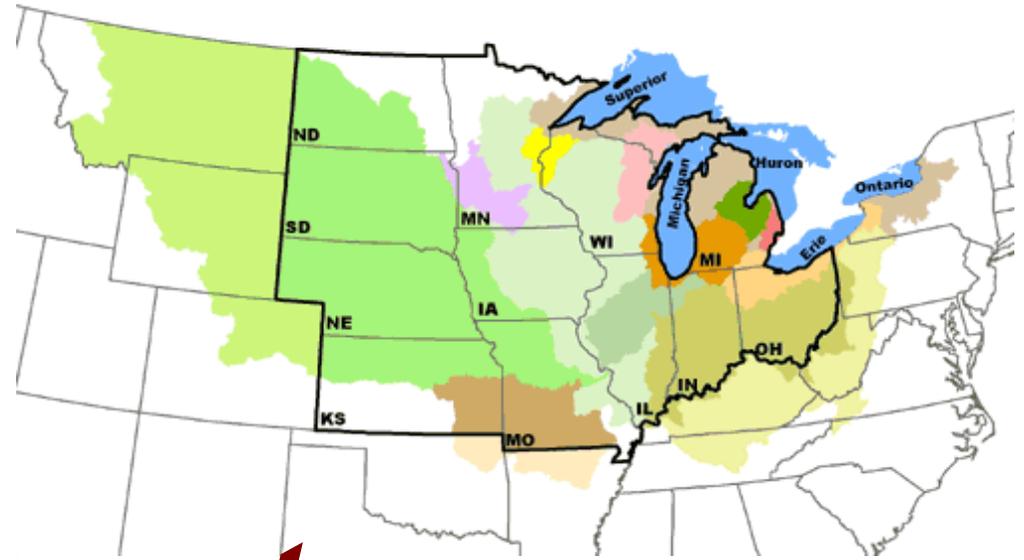
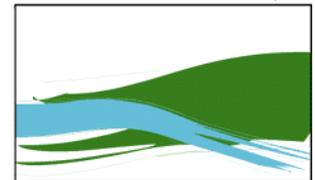




Habitat for Advocates



M·N·R·G
Midwest Natural Resources Group



A Long Way From 1900

- 76 million people in United States
- Life expectancy of less than 50 years
- 60 hour work weeks; \$13 week

Still to
come



Civil rights and
suffrage
Income tax and
Antiquities Act
Radio, Talking movies,
Comics



Fast Forward to the 60s

Transistor radios

Chevy Impala V8

The Beatles

Vietnam

President Kennedy

Buddy Holly

Elvis & pink cadillacs

Suede shoes

Family vacations

Russia in Cuba

40% rural

90% non-Hispanic White

56% did not graduate from high school

Most families had only one car

So Much Change, So Quickly



Economic Change

Mobility

Immigration

Environmental

Uncertainty

Income Gaps

Techno Change



*Created a Land-based System
for Preservation, Conservation & Sustained
Yield*

Visually Spectacular
Economically Vital
Ecologically Critical



Recreationally Active
Culturally Significant
Emotionally Profound



Places of the Heart and Spirit...

Visually Spectacular

Economically Vital

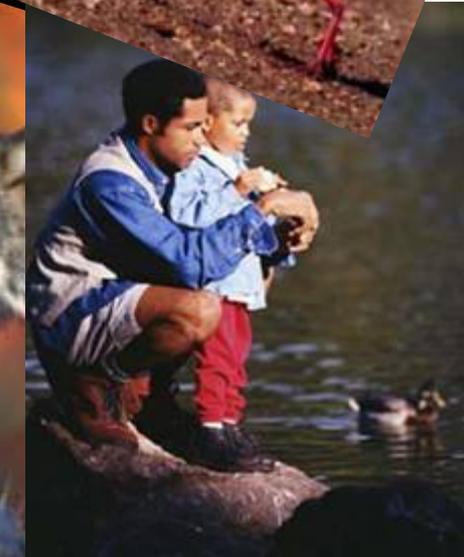
Open Space/Habitat

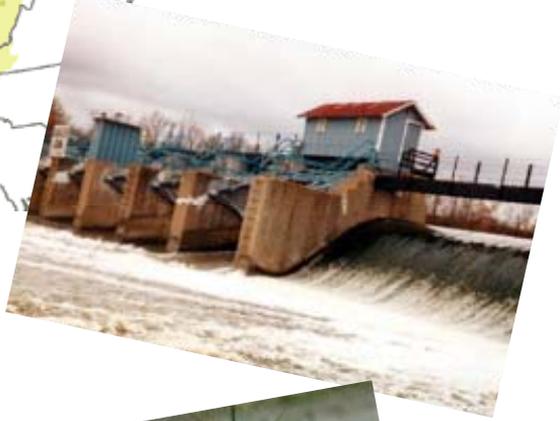
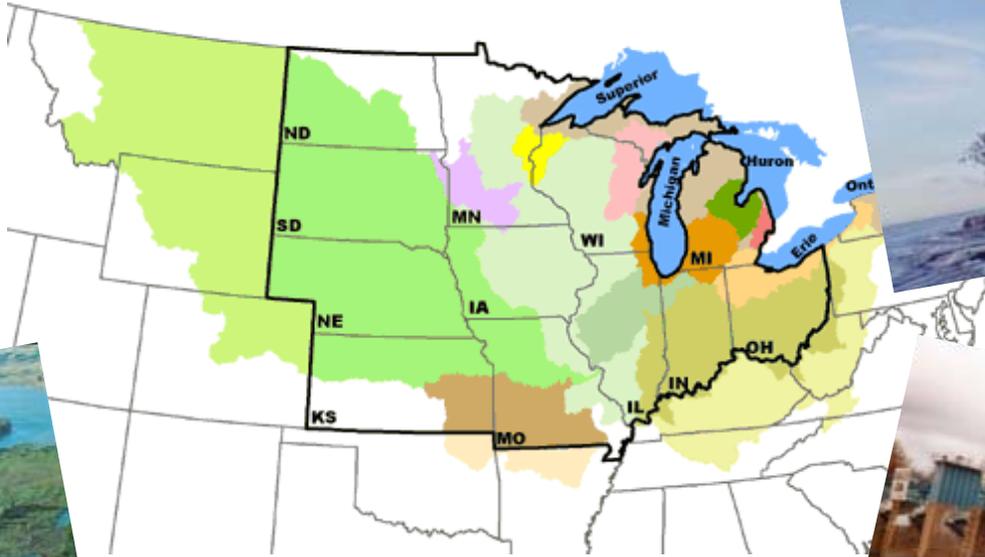
Ecologically Critical

Recreationally Active

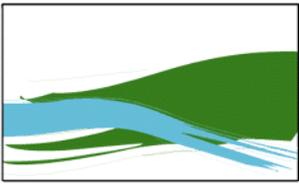
Culturally Significant

Emotionally Profound





M·N·R·G
Midwest Natural Resources Group



Public Debate about Resource Values



Differing Outlooks About Nature and Natural Resources

Frontier

Subdue Nature

Commodity

Harvest Nature

Amenity

Enjoy Nature

Ecological

Depend on Nature





*Secure a Citizen Base
for the Future*

Transforming Changes

- Demographic Trends
- Lifestyle Trends
- The “New World” of Nature
- New Ways to Connect



A Bridge



To the Future

Photos from many agency and
tourism websites.
A special thanks to the Golden
Gate National Parks, GGNPC,
Tung Chee & the Golden Gate
Raptor Observatory.





- Who Is Coming To Parks, Forests, Refuges, Public Lands, Lakes, Rivers....?
- Who Isn't?
- Why Care?

Who's Coming?

Non-Hispanic Whites
Well Educated
High Income
20 - 50 Years of Age
Small Groups



Various including CORP ('02), NSRE (all), PPC ('04), Comp Survey Am Public ('00) and dozens of research studies.

Who Isn't Coming?

Youngsters

Oldsters

Persons of Color

Persons With

- Lesser Income Levels
- Lesser Levels of Formal Education
- Less Access To Personal Vehicles
- Limited English Language Proficiency
- Mobility Impairments



Various including CORP ('02), NSRE (all), PPC ('04), Comp Survey Am Public ('00) and dozens of research studies.

Why Does This Matter?

If nature and open space matter, all should benefit, enjoy, and feel welcome.

“Who’s Coming” is not well aligned with contemporary and future demographic and social trends.

Research shows consistent relationship between visitation/use and support for preservation and conservation.



Changes in the size and composition of the population, more than anything else, will drive the future.





Nearly
500 million more people
in only 200 years!

76

278

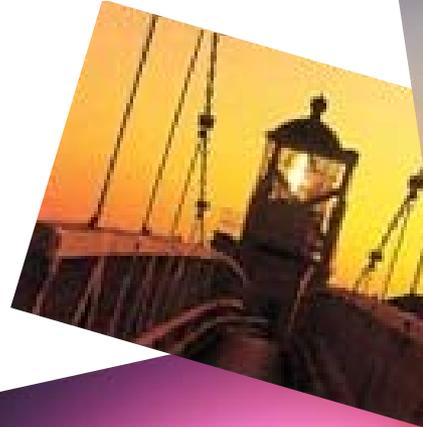
571

Not As Far As You Think From 2100

*Projected
U.S.
population of
571 million!*



Who Is Coming To Golden Gate National Parks?



Drawn To Destinations



First Visit | Attentive | Important Messages | Lifelong Memories | Earned Income
Core Elements of Parks' Significance, Volume, and Economic Sustainability

Trails Users & Visitors



Locals | Regulars | Active Lifestyle | Uniform | Walkers | Multi-User |
Trails Connect "Parks to People" | Promote Wellness | Attract Supporters

Nearby Nature “Bufs”

Social Re-Creation, Reconnect & Recharge



Residents/Locals | Regulars | Active Lifestyle | Supporters | Nature Lovers |
Multi-Use Trail Walkers/Joggers | Connects “Parks to People” | Supports Open
Space, Quality of Life, Wellness Goals | Attract Supporters

Part of the Dream Team



More Varied | New User Group | Engaged in Public Purpose | Hope |
Help to Achieve Parks' Restoration and Civic Engagement Goals

Next Generation/New Advocates



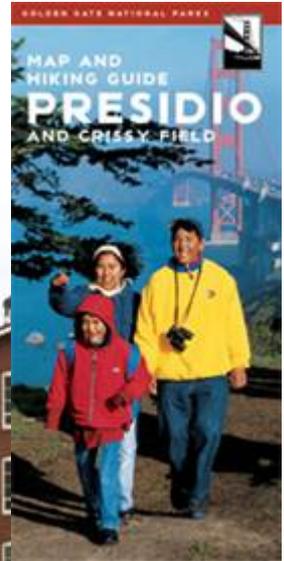
More Diverse | Next Generation | Philanthropic & Policy | “Edu-tainment”
Help to Maintain Parks’ Relevance and Share Benefits with New Generations

Leaders & Thinkers



| Different Perspectives | Best Practices | New Knowledge |
Help to Extend Visibility and Impact of Your Work

Tenants, Residents & Neighbors



| Extended Relationship | Earned Income | Diverse Perspective |
Unique Opportunity to Develop Powerful New Tools To Connect

Employees & Partners



| Extended Relationship | Powerful Outreach | Important Perspective |
Document Best Practice and Employees' Experiences

Demographics

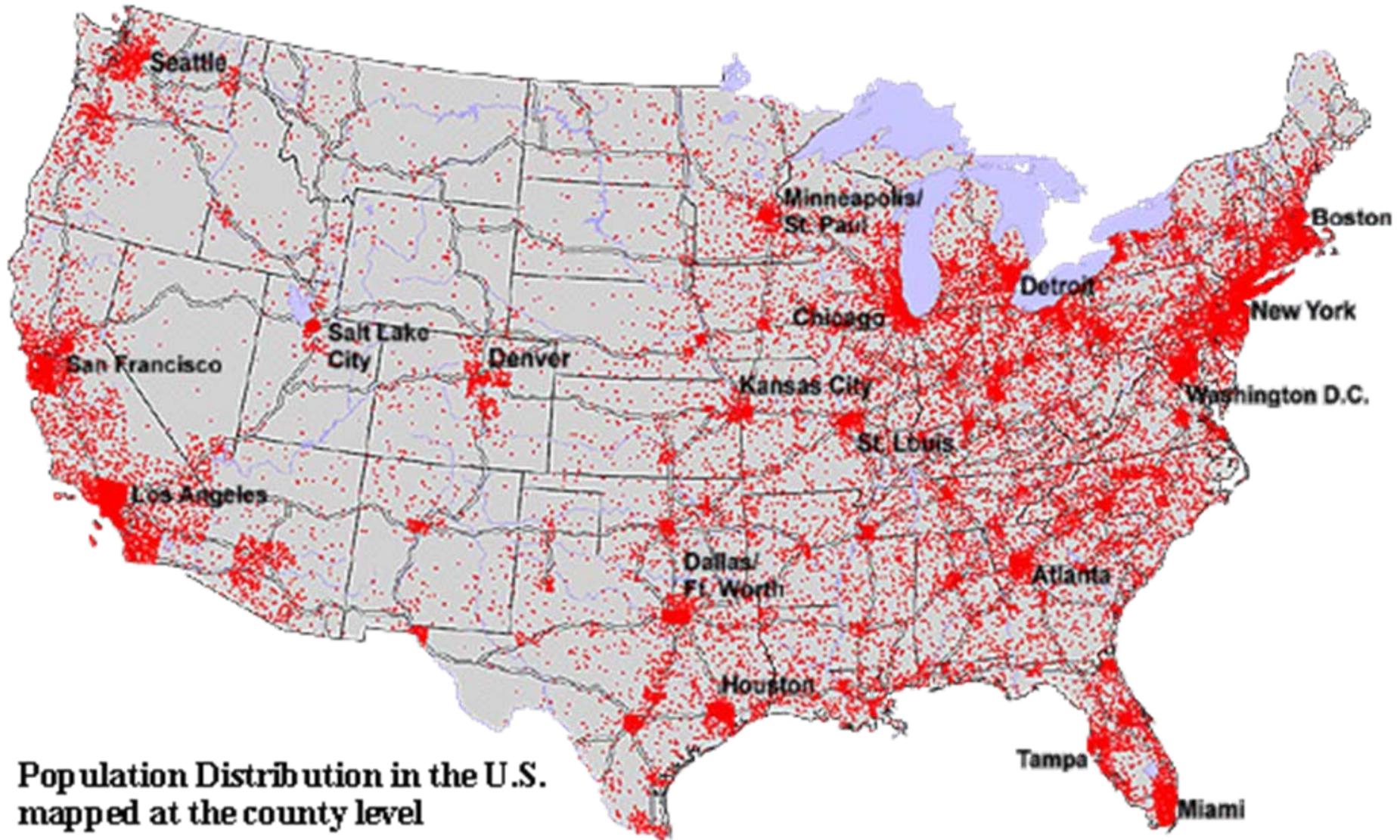


The Demographics of Change



- More People
- Living Longer
- Rich Diversity
- Digital Tribe
- Up & Coming Kids

U.S. Population Distribution



Population Distribution in the U.S.
mapped at the county level

Change in Resident Population

Figure 1. Percent Change in Resident Population for the 50 States, the District of Columbia, and Puerto Rico: 1990 to 2000

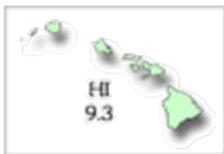
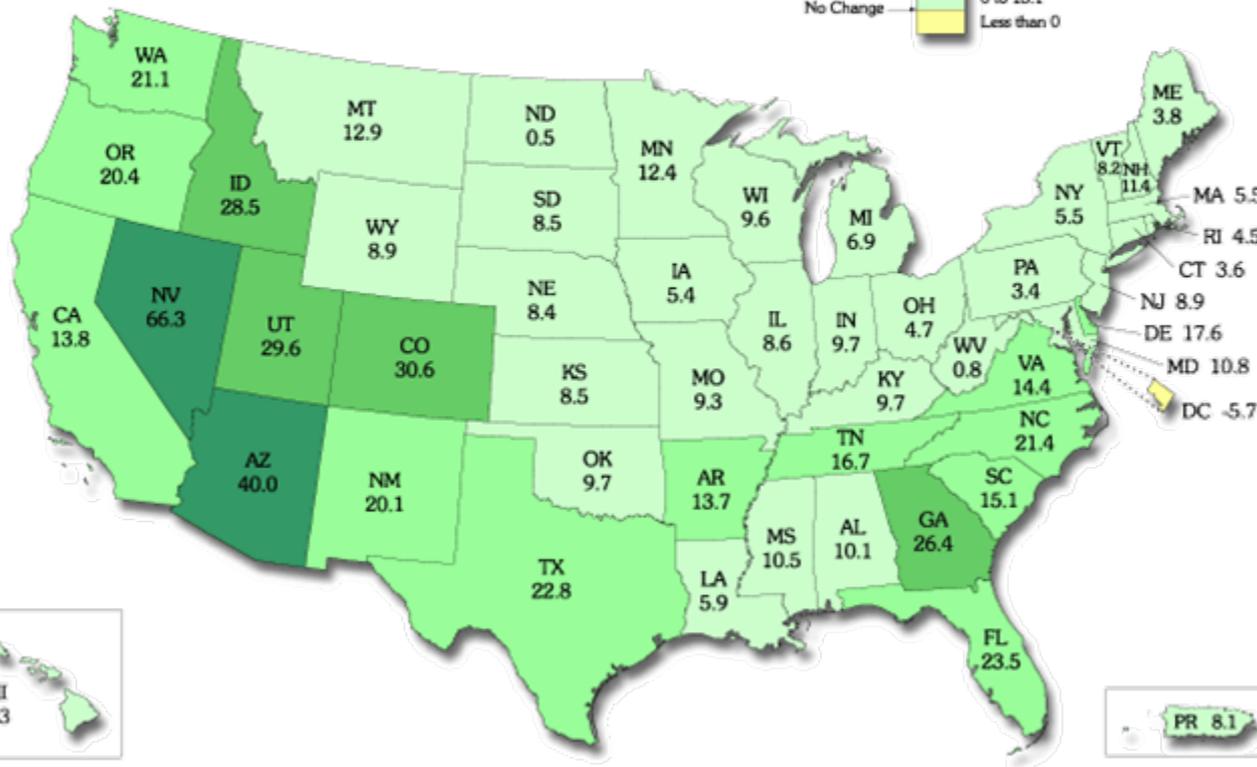
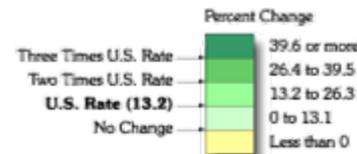


The darker the green the faster the rate of growth.

Nevada and Arizona lead.

Intermountain states about 30%.

MT & WY slow-growing.



Population Magnitude



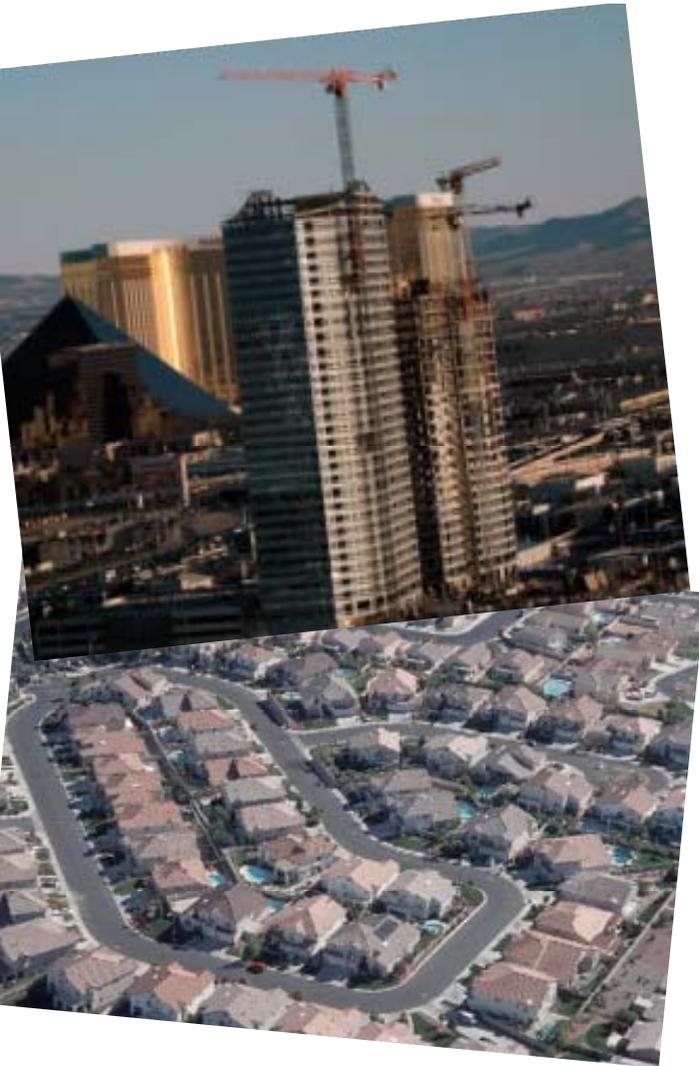
- **100 million**
- **3 million**
- **571 million**

Population Magnitude



- **100 million**
number of people added between 1967 and 2006 (39 years)
- **3 million**
approximate annual growth of U.S. population
- **571 million**
mid-range population estimate for U.S. in 2100

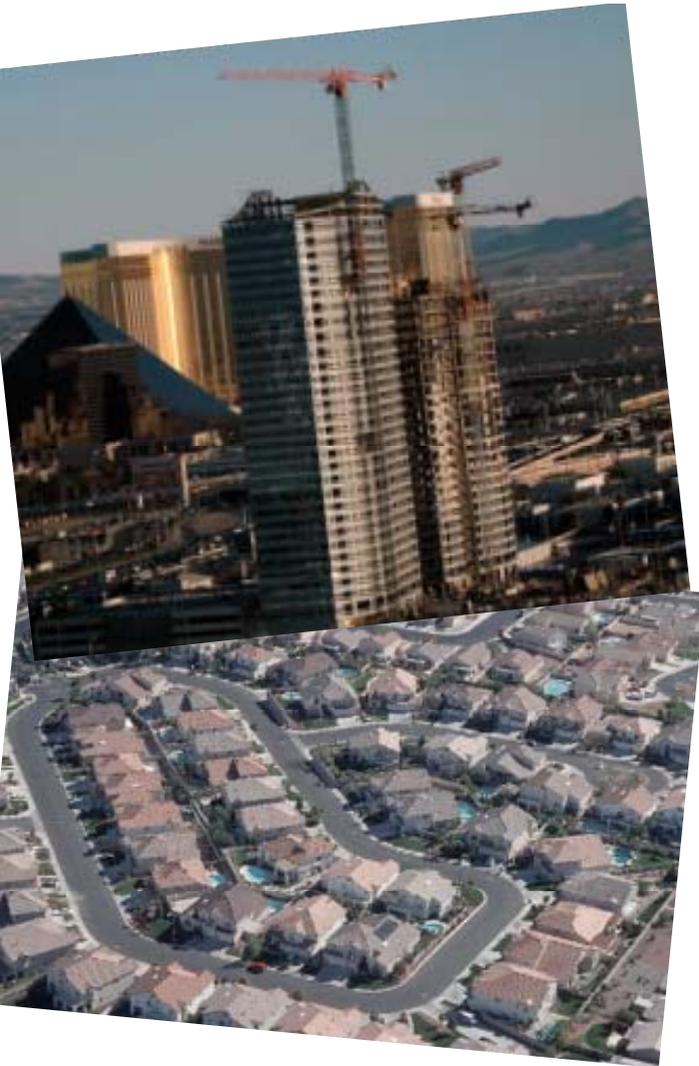
Population Distribution



- **80%, up from 28%**
- **88% between 2000 and 2030**
- **AZ, AK, CO, ID, NM, NV, OR, TX, UT**



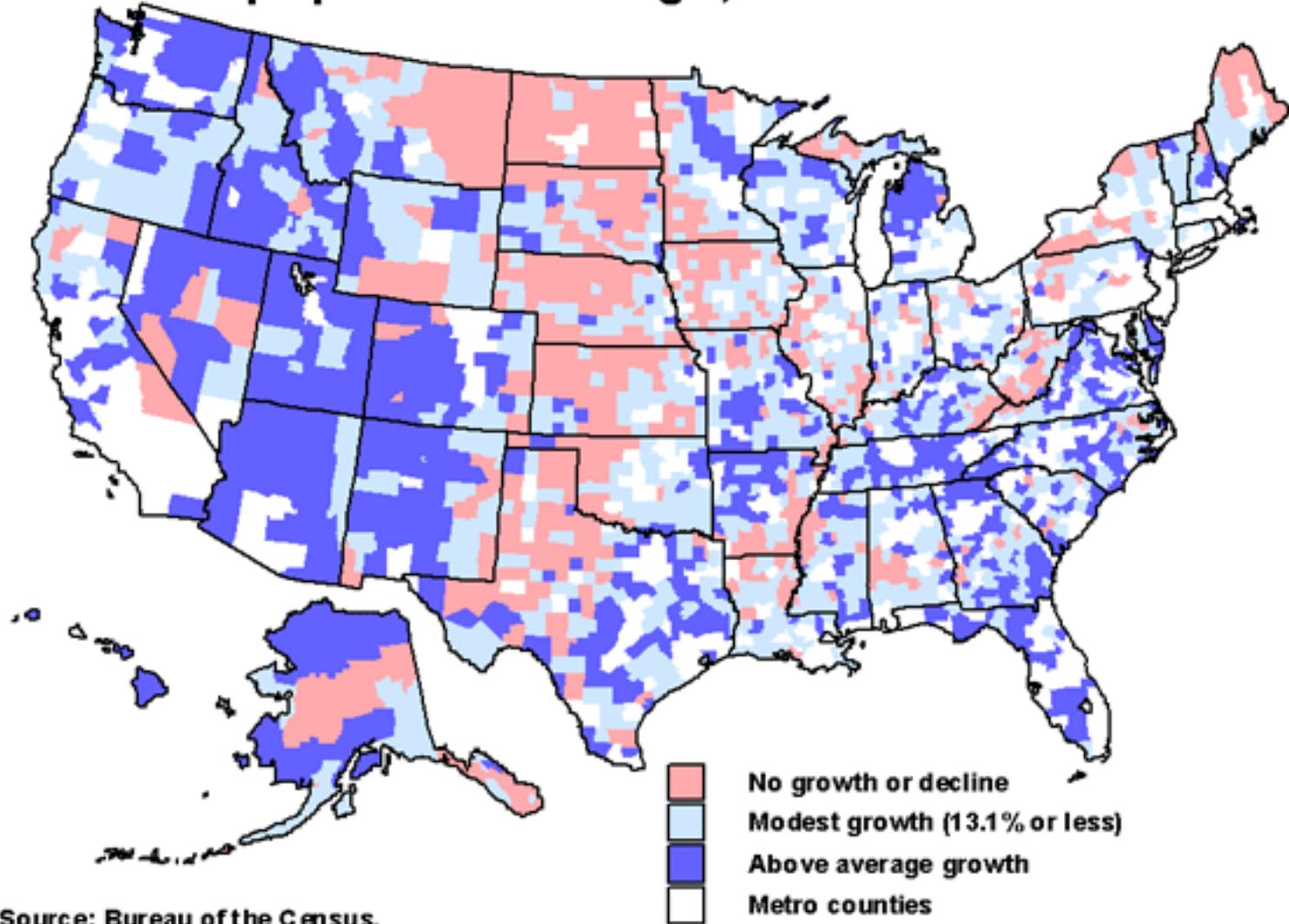
Population Distribution



- **80%, up from 28%**
% of population living in urban or suburban areas
- **88% between 2000 and 2030**
% of U.S. pop. growth in southern and western Census regions
- **AZ, AK, CO, ID, NM, NV, OR, TX, UT**
fast growing '00 - '30



Nonmetro population change, 1990-2000



Pink
Slow growth in NE and Midwest.

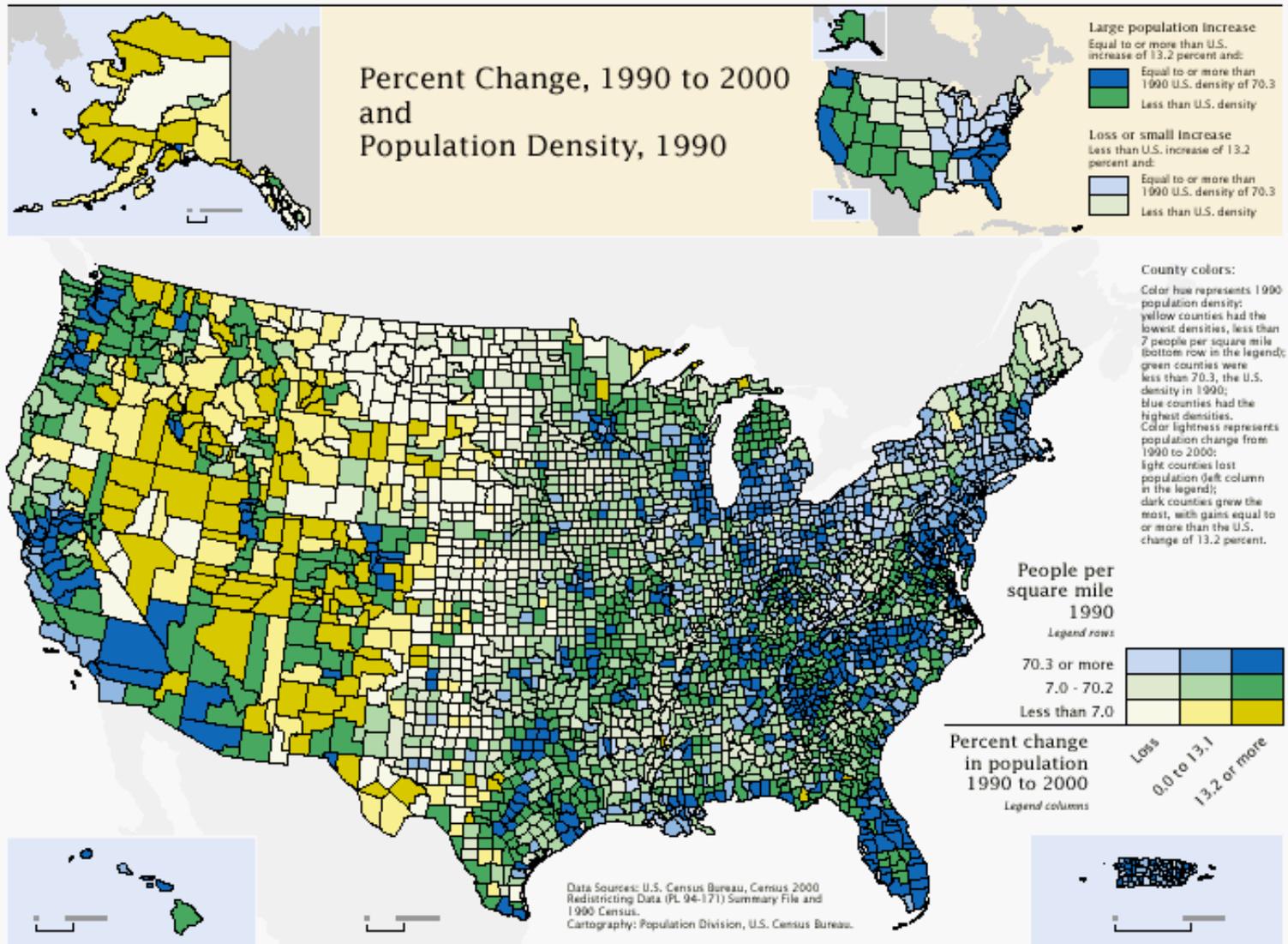
Sky Blue
Growth 13% of less.

Darker blue
Fast growth in the Rocky Mountain west and Sunbelt.

White
So CA is all metro except Imperial County.

Source: Bureau of the Census.

Changes in Population Density



Between 2000 and 2030...

U.S. will add 82 million

- 281 to 363 million

88% in S or W

- 72 million in S (43) and W (29)
- 10 million in NE and MW

By 2030, 363 million

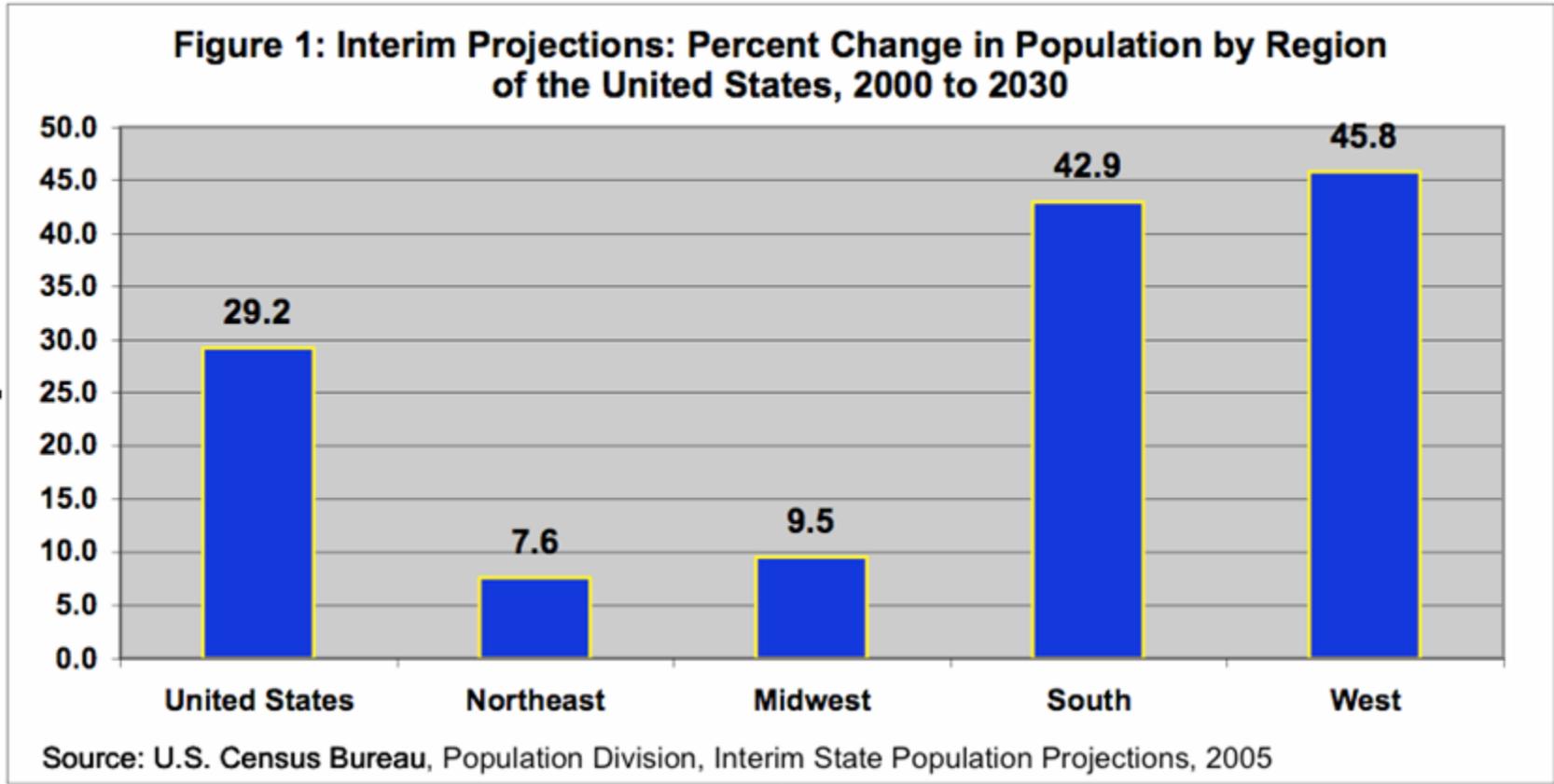
- 65% of US population (up from
- 235 million in S and W
- 128 in N and MW

Note. Census regions.

Source: Census Bureau. Population Division, Interim State Population Projections, 2005.



Percent Population Change by Region 2000 - 2030



Source: Census Bureau. Population Division, Interim State Population Projections, 2005.

Top Ten States

Ten Largest States

California

Texas

Florida

New York

Illinois

Pennsylvania

North Carolina

Georgia

Ohio

Arizona

Ten Fastest Growing

Nevada

Arizona

Florida

Texas

Utah

Idaho

North Carolina

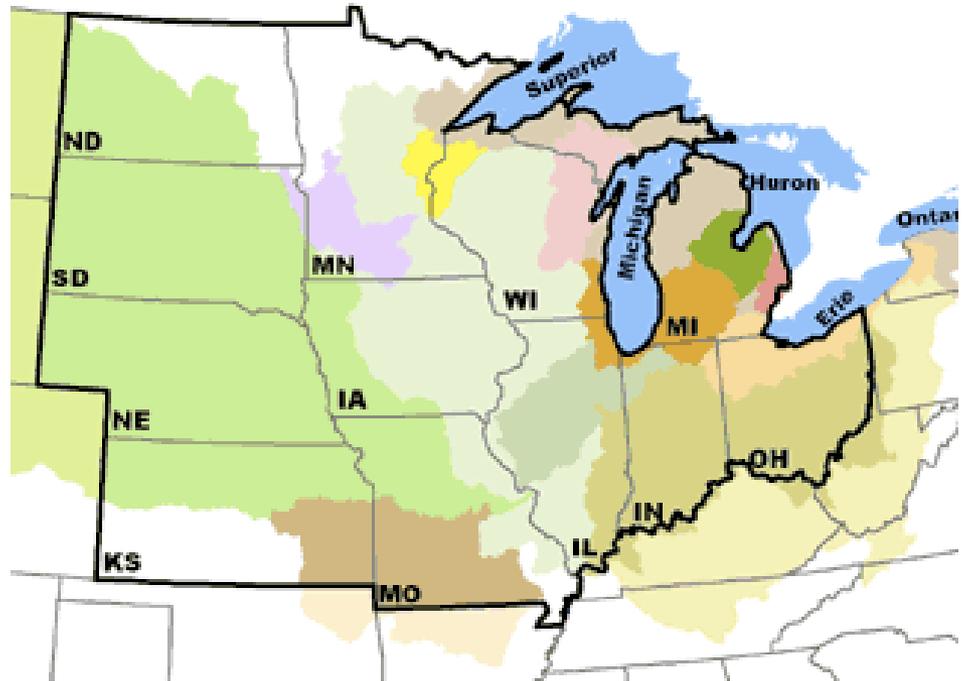
Georgia

Washington

Oregon

Population Change 2000 - 2030

US	281M	363M
IA	2.9M	2.9M
IL	12.4M	13.4M
IN	6.0M	6.8M
KS	2.7M	2.9M
MI	9.9M	10.7M
MN	4.9M	6.3M
MO	5.6M	6.4M
ND	640K	600K
NE	1.7M	1.8M
OH	11.3M	11.5M
SD	754K	800K
WI	5.3M	6.1M



Living Longer



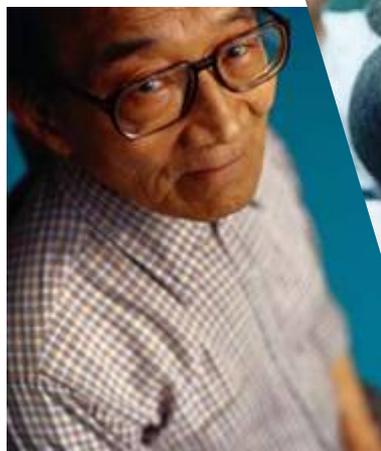
- **12% to 20%**
- **35 to 71 million**
- **~ 50% in 9**
- **FL, PA, WV, IA, ND**
- **CA, FL, NY, TX**

Living Longer



- **12% to 20%**
% increase in 65+ '00 - '30
- **35 to 71 million**
numerical increase in 65+
- **~ 50% in 9**
percentage of all seniors in 9 states
- **FL, PA, WV, IA, ND**
highest % of seniors
- **CA, FL, NY, TX**
largest number of seniors

Living Longer



Life Span

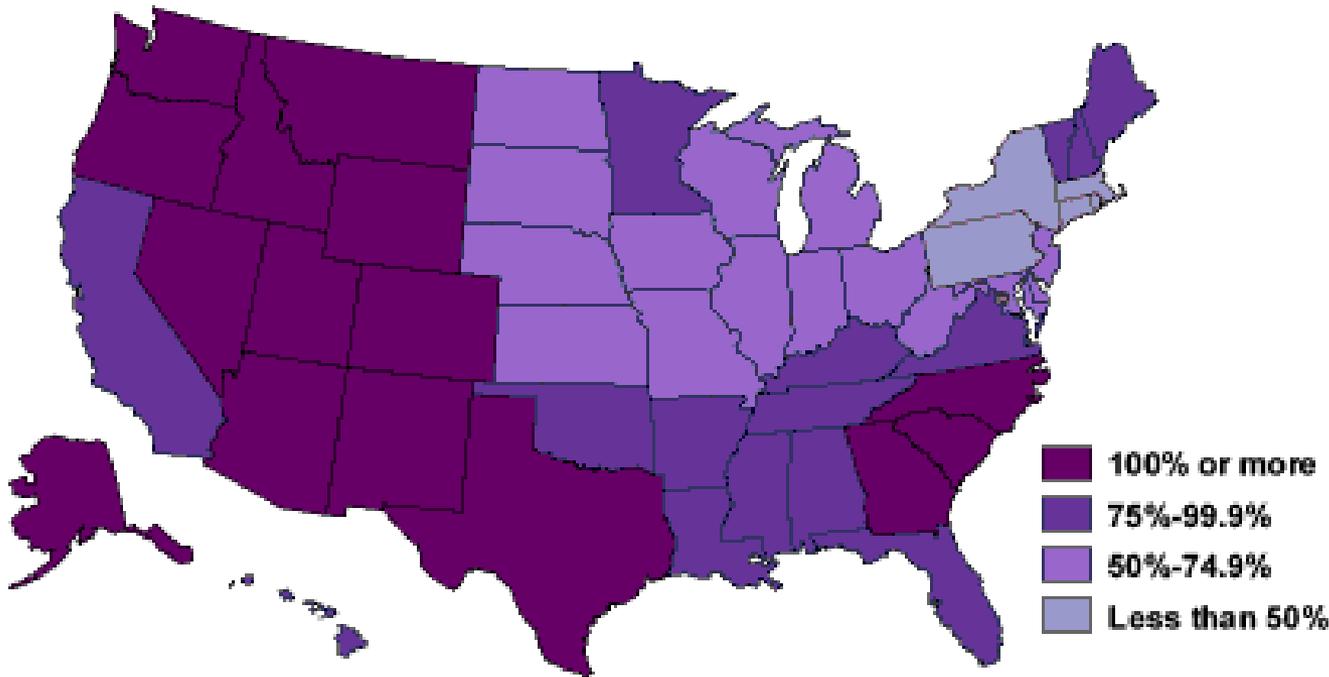
Mature

Zoomers

Ethnic Elders

Senior Adult Demographics

Percent Change in the Population Age 65 and Older, by State, 2000 to 2020



Darker = higher percentage of 65+ in 2020.

ID, OR, MT are aging in place (AiP).

Sunbelt and Rocky Mountain are getting lots of retirees and AiP.

Percent of the Population Age 65 and Older, by State, 2000



Life expectancy projected to double between 1900 and 2100 (mid 40s to mid 80s)

**Break out the Prozac,
the first boomers are turning 60!**

Boomers Are Zoomers

**Break out the Prozac,
the first boomers are turning 60!**

Appetite for Adventure

Aversion to slowing down

Outdoors = Lifestyle

Educated & Monied

Amenities

Travel

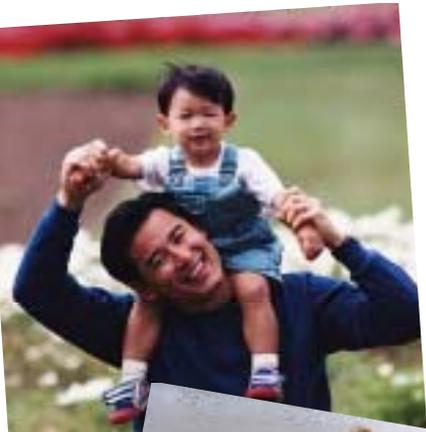
Toys

- Mechanized
- Digital

What Do Boomers Want?



Rich Diversity



- **1 in 3**
- **1 in 5; 62%**



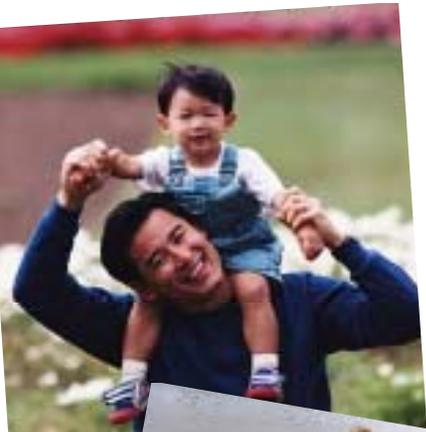
- **45%**



- **55% in 2030**



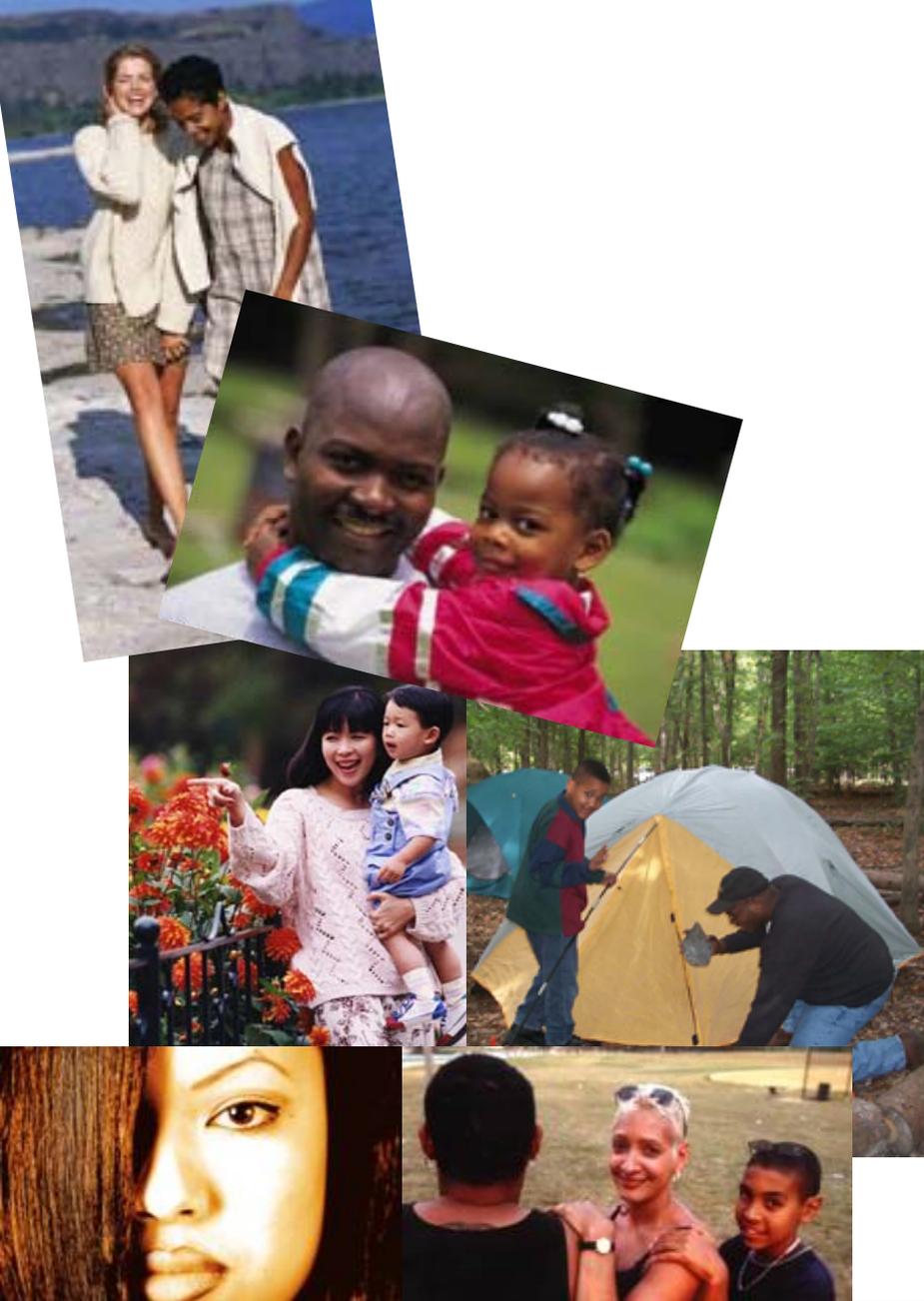
Rich Diversity



- **1 in 3**
U.S. residents racial/ethnic '05
- **1 in 5; 62%**
language other than English at home; Spanish
- **45%**
% of kids under age 5 racial or ethnic minority
- **55% in 2030**
*% of kids in 10 states in 2030
CA, TX, FL, NY, IL, GA, NC,
PN, OH, AZ*

Rich Diversity

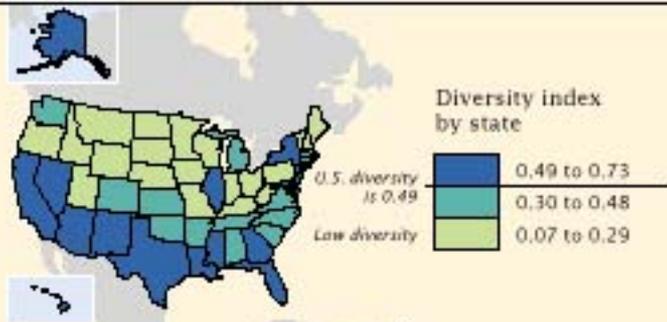
- Racial and Ethnic
- Country of Origin
- Lifestyle
- Ability
- Cultural Pluralism



1 in 3 Americans are from racial or ethnic minorities

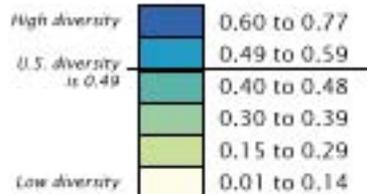
Diversity, 2000

Hispanic or Latino Origin and All Races



The diversity index reports the percentage of times two randomly selected people would differ by race/ethnicity. Working with percents expressed as ratios (e.g., 63 percent = 0.63), the index is calculated in three steps: A. Square the percent for each group, B. Sum the squares, and C. Subtract the sum from 1.00. Eight groups were used for the index: 1. White, not Hispanic; 2. Black or African American; 3. American Indian and Alaska Native (AIAN); 4. Asian; 5. Native Hawaiian and Other Pacific Islander (NHOPi); 6. Two or more races, not Hispanic; 7. Some other race, not Hispanic; and 8. Hispanic or Latino. People indicating Hispanic origin who also indicated Black, AIAN, Asian, or NHOPi were counted only in their race group (0.5 percent of the population). They were not included in the Hispanic group.

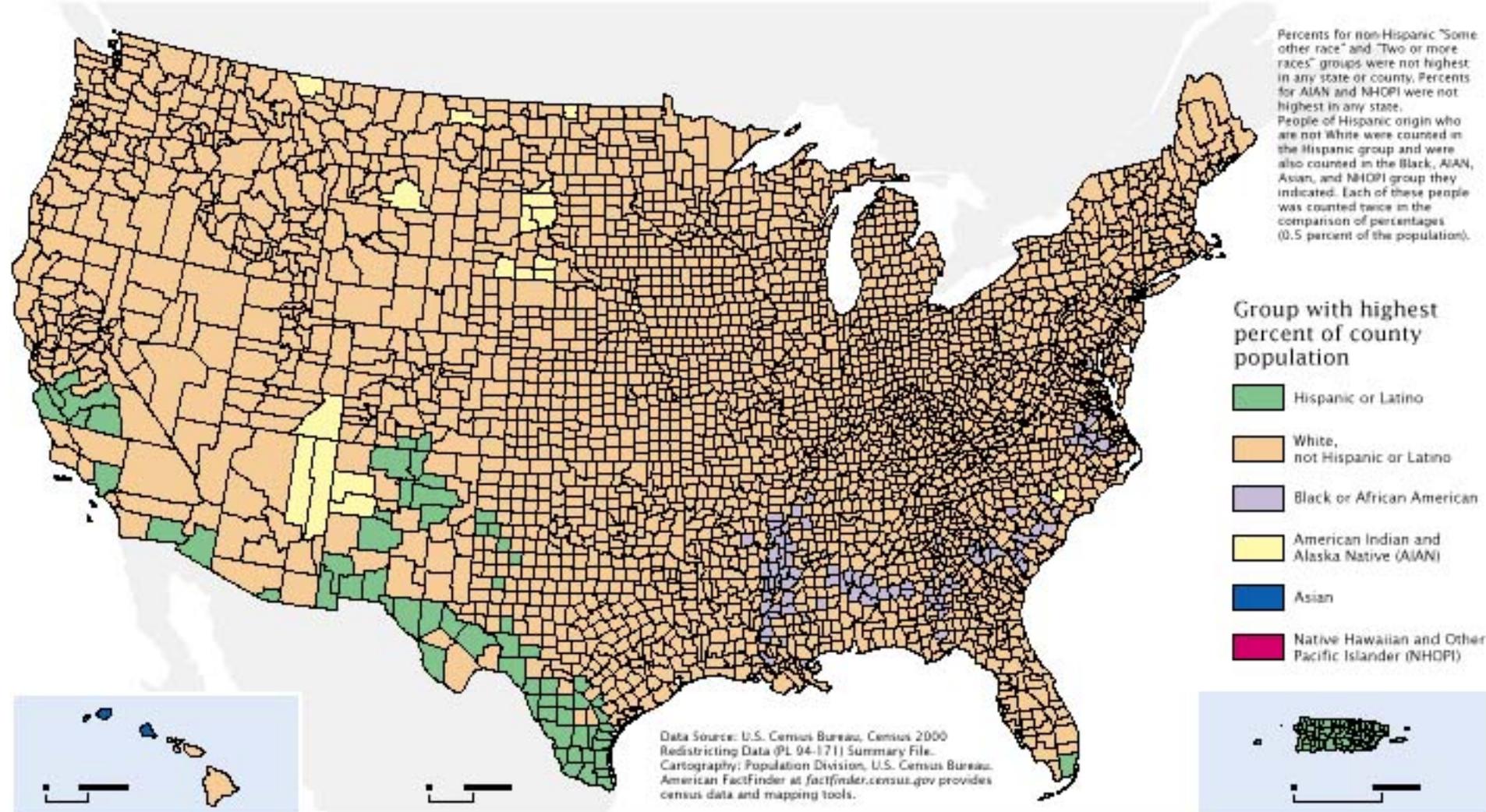
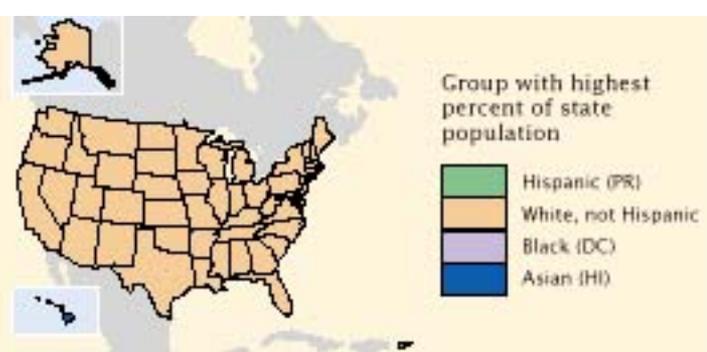
Diversity index by county



Data Source: U.S. Census Bureau, Census 2000 Redistricting Data (PL 94-171) Summary File. Cartography: Population Division, U.S. Census Bureau. American Factfinder at factfinder.census.gov provides census data and mapping tools.

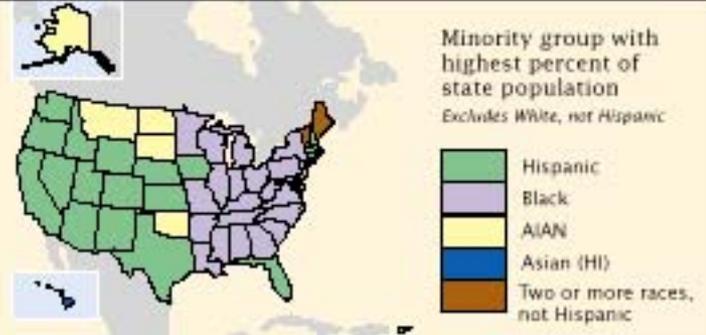
Prevalence, 2000

Hispanic or Latino Origin
and All Races



Minority Prevalence, 2000

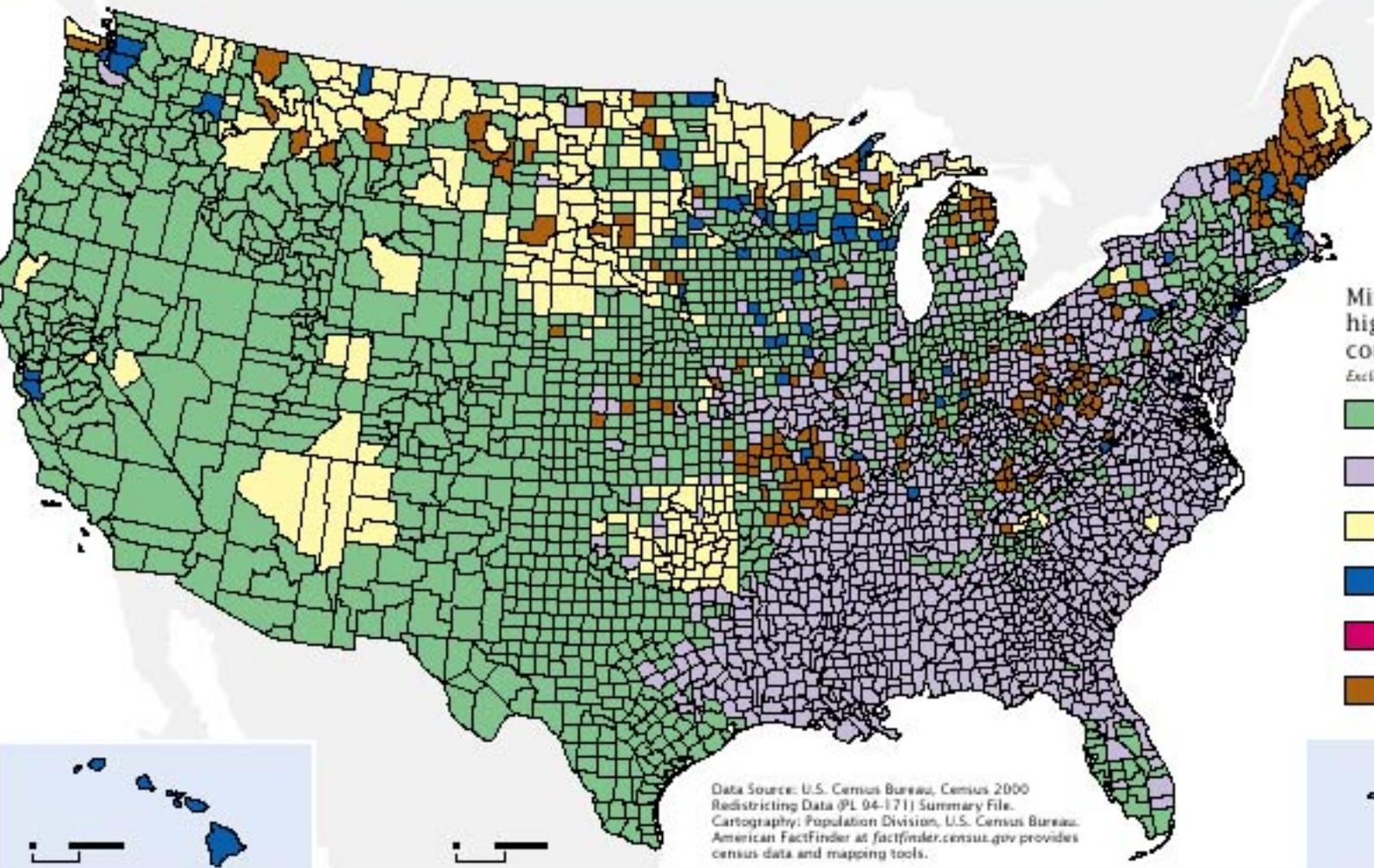
Hispanic or Latino Origin and All Races Except White



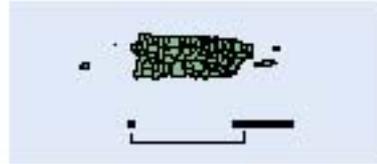
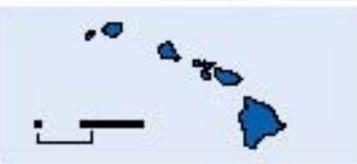
Percent for the "Some other race, not Hispanic" group was not highest in any state or county. People of Hispanic origin who are not White were counted in the Hispanic group and were also counted in the Black, AIAN, Asian, and NHOP1 group they indicated. Each of these people was counted twice in the comparison of percentages (0.5 percent of the population).

Minority group with highest percent of county population

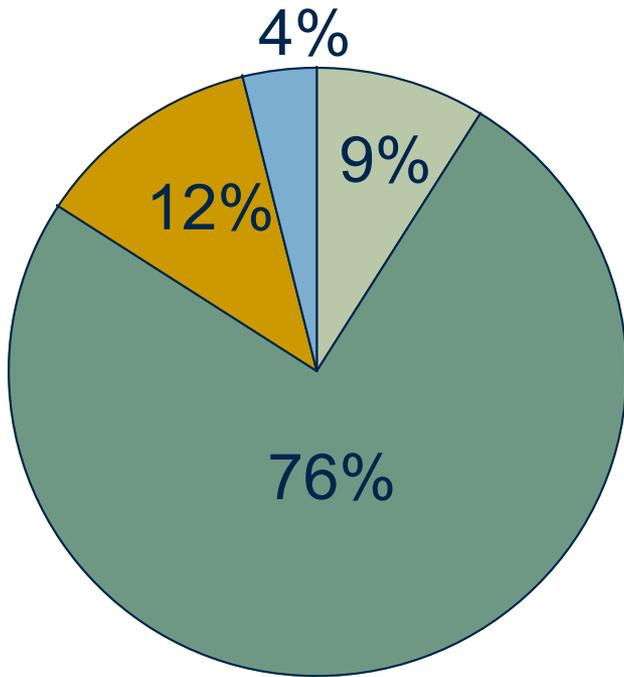
Excludes White, not Hispanic



Data Source: U.S. Census Bureau, Census 2000 Redistricting Data (PL 94-171) Summary File.
Cartography: Population Division, U.S. Census Bureau.
American FactFinder at factfinder.census.gov provides census data and mapping tools.



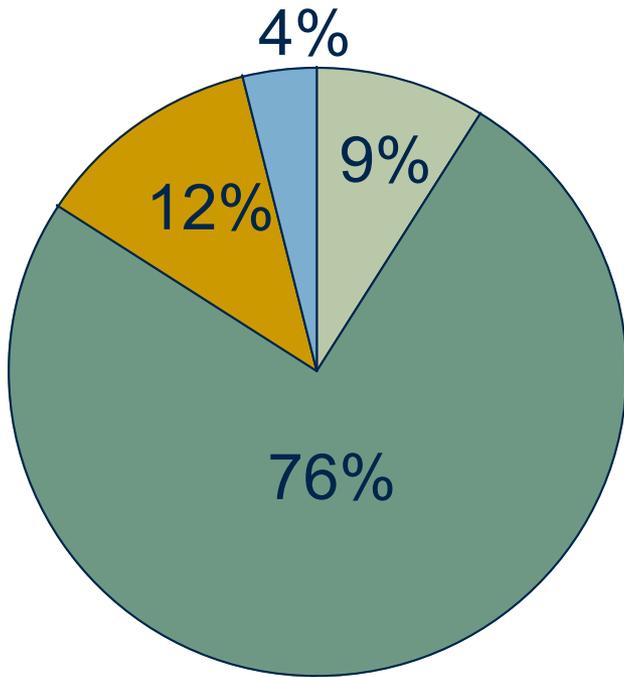
2000



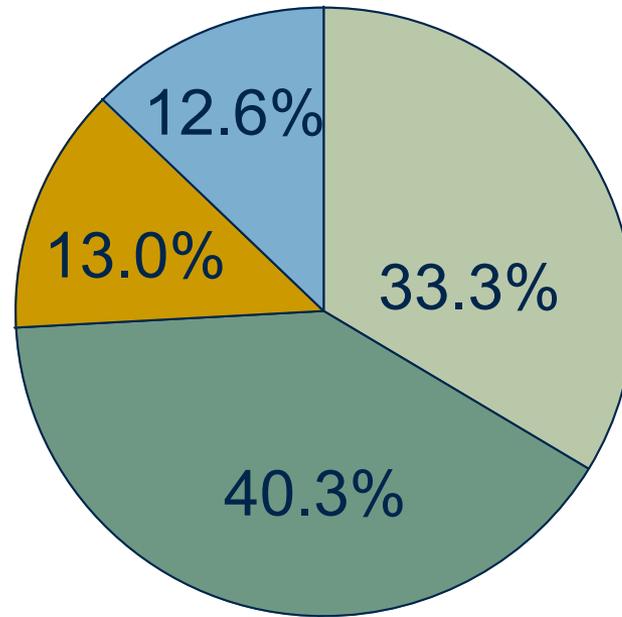
- Hispanic
- White, NH
- Black, NH
- Asian, NH



2000



2100



- Hispanic
- White, NH
- Black, NH
- Asian, NH



On Immediate Horizon....

	2005	2015
White	74%	65%
Black	13%	14%
Hispanic	9.5%	15%
Asian	4.5%	5%



Young Adults Creating New Leisure



The Digital Tribe



Self-reliant, digital
pioneers

Techno-fluent,
generally well-educated

Familiar with change,
uncertainty, diversity
and global context

Extended period
of freedom....

Fun essential

Travel a right

Seeking Experiences

- Extreme sports
- Adventure recreation
- Digital diversions

Communities of Interest Rather Than Place or Race



It ain't about being the same color; it's about,

“We are into the same thing.”



*Jameel Spencer,
Blue Flame
Marketing + Advertising*

Up and Coming



Today's Youth Are Accelerating Demographic Changes

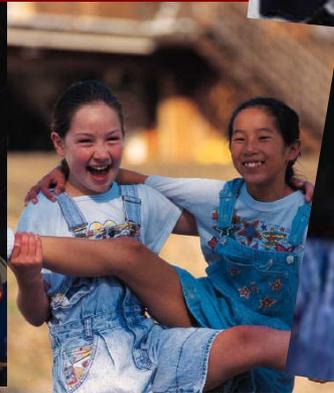
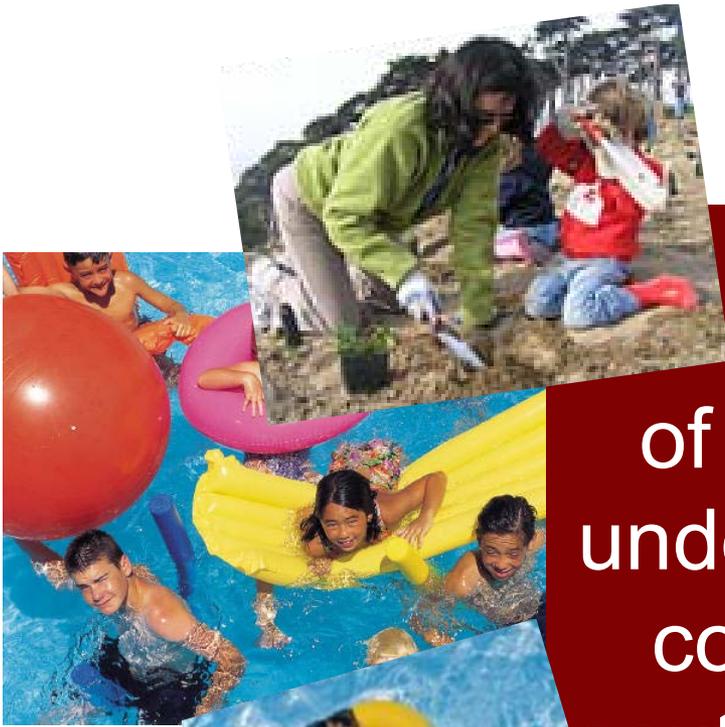
45% of U.S. kids under 5



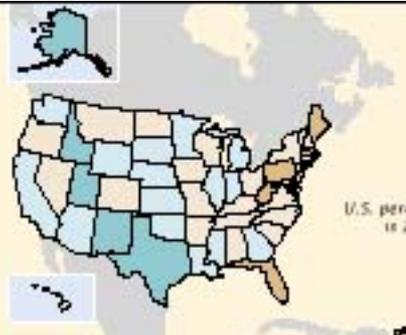
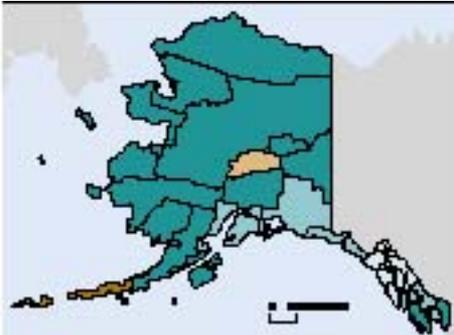
are children of color

45%

of U.S. children
under 5 are kids of
color; higher in
south, SW, coastal
and urban areas



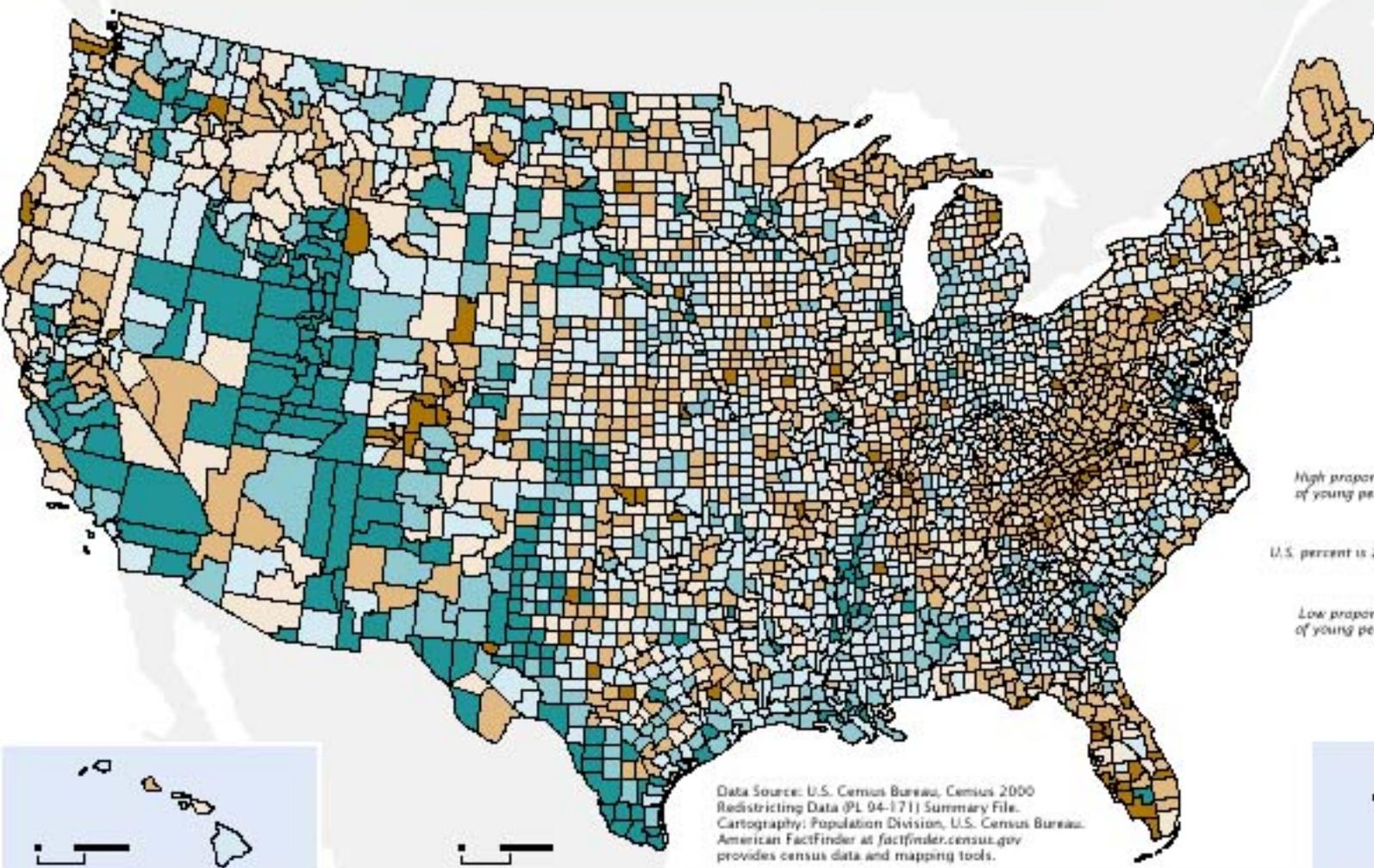
Percent Under Age 18, 2000



Percent of total population under age 18 by state

28.0 to 32.2
25.7 to 27.9
24.0 to 25.6
20.1 to 23.9

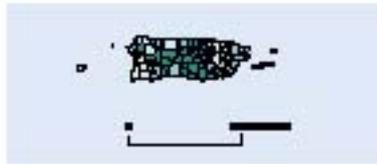
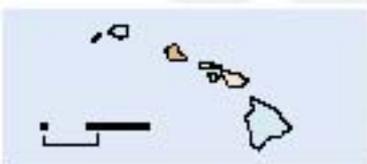
U.S. percent is 25.7



Percent of total population under age 18 by county

<i>High proportion of young people</i>	30.0 to 46.6
	28.0 to 29.9
	25.7 to 27.9
	24.0 to 25.6
	20.0 to 23.9
<i>Low proportion of young people</i>	2.0 to 19.9

U.S. percent is 25.7

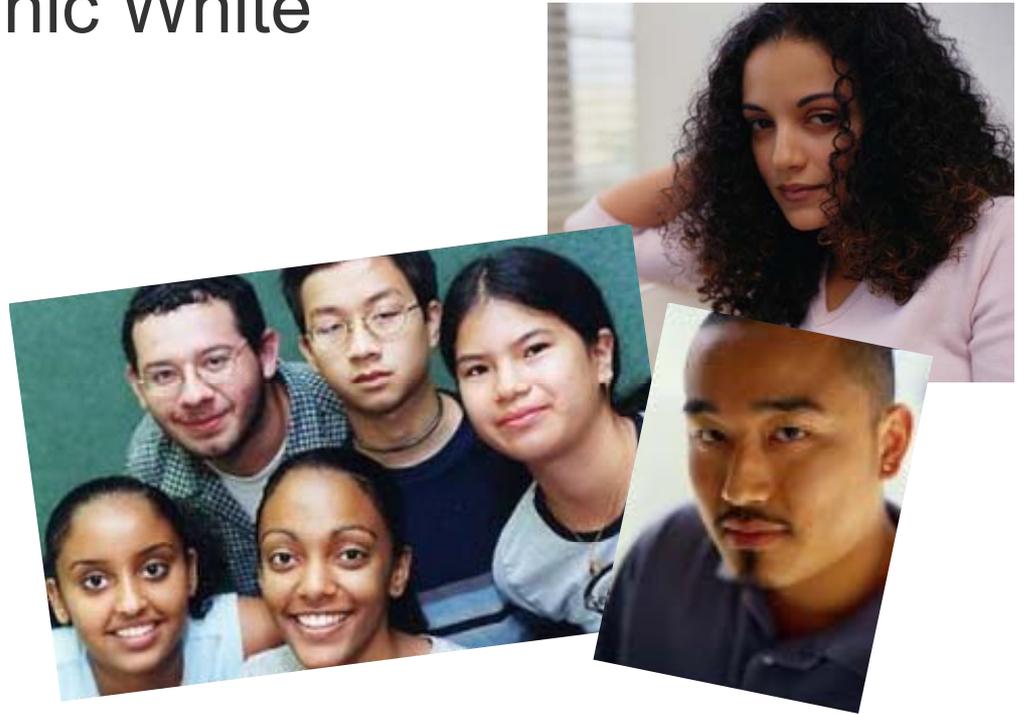


Data Source: U.S. Census Bureau, Census 2000 Redistricting Data (PL 94-171) Summary File. Cartography: Population Division, U.S. Census Bureau. American Factfinder at factfinder.census.gov provides census data and mapping tools.

Percentage Change in Midwest

Race/Ethnicity

- -3 to 3% Non-Hispanic White
- 21 - 54% Hispanic
- 1 - 45% Black
- 22 - 37% Asian



% Change in Population Segment, 2000 - 2006

	NHW	AfAm	Amln	Asian	Hisp
IA	0	14	14	24	39
IL	- 1	1	13	25	23
IN	1	9	6	37	40
KS	0	3	5	26	26
MI	0	1	0	31	21
MN	2	28	7	24	37
MO	3	6	9	32	38
ND	- 3	25	9	29	37
NE	0	9	9	30	38
OH	0	4	6	31	23
SD	2	45	7	31	54
WI	2	7	7	22	34



Source:
Analysis
of Census
by USA
Today

Lifestyle Context





Changing Lifestyle & Consumer Filters

- Urban Assets
- Transforming Technology
- Big Fun, Big Business
- Inside & Inactive
- Tourism & Outdoor Recreation Diversify

Urban Assets



Less Connected To Natural Landscapes



56% (1950) to 80% (2000) to ~83% (*future*)

Urban Assets

Big Shift in 20th Century

- City Center, Suburban, Rural
 - 28/0/72 to 30/50/20

Urban Areas

- High Density
- Green Space Poor

Disconnected from
landscape and nature

Demographics changes more
concentrated in urban areas.

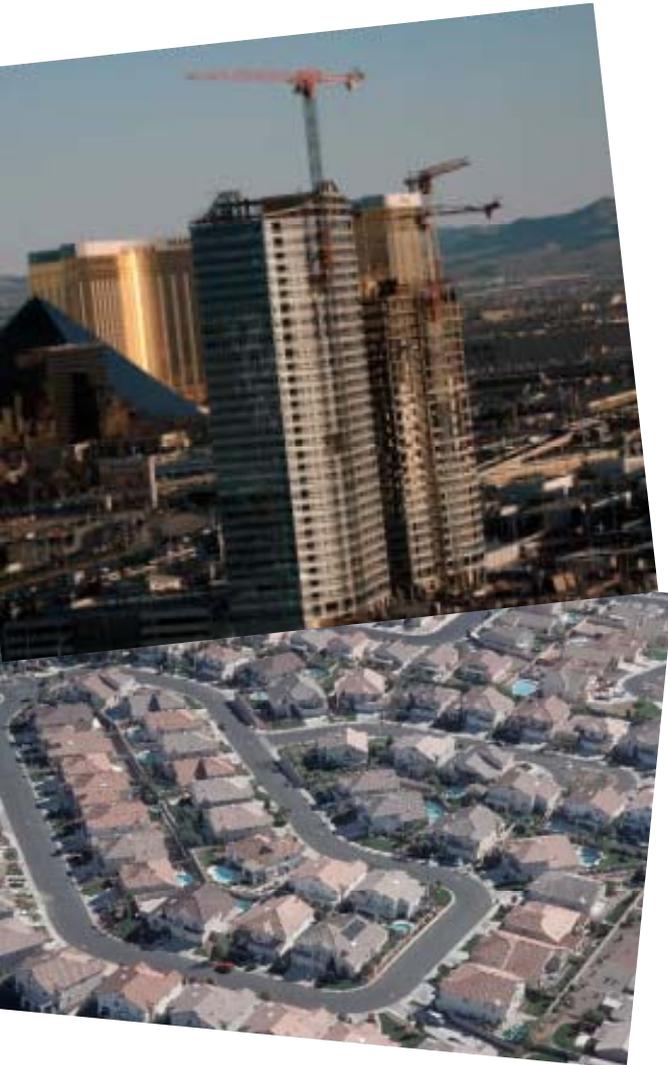
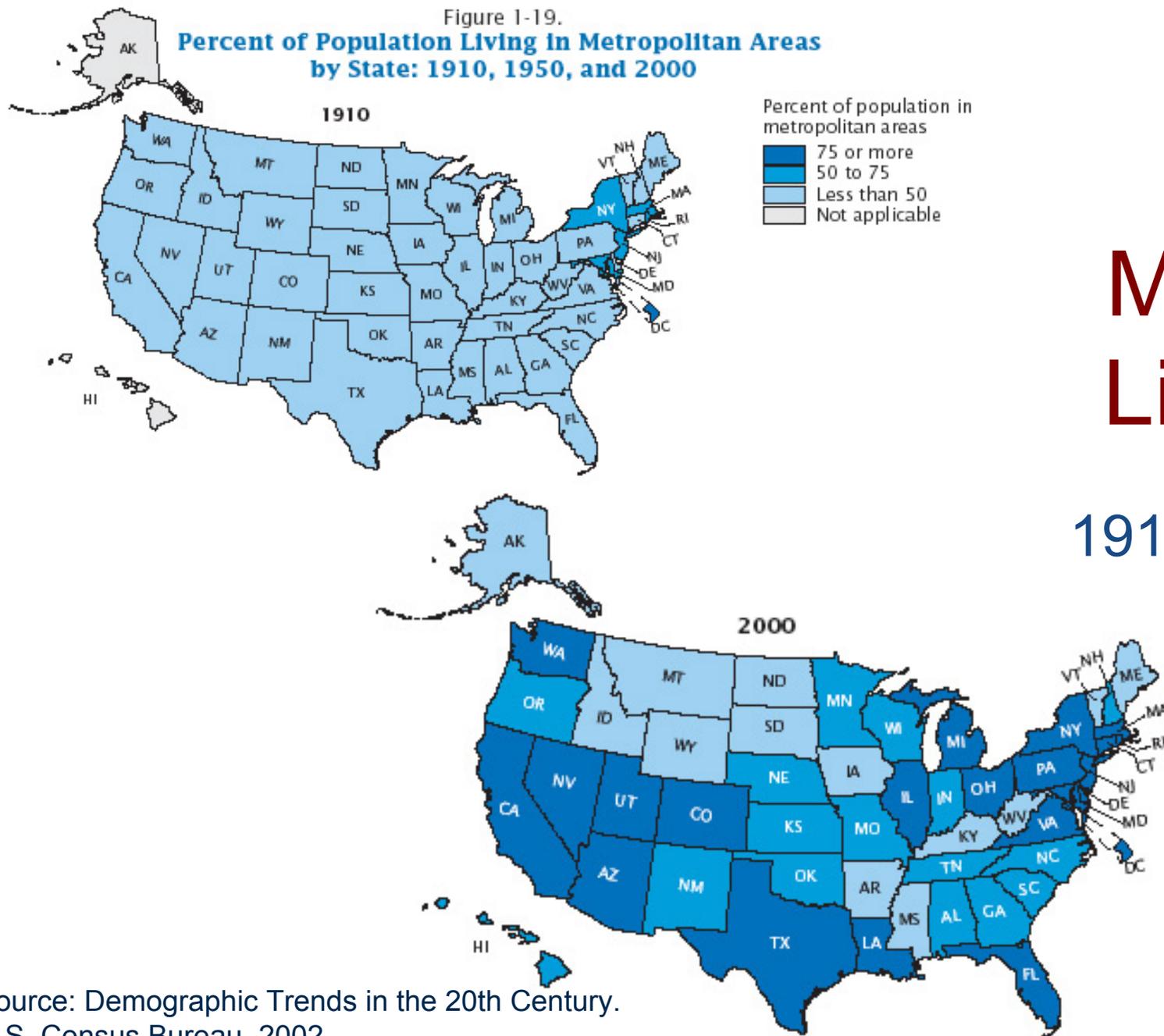




Figure 1-19.

Percent of Population Living in Metropolitan Areas by State: 1910, 1950, and 2000



Metro Living

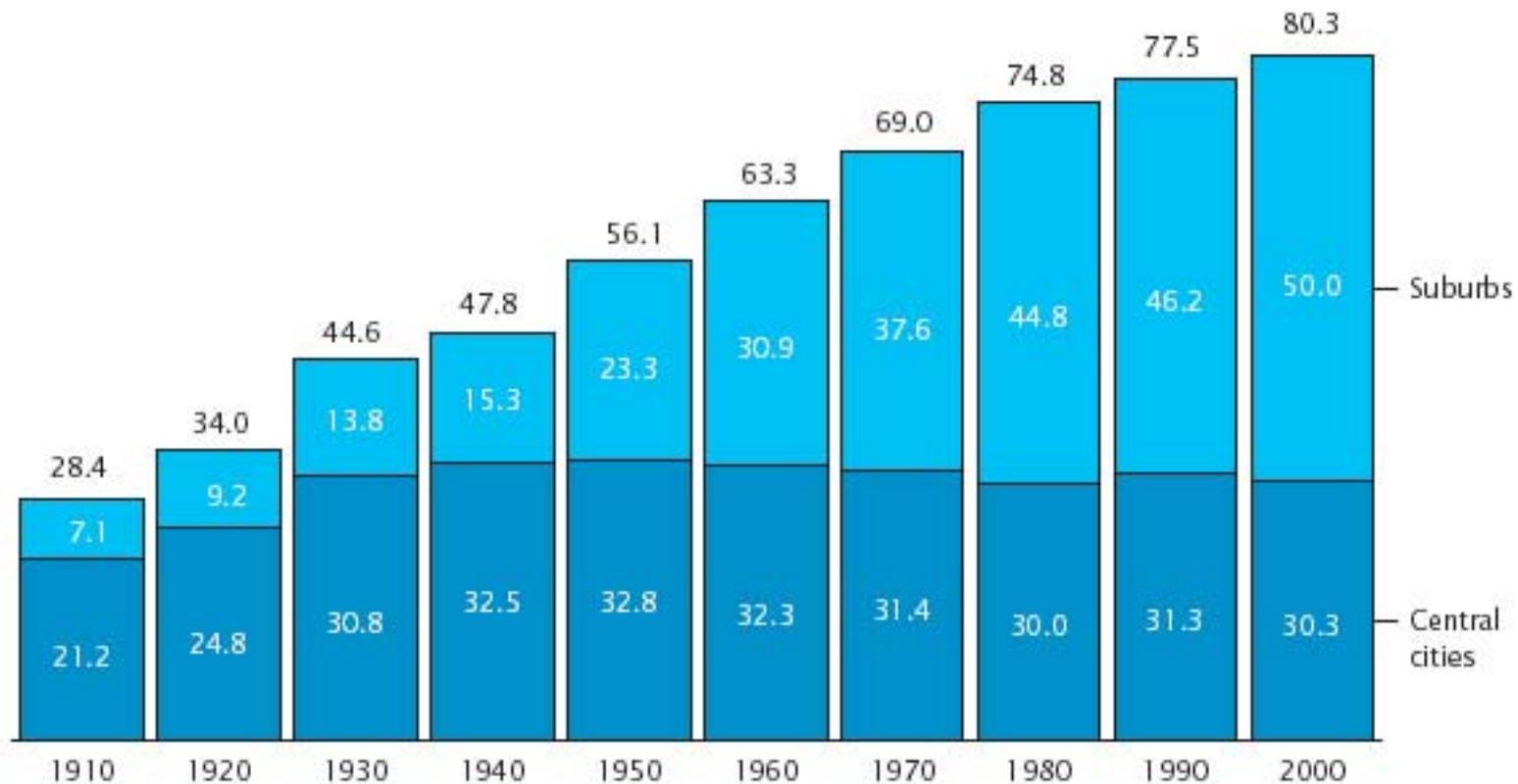
1910, 2000

Source: Demographic Trends in the 20th Century. U.S. Census Bureau, 2002.

Source: U.S. Census Bureau, decennial census of population, 1910, 1950, and 2000.



Figure 1-15.
**Percent of Total Population Living in Metropolitan Areas and
in Their Central Cities and Suburbs: 1910 to 2000**



Source: U.S. Census Bureau, decennial census of population, 1910 to 2000.

Transforming Technology



Digital

Transportation

Media

Gear

Filters for Experiences

Transforming Technology

Transportation

- Information About Sites
- Personal Transportation

Gear

- Clothing
- Shoes
- Equipment

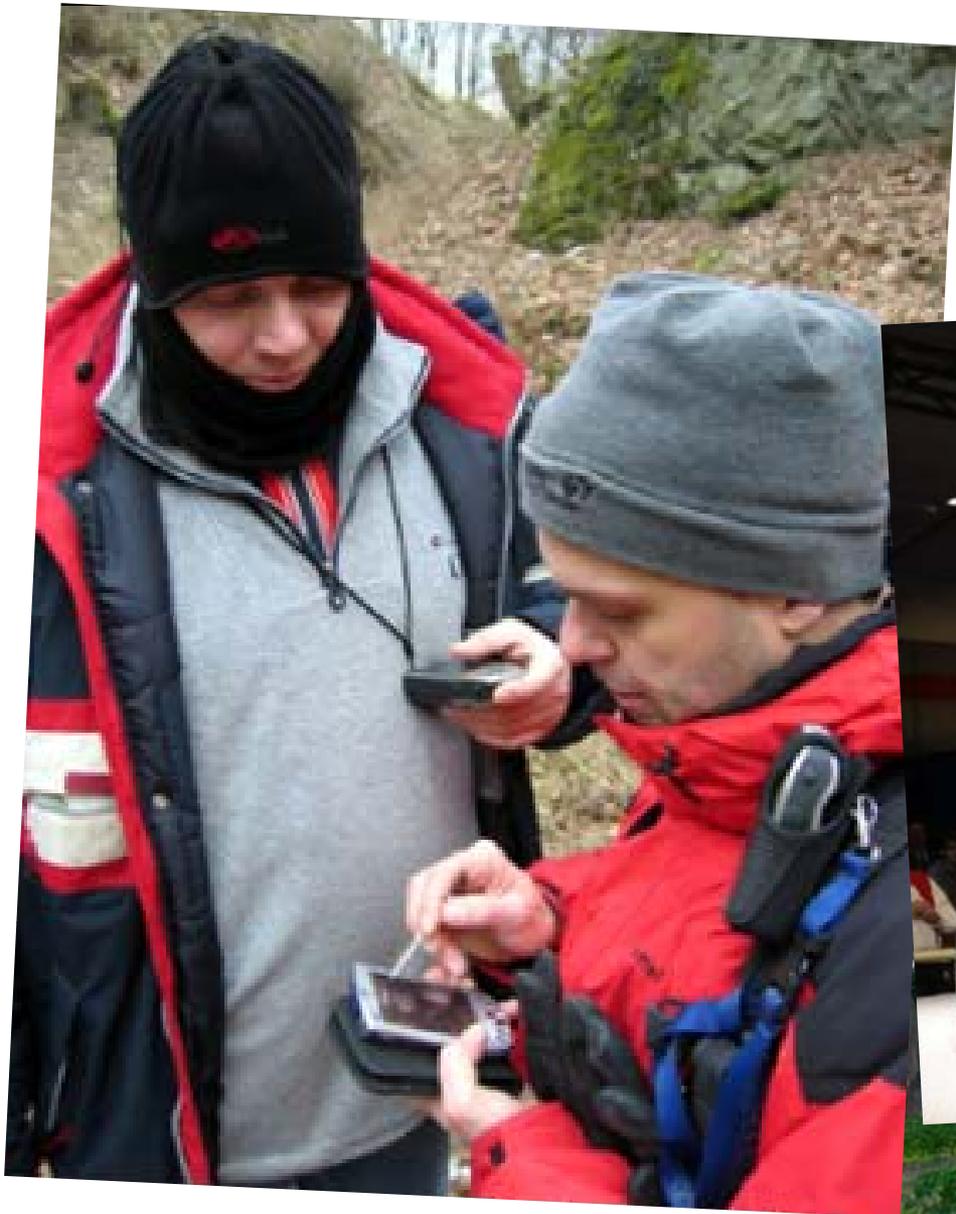
Information

- Access To Information

Communication

- GPS
- Telephones
- Personal Media
- Social Networking Websites

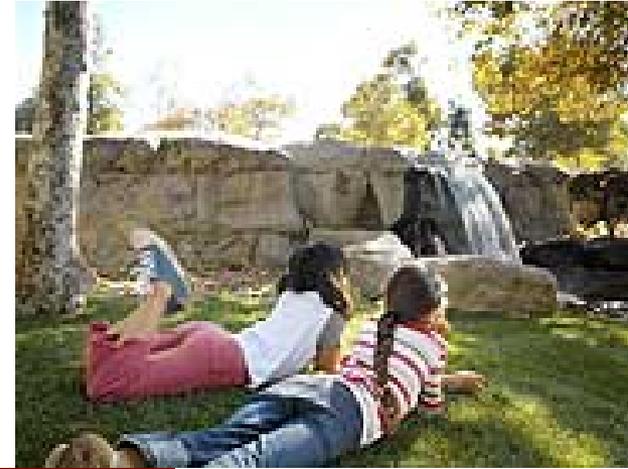




Urban + Technology

=

Inside



Calories From Work

People Indoors

Absorbs Lots of Time

*Concept
Images from
the Trust for
Public Land
website*

Urban + Technology = Outside



Connectivity

Interactivity



The Real Competition



ALWAYS AWAY DAYS

Easy to use hand-held control gives you a personalized message at the touch of a button.

FeatureFree™
Billing phone with Caller ID lets you decide which calls to take and which to skip.

State-of-the-art programmable message with tones for the ultimate in convenience.

Build-in cooler keeps a six-pack of drinks or your favorite snacks close at hand.

Get the games, books, look your favorite stock or take a call, with "CALL" you'll never miss a play.

CALLER ID
RECALL NUMBER 1-800-999-9999

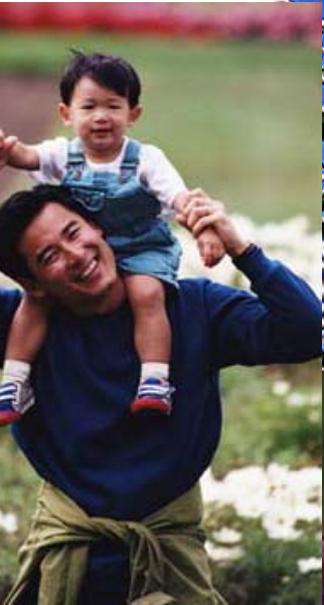
Experience Era





from

*national icons to neighborhood parks,
people can select from hundreds of
parks and protected places and
thousands of experiences.*





Used to be

“Man
vs.
Mountain”

*Myers quoted by Raymond in American
Demographics, 8/00*

Now

its women, men,
kids, families,
grandma, grandpa
and the pets

*...like stuff, like choices,
like value.*



*Myers quoted by Raymond in
American Demographics, 8/00*

Different Activities & Audiences

Traditional Sightseeing/Touring
Traditional Outdoor Recreation
Adventure Travel
Wildlife Viewing
Recreation Transportation
Nature-based or Eco-tourism
Cultural Heritage Tourism
Stewardship and Volunteerism



T E X A S

W I L D L I F E

8 2^o

1 9 9 9



E X P O

**G R E A T F U N I N T H E
G R E A T O U T D O O R S**

Similar Motivations

70+% reported as “very important” factors influencing enjoyment...

Being Outdoors
Relaxing/Reduce Tension
Beauty/Quality of
Natural Setting
Change From
Daily Routine
Being W/
Family
and Friends



Relaxation & Natural Values

More than half reported these benefits....

Be able to **relax**

Feel **safe and secure**

Being **outdoors**

Beauty of the area

Getting away from
crowded situations

Releasing or **reducing
tensions**

Quality of the natural setting

Being with **friends/family**

Doing something **kids enjoy**

Change from daily routine

Keeping **fit and healthy**



America's Top 10 Outdoor Recreation Activities

Walking for Pleasure
Family Gatherings
Gardening for Pleasure
Viewing/Photo Scenery
Visit Nature Centers
Picnicking
Driving for Pleasure
Sightseeing
Outdoor Sporting Events
Visit Historic Sites



100+ Million, 50% Participation



Activity	Participating	Millions
View/Photo Scenery	70.6%	151.2
Visit Nature Centers	63.5%	135.9
Driving for Pleasure	61.2%	130.9
View/Photo Wildlife	58.2%	124.6
View/Photo Flora	57%	122.0
Visit Beach	56.9%	121.8
Swim Lake, Stream	54.2%	116.1
Visit Historic Sites	53.1%	113.6
Picnicking	52.4%	112.1

Big Business, Big Fun



T E X A S

W I L D L I F E



E X P O

**G R E A T F U N I N T H E
G R E A T O U T D O O R S**

Dow

Anheuser Busch

Southwest Airlines

BP/Amoco

Chevy Trucks

Compac

Texas Parks
& Wildlife

Big Fun Is Big Business

Economics Of Fun

- Leisure Spending Up To 8.3% of Total Personal Income (from 4.3%) In Past 20 Years

Tourism

- Leisure Travel To Grow Significantly For 20 – 30 Years
- Tourist Is A Recreationist 50 Miles From Home

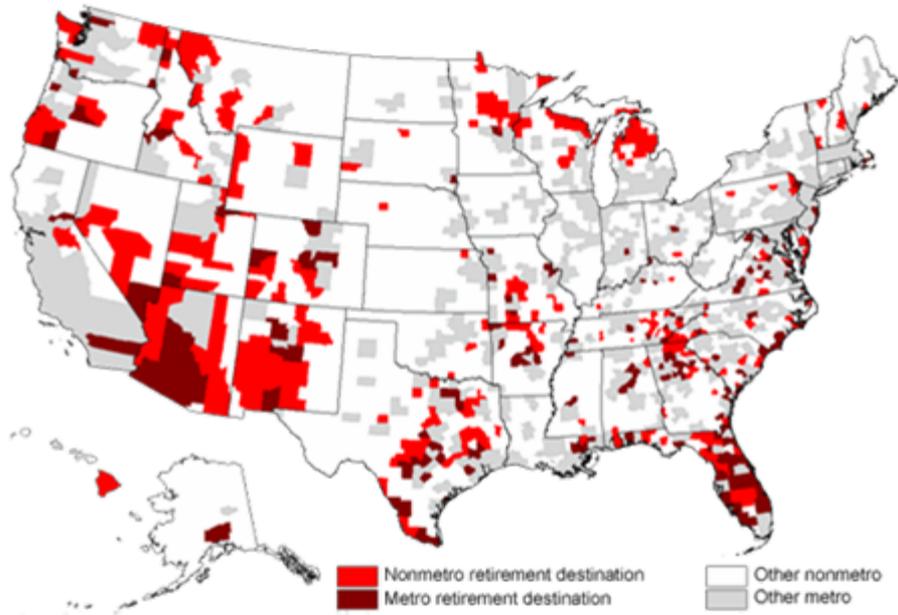
Spending, Jobs, Taxes



Tourism & Outdoor Recreation Diversify



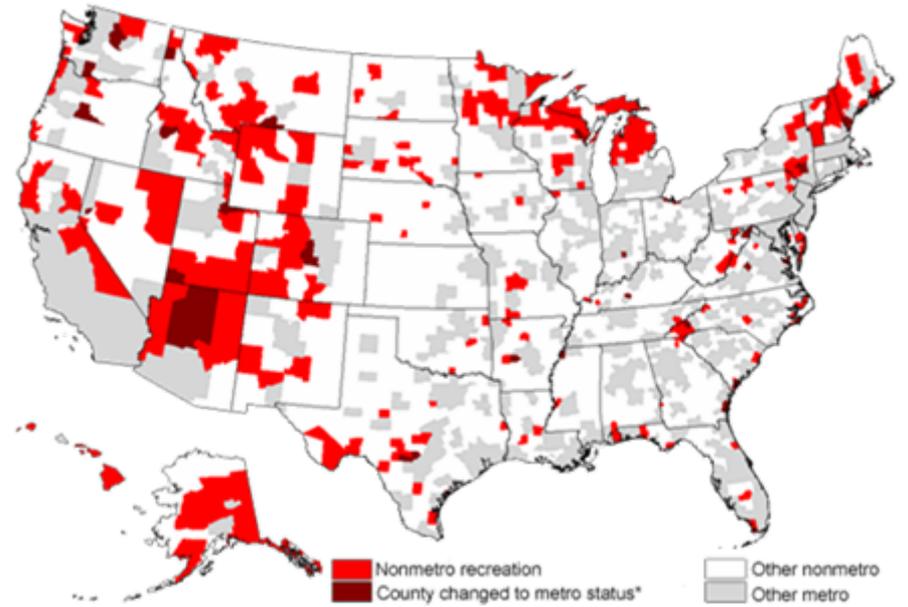
Retirement destination counties, 2000



Retirement destination counties--number of residents 60 and older grew by 15 percent or more between 1990 and 2000 due to immigration.
 Source: Economic Research Service, USDA.

Upper - Retirement
 Lower - Recreation

Nonmetro recreation counties, 1999



*Only counties that were classified as nonmetro in either 1993 or 2003 were analyzed. These metro recreation counties were nonmetro in 1993.
 Source: Economic Research Service, USDA.

*Collective Consequences
of all these Changes*



Demographic Sweet Spots



- *Arizona*
- *California*
- *Florida*
- *Georgia*
- *Illinois*
- *North Carolina*
- *New York*
- *Pennsylvania*
- *Ohio*
- *Texas*

Demographic Dozen for 2030



- **Large Populations**
*CA, FL, NY, IL, PA,
NC, GA, OH, AZ*
- **Large and Fast-Growing**
AZ, FL, GA, NC, TX
- **Super Senior States**
*CA, FL, TX, NY, PA,
IL, AR, OH, NC, MI*
- **Lots of Youngsters**
*CA, TX, FL, NY, IL,
GA, NC, PA, OH, AZ*
- **Demographic Sweet Spots**
*AZ, CA, FL, GA, IL,
NC, NY, PA, OH, TX*

Transformed & Transforming Experiences



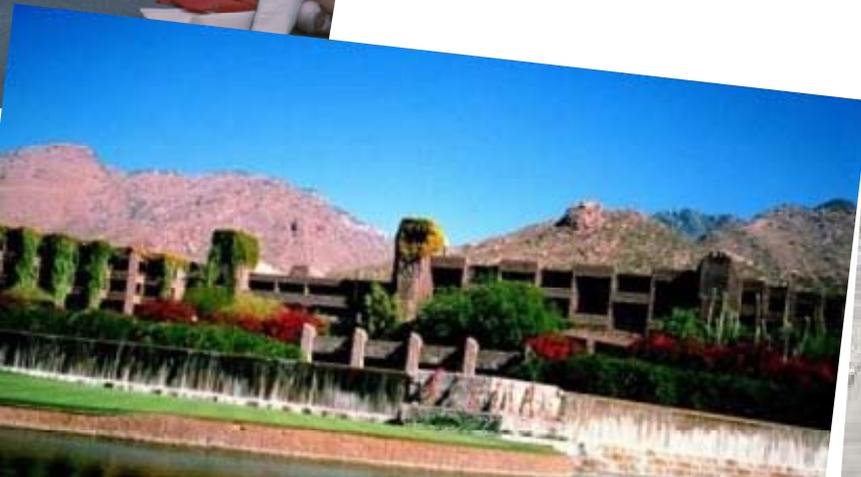
Spectator to Participant
As Consumer
As Visitor
As Producer



Defining Experiences
As Individual
As Member
As Citizen

Use More “Stuff” To Make Experiences Meaningful

- Technology
- Outdoor Recreation
- Hospitality/Amenities
- Gear, Groups & Guidance
- Specialized Media



Time & Leisure



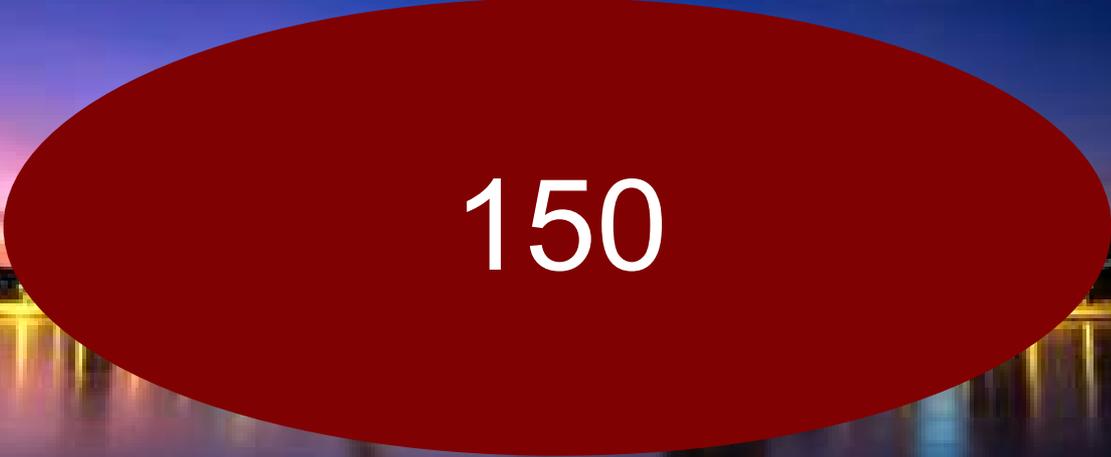
QuickTime™ and a
H.264 (MPEG-4) codec are
required to see this picture.





What is
Family
Friendly?

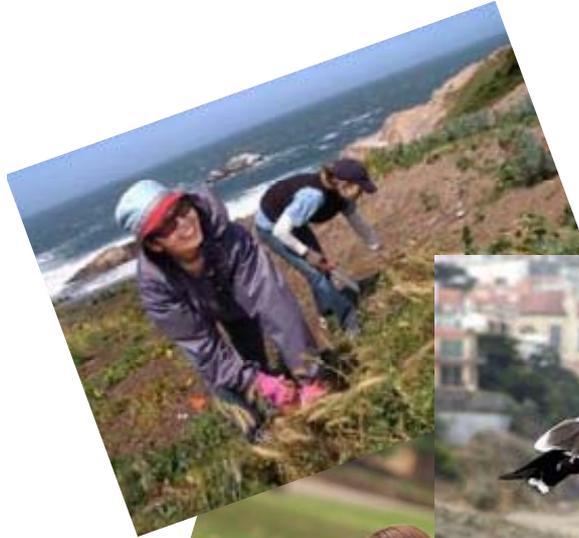
Hallmark makes cards for how many different family relationships?



150

Why Does This Matter?

More Urban
More Technology
Wider Range of
Outdoor
Experiences
New Roles for Nature
Not historic strengths
of federal agencies
Powerful new ways
to connect



Now What?





Sometimes people call me
an idealist...that is
the way I know
I am an American.

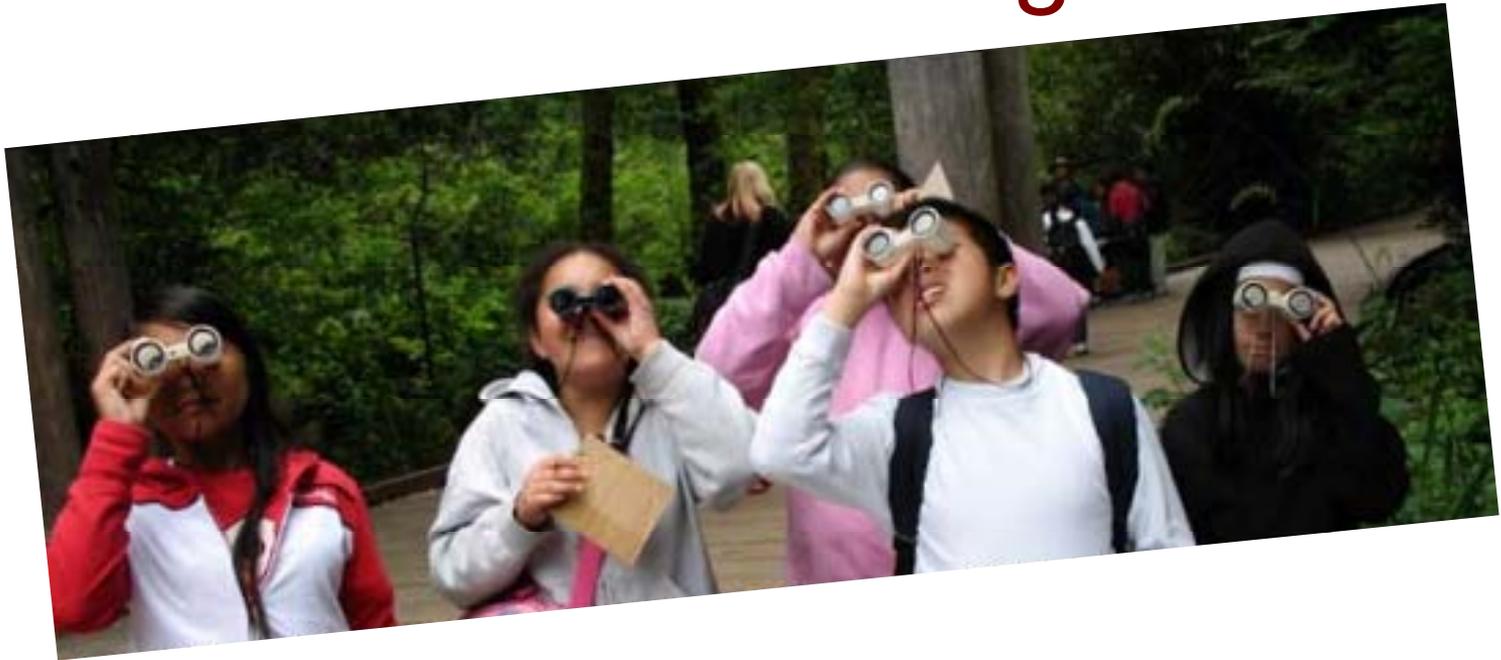
President Wilson

U.S. President 1913-1921

How can you help an urban,
land-locked society experience
nature and natural systems?



Connecting



Urban People & Nature

Connecting With Knowledge

Education

Interpretation

Information



Connecting With Cultural Heritage

Conservation Heroes
Conservation Art
Stories of Hope
Stories of Invention



Connecting With Outdoor Recreation

Family, Friends, Fun

Fitness/Wellness

Nearby Nature



Connecting with Trails & Nature

Principles

- Integrated
- Accessible
- Sustainable
- Transformative

Partners

- Agencies
- Philanthropists
- Volunteers





Connecting with Fun



	Walk	Scenic	Family Gathering	Picnic	Wildlife Related	Nature N/Centers	Garden Landscape	Water Activities	Also...
GOGA Destination ¹	☐	☐				☐ature			Learn Experience
GOGA Near-by ¹	☐	☐				☐ature			Learn Stewardship
Bay Area ²	☐		☐	☐					☐ports Youth
All Calif's ³	☐								
CA Youth ³	☐	☐	☐					☐	
U.S. 18-64 ⁴	☐	☐	☐	☐	☐	Nature Center	☐		Biking
U.S. Seniors ⁴	☐	☐	☐				☐		
U.S. Metro ⁴	☐			☐	☐			☐	
U.S. Asian-Am ⁴	☐	☐	☐	☐			☐		
U.S. Latinos ⁴	☐	☐	☐	☐					
African-Am ²	☐		☐	☐		☐ature		☐	Sports Fish, Bike
Immigrants ⁵	☐	Familiar L'scapes	☐	☐			☐		Cultural Social Adjust New

1,2,4: U.S. and Bay Area studies cited in BAOSC People, Parks, and Change (04): 3: CORP, 03; 5: Barr/Boston ('05).

Connecting Across The Lifespan

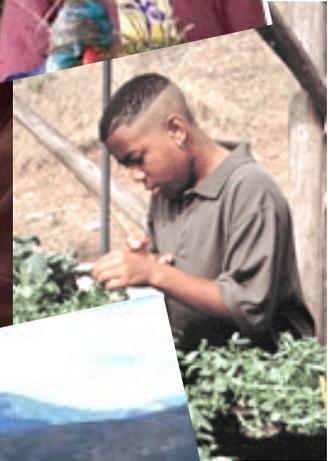
Activity	16-24	65-74	75-84	85+
Walking	84%	81%	73%	75%
Family Gathering	76%	67%	60%	54%
Gardening/Landscaping	64%	76%	67%	60%
View/Photo Scenery	63%	53%	41%	
Visit Nature Center	61%	41%		
Driving For Pleasure	56%	49%		
Picnicking	56%	49%	40%	
Sightseeing	53%	49%		

40% or more in 16 -64: age category also visit historic sites, view/photo wildlife/flowers, visit a beach, swim in lake, stream, outdoor pool.

Connecting With The Greater Good

Stewardship

Citizen Science



Connecting With Travel/Tourism

Festivals & Events

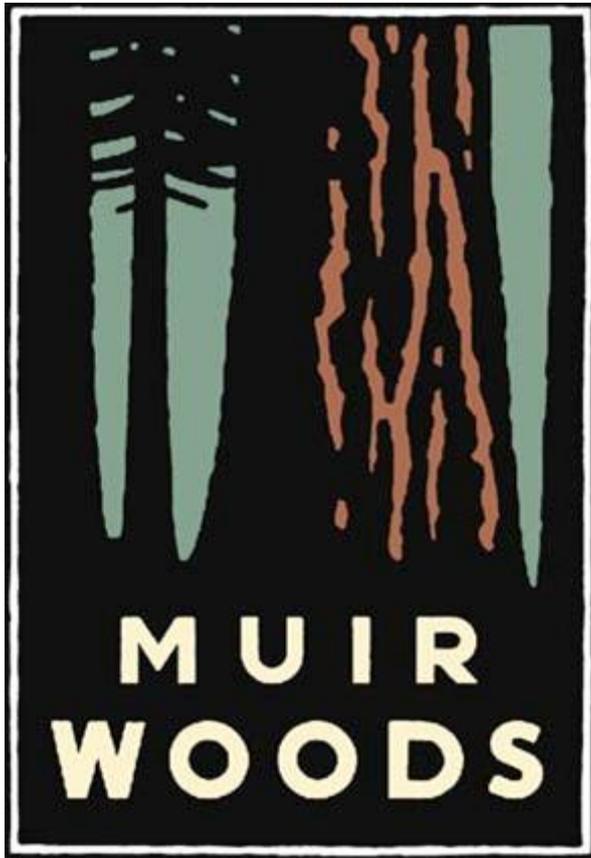
Niche Tourism

Working Vacations

Destination
Management



Connecting With Events



Connecting with Metro Nature Tourists

National data, % respondents reporting participation

Eastern	Activity	Western/ Mid West
53%	Picnicking	54%
40%	View/Photograph Wildlife <small>(not birds)</small>	41%
45%	Swim in lake/stream	39%
30%	Day Hike	41%



Source: Cordell, et al., Recreation Statistics Update # 8 and # 9.
FS 2005 Forest and Rangeland Renewable Resources Assessment Update.

Connecting With Others



- Local Parks
- Nearby Nature
- Organizations
 - CBOs
 - FBOs
 - YSOs
- Interest Groups

Connecting With Information

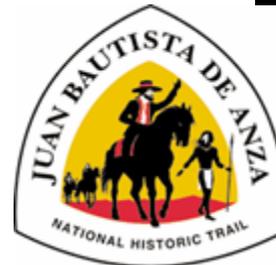
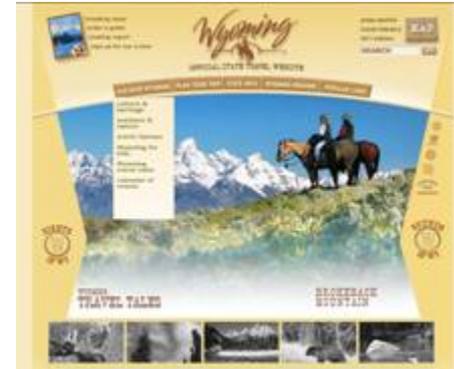
Media

Personal | Ethnic | Special Interest

Packaging

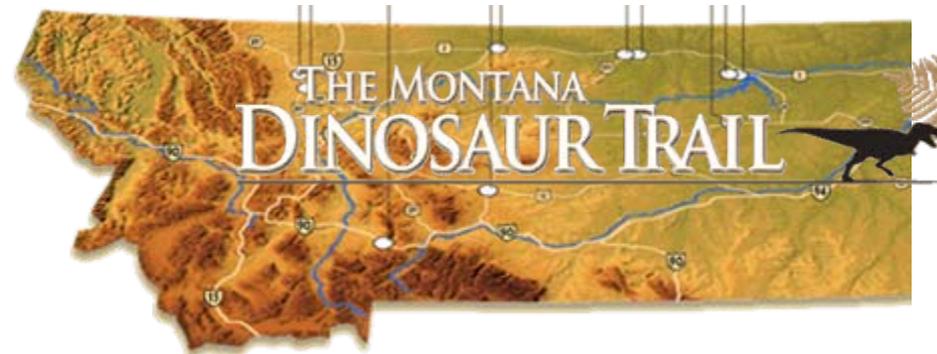
Self Guided Experiences

Where People Are



A program of the National Geographic Center for Sustainable Destinations and National Geographic Maps

Geo•tour•ism (n): tourism that sustains or enhances the geographical character of a place – its environment, culture, aesthetics, heritage, and the well-being of its residents.



Connecting With Information



- Inform About
- Share Hope
- Ethnic Media
- Provide Photos
- Celebrate Successes

Adding Value & Meaning To Lives



Habitat for Advocates



Four Stories of Hope

Species of



Concern

Species of

Females	45%
Fledglings	185%
Survivors	75%
Variation	68%

Concern

Crissy Field



Crissy Field Visitation

Estimated Visitation, Visitor Characteristics

Event Day - Fleet Week

- 2006 Fleet Week
 - 12,310;
Down 10% over 2000
 - Visitor Characteristics allow comparisons between Fleet Week and Sunny Saturday
- 2001 Fleet Week
 - 13,691
 - No Visitor Characteristic Data



Sunny Fall Saturday

- 2006 - 8,304:
Up 27.5% over 2000
- 2000 - 6,513



	2006 n=8,304	2000 n=6,513
Women [45]	4,152	2,865
Kids Under 10 [185]	556	195
Over 50 [75]	1,478	846
Persons of Color [68]	1,752	1,042

Sources: Data: Binder, 2000 & Tierney, 2007; Secondary Analysis: Sheffield, 2007.

Crissy Field Visitation Comparisons



2006 Event vs Regular

More visitors on event day

- Up 4K, about 50% over regular Saturday

More Visitors of Color

- 33% on Event Day
- 21.1% on Regular
- Est. 4062 vs. 1751

Seniors and Youth

Lesser % but similar #

- Seniors - 1478/1477
- Under 20 - 615/755

2006 vs 2000 Regular

More Visitors (up 27.5%)

- 6.5K to 8.3K

More Persons of Color

- 21.1% in '06; 16% in '00
- Asian & Latino up

More Women (% up)

More 50+ (17.8% vs 12%)

More Kids (3% to 6.1%)



Crissy Field Visitation Lessons and Opportunities



Events

- Larger, More Diverse
- “Efficient” Outreach

Infrastructure

- Affirms Other Research
- You Can Decide To Become More Attractive

Messaging

- Events- 2 - 4 Points of Contact
- Regular- 2Points



Habitat for Advocates



Community-based Stewardship

More Varied Than General Visitor/User Profile (Farrell, 2003)

- Younger
 - 60% under 34 [14% NPS-wide under 40]
- Older
- More Asian-American
 - 31% Ethnic [5% NPS-wide]
- Women 51% [43% NPS-wide]

New User Group
Volunteerism is Recreation (Farrell, 2003)

- Important Personal Benefits
- “Light on the Land”
- Support Restoration Goals

High Expectations for Success



Farrell, 2003
NPS VIP Program Assessment, 2007

Community-based Stewardship



Most Likely More Varied Than
General Destination Profile

- Younger
- Older
- More Diverse

Public Purpose Marketing

- Learn about NPS & Golden Gate
- Learn about public service
- Learn more about Alcatraz

Changing & Challenging

- Participate in public support of National Park values
- Co-sponsored program provides more resources to support experiences
- Good work gets done; Good advocates get “grown” along with the plants

Community-based Stewardship

CBS is Recreation

84% say “yes”

- w/ no significant differences by type or ethnicity
- Age and education differ but not in a linear manner
- Second most commonly reported reason for increase in CBS programs at GGNPs.

Characteristics of recreation, associated w/ CBS plus 2

- Interesting, provides own reward, fun, interactions w/ others, leads to cooperation, makes life meaningful (85%+)
- In interviews, “meaningful” and “useful” also emerged



Farrell, 2003

Community-based Stewardship

Recruiting, All

- Message Conservation, Protection, Understanding
- Strengthen Social and Education components



Recruiting, Targeted

- Youth:
Social, Career, Esteem (FUN!)
- Older:
Social, Protection, Conservation
- Ethnic (small “n”)
Self-Fulfillment+



Recruiting, Tactics

- School/Work, Friends (61%)
- Park Staff/News (24%)
- Vol Ctr, Newspaper, Saw CBS (~5% each)

Farrell, 2003

Community-based Stewardship

Retention, Frequency

- 2+ week (14.4%)
- Once a week (18.9%)
- Other (66.6%)

More Frequent

- Rate all motivators higher
- Respond favorably to “understanding/learning, esteem, conservation” motivations

Longer Duration

- Rate importance of “conservation” higher



Farrell, 2003



Habitat for Advocates



Community
Connections

Professional Practice

Conservation
Philanthropy

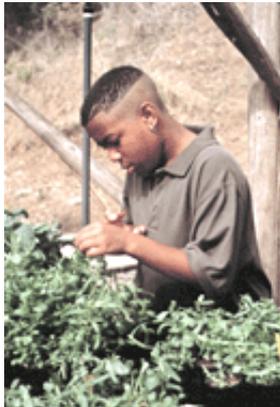


Community
Engagement

Citizen Science

Conservation
Stewardship

Habitat for Advocates



Next Generation/New Advocates



More Diverse | Next Generation | Philanthropic & Policy | “Edu-tainment”
Help to Maintain Parks’ Relevance and Share Benefits with New Generations

What Do We Know? What Opportunities?

Use Statistics

Conservation Stewardship Programs Pre/Post Queries

- Awareness and Knowledge
- Attitudes, Intentions, Beliefs
- Career Interests

Crissy Field Center Program Evaluation

- Program Outcomes
- Some Participant Impact
- Co-branded Programs

Camping at the Presidio

- Summer 2007 and beyond



What Do We Know? What Opportunities?

Crissy Field Center Program Evaluations IYEL & Urban Trailblazers

- 10 Common Themes
- Importance of Technology/Multimedia
- 93% Youth of Color (interviewees)
 - 65% Asian; 21% Latino, 14% African American
 - 28% multi-racial; 13 countries of origin listed
- UTb Motivation: Work w/ Environment, Make A Difference; Tangible Results, Have Fun
- UTb: Safe, Special, Proud
- Both: Recruitment: Family, Mentor, Teacher
- Both: Review pages 25 - 27 for key concepts and quotes for “vocabulary”



Source: Roberts, 2007

What Do We Know?

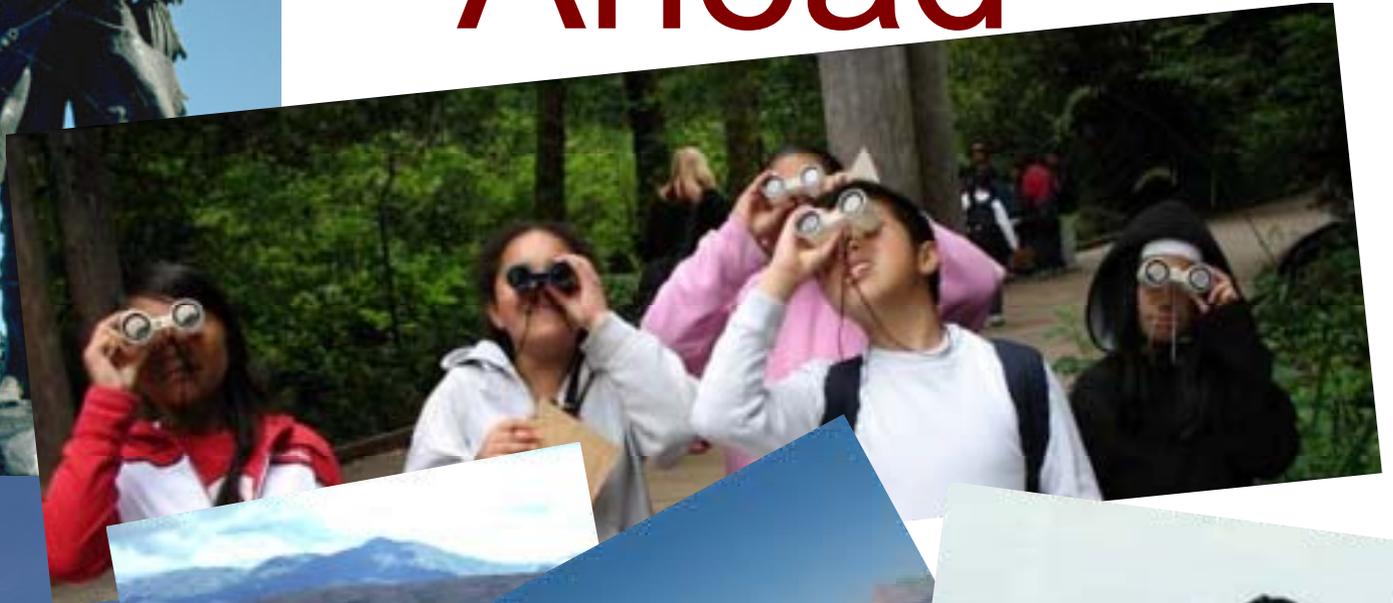
What Opportunities

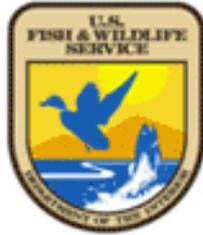
Exit Surveys from Site Stewardship's LINC '06

- 88% Come Back
- 82% Bring Friends/Family
- 88% Return to Volunteer
- 88% Return to LINC Again
- Activities Like Best
 - Presidio Plant Nursery
 - Mock Interview
 - GPS/Mapping
 - Yosemite Trip



Looking Ahead





Thank You



What is Your Competitive Advantage?



With Purpose and Intent

Transform Lives and Landscapes

Create Better Communities

Transform Government



Transform Lives & Landscapes

Change Hearts

(Stewardship & Philanthropy)

Change Chances

(Knowledge, Science & Technology)

Improve Health

(Wellness & Recreation)

Elevate Human Spirits

(Arts & Humanities)

Enhance Landscapes



Create Better Communities

Healthier Lifestyles

- Relaxation
- Connect With Friends/Families
- Fitness/Wellness

Public Policy

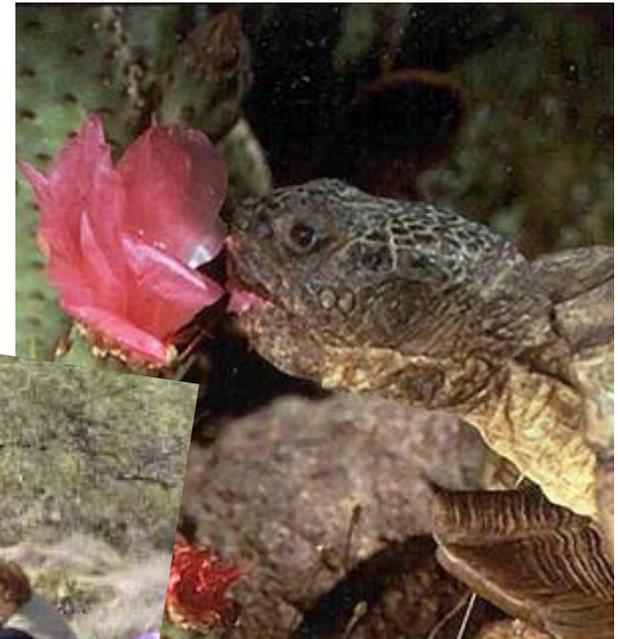
- Special Authorities
- Multiple Agencies

Tourism

- Authentic
- Sustainable

Engagement

- Personal
- Cross-Cultural
- Civic



Transform Agencies & Organizations

Networked Systems

Participatory Democracy

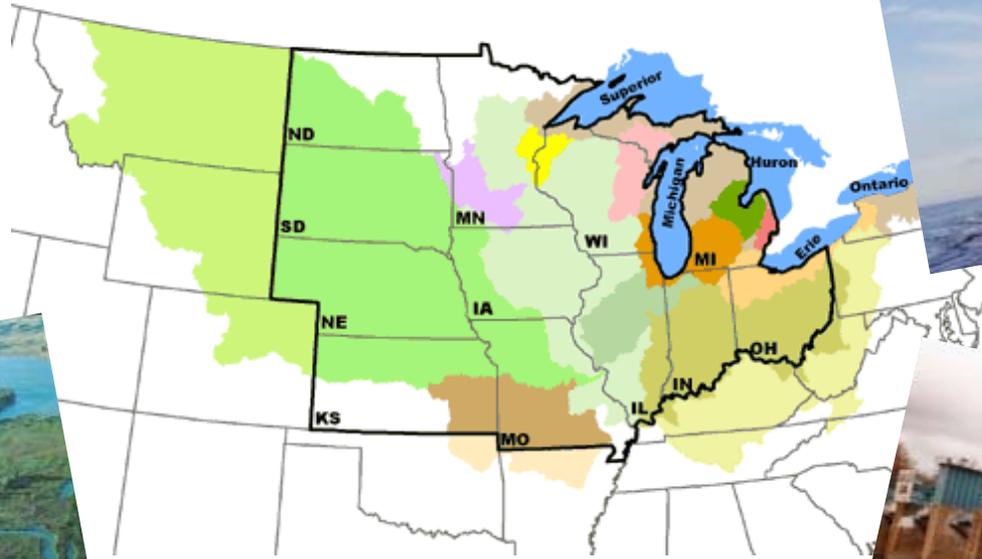
Conservation Philanthropy

Accountability

Hope For A More Sustainable Future



Better Lives, Better Lands



M·N·R·G
Midwest Natural Resources Group



Scientists Stewards Artists



Educators Activists Inventors
Citizens Business Owners
Elected Officials

What is Your Competitive Advantage?





*No Better
Legacy*





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