

Module 7

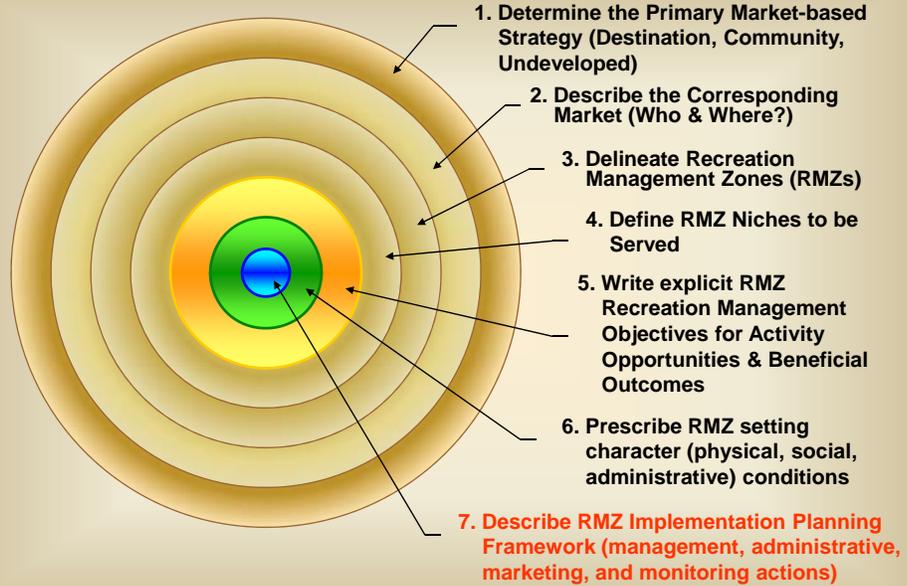
Implementation/ Activity Planning Framework



Objective

Students will learn how to design a framework of essential conditions that must be met to ensure that Implementing Actions (i.e., Implementation Planning) will achieve both Management Objectives and Setting Prescriptions.

Land Use Planning Handbook – Appendix C. - Recreation & Visitor Services
Land Use Plan Decisions for SRMAs

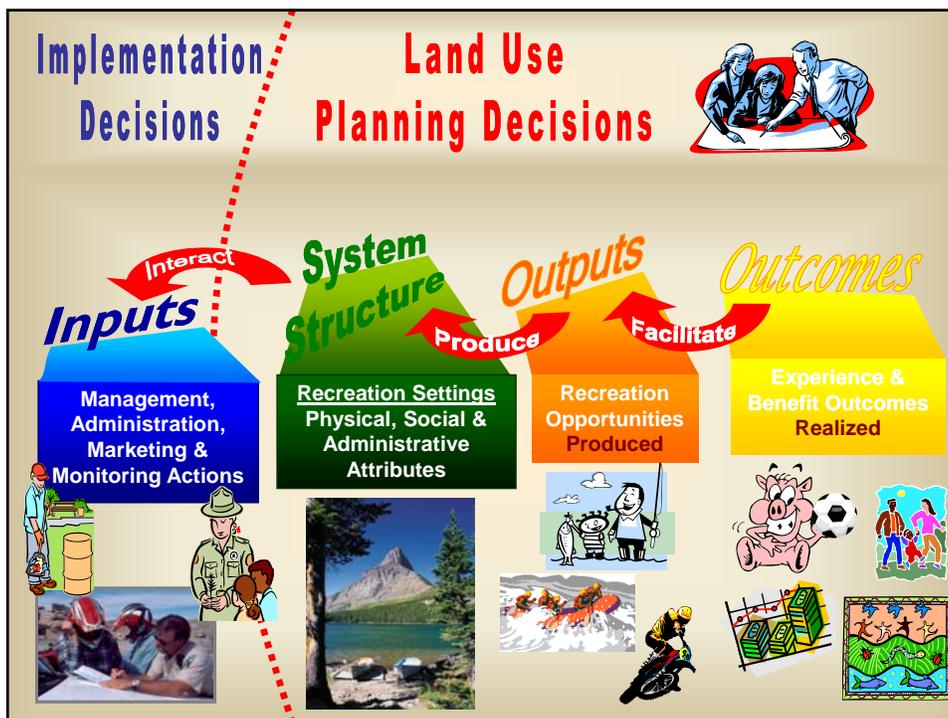


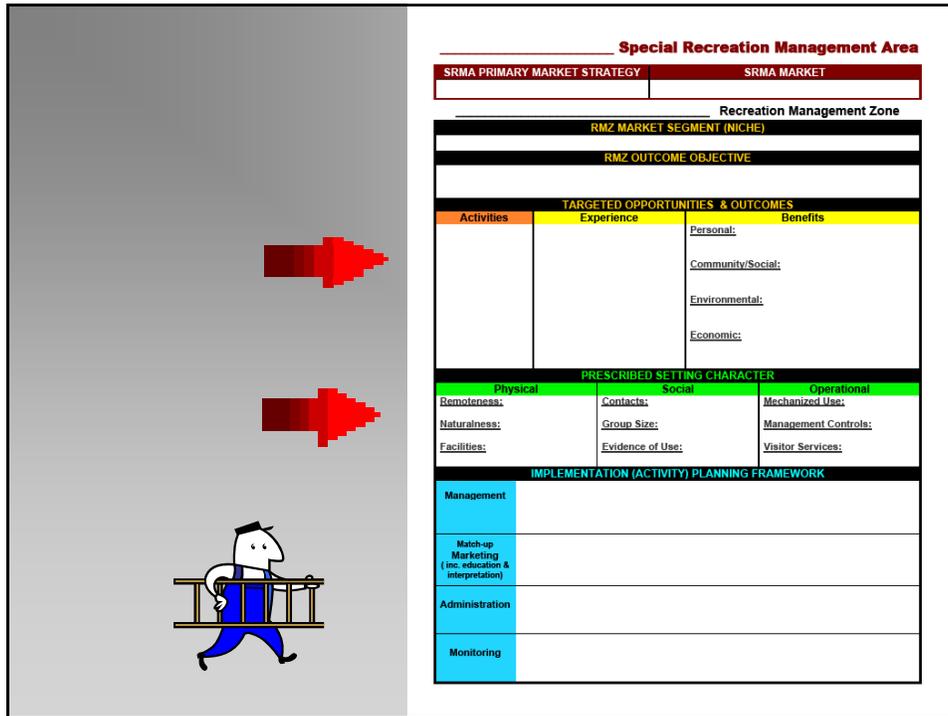
Review Appendix C,
Recreation Visitor Services
#4 and *Implementation
Decisions.*

The Implementation/Activity Planning Framework outlines the essential structure for implementing actions for the attainment of management objectives and setting prescriptions. This conceptual framework establishes the operating structure within which all:

- Management
- Marketing
- Monitoring
- Administration

Support functions will function.





Basic Recreation Functions

Management

- Includes the on-the-ground management of resources, visitors and facilities. [i.e., developed recreation sites, roads and trails, recreation concessions, etc.):
- Items to consider addressing:
 - Resources,
 - Visitors,
 - Facilities

Basic Recreation Functions

Administration

- EXECUTIVE FUNCTIONS! Includes regulations, permits and fees, use restrictions where necessary and appropriate, recreation concessions, fiscal, data management, and customer liaison actions
 - Items to consider addressing
 - Controls and Restrictions
 - Permits (SRP's: Commercial, Organized Group, Events)
 - Fees
 - Budget
 - Services
 - Partnerships
 - Collaboration

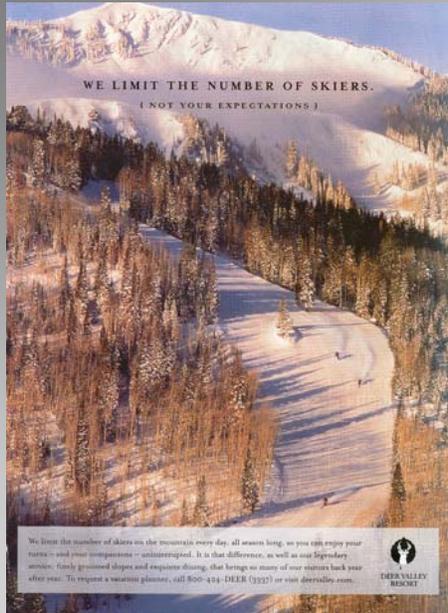
Basic Recreation Functions

Marketing

- Marketing includes: outreach, information and education, promotion, interpretation, environmental education, and other visitor services actions.
- Items to consider addressing:
 - Promotional and or Definitive marketing
 - Information and Education
 - Outreach
 - Interpretation

Exercise regarding Promotional vs. Definitive Marketing

What are you looking for in a ski vacation?



2

Deer Valley, Utah
"Great attention to detail.
The luxury resort."

Deer Valley

WITH 1,750 ACRES AND RARELY A CROWD,
DEER VALLEY, UTAH, OFFERS THE SWANK ALONG
WITH THE SCHUSS. BY EVERETT POTTER

NO JAYWALKING

IN BY MIDNIGHT

COAT AND TIE REQUIRED

In Park City, we've been breaking the rules since 1894.

Park City, Utah. We're the only town in Utah that's a world-class destination. We're the only town in Utah that's a world-class destination. We're the only town in Utah that's a world-class destination.

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Powder Day

JACKSON HOLE

Jackson Hole

WARNING: YOU MAY NEED AN ADDITIONAL WEEK OFF TO RECOVER FROM AN INTENSE, STEEPS-FILLED WEEKEND IN JACKSON HOLE, WYO.



Jackson Hole, Wyo.
"Tough mountain with epic terrain. You will leave a better skier."

Alternative 1

Alternative 2

Alternative 3

2 Deer Valley, Utah
"Great attention to detail.
The luxury resort."

Jackson Hole
"Tough mountain with epic terrain.
You will leave a better skier."
14

Marketing

You need to:

- Work with tourism groups to better prepare visitors before they arrive with appropriate information, user ethics and user expectations.
- Explain to staff and others the difference between "definitive marketing" and "promotional marketing".
- Determine what areas are most appropriately marketed (via definitive marketing) nationally, regionally, locally, or just on-site. Then work with our partners to communicate with that audience.



Definitive Marketing Messages Need to:



1. Define;

What is distinctively different about _____ area from what is available elsewhere in the _____ region.

2. Tell people;

Exactly what is there.

This area is being managed to offer these kinds of Activities, within these Settings.

If you choose to visit this area you could expect to have these kinds of Experiences and obtain these kinds of Benefits

Other visitors expect _____ kind of behavior

Help take care of this area by _____

Other areas may be managed for your desired activities, or for different settings or may offer different experiences/benefits. Be sure to check out other available opportunities to make sure you end up in the area that is right for you.

Welcome to Red Hill Special Recreation Management Area

Red Hill is a special place. Help us keep it that way.

Claim to Fame	Nature of Note	Thumbs Up	Thumbs Down	How to Play	Vital Gear	Problem Solved	Best Season
Red Hill is where locals go to walk, hike, ride mtn. bikes & horses in a natural, non-motorized setting with few facilities.	Red Hill is home to many wild critters large & small. The northside is an important refuge for deer & elk in winter & spring.	Close-by place to relax, to enjoy scenery & views or engage in outdoor sports.	The rough country & steep trails are not for the faint of heart.	Stay on designated trails and stay off private property.	No facilities. Carry water & wear sturdy trail shoes.	DOGS ...leash your dog. A leash will protect your pet from loss, prevent wildlife harassment & reduce conflicts with other visitors & neighbors.	Mushroom Rock is accessible yearround. Late spring and early fall are the best times to venture farther north.

Red Hill is managed in cooperation with the local Red Hill Council. Interested in helping Red Hill Council?... contact the BLM at (970) 947-2800.

Basic Recreation Functions

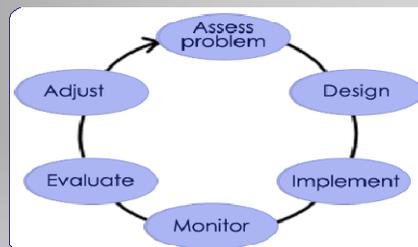
Monitoring

- Define a monitoring framework that addresses social, environmental and administrative indicators.
 - Items to consider addressing
 - **Yellow = Social Indicators** (Identified Outcomes)
 - **Green = Environmental Indicators** (Setting Prescriptions)
 - **Blue = Administrative Indicators** (Implementation Actions)
 - Select the indicator or setting prescription that is most important to monitor.
 - » *Indicators* are the categories under the physical, social and operational settings, ie. remoteness, naturalness, facilities. *Standards* are the prescriptions identified in each category, ie. back country, middle country, etc.

Basic Recreation Functions

Monitoring

- Monitoring results determine the necessity for adaptive management actions.



Adaptive Management

Integrates management/administration and monitoring and is a systematic process for continually improving management, administration and marketing. This is done by monitoring:

- 1) the realization of outcomes for customers and**
- 2) the prescribed natural resource recreation setting conditions**

- Therefore ask the question...
 - What needs to be included in the Implementation Planning Framework to allow for Adaptive Management?
 - **Implementation actions/tools that can be adapted include: changes in management, marketing and/or administrative actions.**

Clarifying statement:

- Everything described in the Implementation Framework MUST be aligned towards achieving the RMZ objective and the targeted activities, experiences and beneficial outcomes.

All of the changes shown between the existing and prescribed natural resource recreation setting matrix must be explained.

NATURAL RESOURCE RECREATION SETTINGS								
Criteria for Classification and Prescriptions								
PHYSICAL - LAND & FACILITIES: character of the natural landscape								
	Prescribe	Proscribe	Back Country	Middle Country	Front Country	Rural	Urban	
a. Remoteness:	More than 1 km from any road	More than 1 km from any road	More than 1 km from any road, but not at least 10 m from any road or water edge	On or near road where road width, but at least 10 m from any road or water edge	On or near improved country roads, but at least 10 m from any road	On or near primary highways, but not within a road zone	On or near primary highways, municipal streets, and roads within towns or cities	
b. Naturalness:	Undisturbed natural landscape	Undisturbed natural landscape	Minimally disturbed landscape with natural vegetation and healthy streamflow	Minimally disturbed landscape with natural vegetation and streamflow	Landscape partially modified by roads, utility lines, etc. but some undisturbed natural landscape features remain	Natural landscape substantially modified by agriculture or residential development	Urbanized developments decrease landscape naturalness	
c. Facilities:	None	None	Minimal and natural trails, simple trailhead developments, interpretive signs, and view sheds	Minimal and natural trails, simple trailhead developments, interpretive signs, and view sheds	Improved paved roads, utility facilities such as pipelines, telecommunication lines, and telephone poles	Modern facilities such as campgrounds, group centres, fuel stations, and convenience stores	Extensive and diverse facilities such as beauty parlours, shopping centres, and hotels	
SOCIAL - VISITOR USE & USERS: character of recreation & tourism use								
	Prescribe	Proscribe	Back Country	Middle Country	Front Country	Rural	Urban	
d. Group Size:	Four or fewer people per group	Four or fewer people per group	4-8 people per group	7-12 people per group	15-20 people per group	20-50 people per group	Greater than 50 people per group	
e. Contacts with other people:	Four or fewer encounters at camp sites and less than 8 encounters on travel routes	Four or fewer encounters at camp sites and less than 8 encounters on travel routes	2-8 encounters/day at camp sites in 2 campsites and 7-10 encounters/day on travel routes	1-12 encounters/day at camp sites in 2 campsites and 7-10 encounters/day on travel routes	10-20 encounters/day at camp sites in 2 campsites and 8-12 encounters/day on travel routes	People meet to be generally unobtrusive	Many people with other people constantly in view	
f. Evidence of User:	Only footprints observed. No noise or other obvious signs of human presence or activity	Only footprints observed. No noise or other obvious signs of human presence or activity	Footprints and limited noise observed. Noise and other obvious signs of human presence or activity are minimal and unobtrusive	Footprints and limited noise observed. Noise and other obvious signs of human presence or activity are minimal and unobtrusive	Visible tracks observed. Observed noise and other obvious signs of human presence or activity are minimal and unobtrusive	Visible tracks observed. Observed noise and other obvious signs of human presence or activity are minimal and unobtrusive	Frequent noise and other obvious signs of human presence or activity are common along travel routes and in popular areas	Unobtrusive noise, music, and other obvious signs of human presence or activity are common along travel routes and in popular areas
ADMINISTRATIVE - ADMINISTRATIVE & SERVICES: How Public Land Managers, County Commissioners and Municipal Governments, and Local Businesses Care for the Area and Serve Visitors and Local Residents								
	Prescribe	Proscribe	Back Country	Middle Country	Front Country	Rural	Urban	
g. Visitor Services:	None to minimal services	None to minimal services	Basic maps, but area personnel available to provide route assistance	Basic maps, but area personnel available to provide route assistance	Information materials describe recreation areas and activities. Area personnel are periodically available	Information described in the left, plus regularly scheduled on-site outdoor skills demonstrations and other	Information described in the left, plus regularly scheduled on-site outdoor skills demonstrations and other	
h. Management Controls:	No visible controls appear. No use limits, enforcement presence very rare	No visible controls appear. No use limits, enforcement presence very rare	Signs at key access points on back-country routes. Enforcement presence rare	Signs at key access points on back-country routes. Enforcement presence rare	Signs at key access points on back-country routes. Enforcement presence rare	Regulations prominent. Total use limited by permit, reservation, etc. Routine enforcement presence	Continuous enforcement to restrict use and reduce user conflicts, hazards, and resource damage	
i. Mechanized Use:	None whatsoever	None whatsoever	Minimal motor use and parking area marked with "No Motor Vehicle" signs	Minimal motor use and parking area marked with "No Motor Vehicle" signs	Four-wheel drive, all-terrain vehicles, ATVs, etc. or snowmobiles used only in designated recreational use	Two-wheel drive vehicles prominent, but also four-wheel drive and non-motorized, non-recreational use	Off-highway auto and truck traffic is commonplace	

Important Concept:

Managers can do a whole array of implementation actions - so how do you select the implementation actions “to do” and the actions not to do?

Do only those implementation actions that support producing the targeted outcomes and maintain the prescribed natural resource setting character.

Ensure that the implementation strategy charts the course for the subsequent implementation actions/plan so that all actions:

- Support rather than lead management, marketing and monitoring,
- Do not oppose or prevent the attainment of targeted experience and beneficial outcomes,
- Fit within recreation setting prescriptions,
- Are all complementary and balanced with each other, and
- Are limited to only those necessary to do the above.

What VISITORS think about

What BLM and its Partners **DO**



The **PLACE** they pick to recreate in



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



Recreation Administration, Management, Monitoring, & Marketing Actions

The **Physical, Social & Administrative Character of Recreation Settings**

Providing desired **Recreation Opportunities & Beneficial Outcomes**

What MANAGING PARTNERS think about

Red Flag Warning!

- If you are looking at specific actions such as numbers of miles, acres, etc, you have already crossed over into Implementing Actions, which belong within the Implementation Planning arena.

Remember.....If there are immediate actions that can be included in RMP then...

- There has to be sufficient level of detail provided.
- Are addressed in a separate section of the RMP, “Implementing Actions”.
- Field Managers have the discretion whether detailed planned Implementing Actions are included in the RMP or are developed in follow-up Implementation Plans.

Exercise

Write an Implementation Planning Framework for one RMZ addressing the four basic recreation functions:

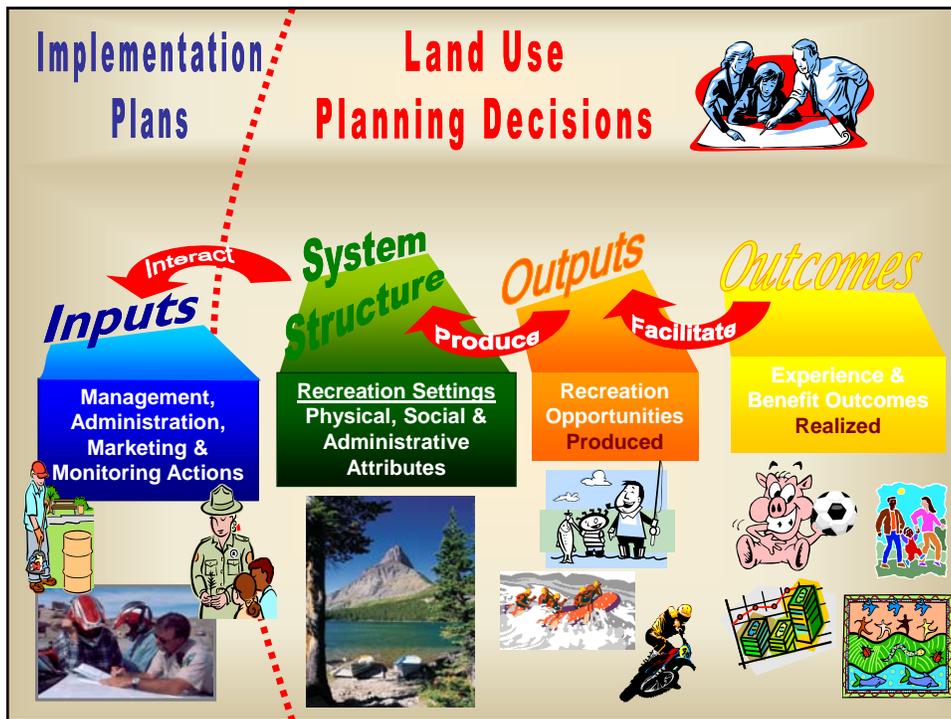
- (1) Management,*
- (2) Marketing,*
- (3) Monitoring, and*
- (4) Administrative*

Example of an Implementation Planning Framework

- **Management:**
 - Provide motocross track for entry level riders. Provide a variety of challenging single track trails for motorcycles and mountain bikes. Rehabilitate and close all roads & trails that are not sustainable; reduce overall footprint of roads & trails. Provide facilities including a shade shelter and restroom. Coordinate with Blaine County to restrict entry to this zone by providing only one vehicular access point. Design and construct trails meeting IMBA's BMP's
- **Marketing:**
 - Provide definitive marketing for Rotarun East, West and Rotarun Proper Zones. Provide information and education on proper trail etiquette. Provide interpretation regarding community issues and what can be done to mitigate for them.
- **Monitoring:**
 - Partner with neighborhood associations, IDPR and Blaine County to establish monitoring guidelines for noise issues. Monitor visitor outcomes and settings with neighborhood associations, outfitters, county, BWBT and motorcycle club. Group size and contacts will be monitored monthly by walking the most popular loop trail during peak season and time of day.
- **Administrative:**
 - Work with county and Idaho State Parks and Recreation to establish a noise ordinance. Partner with State Parks and Recreation, BWBT, motorcycle club, outfitters and local retailers to construct and maintain facilities. Outfitters and Guides would be allowed in this zone providing instructional services, no competitive events would be allowed. Group size will be limited to 10 individuals. Overnight camping and shooting would not be allowed in this zone.

When you are done with your RMP what is the next level of planning?

IMPLEMENTATION PLANNING



Why is it important to proceed with an Implementation Plan?

- These all-important Implementation Decisions set everything in motion. Implementation Decisions take the RMP off the shelf and put it to work!



- There's a direct link to funding for specific, on-the-ground projects. To get funded, you need to have your planning and NEPA work done up front. Implementation Plans are one step closer to getting trails and facilities built.

Continued...

- Keep your stakeholders involved in the management of recreation experiences and benefits.
- Implementation level planning provides opportunities for partnerships.



Implementation Plans

- Implementation Plans are the next level of planning (more area or site specific) and have to meet or address **RMP Objectives**, **Setting Prescriptions**, SRMA Markets and are guided by the Implementation Planning Frameworks. They are action-specific and provide the framework for day-to-day recreation management, marketing, monitoring, and administration. They also are the source for building operations and maintenance and budget plans.

Summary

- Objective: Students will learn how to design a framework of essential conditions that must be met to ensure that Implementing Actions (i.e., Implementation Planning) will achieve both Management Objectives and Setting Prescriptions.
- The question now is:
 - How will you use this information prior to planning, during planning and after the plan is complete?