

# PARTNERSHIPS... A SHIFTY BUSINESS

## NATURAL RESOURCE MANAGEMENT PROGRAM TRENDS THROUGH PARTNERSHIPS

Tim Darland, Jonathan Wuebker, Heath Kruger



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# What We Will Discuss

- Big picture look at the future of our industry, and how partnering can help plan for the future
- Open discussion to evaluate the status across USACE

## Partnerships... a shifty business

- Audience shift - Know your audience
- Generational shift
- Economic shift
- Population shift blending effect (Merge of urban and rural)

# Understanding the Future of the Partnership Business

- Awareness of changing social, economic, and audience preferences will help professionals understand and respond to community needs and trends.
- Whether you are a Park Ranger, Natural Resource Specialist, Park Manager, or Operations Project Manager, this information should inspire action for partnership planning at your project.



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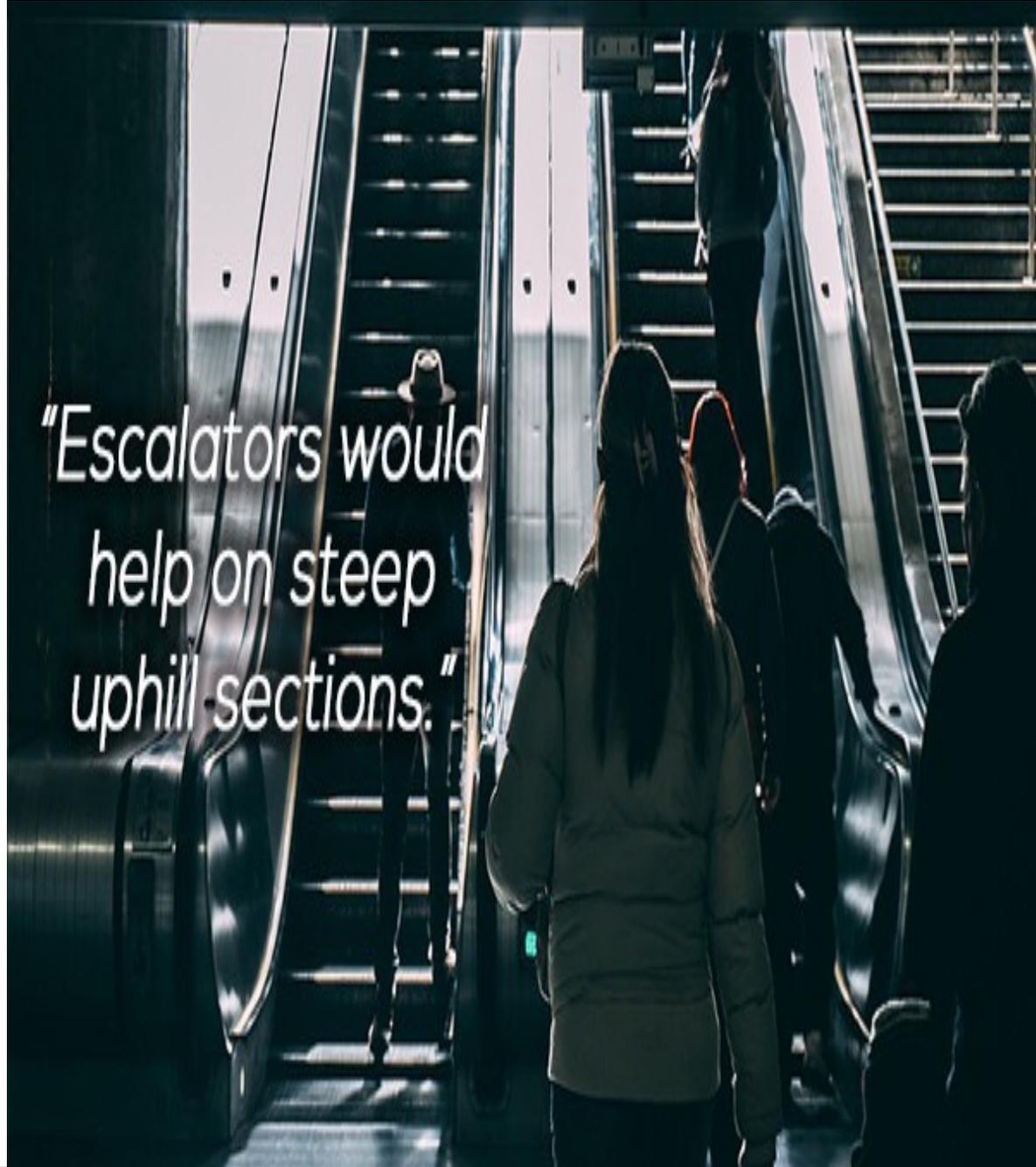
# SOURCES

- Bureau of Economic Analysis
- U.S. Census Bureau
- The Outdoor Foundation
- U.S. Fish and Wildlife Service
- U.S. Forest Service
- Ithaca College – Department of Recreation and Leisure Studies

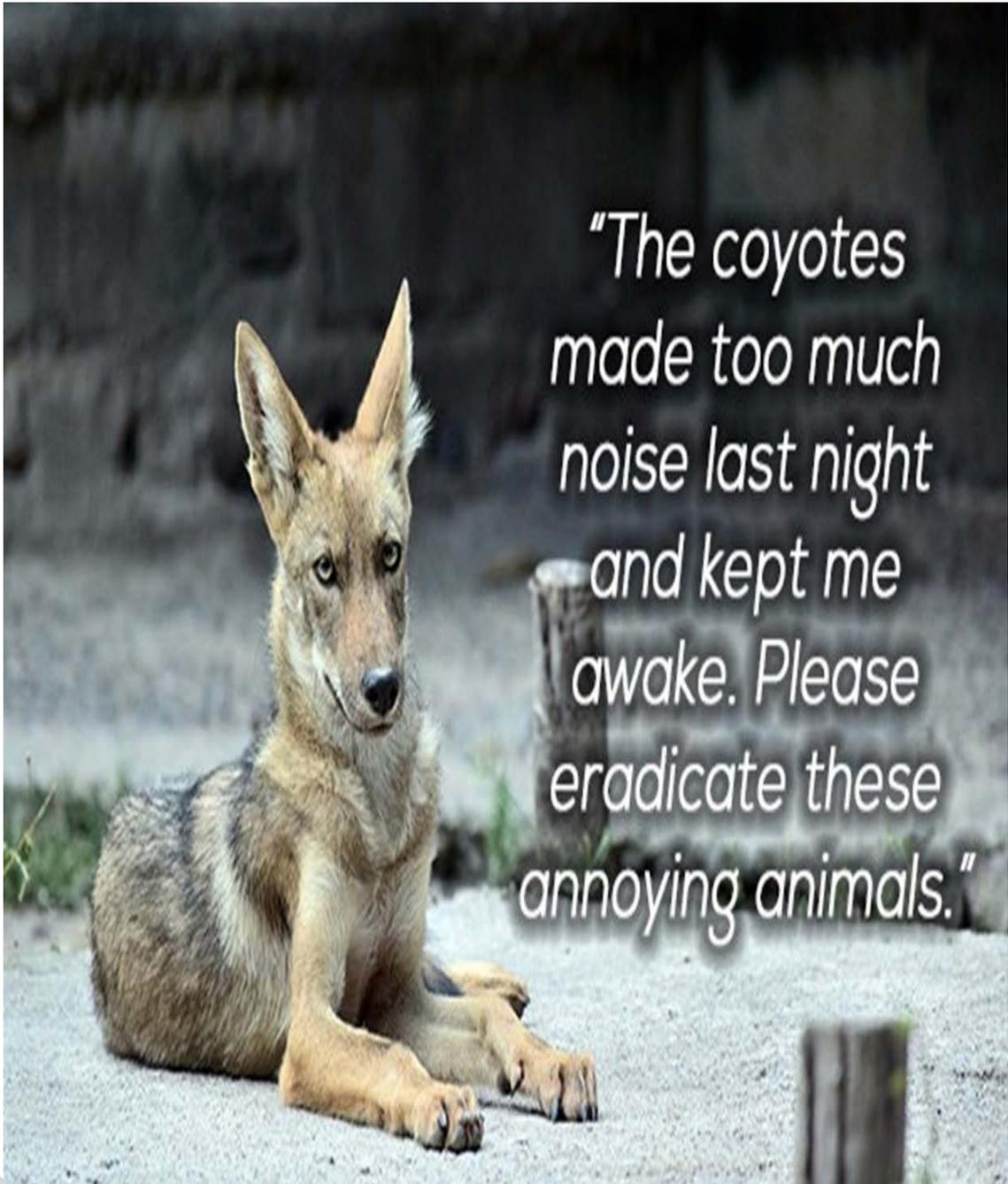


A photograph of a dirt trail in a forest, where the trail is reinforced with wooden logs to create steps for uphill travel. The forest is dense with tall, thin trees, and the ground is covered in brown leaves and twigs.

*"Trails need to be reconstructed. Please avoid building trails that go uphill."*

A photograph showing the back view of several people standing on a modern, metallic escalator. The escalator is moving upwards, and the people are looking towards the top. The lighting is dramatic, with strong highlights and deep shadows.

*"Escalators would help on steep uphill sections."*



*"The coyotes made too much noise last night and kept me awake. Please eradicate these annoying animals."*



*"A small deer came into my camp and stole my bag of pickles. Is there a way I can get reimbursed? Please call."*



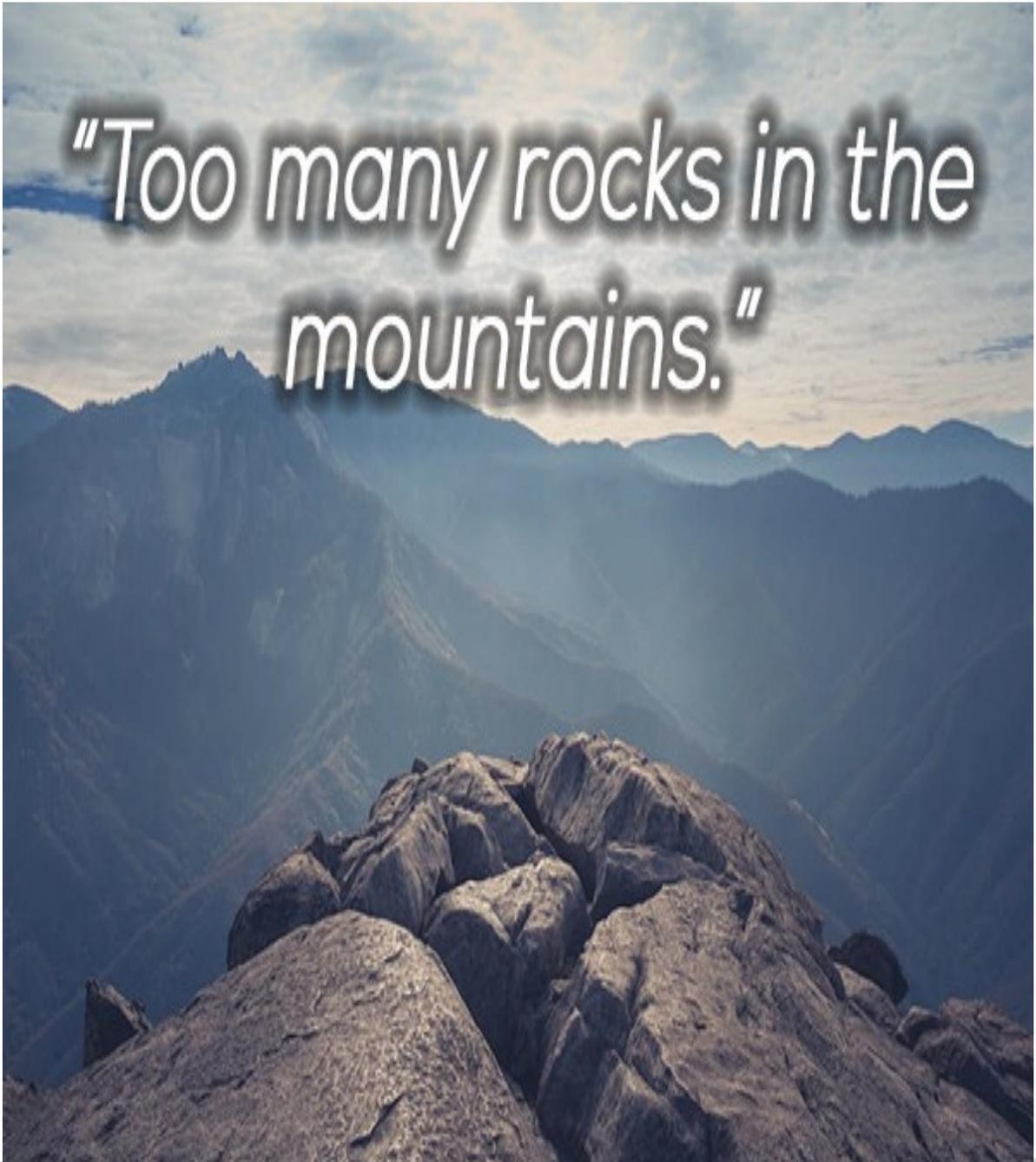
*"Trails need to be wider so people  
can walk while holding hands."*



*"A McDonald's would be  
nice at the trail head."*

A photograph of a misty mountain landscape. In the foreground, a wooden signpost with a small sign is visible. The background is a vast, hazy mountain range under a cloudy sky.

*"Need more signs to keep area pristine."*

A photograph of a mountain peak. The foreground is dominated by large, dark, jagged rocks. In the background, a deep valley is visible, surrounded by more mountain ranges under a cloudy sky.

*"Too many rocks in the mountains."*

*"Too many bugs and leeches and spiders and spider webs. Please spray the wilderness to rid the area of these pests."*



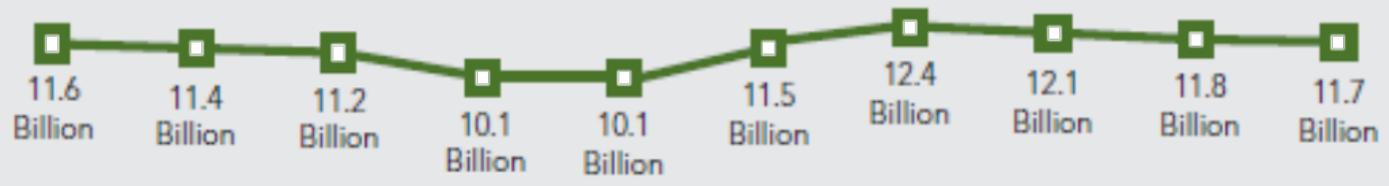
**Why ?????**

**Should we take these comments seriously?**



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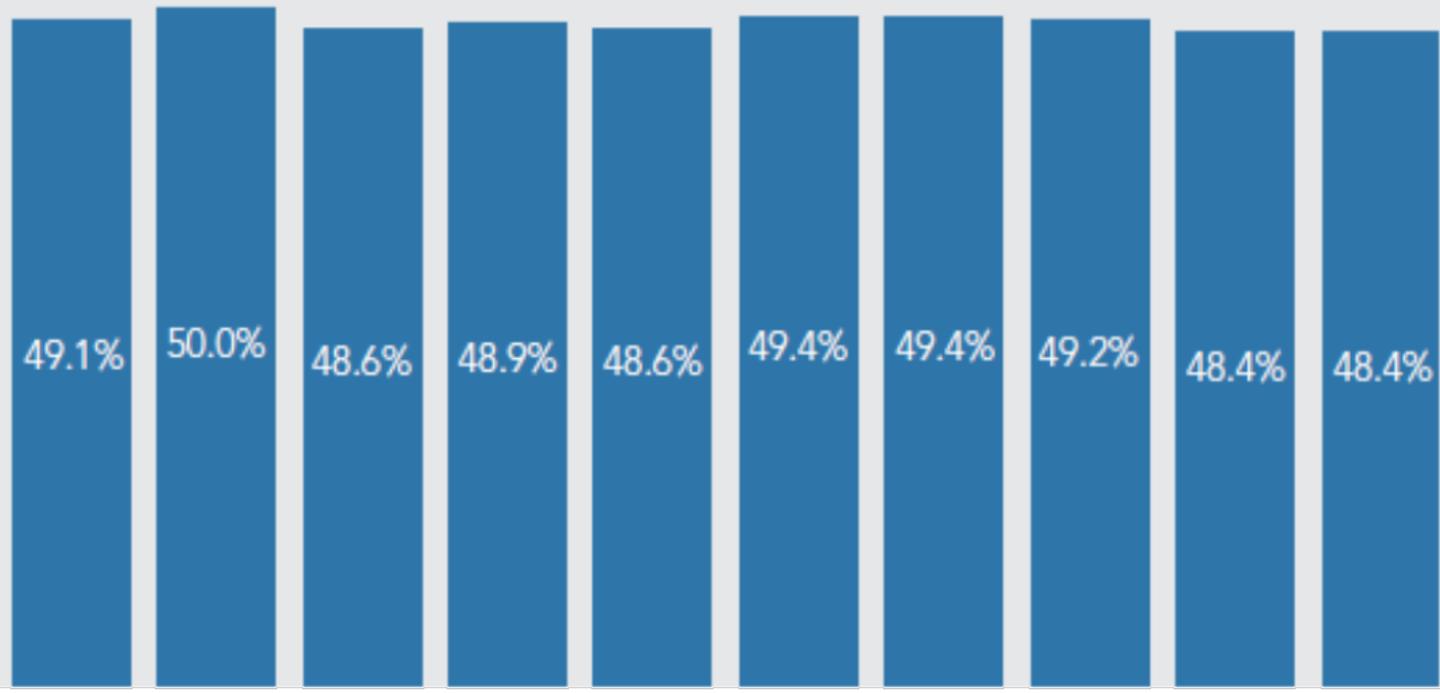




Total Outdoor Outings



Number of Participants



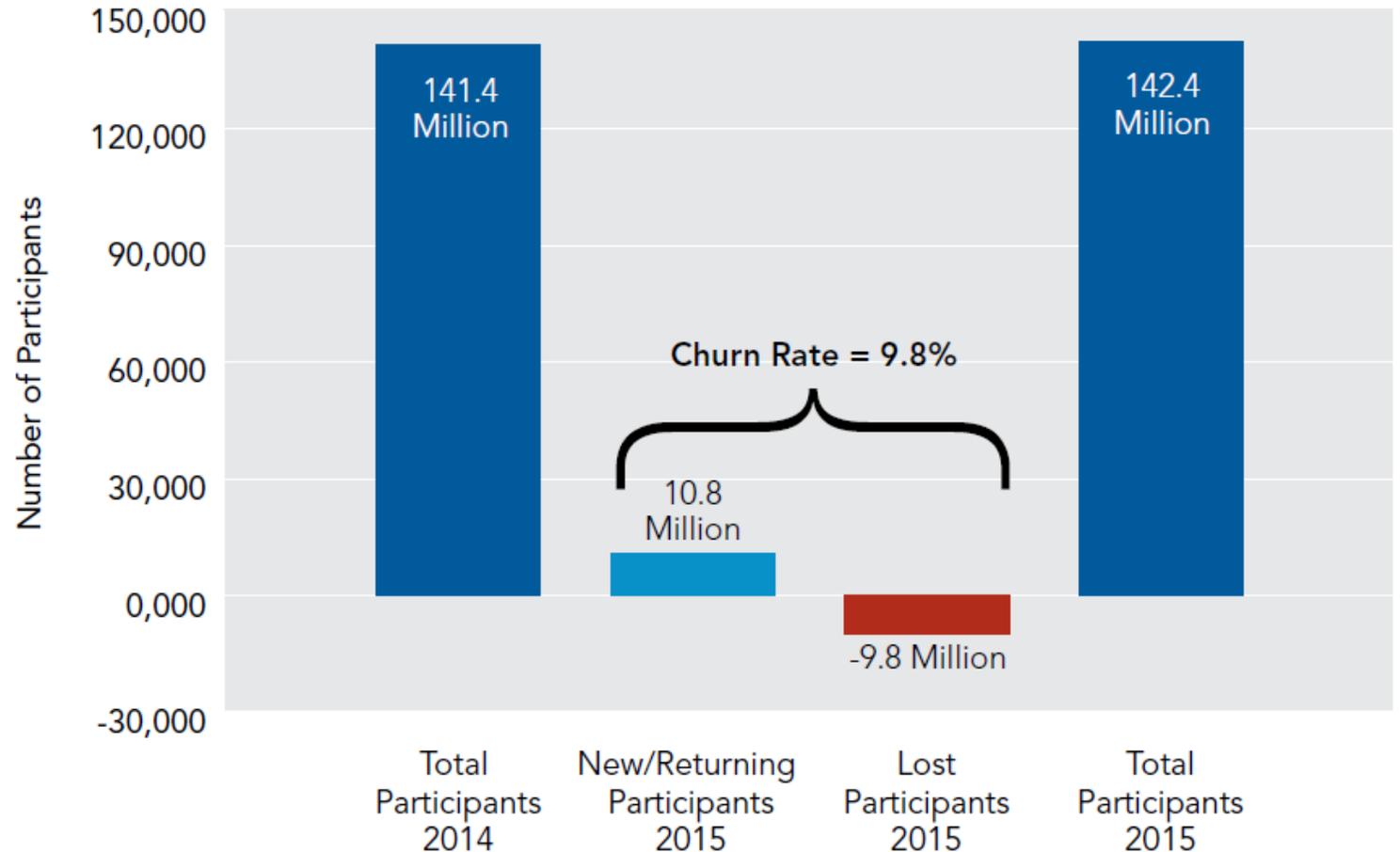
Participation Rate

2006 2007 2008 2009 2010 2011 2012 2013 2014 2015



# So What?????

- While 10.8 million Americans started participating in one or more of the outdoor activities measured, 9.8 million stopped.
- There was net gain of one million total participants and a churn rate of 9.8%.
- Participants went on a total of 11.7 billion outdoor outings, a decrease from 11.8 billion in 2014.



# 2016 Population Shift - By The Numbers

- More than 142 million Americans, or 48.4%, of the US population participated in an outdoor activity.
- Consistent with previous years, minorities lagged behind in outdoor participation. In general, Caucasians had the highest participation rates and African Americans had the lowest.
- Although Hispanic Americans made up a small percentage of total outdoor participants, those who did participate averaged the most annual outdoor outings per person.

# SURVEY - WHAT IS YOUR MOTIVATION?

Why do you think people go outside?

Why do people visit Corps of Engineers facilities?

Why do you think people choose not to go outside?

Why do you think people choose not to participate in outdoor recreation more often?



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## What Motivates Americans to Get Outside

Outdoor Participants, Ages 6+

The majority of Americans participated in outdoor activities to get exercise. The second biggest motivator was the opportunity to spend time with friends and family, which highlights the family-friendly nature of many outdoor activities.

<i>Get exercise</i>	68%
<i>Be with family and friends</i>	55%
<i>Keep physically fit</i>	53%
<i>Observe scenic beauty</i>	49%
<i>Be close to nature</i>	48%
<i>Enjoy the sounds and smells of nature</i>	47%
<i>Get away from the usual demands</i>	43%
<i>Experience excitement and adventure</i>	35%
<i>Be with people who enjoy the same things I do</i>	32%
<i>Experience solitude</i>	27%
<i>Develop my skills and abilities</i>	25%
<i>Gain a sense of accomplishment</i>	22%
<i>Be with people who share my values</i>	19%
<i>Gain self-confidence</i>	17%
<i>It is cool</i>	16%
<i>Talk to new and varied people</i>	10%
<i>Other</i>	5%



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## Why Americans Didn't Participate in Outdoor Activities More Often

Non-Outdoor Participants, Ages 6+

As seen in previous years, lack of interest in outdoor activities was the top reason for why Americans didn't get outside more often in 2015. Thirty-seven percent of non-participants said that they were simply uninterested in outdoor activities. Lack of time was also a barrier to participation. Nearly one-quarter of non-participants said they didn't have time to enjoy outdoor recreation.

<i>I am not interested</i>	37%
<i>I do not have the of time</i>	23%
<i>I do not have the skills or abilities</i>	20%
<i>It is too expensive</i>	19%
<i>Too busy with family responsibilities</i>	16%
<i>I have a physical-limiting disability</i>	16%
<i>I do not have anyone to participate with</i>	16%
<i>My health is poor</i>	13%
<i>Places for outdoor recreation cost too much</i>	10%
<i>Places for outdoor recreation are too far away</i>	8%
<i>Too busy with other recreation activities</i>	7%
<i>I do not have enough information</i>	5%
<i>I have no way to get to outdoor recreation venues</i>	4%
<i>Places for outdoor recreation are too crowded</i>	3%
<i>I have household members with a physical disability</i>	3%
<i>I am afraid of getting hurt by other people</i>	3%
<i>Places for outdoor recreation are poorly maintained</i>	2%
<i>I am afraid of getting hurt by animals</i>	1%
<i>Places for outdoor recreation are over-developed</i>	1%
<i>Venues for outdoor recreation are too polluted</i>	1%
<i>Other</i>	12%



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## Why Youth and Young Adults Didn't Participate in Outdoor Activities More Often

Expense was the number one reason why children did not participate in outdoor activities, while lack of interest was the top reason why teenagers and young adults did not participate.

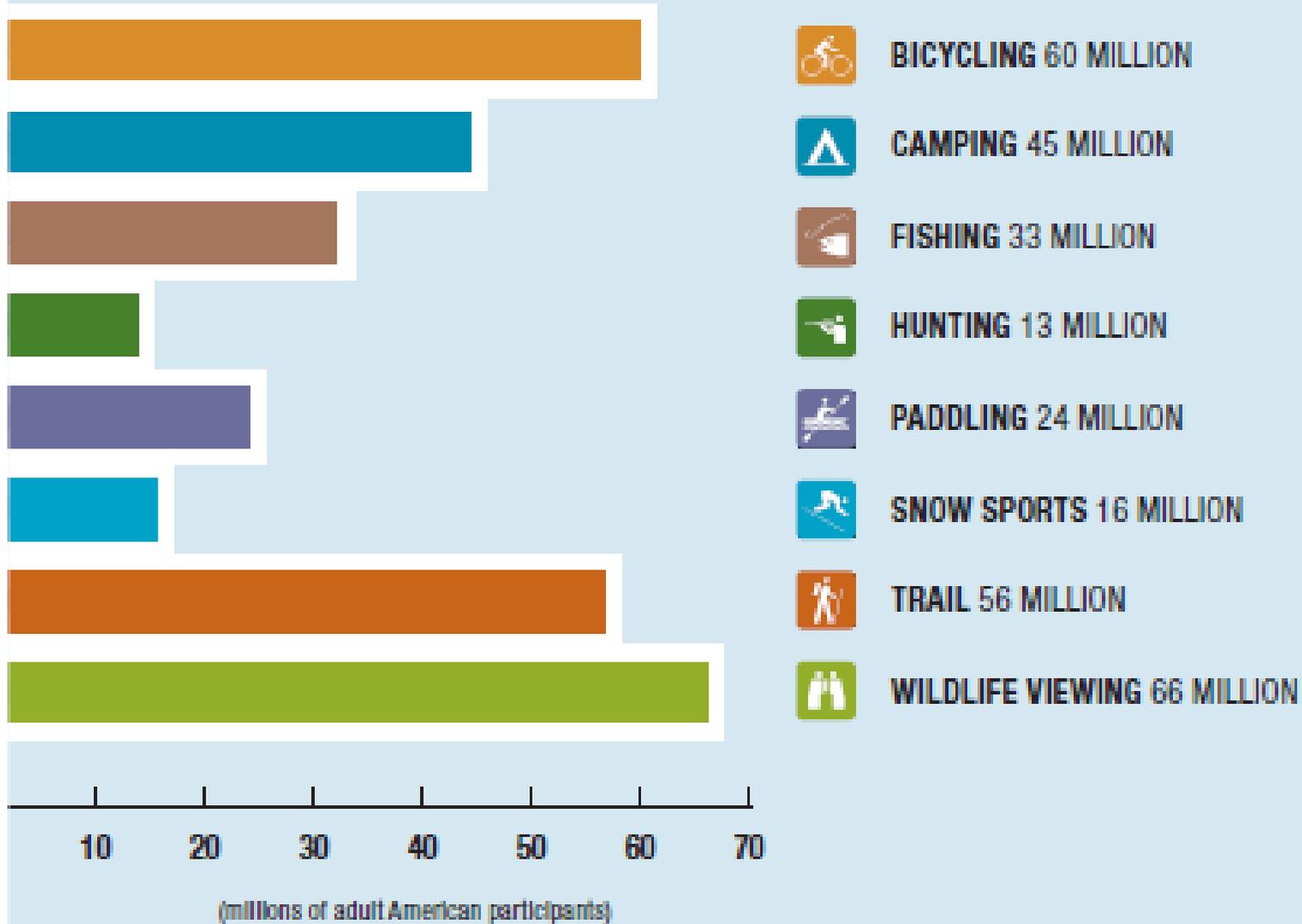
	Ages 6-12	Ages 13-17	Ages 18-24
<i>It is too expensive</i>	29%	35%	23%
<i>I am not interested</i>	25%	38%	40%
<i>I do not have the of time</i>	18%	19%	20%
<i>Too busy with family responsibilities</i>	14%	5%	10%
<i>I don't have the skills or abilities</i>	13%	14%	17%
<i>Too busy with other recreation activities</i>	11%	14%	7%
<i>I do not have anyone to participate with</i>	10%	12%	20%
<i>Places for outdoor recreation cost too much</i>	10%	15%	6%
<i>I do not have enough information</i>	7%	8%	12%
<i>I have no way to get to outdoor recreation venues</i>	6%	8%	5%
<i>I am afraid of getting hurt by other people</i>	5%	2%	5%
<i>I have a physical-limiting disability</i>	4%	3%	5%
<i>Places for outdoor recreation are too far away</i>	4%	10%	8%
<i>My health is poor</i>	3%	6%	2%
<i>Places for outdoor recreation are too crowded</i>	3%	2%	6%
<i>I am afraid of getting hurt by animals</i>	2%	4%	1%
<i>Places for outdoor recreation are poorly maintained</i>	1%	2%	1%
<i>I have household members with a physical disability</i>	1%	2%	1%
<i>Venues for outdoor recreation are too polluted</i>	1%	0%	1%
<i>Places for outdoor recreation are over-developed</i>	0%	0%	1%
<i>Other</i>	17%	12%	11%



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## ACTIVE OUTDOOR RECREATION PARTICIPANTS BY THE NUMBERS



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## **African Americans**

Ages 6+

1. Running/Jogging and Trail Running **17%**
2. Road Biking, Mountain Biking and BMX **11%**
3. Freshwater, Saltwater and Fly Fishing **9%**
4. Car, Backyard, Backpacking and RV Camping **4%**
5. Birdwatching/Wildlife Viewing **3%**

## **Caucasians**

Ages 6+

1. Running/Jogging and Trail Running **18%**
2. Road Biking, Mountain Biking and BMX **17%**
3. Birdwatching/Wildlife Viewing **16%**
4. Freshwater, Saltwater and Fly Fishing **15%**
5. Car, Backyard, Backpacking and RV Camping **15%**

## **Asian/Pacific Islanders**

Ages 6+

1. Running/Jogging and Trail Running **23%**
2. Birdwatching/Wildlife Viewing **16%**
3. Road Biking, Mountain Biking and BMX **15%**
4. Car, Backyard, Backpacking and RV Camping **13%**
5. Freshwater, Saltwater and Fly Fishing **10%**

## **Hispanics**

Ages 6+

1. Running/Jogging and Trail Running **23%**
2. Road Biking, Mountain Biking and BMX **15%**
3. Birdwatching/Wildlife Viewing **15%**
4. Freshwater, Saltwater and Fly Fishing **14%**
5. Car, Backyard, Backpacking and RV Camping **10%**



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# Audience Shift

**Past Approach** – “If you build it, they will come!”



**Recent Approach** – “Outdoor users are responsible for avoiding and minimizing the impacts of their use across the places they recreate and to the larger landscape. All recreation has impact. Ethical outdoor behavior that demonstrates respect for lands, water, and wildlife and that respects the value of connecting all people to the outdoors is critical and must be developed in all users and in future generations.”

# Audience Shift - Economics

Outdoor Recreation contributes to \$730 billion annually to the U.S economy

- 6.5 million jobs
- 8% of a family's budget

Partnering is good business for our partners as well.

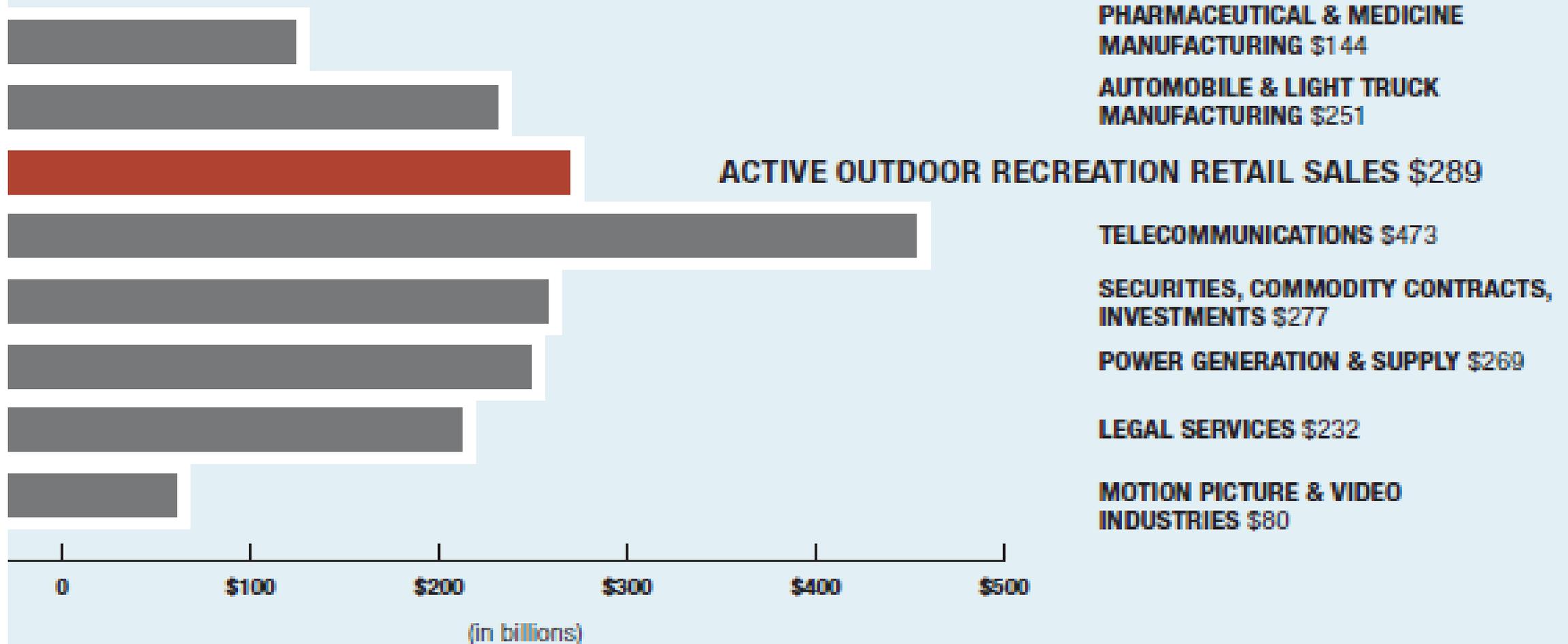


Many people don't realize that outdoor recreation is essential to the continued growth of the U.S. economy. In order to thrive, this burgeoning, often overlooked industry needs to be recognized, stimulated, and supported.



## HOW ACTIVE OUTDOOR RECREATION STACKS UP<sup>12</sup>

Sales comparison to U.S. economic sectors.



# KEY TAKE-A-WAYS

## Audience

- The changing demographic makeup will also change the makeup of the outdoor participant. Partnerships will help us make that transition.



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# Discussion - What changes are you seeing at our lakes?

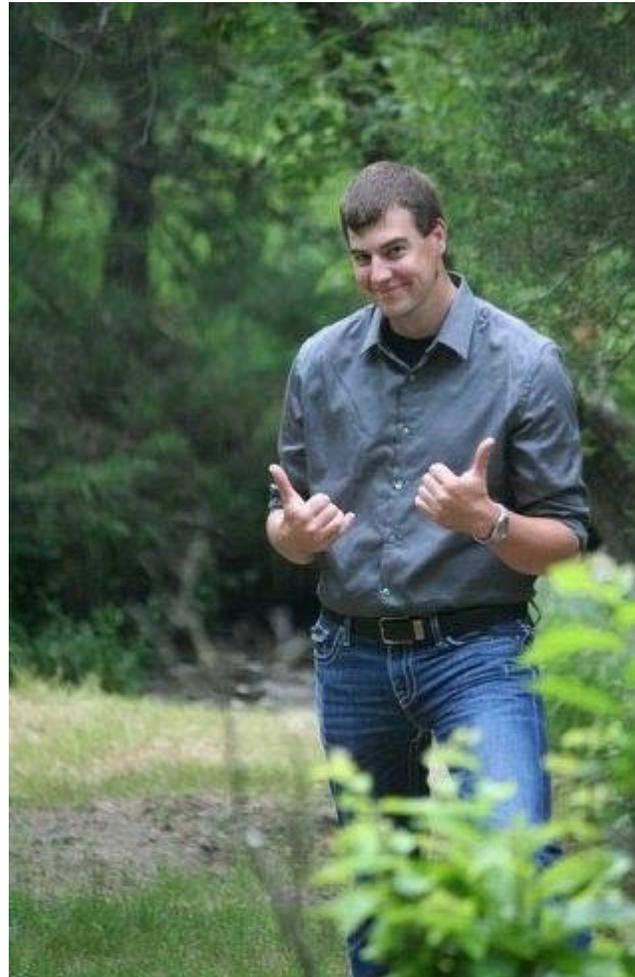
1. What can you do for all users?
2. What are your management goals?
3. Who is your target audience?
4. What partners can you use?
5. Are there new potential partners you can reach out to?



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# Generational Shift - Then vs Now



## Demographic Profile by Generation

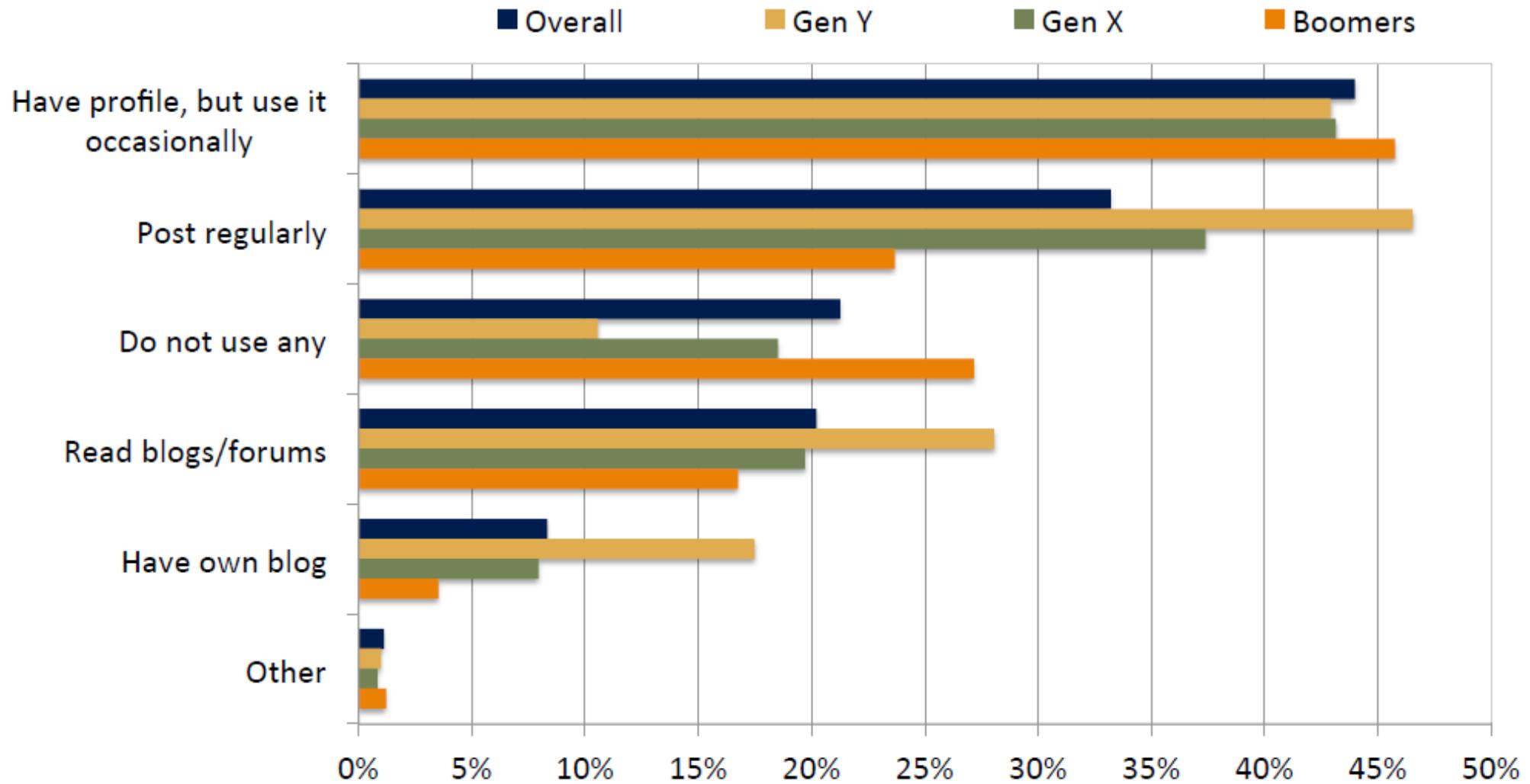
	Gen Y	Gen X	Boomers	Eisenhowers
Employed Full-Time	46.1%	<b>61.4%</b>	36.2%	3.8%
Employed Part-Time	<b>12.8%</b>	9.2%	9.7%	10.9%
Self Employed	5.6%	9.2%	9.1%	5.1%
Currently Unemployed	7.5%	7.1%	9.6%	1.3%
Retired	0.0%	1.2%	<b>28.6%</b>	<b>75.0%</b>
Student	<b>18.4%</b>	1.5%	0.6%	0.0%
Homemaker	9.6%	10.4%	6.2%	3.8%
Less than \$40,000	<b>36.2%</b>	23.8%	29.4%	34.2%
\$40,000 to less than \$70,000	<b>35.2%</b>	31.9%	29.7%	34.2%
\$70,000 to less than \$100,000	18.3%	23.1%	19.5%	17.8%
\$100,000 or more	10.3%	<b>21.2%</b>	<b>21.4%</b>	13.7%



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# Usage of Social Networking Sites By Generation



# Generational Shift

Millennials present a serious opportunity, but more needs to be done to gain a higher level of understanding of what it will take to bring them in and keep them coming to Corps Projects.



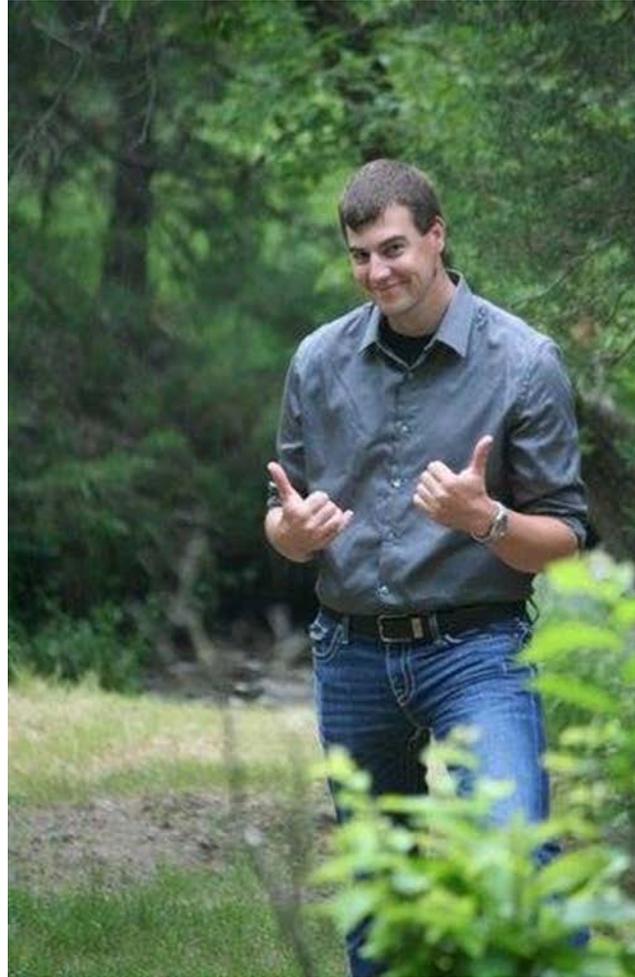
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# Generational Shift

## Generational Gap

We have the opportunity to help a generation that we thought was lost, come back to the outdoors. The late millennials (1984-1992) were considered lost. Studies are showing that this group of people are starting to do more outdoor recreational activities. This group is trying to reclaim outdoor opportunities as adults that they missed as kids.



# KEY TAKE-A-WAYS

Audience

- The changing demographic makeup will also change the makeup of the outdoor participant. Partnerships will help us make that transition.

Generational

- Partnerships are a service business. The reason we partner is to provide a better service to our visitors or a better service to the natural resources.



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# Discussion - What generational shift changes are you seeing in your area?

1. Are visitors to your area of a diverse population?
2. Are there generational gaps in your visiting population?
3. Do you think your management style is directed toward one generation vs others?
4. What partners are you currently utilizing?
5. Are there new potential partners you can reach out to?

# Population Shift

- The shift began in the developing world during the decades after World War II, and it is now at its peak.
- The U.S. has gone from being more than 70% rural in 1950 to 80.1% urban today.
- By 2025, a predicted 60% increase rate
- By 2050, more than 70%



# Population Shift - Rural Vs. Urban

- This dynamic has been constantly changing since World War II
- What does this mean for the Corps Projects?
  1. Some lakes will continue to become isolated.
  2. Some lakes will become more inundated with population.

Impacts: We are either growing or shrinking.

Partnerships will be crucial to help stabilizing impacts.

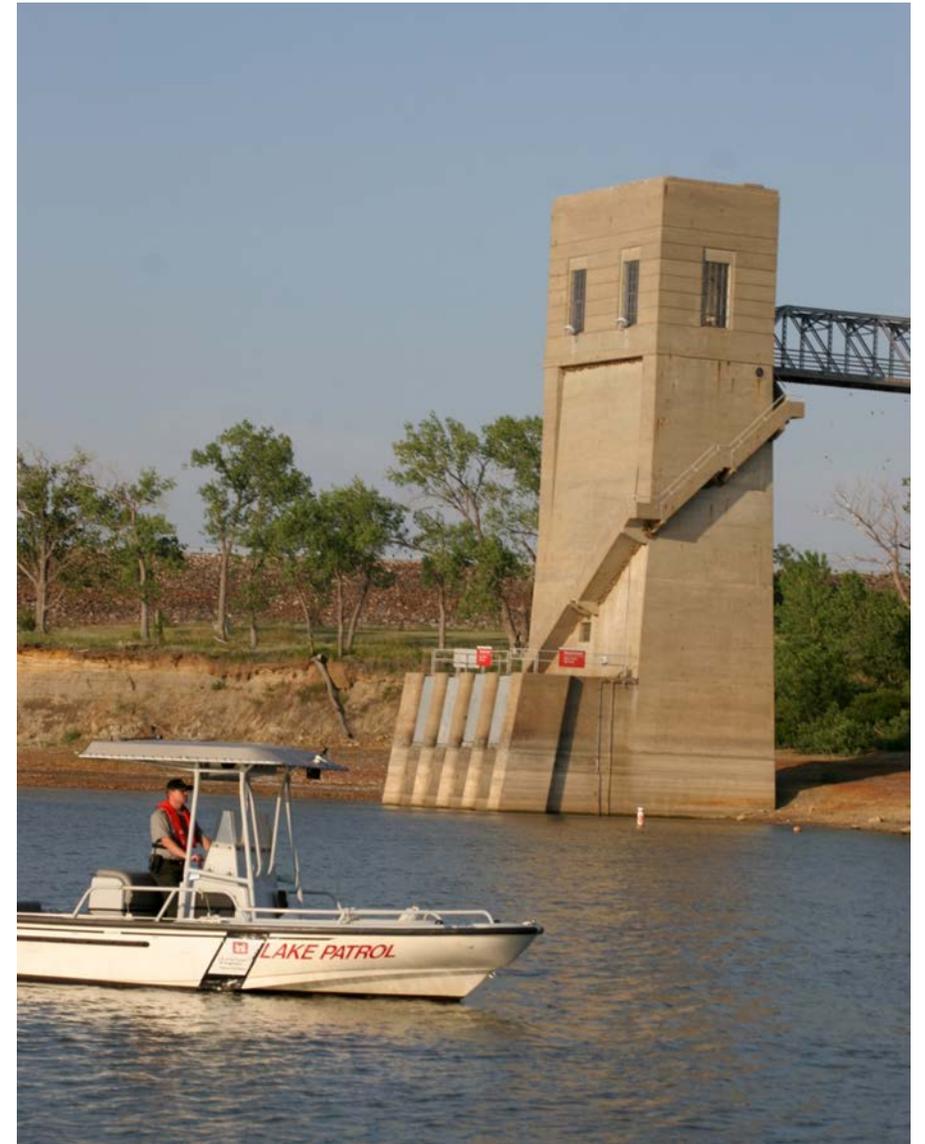


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# Rural Impacts

- Less services and resources available for your project
- More need for creative partnerships



# Rural Partnership - Marquette EMT

- Kanopolis Lake build in 1948.
- City of Langley, 1948 – Population 430. They had an elementary / middle school, post office, fire department and ambulance service. Today – Langley is an unincorporated town with a population of less than 50.

Over the last 35 years they slowly started to lose public services. In 2006, they lost the Fire Department/EMT.

- Problem: Next town is 38 miles away, which means 50 minute response time to an emergency.
- Kanopolis Lake gets visitation of 25,000 to 45,000 on peak weekends.



# Urban Impacts

- In 2000 the US Census Bureau changed its definition of “Urban” to “relatively small, densely settled clusters of population”
- Urban Creep ... Possibly coming to a lake near you.
- Population build up around lake projects
- Pressure to perform more services



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# Discussion - What Population shift changes are you seeing in your area?

1. Over the last 10 years has the population increased or decreased?
2. Is there a void of services provided by the community?
3. Is growth outpacing service provided by the community?
4. What partners are you currently utilizing?
5. Are there new potential partners you can reach out to?

# KEY TAKE-A-WAYS

## Audience

- The changing demographic makeup will also change the makeup of the outdoor participant. Partnerships will help us make that transition.

## Generational

- Partnerships are a service business. The reason we partner is to provide a better service to our visitors or a better service to the natural resources.

## Population

- The community dynamic surrounding USACE Projects is changing, Partnerships will be crucial to help stabilizing impacts of this change.



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# RURAL PARTNERSHIP PHILIPPI PARK AT JOHN DAY WILLOW CREEK PROJECT

Presented By:  
Tim Darland

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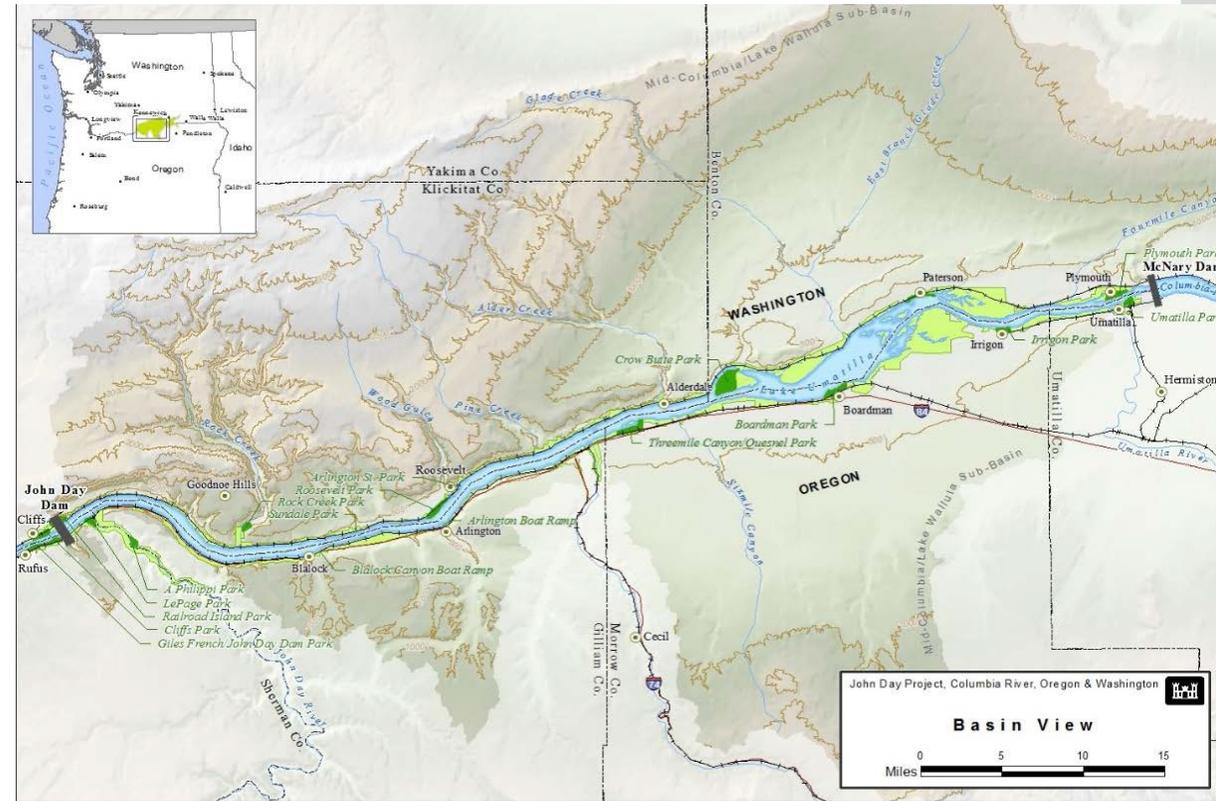
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# JOHN DAY WILLOW CREEK PROJECT

## John Day Project

- Nestled between 2 states, 6 counties
- Located 110 miles E. of Portland
- Closest City: Rufus, OR
  - Population 243
- Lake Umatilla
  - Reservoir 76 miles
  - 49,300 surface acres @ normal pool
- Visitation
  - 284,000



# WHY A PARTNERSHIP?

## Area of Responsibility

- 225 shoreline miles
- 140 outgrants
- 13 Rec sites, 2 Class “A” Campgrounds
- 22,000 acres (ES)
- Willow Creek (FRM)

## Declining Budgets

- \$1.56m (2006) – \$860k (2017)

## Staffing

- 1 NRM, 3 Rangers, 7 Resource Maintenance



# PHILIPPI PARK

- Established 1978
- 3 miles up the JD River
- 82 total acres, 10 acres developed
- 35 undesignated camping sites
- Potable water
- Restrooms and showers
- Irrigated lawn
- Courtesy docks, max 35 boats
- Annual visitation 13,000 Unique recreational experience
- Boat-in only access



# PHILIPPI PARK CLOSURE 2013

## Reasons

- Budget shortfalls
  - Limited project staff to support O&M
  - Long-term failing infrastructure
  - Siltation at boat docks
  - Not cost effective

## District approval to place park in caretaker status

- Complete closure
  - Limited patrols
  - No services – closure signs placed
  - Removed docks, tables, grills
  - Fixed structures remained, but boarded up



# OPAL FOUNDATION

- Established in Oregon
- 2015 Founded by Darrell McSmith
- Multigenerational user – Paul and Oppie
- Belief in the power of parks and rec areas
  - Improve quality of life
  - Attract visitors and businesses
  - Grow local economies Mission
  - Support rec entities
  - Ensure CG and parks stay open
  - Provide access to America’s most beautiful areas for continued enjoyment of campers, boaters, anglers and those who simply love being in nature



<http://www.opal-foundation.org/>



# TIMELINE

- Feb 2015 - approached Corps
  - Mar – Dec 2015 - several meetings ensued (Burke, Ibsen, RE, OC, PAO, OPM)
  - Began to rebuild strained relationships Jan
  - Feb 2016 – MOU drafted
  - Feb 2016 – potable water and septic tested
  - Mar 2016 – MOU finalized
  - Agreed to open Memorial Day – Labor Day  
Mar – May 2016
- OPAL Comm plan developed with PAO approval
- Posters to businesses and flyers mailed to residents (50 mile radius)
- Boots-on-the-ground
- OPAL and Corps divvied up tasks





# OPAL FOUNDATION SUCCESSES

Partnered with 7 local business

– OPAL and businesses generated \$93k

68 unique volunteers

– Logged 4043 hours

– Value of service \$95k

– Full time camp host

Immeasurable benefits



# COMPLETE MAKEOVER



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# URBAN WILDLIFE REFUGE PARTNERSHIP AT SAYLORVILLE LAKE

Presented By:  
Jonathan Wuebker

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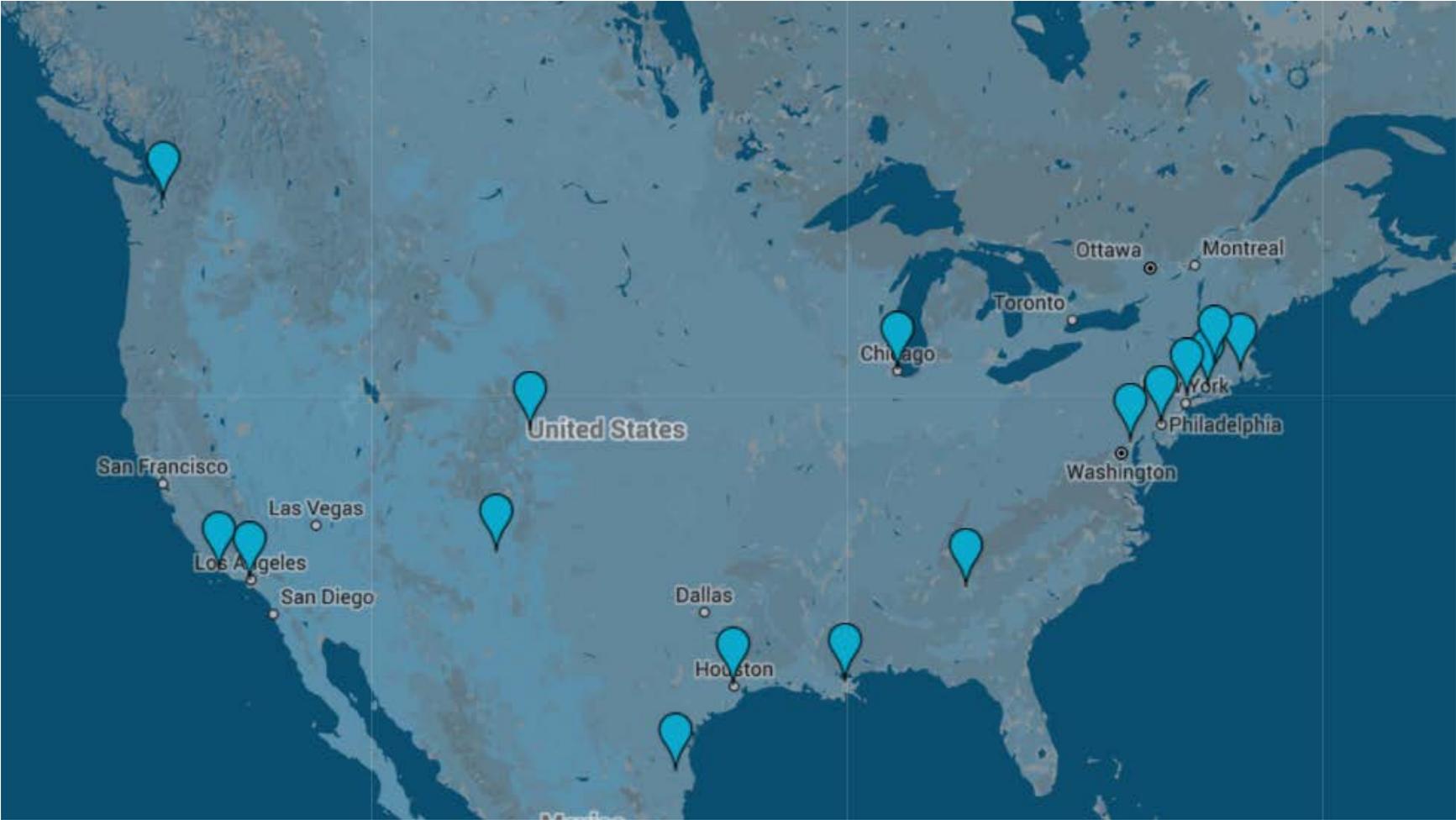


# URBAN WILDLIFE REFUGE

- 80% of the U.S. Population currently resides in urban communities
- Resource Agencies must promote strategies to:
  - Engage these audiences in meaningful, collaborative ways
  - Build sustainable, broad-based support
  - Ensure our natural resources are conserved and valued by the American people.



# CURRENT URBAN WILDLIFE REFUGE PARTNERSHIPS



# THREE GOALS IN THE NATIONAL WILDLIFE REFUGE SYSTEM



- Wildlife Preservation
- Habitat Restoration
- Education and Outreach

# CHALLENGE ALL RESOURCE AGENCIES FACE

Urban settings surround 80 percent of Americans and shape their conservation ethic



**HOW DO WE TEACH A NEW GENERATION TO LOVE THE  
LAND,**

**WHEN PAVEMENT IS WHAT THEY USUALLY SEE?**



# URBAN WILDLIFE PARTNERSHIPS



Reimagine and reestablish our urban communities as places of wildlife conservation and education.

# STANDARDS IN THE PARTNERSHIP

1. Know and relate to the community
2. Connect urban people with nature via stepping stones of engagement
3. Build partnerships
4. Be a community asset
5. Ensure adequate long-term resources
6. Provide equitable access
7. Ensure visitors feel safe and welcome
8. Model sustainability

# WITH URBAN WILDLIFE REFUGE PARTNERSHIP, USACE SAYLORVILLE WILL BE ABLE TO:

1. Advise communities on habitat restoration
2. Work with partners to obtain project grants
3. Provide additional local educational outreach and opportunities
4. Provide local students summer employment and volunteer opportunities (Youth Conservation Corps, Student Conservation Association, Americorps etc.)

# PARKS IMPROVEMENTS



Parks



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# TRAIL IMPROVEMENTS



Trails

# EDUCATION



Education



# ORNITHOLOGY



Ornithology

# PROGRAM ALIGNS WITH REGIONAL PRIORITIES



# CONNECTIONS TO THE TOMORROW PLAN

## Tomorrow Plan Goal Two:

*Improve the Region's Environmental Health and  
Access to the Outdoors*

*C. Build a region-wide greenways system*

*E. Expand tree canopy and regional park capacity  
– acres, facilities, programs, and connections*



# CONNECTIONS TO THE TOMORROW PLAN

## Greenways Initiative (2):

*Build a fully-connected system of natural resource areas by selectively expanding the existing network of parks, conservation areas, open space, and trails.*

## Regional Cooperation Initiative (4):

*Reach across jurisdictional boundaries to manage systems, including utilities and infrastructure.*



# SUPPORTS ACTIVE PROJECTS

1. Greater Des Moines Water Trails and Greenways Plan
2. Jester Park Nature Center
3. Water Works Park Master Plan
4. Clive Greenbelt
5. Chichaqua Bottoms Greenbelt
6. Watershed Management Authorities

# PROPOSED “CORE” PARTNERS

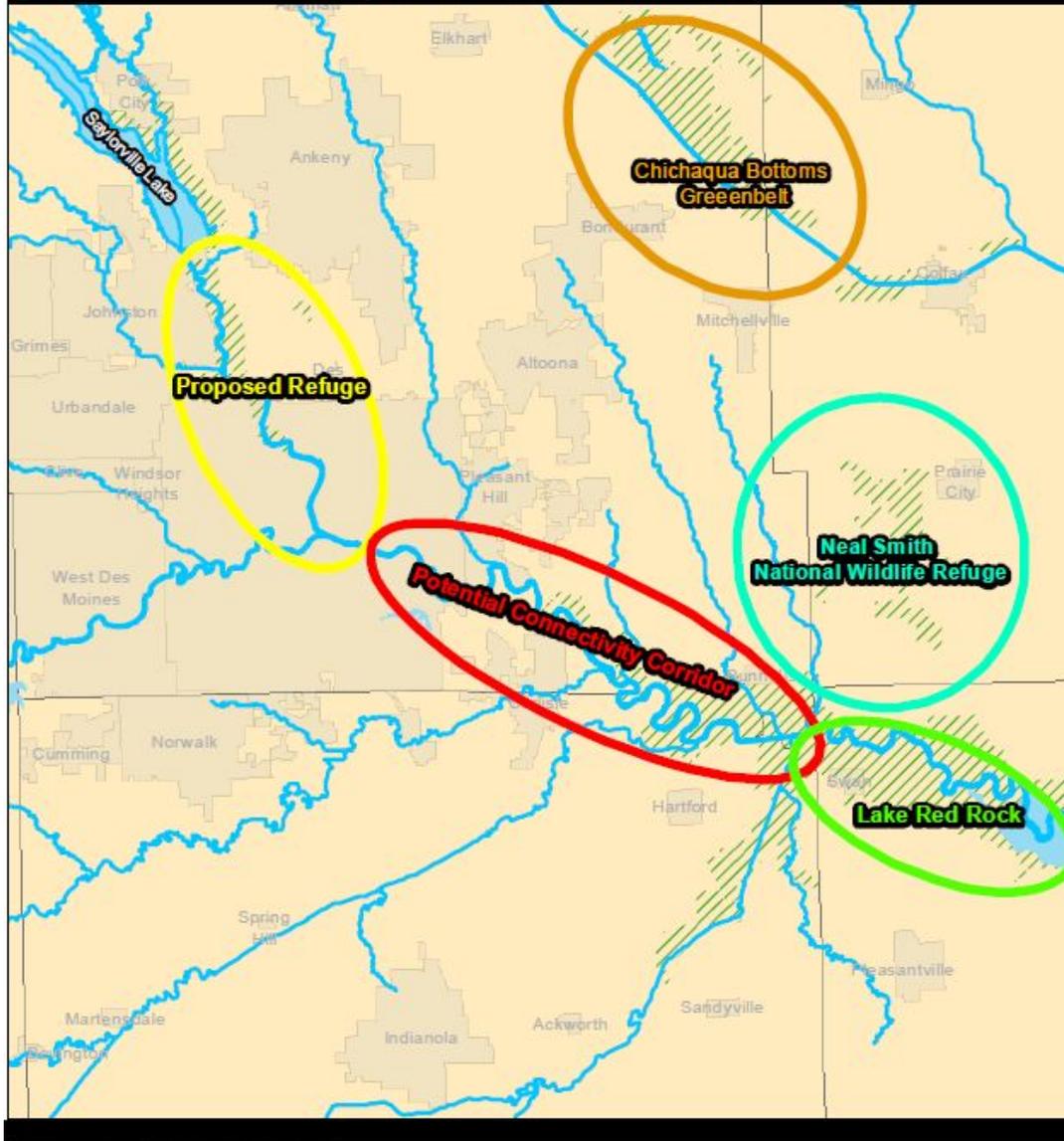
- U.S. Fish and Wildlife Service
- U.S. Army Corps of Engineers
- City of Des Moines Parks and Recreation
- Polk County Conservation
- Iowa Department of Natural Resources

## Potential Supporting Partners:

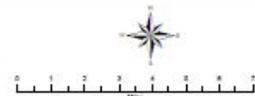
- Des Moines Public Schools
- Des Moines Water Works
- The Nature Conservancy
- Ducks Unlimited
- Iowa Natural Heritage Foundation
- Pheasants Forever
- Greater Des Moines Botanical Garden
- Keep Iowa Beautiful-Teachers Going Green
- Iowa State University
- The Audubon Society
- Iowa River Revival
- American Rivers
- The Sierra Club
- Blank Park Zoo



# Saylorville Lake Master Plan Proposed Corridor Connectivity



-  Chichaqua Bottoms Greenbelt
-  Lake Red Rock
-  Neal Smith National Wildlife Refuge
-  Potential Connectivity Corridor
-  Proposed Refuge



Sources: Corridor Connectivity - USACE  
Background Imagery - IDNR  
Map Produced: 5/21/2014

# PROPOSED CORRIDOR CONNECTIVITY

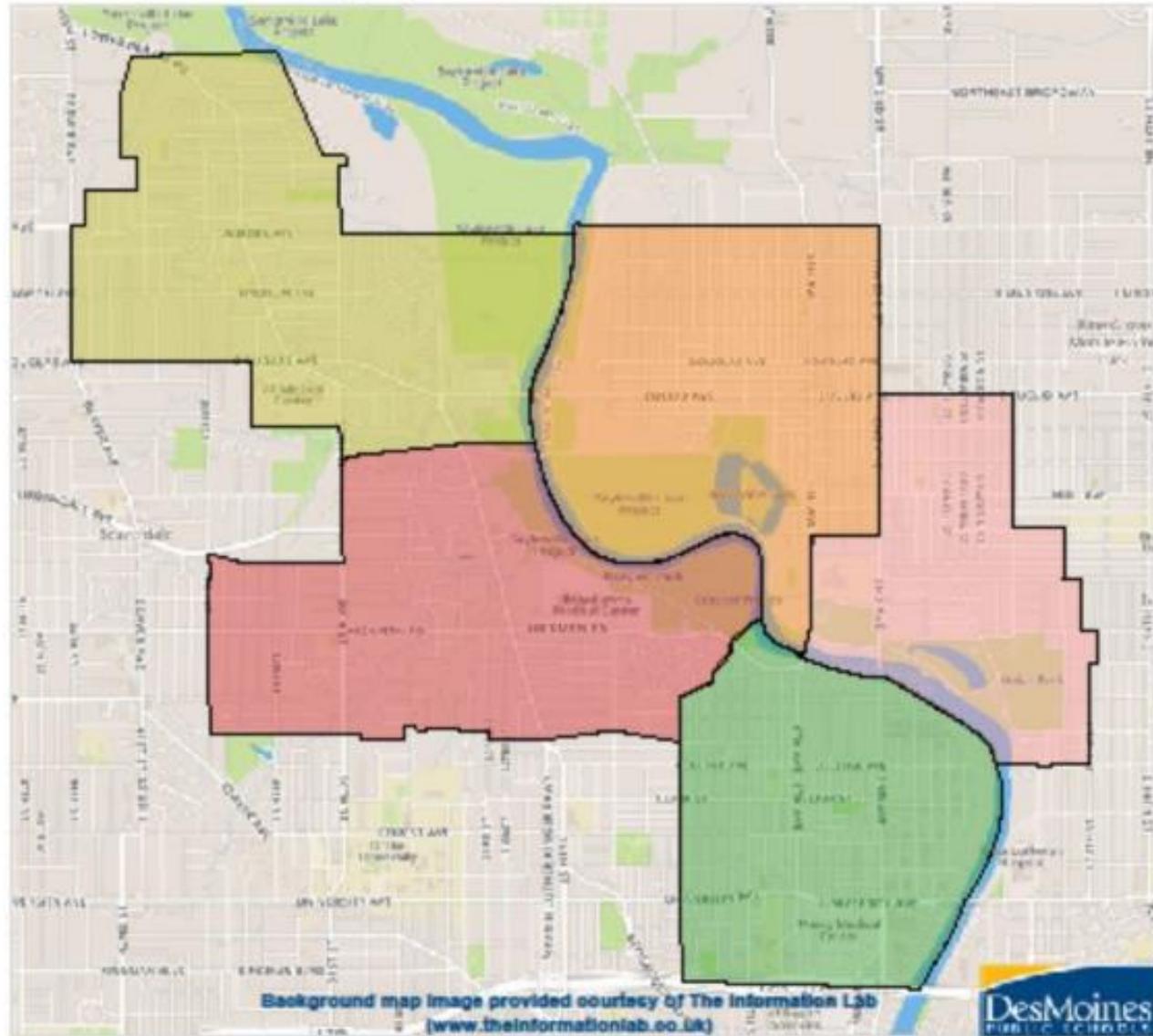


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# SCHOOL DISTRICTS INVOLVED IN CORRIDOR

Elementary School Boundary Map 15-16



- SCHOOL LEVEL**
- Elementary School
  - High School
  - Middle School
- SCHOOL NAMES**
- Brubaker
  - Capitol View
  - Carver
  - Cattel
  - Cowles
  - Downtown School
  - Edmunds
  - Findley
  - Garton
  - Greenwood
  - Hanawalt
  - Hills
  - Howe
  - Hubbell
  - Jackson
  - Jefferson
  - King
  - Lovjoy
  - Madison
  - McKinley
  - Monroe
  - Moore
  - Morris
  - Moulton
  - Oak Park
  - Park Avenue
  - Perkins
  - Phillips
  - Pleasant Hill
  - River Woods
  - Samuelson
  - South Union
  - Rouse

# PROCESS

- Collecting partners willing to participate in this program
- Drafting collectively an agreement with multiple agencies, disciplines, and requirements
- Acquiring required signatures in the order allowed per agency requirements
- Implementing the program and continued coordination

# KEY TAKE-A-WAYS

## Audience

- The changing demographic makeup will also change the makeup of the outdoor participant. Partnerships will help the Corps make that transition.

## Generational

- Partnerships are a service business. The reason we partner is to provide a better service to our visitors or a better service to the natural resources.

## Population

- The community dynamic surrounding USACE Projects is changing, Partnerships will be crucial to help stabilizing impacts of this change.



US Army Corps  
of Engineers



# QUESTIONS?????

Heath Kruger  
Natural Resource Management Specialist  
Kansas City District  
816-389-2183  
[Heath.R.Kruger@usace.army.mil](mailto:Heath.R.Kruger@usace.army.mil)

Timothy Darland  
Natural Resource Manager  
John Day Willow Creek (NWP)  
541-739-1040  
[Timothy.J.Darland@usace.army.mil](mailto:Timothy.J.Darland@usace.army.mil)

Jonathan Wuebker  
Natural Resource Specialist  
Saylorville Lake Project  
515-276-4656  
[Jonathan.D.Wuebker@usace.army.mil](mailto:Jonathan.D.Wuebker@usace.army.mil)

