



## Big Picture FICOR Concepts

Eight years ago, FICOR was able to achieve two ground-breaking initiatives for the outdoor recreation economy and our shared public lands. They helped with the development and execution of the Outdoor Recreation Satellite Account, which continues to measure the industry's economic impact to this day, and the Every Kid in a Park pass, which has provided thousands of free first-time park experiences for fourth graders across the country.

The FICOR of today faces many new challenges as well as opportunities to think big and boldly about what can be achieved when the land and water management agencies work together and with their many supportive partners. However, to achieve some of these collective goals, other agencies (Environmental Protection Agency, Department of Education, Department of Transportation, Department of Health and Human Services, etc.) will need to be invited to share and learn about their intersection with the outdoors. Additionally, experts from across the outdoor industry, as well as health, technology, and transportation industries will need to be brought in as close allies. Utilizing FICOR agency leadership, the White House and well-known brands and industry athletes can help elevate convenings and incentivize fresh ideas and new partnerships.

### Transparent and Real Time Visitation Data

- Intelligent Data for Outdoor Recreation: Create a uniform public interface to track visitation in the same way across all land and water management agencies including location and types of recreation. This data initiative will:
  - Improve agency effectiveness at matching staffing assignments with visitation
  - Arm Congress and advocates with information so resources are allocated where they are needed
  - Inform visitors about the opportunities around them that may provide a better experience
  - Present information to the public in a fair and equitable way to allow them to make the most informed decisions about what they want to do and where they want to do it
  - Drive usage to lesser-known sights and reduce impacts on overcrowded sites
  - Mitigate the impacts of closures and restrictions on visitor experiences and gateway communities
  - Compile data on the equity impacts of reservations and fee increases
- Continue to reform usability of recreation.gov and electronic passes and reservation system

### Next Generation Technology and Infrastructure

- Climate-forward solutions that will bring infrastructure, operations, and visitation up to the needs of the visitors of today and tomorrow:
  - Prepare all land and water management agencies for emerging technologies and electric vehicle charging needs across public lands and waters, and the different timelines different industry segments are operating on



- Work with private industry to understand market demand and EV charging needs today, and in the future; identify critical locations; and develop public-private partnerships with private campgrounds, marinas, concessionaires, outfitters, and other partners to help build, maintain, and update the infrastructure on or near public lands
- Invest in rural and under resourced community workforce training to be part of this transitioning economy and ensure Americans can get to their outdoor destinations, and charge vehicles and equipment while they are there
- Ensure infrastructure is deployed in a way that is future proof so as more vehicles, vessels, and equipment move to electric there are sufficient capabilities and authorities to upgrade charging networks on public lands and waters
- New partnerships with private campground/marina owners, guides/outfitters, concessionaires, and other outdoor businesses and youth corps to integrate charging networks in rural, gateway communities and implement energy efficiency improvements

## **Funding**

- Funding America's Great Outdoors through the 21st Century:
  - Reforming the Federal Lands Recreation Enhancement Act (FLREA) to ensure that fees collected on public lands and waters are collected efficiently, utilized effectively, and all relevant agencies are included
  - Developing sustainable funding structures for outdoor recreation given changing revenue streams and costs over time
- Coordinate with State Offices of Outdoor Recreation across the country on convening the best ideas for funding and supporting outdoor recreation infrastructure, helping to support these offices, and working together to coordinate equity grant programs to communities, states, and tribes
- Develop the first National Office of Outdoor Recreation in the Department of Commerce or White House to manage work with states and businesses and directly report to FICOR on these initiatives

## **Health**

- Initiative to Increase America's Mental and Physical Health Through Outdoor Access: Convene healthcare experts promoting outdoor recreation on public lands and waters as an outlet for improved public health incorporating policy initiatives such as the Personal Health Investment Today (PHIT) Act, Department of Veteran's Affairs work in this area, Park Rx, and more
- Work through FICOR to connect recreation to other top sectors like health and technology to ensure recreation is a core element of new technologies, studies, and programs



## Other Areas of Partnership

### **DEI/Equitable Access (involved in all above)**

- Developing information, education, reservation, and interpretation systems and programs to meet the needs of diverse constituents, tell previously untold stories, and ensure public lands and waters are welcoming places to traditionally excluded populations
- Learn from the Together Outdoors coalition about equitable grant giving and ways to ensure recreation funding reaches diverse community groups and tribes
- Expand recruitment and retention efforts of workforce from underrepresented communities, HBCUs, and TCUs

### **Climate Change**

- Developing resilient infrastructure, as well as managing and mitigating the impacts of climate change and severe weather across public land and water resources, visitors, and businesses

### **Implementation of Congressional Actions**

- Coordinating the rollout of infrastructure and Great American Outdoors Act project funding as well as IJJA/IRA recreation opportunities to ensure they are high-impact projects
- Potential Congressional Recreation Package (i.e., special use permit coordination)

### **Economic Development**

- Supporting local communities and their businesses in the wake of COVID-19
- Providing technical assistance as partners in the Recreation Economy for Rural Communities effort
- Ensuring gateway and tribal community engagement in the decision-making processes