

**M** Identify RMAs  
**O** & Determine Strategy  
**d** Destination Market  
**u** or  
**i** Community Market  
**e** or  
**4** Undeveloped Market  
 or  
 Custodial

**You've Heard:**

1. Recreation Opportunity Production Process



2. Outcomes Approach



What BLM and its Partners  
**DO**

The **PLACE** they pick to  
recreate in

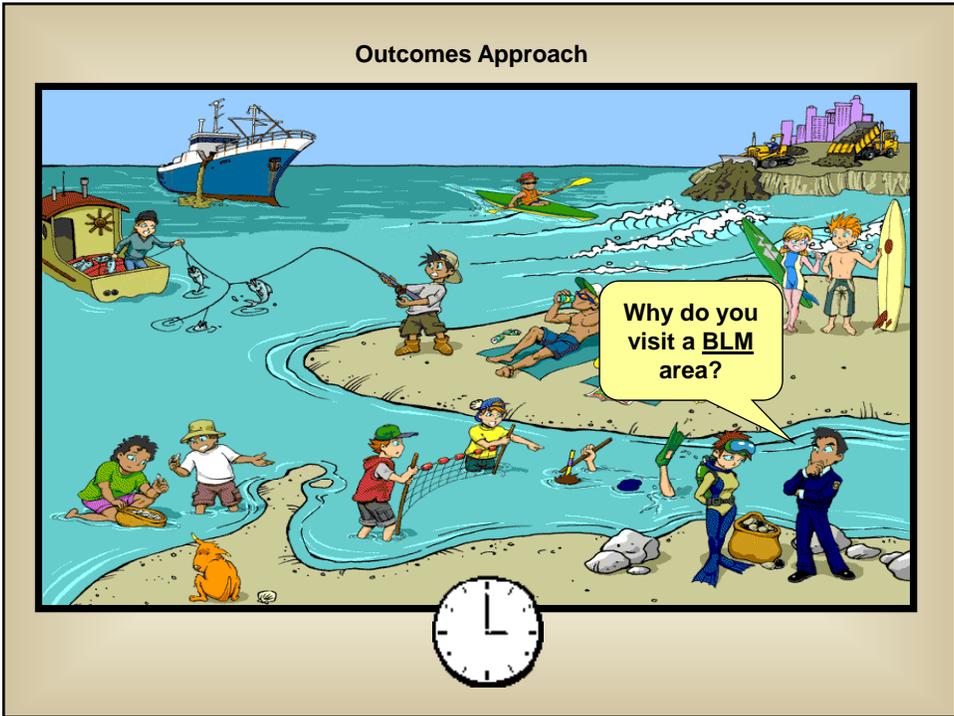
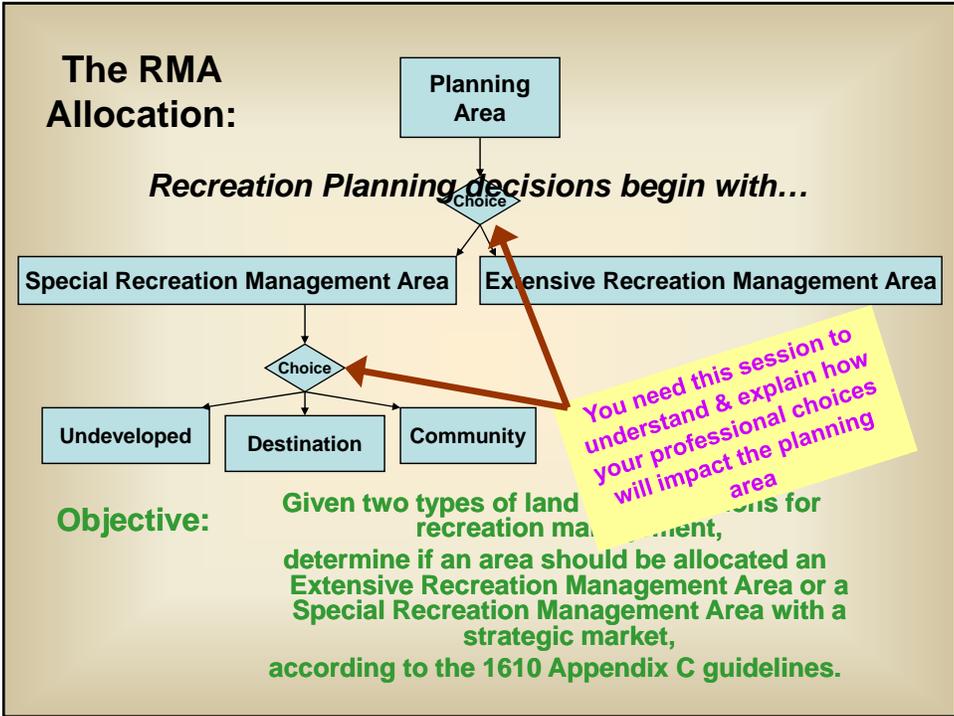
The **OPPORTUNITIES & OUTCOMES** they want to realize

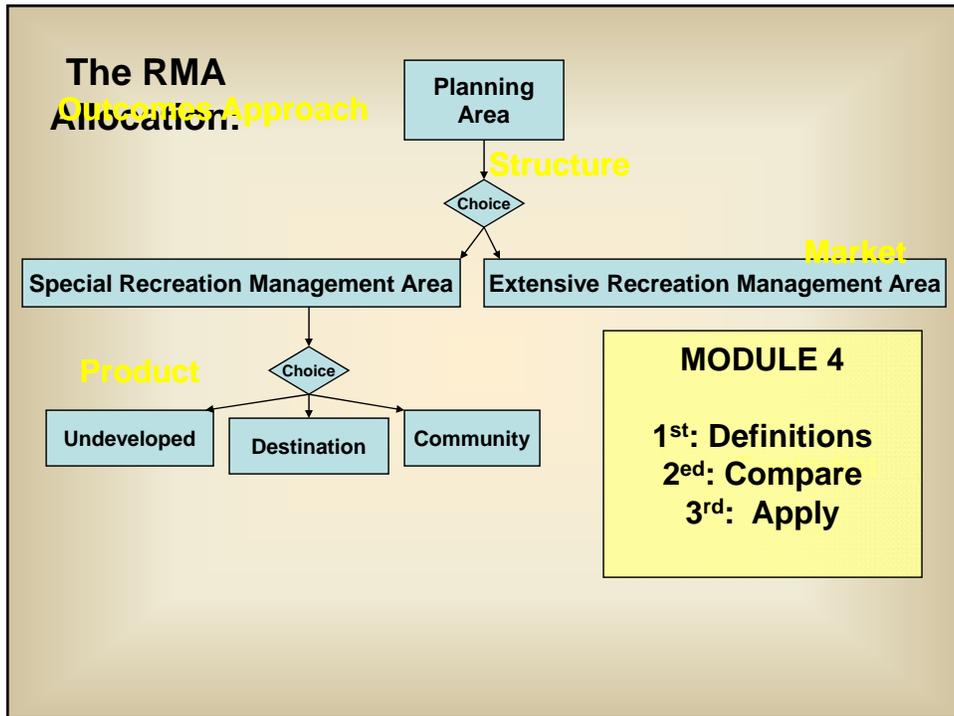
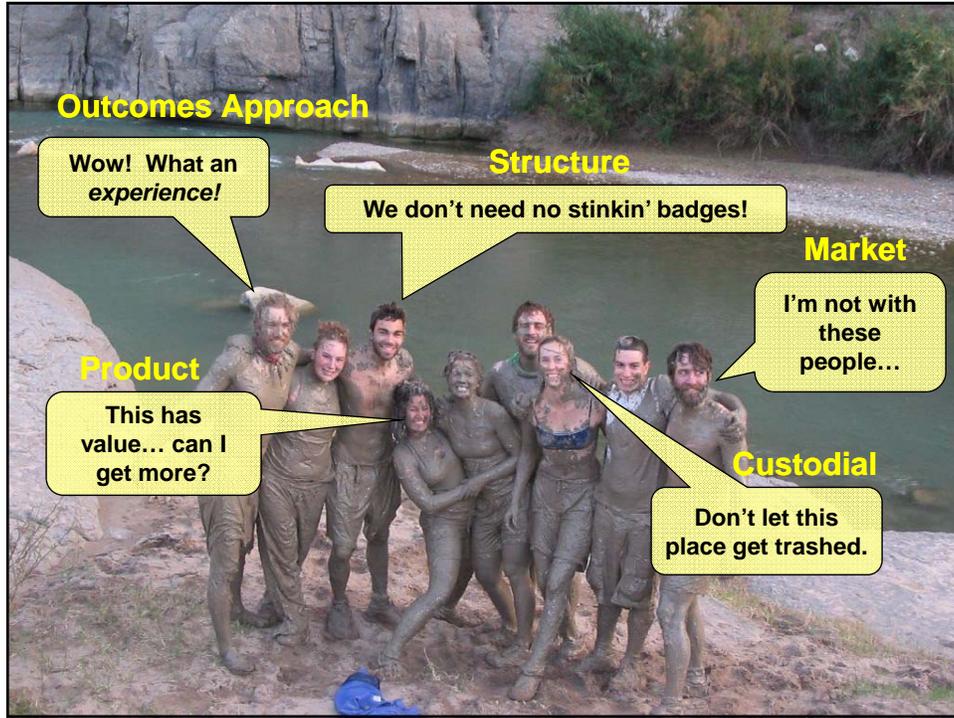
3. Facilitation Data, Quantifying Data, Qualifying Data



4. Setting Spectrums







## H-1601-1 LAND USE PLANNING HANDBOOK

### C. Recreation and Visitor Services

#### *Land Use Plan Decisions:*

Identify Recreation Management Area (RMA) allocations...

#### Special (SRMAs)

A public lands unit identified in land use plans to direct recreation funding and personnel to fulfill commitments made to provide specific structured recreation opportunities (i.e., activity, experience, and benefit opportunities).

Both land use plan decisions and subsequent implementing actions for recreation are geared to a strategically identified recreation-tourism market: destination, community, or undeveloped.

#### Extensive (ERMAs)

A public lands unit identified in land use plans containing all acreage not identified as a SRMA.

Recreation management actions within an ERMA are limited to only those of a custodial nature.

First term: *Structured* (SRMA) versus *unstructured* (ERMA)

Second term: Market Strategy for SRMAs

Third term: Custodial Actions (ERMA)

### What is a commitment

“made to provide specific structured recreation opportunities”?





**Physical improvements as facilitating outputs to produce specific opportunities**



**Structured?**

**No actions to facilitate outputs = no specific opportunities**

Ahhh... this is the life... no Rules, Registrations, or Requirements

**Popularity**

**Structured?**

I want this experience to be exactly the same for my children's children...

**Rules, Regulations, ...**

**... and Registrations**

**Management actions (limiting use thru permits) as a facilitating output to produce specific opportunities**

**Demand =**



First term: *Structured* (SRMA) versus *unstructured* (ERMA)

Second term: Market Strategy for SRMAs

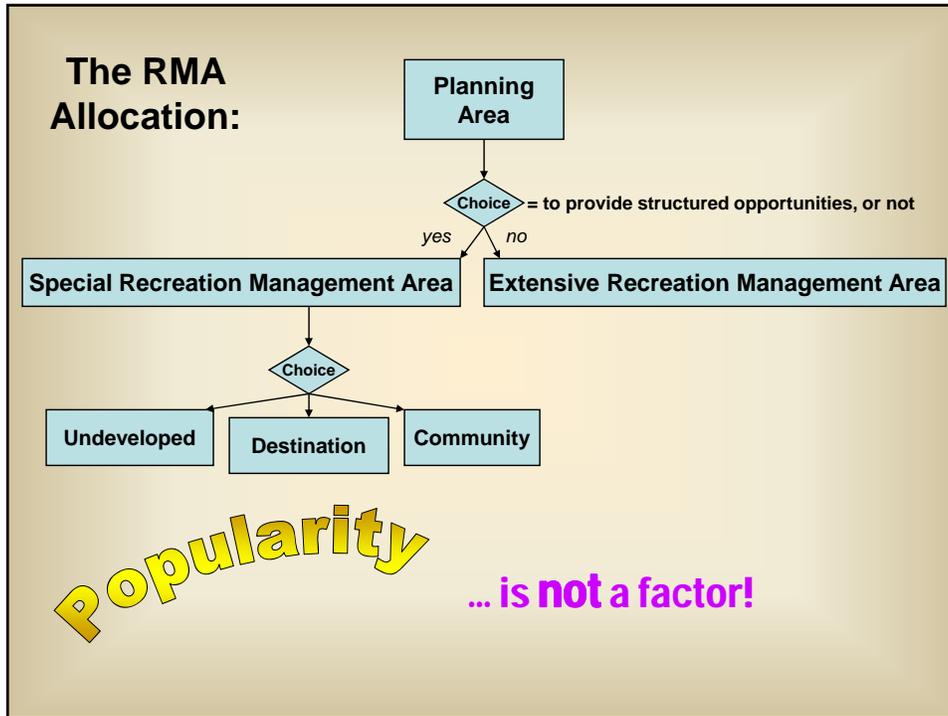
Third term: Custodial Actions (ERMA)

### What is a commitment

“made to provide specific structured recreation opportunities”?

Basically, an SRMA is a commitment to take actions through managerial presence, facility design, or services as facilitating outputs to ensure or allow for *specific* activity, experience, or benefit opportunities and/or outcomes.

**Conversely,** an ERMA is a commitment to not do this...



**H-1601-1 LAND USE PLANNING HANDBOOK**

**C. Recreation and Visitor Services**

*Land Use Plan Decisions:*

Identify Recreation Management Area (RMA) allocations...

Special (SRMAs)	Extensive (ERMAs)
<p>A public lands unit identified in land use plans to direct recreation funding and personnel to fulfill commitments made to provide specific structured recreation opportunities (i.e., activity, experience, and benefit opportunities).</p> <p>Both land use plan decisions and subsequent implementing actions for recreation are geared to a strategically identified recreation market: strategically identified recreation-tourism market; community, or undeveloped.</p>	<p>A public lands unit identified in land use plans containing all acreage not identified as a SRMA.</p> <p>Recreation management actions within an ERMA are limited to only those of a custodial nature.</p>

First term: *Structured (SRMA) versus unstructured (ERMA)*

Second term: Market Strategy for SRMAs

Third term: Custodial Actions (ERMA)

**What does it mean to have “implementing actions...geared to a strategically identified recreation-tourism market [of] destination, community, or undeveloped”?**

**Specific activities are NOT a market**

...yeah, maybe, but I like to practice...

...us are gun collectors...

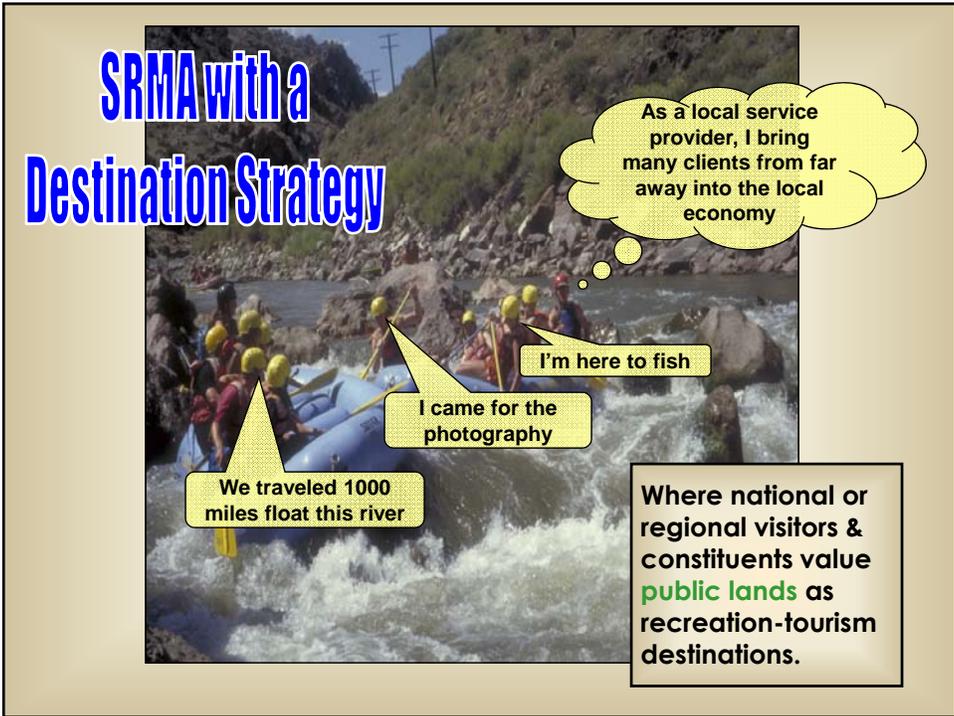
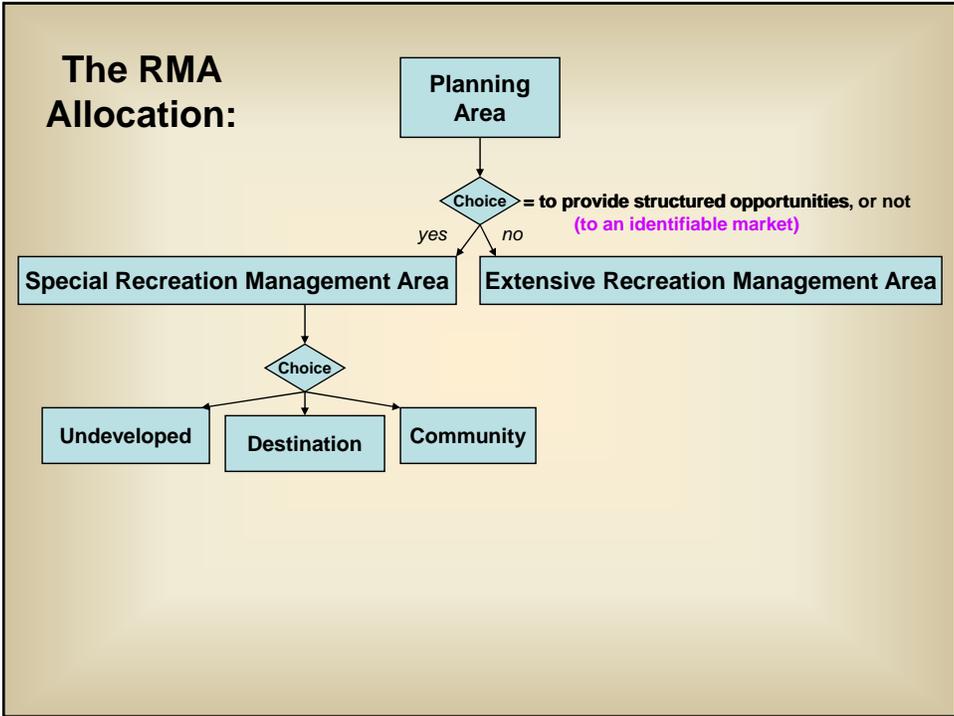
...naaa, my niche is I just like to hunt...

...Ok, then, so *what* are we all?

I'm a self-proclaimed militiaman...

Market people you would like to tell about your products;  
People seeking your product;  
People demanding your product.

customers



# SRMA with a Destination Strategy

Vail  
Colorado

## America's Largest Ski Resort

Vail, with its size and terrain, is America's premier ski destination. Vail is consistently ranked the No. 1 Ski Resort in North America, according to the readers of many magazines. To be exact, Vail has been the No. 1 Ski resort 13 times in the last 17 years.

Vail has earned this premier designation for terrain, snow conditions and challenge. Combining the largest single-mountain in North America with 5,289 acres of skiable terrain, Vail provides a huge variety of trails for skiers and riders of every level. Vail also boasts the largest network of express quad chairlifts in the world with 34 total lifts, 14 high speed quads and one gondola.



**Site visitors also take in the community**

# SRMA with a Community Strategy

Where a community or communities are dependent on public lands for:

- ▶ recreation,
- ▶ related tourism use,
- ▶ growth & development.

## Castle Valley's most exclusive homesites won't last long!



We are proud to release a very special homesite area at Castle Valley. Located in The Homestead, these lots are nestled amongst the hillsides with outstanding regional views. Many of these exclusive homesites back to open space or BLM, providing you with a backyard extension of Mother Nature herself. Combining openness with privacy this is the perfect setting you've always dreamed of. Choose from one of our fine floor plans with an extensive selection of options to choose from or build your own custom home. Custom builders warmly welcome! Homesites range in size from 8,203 sq. ft. to over 18,000 sq. ft. Lot prices start at \$64,000. Bring the family and the dogs and come walk these exclusive lots or call us at 970-984-2223 for more details.

Spring lot season has begun!

New Home Center open daily Mon-Sat 10 a.m. to 5 p.m. Sun 11 a.m. to 4 p.m. and by appointment

Call us at 118 Canyon Ct., New Castle, CO. Homecoming includes only 30 lots near or adjacent to the 147 acre site in the town center and 100 acre site. All subject to final plat and all other applicable laws and regulations. Please call for details. Castle Valley, the name of the community, is a registered trademark of Castle Valley Ranch, the owner of a 10-mile buffer.

For more information call 970-984-2223

CASTLE VALLEY

# SRMA with a Community Strategy

## Sunlight Mountain Resort Colorado

### Unique and Affordable

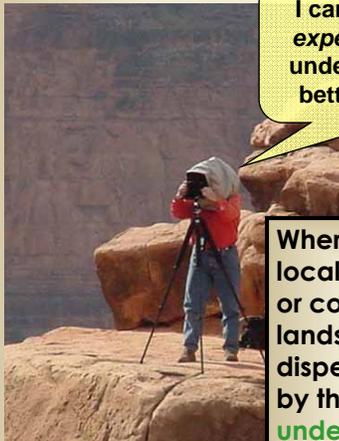
**Community visitors also take in the sites**

intimate unpretentious atmosphere that can be attributed to its small-town roots. With its summit situated on Compass Mountain, Sunlight offers beautiful vistas of majestic Mount Sopris and the surrounding Elk Mountain Range. Hundreds of acres of mild greens, intermediate slopes and black diamond extremes are offered to satisfy all levels and abilities. The affordability and laid-back attitude make Sunlight a favorite for all who visit.



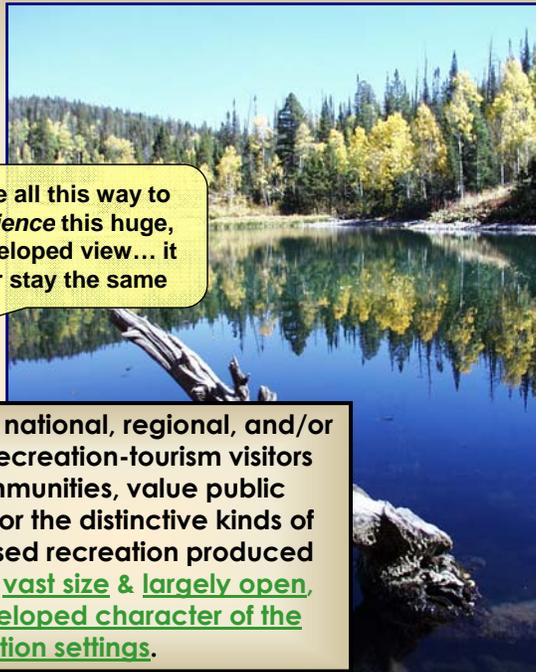
Sunlight Mountain Resort

# SRMA with a Undeveloped Strategy



I came all this way to experience this huge, undeveloped view... it better stay the same

Where national, regional, and/or local recreation-tourism visitors or communities, value public lands for the distinctive kinds of dispersed recreation produced by the vast size & largely open, undeveloped character of the recreation settings.



## SRMA with a Undeveloped Strategy

Silverton Mountain  
Colorado

Lift Accessed Backcountry  
**Visitors don't want sites**

Silverton Mountain is a new expert and advanced only ski/snowboard facility. One double chairlift will access the steepest, most powder-filled skiing in the Rockies. Silverton Mountain is located in southern Colorado in the heart of the San Juans. Snow is no worry at this 10,400-foot base and 12,300-foot peak elevation: the annual snow fall exceeds 400 inches.



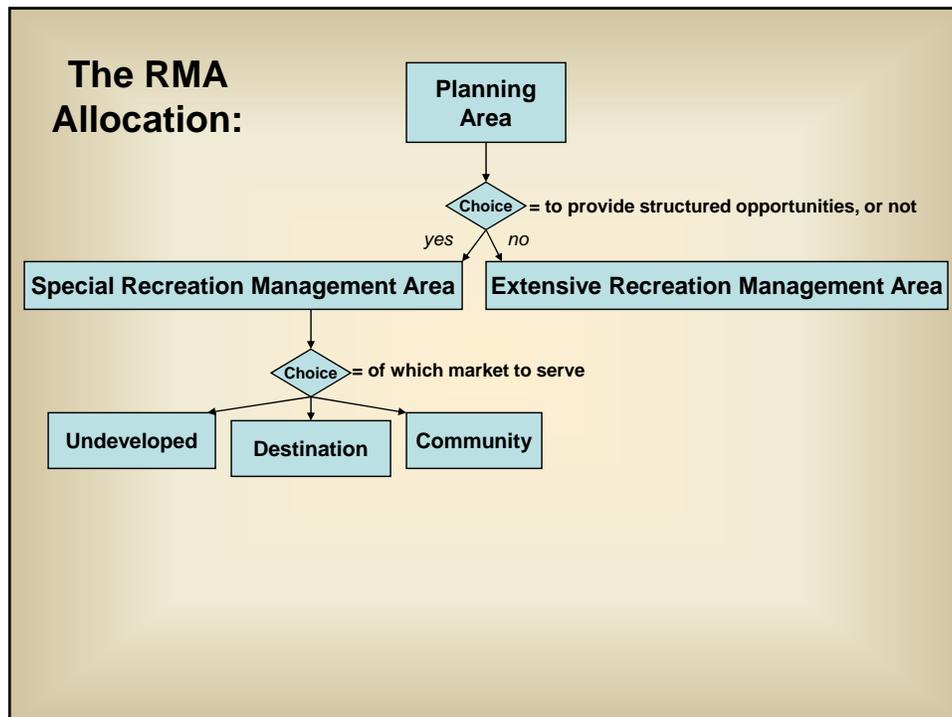
First term: *Structured (SRMA) versus unstructured (ERMA)*

Second term: **Market Strategy for SRMAs**

Third term: *Custodial Actions (ERMA)*

**What does it mean to have “implementing actions...geared to a strategically identified recreation-tourism market [of] destination, community, or undeveloped”?**

Basically, this means that recreation management decisions and actions for the area will be committed to satisfying the needs of the chosen strategic market.



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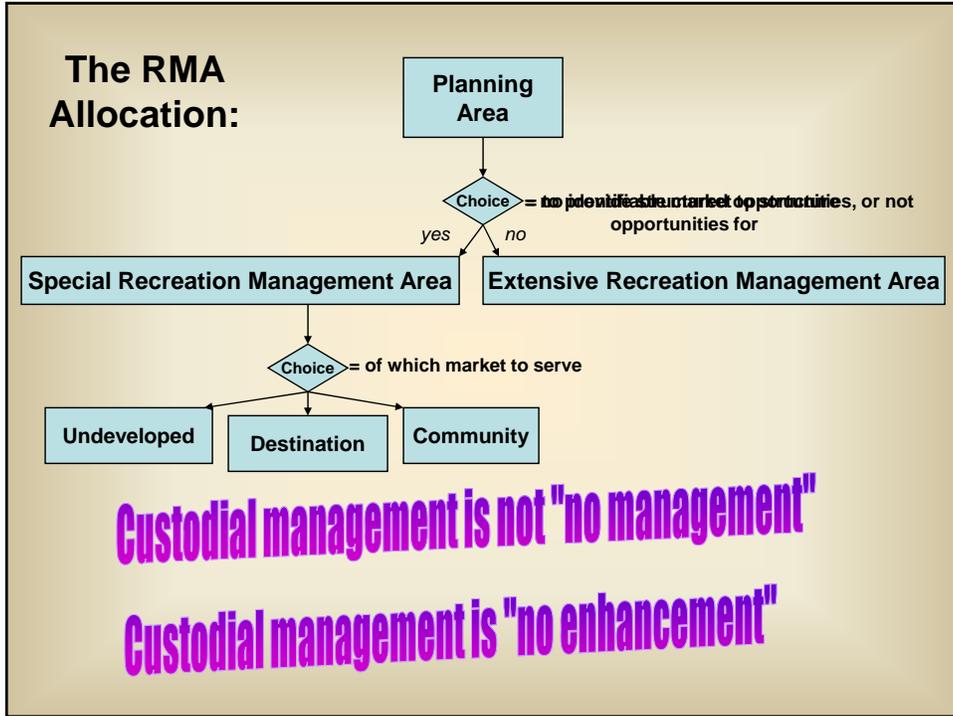
What are “actions [that] are custodial in nature and address only activity opportunities”?



**Match the action...**

**Management, marketing, monitoring, & supporting administrative actions that “TAKE CARE” of:**

- (1) the attainment of custodial activity-based outcomes,
- (2) visitor health and safety conflicts,
- (3) user conflict,
- (4) challenges to resource stewardship objectives/standards (e.g., LHSs).



First term: *Structured (SRMA) versus unstructured (ERMA)*

Second term: Market Strategy for SRMAs

Third term: Custodial Actions (ERMA)

**What are “actions [that] are custodial in nature and address only activity opportunities”?**

They are reactive managerial actions that simply resolve:

- 1) the attainment of custodial activity-based outcomes,
- 2) visitor health and safety conflicts,
- 3) user conflicts,
- 4) challenges to resource stewardship objectives/standards (e.g., LHSs)

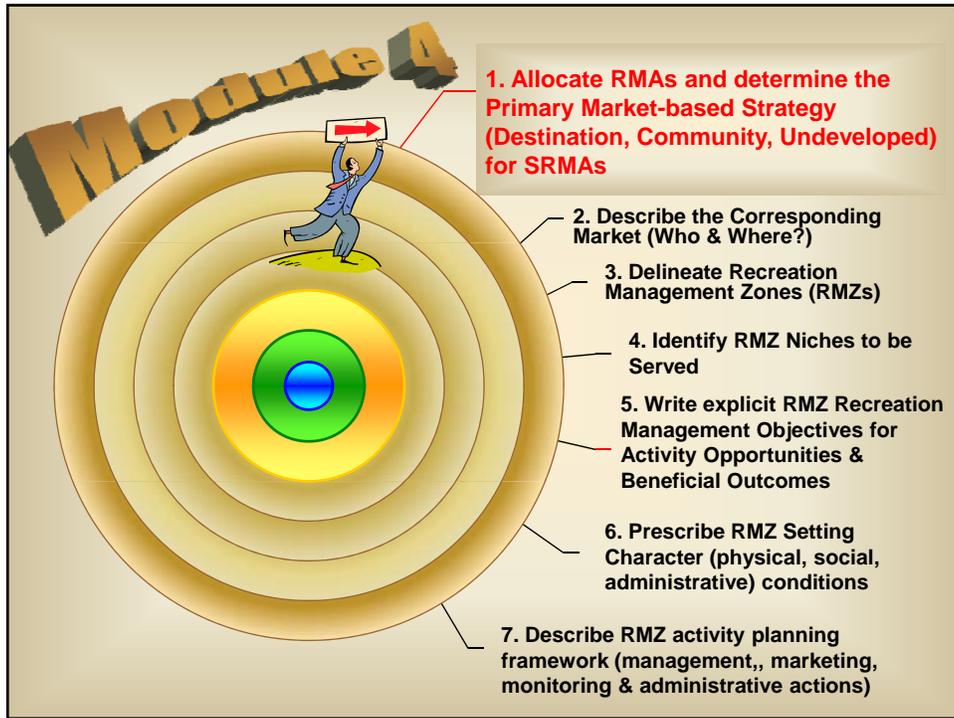
**Objective:** Given two types of land use allocations for recreation management, determine if an area should be allocated an Extensive Recreation Management Area or a Special Recreation Management Area with a strategic market, according to the 1610 Appendix C guidelines.

**Structured** recreation opportunities means there are actions through managerial presence, facility design, or services as facilitating outputs to ensure or allow for *specific* activity, experience, or benefit opportunities and/or outcomes.

**Market Strategy** means that recreation management decisions and actions for the area will be committed to satisfying the needs of the chosen strategic market.

**Custodial actions** are reactive managerial actions that simply resolve:

- 1) the attainment of custodial activity-based outcomes,
- 2) visitor health and safety conflicts,
- 3) user conflicts,
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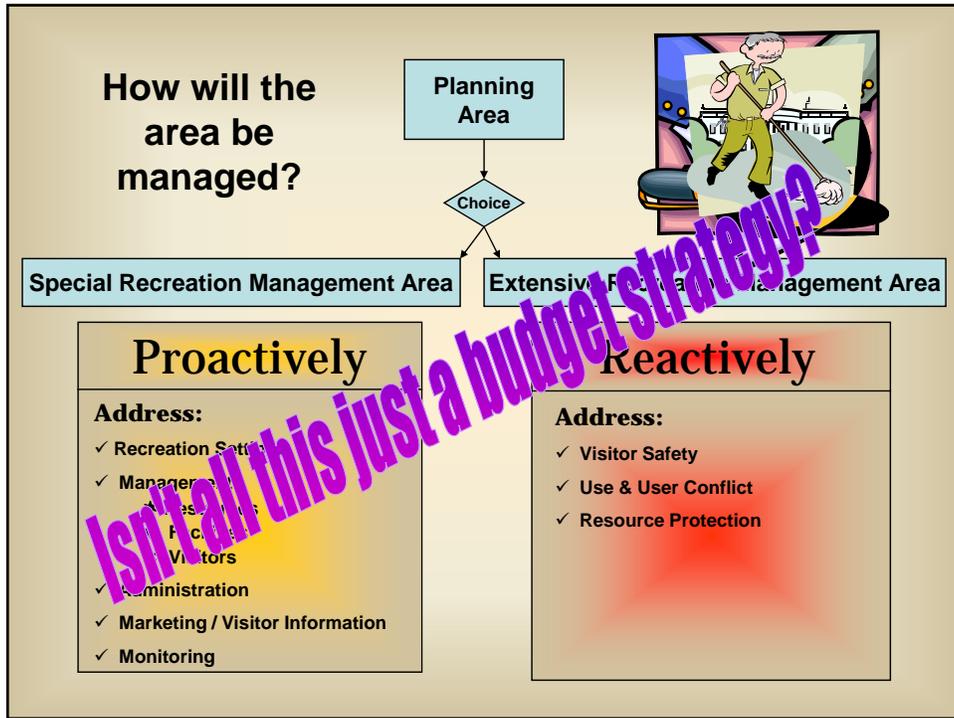
How do you make a determination?

**MODULE 4**

1<sup>st</sup>: Definitions  
 2<sup>ed</sup>: Compare  
 3<sup>rd</sup>: Apply



	<u>Major investments in visitor services authorized</u>	<u>Major facility investments to facilitate outputs authorized</u>
<b>SRMA with a Destination Strategy</b>	<b>Yes</b>	<b>Yes</b>
<b>SRMA with a Community Strategy</b>	<b>Yes</b>	<b>Yes</b>
<b>SRMA with a Undeveloped Strategy</b>	<b>Yes</b>	<b>No</b>
<b>ERMA with a Custodial Strategy</b>	<b>No</b>	<b>No</b>



**SRMA with a Community Strategy**

Major investments in facilities & visitor assistance are authorized within SRMAs where BLM's strategy is to target a community market.

## Community Strategy

*Where did this come from?*

1. The distinctiveness of BLM's emerging community-dependent recreation-tourism demand was not anticipated in the old 8300 Recreation Management policy manual.
2. During the 90's, rapid growth and development in the intermountain West has substantially increased community recreation demands on public lands.
3. The needs & desires of these community markets are distinctively different from destination markets, requiring a correspondingly different management strategy.

25¢  
USPS 10-840  
ISSN 1098-8181

# EAGLE VALLEY ENTERPRISE

MAY 6, 2004 Community news since 1898 Vol. 105 No. 26 32 Pages

## A backyard mecca

EAGLE'S POPULARITY ON THE RISE FOR MOUNTAIN-BIKING

DAVID LEBREUX  
Enterprise reporter

**W**hen the subject of mountain biking hot spots comes up, names like Fruita, Moab and Marin County, Calif., immediately come to mind. But thanks to a rapidly growing population in Eagle County, and the influx of valley residents to mountain bike more than just brief or four months out of the year, the Eagle community, with its surrounding terrain and network of trails, is becoming widely known as a great place to ride.

**WHERE SHOULD I RIDE IN EAGLE?**

The options for mountain biking in the hills and mountains surrounding the town are virtually endless. Chris Brown, owner of the Mountain Pedals shop on Broadway, says that's one of the reasons for riding in Eagle. Hundreds of acres of Bureau of Land Management lands are accessible from town.

In Eagle, if you have two hours to kill you can do a multitude of rides," said Brown. He lists "Redneck Ridge" (the nickname mountain bikers have given the old race course) on Bellvue; Eagle Ranch's Fourth of July Road that leads up to Handcrabble Mountain; a new race course at Eagle Ranch and Abrams Creek which is accessed out of Eagle Ranch and climbs up into Hackett Gulch, which features numerous loop routes. There are also some good rides on the north side of the highway, as well, meaning

## BIKE MECCA

From page 1

10 inches of travel, and disc brakes, with exponentially better stopping power, have revolutionized the sport, and made it possible to ride in places that no one would have ever dreamed of even 10 years ago.

Riding off of marked trails and creating one's own trail is a leading cause of erosion, a concern even greater in a place like Eagle, where coverage from trees, grass and other plant life is already sparse.

"We try to instill an understanding in people that all trail users have their own unique impact on a trail system," said Morgan. "Mountain bikers certainly create some erosion concerns, but so do motorcyclists, hikers and horse back riders."

Bill Hatcher, open space coordinator for the town of Eagle, notes that bikers often have to cross the town's open space to reach the trails on BLM land. He points out that mountain bikers are subject to the open space rules and regulations, including seasonal closures intended to protect the land and wildlife.

**EAGLE AS A DESTINATION**

Eagle is not a mountain biking mecca, but it does have plenty in common with places like Moab or Fruita in terms of climate and existing trail systems. Eagle has the infrastructure (i.e. hotels, restaurants, airport, etc.) to accommodate tourism, and mountain bikers have been known to travel in search of places to ride.

So, will Eagle get on the map as the next place that mountain bikers "have to ride?"

Probably not. There are too many things working against the potential success of Eagle as a national destination for mountain biking. Climate is one factor that would hold Eagle back. Winter is here for about five months out of the year, and, by the middle of summer, temperatures gets too hot to ride during the day. Also, the trails in the mountains surrounding Eagle are made of dirt, not rock, like the trails in Moab or Fruita. It's questionable as to whether the trails here could support a drastic increase in rider numbers without incurring severe damage.

"I see a future for this place locally with people coming down from Vail, Avon and Edwards," said Brown. "But I don't see it like a Fruita or Moab because we don't have the rock like they do. The trails here would not be able to hold up if the usage were to skyrocket."

Brown says that he has seen the number of people mountain biking in Eagle double or triple in the last four years he has been at his shop on Broadway. Much of the business comes in early spring and fall, when bikers are trying to get a jump start on training for the summer or looking to get in that one last ride of the fall.

"It's great because you can start training on the road in March down here," said Moore. "Then, by mid-April, you can start getting out on your mountain bike and get your legs ready for summer racing."

While Eagle may never become a mountain biking destination, there is little doubt that it has plenty to offer everyone in the county. For those who haven't checked out the riding down here, it is worth the trip to find out what Eagle locals have known all along.

Mountain biking in Eagle rocks.

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Mountain biking in Eagle rocks.



# Undeveloped Strategy

Where did this come from?



1. In the old 8300 Recreation Management policy manual, we said that custodial management of ERMAs would maintain the setting character and the desired experience.

This strategy constrains other resource uses

2. We said these areas would take care of themselves with custodial management! But they didn't!



3. And they will not take care of themselves, because they cannot...without some kind of more intensive management!

Because, in ALL SRMAs,



i.e., "Structured Management"

Resource management, including Recreation, is geared to sustain the:

- 1. distinctive setting character
- 2. settings capacity to produce the targeted outcomes.

But, in ERMAs,



Recreation management must be geared to Custodial Management, not Structured Management. Other Resources may have priority.

Dispersed recreation management:

- 1. addresses custodial resource stewardship &
- 2. focuses on "taking care" actions for specified recreation activities only.

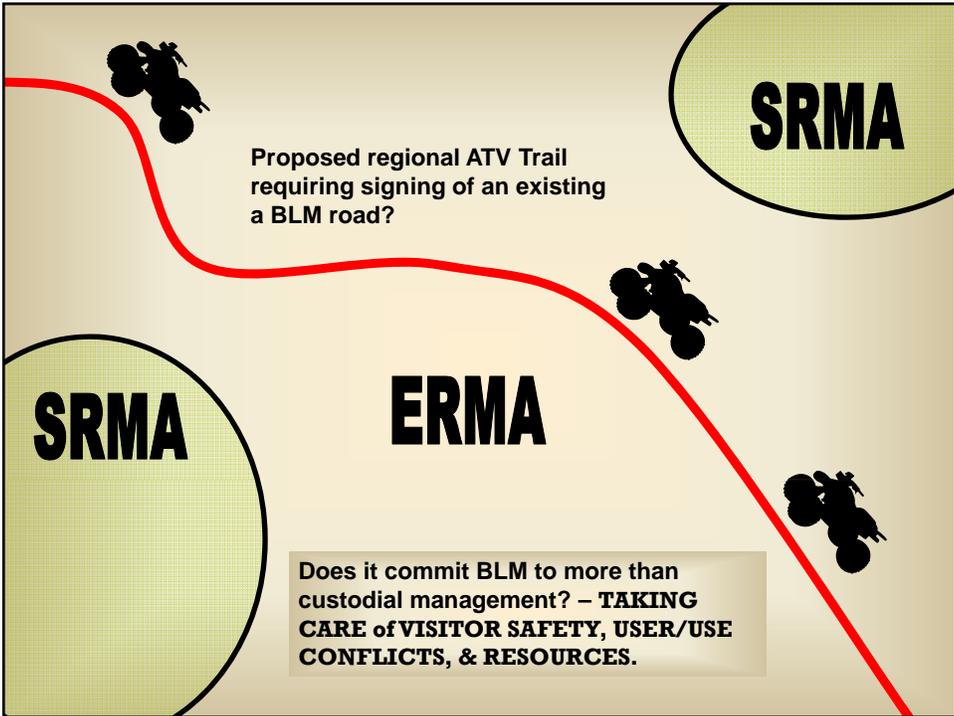


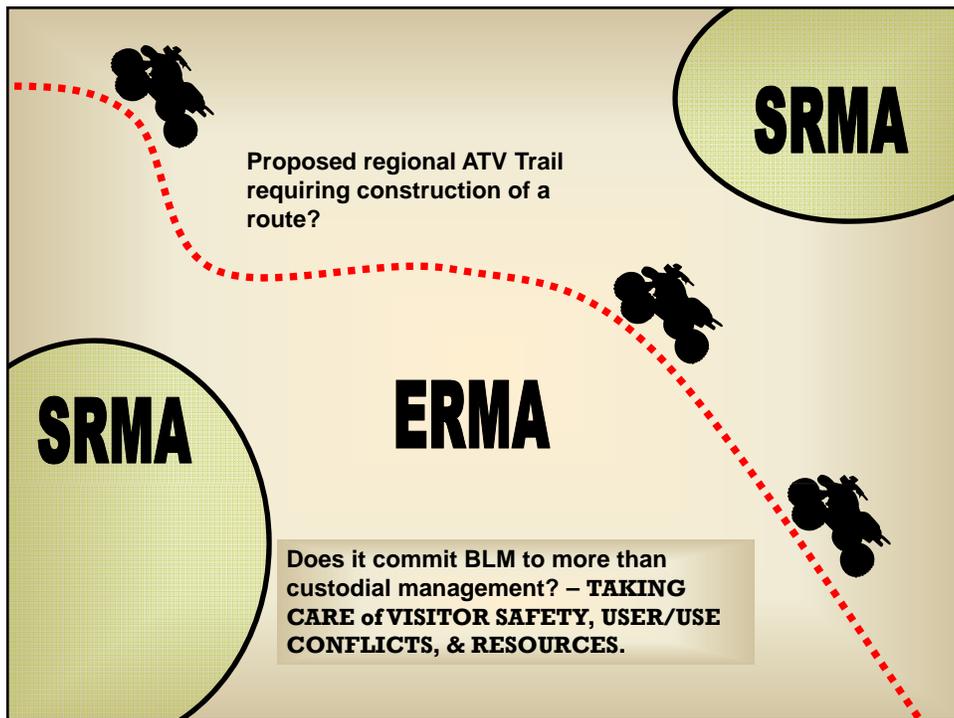
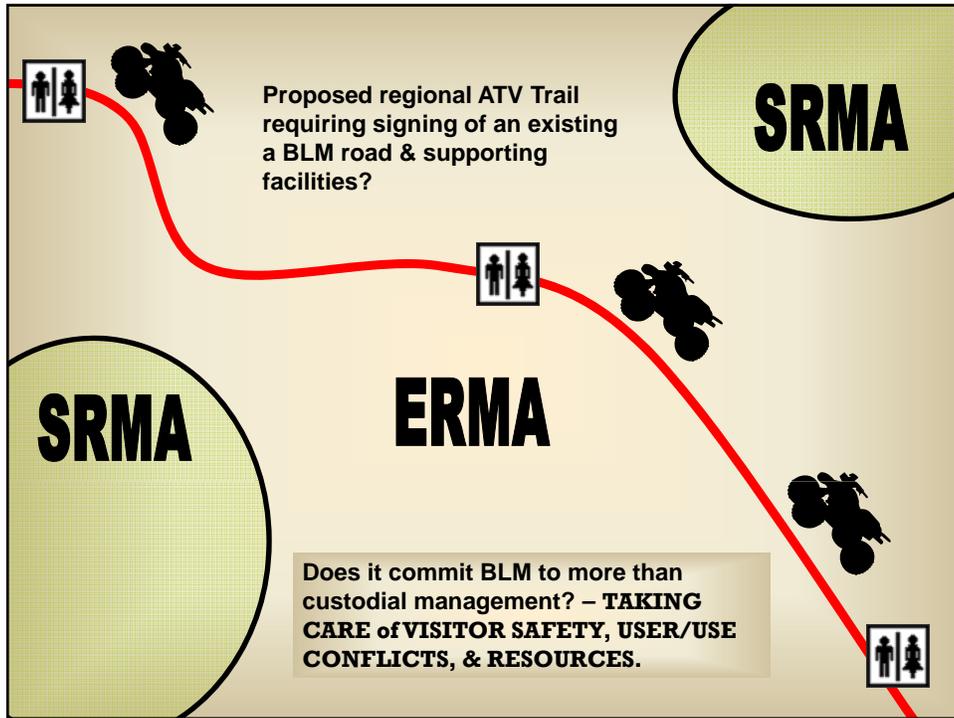
**ERMA  
with a  
Custodial  
Strategy**

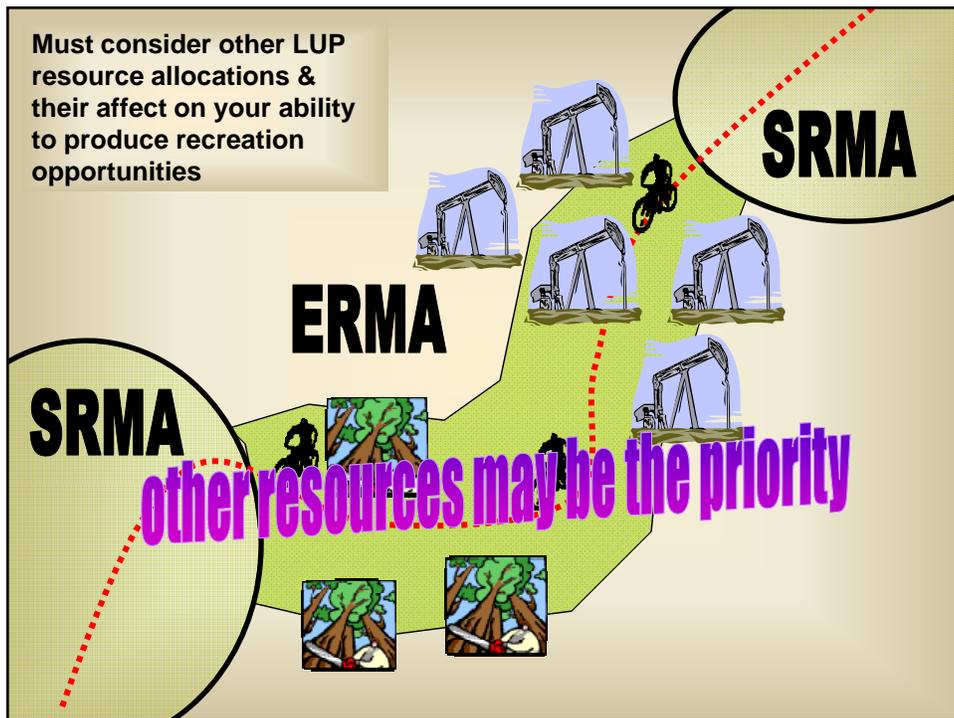
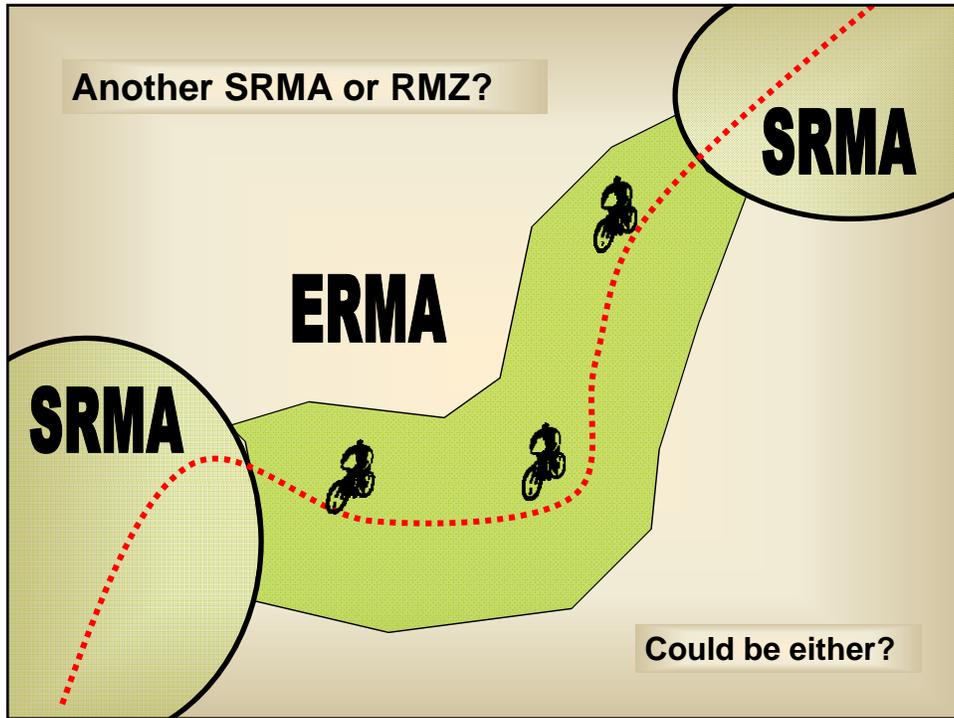
**because without a recreation market,  
other resources may be the priority**

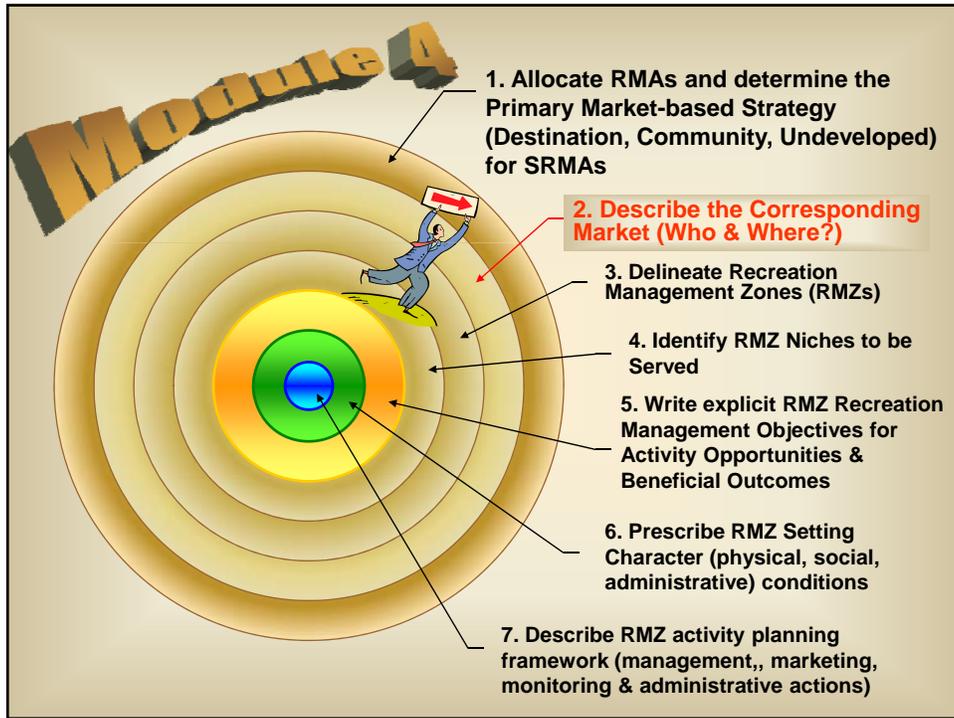


Major investments are not authorized; BLM policy restricts recreation investments that obligate FOs to more than custodial management.









## THE TARGET MARKET



*Who are they?*



*Where are they from?*



or





or

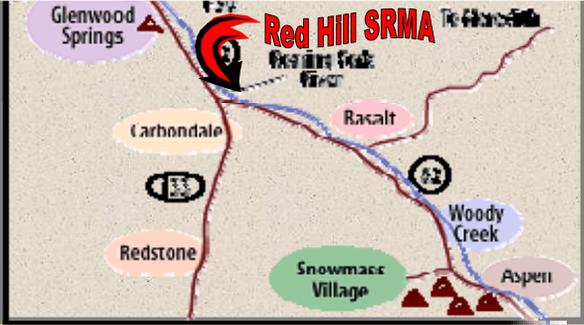
Frenchglen



**Apply what you learned!**

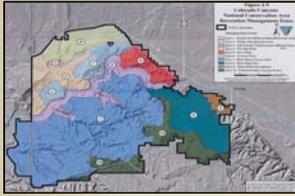
Where are they from?

**Roaring Fork Valley**




**Specific Recreation Management Area**

PRIMARY MARKET STRATEGY		MARKET	
Recreation Management Zone			
MARKET NICHE			
OUTCOME OBJECTIVE			
TARGETED OPPORTUNITIES & OUTCOMES			
Activity Opportunities	Experience Opportunities & Outcomes	Benefit Opportunities & Outcomes	
		Personal: Community/Social: Environmental: Economic:	
PRESCRIBED SETTING CHARACTER			
Physical		Social	Administrative
Remoteness:	Contacts:	Group Size:	Mechanized Use:
Naturalness:	Evidence of Use:	Management Controls:	Visitor Services:
Facilities:			
ACTIVITY PLANNING (IMPLEMENTATION) FRAMEWORK			
Management			
Matchup Marketing (inc. education & interpretation)			
Monitoring			
Administration			



**Your assignment is to:**

1. Identify Special Recreation Management Areas (SRMA)
2. Identify corresponding and distinguishing primary recreation-tourism market
  - a. Each SRMA has a distinct, primary recreation-tourism market:
    - Destination
    - Community
    - Undeveloped
3. Describe the market that corresponds to that specific recreation management strategy
  - a. Who are they?
  - b. Where are they located?

*If a SRMA has more than one distinct, primary recreation market, divide it into separate SRMAs*

<b>SUMMARY - Primary Recreation-Tourism Markets &amp; Strategies</b>			
<b>Recreation-Tourism Markets</b>	<b>Customers</b>	<b>Investments</b>	<b>Actions</b>
 <p><b>SRMA with a Destination Strategy</b></p>	National or Regional Recreation-Tourism Visitors who Value Public Lands as Destinations	Major Investments in Facilities and Visitor Assistance	Meet primary market demand and maintain essential resource setting character
 <p><b>SRMA with a Community Strategy</b></p>	Communities Dependent Upon Public Lands Recreation Use, Growth, and Development	Major Investments in Facilities and Visitor Assistance	Meet primary market demand and maintain essential character of resource and/or community settings
 <p><b>SRMA with a Undeveloped Strategy</b></p>	Visitors, Communities, and Others who Value Vast, Open and Undeveloped Public Lands Character	Major Investments in Facilities Excluded	Meet primary market demand to sustain setting character