

Review of Input received from NRM Community

NRM Conference

- 3 sessions – estimated 150 in attendance
- Comments noted during session (over 140 comments noted during the sessions)
- Additional comments received via post-its on display board

“Being flexible and being able to make changes. Partnering gives us that. Partnering is good, not just for the funding, but because it is right, involves the community, gets people involved. This is a great way to plan for transformations that we don’t even see yet.”

-NRM Conference Session Participant



Review of Input received from NRM Community

Post Conference Survey

- Forms available at the conference and via PDF from NRM Gateway Roadmap Site.
- Responses due March 31
- 133 forms completed and submitted
- Additional 4 comments received not using the form
- PDT members hosted District/Division meetings and solicited additional feedback

“Striving to maximize the recreational opportunities both quality and quantity at every available situation. However, in reality, declining budgets do not typically lead to increased public recreational opportunities. Our facilities haven’t kept up with the growth of recreational vehicles and equipment. The size and length of boats, RV’s, tents, etc. have increased over the years yet our facilities have not... Facilities are just part of the “great” experience for users. Friendly and helpful staff plays a huge role.”

- Input form response



Questions Posed: 1 - 3

- 1. What are the critical elements of the Corps of Engineers that the recreation program could provide or support in the future?**
- 2. How can the recreation program better integrate with and support other business lines?**
- 3. Budgets are flat with no new funding anticipated – what are you doing (or will you be doing) to make more efficient and effective use of your budget dollars?**



1. Critical Elements...Rec...to Corps?

Summary of key findings from NRM sessions and written feedback

- Corps recreation is a good investment and provides benefits to the nation
- Corps recreation can provide more recreation benefits for the U.S. Armed Forces and their families
- Corps rangers are good partners and create strong partnerships that provide public benefits
- Corps rangers are a positive voice and face for the Corps and its Civil Works program
- Corps rangers can do more for the USACE and the Civil Works program



2. How Rec Integrate/Support other BLs?

Summary of key findings from NRM sessions and written feedback

- Strong split among respondents
 1. Resist integration
 2. Already well integrated
 3. BLs should support Recr/Interp to share mission
- Outreach: Recr should share entire Corps story and mission/purpose of all BLs | Communicate on and off site with publics re: Corps
- Inreach: Communicate to other BLs that Rec can do outreach
- Best “Fit” with these BLs: ES, FDR, EM, Contracting
- Two primary ways to support:
 1. Interp/Outreach
 2. “Eyes in the field” for monitoring other BL areas
- **Cross-training** of Rec/Rangers is the key



3. Flat Budgets...How Responding?

Summary of key findings from NRM sessions and written feedback

- Increased partnerships and use of volunteers most common strategies
- Reduced hours/staff frequently reported
- Some efforts to reduce costs through more sustainable facilities, purchasing and better equipment
- Moderate number of responses to reconsider amount and type of contracting
- Modest number of responses for increased marketing



Questions Posed: 4 - 6

- 4. How can the recreation program position ourselves internally to be recognized and valued as the face of the Corps?**
- 5. How can we better tell the Corps of Engineers' and the recreation program's stories?**
- 6. What should great look like for the recreation program?**



4. Internal Positioning for Recr

Summary of key findings from NRM sessions and written feedback

- Develop in-reach promotion/communication strategy to sell the value of recreation to the Corps (e.g., public face, largest provider)
- Acquire the professional tools (e.g., fee retention, coop agreements, visitor research, data systems) used by other federal recreation providers
- Encourage allies (e.g., users, associations, industry groups, industry manufacturers) to promote importance of recreation
- Team up with DOD and MWR to better serve military
- Promote Rangers as skilled, versatile, resourceful and able to support other Corps functions
- Stop outsourcing recreation. If it is important the Corps should manage recreation, not manage provision of recreation



5. Recr Better Tell Corps Story

Summary of key findings from NRM sessions and written feedback

- Develop national theme and promote consistently; develop national identity (e.g., brand) and use consistently.
- To better tell story, make better use of:
 - ▶ Website, Social Media, All Mass Media
 - ▶ Customer Referrals/Testimonials
 - ▶ Corps Heritage
- Suggestions for the entire range of marketing and promotion efforts (e.g., Super Bowl ads to billboards) to newer, specialty ideas (e.g., film for outdoor film festivals,
- Strengthen relationships with PAO. Bombard them with success stories (consistent call for more/better coverage/support from PAO)
- More support to interpretive services to tell Corps story.



6. “Great” for Recr Looks Like....

Summary of key findings from NRM sessions and written feedback

- Facilities & Programs
 - ▶ Safe, Sustainable, Maintainable
 - ▶ Contemporary
 - ▶ Trails and Shoreline
- Pricing
 - ▶ Fair, Affordable
 - ▶ Accessible to All
 - ▶ Visitors Return Often
- Rangers
 - ▶ Adequate Numbers
 - ▶ Well Trained
 - ▶ More Field Time
- Programs
 - ▶ Good Programs
 - ▶ Engaged Publics



Questions Posed: 7 - 10

- 7. In terms of the recreation program, what does "transform and position for the future" mean to you? What needs to be "transformed" within our program?**
- 8. What are we doing now that you envision we won't be doing 10-15 years from now? What new things will we be doing 10-15 years from now?**
- 9. How can the recreation program continue to be of value and relevancy to the Corps of Engineers and to the American people?**
- 10. Anything else?**



7. Transformed Means...

Summary of key findings from NRM sessions and written feedback

- “Transform and position for the future means to prepare for changes...in the recreational program...in the American people.”
- Many calls for more field time for rangers and less paperwork/reporting.
- Modernize CG to provide contemporary camping experience (e.g., amenity-rich)
- Conduct business more efficiently
- Adapt to changing trends
- Outsource/No Outsourcing split apparent



8. What Do/Not Do in 15 Years?

Summary of key findings from NRM sessions and written feedback

- Doing (Still in Rec but..)
 - ▶ More Day Use and Group Sites
 - ▶ More Outsourcing/leasing & associated oversight
 - ▶ More with less
 - ▶ More Law Enforcement
 - ▶ More dam renovation/maintenance
 - ▶ More volunteers, partnerships, coop mana, etc.
 - ▶ More stewardship
- Not Doing (or Doing Less)
 - ▶ Hunting
 - ▶ Less Class A/Overnight Camping
 - ▶ Less Maintenance due to new materials/processes
 - ▶ Less Direct Delivery (and more oversight, QA/QC)
 - ▶ Fewer “faces” (e.g., fee collectors, reservations) as more technology is added



9. How Rec Continue to Add Value?

Summary of key findings from NRM sessions and written feedback

- Continuing to provide low cost, high quality, safe OR experiences (and infrastructure) to the American public
- Effectively position recreation within the Corps
- “Water is our public opportunity...Develop water based ops/programs to target the growing demographic audiences.”
- “Stay active in communities” and respond to local needs
- Promote active lifestyles and wellness
- Maintain natural areas and open space/water access
- **Promote** positive OR recreation experiences available at Corps water projects; promote # 1 recreation provider.
- National Lakes system



10. Anything Else?

Summary of key findings from NRM sessions and written feedback

- Comments about fee retention and costs of large scale infrastructure.
- Comments about “disconnects” and perceived inequities in various level of the system.
- Comments about how rec is viewed w/in the Corps and need to be promoted outside the Corps.
- Comments about uniforms and need for stronger Corps recreation “identity”

