2013 National Outdoor Recreation Conference

Book of Abstracts

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BEST PRACTICES IN TRIBAL RECREATION AND NATURAL RESOURCE PLANNING

John Bass
MIG Inc., USA

Daniel Iacofano
MIG Inc., USA

Description of Presentation/Poster:
This 1.5 hour session will be a moderated panel highlighting best practices in tribal planning for recreation and natural resources. Over the last decade tribal entities such as the Federated Indians of Graton Rancheria and the Yakama Nation have become increasingly involved in planning for recreation and natural resources. Some of the lands for which planning occurs are Reservation lands, while others are ancestral lands owned and managed by non-Tribal entities. Panelists will discuss challenges associated with Tribal planning such as cross-cultural differences, building Plan support among Tribal members, seeking and obtaining funding, and plan implementation.

Learning Objectives:
- Understand some of the types of planning projects in which Tribal entities are involved
- Understand how Tribal recreation and natural resource planning efforts differ from efforts by non-Tribal entities
PLANNING FOR AN ENVIRONMENTALLY SUSTAINABLE TRAIL SYSTEM: MARIN COUNTY PARK AND OPEN SPACE DISTRICT’S ROAD AND TRAIL MANAGEMENT PLAN

John Baas  
MIG Inc., USA

Linda Dahl  
Marin County Parks and Open Space District, USA

Elise Holland  
Marin County Parks and Open Space District, USA

Bob Klousner  
Environmental Planning Partners Inc., USA

Description of Presentation/Poster:  
This 1.5 hour session will describe planning efforts to identify an environmentally sustainable trail and road system for Marin County Parks and Open Space District. The District owns and manages more than 15,000 acres in close proximity to and heavily used by Marin County residents. In 2010, the District initiated a robust, data driven planning process to respond to the following challenges:

- Allocation of increasingly limited financial resources to a growing list of road and trail projects
- Increasing demand for recreation on a limited land base
- Environmental maintenance
- Safety concerns
- Protection of important natural resources

The outcome of this planning process is a draft Road and Trail Management Plan. District and consultant staff have worked closely to use data and existing planning documents and policies to develop this plan, which has broad stakeholder support. This presentation will focus on why this particular planning project has been highly successful.

Learning Objectives:  
Session attendees will learn:

- How to use social, biological, and physical resource data to develop a trail plan
- How to build broad stakeholder involvement and support for a trail plan
- How to integrate resource data with stakeholder preferences to implement a trail plan
UNDERSTANDING MANAGEMENT PREFERENCES OF NATURAL RESOURCE VISITORS

Michael J. Bradley
Eastern Kentucky University, USA

Hung-Ling (Stella) Liu
Oklahoma State University, USA

Description of Presentation/Poster:
Understanding user preferences allows management to better manage natural resource lands in several ways. Through understanding user preferences, natural resource managers may better allocate lands for specific uses and use patterns, enhance communication related to various uses and reasons for uses of natural resources, and improve environmental education. Place attachment offers a unique insight into user preferences, and utilizing place attachment in natural resource research may enhance the user-management relationship if utilized correctly. This research presentation highlights the use of place attachment as a method to understand natural resource user preferences, how to use this information to strengthen the user-management relationship, and perhaps guide resource managers in their decision-making process for natural resource use.

Learning Objectives:
Participants will understand how to utilize place attachment theory for guidance in managing natural resource areas. Participants will be able to identify important correlations between users' place attachment and improving communication between users and management personnel. Participants will gain an understanding of the use of place attachment research in a local context.
 UTILYZING ENVIRONMENTAL ETHICS FOR LAND PLANNING – AN A.G.O. INVESTIGATION

Michael J. Bradley
Eastern Kentucky University, USA

Hung-Ling (Stella) Liu
Oklahoma State University, USA

Description of Poster:
Understanding park users’ values and beliefs of the natural environment and where they enjoy outdoor recreation may help recreation professionals manage the natural resources for recreational purposes. Environmental ethics offers a theoretical framework to understand people’s perception of the relationship between themselves and other animals, plants, and all non-living thing in the world. In 2011, the America’s Great Outdoors (AGO) Initiative was launched to encourage the conservation of outdoor spaces and the reconnection of Americans to a natural setting. The purpose of the session is to recognize the importance of environmental ethics and AGO, which might be an opportunity to enhance the quality of outdoor recreation environments in the United States and improve conservation and planning. In addition, participants will also investigate if park visitors’ agreement of AGO varied with their ethical values and beliefs related to the natural environment.

Learning Objectives:
Participants will understand the vision of American's Great Outdoor and how it might influence land managing professionals. Participants may apply environmental ethics for understanding park users' perception of the environment at their locations to aid in managerial decision processes. Participants will gain an understanding of the relationship between park users’ environmental ethics and their agreement with the AGO initiative.
GLOBAL ASPECTS OF NATURAL RESOURCE PLANNING

Robert C. Burns  
West Virginia University, USA

Arne Arnberger  
University of Natural Resources and Life Sciences, Vienna, Austria

Eick Von Ruschkowski  
Leibniz University, Hannover, Germany

Natalia Buta  
Frostburg State University, USA

Description of Presentation/Poster:  
This discussion investigates differences and similarities between various nations' natural resource planning issues. Case studies from Brazil, Austria, Germany, Romania, and the U.S. are used. We will focus on management philosophies and their origins and how these may impact recreation planning at both a macro and micro level. Many issues are examined to understand differences recreation planning instruments, litigation, land use planning frameworks, and the main responsible authorities of settings.

Learning Objectives:  
- Various methods of planning for natural resource recreation issues and settings  
- Role of biological, social and management frameworks in natural resources  
- How case studies can be used to explain a framework or process
ORGANIZATIONAL & FINANCIAL PERSPECTIVES ON STATE PARKS

Lowell Caneday
Oklahoma State University, USA

Hung Ju (Jacky) Chien
Oklahoma State University, USA

Kaowen (Grace) Chang
Oklahoma State University, USA

Hung-Ling (Stella) Liu
Oklahoma State University, USA

Description of Presentation/Poster:
State park systems have experienced great change in the past decade. What are the organizational impacts of these changes? How are these systems staffed? How are these systems funded? Can state parks be self-sustaining? This session reports on-going studies related to typology of state park systems, pricing policy, and public willingness to pay.

Learning Objectives:
Participants will (1) acquire knowledge of the system-wide factors that distinguish one state park system from another; (2) gain increased understanding of the funding sources for state parks and pricing utilized for various services; (3) acquire knowledge of various pricing strategies and research related to public acceptability for ranges in pricing; and (4) understand issues facing state park systems in current operations.
LOWER PASSAIC RIVER CREEL/ANGLER SURVEY: METHODS, CHALLENGES, AND RESULTS

Sergio Capozzi
Kekekabic Consulting, USA

Description of Presentation/Poster:
The Lower Passaic River Study Area includes a 17.4 mile river reach from Newark Bay to Dundee Dam. Degradation of this section of the Passaic River began in the late 1700s and by the late 1800s pollution had significantly limited recreation and fishing on the river. To support clean-up decision-making, a human health risk assessment was conducted to assess potential exposures and risks to people who use the river for recreational purposes, specifically fishing. This poster presentation will focus on the general methods, challenges, and summary results from the creel/angler survey that was conducted in the Lower Passaic River Study Area between mid-September 2011 and mid-September 2012.

Learning Objectives:
General methodology and associated challenges of conducting a creel/angler survey along a highly industrialized, urban, and populous river corridor.
Description of Presentation/Poster:
This study examines the characteristics of off-road vehicles (ORV) users in Michigan as well as their preferences for the features and amenities of a potential new off-road park in southeastern Michigan. A survey that included stated preference choice methodology was completed by a sample of registered ORV users within a four hour drive of southeastern Michigan. Results informed a model of ORV user preferences for trail attributes, scramble area features, and riding area amenities. This study also investigated factors that enhance and detract from the recreational ORV riding experience at an off-road park, such as camping facilities, opportunities for participating in other forms of recreation, amount of space for parking, and other on-site amenities. The results of this study will help inform capital investment decisions by Oakland County Parks and Recreation.

Learning Objectives:
Through this presentation, session attendees will know more about the characteristics of off-road vehicle (ORV) users in Michigan, including their primary reasons for riding ORVs and level of experience, current involvement in ORV-related activities such as races and rallies, types of vehicles they ride, and factors that enhance or detract from their ORV riding experience at off-road parks. Attendees will also learn about the strength of ORV user preferences for trail attributes, scramble area features, and riding area amenities. In addition, the audience will learn about how ORV user characteristics and preferences differ among various user groups, such as those living near southeastern Michigan compared with those living farther away.
MANAGING A COMPLEX LANDSCAPE FOR RESOURCE CONSERVATION AND STAKEHOLDER SATISFACTION IN THE INDIAN CREEK CORRIDOR

Robyn Ceurvorst
Utah State University Moab, USA

Description of Presentation/Poster:
With more visitation to the Indian Creek Special Recreation Area in southeastern Utah over recent years, the area has experienced depreciative impacts from increasing recreation resource use (e.g., climbing, sightseeing, off-road use) warranting more research assessment of ecological and cultural resource impacts to better inform indirect management, such as educational and interpretive efforts. Public land management agencies such as Bureau of Land Management Monticello District are faced with the challenge of determining aspects of recreation use impacts to the ecosystem (e.g., amount of vegetation loss, soil disturbance, presence of invasive alien species), and cultural sites (e.g., loss of artifacts, native art defacing). From a collaborative management approach and a more comprehensive ecological and cultural resource impact assessment, conflicts could decrease and improved interpretation approaches such as brochures, informational kiosks and website-based multi-media educational tools can be crafted which will be acceptable to the visitor base and effective for addressing resource use impact concerns.

Learning Objectives:
This presentation will provide a discussion of how a collaborative management approach and a more comprehensive ecological and cultural resource impact assessment, could decrease conflicts and improved interpretation approaches such as brochures, informational kiosks and website-based multi-media educational tools can be crafted which will be acceptable to the visitor base and effective for addressing resource use impact concerns.
THE POWER OF PARTNERSHIPS: PLANNING FOR PROSPERITY IN THE WAKE OF BUDGET CUTS

Megan Deffner
Arapahoe County Open Spaces, USA

Description of Presentation/Poster:
Many outdoor recreation agencies are experiencing annual budget cuts that impact how effectively they carry out their missions. Ultimately it is the citizens who suffer; whether by park closures, decreasing hours at recreation facilities, or personnel cuts. So how as an organization can you continue to make an impact when funding is inadequate? The answer lies in local partnerships.

This poster will provide an overview of the Arapahoe County working group model. Since 2006, the County has been actively engaged in three separate working groups; each focused on a different greenway/corridor. While the stakeholders and statement of purpose of each working group varies slightly, the mission of all is relatively the same: to collaborate and leverage resources to preserve and protect lands within the corridor for the benefit of the environment, the public and the economy.

Successes include a $3 million pledge from Arapahoe County that generated over $20 million in matching funds for projects within the South Platte corridor; completing a planning study for portions of the High Line Canal; and developing a signage program and securing a $70,000 grant to install consistent signage along the entire stretch of the Cherry Creek Trail.

Learning Objectives:
The Arapahoe County working group model can be replicated at the federal, state, or local level and the intent is to provide people the background and tools to implement a similar model within their own organizations. People will walk away from this poster/panel with a good understanding of the working group model including: the background of why Arapahoe County formed each working group; where each group focuses its efforts (i.e. which greenway/corridor); who is involved in each working group; how each operates, specifically when it comes to the decision making process and leveraging funds; and what each group has been able to accomplish.
INVESTIGATING THE QUALITY OF THE VISITOR EXPERIENCE AT SLEEPING BEAR DUNES NATIONAL LAKESHORE

Robert Dvorak  
Central Michigan University, USA

Tom Ulrich  
National Park Service, USA

Description of Presentation/Poster:
Sleeping Bear Dunes National Lakeshore is a 71,291-acre National Park unit whose purpose is to preserve outstanding natural features for the benefit, inspiration, education, recreation, and enjoyment of the public. To accomplish this purpose, the Lakeshore’s General Management Plan identifies different management zones that provide diverse opportunities for visitor experiences. This study examined differences in the characteristics and quality of the visitor experience across three different zones within the lakeshore. It documented visitors’ sense of place, trust in management, and their evaluation and preferences for social conditions. It also explored visitor attitudes towards current and future management actions. These comparisons profile the quality of the visitor experience and document the severity and extent of visitor issues within each zone. Recommendations are also made for how this information can assist managers in future planning and user capacity management of protected areas.

Learning Objectives:
The learning objectives for this presentation are as follows:

1. To profile differences in visitor use and user characteristics across a high use recreation area, an experience natural area, and a proposed-wilderness area.
2. To demonstrate differences in visitors’ evaluations and preferences for social conditions and encounters across these areas.
3. To demonstrate how levels of trust and commitment in management can vary across a protected area.
4. To learn how to identify areas of conflict and concern among visitors.
5. To examine how public support for current and potential management actions vary within these areas.

Ultimately, findings from this case study of Sleeping Bear Dunes National Lakeshore illustrate how the quality of the visitor experience can vary within a protected area and if managers are to provide diverse opportunities for visitor experiences, they must utilize and evaluate a wide range of management techniques and actions.
THE NATIONAL TRAILS SYSTEM – A NETWORK OF EMPOWERMENT

Steve Elkinton
National Park Service, USA

Mark Weaver
National Park Service, USA

Description of Presentation/Poster:
Today the National Trails System is rich in diversity, telling the stories of many cultures and reaching into every region of America. In combined mileage it is now larger than the Interstate Highway System and touches or crosses 100 of the 360 U.S. metro areas. Current educational, economic and heritage outreach initiatives along the trails offer rich opportunities and lessons. Do these trails offer proven economic benefits? Can national trails become "empowerment corridors?" Mark Weaver will offer examples of how the North Country National Scenic Trail brings educational, health, and volunteerism benefits to local communities through the involvement of nonprofit (volunteer) and community partners. Steve Elkinton will offer lessons and trends from the entire trails system. Approaching its 50th anniversary in 2018, how can the National Trails System and its various components work best to foster community heritage and health?

Learning Objectives:
- To understand the widespread presence of the National Trails System and how it operates.
- To appreciate how local segments of the National Trails System can help local communities.
- To appreciate the potential value of the national trails in providing significant health, educational, and economic benefits to states and communities.
- To suggest ways by which trail managers could increase the empowerment values of these trails.
OUTDOOR RECREATION BEHAVIORS AND ATTITUDES IN PENNSYLVANIA: A COMPARISON OF FEDERAL, STATE, COUNTY/LOCAL, AND PRIVATE SECTOR RECREATIONISTS

Michael D. Ferguson
Pennsylvania State University, USA

Andrew J. Mowen
Pennsylvania State University, USA

Alan R. Graefe
Pennsylvania State University, USA

Description of Presentation/Poster:
In 1969, Shafer noted there was no such thing as the average camper and this proposition has been verified through subsequent market segmentation studies. There are many ways to segment recreationists for the purpose of planning/management. One promising approach is to classify individuals according to their predominant setting type (based on the agency managing those settings). This method may appeal to planners charged with considering a range of federal, state, county/local, and private recreation opportunities in their overall plan. This study segmented respondents from the 2009 PA-SCORP resident survey according to their predominant setting (e.g., federal, state, county/local, and private) and analyzed similarities/difference in behaviors, attitudes, and outdoor recreation policy preferences. Initial findings indicate that, while many of users simultaneously recreate across varying land management authorities, their attitudes, preferences, and behaviors differ depending on their primary setting. These results can inform policies/practices more tailored for specific agencies within a state.

Learning Objectives:
This study will present several learning outcomes for outdoor recreation practitioners and academics alike. First, an understanding of what market segmentation is and why it is advantageous for more targeted policies and practices will be explored. Individuals will learn about the various ways that recreationists differ based on their primary setting type. Past, present and future attitudes, preferences, and behaviors towards land use, facilities, recreation patterns, resource utilization, and advertisement will resonate and show applicability. The unique transparency of this analysis will allow public and private land managers alike the ability to identify and define individual issues that are present and pertinent to their circumstances. They will learn that private providers have a place in recreation planning and their constituents tended to have markedly different attitudes. Finally, outdoor recreation academics and researchers will find that this implementation of market segmentation adds well to the expanding body of literature.
U.S. FOREST SERVICE SPECIAL USE PERMITTING; LINKING SOCIAL INDICATORS AND ADMINISTRATIVE NEEDS FOR COMMERCIAL USES

Rachel Franchina  
U.S. Forest Service, USA

Jim Absher  
U.S. Forest Service, USA

Robert Burns  
West Virginia University, USA

Mary Ellen Emerick  
U.S. Forest Service, USA

Description of Presentation/Poster:  
This presentation will focus on the U.S. Forest Service’s approach to addressing the need for commercial services (outfitter-guides) on national forest lands. Using social science research, forest recreation managers can understand visitor’s needs and determine an appropriate amount of commercial use to meet those needs. The presentation will cover the concept of agency and public need for commercial services, and specifically some of the concerns with determining need for commercial use in designated wilderness; linking social carrying capacity variables to visitor capacity to provide data to USFS managers; and using a standards-based approach of determining outfitter guide capacity using social carrying capacity variables, landscape level mapping and development of desired outcomes, indicators and thresholds.

Learning Objectives:  
- What is the concept of need and why should manager’s care about it.  
- How social science research can help managers make better decisions.  
- How to move beyond ROS coefficients to a process that is based on desired outcomes and measurable standards to determine capacity for outfitter-guides.
COMMUNITY ENGAGEMENT THROUGH RECREATION AND TOURISM

Rachel Franchina  
U.S. Forest Service, USA

Pat York  
U.S. Forest Service, USA

Chad Wilberger  
U.S. Forest Service, USA

Marianna Leberman  
U.S. Forest Service, USA

Sandy Skrien  
U.S. Forest Service, USA

Claudia Mielke  
U.S. Forest Service, USA

Description of Presentation/Poster:  
Several national forests in the Eastern Region (Region 9) of the Forest Service are working with communities to enhance landscape-level sustainability through recreation and tourism. These forests and their adjacent communities are piloting community engagement through recreation and tourism, or CERT. The focus of the presentation is a panel session on the benefits of CERT (and similar community engagement efforts), lessons learned and specific outcomes. If this presentation is accepted, each national forest will invite a community partner to attend and share their perspectives of working with the Forest Service across land management boundaries.

Learning Objectives:  
- The benefits and challenges of working across land management boundaries toward a common goal.
- The contribution of recreation and tourism to landscape-scale sustainability.
PRIVATE LANDOWNERS' VOLUNTARY EFFORTS TO INCREASE PUBLIC ACCESS – MOTIVATIONS AND EXPERIENCES

Frank Søndergaard Jensen
University of Copenhagen, Denmark

Description of Presentation/Poster:
Recreational accessibility of the agricultural landscape and small woodlands in Denmark is greatly reduced in recent decades as many field roads and trails are closed down due to increased field size.

‘Tracks in the Landscape’ is an initiative for increased recreational access to the Danish countryside commenced in 1997. Through simple paths – based on voluntary access agreements with private landowners – the public are given opportunity to explore otherwise inaccessible areas.

Motivations for participation and experiences among the 366 landowners in the program are explored through postal questionnaires in 2011 (69 % response). The survey showed e.g. that 2/3 of the landowners was worried about nuisances before participating, while only 1/4 subsequently had that experience. Landowners are largely motivated by the objectives of the program, i.e. the ability to do something good for the local area, and combat stereotypes about agriculture/forestry while increasing public accessibility.

Learning Objectives:
By usage of e.g. the research concept ‘Volunteer Functions Inventory’, the achieved knowledge about private landowners makes it possible for the secretariat of the ‘Tracks in the Landscape’-program to improve the future recruitment. This could be done by appealing to the motivation of the landowners through information about benefits and/or by breaking down barriers such as unfounded concerns about nuisance. It is anticipated such knowledge also will be of benefit for other voluntary programs involving private landowners.
BETTER UNDERSTANDING OF THE OKLAHOMA STATE PARK SYSTEM: A CLUSTER ANALYSIS APPROACH

Jessica Kincannon
Oklahoma State University, USA

Hung-Ling (Stella) Liu
Oklahoma State University, USA

Description of Presentation/Poster:
By utilizing ten variables (visitation numbers, revenue, proximate population, size of park (acreage), number of lodges, number of cabins, etc.) in a cluster analysis of Oklahoma State Parks, we will present information on how the parks are grouped together and how park management can benefit from knowing which parks are similar and why. Our research shows that there are seven clusters within the Oklahoma State Park system, two of which only contain one park each. We will discuss why we think this is occurring and what implications it could have on managing all of the Oklahoma State Parks. Our hope is to have a better understanding of the park system and be able to present information as to how management can market, price, and oversee the parks in a more successful manner based on the cluster analysis.

Learning Objectives:
Once we establish how Oklahoma State Parks can benefit from the cluster analysis, our hope is that other state parks, which need a designated structure for management, will follow this type of analysis in order to unify their management across the state. We want people to learn how parks are clustered in the Oklahoma State Park system; why they clustered this way and what this means for marketing to visitors, general pricing, and management techniques; how parks cluster together can help managing officials understand their visitor market (knowing which parks fit into which clusters can reveal what type of parks we have in Oklahoma and how we can best present them to our visitors); and knowing how the state parks cluster can help reveal which parks need additional support and which parks we want to use as the standard for how our state parks are presented to the public.
TRAIPSE MEDIA’S SOLUTIONS HELP PARK SYSTEMS REACH MORE OUTDOOR RECREATION CONSUMERS ONLINE

Tom Landers
Traipse Media Corporation, USA

Description of Presentation/Poster:
Traipse Media Corporation is an outdoor recreation digital marketing company offering park managers a suite of SaaS solutions that are powered by a robust content management system and an intuitive mapping engine. These tools help park managers access and manage their content in real time, and create and publish interactive digital maps of their parks and trails via our private cloud.

Today, park managers have little or no resource to help them stay current with advancements in technology and lack scale and expertise to compete for consumers online effectively. Therefore, outdoor recreation consumers are heavily dependent on third party outdoor recreation websites and mobile apps that offer content that are not managed by the parks, generally are user generated and static in nature.

While there are vendors currently addressing individual challenges for park managers, they don't have the products nor the perspective to tackle the multidimensional hurdles that park managers face. These offerings also typically require significant monetary and human resources to implement and generally are static in nature. Traipse Media's multi-prong approach offers park managers the optimal tools to address their needs.

Learning Objectives:
In this presentation, speaker will discuss the challenges facing park managers in the digital age, and describe how Traipse Media Corporation's products and services can help park managers tackle these issues head on. Attendees will learn how Traipse Media's holistic and multi-prong approach will help park managers optimize them bridge the gap and reach more consumers online. Traipse Media can provide low cost, easy to implement suite of SaaS solutions that park managers can leverage to:

- Manage their content and messaging in real time via our cloud based content management system
- Create and publish interactive digital maps of their parks and trails
- Power their website
- Help their parks to be found online more easily with their content and messaging being propagated throughout a content network of outdoor recreation affiliates
- Gain access to powerful analytics to derive valuable and actionable insights
- Realize monetization opportunities
SCORP INTERACTIVE MAPPING PRODUCT

Janit Llewellyn-Allen
Virginia Department of Conservation and Recreation, USA

Synthia Waymack
Virginia Department of Conservation and Recreation, USA

Description of Presentation/Poster:
Virginia’s 2013 State Comprehensive Outdoor Recreation Plan (SCORP) addresses the changing needs in recreation planning by going digital. A wealth of resource information from previous plans can now be found online. This new web based SCORP increases accessibility of outdoor recreation and land conservation planning information and allows ongoing updates. Virginia’s interactive mapping is a key feature of the 2013 Virginia Outdoors Plan (VOP). This mapping component is significant for partnerships between local, state and federal agencies and the private sector.

The Virginia Outdoor Survey ranks the most popular outdoor recreation activities and identifies geographic differences. The survey informs recreation providers of growing needs and trends. The plan captures linkages between outdoor recreation and health as well as the economics of outdoor recreation, particularly with regard to tourism. Land conservation remains a focus of the VOP as the plan articulates the process for achieving conservation on both public and private properties.

Learning Objectives:
This session will focus on how to make the SCORP work as a web-based document.

1. The interactive map product is an ongoing agent for the State Comprehensive Outdoor Recreation Plan.
2. Web based information and links to resources provides support for planning recreation resources.
3. How public meetings and webinars facilitate public input for the SCORP process.
CHANGING PERCEPTIONS: REVITALIZING POST-INDUSTRIAL TOWNS ALONG THE MONONGAHELA RIVER WATER TRAIL

Jeff Malik  
Student Conservation Association, USA

Cathy McCollom  
McCollom Development Strategies, USA

Description of Presentation/Poster:  
This presentation will explore the basics of linking communities to their outdoor recreational assets. Specifically, we will explore the Mon River Town Program, a project of the Pennsylvania Environmental Council that aims to increase stewardship of natural resources by helping distressed communities recognize these resources as economic assets. The program builds these linkages by promoting outdoor recreation as a means of development. In this model, local communities along the Monongahela River in Pennsylvania work to identify and implement multiple projects that help to connect them to their natural resources and to other communities, and to market themselves as a welcoming stop for the growing outdoor recreational market. Unlike trail town programs focused on land-based trails, which have to be constructed, the Mon River Town Program has the challenge of encouraging community members to view the river that has always been there in a new light—as a water trail.

Learning Objectives:  
Attendees will gain a thorough understanding of the asset based community development process, with a focus on revitalization of distressed industrial and post-industrial communities by promoting outdoor recreation as a form of economic growth. These communities are positioned to view the river as a resource to be protected rather than one to be utilized for industrial uses.

Attendees will be able to return to their trails and communities with a new set of tools to continue existing community development projects or to start new ones. They will have a new method in which to engage community members in the project selection process. These skills can be used to implement sustainable economic development projects in the communities along any trail.
THE GROWTH OF WINE TOURISM IN EMERGING WINE REGIONS: AN IMPORTANT RECREATIONAL OPPORTUNITY FOR VISITORS AND AN IMPACTFUL SOURCE OF RURAL DEVELOPMENT

Dan McCole
Michigan State University, USA

Description of Presentation/Poster:
In the year 2000, there were less than 3,000 wineries in the U.S. In 2010 there were nearly 8,000. These new wineries are mostly small and medium in scope and located in emerging wine regions. Most of these new wineries sell the majority of the limited amount of wine they’re able to produce in tasting rooms, making them dependent on tourism to attract visitors. Wine tasting rooms correspondingly offer new recreational opportunities for residents and visitors and have the potential to enhance the attractiveness of tourism destinations while contributing an important source of renewable rural economic development. Evidence suggests that visitors to these new regions are different from visitors to more established wine tourism areas (such as Napa Valley), but little research has been done on wine tourism and wine tourists in emerging wine regions. This presentation will share findings from recent studies of wine tourism in the northern United States.

Learning Objectives:
Participants in this session will leave with better knowledge and understanding of:
- The scope of and reasons for the dramatic growth in wine tourism in emerging wine regions;
- The value of the wine industry as a renewable source of rural economic development;
- The unique challenges facing new wineries;
- How existing tourism and recreational organizations can best partner with the wine industry in emerging areas to enhance the overall recreational experience of residents and visitors to a destination;
- Who is visiting wineries in emerging areas, why they visit, and what else they are seeking from their overall leisure tourism experience.
ADDRESSING COMMUNITY HEALTH ISSUES WITH PARKS, TRAILS & OPEN SPACE DESIGN

Andy Dannenberg  
University of Washington, USA

Angela Russell  
University of Wisconsin Population Health Institute, USA

Stephanie Tepperberg  
National Park Service, USA

Description of Presentation:  
Parks and public health professionals often have a similar mission to improve the well-being of their community, but rarely do they work together during the development of parks, trails and open space projects. Public health evidence can be used to support and inform park development, but using public health evidence to inform decisions requires knowledge of available data and recommendations.

The National Park Service Rivers, Trails & Conservation Assistance Program (www.nps.gov/rtca) and Centers for Disease Control and Prevention’s Healthy Community Design Initiative (www.cdc.gov/healthyplaces) have developed “Parks and Trails Health Worksheet,” a tool to assist in cross-profession discussions. This panel will provide insight for park professionals on how to engage public health professionals and use the data they gather to develop facilities that address local community health issues.

Learning Objectives:  
Introduce tools designed to foster communication and collaboration between parks and recreation professionals and health practitioners.

- The National Environmental Public Health Tracking Network Indicator- Access to Parks
- HIA Toolkit for Parks and Trails
- Parks, Trails and Health Worksheet
- County Health Rankings and Roadmaps Program
TESTING ANECDOTAL INFORMATION WITH VISITOR COUNTS AND GUERILLA RESEARCH

Jon Nauman
Three Rivers Park District, Minnesota, USA

Thomas Mercier
Three Rivers Park District, Minnesota, USA

Description of Presentation/Poster:
As professionals in government organizations, we have all been there – a phone call or letter conveying a heart-tugging story that results in a sea change. Anecdotal information – often based on a single event, can lead to significant changes in policy or procedure. This session starts out with a humorous look at some of the anecdotal events experienced by the presenters, coupled with what was actually found once basic field research was conducted.

Visitor counts, which are commonly used for grant proposals, master plans, and policy decisions, are also a good starting point for assessing the accuracy of anecdotal information. The pros and cons of a variety of counting methods will be discussed. Counting methods the presenters have applied include: visitor surveys, human observation, pneumatic road tubes, inductive road loops, trail cameras, and infra-red devices. Some of these counting technologies will be setup and working so session attendees can see how they operate.

Learning Objectives:
Session attendees will learn how to recognize positions based on anecdotes and how to effectively deal with potentially rash decisions based on anecdotal information. Attendees will leave with a better understanding on how to use simple and inexpensive research tactics to build defensible recommendations. Session attendees will also learn why counting visitors is important, be able to identify feasible counting methods for their organization to implement, discover how to establish seasonal multipliers and visitor/vehicle averages, and become aware of pitfalls to avoid and strategies to apply when counting visitors.
STATE LEVEL FUNDING INNOVATIONS IN OUTDOOR RECREATION

Charles Nelson
Michigan State University, USA

Description of Presentation/Poster:
States across the country are developing and implementing new and unique methods to fund outdoor recreation provision. A review of these innovations such as Michigan's Recreation Passport, Missouri's long time dedicated use of sales taxes, Illinois recently passed mandatory fee on vehicle licenses for state parks and many other state innovations will provide participants with new ideas and opportunities to develop sustainable funding to manage and provide outdoor recreation.

Learning Objectives:
Understand the range and scope of innovative state level outdoor recreation funding approaches.
TRENDS IN MICHIGAN TRAIL RESEARCH, USE AND USERS

Charles Nelson
Michigan State University, USA

Christine Vogt
Michigan State University, USA

Description of Presentation/Poster:
Four statewide studies of motorized trail use and on-site 6 studies of non-motorized trail use conducted over the past 15 years are summarized. Survey protocols for state-level licensed trail users (snowmobile and off-road vehicle) and on-site non-motorized trail uses (walk, run, bicycle, in-line skate) are illustrated and their evolution discussed. Research questions for next generation studies with a focus on the links of trails to prosperity through economic benefit, health improvements and corridor related conservation will be explored.

Learning Objectives:
Understand appropriate protocols to assess trail use and users. Engage audience in discussion regarding next generation research questions for trails studies.
INNOVATIONS IN SCORP CREATION AND USAGE

Teresa Penbrooke
GP RED, USA

Description of Presentation/Poster:
How state agencies use Statewide Comprehensive Outdoor Recreation Plans (SCORPs) is shifting, from a focus on just creating a document to meet Land and Water Conservation Funding requirements, to creating a full comprehensive planning and management tool. This session will review the elements of several recent SCORP processes, new innovations in inventory and analysis, regional and local community engagement, and provide examples and lessons from agencies that have done most of it in-house, to agencies that contract most of the whole process out to consultants, and areas in-between.

Learning Objectives:
1. Identify the options for inclusions in updating SCORP documents.
2. Review the elements of several comprehensive SCORP processes.
3. Apply identification of necessary leadership, staffing, and stakeholder engagement considerations to successfully and efficiently complete the statewide planning process.
THE LAKE MICHIGAN WATER TRAIL PARTNERSHIP

Jeff Prey
Wisconsin State Parks, USA

Barbara Nelson-Jameson
National Park Service - Rivers, Trails and Conservation, USA

Harry Burkholder
Land Information Access Association, USA

Dave Lemberg
Michigan Heritage Water Trails – Western Michigan University, USA

Ron Olson
Chief of Michigan Parks and Recreation Division, USA

Paul Yauk
Michigan Department of Natural Resources, USA

Description of Presentation/Poster:
The four states and stakeholder groups bordering Lake Michigan are working to expand on the Lake Michigan Water National Recreation Trial designation that exists on part of the lake. This partnership supports the American Great Outdoors priorities by enhancing recreational access and opportunities and engaging citizens in conservation and the great outdoors. This session will explore how Wisconsin and other states have approached planning and implementation to obtain a National Recreation Trail and National Water Trail Designation. The session will be led by State of Wisconsin and National Park Service staff.
COMPARING USE OF ELECTRONIC MEDIA FOR URBAN NATURE-BASED TOURISM

Ingrid Schneider
University of Minnesota – Twin Cities, USA

Arielle Courtney
University of Minnesota – Twin Cities, USA

Description of Presentation/Poster:
Effective visitor communication is essential for marketing, planning, and management. As electronic and social media are increasingly the norm, it is necessary to better understand technology’s role in tourism and outdoor recreation (Smith, 2012). Pew Research Center suggests E-travel is a major trend for pre-trip research and planning. Similarly, Smith (2012) found two-thirds of adults use social media for consumer recommendations. To better understand and differentiate tourist use of electronic media, differences between nature-based and non-nature based tourists were assessed in a major Midwestern U.S. metropolitan area. Data were collected on-site in the summer of 2012 from more than 2,000 tourists. More similarities than differences in electronic media use emerged between the two groups. However, nature-based tourists did change their plans more frequently due to social media information. The necessity of tourism businesses to establish, grow, and use electronic media to engage clients is further solidified with this work.

Learning Objectives:
As a result of the presentation, attendees will: (1) Understand the recent trends in electronic media as they relate to nature-based and non-nature based tourism, (2) Identify socio-demographic characteristics of nature-based and non-nature based tourists, (3) Differentiate electronic media use patterns among nature-based and non-nature based tourists, and (4) Apply /discuss how study findings relate to their own research/site experiences.
EXAMINING THE HABIT OF PARTNERING: THE ROLE OF INTERNAL AND EXTERNAL INFLUENCES ON U.S. FOREST SERVICE PARTNERSHIP CAPACITY

Erin Seekamp  
North Carolina State University, USA

Lori Barrow  
North Carolina State University, USA

Lee Cerveny  
U.S. Forest Service, Pacific Northwest Research Station, USA

Description of Presentation/Poster:  
Increasingly, personnel on national forests engage partners to accomplish tasks (e.g., trail maintenance, habitat restoration), provide services (e.g., interpretation, campground hosts), and foster stewardship (e.g., public service). However, this “habit of partnering” is not uniform across the national forest system. To examine what influences partnership capacity, we present data from a survey of 611 personnel from 13 randomly selected national forests. Specifically, we explored the role of internal (e.g., institutional support mechanisms) and external (e.g., the extent of volunteerism and civic engagement in nearby communities) influences on partnership capacity. The results illustrate that there are three partnering “habits”: partner deficit with limited capacity, partner surplus with moderate capacity, and partner equilibrium with optimal capacity.

Learning Objectives:  
Information about agency personnel’s perceptions of internal support and coordination for their partnership work, the extent to which partnerships are essential to accomplish mission critical tasks, and public demand for partnership opportunities will be presented. Additionally, the challenges and barriers agency personnel face when conducting partnership work will be identified. Discussion of these results will demonstrate how a strategic administrative approach may foster a vibrant partnership culture regardless of external influences.
PUBLIC PARTICIPATION USING GEOSPATIAL TECHNOLOGY IN SUPPORT OF RECREATION RESOURCE PLANNING

Charlynne T. Smith
North Carolina State University, USA

Description of Presentation/Poster:
Traditional resource planning using geospatial technology is conducted through systematic data collection and analysis by trained professionals. Results are presented via maps and charts to inform the public during the decision-making process. In contrast, societal trends using Web 2.0 technologies have brought forth a wealth of data categorized as volunteered geographic information (VGI) presenting a paradigm shift in how geographic data is generated and shared. Park visitors have become data sensors, adding information to the social fabric using mobile phones, online mapping applications or even geotagged Flickr photos. Through a literature review and inventory analysis, this paper reviews the potential of VGI to the planning process, describes evaluation techniques for VGI in planning practice and identifies methods to tap into technological trends to gather data valuable to recreation resource planning.

Learning Objectives:
Participants will understand the concept of volunteered geographic information and discuss its influence on recreation resource planning. They will be able to identify types of publicly generated data and tools available to collect data. Concepts such as crowdmapping will be discussed with methods to evaluate usefulness of publicly created data for planning practices. A framework to categorize types of VGI, amount of participation and level of technology required will be provided as a resource to design strategies for public engagement using geospatial information technologies.
INTEGRATING GIS MODELING IN OUTDOOR RECREATION PLANNING

Kendall Sommers
Delaware State Parks, USA

Mike Krumrine
Delaware State Parks, USA

Description of Presentation/Poster:
A departure from past approaches that looked solely at acreage of publicly accessible land, Delaware State Parks developed robust analytical models that analyze outdoor recreation facility distribution and level of service. Population centers, projected population growth, outdoor recreation facility distribution and facility availability are all key factors in conducting level of service analyses. As such, a spatial representation of Delaware’s Outdoor Recreation Inventory (ORI) is a valuable component in land use and park planning.

In the summer of 2012, Delaware State Parks worked to create GIS models that assist in park and recreation planning. The three models developed use existing GIS data to identify walk-sheds, drive-sheds, and transit-sheds for parks and recreation spaces throughout the state. The models are built using the Network Analyst extension of ArcGIS combined with 2010 Census statistics to estimate the service areas for recreational facilities listed in Delaware’s ORI. Differing from a basic buffer analysis, these models use actual road and pedestrian travel networks to provide more accurate estimates of the populations served. For the first time in Delaware, the utility of using a network analysis can easily and accurately assist park planners at a very local level to provide quality close-to-home recreation opportunities.

Learning Objectives:
This presentation will help attendees understand the following:
1. Value of maintaining a detailed spatial outdoor recreation inventory.
2. Benefits of using GIS in recreation planning and level of service analyses
3. The utility of network modeling to demonstrate walkability and bikability of close to home recreation opportunities
4. How spatial GIS data can assist in recreation planning and management.
RISE OFF-HIGHWAY VEHICLE TRAILS TO PROSPERITY

Drew Stoll  
Great Outdoors Consultants, Colorado, USA

Stephan Kubisiak  
Michigan Department of Natural Resources, USA

Chad Schneckenburger  
Bureau of Land Management, USA

Lewis Shuler  
Cycle Conservation Club of Michigan, USA

Kristen Thrall  
USFS Huron-Manistee National Forest, USA

Kathy Van Kleeck  
Motorcycle Association’s District 14, USA

Thomas Dunn  
American Motorcycle Association’s District 14, USA

Description of Presentation/Poster:  
Brief presentations (5-10 min) from each panelist then a panel discussion related to the hottest Off-Highway Vehicle (OHV) issues and opportunities. The panelists are made up of a diverse group of professionals that provide OHV recreation opportunities. The moderator will introduce each panelist and ask them to describe programs and projects their organization is involved in and how OHV recreation contributes to prosperity. The moderator will then ask the panel the following questions:

1. Who is the modern OHV enthusiast and how do they benefit from OHV recreation?
2. How can OHV planning be incorporated into the larger planning context (i.e., prosperity, community planning, economic stimulus, etc.)?
3. What do you see as the future of OHV recreation in the United States?
4. What are some of the biggest challenges your organization faces to meeting future desired experiences/demand?
5. Can you discuss some real world examples of innovative techniques in OHV planning and design that has resulted in “on the ground” success of turning the corner on unmanaged OHV recreation and subsequent resource damage?
6. What are the trends in developing new types of trails and riding areas for OHV recreation?

The audience will be encouraged to contribute to answering the questions as time permits. There will be an opportunity for the audience to ask the panel other questions if time permits.
Learning Objectives:
- Introductory presentations will focus on lessons learned and successes the audience can learn from
- Panel questions should relate to important and current OHV issues and opportunities and relate to prosperity
- Communicate that OHV recreation provides access to nature for people with physical limitations
- Illustrate the economic impact of OHV recreation throughout the USA
- Help the audience learn trends in OHV recreation and how their organization can help meet demand
ENGAGING IN A NEW USDA MULTISTATE RESEARCH PROGRAM (NE1962): ACTIVITIES AND BENEFITS FOR RECREATION RESEARCHERS AND MANAGERS

Christine Vogt
Michigan State University, USA

Erin Seekamp
North Carolina State University, USA

Description of Presentation/Poster:
This management session will describe the newly approved USDA National Institute of Food and Agriculture (NIFA) multistate research project on outdoor recreation and parks. The presenters will offer advice on how we should proceed to use this research plan and the federal government affiliation to expand the contribution and reach of our collective research. Ways for becoming involved and the benefits a researcher, student, or manager at any level of government might expect will be discussed. Initial collaborations in three topical areas (health, environmental literacy, and community resilience and vibrancy) will be formed at the annual meeting (April, 2012 in Cooperstown NY). The goal of engaging additional participants in the NE1962 Multistate Project is to build better knowledge about the benefits of outdoor recreation.

Learning Objectives:
Understand the contents of the USDA NE1962 multistate program and identify opportunities to contribute to outdoor recreation subject matter and research approaches.