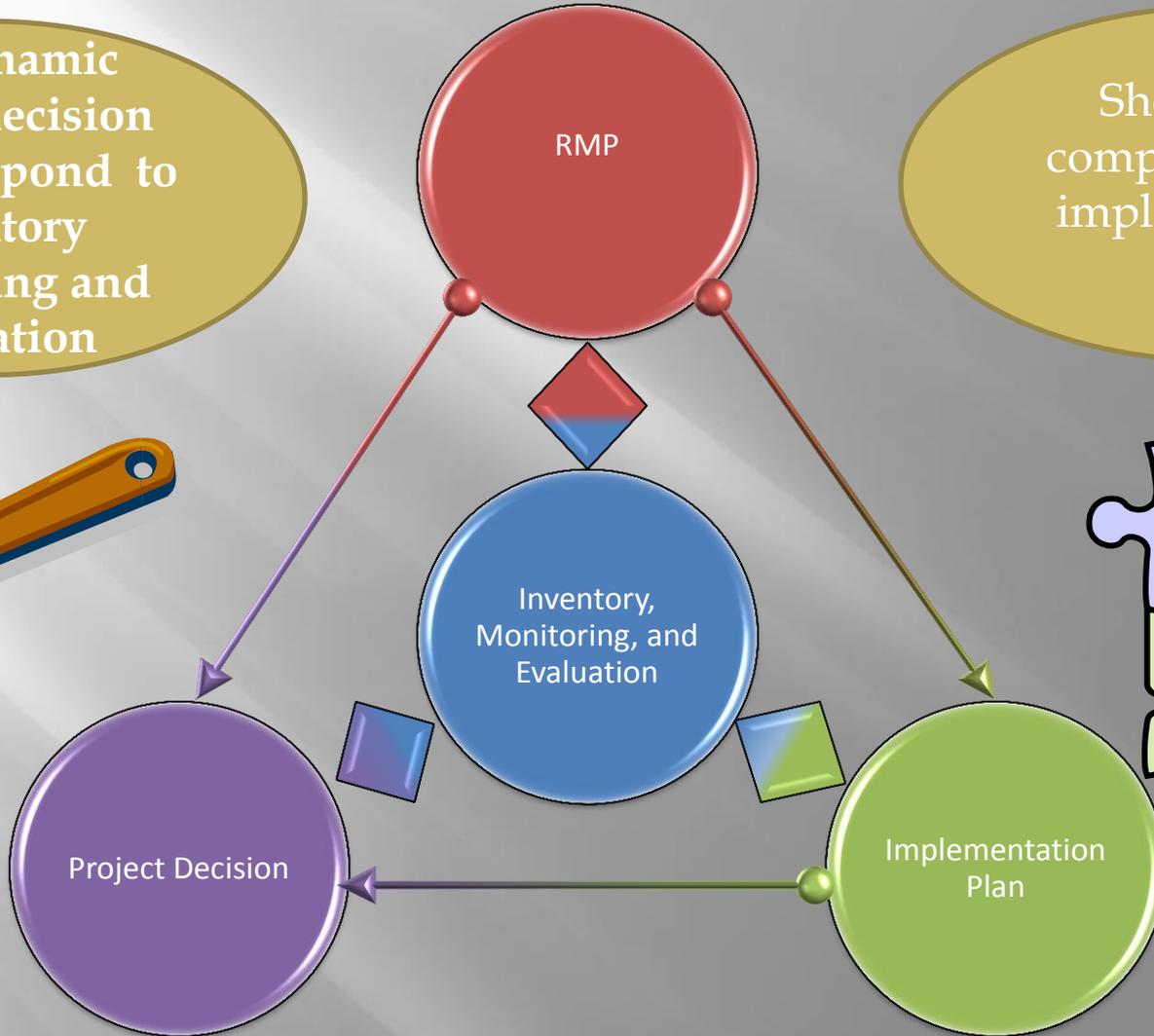
The recreation planners role in providing information and education

How to utilize your RMP to identify priorities and target audiences for information and education

Information and Education

Is a dynamic project decision tool to respond to inventory monitoring and evaluation

Should be a component of all implementation plans



Information and Education

**Why is Information
and Education
important to recreation
management?**



Limiting the amount of group use, limiting destructive activities, influencing behaviors, concentrating use, utilizing or creating hardened sites, and shielding areas from use reduces environmental impacts from recreation (REF 1892)

BLM recreation planners facilitate the realization of beneficial outcomes. This not only means producing a recreation setting that provides desired benefits, but also matching visitors with environments where their desired opportunities can be achieved.

Information and Education

**Wait, BLM isn't the
only entity that
markets public land
opportunities**



BLM outdoor recreation planners also have to engage other service providers, partners, and communities to ensure information and education associated with public lands compliments or is in support of land use planning objectives.

Information and Education

Our role:

BLM Outdoor Recreation Planners must cooperatively ensure that both internal and external information and education material is targeted at:

- 1) Matching visitors with environments where their desired opportunities can be achieved,
- 2) Influencing behaviors to ensure responsible and safe use and enjoyment of public land recreation opportunities.

All in support of Planning objectives.

Methods to Influence Behaviors

Programs	Visitor Services	Other
Leave No Trace	Maps	Law Enforcement

Influencing Behaviors

Programs

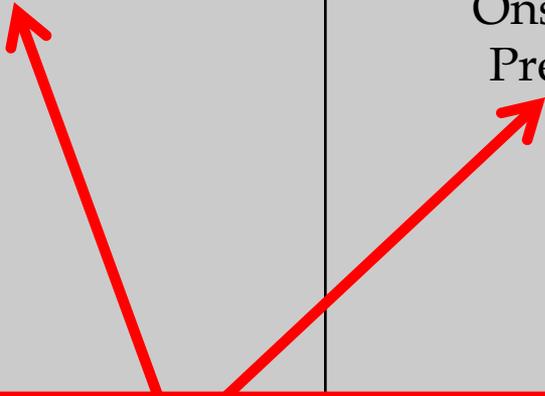
Leave No Trace
Tread Lightly
Presentations to Youth
Volunteer Cleanup Days
Cooperative Management

Services

Onsite interpretation
Signs
Brochures
Pamphlets
Maps
Onsite presence
Press Releases
Website

Other

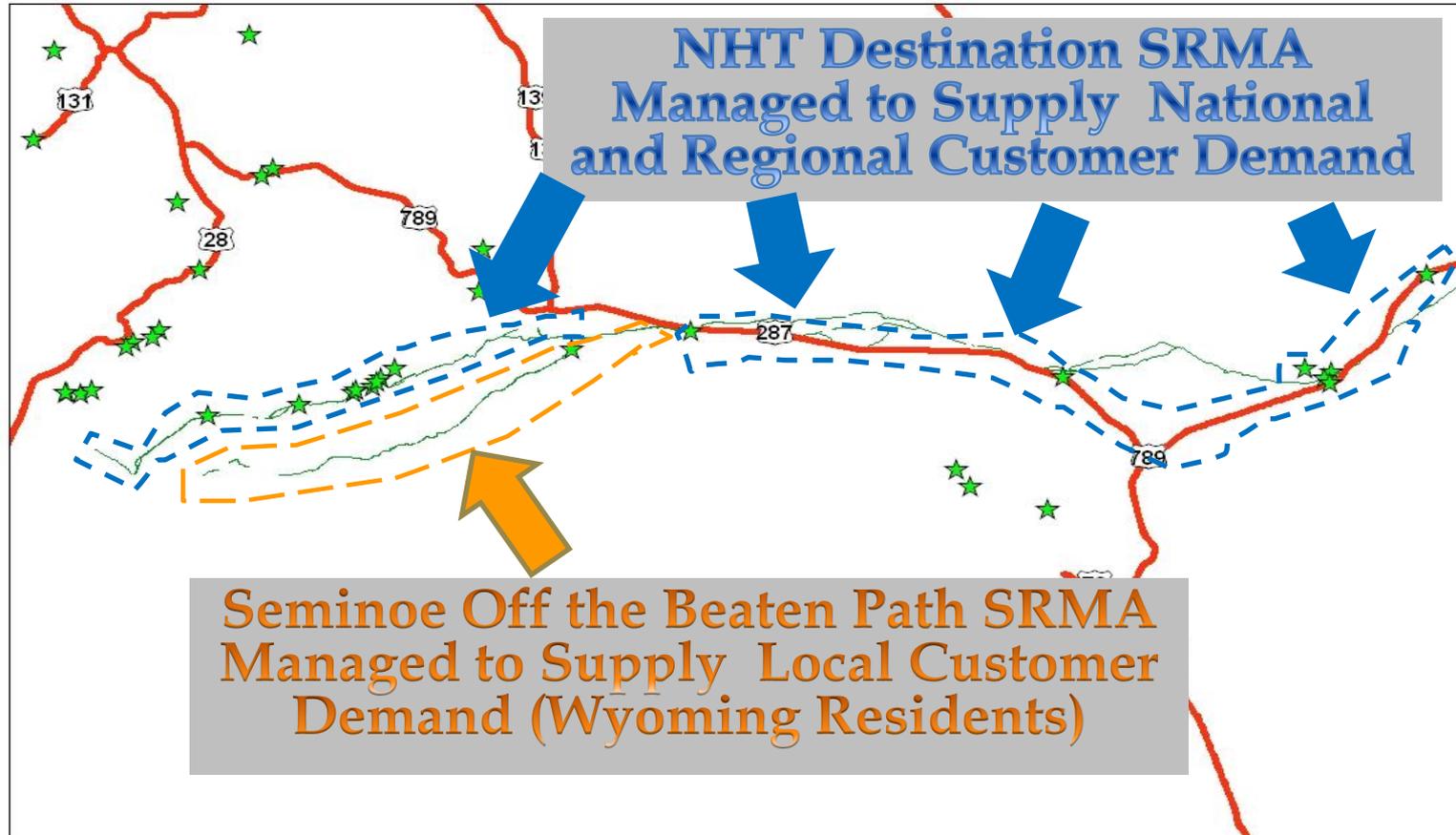
Law Enforcement
Rule Creation
Permits



Information and Education provides us with numerous action alternatives that can be implemented and adjusted rapidly

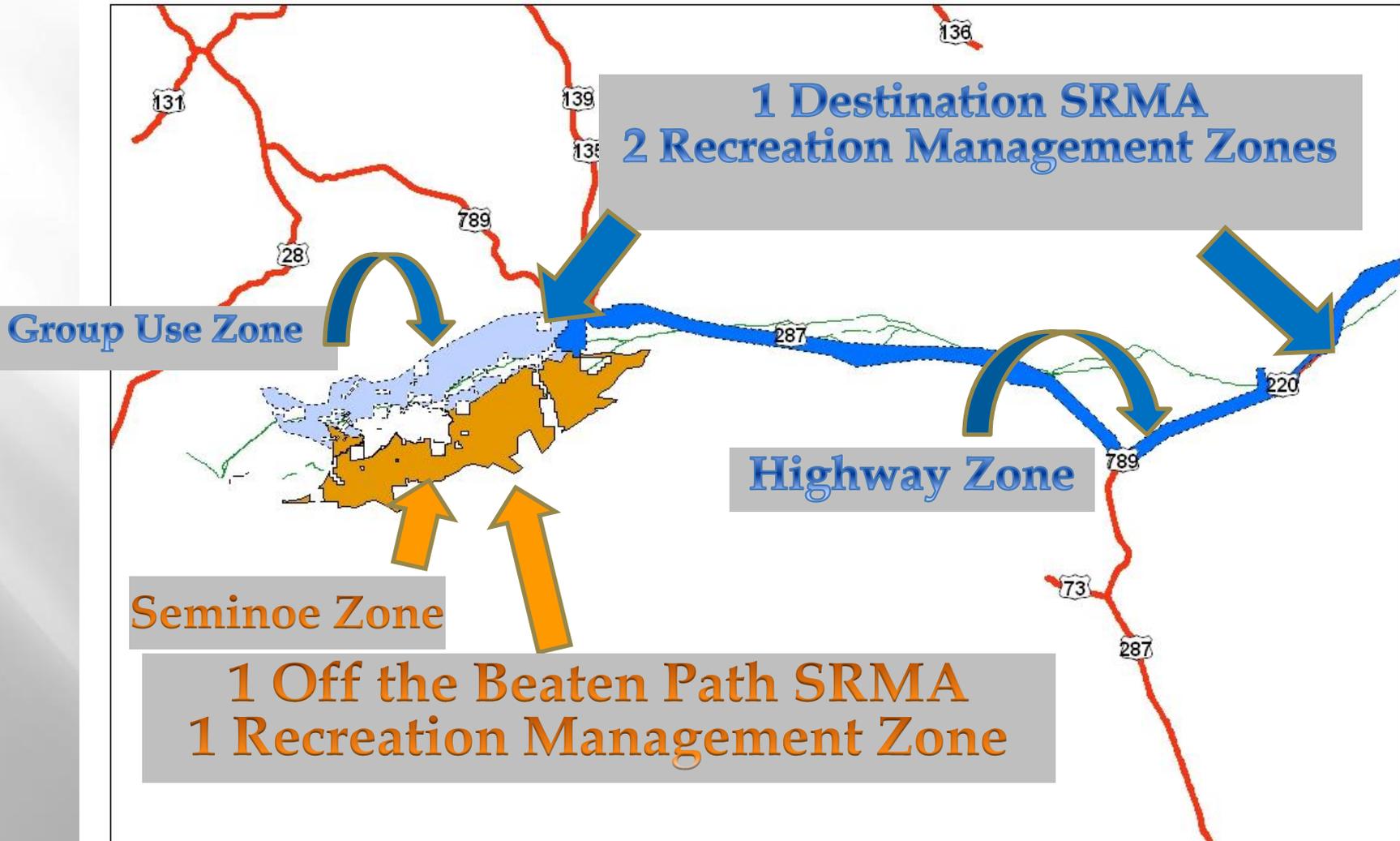
Match Customers with Desired Opportunities

Recreation Supply



Lander Field Office Historic Trails Example

NHT SRMAs



Customer Demand:

▣ **A National Customer wants:**

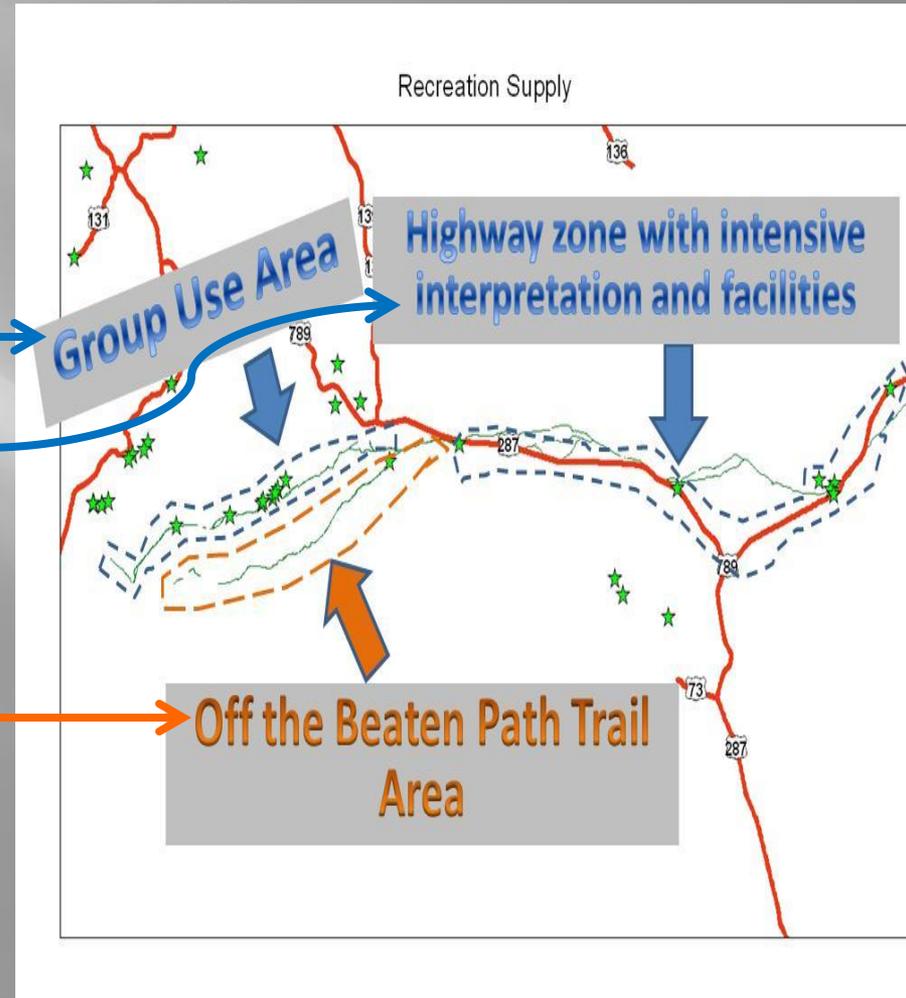
- ▣ To learn about history through reenactments while enjoying the closeness of their friends and family.
- ▣ To learn about history through easily accessed interpretation and wayside exhibits.

▣ **A Local Customer wants :**

- ▣ To enjoy a trail opportunity; away from other people and recreation facilities.

This time match customer demand with available supply.

- ▣ **National Customer wants:**
 - ▣ To learn about history through reenactments while enjoying the closeness of their friends and family.
 - ▣ To learn about history through easily accessed interpretation and wayside exhibits.
- ▣ **Local Customer wants:**
 - ▣ An opportunity to enjoy a trail opportunity; away from other people and recreation facilities.



How do we decide?

Who is my audience?

Matching customers
with opportunities

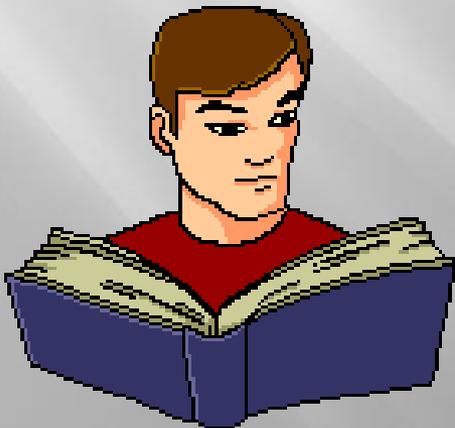
Influencing behavior



Direction to our information and education actions?



I recall learning about a document that gives us direction and guidance for future actions



All answers to your information and education questions lie within your RMP

Using RMP Allocations to supply and prioritize your Information and Education Message

SRMA

ERMA

NO RMA

Recreation Opportunity Information

Details the settings, activities as well as experiences and benefits available

Details the activities available and associated qualities of the area

Limited information made available on recreation opportunities

Influence Behaviors

To ensure maintenance of settings and enjoyment of outcome opportunities

To manage in concert with other programs and ensure enjoyment of activities and area qualities

To ensure other program objectives

Target Audience

Identified in SRMA objective and justification for SRMA

Identified in ERMA objective and justification

Existing users

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Questions?

