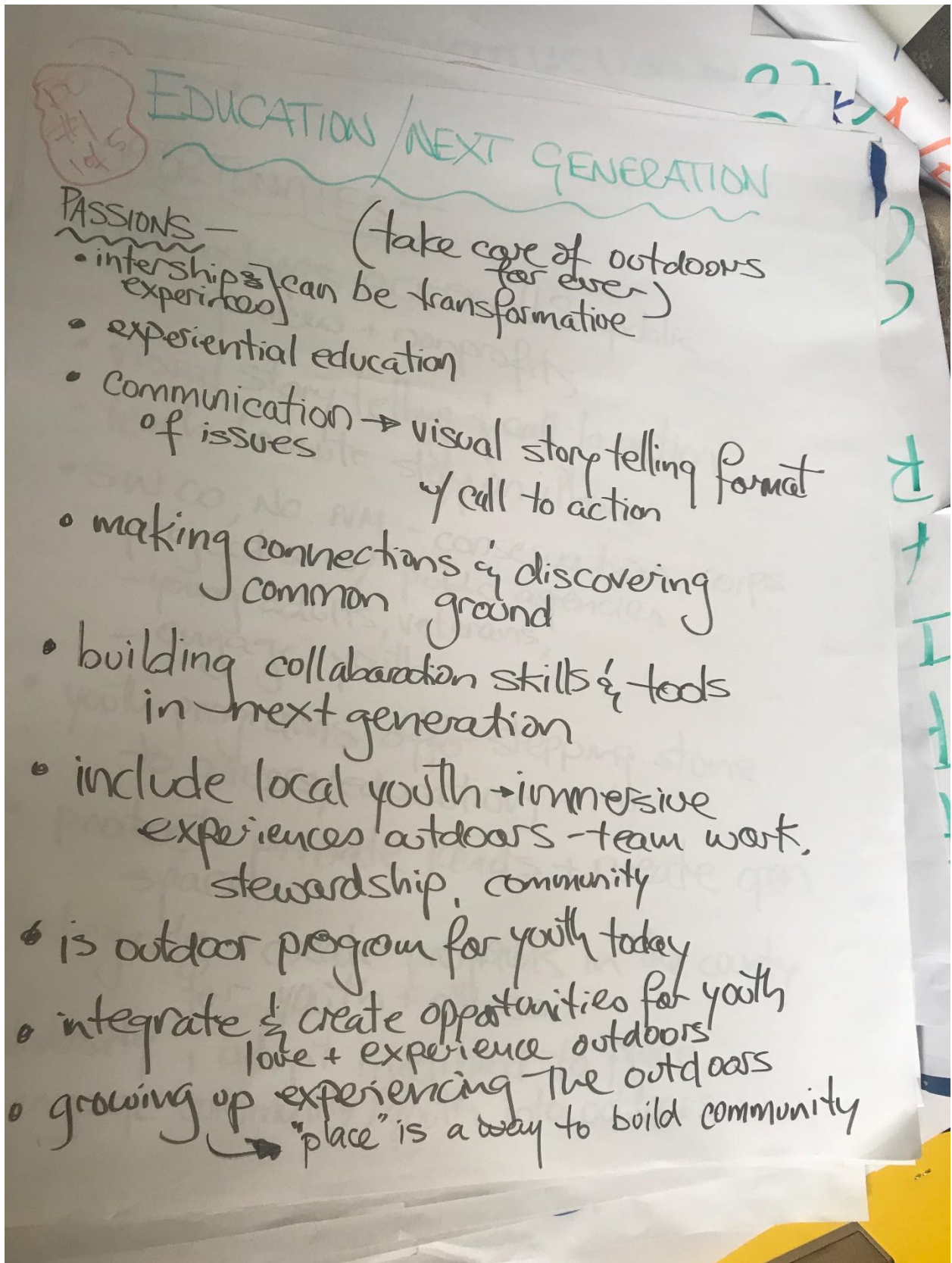


Education/ Next Generation of Conservationist



EDUCATION / NEXT GENERATION

PASSIONS -

(take care of outdoors for ever)

- interships experiences can be transformative
- experiential education
- communication of issues -> visual storytelling format w/ call to action
- making connections & discovering common ground
- building collaboration skills & tools in next generation
- include local youth -> immersive experiences outdoors - team work, stewardship, community
- is outdoor program for youth today
- integrate & create opportunities for youth love + experience outdoors
- growing up experiencing the outdoors -> "place" is a way to build community

OPPORTUNITIES -

- internships across U.S. public agencies + nonprofits
- visual story-telling & call to action
- teach-1 minute story on iPhone
- SW CO, No. NM - conservation corps projects w/ public agencies
 - young adults, veterans,
 - + engage youth
- youth programs offer stepping stone to careers/education
- protect private lands + create open spaces
- integrate + create programs in the county for youth + others
- diversity, adopt livelihood to place
- engage community/youth into outdoors

EXISTING PARTNERSHIPS

to #1 3045

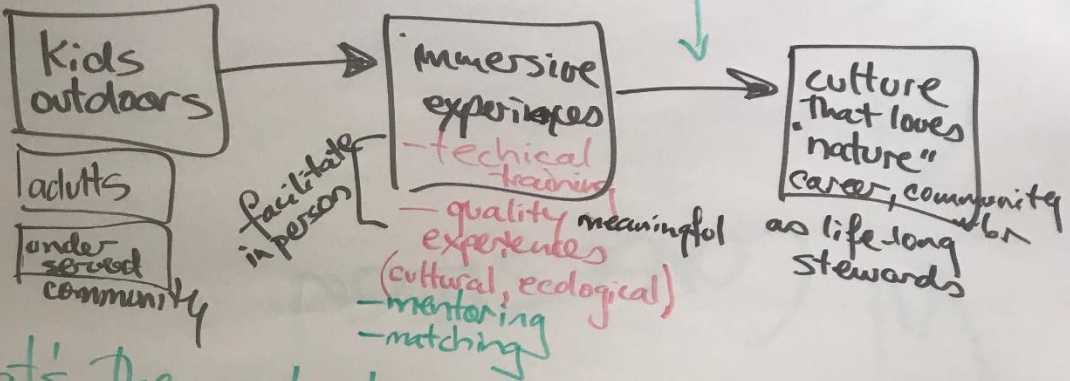
ISSUES FOR NEW OR PARTNERSHIPS

- public agencies - fee-for-service projects - young adult crews
- Mot. Inspire
↳ youth programs
- CO Youth Corps Assoc. funding
- federal agencies - fee-for-service intern projects 8+ yrs

Rocky Mtn. Youth Corps.
- low income community
- health services \$

- need unifying heart/experiences → create impact
- remoteness — spread out across US.
- community volunteer ambassador program
- national training
- networking - support

OUTCOMES : (20 #1 4 of 5) transform



What's the scale to work at?

Administration is significant.

How to structure to meet local need versus national need?

Effective use of visual storytelling to make connections

Under-served communities

Understanding ecologically + culturally importance of nature

Common Issues

CHALLENGES + OPPORTUNITIES

BO# 5 of 5

- need new business models/financial models to support capacity and need to educate/engage next gen.
- immersed connection to nature
 - don't lose biophilia connection
 - access - underserved communities
- outdoor therapy
- stereotypes ; who is next generation marketing ; how to communicate + who to communicate
- effective mentors
- recreation does not equal conservation
- authentic story telling
- more effective voice
- nature deficit disorders
- lots of activity how do we ↑ effectiveness?

HISTORICAL RELATIONSHIPS
DYNAMICS
TIME
CAPACITY
BALANCING SCALE OF
LOCAL TO REGIONAL
CONGESTION

CHALLENGES

CONNECTING GOALS

PROMOTING GOALS

LANGUAGE \rightarrow COMMON

EXISTING STRUCTURE

UNDERSTANDING CONNECTIONS

WHAT IS A LANDSCAPE?

CONVEY TO PUBLIC

CULTURE

ECONOMIC INTERESTS

GEOGRAPHY / SCALE

UNIVERSITY

OPPORTUNITIES & STRATEGIES

OPEN FORUMS

TALK TOUGH ISSUES

IDENTIFY COMMONALITIES

PROMOTE CURRENT INNOVAT.

START LOCALLY SMALL TO BIG BOTTOM UP

DEVELOP/SHARE LANGUAGE

OVERLAP - IDENTIFY AREAS OF

*CONVERSATIONS ON THE GROUND

* EXPERIENCE - SHARE INTERESTS,
MEASURE/MONITOR

* PROFESSIONAL TRAINING

THINK OUTSIDE OUR BOX
INDIVID & INSTITUTIONAL

WORK FROM WHAT PEOPLE CARE
ABOUT

CROSS DISCIPLINE COLLAB.

STRATEGIES

FEAR/EVENTS/LOVE

RESOURCE NEEDS

INFORM DECISION MAKE

ADAPTIVE MANAGEMENT

RECREATION-CONSERVATION FINAN

-FUNDS

-OUTREACH/^{Eco.}TOURISM

COLLABORATION IMPRV. EFFIC.

CROSS BORDER - ENGAGE
PRIVATE/TRIBAL

EDUCATION

CONSISTENT STRATEGY

(11a

DEVELOP LOCAL WOODS
MARKETS

DOCUMENTARY FILMS
TELL STORY

WORK FORCE DEVELOPMENT

STRATEGIES

FEAR/EVENTS/LOVE
RESOURCE NEEDS

CHALLENGES

EVENTS

TELL STORY

PERCEPTION OF PUBLIC
PERCEPTION

UNDERSTANDING FOREST TYPES
& FIRE

LIABILITY / PERCEPTION RISK

COST - NEPA / CULTURAL

LOCAL CLIMATE FOR MARKETS

WHAT IS PERFECT?

PERSPECTIVE PUBLIC/ECOLOGICAL

UNDERSTANDING Δ

WHAT IS HEALTHY?

CAPACITY

AUTONOMOUS - DON'T ASK FOR HELP

CULTURE - DIFF IN LEVEL OF QUALS.

LOTS OF BOUNDARIES
MGT./ECOSYSTEM

GAPS IN COLLAB

FUNDING - GENERAL OPS.

CAPACITY TO COORD. WORK

OPPORTUNITIES

EVENTS

CONNECT WATER/FOREST
TELL STORY

PUBLIC OWNERSHIP & RISK
INNOVATION

LAND USE PLANNING

EDUCATION

PUBLIC LEADERS
NEXT GEN/YOUTH
ECONOMIC DEV.

CHANGING MANAGEMENT
(SHIFTING) STRATEGIES

MONITOR - LOTS OF ACRES

SUPPORT SUCCESSFUL
EFFORTS [TRIED & TRUE]

WHAT TO

UNDERSTANDING CHANGE
(ACCEPTANCE)

RECREATION (CAR)

COLLABORATIVES IMPRV. CAPACITY
BEER

1000 + 2/00

WHAT IS SUCCESS?

GREEN FOREST / BLUE
H₂O / GOLDEN BEER

WHY ARE WE NOT BURNING?

YAY FOR R_x SMOKE

HEALTHY FORESTS, COMM, ECONOM

FOUR CORNERS LEARNS TO LIVE
WITH WILD LAND FIRE
FOUR CORNERS RELIES ON LOCAL WOOD

WHERE ARE WE?

- PROGRESS IS MADE

FORESTS ^{ARE} OVERPOPULATED
(TREES / PEOPLE)

PARTNERS LEVERAGE RESOURCES
FOR FOREST HEALTH

NOT ALL FIRE BAD

NOT ALL WATER GOOD

BROWN FORESTS YELLOW
WATER

STRENGTHS

SCOPE/SCALE

INNOVATION

PERSONAL RELATIONSHIPS

INTEREST

RURAL

NIMBLE

PARTNERSHIPS

- 2-3-2

• SCOPE/SCALE

- ECONOMIC DEVELOPMENT

• INNOVATION OPPORTUNITY

- COMMUNITY DEVELOPMENT

• TRANSFORM COMMIS OPPORTUNITY

- EXPAND SCOPE/SCALE

• COMMUNITY RESPONSE

• LANDSCAPE

FINANCE

PRACTICE NEEDS \$\$

COMPETING \Rightarrow COMBINE

FILL UNKNOWN

LEARNING

ENGAGE MULTIPLE PARTNERS

THINK OUTSIDE BOX

VALUE PROPOSITIONS

INVESTING

AWARENESS

PUSHING BOUNDARIES

KEY GAPS/CHALLENGES

CONCERNS TRAPS

FUND INITIATIVES

- FOREST
- WETLANDS
- REL
- RESTORATION

Stewardship of Recreation Initiatives

Forest Health treatments to enhance resilience - fire risk & watershed health

Wildland Riparian restoration activities

Danger of pay to play (Costs hours, funds, etc. use, etc. we bundle works)

We have relatively few people locally relative to ecosystem conservation needs.

CAPACITY

Gap/Challenge
Funding for projects or
Funding for planning work

Measurable effectiveness/
Outcomes

Varies in structure
Limited funding
Decreasing operational staffing

Multiple but coordinated layers (Mid-level gets left out)

We don't have good identified, prioritized financial needs across conservation disciplines
This can increase competition and reduce some appropriate projects

Even if we had our own printing press, would we have the capacity (equipment, people, know-how) to do the work?

Lack of agency funding - backlog maintenance (lack of priority, not \$)

Unrestricted Funding for staff

COLLABORATION

Too many smaller groups using other small pool of resources instead of collaborating
Uncertainty of funding work
Are finding the right projects

Building DEEPER TIES TO THE TABLE TO ACCOMPLISH OUR GOALS. IS THIS OK, ADDING MOTO / + NEW MOTO - TRENDS

Organizing a collaborative funding project of multiple, complex interests

Challenges/Goals
• Not enough staff
• Too many people from different agencies

FIND NEW MONEY

Finding new sources of funding

Monetize Resource Attributes For ROI AND/OR REDUCED COSTS

Identify Entities that can issue Bonds

...ATING...
...question...
...munic...
...tion...

C4C Break Out, Session 1

SWOT Analysis for (Theme) _____

What are the ideal outcomes of the efforts you're involved with?

- LOCAL FUNDING FOR LOCAL IMPACT
- A BETTER REC PROGRAM FOR ALL
- EXPANDED ADDRESSING TRADE OPS IN BETWEEN LOCALS AND DIFFERENT ECONOMIC SECTORS
- REMOVING THE BARRIERS TO ACCESS TO LOCALS
- WAYS IN WHICH BARRIERS WERE ENHANCED TO THE CHALLENGES FACED BY THOSE COMMUNITIES SERVED BY PUBLIC LANDS

What are the challenges/ gaps to achieving goals?

- UNKNOWN CONUSION DIFFERENT GOALS, SCOPE SCALE
- THEMES - FEELS SKIN DEEPER BECAUSE IT IS DIFFICULT WHEN THEY ARE SO STRATED
- PROBLEM CLARITY
- CROSSING BOUNDARIES ESSENTIAL TO SOLVING PROBLEMS
- DEMONSTRATE SUCCESS - Showing that plan and projects implementation.

What are the greatest opportunities for the efforts you are a part of?

- Partner w/ Volunteer orgs, Internship programs
- Corporate Partnerships
- STATE FUNDING
- better Coordinated mgmt across - full land manager - youth care people
- RESOURCE ADVISORY COMMITTEE MODEL?

CHALLENGES

Growing importance of recreation
Economy is driving

- impacts degrading resources
- increased need for management of impacts, but without ↑ resources
- Displacement of local communities, lower income residents
- Degraded recreation experience

LOCAL FUNDING FOR LOCAL PROBLEMS

- THINK ABOUT STARTING AT STATE LEVEL
- ^{Non-Prof} FUNDING SOURCES? CAN BE APPLIED TO WHERE THE PROBLEMS ARE?
- WHAT PARTNERS CAN CONTRIBUTE CAPACITY/RESOURCES?
↳ interns / volunteer orgs

- Corporate Donors

- REC ALLIANCE: Dept. Commerce has an industry alliance - COILEX trying to bring orgs together

REC + WILDLIFE GROUP. in the works
CPW

- BLM, MVM, etc. - Coordinating on a cohesive planning / reviewing rec experimenting

- Trails around the Table .. Trail mix .. TRAILS ROUNDTABLE
State w/ goal of bringing

- How to support bottom up generation of ideas and their ability to coordinate?

SOUTHERN ROCKIES CONSERVATION ALLIANCE

STUDY OF WHY PEOPLE MOVE WHERE THEY ARE
ET LEADS TO OF IMPACTS OF DIBETS + CANTON

RECREATION + CONSERVATION

BO#2
1 of 4

Ideas.

- Toolbox — what is a quality recreation experience — different users — different places
- What are we trying to accomplish?
 - frame issues
 - planning tool
 - how do we measure success

RECREATION & CONSERVATION

2 of 4

CHALLENGES —

- different maintenance
- **↑ funding** to national forest for recreation program
- different users — expectations
- agency targets → budget
- access for use
- connecting recreation mgmt actions to conservation outcomes
- **education of recreational users / their * impacts on the resource and + understand congressional budget process**



RECREATION + CONSERVATION

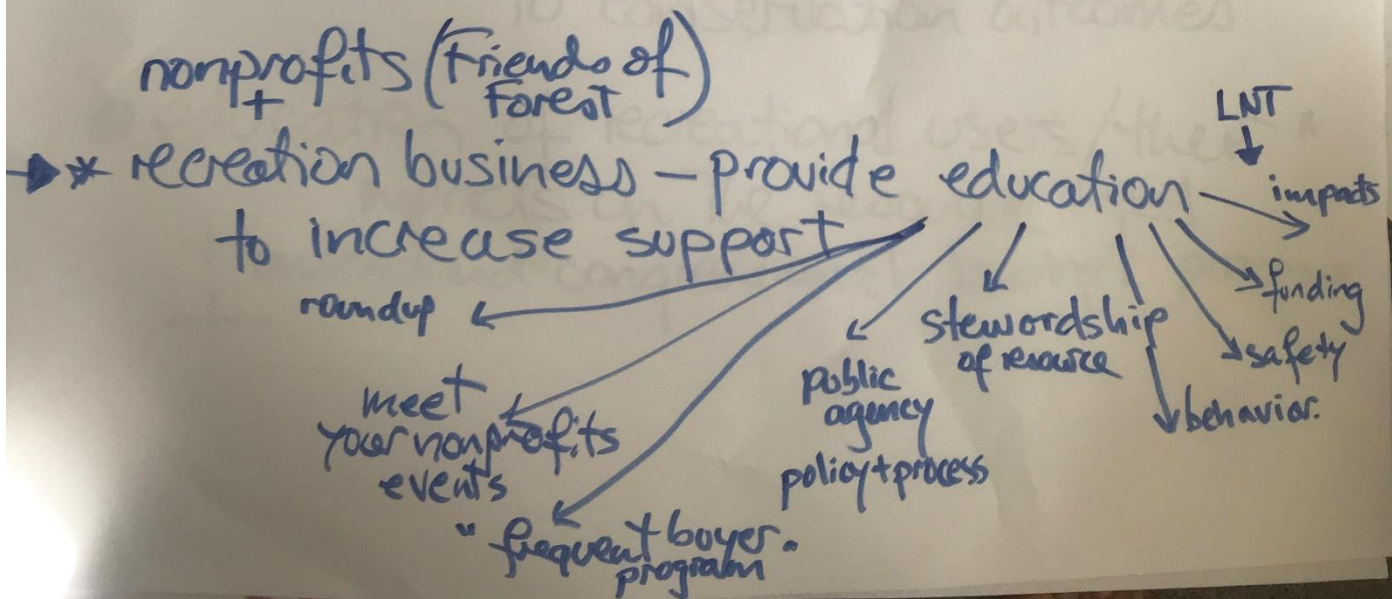
OPPORTUNITIES

BO #2
3 of 4

ACCESS to:

- interns for hands-on projects
- recreation market / customers
- other ~~private sector~~ businesses that could spend information
- volunteers + support for outreach

→ * recreation business - influence user expectations + behavior + support
- the



RECREATION + CONSERVATION

BO#2
4 of 4

Education

- Leave No Trace
- public lands
 - policy
 - planning
 - funding/budget
 - priorities
- recreation user impacts/responsibilities
- inclusive of more interests in public lands users

Funding

- meet the nonprofit events
- roundup
- frequent buyer program

★ • partnership between cons. nonprofits + rec. business to ↑ \$ support for public lands

↳ meet up!

Deferred Maintenance

- interns + volunteers to ↑ capacity for projects

Storytelling Breakout

C4C Break Out, Session 2

Ideas Into Action for (Theme) STORYTELLING

How do we bridge the identified gaps and challenges?

Lacking/misinformation	} FUNDING INTROVERTS/ Challenge of vocalizing RESOURCE LIMITED
Telling the "wrong" story	
Understanding our audience	
Wide range of audience	
Capacity / knowing the right tools	

How do we build off of our identified strengths or pursue identified opportunities? DEFINING SUCCESS COLLECTIVE

Informal routes of gathering/stories
Listen

be authentic, humble

Establish metrics / self-expectations

Inquiry to start listening

"Interest span"

OPPORTUNITIES

identify Seeing the story

Discovering a common ground

Touching human emotion (understand challenge to identify "action")

Inspires action / create change

Levels of engagement (family conversations / on a talk show)
Shake up the "mental map"

How to:
Collect

Share \leftarrow opportunities / challenges / market ~~share~~

Know audience / DEFINE

Define Outcome

SUCCESSSES

Inviting group into a room

In-person opportunities

OBSTACLE

targetting audience

capacity (time business)

Clarity & ease of info (jargon)

IDEAL OUTCOMES

- Δ Abundant clean, cool H_2O
 - Quality • Quantity • Storage • Watershed
- Δ FUNDING & RESOURCES
- Δ LIVE WITHIN OUR LIMITS
- ADAPTING TO FUTURE REALITY
 - less water, more conflict
- Δ INCREASE EFFICIENCY
 - for partnerships & impacts
- Δ Prepare people, public & future generations for adaptation
 - communicate
 - educate
- Δ Address equity & water availability
- Δ Learn from past for new ^{future} reality
- Δ Prioritize resources for best impact
 - reactions

Public
WATER
M/D

CHALLENGES & GAPS

- Δ EDUCATE PUBLIC & USERS
- Δ DIVERSE VIEWPOINTS
- Δ CONFLICT OVER QUANTITY
- Δ WATER INEQUITY - HAVES &
- LACK EMPHATHY HAVE NOTS
- LEGAL CHALLENGES
- Δ LIMITED AUDIENCE ACCESS
& ATTENTION
- Δ FUNDING SHORTAGE & COMPETITION
- Δ CLIMATE UNCERTAINTY
- Δ REGULATION & LEGAL FRAME-
- Δ REDUNDANCY IN MISSION/EFFORTS WORK

MINING FORWARD

PARTNERSHIPS

WATER INFO PROGRAM

SWCD

WATER FESTIVAL

FORESTS TO FAUCETS TEACH TR.

WATER 101

HEALTHY COMMUNITY FOODS

FOODSHEDS

SAN JUAN NAT. FOREST

BONITA PEAK MINE DISTRICT

NNF

WETLAND Fee-in-Lieu SNF Funds

WATERSHED INVEST FUND

LOCAL CONSERV. FUND

WATERSHED OFFSET FUND

LA PLATA COUNTY

EMPLOYEE VOLUNTEER PROG
AWP

ARC Forum

CEAP - Climate & Energy Plan

Segnet & Moore - SME

JURISDICTIONAL WATERS

BMPs w clients

SAN JUAN FEN PARTNERSHIPS

ANIMAS R.I.P. Phreatophytes

MANCOR RIVER RESILIENT

Library

Teachers

EVENTS & Social Media

Employee Volunteer Training

Outreach Presentations

PROFESSIONAL RELATIONS

NETWORKS AND PARTNERSHIPS

Tools

EDUCATION

Cit Sci

LOCAL FUND CONSERVATION

WATERSHED INVESTMENT FUNDS

WATERSHED OFFSET FUNDS

Library

TRAININGS

E NEWS & Social Medias

EMPLOYEE VOLUNTEER PROGRAM

OUTREACH PRESENTATIONS

PROFESSIONAL RELATIONSHIPS

NETWORKS - prof & personal

OPPORTUNITIES

- 1. CALIBRATE PARTNERSHIPS TO
• SEE COMMON GOALS VS
- LEARNING & TRUST BUILDING
- 2. OPPS TO BE COMMUNITY
• CONTRIBUTE (DO GOOD FOR
your place &
people)
- 3. MAKE CONNECTIONS
FOODSHEDS, CitSci
- 4. COMMUNICATIONS NETWORK
- CONNECT DOTS IN SYSTEM
- 5. EXPAND FUNDING SOURCES
- Look downstream
 - - DIVERSIFY SOURCES
 - INVESTMENT STRATEGIES

INCREASING & DIVERSIFY FUNDING & RESOURCES

1. CREATE SOCIAL WILL TO SUPPORT FUNDS
2. ASSESS NEED & STRATEGY FOR COORDINATED EFFORTS
 - self tax
 - round up
 - social impact investments
3. EVALUATE FUTURE TRENDS FOR CREATIVE PARTNERSHIPS
 - i.e. new users (fat tire, SUPs)
4. TRAIN FUNDERS TO SUPPORT COLLABORATION

MOVING FORWARD

DEFINE A PLACE/SCALE
TO START

DEVELOP PROCESS/SHARING
LANGUAGE

COLLECTIVE LEARNING ^{CYC} ^{ANALYSIS}

TRAINING IN FACILITATION
WITHIN EXISTING GROUPS

- PROMOTE IDEA
- BRING GROUPS
- SHARE EXPERIENCES

MORE CONVERSATION AT CYC
PROMOTE SUCCESS

TOOLS & ACTIONS

- EXPLORE TOOL OPTIONS
 - RIGHT-SIZE OPTIONS
 - MATCH CAUSE TO MECHANISM
- IDENTIFY OPTIONS AT ^{→ VALUE PROP.} DIFFERENT SCALES
 - LOCAL, REGIONAL, NATIONAL
- SYSTEM MAP - WHO'S WHO & TRAINING & EXERCISE WHAT
- CONSERV FUNDING WORKSHOP w/WORK SESSIONS
- MEET UPS
 - SHARE RESOURCES
- WORKING GROUP BY CAUSE/NEED
- CYC TOPIC LUNCH