

CORPS OF ENGINEERS NATURAL RESOURCES EDUCATION FOUNDATION



www.corpsfoundation.org

**PAC Team Presentation
August 10, 2022
Hiram M. Chittenden Locks**

THE CORPS FOUNDATION

VIDEO 1 MIN.



Supporting Recreation

The Foundation, with the help of members, contributors and partners, works to improve the variety and quality of facilities to meet the increasing demand for recreation.

Natural Resource Education

Enhancing visitor's experience by raising their awareness of the water environment and its associated resources.

Promoting Water Safety

Life Jackets Worn...Nobody Mourns

The Innovations Store

A new partnership between the Corps of Engineers Multi-District Innovations team and the Corps Foundation to host new technology for Natural Resource Management employees and enhance the recreational experience of the visiting public.



THE CORPS FOUNDATION

VIDEO HERE

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.

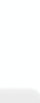


- National non-profit advocacy organization for the USACE NRM program
- Articles of Incorporation: December 2006
- IRS 501(c)(3) designation: January 2007
- Signed MOU with USACE: October 2007

WHY WAS THE FOUNDATION CREATED?

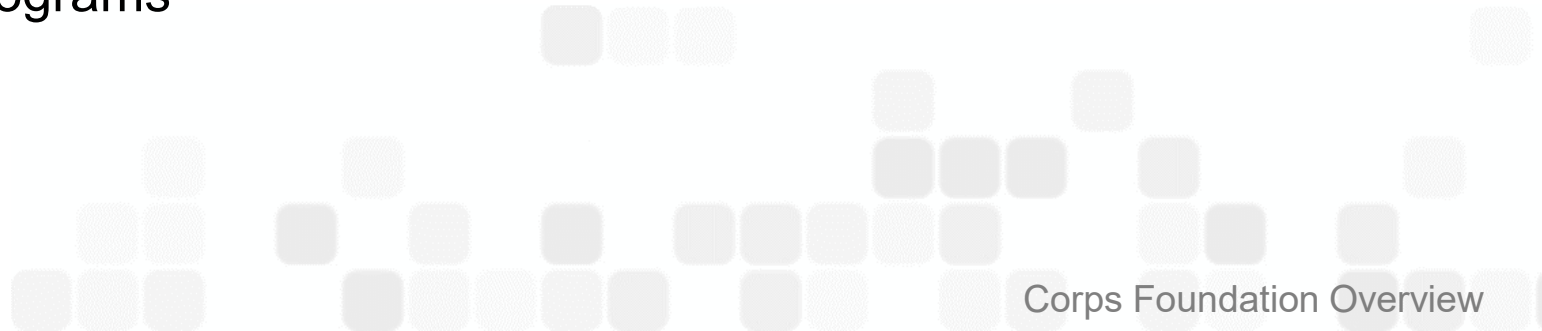
Outreach, Education, and Advocacy:

- Educate stakeholders (public & Corps) 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



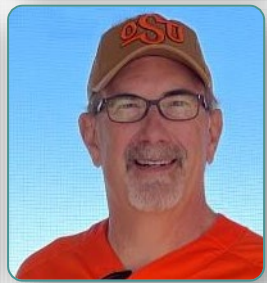
CURRENT BOARD (as of July 2022)

Board of Directors

(Maximum of 13 Directors with a minimum of 7)



- Greg Miller, Chair
- Marilyn Jones, Treasurer
- Sue Clevensine, Secretary



Directors:

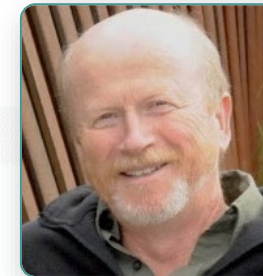
- Nancy Rogers
- Rich Deline
- Kent Dunlap

Non-Board Support Members:

- Pat Barry (Communications)
- Rachel Garren (Water Safety)
- Tom Twigg (Webmaster)

Directors Emeritus:

- Peter Lewis
- Darrell Lewis

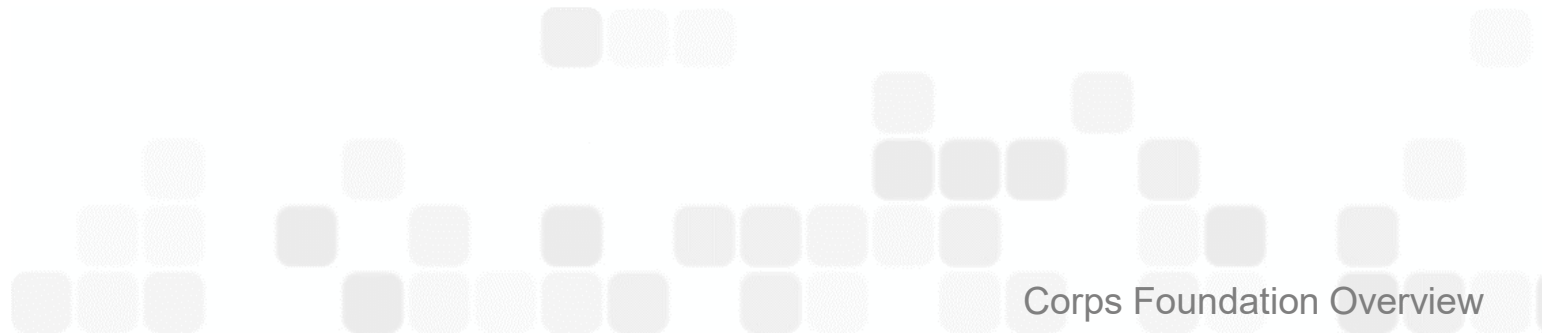


CORPS FOUNDATION PRODUCTS/ACTIVITIES FOR NRM

1. SUPPORT FRIENDS GROUPS & VOLUNTEERS

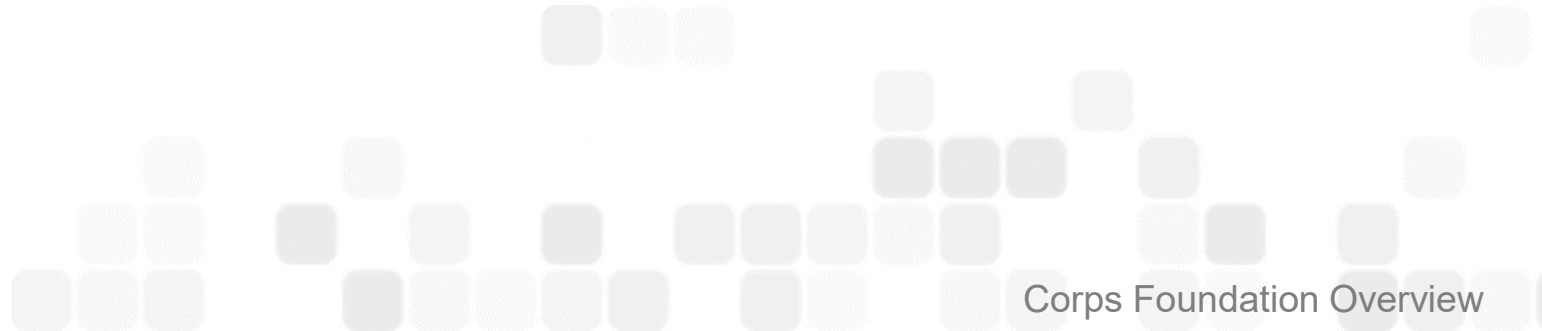
2. FUNDRAISING SUPPORT OF PROJECTS

3. OUTREACH, EDUCATION & ADVOCACY



CORPS FOUNDATION PRODUCTS/ACTIVITIES FOR NRM

1. SUPPORT FRIENDS GROUPS & VOLUNTEERS



1. SUPPORT FRIENDS GROUPS & VOLUNTEERS

Recognition and Award Programs

Annual awards recognize outstanding services to USACE recreation and environmental stewardship programs

- ✓ Volunteer coins
- ✓ Enduring Service

- ✓ Volunteer of the Year
- ✓ Excellence in Partnerships



1. SUPPORT FRIENDS GROUPS & VOLUNTEERS

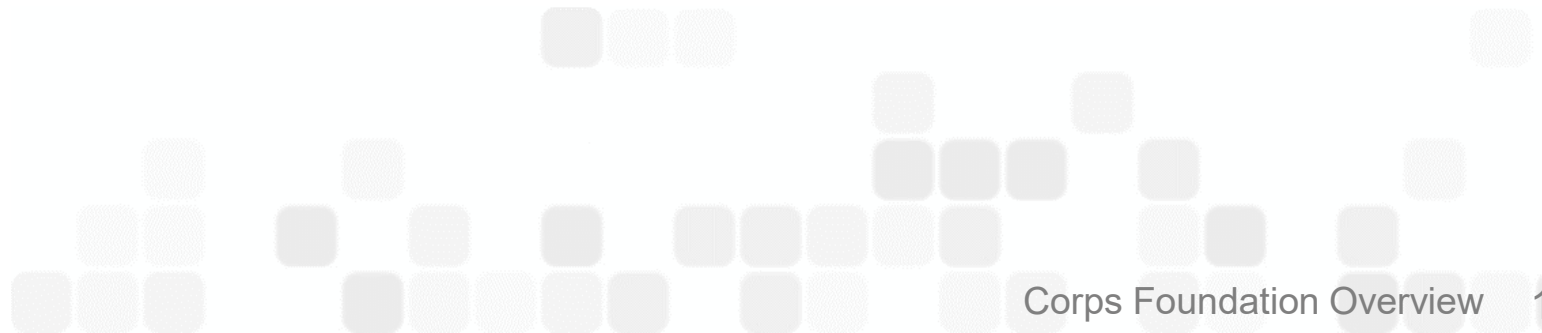
Cooperating Association Toolkit

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



CORPS FOUNDATION PRODUCTS/ACTIVITIES FOR NRM

2. FUNDRAISING SUPPORT OF PROJECTS

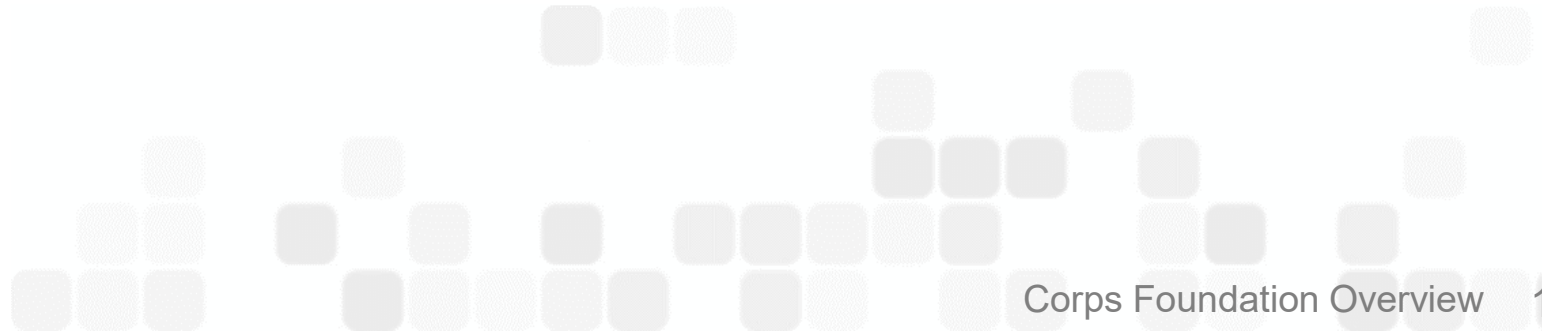


2. FUNDRAISING SUPPORT OF PROJECTS

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.
- ✓ Review Handshake submittals for possible financial assistance. Starting in 2021, Foundation has awarded \$5k bonus to Handshake project



2. FUNDRAISING SUPPORT OF PROJECTS

Foundation Grant Support

Completed:

- Dominion Energy for the Stonewall Jackson Lake Partnership in the amount of \$1956, West Fork River in Lewis County, West Virginia.
- 300 tree saplings for Earth Day at Crooked Creek Park in Ford City, PA.
- \$1233.25 for the project, "Exploring Libby Dam for an Every Kid in the Park" grant funded by NPF.

\$9000 for the project, Lake Ouachita for an Every Kid in the Park grant funded by NPF."

- National Water Safety Plan- CF contributed funding for staff position

Discover Your Northwest (non-profit). Ballard Locks Seattle, WA

Pending:

- Handshake bonus award at John Martin Reservoir, CO. Donation to be used for installing picnic tables and plaques for a Tamarisk Removal & Native Habitat Restoration
- Bar NI Ranch Community Fund (nonprofit), Trinidad Lake, CO \$3,750 in funds to be expended on a sculpture at the pollinator garden.
- \$4,400 of donated funds from plea agreement to benefit the Huntington District Natural Resource Management program for interpretive signs at a Wetland trail project and seeds for pollinator garden.

2. FUNDRAISING SUPPORT OF PROJECTS



Create Partnership to Renovate Popular Visitor Facility



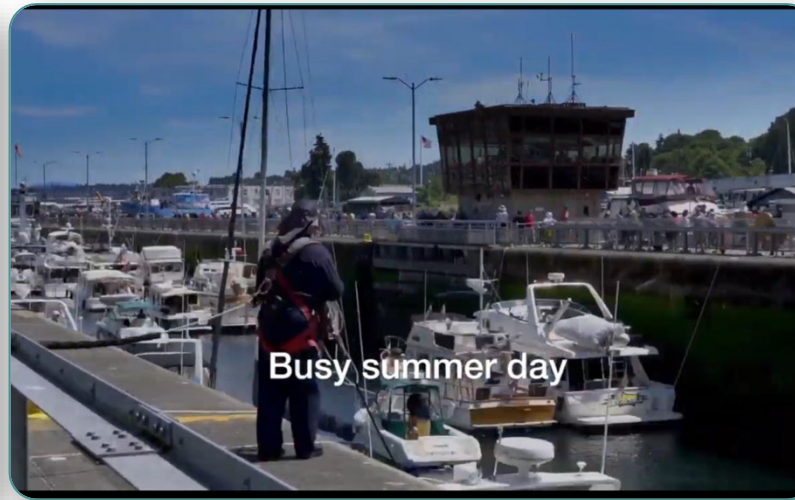
- Top 5 tourist icon in serious need of repairs and improved educational exhibits
- Created Custom website and other social media to engage public for support
- Raised over \$1 million raised for construction and improved exhibits
- Nations largest Project Partnership
- On-going fundraising using Salmon Legacy Wall (over \$200K as of July 2022)

2. FUNDRAISING SUPPORT OF PROJECTS



How We Did It

Background:



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

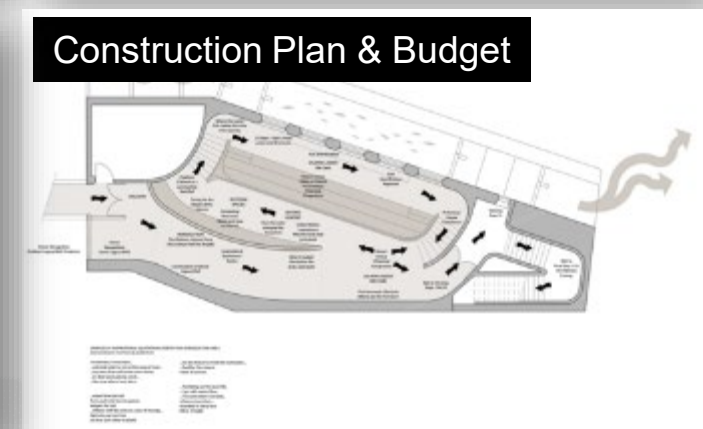
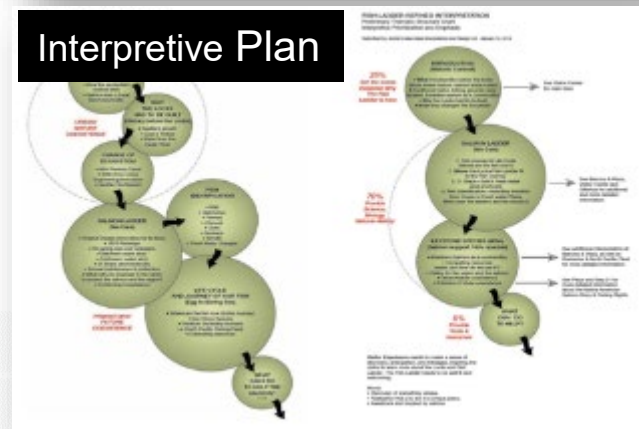
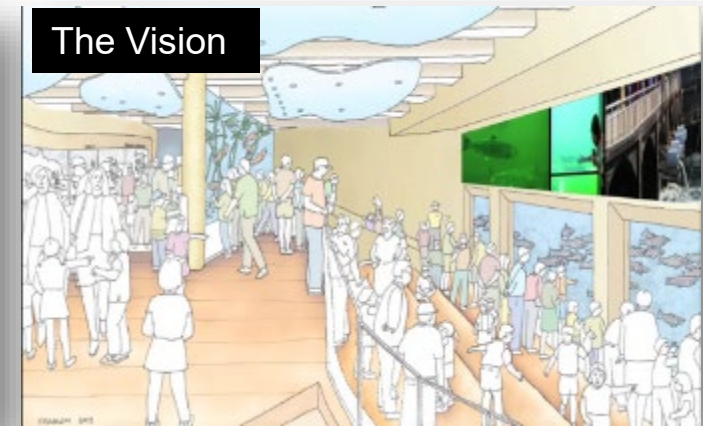
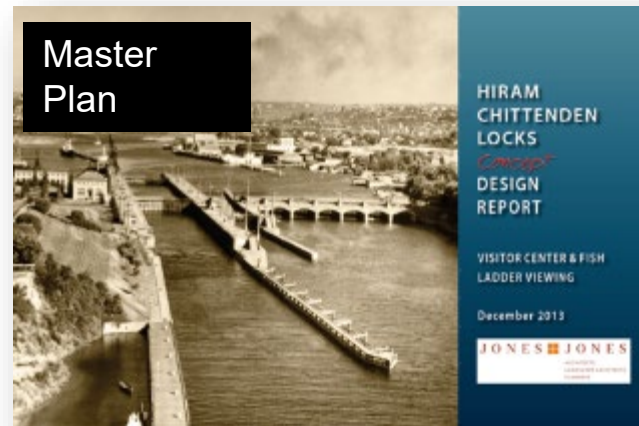
2. FUNDRAISING SUPPORT OF PROJECTS



How We Did It

Step 1 - Vision and Plan

- ✓ A Locks Master Design Plan was developed pro bono 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



2. FUNDRAISING SUPPORT OF PROJECTS



How We Did It

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.



2. FUNDRAISING SUPPORT OF PROJECTS



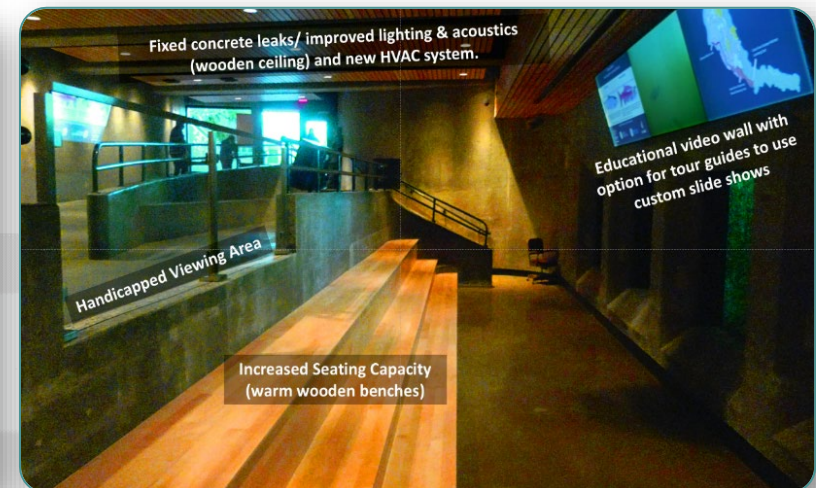
How We Did It

Step 3 – Fund Raising Sources (Totals Over \$1.1 Million)

- ✓ Major Grants - Local Family Foundations (\$480K), WA State (\$467K)
- ✓ Second Level Grants - Seattle 4Culture (\$15K), NOAA (\$9K)
- ✓ Fund Raising Events & General Donations – (\$5K)
- ✓ Salmon Legacy Wall Donations – (\$200K on-going)



US Army Corps of Engineers
Seattle District



2. FUNDRAISING SUPPORT OF PROJECTS

Provide Interpretive Content For Modern Touchscreens

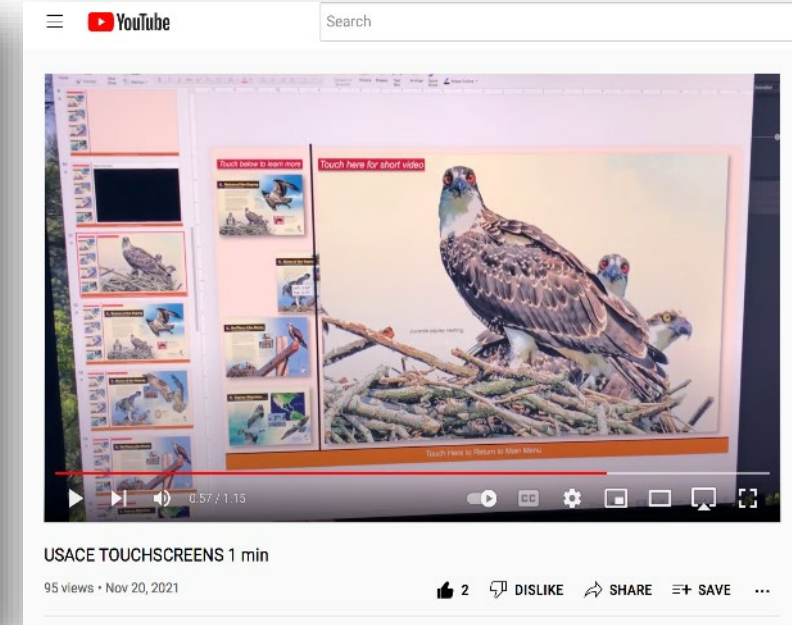


Fish Ladder touchscreen with a focus on the 3 species of salmon that migrate through the Locks



Portrait and Landscape styles. Basic units come with Corps of Engineers and NRM short videos

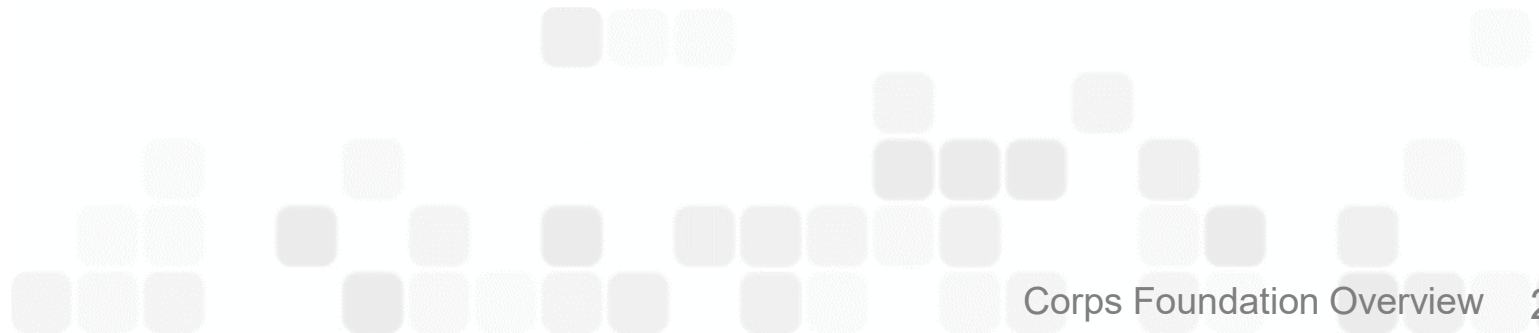
Local interpretive content programming by Corps Foundation, editable by rangers



YouTube 'Do it yourself' editing training and support provided by Corps Foundation

CORPS FOUNDATION PRODUCTS/ACTIVITIES FOR NRM

3. OUTREACH, EDUCATION & ADVOCACY

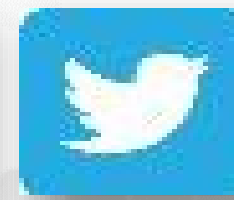


3. OUTREACH, EDUCATION, ADVOCACY



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

- Five annual grants 2015-22 (Over \$1 Million total)
- Just awarded additional three grants \$150K/yr
- ✓ Video & Audio PSAs , Educational videos
“Inflatable Life Jackets: Everything You Need to Know”
- ✓ Tailgate wraps, vinyl banners, pavement logo stencils
- ✓ Two mobile games
- ✓ Digital media marketing (Please Wear It)



3. OUTREACH, EDUCATION, ADVOCACY



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

- ✓ LifeJacketVideoContest.com (\$8,000 in prizes)
- ✓ Campaign promotional items
(t-shirts, beach towels, dry bags, and vehicle windshield sunshades)
- ✓ Advertisement
(Billboards, Movie Theaters, State Fishing Guides-eregulations.com)



3. OUTREACH, EDUCATION, ADVOCACY

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



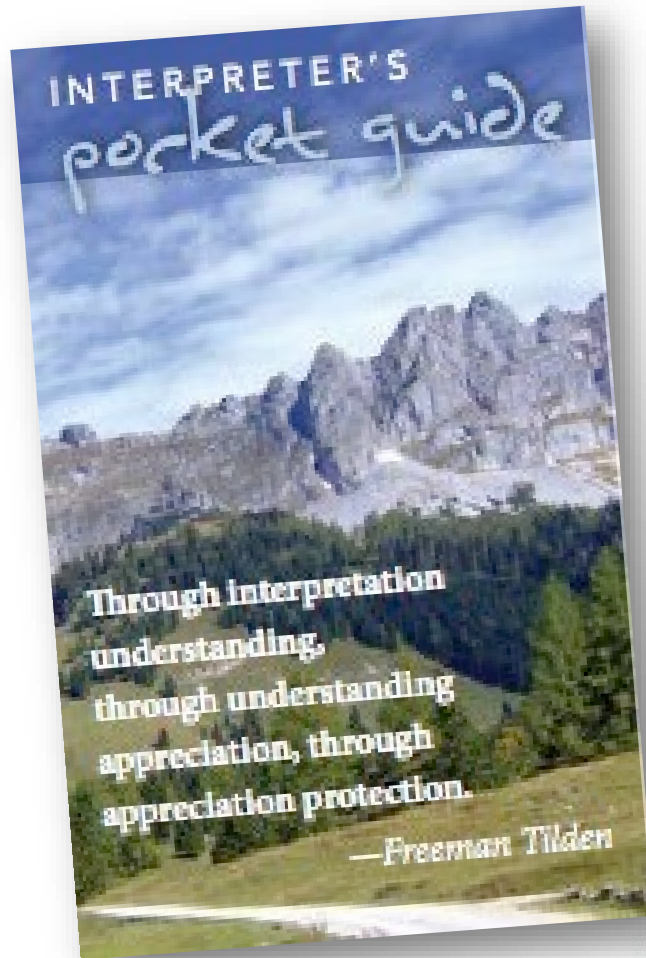
3. OUTREACH, EDUCATION, ADVOCACY

- 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>THIMATIC: 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>This product is produced in partnership with:</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>Cover Photo By Quentin M. Kirschinger</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

- State boating guide ads



Assisted in sponsoring water safety ads in the 2020 Georgia and Oregon Sport Fishing Regulations



Created through a partnership between The Corps Foundation and U.S. Army Corps of Engineers.



Produced under a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.

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

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 diverse like-minded organizations.

- 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 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)

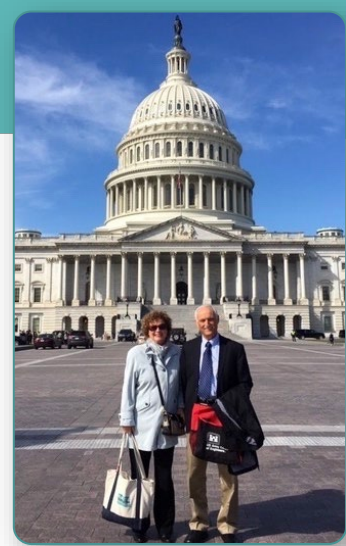


Leading association representing the recreational boating industry in North America.

3. OUTREACH, EDUCATION, ADVOCACY

2020 Success Story during 116th Congress

Advocated successfully for legislative authority to conduct a study to quantify 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.



Consolidated Appropriations Act, 2021 signed into law 27 Dec 2020 directs USACE to create a Recreation Task Force (RTF) that will:

- Develop a plan to maintain and enhance public recreational opportunities at Corps projects
- NLT 1 year provide Initial Report with historical review of recreation use and funding within Corps, and an assessment of overall condition of Corps recreation assets, including deferred maintenance and repair backlogs
- NLT 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

RTF Plan - it's a first step!

Results provide basis to request additional funding for deferred maintenance and infrastructure improvement

3. OUTREACH, EDUCATION, ADVOCACY



Potential 2022 Success Story during 117th Congress

Ongoing pursuit of an amendment to FY 2022 Water Resources Development Act (WRDA) increasing USACE funding by proposing a USACE set aside at \$16 million annually

Federal Lands Transportation Program (FLTP)

- Current FLTP funding status in H.R. 3684, Infrastructure Investment and Jobs Act
 - ❖ President signed into law on November 15, 2021
- Of overall current FY 22-26 annual amounts, 1.8% is to be distributed among USACE, BLM, BOR and independent federal agencies with natural resource and land management responsibilities

	Overall (\$M)	1.8% (\$M) USACE
FY 22	\$421.965	\$7.384
FY 23	\$429.965	\$7.524
FY 24	\$438.965	\$7.681
FY 25	\$447.965	\$7.839
FY 26	\$455.965	\$7.979

*as currently funded USACE annual amounts are \$7.4M FY22 to \$8M FY26

3. OUTREACH, EDUCATION, ADVOCACY

2022 Priorities during 117th Congress

Water Resources Development Act 2022



Request amendments to the challenge cost sharing cooperative management agreements authority granted under the Water Resources Development Act 2016 to:

- **Acquire New Authorities:** Allow non-federal public entities, private sector and nonprofit organizations to cooperatively manage parks and handle collected revenues. Use appropriated funds on volunteer recognition.
- **Retain Recreation Use Fees:** Retain and use revenue generated onsite for improvements to recreation features and in natural resources management.
- **Establish a Public Lands Restoration Fund:** Address recreation facilities maintenance backlog. Direct funds retained for extraction of resources on public lands like funding provisions in the Great American Outdoors Act.
- **Federal Lands Transportation Program:** Dedicate \$16 million for each of fiscal years 2022 – 2026 for road, bridge, tunnel and parking lot projects.

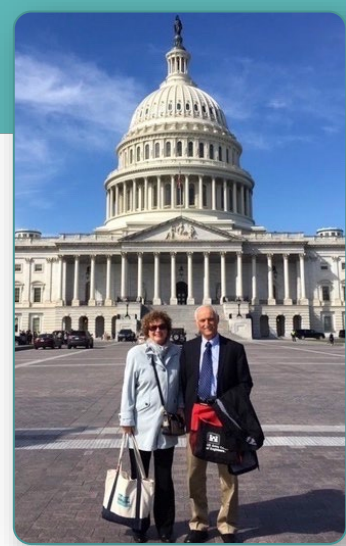
3. OUTREACH, EDUCATION, ADVOCACY

2022 Priorities during 117th Congress

FY 2022 Appropriations Bill

Increase Recreation Funding:

- Request additional funding provided in the Operations and Maintenance Account, Other Authorized Project Purposes
- Not less than \$40,000,000 shall be allocated for USACE Recreation Business Line to continue the operation, maintenance, and repair of existing recreation facilities and public access including unfunded infrastructure maintenance needed to sustain existing facilities at full capacity.



HOW YOU CAN HELP US HELP YOU

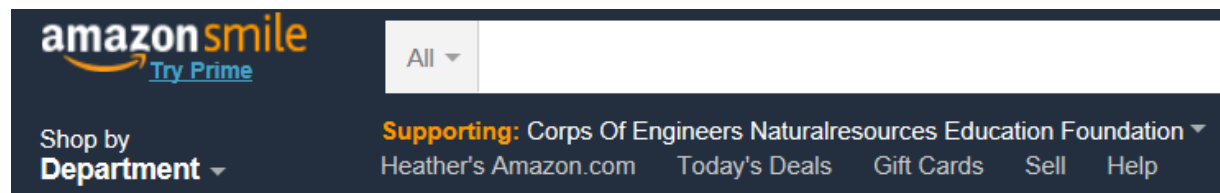
JOIN US!

Consider an Annual Membership

- \$25 Regular Membership
- \$50 Contributing Membership
- \$100 Preferred Membership
- \$250 Sponsor Membership



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

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