

Envision Rec In Balance:

Community Research Summary

The Envision Recreation in Balance program goal is to develop community-driven, collaborative solutions to manage expanding recreational use and associated impacts to watershed health. The RiB Community Research Project examined balanced recreation solutions that have already been tested in other areas of the state, and country. Studied communities included White River National Forest (CO) Cloud Peaks Wilderness (WY), Moab (UT), Norwood (CO), Buenos Aires National Wildlife Refuge (AZ), Gunnison (CO), Big Bend National Park (TX) Sedona (AZ), Montrose (CO), Telluride (CO) and Black Mesa (AZ).



Research



Impact/Effort
Analysis



RiB Rapid
Action
Projects

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Themes from Community Research



1. Designated Dispersed Camping

Case studies from the Buenos Aires National Wildlife Refuge and Black Mesa Ranger District, both in Arizona, and Norwood, CO on the Grand Mesa/Gunnison/Uncompahgre (GMUG) National Forest, provide insights on designated dispersed camping. In most cases, transition to designated dispersed was spurred by resource damage and deteriorating visitor use experience. In at least one case, ongoing support for infrastructure is provided by the county. A study of Telluride's urban camping area presents a possible solution.



2. Permitting and Fire Regulation

The White River National Forest case study gives insight into permitting to determine baseline wilderness use. The Cloud Peaks Wilderness/Campfire Prohibition case study demonstrates campfire restrictions above certain elevations spurred by vegetation monitoring. The Big Bend case study provides an example of permitted camping and fire bans. And the Sedona case study gives diverse permitting options from trails to camping



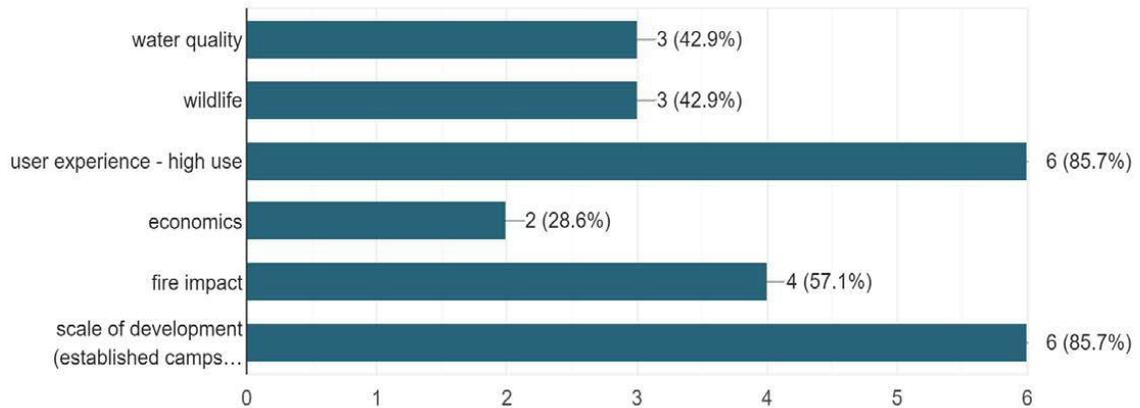
3. Education and Marketing

Examination of "Mountain Manners" in Gunnison, and the "Moab First" and "Do It Like a Local" campaign, both out of Moab, provide examples of effective educational curriculum, volunteer ambassadorship, signage, and branding for responsible recreation. Investigation of activities in Sedona, Arizona provide educational ideas as well as an example of transitioning from marketing to maintenance. Both communities provide insight into use of lodging tax dollars to support outdoor recreation infrastructure

Case Study Summary

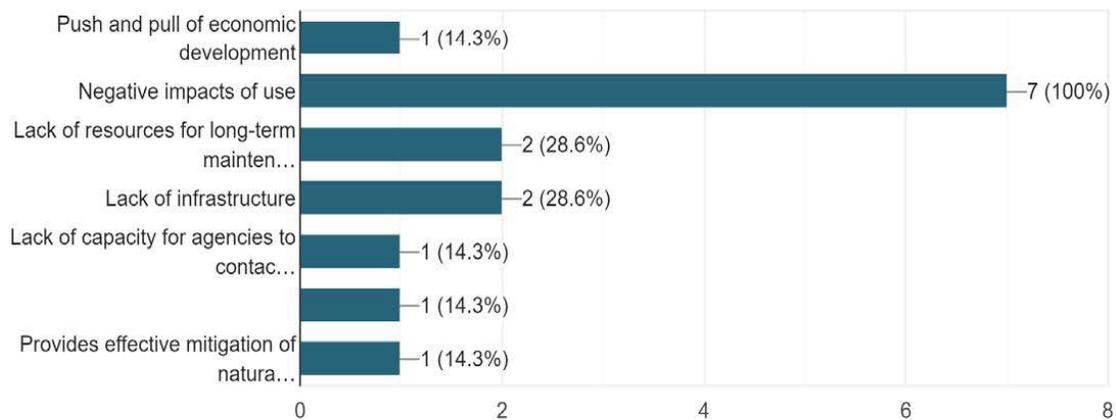
What was addressed through this program/project/solution?

7 responses



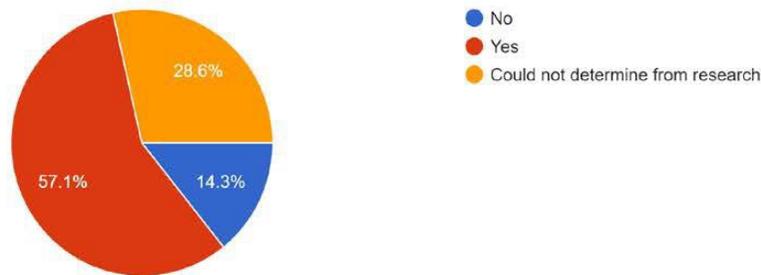
What problem/challenge does this example program/project/solution address? (check all that apply)

7 responses



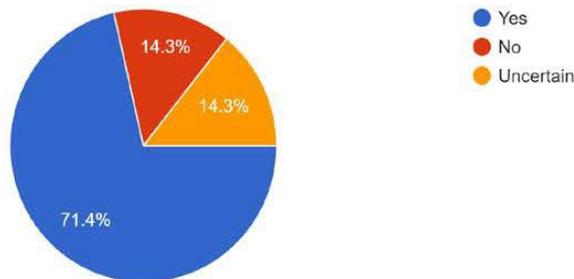
Were there additional problems/challenges or obstacles associated with this example after it was implemented?

7 responses



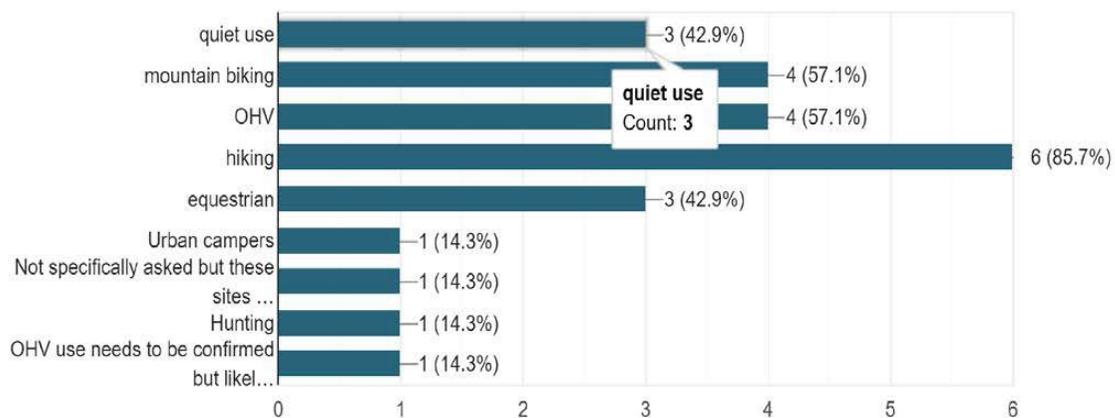
Did this program/project/solutions involve volunteers?

7 responses



What type(s) of users are associated with this program/project/solution?

7 responses



Case Study Summary

Case Studies: Dispersed, Designated Dispersed & Developed Camping

Designated Dispersed Camping at AZ's Buenos Aires National Wildlife Refuge – submitted by Alan Robinson of GARNA's Friends of Fourmile

The 117,000 acre Buenos Aires National Wildlife Refuge in southern Arizona has had a system of 83 designated dispersed campsites, and has not permitted any other camping for more than 20 years. It was authorized by a NEPA supported Comprehensive Conservation Plan and originally implemented by Refuge staff using available budgeted funds. Monitoring and day to day operation depends on volunteers, without whom it's doubtful the program could be sustained, and likely camping would be eliminated.

Solution

The partnership that makes the designated camping approach sustainable is heavy dependence on skilled and dedicated volunteer labor supplemented in modest ways by the Refuge's locally budgeted funds. Volunteers do the daily monitoring and light maintenance and the Refuge contribution consists of a small amount of staff supervision time (kept at a minimum by the skill and low turnover of key volunteers), provision of government vehicles (4) and fuel, and occasional provision of major site maintenance by the Refuge's maintenance division. The generally positive reaction of visitors and the absence or minimization of additional resource impacts encourages Refuge managers and volunteers to work hard to keep it functioning sustainably.

Resources

Information was not readily available since the project was planned and implemented some 20 years ago. In broad terms a NEPA-supported planning effort was required to develop a Comprehensive Conservation Plan, whose scope was derived from the Refuge's initial 1987 Master Plan which provided for "wildlife related camping." As noted in the previous response once the designated system was approved its initial implementation was accomplished by (paid) Refuge staff but long term management is dependent on volunteered labor.

Community Engagement

Information not available. Since this Refuge allows hunting, and hunting with camping had been a long-term use prior to Refuge establishment, it is likely that user group was engaged in supporting a system that permitted overnight camping. They and other citizens would have expressed their view during public involvement in the NEPA process. Regardless of the past engagement, current Refuge staff are firm in their assessment that the public accepts, respects and appreciates the designated campsite approach because the public sees it reduces stress in locating and developing new sites or in potential conflict.

Implementation Roadblocks

No information available from the past. There may have been resistance from users of the area prior to Refuge establishment with the change from private to federal management, but there is no evidence of displeasure currently. The Refuge staff feel the system has worked well, but that use, at least at certain peak periods such as opening days of hunting seasons justifies adding additional designated sites. They are in the process of doing so, planning another 17 sites. This figure was chosen since the approved CCP authorizes "up to 100" and the opinion is no further NEPA documentation is necessary if they don't exceed that number.

Post-Implementation Obstacles

Although details of obstacles faced 15-20 ago are not immediately available, it is likely that as Refuge financial and staff resources gradually diminished, it became obvious that external support or some sort of partnership that went beyond Refuge capacity had to be marshaled to make the program sustainable.

Signage

The mechanics of the system are simple. A post with camping icon and a number is installed at each of the 83 sites; a couple of versions of a Refuge-wide map with locations of the sites are available at the visitor center, one rather generalized provided free, another with numbers and additional information is a sales item benefitting volunteer efforts. One of these might be available on line (note that since no reservation or permit is required a camper need not go to the visitor center in advance but rather simply goes to the numbered site and occupies it first come first served). A volunteer-assembled rock firepit is provided at each site, cleaned of ash on occasion by volunteers, and no additional user-created firepits are allowed; no picnic table or restroom is provided. Usually no boundary fence or perimeter sign is needed.

Use of Volunteers

See also previous answers. The Refuge uses volunteers in other capacities, but a limited number are assigned to monitoring and maintaining the designated campsites program.

REFERENCES:

Appendix A: Interview notes with onsite staff member Joshua Smith from 1-13-2020. Joshua_Smith@fws.gov
Phone: 520-823-4251 X101

Appendix B: Buenos Aires Designated Campsites Map

https://www.fws.gov/refuge/Buenos_Aires/visit/visitor_activities.html

<https://www.fws.gov/policy/frsystem/serachdata.cfm>

Designated Dispersed and Developed Camping at AZ's Black Mesa Ranger District – submitted by Envision Recreation in Balance Taskforce

Due to extensive environmental damage due to visitation in Rim Lakes Recreation Area (RLRA), Arizona's USFS Black Mesa Ranger District implemented both developed and designated dispersed camping in 1987. The area includes five reservoirs on the district built by Arizona Game and Fish, plus a cooler temperature draw for visitation from the urban areas in and around Phoenix, AZ. Implementation included ceasing all dispersed camping.

Solution

There are over 400 developed sites in or near the Rim Lakes Recreation Area, listed on Rec.gov, with some areas being completely reservation based, and some 50% reservation based. Developed sites are under contract for management which helps keep the campgrounds in good shape because of the fees generated.

There are also 400 designated dispersed campsites, which are numbered site marker and "camp here" and "camp within 50 feet" signage. All sites are on individual roads. Three of those roads have been identified as heaviest use areas, and designated dispersed sites have fire rings cemented in and are ADA accessible. There were three of these high density low-development campgrounds in the 1980's, now there are four, and the consensus is that they have not been well-maintained. While newer, nicer campgrounds exist on one side, it takes more effort to get there.

The transient population in the area is around 10%. The USFS does not provide OHV trails in the area, because the local communities were against it. The area is not a big mountain biking district, but there is some equestrian use in quite areas. There is a small hiking system, but the Ranger District does not have a trails crew, so trails are in disrepair. Most of the campgrounds are far from runoff areas, but water quality is monitored heavily by AZ Game and Fish. Developed campgrounds pull water out of wells.

Signage

The combination of fencing and signage has been found to be more effective than just putting up signs and employing volunteer ambassadorship.

Obstacles

A visitation survey conducted in 2013 and in 2018 showed visitation numbers increasing by 75%, and while counting methods are a factor, there are definitely more and more visitors and heavier impact to recreation areas each year. On weekends Memorial Day through Labor Day, campground occupancy is at 100%

Designated dispersed campsites once had picnic tables but these were burned long ago. The Ranger district has found that timber can help keep designated dispersed sites contained, but in areas where timber gets thinned, such as Bear Canyon, the sites are no longer contained by the forest. In addition, logging roads that were not obliterated when sale was closed became a problem. The Ranger District has yet to implement travel management plan.

Waste is an issue in designated dispersed sites. There is considerable RV usage, and others are encouraged by volunteer camp hosts to pack out human waste. Bear Canyon designated dispersed area has 3 vault toilets, but they difficult to maintain because so far away from district offices

Perhaps one of the biggest obstacles for the Ranger District is having their budget decrease by 12% per year for past two years. Because of that, they lost a recreation staff officer and now have to share with neighboring

district. While Black Mesa Ranger District has half of the roads and 70% of visitation of the two districts, each district gets same amount of staff time.

Volunteers

Designated dispersed sites (fee free) are on a first come first served basis, so volunteer camp hosts are employed at major road entryways to designated dispersed areas to greet visitors, monitor use, and clean-up when needed. Volunteers mitigate the areas when they are getting full, help move people along, and show them where they can go. Volunteers have also lined many of the sites with rocks, where forest thickness doesn't contain sites.

The surrounding communities are seasonal and largely retirement-based. Volunteers from the Forest Lakes community (600 homes) participate in non-official patrols. The Ranger District has had a difficult time getting community interested and committed. They tried to do a fire patrol several years ago but it resulted in conflict due to overreach of volunteer group.

Law Enforcement

The Ranger District is short on Law Enforcement Officers but they do have some presence in the area. AZ Game and Fish helps along with the Coconino County Sheriff. Designated dispersed sites further out attract party people because they are further away from noncommissioned law enforcement type presence, i.e., non-firearm carrying Forest Patrol Officers, so the commissioned LEO's spend much of their time covering the more remote areas of the 2 million acres with only one LEO for the tri-forest area. The Ranger District uses fire air patrols during high fire season.

REFERENCES:

Appendix C: Interview notes with onsite staff member Debbie Roznovak, Special Use Permit Administrator, Forest Service, Apache-Sitgreaves NF, Black Mesa Ranger District

p: 928-535-7352

deborah.roznovak@usda.gov

2748 E. Highway 260, P.O Box 968

Overgaard, AZ 85933

Designated Dispersed Camping USFS Norwood, Colorado Ranger District – submitted by Alan Robinson of
GARNA's Friends of Fourmile

In response to resource damage and deteriorating visitor experience, USFS/GMUG Norwood District converted 64 dispersed campsites in five clusters to designated camping only. Local district budgets largely covered initial conversion and major maintenance but long term sustainability for enforcement is dependent on financial contributions from San Miguel County and Telluride, without which the decision to convert would likely not have been made. Reaction of both administration and visitors has been positive

Solution

Negotiated financial assistance and cooperation from the relevant county and affected town has subsidize employment of additional or extend appointments of seasonal Recreation Rangers, typically Federal Protection Officer certified. In addition, it appears that the District has explained/reported on apparent success to upper management, resulting in general support, and expressions of interest in expanding designated campsite approaches in other districts of GMUG.

Resources

Some District or Forest time/effort/financial commitment was required to amend existing planning documents e.g. a Travel (or possibly Recreation) Management Plan which required an Environmental Assessment and associated NEPA; this initially applied to only the first cluster or area to be converted and subsequent conversions were covered by Categorical Exclusions. Original implementation of conversions including fences, picnic tables, signs was accomplished with normally budgeted funds; major maintenance is also accomplished using budgeted funds, but routine monitoring and enforcement is dependent on a special force of Recreation Rangers (federally employed seasonals) whose salaries are largely supplied by financial assistance from outside the District's budget i.e. contributions by the affected county and a local town.

Community Engagement

Community engagement took place initially during the NEPA process; also there must have been publicly-open engagement with the county and affected town which resulted in their financial commitment to subsidizing the Recreation Rangers; Forest Service staff report positive feedback from recreational users of the designated sites and relatively little lack of compliance. Staff involved with implementation interacted with visitors and found that they were both accepting and appreciative of the change because it reduced stress involved with finding a campsite or in the occasional dispute over a site that several wanted to claim.

Roadblocks

The Forest staff involved did not report many road blocks to implementation but observed that prior to conversion, the Forest had a 300 ft. rule that allowed users to essentially drive 300 ft. from a system road to establish a dispersed camp, which led to proliferation of spur roads serving a single or few campsites. Positive outcomes have stimulated expansion of the designated campsite approach.

Signage

There is some variability among the five clusters/64 sites in term of signage and infrastructure. Typically, each campsite has a numbered sign and there may be a second sign indicating the limits of the site available for camping, although in some cases a confinement fence is considered necessary. Each cluster is provided with a central kiosk with a map indicating the site numbers. A picnic table and manufactured fire grill are usually installed, and user-built fire rings are not permitted. Simple dispersed camping is not allowed within a substantial distance of a designated site.

Volunteers

The Norwood District has few volunteers or at least few that are in any way organized as a group addressing general issues like resource damage from camping or user-created trails. As for monitoring or enforcement of the designated sites, no volunteers are involved.

REFERENCES:

Appendix D: Interview notes with onsite staff member:

Scott A. Spielman, Recreation Manager/ Snow Ranger

GMUG National Forests, Norwood Ranger District

p: 970-327-4261 x4343

scott.spielman@usda.gov

1150 Forest Street/ PO Box 388

Norwood, CO 81423

<https://www.fs.usda.gov/detail/gmug/about-forest/districts/?cid=stelprdb5193757>

Telluride Urban Campground – submitted by Anna Hendricks of Southwest Conservation Corps

Telluride has developed a seasonal campground within city limits that is managed by the Parks and Recreation Department. It offers both vehicle and walk-in sites on a first come, first serve basis. As of the 2000 census, there were 2,221 people, 1,013 households, and 357 families residing in the town. The population density was 3,143.3 people per square mile. There were 1,938 housing units at an average density of 2,742.8 per square mile. Telluride also hosts over 20 festivals each year, ranging from music to film to wellness to comedy, which can draw up to 10,000 people per day.

Solution

The urban campground is located within a 35-acre park complex that includes other parks and recreation facilities such as swimming pool, ice rink, parks maintenance buildings, and housing for parks staff. This location allows for maintenance and supervision of the campground to be shared by parks staff. For example, campground check-in is run by the front desk staff. It also allows for shared use of facilities.

Resources

Campground planning information was not provided. The parks and recreation staff view the campground favorably and it has strong community support. During large festivals, campground management is turned over to festival organizers. The remainder of the year, the campground is maintained and managed by parks and rec staff.

Community Engagement

According to parks and rec staff, the community is very supportive of the campground and they do not receive negative feedback. It allows for an affordable camping option in town. While there are occasional incidents, overall there are not many issues with the campground because it is so well managed.

Signage

There is an online brochure providing information regarding the campground that addresses trash and wildlife: "Trash & Recycling must be put in the appropriate receptacles located at the campground entrance and by the campground restrooms. THIS IS BEAR COUNTRY PLEASE keep a tidy campsite or risk unwanted guests! There are 6 bearproof food lockers located throughout the campground. We are not responsible for damage caused by wildlife"

REFERENCES:

<https://www.telluride-co.gov/DocumentCenter/View/6622/Campground-Brochure-2020?bidId=>

Telluride Parks & Recreation Department: (970) 728-2173

Case Studies: Permitting, Wilderness and Fire Regulation

White River National Forest (CO) – Wilderness, On-Trails and OHV Solutions – submitted by Envision Recreation in Balance Taskforce and Rich Doak, Recreation and Lands Staff Officer, USFS, White River NF, Supervisor's Office

High Use Recreation Statement

Recreation visitation provides jobs and income opportunities for many local communities. As overall outdoor recreation visitation increases, changing demographics and new technologies often lead to changes in the experiences many recreationists have in many areas.

Issues

High use recreation can lead to more visitor conflict, reduced visitor satisfaction, and sometimes environmental degradation. Common reasons for conflict/reduced satisfaction as use increases include:

- Increased competition for the same experience—e.g. increased demand for a limited number of campsites, more fisher people in the same stretch of stream, more dust from road traffic.
- Increased conflict between potentially incompatible uses –increased motorized noise in an area where someone is seeking a quiet experience such as birdwatching.
- Decreased visitor satisfaction due to degradation of the natural resources from heavy human traffic, increased litter, and bad behavior, graffiti, etc.
- New technologies allowing for new activities in some areas—fat tire bikes on packed winter routes, UTV's capable of attaining higher speeds on rough narrow roads also used by jeeps, bikes and hikers, drones, etc.

Often, high use recreation will cause displacement by pushing current users to another location for the experiences they desire or giving up on seeking that experience. The negative impacts are often felt by more than just the land management agencies:

- Community parking, emergency services and other community resources may be impacted.
- The environment that people visit and move to these areas for will potentially become degraded and less desirable.
- Complaints come into local businesses about conditions on the Forest and the overall satisfaction of visiting that area drops.

Solutions

When finding solutions, no two situations are exactly alike, but there are common elements in how to go about addressing the situations. Rich Doak's office and staff have learned that success is almost always going to be highest when 1.) All the affected parties are at the table together and are viewed as equal partners (collaborative approach); 2.) The problem(s) to be resolved are clearly understood and agreed upon; 3.) The problem has been well articulated to the public and they are in agreement on the need for change; 4.) There is adequate and objective information to base a decision upon; 5.) The opportunities for experiences that are going to continue to be offered are clearly defined; 6.) All of the key affected management entities have a stake in implementing the solutions; 7.) Incremental progress can be demonstrated, and 8.) The public and partners are kept up to date and involved.

Rich pointed out that it's extremely important to get Public Affairs involved early and as a primary resource throughout the process. Outside facilitation/overall solution management is well worth the funding if done by

an entity that understands. Having, or gathering good data specific to helping display the problem is key. It is recommended to use Forest Service authorities as tools. Keep within law, but also look at them creatively.

Likely solutions to High Use Recreation lie in one of three scenarios:

- Reduce the use volume and/or type of use to a level that is socially, economically and environmentally sustainable. May involve having to choose offering one opportunity for an experience over another.
- Increase management and/or improve facilities to a level that resolves issues and accommodates the increased use volume and/or type, or
- If the situation allows, a combination of the above two strategies.

It is recommended to incorporate adaptive management into solutions recognizing the first ideas may not work or the solutions implemented will likely need to be adapted over time.

During implementation - the shift from planning to implementation logistics -it's often helpful to break goals and strategies into phases, which allows some immediate actions to take place toward resolving problems while working on those longer term actions that may take more time; keeps working group continually engaged, communicating and headed in a common direction; Allows management changes to be incorporated as resources are available and keeps implementing the long term goals from becoming overwhelming for both the agencies and public; Often requires a higher commitment of financial support during transition to a more sustainable future.

No matter the final decision made, dealing with these situations generally takes increased management that likely means increased costs. Any solution must be socially, economically and environmentally sustainable and all of the parties need to not only be a part of developing the solution but must be invested as well in the long term management.

Rich's main message is that every situation will be different, other than following a relatively consistent decision making process there really isn't a cookie cutter solution at the end. In almost all cases, his office looked first at, and tried, the least costly and impactful solutions that seemed useable.

Summary of Maroon Bells project (Rich Doak, Kay Hopkins, Lauren Atkinson):

Impacts – biophysical landscape, 30 years of data including overnight registration and monitoring, continuing to see more and more natural resource degradation and impacts from social values. Messaging focused on biophysical damage.

Social issues associated with day use, but focus on overnight use, pounds of trash, piles of human waste, bear encounters. Went to public with the problem, instead of having a solution. Built plan (Maroon Bells/Snowmass Wilderness overnight plan), to include zones with desired conditions with management actions to preserve desired conditions to come up with guide and numbers. Messaging included desired conditions. Phased approach. Upon signing the plan implemented permit system for Conundrum where there was documented impacts exceeding desired conditions. Payment through Rec.gov

The second phase is the 4-pass loop area which includes multiple zones, ready to implement but with a fee system (not thru Rec.gov) happening now. Volunteers to collect data on which to base decisions. USFS required to use a contractor for all recreation permit systems. Currently, to implement limited use permit system at Conundrum. 100% of fees stay with contractor. Plan for Maroon Bells is looking at a fee under the recreation enhancement act, fees would go to the forest. Rec.gov fee is per permit, \$6 per visitor. Significant process to propose for fees to stay with forest.

Emphasis on the importance of employing adaptive solutions, engineering then enforcement. Biggest learning: don't limit yourself to any specific tool, there's a lot of ways to get to that desired condition. Give yourself a suite of management actions so you don't have to do entirely new NEPA processes. Tell the public what desired condition is and end goal, but allow flexibility to adapt to get to desired conditions.

In Maroon Bells, actual numbers come from Forest Plan. Good data from wilderness rangers. Mapping exercise showing what was legal according to plan, to come up with number of allowed sites for final number. White River plan is fairly modern at 20 y.o. We may not be able to use the Pike/San Is forest plan (if it's less modern).

Instead of talking about tools, talk about desired goals.

Summary of Hanging Lake

Hanging Lake goals included addressing the crowding, safety, preserving the natural area, preserving the tourist contribution from Hanging Lake. Good model where we have multiple issues to address (as opposed to wilderness), parking (more global) issues.

RiB Learning Call Stakeholder Questions –

Cindy Williams: What were desired conditions and goals? "Social encounter data in forest plan, retention of natural environment, but simplest was the campsite standards. Amended forest plan to create groups at one time to meet the desired condition (pristine, primitive and semi-primitive zones), managing for wilderness character. It was a simple solution, focus on the main problem which was resource issues. Nuanced with Wilderness Act and forest plan."

Paul Smith: Did you require permits for all overnights or just larger groups? "Mandatory overnight registration (self-permitting) for a long time in Maroon Bells (indiv. or large groups still have to register) bc it's wilderness, no more than 10 in a group."

Ben Lara: What info was collected in campsite inventories that helped public connect to visitor use impact. "What was in the campsite but locations more important, where is the campsite. Came back to forest standards to say whether they could count it as a campsite or not. Also used standard wilderness monitoring (Cole Condition class?), closeness to water and/or trails. They also looked at what outfitters were allowed, left it out of the public equation, but allowed enough campsites for outfitters."

Ben: Have you thought about applying the same methodology outside wilderness areas? Have you started to manage capacity outside of wilderness? "Yes, in Aspen and on Holy Cross ranger district, but have to ask the question, is this a desired experience that we want to retain, or do we want to expend resources elsewhere. Capacity issue now at Maroon Bells because of bus system, manage this capacity in a totally different way, that may not have anything at all to do with capacity of Hanging Lake."

Ben: RIMS data collection is based upon the rapid campsite assessment from White River

Mike Sugaski: How long have you been doing rapid camp ass.? "5-year cycle, all wilderness done every 5 years.

Rich: it was being done when he started 25 years-ago. At least 2-rounds of good data."

Cindy: With agency resource or volunteers? "Grants, donations, etc. that have enabled it, plus volunteers."

Chuck: What's the difference between a social trail that's a problem and one that's not? "If it's creating resource

damage, it's social. Equine is a problem, biking and mechanized is not on WR district. 14'ers are allowed even though they are non-system because those trails will never be up to standard. The Travel Management Plan does not recognize social trails as a thing, if it's not designated on a map, it's not a trail. They have entertained adding social trails to designated network."

Alan Robinson: Decision to go to designated dispersed, how to decide on return on investment?

"First, look at why people are coming to that area. Example: Climb a 14'er, and there's no capacity issue on that 14'er, no campgrounds in the area. In this case, limited dispersed camping might be your best tool. However, if the primary purpose of your area is for fly-fishing and bird-watching, and the dispersed camping is primarily being used by mtn bikers, OHV, etc. might need to get rid of dispersed camping. On another hand, if you're looking for diversity, or getting underserved groups on public lands, big group sites might be the ticket. Dispersed camping is expensive and difficult to manage. Whole host of management (and costs) linked on to designated dispersed (fire ring, bear box, hazard trees).

Dillon District is doing planning on dispersed campsite work right now.

A lot of work is being funded through multiple counties for "front country rangers" to deal with management issues."

Alan Robinson: What would be the result if those funding sources stopped? "Pitkin county has been doing it for 3-years, Eagle Co. this year, and Summit Co. not started yet (2 people in Pitkin, 3 in Eagle?, 2 in Summit?). Summit Co. motivation is fire. Eagle is concerned about maintaining rec experience. Pitkin concern comes from Sheriff's office."

Kim Marquis: Advice for handling public relations?

"Enlist every public affairs person available who has a stake. Example, Sheriff's office, BLM, Forest, EMS, public health."

Ben Lara: Question about zoning and mgmt. areas. Example of concentrating rec use at Hartman's Rocks to keep people out of other areas. Are you thinking about those things?

"This can be one tool. Used at Maroon Lake, toilets there to accommodate a busload of people arriving. Cement and hardened aggregate trails. Parking, noise and traffic. TMP addressed trying to have some OHV in that area where they can have quality experience. Others that weren't implemented but may be looked at again: temporal spacing (one day vs. another). Decide who it you are serving, what specific elements are they looking for in a quality experience. Define what and to who you're managing for. Data about users. What elements have to be connected to make it a good experience, what will contribute to it, what's in conflict with it. Micro or macro scale."

Questions from RiB Stakeholder, Chuck Chickowitz, sent to Rich Doak in advance of Learning Call:

Can you list specific resource impact concerns? – (similar to recreation growth challenges – but I think that we should ask specifics regarding impact concerns) “We have been and are dealing with several concerns including and beyond just the impacts to the lands in the situations we are working on. Each has its own nuances. On Hanging Lake we had traffic backing up onto Interstate 70, verbal and physical conflicts in the parking lot, illegal parking, lack of access for emergency vehicles all in addition to the resource impacts along the trail and at the Lake. The Maroon Bells/Snowmass Wilderness High Use the impacts are primarily ecological/resource related, but also parking and some social, especially at Conundrum Hot Springs. On the Maroon Lake Bus system the problems are traffic congestion on lower Maroon Creek Road, noise and lack of parking in and around Aspen Highlands as well as the capacity of the RFTA bus system to handle volume. At the Lake we have some resource problems but mostly a parking problem. In the two situations we are reviewing in Vail and Summit County the problems are largely parking and heavy use on wilderness trails –social. In Marble it is the effects of high OHV use in the town, parking in various locations, illegal O/G, conflicts between different types of motorized use as well as non-motorized use, lack of sanitary facilities, etc. So, each one is a bit different.”

What action has been taken and what are the results? “Hanging Lake - limited permit use system and shuttle system in the summer. Very successful first summer of implementation. Maroon Bells/Snowmass Wilderness High Use – Limited use permit system for certain parts of the wilderness managed through limitations on overnight use in certain overused areas. Very successful implementation for Conundrum Hot Springs Area for 2 years. The rest we are still working on.”

What were the public relations processes to implement management action? “Too much to explain here, but has to start long before developing a plan of any kind with “selling” the problem that needs to be fixed to the affected stakeholders.”

How do you define desired outcome and how are you measuring that? “Have to create these measures and monitoring plan in conjunction with whatever management system put in place.”

If you have either assigned backcountry campsites or a general permit system - how did you determine the number of back country campsites and/or total #? “Varies by location and issue. Hanging Lake looked at physical and social effects and selected desired outcome (people/day spread out evenly). MB/Sn Wilderness 3 of acceptable occupied campsites in a geographic area by number of persons per site. MB Bus system and others—yet to be determined”

What is the district’s view on designated dispersed campsites? Specifically, how many areas and how many sites total? Did you define a capacity? “Can be a useful tool under some circumstances. Need to define overall recreation experience objectives for an area before looking at tools to implement those objectives.”

RESOURCES:

Carrie Sessions, Spencer A. Wood, Sergey Rabotyagov , David M. Fisher, *Measuring recreational visitation at U.S. National Parks with crowdsourced photographs*, Journal of Environmental Management, 183 (2016) pp. 703-711

Wilderness Campfire Prohibition: Cloud Peaks Wilderness – submitted by Ben Lara

Solutions

The Cloud Peaks Wilderness is near a rural community in North Central Wyoming. The Forest set up a rigorous vegetation monitoring program in this wilderness. They were able to collect the data in 1996 and then again in 2006 and showed a 30% reduction in dead and down woody debris. Their forest plan has a specific requirement to retain 95% of their dead and down woody debris and their monitoring clearly showed that this was not happening.

Resources

A scientific vegetation condition monitoring protocol was set up to measure changes in vegetation. Then they had the staffing necessary to complete the monitoring in 1996 and then again in 2006.

Community Engagement

I don't think there was much community engagement in the process. Information was disseminated through the US Forest Service website.

Roadblocks

They have to update the Forest Plan every year and this can be a fairly bureaucratic process so sometimes it doesn't get done and then the ban is not legally enforceable. Also, there is some push back from Outfitting and Guiding businesses who have historically been able to make campfires above the elevation prohibition.

REFERENCES

Silas Davidson Recreation Specialist Forest Service Bighorn National Forest, Powder River Ranger District p: 307-684-4631 f: 307-684-4626 silas.davidson@usda.gov 1415 Fort St Buffalo, WY 82834 www.fs.fed.us

Appendix E: Frissell/Cole Form for Vegetation Monitoring

James K. Brown, Handbook for Surveying Woody Material, USDA Forest Service, September, 1974

Appendix F: Cloud Peaks Wilderness and Campfires Presentation

Paul Beels, Wilderness Data Collection Procedures for the 1987 Field Season, USDA Forest Service

Appendix G: 1987 CPW Campsite Monitoring Background Information

David Cole, Area of Vegetation Loss: A New Index of Campsite Impact, March 2, 1990

Appendix H: Fire Ecology Group Nine

Sidney Frissell, Judging Recreation Impacts on Wilderness Campsites, Journal of Forestry, Aug., 1978

Designated backcountry road campsites in Big Bend NP – submitted by Alan Robinson

For more than 25 years Big Bend NP has operated a system of requiring an advance permit and registration requiring a \$10 per site fee to occupy a designated numbered campsite along its backcountry roads, many of which are high clearance 4wd. No undesignated (simple dispersed) overnight camping is permitted anywhere. No manufactured fire pits are installed and no open fires permitted at designated sites. Backpackers away from system roads must use fuel stoves and cannot build open fires. Volunteers play a major role in monitoring and maintaining the system but major maintenance and original installation are provided by the Maintenance Division using normally budgeted funds. Visitor satisfaction and compliance is high and the park is committed to continuing this approach although if volunteers were not involved there would be considerable shifting of paid staff.

Solution

By combining volunteer services with paid staff duties the system is generally considered sustainable; the Park feels it should be continued not only for resource protection but because it is popular with and accepted by visitors. To improve sustainability, the system is converting to online reservations in 2020 to relieve pressure on paid staff doing face to face registration, and fees will be increased from \$10 to \$12/site. Since this revenue stream is guaranteed and must be directed to supporting the program, this is seen as a positive in sustainability.

Resources

Since this was done more than 25 years ago no direct information is available. A NEPA supported process was initially required with its direct costs and staff time. Once approved, initial infrastructure (minimal, few to none expensive toilets) had to be installed and it is likely this was done with available Maintenance Division funding and staff. Routine monitoring and light maintenance was eventually delegated to volunteers who require some supervision effort, but this is kept low by having long-term repeat and skilled and dedicated volunteers who can operate largely on their own.

Community Engagement

See some details in Appendix I. There was presumably community and citizen engagement in the several NEPA-supported documents preceding authorization of this approach e.g. General Management Plan and Backcountry Use Plan. The fact volunteers have been so long and successfully involved suggests there is engagement of that type. It's also significant that visitor satisfaction is high so this reinforces the manager's motivation to continue the program and management it well.

Initially, public information was online at <https://www.nps.gov/bibe/playourvisit/camping.htm> and on-site at visitor center(s) in face to face discussions during registration/permitting.

Roadblocks

No one remembers details from the early implementation phase but they report little resistance currently. They cite high visitor acceptance and compliance and the relatively smooth management of the system at large involving volunteers with minimum supervision and support from paid park staff. Apparently there are no major financial support issues perhaps because there is a guaranteed revenue stream for fee collection.

Because the system was instituted so long ago no direct information is available. But probably it became apparent there were unanticipated (?) administrative costs and duties to make the system sustainable that had to be met. At some point volunteer participation was enlisted and has become very important. Some specific issues have developed during evolution of large and larger vehicles/RV/trailers becoming more common but these have been addressed by identifying a few sites lower down on the backcountry routes where such vehicles can be accommodated, while resisting road improvements and providing larger sites farther into the backcountry,

Signage

Each backcountry designated site has a numbered or lettered signpost which includes a capacity limit, plus a bear proof box for food storage; no sites are provided with manufactured fire rings or picnic tables (recalling that no open fires are allowed). Some [few?] have vault toilettes. Maps are provided at the visitor center along with regulations.

Volunteers

See also previous answers. Unlikely that volunteers were involved in planning and initial implementation but they play a significant role in current monitoring and maintenance. The Park has a widespread system for utilizing volunteers so there are only a certain set of them directed to addressing the designated backcountry road campsites. As elsewhere noted, the system would probably be continued if for some reason volunteer assistance were not available, but it would require reassigning paid staff that would likely result in loss of some visitor services elsewhere in the system.

REFERENCES:

<https://www.nps.gov/bibe/planyourvisit/camping.htm>

Appendix I: Interview notes with on-site staff members - Big Bend East District Naturalist Bob Smith 432 477-1123 Dec 20, 2019

Secondary and submitted for clarification Chief of Interpretation Tom Vandenberg, 432-477-1107 Dec 23, 2019 tom_vandenberg@nps.gov

Sedona Solutions- Submitted by Susan Greiner

Sedona Ideas for Managing General Rec Use

Forest Plan Revision

The Coconino National Forest Service did a badly needed revision of the forest plan for the Sedona area in 1998...finally recognizing contemplative uses (new age) and the overwhelming recreation, scenic and biodiversity benefits of the area. The Forest Plan was again updated around 2016, keeping intact much of the red rock areas management direction. Sedona residents were vocal about not wanting the forest to look like or be managed like a “national park” nor do they want the public land environment to become overtly commercial. Of course this is contrary to how things have turned out: the town is overwhelmingly commercial and exploitive and the NF land has intensive (NPS like) infrastructure on many locations in order to “harden” sites to mitigate impacts of high use.

Outfitters/Guides Play Important Role

Outfitters/guides, who were once viewed with skepticism by the FS have become valuable partners in planning and maintenance of roads and trails as well as “eyes in the forest”. FS needs all the help it can get from a wide range of partners.

Control of Commercial Permits

Sedona Forest Service on the Red Rock District for many decades was not tracking the number of commercial guide permits that it was issuing. In the last decade they have completed capacity studies and have brought the permit situation under control...this applies to outfitter and guide permits for things like jeep tours, mountain bike tours, hiking tours and many other nature-based tours. The RR District has one of the highest use areas in terms of permitted tour companies. A large amount of revenue comes back to the District from this, and is used for management of the permits as well as for maintenance on the ground of infrastructure used by tour companies such as trailheads, roads, trails, toilets, etc.

University Studies

University studies have been done to help ascertain tourist perceptions (what they are seeking, level of satisfaction, demographics), recreation impacts, and what things are important about what areas. Use numbers for the area are being tracked. More studies are needed.

Concentrating Use in More Resilient Areas

Concentrating use in areas where environment can better stand it. More control in sensitive areas (riparian or timberline may need more control).

Camping Banned in Zone Circling Community

Sedona banned camping within a zone circling the community in the year 1998 as part of the Forest Plan revision. This was to control indigent and dispersed camping damage in the sensitive desert environment, and to allow for more day use in the core area of the red rock landscape. It was decided that day use is a higher and better use for the very popular areas, rather than camping uses. Day use accommodates more users and has less sanitation impact. It pushed dispersed camping out away from town. Camping is accommodated within developed campgrounds and also by dispersed camping in “general forest” areas outside of the most popular tourism zones. The Forest Plan revision “zoned” all the landscape around Sedona, and developed associated standards and guidelines for each zone.

Sales Tax and Bed Tax

Sedona has a sales tax and a bed tax that go toward support of city services, chamber of commerce marketing and, now, some tourism infrastructure. The bed tax increased in 2016, supported by the hospitality industry. 50% pays for city services, and for the Chamber of Commerce.

Switching from Marketing to Maintenance

Many locals are concerned about the emphasis that is placed on promotion of the Sedona area for tourism and would like to see the chamber throttle back on their marketing...and spend more on tourism infrastructure and solving traffic and other local tourism and capacity issues.

Recreation.Gov Permits

Fossil Creek Wild and Scenic River was designated by President Obama. It received mushrooming use. There is one highway entrance and a long dirt road to get to it. The road had so much traffic that there was gridlock. It became a safety issue. No way out in emergency. FS started controlling the number of cars to let in at the highway entrance which caused dangerous backups on the highway. Ultimately the FS set a capacity for the number of cars to be allowed into the area at one time...then designed a permit system, administered by Recreation.gov (\$6 admin. Fee to Rec.gov). Permit gets user a parking space. Forest Service put in parking areas and toilets. Now, most people know they need a permit (during the busy season only) and get one on-line before arrival. So, no backups on highway, no traffic gridlock anymore. Many positive reactions from users regarding the dramatic change in condition for this gorgeous area. A working group was in place for many years and the Wild and Scenic River Plan is still incomplete (in final stages though). Forest Service is still struggling to find funds to pay for all the maintenance and patrols in the area. FS is looking at fee systems or concessionaire to handle this.

Free Permits

Forest Service can do free permits without so much planning process stuff, and free permits can help assess use, at a minimum.

Verde Front

Verde Front is a cooperative group of the Forest Service, Chambers, economic development directors, mayors, rec people, with a professional moderator. To help govern rec use. All partners chip in to fund the facilitator. The Verde Front is an effort to promote sustainable recreation use throughout the Verde Valley, to share best practices and keep all partners up to date and coordinated.

Capacities

Capacities for use have not been set in Sedona and are not often set by the Forest Service (or NPS for that matter). It is difficult to set and hold capacities both politically, but also physically. Many FS lands are very "porous" and you cannot just close a gate when full, for example. Setting capacities for some areas or sites may be possible. This will push some use out into other areas. So, there is a collateral effect that must usually be considered.

Media

It is important to use a variety of social media to let users know that management will be changing and why, and how it affects them.

Sedona Ideas for Managing Trail Use

Forest Service Recreation Planning Effort

Forest Service can be a bottleneck because of NEPA requirements, lack of specialist time and funds, and lack of grants and agreements expertise, issues with prioritization, staff capacity and lack of recreation design and planning skills. Entire FS went through a sustainable recreation planning effort back in 2015 and concluded that partnerships are the future, and any infrastructure must be sustainable, or it should not be built. However, FS has not staffed up in those areas which would be needed to promote and enhance partnerships.

Extensive Education Effort

Public resists helping FS for a couple reasons: they are suspicious of government; they think that government should do things for them, without thinking about if the government even has the funds or capacity to do those things. In Sedona it took many years for the local public to accept that the FS (and the city for that matter) was not going to be able to do all the things that they thought they SHOULD do. It took a lot of education over the years for locals and partners to realize that the people that they see at the local FS office are generally it...there is no cavalry coming to help. Once this realization occurred, real partnerships started to fall into place.

Partnerships

In the Sedona area there was an adversarial relationship between FS and user groups, spiritual/new age users, off roaders, mountain bikers. Nothing gets done in this situation. Any prohibitions instituted are circumvented by the users. Better to work together with these groups to come up with joint solutions.

Sustainable Trails Working Group

The Sedona Red Rock Trail Fund initiated a working group of all local government and nonprofit representatives targeting sustainable trail efforts. This was mainly an educational and exploratory group, informing all about the need for sustainable trails, what that means for the area, the sensitivities of the area, and then brainstorming funding solutions.

Education About Impacts

Local research indicates that tourists/trail users do not see the impacts on the land the same way that land managers do. Users typically think the forest just takes care of itself and do not understand the behind the scenes work that must be done to care for infrastructure and ecosystem services.

Illegal Trail Building

Official trail building happened, but illegal trail building by local groups on FS land also happened and got out of hand, as FS was not keeping up with the need for a proper trail system around the community...as tourism grew and the public's demand to access the NF grew. In addition, for a time, there was a bias against mountain biking, within the FS staff. This led to FS and mountain bike group conflicts. FS convicted five local illegal trail builders (individuals) and instituted a prohibition on the riding of mountain bikes off of "official system" trails in some sensitive areas of the District. This was implemented at the same time that the FS substantially stepped up its NEPA and trail design/build efforts...in order to have a sustainable trail system.

Partnerships Again

At the same time, the FS led a huge outreach campaign to bring trail users together and develop a vision for the future of the trail system. Organized meetings occurred to work together on NEPA and trail planning and building. Trail building had to happen because of the pressure of use. Now there is over 300 miles of trail using good trail designers.

Trail Maintenance Issues

Huge growth of trails means maintenance issues—how to maintain?

Traditionally all trails in the RR area are open to all users, but different groups have different amounts of impact. Horses churn up trails, mountain bikes compact them. Horse use is encouraged in the less steep areas the areas with less use and more expansive longer riding routes. A low level of equestrian use is accommodated within the core trail area around Sedona, with more horse use accommodated in nearby communities.

Motorized use

Jeep Rentals

Jeep rentals are out of control—200 vehicles per day available for rent. This is not something that is governed by FS, as these are just like a rental car. Many, many complaints by locals and by tourists about the noise and behavior of these users.

OHV Grant Programs

OHV grant program from the state (lottery funds) helps fund travel management infrastructure including blocking closed roads, signage and educational/use brochures targeting motorized users.

Working Group for OHV Use

Sedona City now has a working group to deal with OHV use. Forest Service has an OHV coordinator funded by grants

Dispersed Camping

Phone App

Phone app to assess indigent use and overuse. No solutions for dispersed camping overuse yet. Sanitation is a big issue.

Free Wag Bags

Free wag bags could be one thing that helps.

Designated Dispersed Campsites

Even with designated, dispersed campsites, you still have fire risk (and associated vegetation damage), trash buildup, sanitation issues, maintenance issues, and enforcement issues.

Dispersed camping has been prohibited along some popular highway segments that pass through National Forest near Camp Verde (on Prescott NF)

Leave No Trace Education

Jennifer says the Leave No Trace education has not been very effective. Wag bags could help but no research on this and people's perspective on their use.

Toilets: Composting vs. Vault

Composting toilets are expensive, complex and require a higher level of maintenance than your typical vault toilet. Sedona uses all vault toilets, which must be pumped annually and cleaned regularly. Many of these are in RR Pass Fee sites and the funds are available for this maintenance under a contract. Toilets in other locations such as dispersed developed camp areas are a challenge to pay for.

Funding

Fees

For the Forest Service: it is a challenge to get permission to charge fees, very political because people believe that since they pay their taxes they should not have to pay a fee....and in addition, there is a long history of free public land use associated with BLM and FS.

Through the Federal Demonstration Act and the Federal Lands Recreation Enhancement Act (FLREA), a fee program was implemented in on the RR District, called the Red Rock Pass.

In order to charge fees under FLREA, trailheads need to have 6 amenities, which include toilets, developed parking, security, interpretation, trash collection, and picnic tables.

The Red Rock Pass

On 200,000 acres around Sedona, Red Rock Pass was initially required under the Fee Demo. That law was replaced by FLREA and the Pass area transformed to "sites". Now a RR Pass is required at 16 sites in the area. The Pass costs \$5 a day pass and are available at kiosks (and the Chamber and over 60 other places). This program generates around \$1million per year. Funds are used for toilet pumping, cleaning and ranger patrols, interpretive and orientation signage, some trail maintenance, parking lot maintenance, fencing.

Concessionaire Program

Concessionaire Program for developed campgrounds and someday sites. Concessionaires lease sites and administer them under the Granger Thye Act. In some cases the use of concessionaires is more economical and flexible (in terms of hiring and purchasing, for example) are more flexible than the FS, but the public does not like them as they have a bias towards wanting to see FS people in uniform, not "contractors". A permit fee is charged which is a percent of gross income by the concessionaire. This permit fee can be completely offset by work done at the leased sites. This is a good deal for the public.

Rivers and Trails Conservation Assistance Program

NPS Rivers and Trails Conservation Assistance Program (RTCA) is a trail planning effort with a professional facilitator. The City and FS secured this grant and held meetings once a month for a year to plan for the larger trail system design and to educate public about the areas sensitivities and the need for sustainable trails and basic maintenance.

Sedona Red Rock Trail Fund

Jennifer sits on the board of the Sedona Red Rock Trail Fund (SRRTF), which raises money for trail maintenance and enhancement in the Sedona area on NF land.

The FS needed the community's help to manage trails and use. Out of the RTCA meetings was born The Sedona Red Rock Trail Fund (2013) a 501c3, by a group of locals. The SRRTF now contributes \$200,000 annually (at least) for trail maintenance. Funds are given to FS through a collection agreement. FS hires crews and supervises them. FS sets priorities for work.

Trail Keepers Group

Sedona Chamber of Commerce and Tourism Bureau started the Trail Keepers group- businesses commit to donating \$1000/ year for five years; this is matched by the Chamber and administered by the Chamber, money managed by the Red Rock Trail Fund. Businesses get their name on a trailhead placard. About 80k annually is raised from this program. Chamber writes a donation check to the SRRTF who then turns the funds over to the FS for trail maintenance work in the core area of the RR country. Forest Service hires people to do the work. City of Sedona pays ½ the salary of the lead FS trail person, annually. City has a collection agreement with FS and since about 2009 has had this arrangement.

Hotels \$1 for Trails

Some Hotels have a program that allows guests to donate \$1 to the trail fund (per guest at check-in), which goes to the Sedona Red Rock Trail Fund.

Enchantment Resort

Enchantment Resort started a conservation non-profit way back in 1998(ish) which **raises** funds for Wilderness programs. They recently donated \$25,000 which was used as a match by SRRTF to apply and secure a 25k grant from the National Forest Foundation to hire a youth conservation group, which was supervised by the Forest Service to finish construction of a trail system west of Sedona on NF land.

Grants

Grants are a huge source of funding including Title II County RAC grants. SRRTF secured 150k this year from this source, for trail maintenance.

REFERENCES

Interview with Jennifer Burns, Sedona, retired recreation staff officer, Red Rock Ranger District, Coconino National Forest
Monday, December 23, 2019

Case Studies: Education and Marketing

Volunteer Ambassadorship: Mountain Manners – submitted by Julie Mach

Note: GARNA is pursuing a relationship with Mountain Manners and will explore the curriculum to look at using it in the Upper Arkansas Valley.

Mountain Manners trains volunteers to make user contacts and share Leave-No-Trace types of principals with users. The program was initially funded by businesses and grants but struggling with long-term sustainability.

Resources

\$30-40k initiated the project - included staff time for curriculum development, training, volunteer recruitment, branding and advertising.

Community Engagement

Engaged & trained local volunteers to act as Peak Protectors, uncertain about volunteer retention. Information was disseminated to the public via paid advertisements, PSAs, website, & through local service-industry businesses.

Roadblocks

Long-term fiscal sponsor and financial sustainability; some confusion about whether program is duplicative of Leave No Trace.

Signage

Minimal signage, some brochures, paid advertisements and website.

Volunteers

Volunteers were trained as Peak Protectors to contact and educate users on Mountain Manners principles, similar to Leave No Trace

REFERENCES

<https://mountainmanners.org/>

Moab Solutions – submitted by Lisa Mellick

Solutions

Moab, Utah has implemented "Moab First" and the "Do it Like a Local" campaign. The TRT (Transient Room Tax) which is an accommodations tax and the TRCC (Tourism, Recreation, Cultural, Convention, and Airport Facilities Tax Act) which is a sales and use tax, are collected from visitors and citizens at lodging, restaurants, and car rental businesses. These taxes are restricted by Utah state law and are to be used either for tourism promotion or the mitigation of impacts associated with tourism. Grand County collected approximately \$4.6 million of TRT funds in 2016. Over half of these funds are used to help mitigate the impacts of tourism.

One example of how these funds are used is the allocation of over a million dollars to support Sheriff's Office operations. These funds are also used for Search & Rescue operations, emergency medical services contributions, county airport improvements, solid waste management and trail maintenance. The large contribution to the county budget from tourism taxes has freed up other county funds enabling a contribution of \$525,000 to the USU-Moab regional campus project and supporting county employee wages (and the increased benefit costs) and other county allocations that would not be possible without the substantial tourism tax contribution.

The rest of the TRT funds are used to support the Travel Council operations, the Moab Information Center (including downtown's only public restrooms), tourism educational campaigns, cooperative projects with San Juan County, Dinosaur Diamond, Scenic Byways & Downtown Locator Boards and the promotion of the Moab Area tourism. The TRCC funds, approximately \$660,000 in 2016, are used for airport debt service and capital expenses the Old Spanish Trail Arena operations, Thompson Springs Fire District, Film Commission operations, Trail development and co-operative grant funding for several annual events such as the Moab Music Festival, Folk Festival, Senior Games, Half Marathon, Salsa Bachata Festival, Moab Epic and Celtic Festival.

Grand County government currently has over one million dollars in reserve and is in the best economic shape it's been in for many years. It also has one of the lowest property tax rates in the state of Utah due to the tourism taxes that are collected. The most common industries in Moab, UT, by number of employees, are Accommodation & Food Services (541 people), Retail Trade (347 people), and Health Care & Social Assistance (217 people)

Resources

"MoabFirst" brings together the local community, business owners, land agencies, local Government Departments, and Grand County, Utah Stakeholders to develop the short-term and long-term Sustainable Tourism Criteria for Moab, Utah. Setting short and long term goals will allow the "MoabFirst" Sustainable Tourism Committee to plan, execute, and monitor the Criteria for the future of Moab, Grand County local community and its visitors.

Community Engagement

Elaine Gizler, Executive Director of the Moab Area Travel Council: "It has been an 18-month project that began with my thoughts on how my office could help protect and preserve our area. We had a study conducted by the University of Utah that canvassed our local citizens. Their responses indicated they did not want more tourism and felt that tourism was hurting our area. We created Moab First to focus on the community and the businesses that have become sustainable. We have one page on our website for now and will be adding more content. The "Do It Like A Local" campaign launched July 4th of this year. We worked with our Media Company of Record to develop the logo, marketing tools. A local musician wrote a song and we had our filmmaker put the footage together. I felt that music would be an excellent way to get this message out to the visitor as well as the locals."

The Travel Council's responsibility is to promote and encourage local tourism to help broaden and strengthen the county's economic base. The Travel Council seeks to accomplish this through promotion and supporting recreation, tourism, and conventions in a manner that protect the beauty and scenery of our natural environment. Objectives are to expand the market, enhance their image, change perceived weaknesses into strengths, and increase the revenue received through increased visitation. Some of the day-to-day functions of the office are advertising design work and placement; content and media distribution to various media outlets; data processing of requests for information; distribution of collateral for potential visitors; design work for collateral; event Advertising Grant Program; familiarization Tour planning and execution; management of Travel Council Leads Program; promotion of event venues; social media; trade show attendance; website (discovermoab.com)

Roadblocks

Elaine Gizler, Executive Director of the Moab Area Travel Council: "We also held a Town Hall and invited the local community to explain this program all about preserving and protecting our area and focusing on Leave No Trace. The Land Agencies are thrilled that we have this program; we did face resistance about the title. Some of the negative nellys in the community did not like "Do it Like A Moab Local." However, we just pressed forward. We will be putting funds behind this effort in March as our season begins. We will have more push on Social Media and more. It is so vital for the local community to understand that while we need tourism to sustain our economy, we also care about protecting what we have. We have no diversity in our economy, so tourism is it."

Signage

Elaine Gizler, Executive Director of the Moab Area Travel Council: "This office created and implemented everything with the help of our Media Company getting the early messaging out. We have a large billboard south of town, and we are creating another one north of town for the beginning of the season. We also had table tents created to drop off at businesses and stickers."

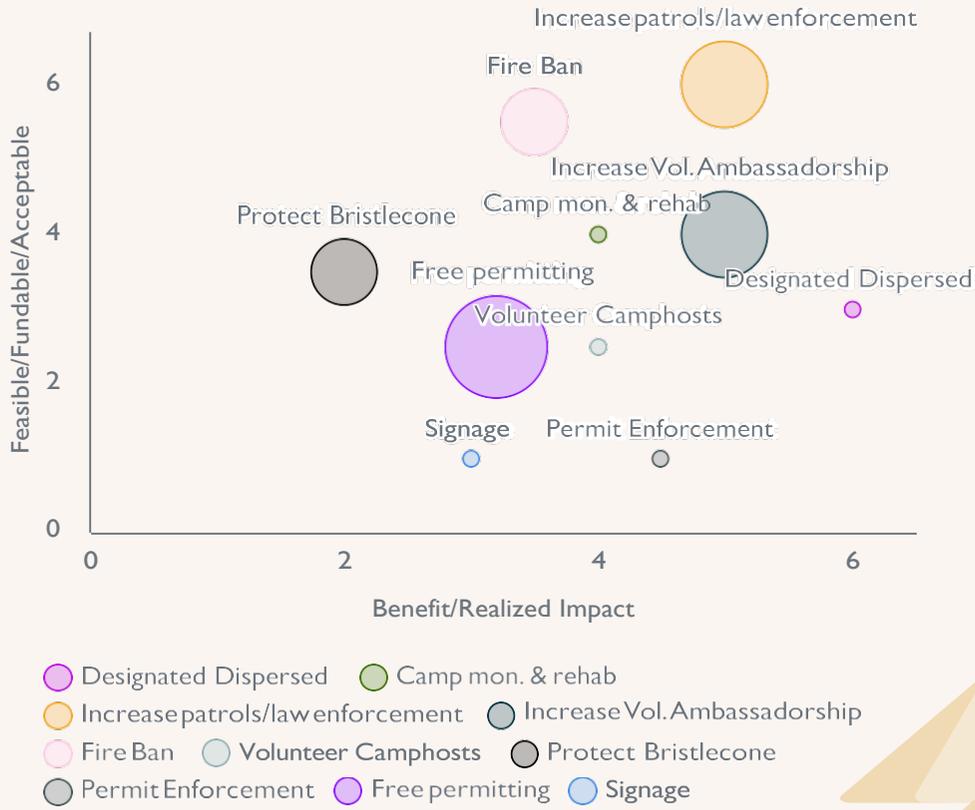
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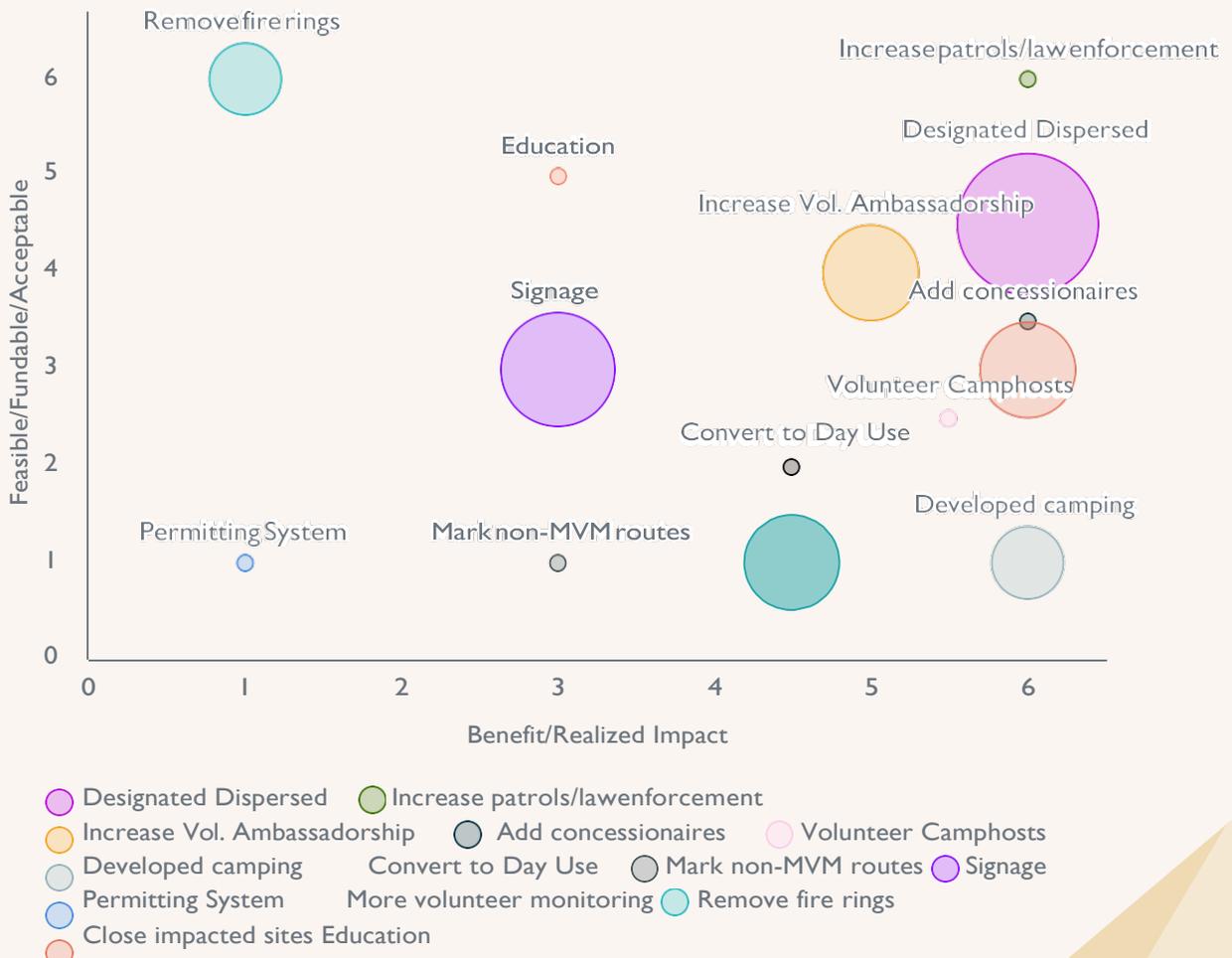
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Interview with Elaine Gizler Executive Director Moab Area Travel Council P.O. Box 550 Moab, Utah 84532
435-259-1370

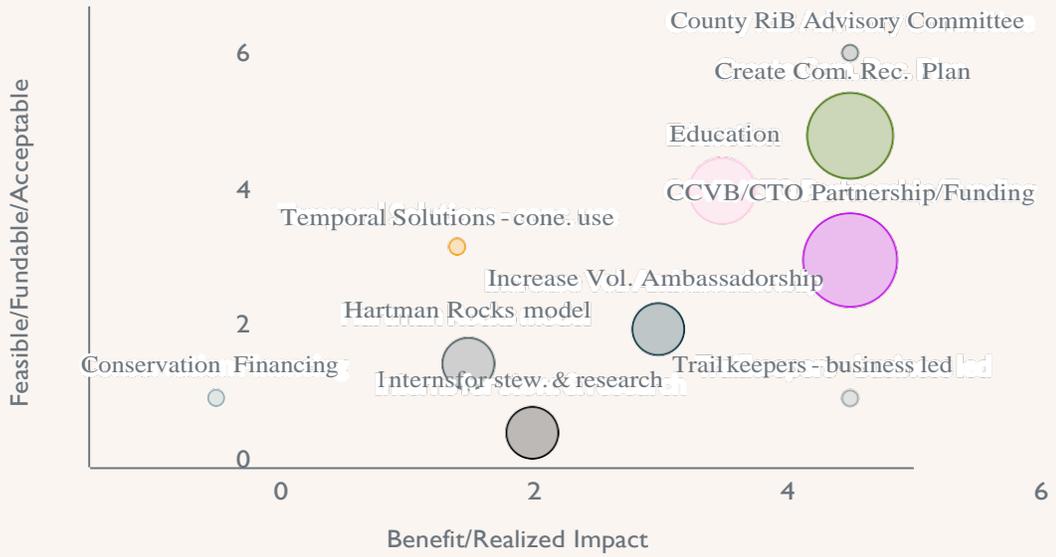
Wilderness Solutions



Dispersed Camping Solutions



General Solutions



- CCVB/CTO Partnership/Funding
- Create Com. Rec. Plan
- Temporal Solutions - cone. use
- Increase Vol. Ambassadorship
- Education
- Conservation Financing
- Interns for stew. & research
- Hartman Rocks model
- County RiB Advisory Committee
- Trailkeepers - business led

