

CORPS OF ENGINEERS NATURAL RESOURCES EDUCATION FOUNDATION

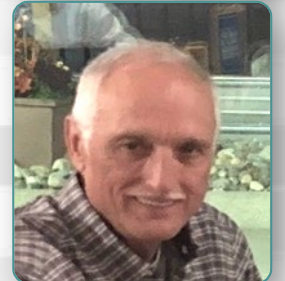


www.CorpsFoundation.org

CORPS OF ENGINEERS NATURAL RESOURCES EDUCATION FOUNDATION

Presenters:

- Greg Miller, Chairperson
- Rachel Garren, Special Programs Director
- Rich Deline, Director
- Pep Persio, Director
- Nancy Rogers, Director



CORPS FOUNDATION MISSION

The Corps Foundation engages the public to support recreation, education, and stewardship at our nation's lakes, lands, and waterways, administered by the US Army Corps of Engineers.



- National non-profit advocacy organization for the USACE NRM program
- Articles of Incorporation: December 2006
- IRS 501(c)(3) designation: January 2007
- Signed MOU with USACE: October 2007

WHY WAS THE FOUNDATION CREATED?

Outreach, Education, and Advocacy:

- Educate stakeholders about the USACE NRM program and how they can support it
- Support projects through donations and grants
- Facilitate partnerships and local friends groups
- Serve as connection/hub for partner groups
- Advocacy

CORPS FOUNDATION CASE FOR SUPPORT

- CF communicates the role of the USACE NRM program
- Improved NRM program is a major factor in '*energizing the economy*' (USACE Mission Statement)
 - Improved recreational quality and access stimulates outdoor recreational industry and tourism
 - Improved education/interpretation of natural resources and water safety creates supportive public for improvements
- Communicate the limitations of federal funding (need for advocacy)
- Communicate that lakes and waterways are at risk of reduced access and eliminated facilities and programs

CURRENT BOARD

Board of Directors

(Maximum of 13 Directors with a minimum of 7)



- Chairman – Greg Miller
- Treasurer – Marilyn Jones
- Secretary – Sue Clevestine

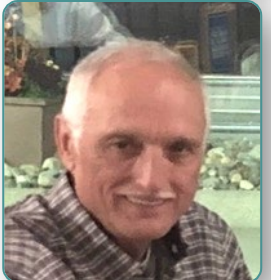
Directors Emeritus:

- Peter Lewis
- Darrell Lewis



Directors:

- Pat Barry
- Len Cardoza
- Rich Deline



- Pep Persio
- Nancy Rogers

CORPS FOUNDATION PRODUCTS/ACTIVITIES FOR NRM

1. SUPPORT FRIENDS GROUPS & VOLUNTEERS

2. FUNDRAISING SUPPORT OF PROJECTS

3. OUTREACH, EDUCATION & ADVOCACY

1. SUPPORT FRIENDS GROUPS & VOLUNTEERS

- Recognition and Award Programs

Annual awards recognize outstanding services to the Corps recreation and environmental stewardship programs

- ✓ Volunteer coins

- ✓ Enduring Service



- ✓ Volunteer of the Year

- ✓ Excellence in Partnerships



1. SUPPORT FRIENDS GROUPS & VOLUNTEERS

- Recognition and Award Programs

- ✓ Enduring Service Award

National volunteer recognition for exceptional accomplishments and longstanding service.



Apply at www.CorpsFoundation.org

1. SUPPORT FRIENDS GROUPS & VOLUNTEERS

- Cooperating Association Toolkit
 - ✓ The Corps Foundation created the “Toolkit for Developing a Cooperating Association Partnership with USACE”



1. SUPPORT FRIENDS GROUPS & VOLUNTEERS

PRODUCTS/ACTIVITIES FOR NRM



Water safety campaign (US Coast Guard Grants)



Visitor educational facilities upgrades
Chittenden/Ballard Locks (multiple grants/donations)






Other Foundation grant support

1. SUPPORT FRIENDS GROUPS & VOLUNTEERS



Water Safety Campaign (U.S. Coast Guard Grants)

Five grants since 2014 (Over \$1 Million to date)

- ✓ Video & Audio PSAs , Educational videos
- ✓ “Inflatable Life Jackets: Everything You Need to Know”
- ✓ Tailgate wraps, vinyl banners, pavement logo stencils
- ✓ Two mobile games  
- ✓ Campaign promotional giveaways
- ✓ Digital media marketing (Please Wear It)   

Campaign materials at [PleaseWearIt.com](https://www.PleaseWearIt.com)

1. SUPPORT FRIENDS GROUPS & VOLUNTEERS



Water Safety Campaign (U.S. Coast Guard Grants)

5th USCG Grant for \$195,000 per year for 3 years
(Oct. 2019 through Sept. 2022)

- ✓ [LifeJacketVideoContest.com](https://www.lifejacketvideocontest.com) (\$8,000 in prizes)
- ✓ Advertisement purchases (JF Griffin Publishing / eregulations.com)
- ✓ U.S. National Water Safety Plan development partnership
- ✓ Campaign promotional items (t-shirts, beach towels, dry bags, and vehicle window sunshades)



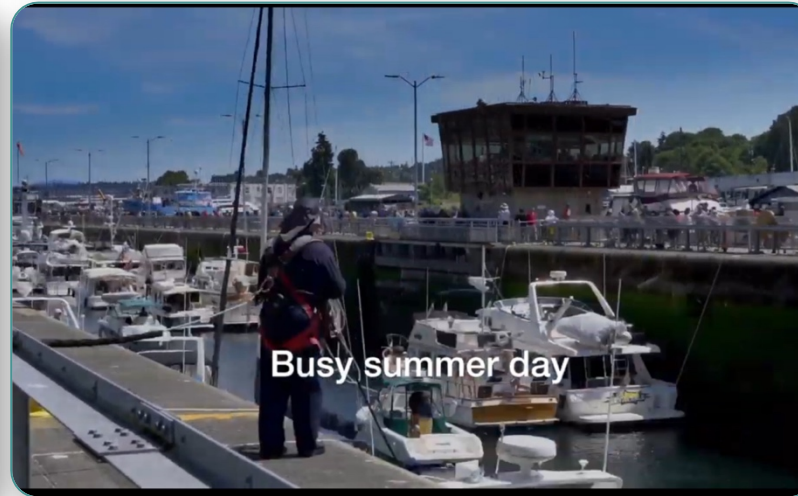
Campaign materials at [PleaseWearIt.com](https://www.pleasewearit.com)

2. FUNDRAISING SUPPORT OF PROJECTS

Hiram M. Chittenden
Ballard
Locks

DEDICATED JULY 4, 1917

Visitor Educational Facilities Upgrades Background:



PARTNERSHIP



US Army Corps
of Engineers
Seattle District



The Hiram M. Chittenden Locks (aka Ballard Locks):

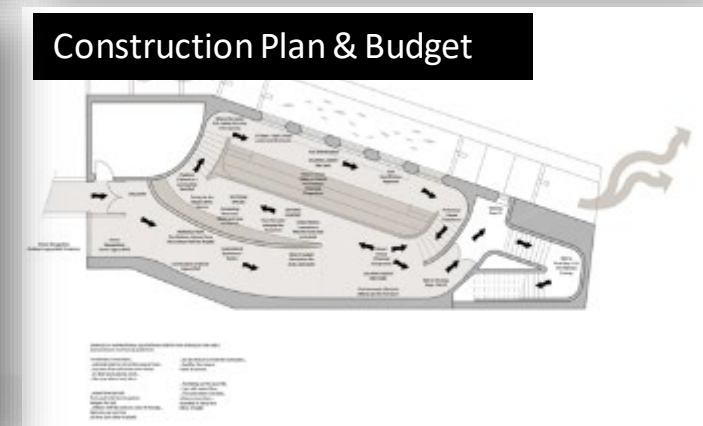
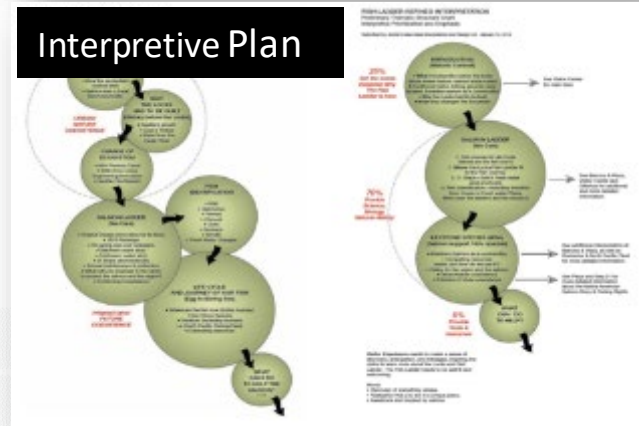
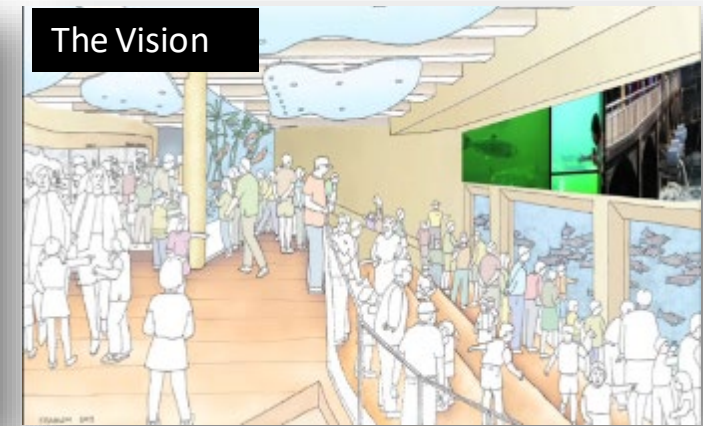
- Top Seattle tourist attraction: over 1.5+ million visitors/year
- 100+ years old and entire facility was severely outdated and underfunded
- Partnership with Corps Foundation, Discover Your NW and USACE Seattle District

2. FUNDRAISING SUPPORT OF PROJECTS



Visitor Educational Facilities Upgrades Step 1- Vision & Plan

- ✓ A Locks Master Design Plan was developed by Jones & Jones Architects to establish a vision, plan and cost estimate of visitor facilities.
- ✓ The fish ladder viewing room was chosen as the first priority.
- ✓ A fish ladder interpretive plan was developed by Andre & Associates in partnership with Corps NRM staff



PARTNERSHIP



US Army Corps of Engineers
Seattle District



2. FUNDRAISING SUPPORT OF PROJECTS

Visitor Educational Facilities Upgrades Step 2- Public Awareness & Support

- ✓ The Corps Foundation developed a Locks website, (optimized for mobile phones) plus multiple social media platforms to develop public awareness.
- ✓ Most successful was a **YouTube Playlist** showcasing videos relevant to the Locks. Total views have exceeded 2 million.



PARTNERSHIP



US Army Corps
of Engineers
Seattle District



2. FUNDRAISING SUPPORT OF PROJECTS



Visitor Educational Facilities Upgrades Step 3 – Fundraising (Totals Over \$1.1 Million)

- ✓ Major grants - Local family foundations (\$480K), WA State (\$467K)
- ✓ Second level grants - Seattle 4Culture (\$15K), NOAA (\$9K)
- ✓ Fundraising events & general donations – (\$5K)
- ✓ **Salmon legacy wall** donations – (\$135K on-going)

PARTNERSHIP



US Army Corps of Engineers
Seattle District



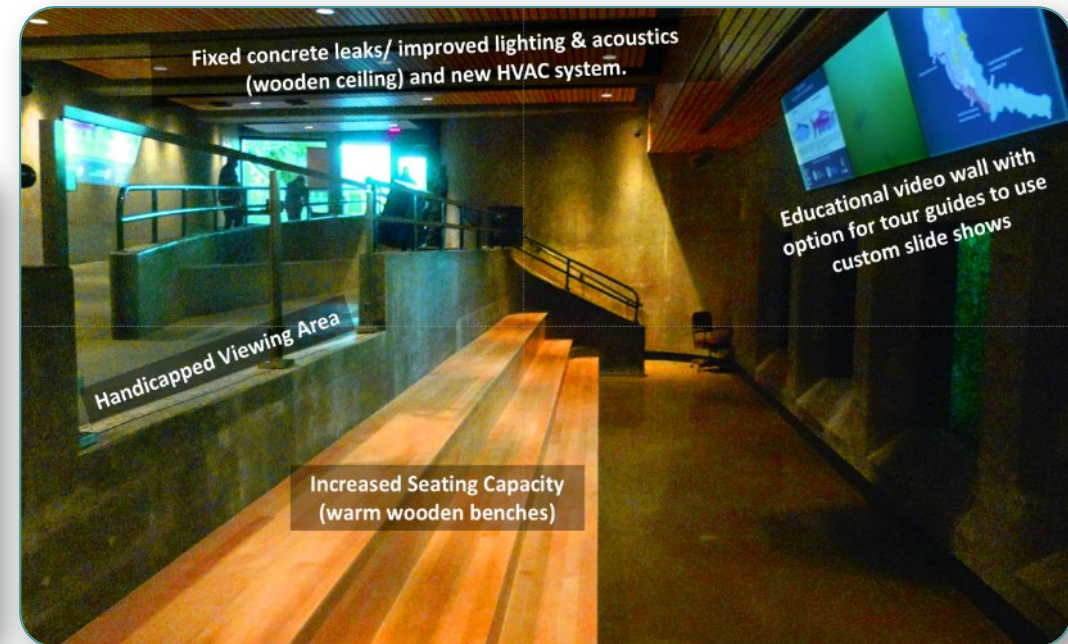
Sockeye: \$1,000 donation



Coho: \$5,000 donation



Chinook: \$10,000 donation



2. FUNDRAISING SUPPORT OF PROJECTS

Other Foundation Grant Support

Corps Foundation will:

- ✓ Coach grantees on presenting and editing information and relevant data.
- ✓ Serve as fiscal partner, with 501(c)(3) status to submit grants if needed.
- ✓ Beginning 2021 review Handshake submittals for possible financial assistance

3. OUTREACH, EDUCATION & ADVOCACY

PRODUCTS/ACTIVITIES FOR NRM

- C.I.G. certification training
- Park Ranger Stories book
- NRM Innovations Team support
- NAI Interpreter's Pocket Guide sponsorship
- Educational transportation fund

3. OUTREACH, EDUCATION & ADVOCACY

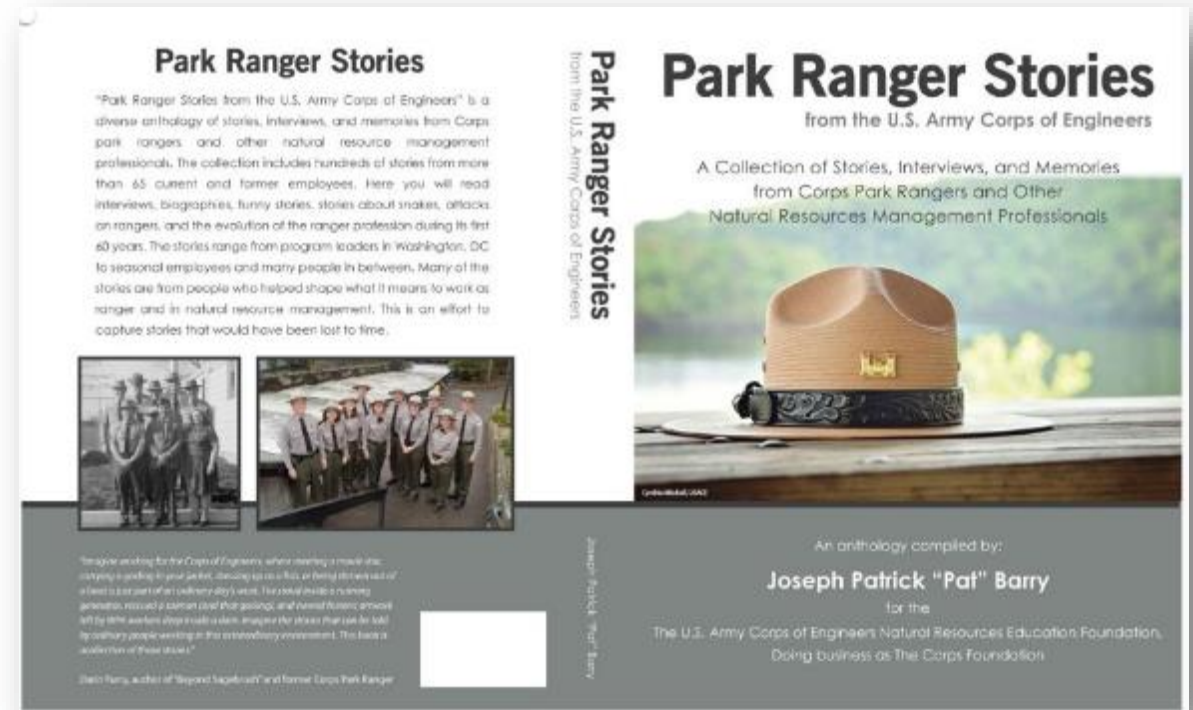
- Professional C.I.G. certification class with National Association for Interpretation



3. OUTREACH, EDUCATION & ADVOCACY

- Park Ranger Stories Book

- ✓ Corps stories book
- ✓ Collecting stories from past and present rangers and other NRM
- ✓ Informal history
- ✓ Passing on wisdom and traditions
- ✓ Available in digital and paper/hardback format through Amazon



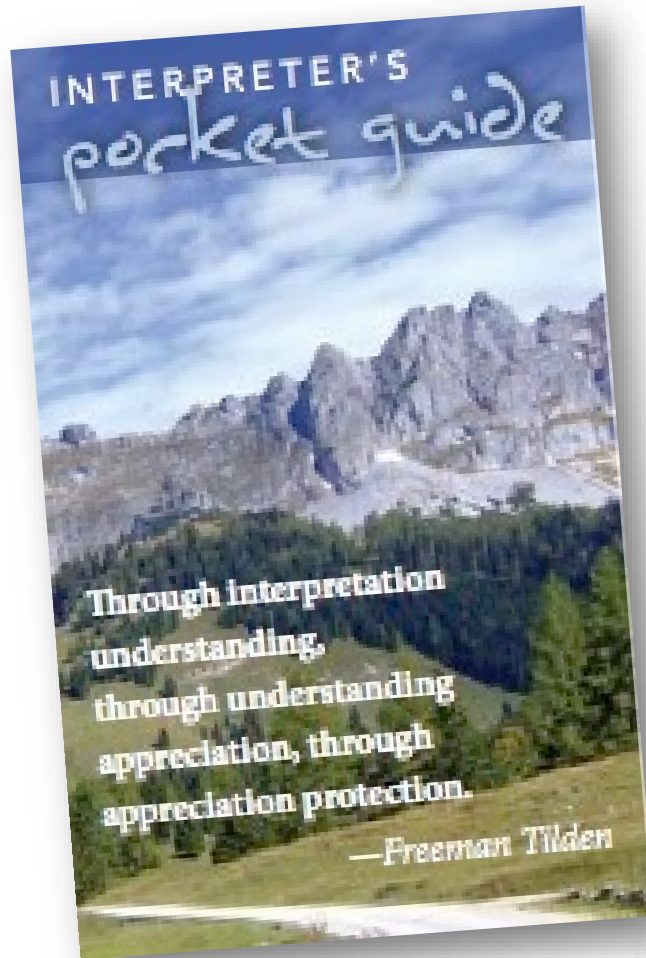
3. OUTREACH, EDUCATION & ADVOCACY

- NRM Innovations Team Support
 - ✓ Partnered with Tulsa District Innovations Team and SW Oklahoma State University on Jr Ranger App
 - ✓ Hosting Innovations Store on Corps Foundation website



3. OUTREACH, EDUCATION & ADVOCACY

- NAI Interpreter's Pocket Guide Sponsorship



| | | |
|--|--|---|
| <p>Certified Interpretive Guide Approach to Communication</p> <p>PURPOSEFUL: Aligns with the mission and accomplishes measurable objectives</p> <p>ORGANIZED: Uses introduction, body, conclusion to convey theme and subthemes</p> <p>ENGAGING: Uses multiple learning styles and techniques to connect to the audience</p> <p>THEMATIC: Provokes thought or action by delivering a message</p> <p>RELEVANT: Makes emotional and intellectual connections</p> <p>YOU: Creates flexibility to design appropriate experiences for specific audiences</p> | <p>NAI NATIONAL ASSOCIATION FOR INTERPRETATION</p> <p>The National Association for Interpretation inspires leadership and excellence to advance heritage interpretation as a profession.</p> <p>www.interpnet.com</p> <p><i>This product is produced in partnership with:</i></p> <p>THE CORPS FOUNDATION AMERICA'S LAKES AND WATERWAYS</p> <p>INTERP TRAIN</p> | <p>INTERPRETER'S pocket guide</p> <p>Through interpretation understanding, through understanding appreciation, through appreciation protection.</p> <p>—Freeman Tilden</p> |
| <p>Interpretation Defined</p> <p>Interpretation is a mission-based communication process that forges emotional and intellectual connections between the interests of the audience and meanings inherent in the resource.</p> <p>—National Association for Interpretation</p> <p>The aim is to illuminate and reveal the alluring world outdoors.</p> <p>—Enos Mills</p> <p><small>Cover Photo By Gwenter M. Kirchberger</small></p> | <p>Tilden's Principles (1957)</p> <ol style="list-style-type: none"> 1. Relate. Compare, contrast, make it personal 2. Reveal. Help the visitor discover something new 3. Provoke. Inspire profound thought or action 4. Arts. Employ multiple learning styles 5. Holistic. Give the resource context (the bigger story) 6. Appropriate. Consider the audience <p>It is enough to open minds; do not overload them. Put there just a spark. If there is some good inflammable stuff, it will catch fire.</p> <p>—Anatole France</p> | <p>Abraham Maslow's Hierarchy of Needs (1954)</p> <p>Basic: Physical Comfort (Provide food, beverage, restrooms, or equipment as appropriate), Safety and Security (Be prepared for emergencies)</p> <p>Intermediate: Belonging (Use names and inclusive language), Esteem (Encourage exchange of ideas)</p> <p>Advanced: Aesthetics (Leave time to enjoy the resource), Self-actualization (Celebrate peak experiences)</p> <p>Not having an interpreter in a park is like inviting a guest to your house, opening the door, and disappearing.</p> <p>—William Carr</p> |

3. OUTREACH, EDUCATION & ADVOCACY



Our Advocacy & Areas of Emphasis

Lead efforts to encourage and support new legislative authorities for USACE NRM program by engaging in strategic partnerships with nonprofits, cooperating associations, the public and partnering with diverse like-minded groups, organizations and interests

- Raise awareness about USACE NRM program at lakes, rivers and waterways
- Communicate our Foundation's partnership role to enhance the visitor experience and help stretch limited federal dollars
- Educate public and partners about threats to access and use at USACE lakes, rivers and waterways
- Educate elected leaders about a piece of legislation and it's positive or negative impact
- Influence and reflect a view of a specific legislation through direct communication

3. OUTREACH, EDUCATION & ADVOCACY



Our Partnership Advocacy with Diverse Groups/Interests

HQUSACE (Agency Partner)

Helps us determine whether a policy or issue is appropriate

Public Lands Alliance



Network of more than 160 nonprofit organizations that partner with public lands in every U.S. state and territory

Outdoor Recreation Roundtable



Promotes growth of outdoor recreation economy and outdoor recreation activities

National Marine Manufacturers Association (NMMA)



Leading association representing the recreational boating industry in North America.

3. OUTREACH, EDUCATION & ADVOCACY

- Partnership Advocacy



2018 Public Lands Alliance Partner Award



Congressional visits in March 2020



USACE NRM Workshop



Outdoor Retailer Market

3. OUTREACH, EDUCATION & ADVOCACY

2020 Priority during 116th Congress

Request legislative authority to conduct a study to quantify the infrastructure and unfunded maintenance needs in USACE NRM program, identify possible solutions, amendments to existing authorities and identify areas of revenue to fund required needs.

**** Similar language included in Consolidated Appropriations Act, 2021 signed into law 27 Dec 2020**

**** FY2021 Appropriations Bill, House Report 116-449, July 15, 2020, Recreation Task Force**

- Develop a plan to maintain and enhance public recreational opportunities at Corps projects
- Not later than 1 year provide initial report with historical review of recreation use and funding within Corps and assessment of overall condition of Corps recreation assets, including deferred maintenance and repair backlogs
- Not later than 2 years provide final report including proposals to address needs identified. Corps is encouraged to solicit input and participation from outdoor recreation stakeholders and public

2020 Water Resources Development Act, House Congressional Record 166-134, July 29, 2020, Report on Recreational Facilities

No later than 18 months submit a report that contains (1) inventory of all recreational infrastructure and facilities; (2) assessment of annual operation and maintenance needs; (3) assessment of deferred operation and maintenance needs to operate safely at full capacity; and (4) assessment of the economic benefits of recreation to local and regional economies and benefits of sustaining and improving public access at recreational infrastructure and facilities



3. OUTREACH, EDUCATION & ADVOCACY



2021 Priorities during 117th Congress

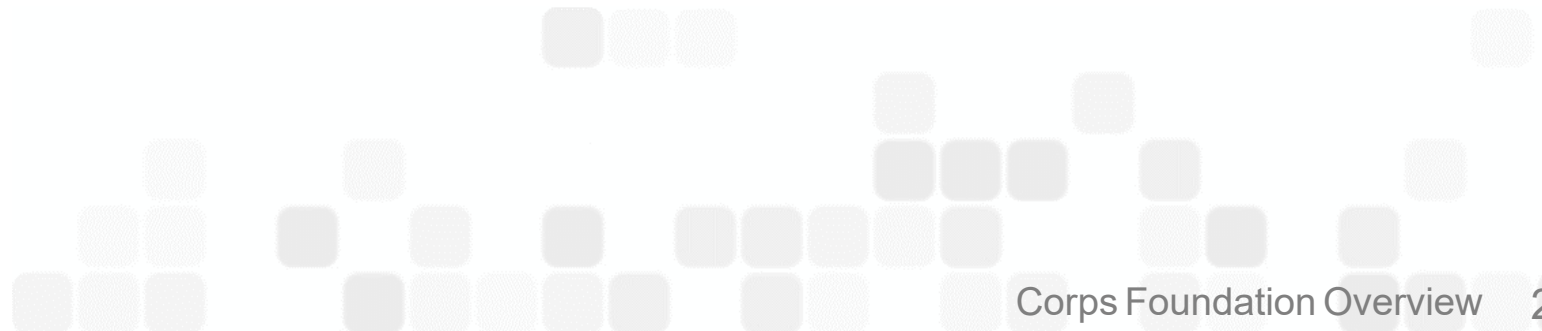
- FY 2022 Appropriations Bill
 - Provide funding to complete and submit the Recreation Task Force study to quantify the infrastructure and unfunded maintenance needs
 - Provide \$40 additional funding in Annual Appropriations that specifically identifies an annual line item in Operation and Maintenance Account for Recreation program
 - » Establishes a directed amount of funding to Recreation program above that recommended by the Administration
 - » Funds the operation, maintenance, and care of existing recreation facilities and public access; and reduce unfunded infrastructure repairs needed to sustain existing facilities at their full capacity

3. OUTREACH, EDUCATION & ADVOCACY



2021 Priorities during 117th Congress

- Water Resources Development Act 2022
 - Amend WRDA 2016 cooperative management language to:
 - » Expand authority to nonprofits
 - » Allow handling/processing partner collected fees and return fees to partner for reinvestment
 - » Allow partners to set up agreements for multiple parks and reinvest fees collected in any park under the agreement
 - Establish a fund for USACE similar to the Great American Outdoors Act for recreation maintenance backlog



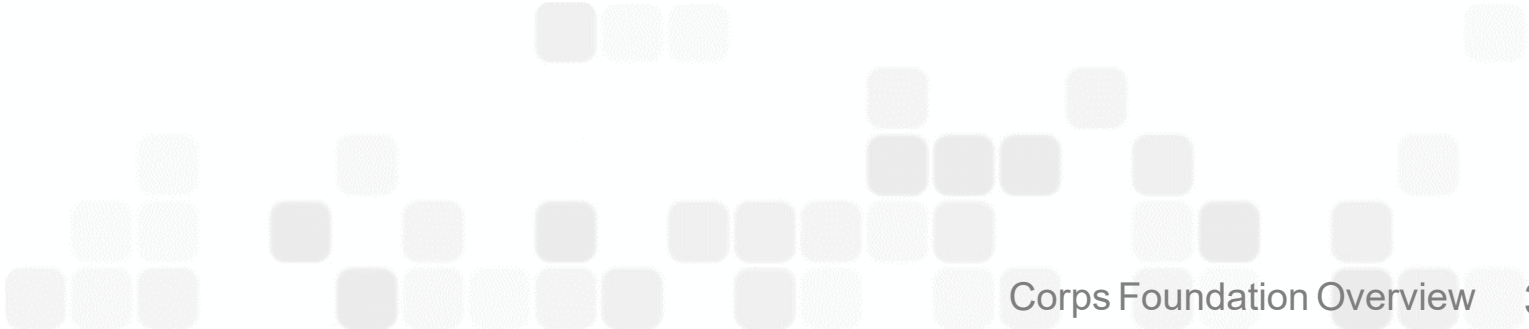
3. OUTREACH, EDUCATION & ADVOCACY



2021 Priorities during 117th Congress

- Federal Lands Recreation Enhancement Act (FLREA) 2022
 - Request reauthorization of FLREA and inclusion of the USACE in the scope of its authority. This retention of fees (~\$45-50M annually) should not create an offset of annual appropriations to the Corps Recreation budget. Legislation must include the prohibition of an offset
- Fixing America's Surface Transportation (FAST) Act
 - Request USACE \$20M-\$30M set aside for roads, parking, bridges, trails and boat ramps deferred maintenance
 - FY2020 Funding (\$375M) Distribution:
 - » By statute NPS (\$300M), FWS (\$30M), and USFS (\$19M) receive annual sums
 - » Based on application submissions from BLM, BOR, USACE (\$5M), and eligible Independent Federal Agency's, allocation amounts (\$26M) are determined by the Office of the Secretary of Transportation by use of a performance management model

HOW YOU CAN HELP US HELP YOU



HOW YOU CAN HELP US HELP YOU

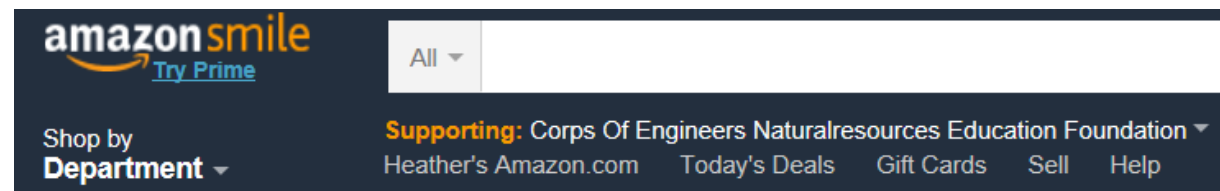
JOIN US!

Consider an Annual Membership

- Individual (\$25-250/year)
- Business (\$500/year)
- Lifetime (\$1,000 One Time)



Be sure to put the Corps Foundation in your Amazon Smile account



The Corps Foundation is 100% volunteer operated

HOW YOU CAN HELP US HELP YOU

JOIN US!



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