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**“Made in America” Outdoor Recreation Advisory Committee  
Teleconference Meeting Minutes  
November 30, 2018**

The “**Made in America**” **Outdoor Recreation Advisory Committee** (Committee) convened for a teleconference at 11:00am Friday, November 30, 2018. In accordance with the provisions of Public Law 92-463 (5 U.S.C. app.), the teleconference was open to the public throughout its duration. Space for public attendance was provided in the South Penthouse of the Stewart Lee Udall Department of the Interior Building, 1849 C Street, NW, Washington, DC 20240.

**Committee Members Participating:**

Ms. Amanda Covington, Chair; Mr. William Yeargin, Vice Chair; **Mr. Benjamin Bulis**; The Honorable Linda Craghead; **Mr. Derrick Crandall**; Mr. Bruce Fears; Mr. Bradley Franklin; Mr. J. Antonio Gonzalez; **Mr. Jeremy Jacobs, Jr.**; Mr. Rolf Lundberg, Jr.; Mr. Christopher Maloof; Mr. Matthew Miller; Mr. Philip Morlock; Mr. James Rogers; Mr. Scott Socha; Mr. Kenneth Walsh

Ex officio representation included Mr. Rick May (Senior National Advisor to the Secretary for Recreation, Department of the Interior) and Mr. Dan Smith (Deputy Director, National Park Service). Names in bold attended the meeting in person in Washington D.C.

**Committee Members Absent:**

Mr. John Morris and Mr. Patrick Pacious

**Designated Federal Officer (DFO) for Committee:**

Ms. Alma Ripps, National Park Service

**Other Participants:**

Ms. Allegra Chilstrom, Neal R. Gross & Company; Ms. Allison Hunn, Democracy Forward; Ms. Roegener Kirk, National Park Service; Mr. Gordy Kito, National Park Service; Mr. Chuck Laudner, Department of the Interior; Ms. Lori McCullough, The Great Outdoors Fund; Mr. Bill McGrath, Brownstein Hyatt Farber Schreck; Mr. Jack McNeill, Delaware North; Mr. Therrin Protze, Delaware North; Mr. Bob Ratcliffe, National Park Service; Ms. Samantha Rocci, RV Industry Association; Ms. Shirley Sears, National Park Service; Mr. Andy Tenney, Bureau of Land Management; Mr. Steve Tryon, Bureau of Land Management; Mr. Mark Weller, RV Industry Association; Mr. Tyler Wilson, The Corps Network; Mr. Joshua Winchell, U.S. Fish and Wildlife Service; Mr. Derek Zwickey, Delaware North,

Meeting was called to order by Chair Covington at 11:00am.

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**Convening the Meeting**

- Chair Covington welcomed members and others to the teleconference and requested DFO Ripps take roll.
- Ripps took roll and confirmed a quorum was present (see meeting participants listed above)
- Covington reviewed the agenda and then introduced Mr. Rick May.

**Update on Secretarial Order 3366, “Increasing Recreational Opportunities on Lands and Waters Managed by the U.S. Department of the Interior”**

- Mr. Rick May provided an update on Secretary Order 3366, with particular emphasis on the role of the Bureau of Indian Affairs and the Order’s potential benefits to Native American communities. He offered supporting examples including organizing a new trail run/marathon in Oklahoma honoring Jim Thorpe. May offered specific thanks to the State of Alaska in addition to Region 2/4 lead Chris Abbott for their efforts in supporting S.O. 3366.
- May highlighted the distinct resources in each region and how there is no one-size-fits-all approach to recreational opportunities. He also mentioned that “outlier” or “fringe sports” (i.e. electric bikes [e-bikes] and exoskeletons) will be taken into account in S.O. 3366 implementation.
- May emphasized the need to work with non-government partners to achieve the goals of S.O. 3366, but allow partners to make money at the same time; that this effort cannot be done on a philanthropic basis only. May offered a series of examples in support of his point, including new housing in Rocky Mountain National Park; boat service to the Channel Islands; pier construction at Santa Barbara Island; and rebuilding housing in fire-damaged areas of California.
- May concluded with a request for the Committee to examine the laws that guide the government efforts in the areas he described and determine whether a change in these laws is indicated. He also stated that available time is short, less than 18 months, and the Committee will need to press hard to get things done.

**Approval of the Minutes of July 17, 2018 Meeting**

- Covington called for a motion to approve the draft meeting minutes for the July meeting; Mr. Bill Yeargin made the motion to approve; Mr. Jerry Jacobs seconded the motion; Covington called for a voice vote; voice vote was unanimous for approval.
- Minutes approved.

**Overview of the Report of the Subcommittee on Recreation Enhancement through Reorganization**

- Mr. Derek Crandall (Chair, Subcommittee on Recreation Enhancement through Reorganization) was recognized by Committee Chair Covington.
- Crandall provided a background on the origin and process of the subcommittee’s work on the draft recommendations presented for the full Committee’s review and thanked the efforts of the subcommittee members. The subcommittee developed five themes and

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Crandall offered the opportunity for subcommittee members to share their own insights into each. Crandall brought up one of the themes - outdoor recreation product innovation - by referring back to May's earlier comments on e-bikes and exoskeletons. Crandall discussed how the subcommittee worked to assess how best to manage for emerging technologies including clothing fabrics (making outdoor recreation more comfortable in a wider range of conditions), and referred to two research centers of the U.S. Forest Service that developed new technology for wildfire fighters.

- Crandall introduced subcommittee member Jim Rogers to discuss another recommendation, increasing regional collaboration and consumer research to better provide outdoor recreation opportunities.
- Rogers emphasized the need for collaboration with two key components: a National and Regional Outdoor Recreation Survey to inform collaboration, and developing a strategic vision for outdoor recreation in each new region. Rogers stated this proposed survey would be done every couple years initially to create a benchmark, then move to every five years on an ongoing basis. The survey would help to improve understanding of distinct outdoor recreation and visitor needs for each region. The strategic vision would be informed by the survey and help define the destination and chart the path for outdoor recreation opportunities in each region.
- Crandall mentioned that the U.S. Geological Survey is already working on the trails component of the survey/database so there's no need to start from scratch.
- Crandall introduced subcommittee member Linda Craghead to offer comment on the third theme: coordinating DOI funding for outdoor recreation.
- Craghead mentioned the importance of leveraging existing funding from DOI to the new regions, and ensuring the funding is also informed by the information received on the before-mentioned survey to increase overall efficacy.
- Crandall touched briefly on the fourth recommendation - development of regional solutions to improve access to public lands and connect trail systems across various boundaries. Reorganization might offer the opportunity to connect currently disconnected trails and unlock otherwise inaccessible public lands. Lastly, Crandall discussed the fifth recommendation regarding the use of emerging technology to encourage and manage outdoor recreation. Crandall mentioned that this topic would likely be further carried forward through the Subcommittee on Technology and the Digital Experience, chaired by Chris Maloof.
- Subcommittee member K.C. Walsh added that it was his hope that more DOI representatives attend relevant outdoor recreation trade shows to increase communication and collaboration.
- Crandall added that as part of the DOI reorganization strategy, Regional Outdoor Recreation leads would be assigned for each region, hopefully providing greater consistency and awareness of outdoor recreation needs.
- Crandall introduced subcommittee member Jim Rogers to offer comment on the proposed recreation survey.
- Rogers re-emphasized the need for high-quality, regularly updated data on outdoor recreationists who visit and use public lands ("guests"). The initial survey provides a benchmark, but Rogers wanted to make sure the recommendation highlighted the need for data to be collected on a regular, ongoing basis. He provided the analogy that private

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industry service providers cannot provide high-quality customer service without this type of information.

### **Committee Deliberation of the Report of the Subcommittee on Recreation Enhancement through Reorganization**

- Chair Covington thanked the subcommittee for their work developing the draft recommendations for Committee review and consideration. Covington offered an opportunity for any Committee member to add any remaining comments.
- Mr. Jacobs commented that it was a well thought out draft and supported its recommendations.
- Mr. Bulis also commented on the great work of the subcommittee. Bulis made a general comment about the current state of the recreation.gov website and suggested it include all - or as many as possible - campgrounds available nationally, not just Federal ones. Mr. Crandall responded that he believed that the technology subcommittee would be looking into just that.
- Mr. May commented on the need to both encourage more people to enjoy our public lands but manage demand in such a way as to not impact the experience of other users, to manage use so as not to have too many people in too little space at the same time. May asked the Committee to help develop recommendations to address this problem.
- Mr. Chris Maloof (Chair of the Technology and the Digital Experience Subcommittee) affirmed the primary goal of his subcommittee is how to help preserve and promote outdoor recreation experiences without impacting the underlying resource, or exceeding the resource's capacity.
- Mr. Phil Morlock followed up on the technology topic by saying that current DOI policy prevents people from using "Class 1 pedal-assist e-bikes" on some of their lands because they are considered motorized vehicles, when in fact they are not. He suggested that this specific case be used as an example to review existing DOI policy issues which prevent outdoor recreationists from using new technology on public lands.
- Chair Covington requested other comment from Committee members before wrapping up the deliberations. Receiving no additional comment from Committee members, Covington requested DFO Ripps open up the public comment period.

### **Opportunity for Public Comment**

- DFO Ripps commented that no advance requests were received for public comment, but offered members of the public who were in attendance the opportunity to speak if they wished. One member of the public in attendance, Mr. Tyler Wilson (Director of Government Relations, The Corps Network) requested and was granted time.
- Mr. Wilson provided a handout to the Committee and meeting attendees. The handout was made part of the meeting record.
- Wilson provided a brief introduction on The Corps Network, stating it is an organization representing 135 conservation and service corps across the country engaging with 25,000 young adults, Native youth, and veterans annually.
- The Corps Network programs have been working to build and maintain recreation infrastructure and develop the next generation of outdoor recreationists.

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- Wilson highlighted recommendations to the Committee to develop and expand recreation infrastructure access and partnerships in some key areas and create a new recreation enhancement conservation corps, a “REC Corps”.
- Wilson described REC Corps members as engaging with Department of the Interior and recreation industry partners to target high-priority recreation projects, including developing new recreation assets and infrastructure like campgrounds and trails, and restoring and maintaining recreation-related properties, like historic preservation of facilities and cabins that can then be used for beneficial leasing. Also targeting recreation projects more on the backlog maintenance side and ensuring that the habitat is right and productive for fish and wildlife and forestry needs.
- Wilson explained that through targeted partnerships with industry, they can create a new kind of recreation ambassadors program where young people who are engaging in Corps and are actually doing the work to develop recreation infrastructure. It could work to highlight the recreation activity that can be done on the lands and on those projects and work in partnership with industry to highlight the different products or services, whether that be e-bikes or a new campground that has hookups for modern RVs.
- Mr. Jacobs added his support and endorsement for the work of The Corps Network, offering a recent example of a project in the Shenandoah with the National Trust for Historic Preservation.
- Mr. May offered additional examples of work by The Corps Network, including home/dorm construction in Rocky Mountain National Park. May mentioned the benefits of providing job and skills training and a career path for young people.
- Mr. Crandall requested Mr. Wilson stay engaged with the Committee to help increase its understanding in how to better facilitate public-private partnerships.

### **Committee Action on the Report of the Subcommittee on Recreation Enhancement through Reorganization**

- Chair Covington read through each recommendation, including any suggested revisions received during the meeting, requesting motions to approve.
- Crandall offered a revision to the Regional Outdoor Recreation Survey recommendation (#2) to further emphasize the analysis of collected data to increase incentives for outdoor recreation development.
- Brad Franklin requested revisions for the fifth recommendation (expanding adoption of new outdoor recreation technology) by specifying references to “Class 1 pedal assist e-bikes” to ensure terminology used in the recommendation is relevant, accurate, and precise. He also requested that the recommendation specifically address ways where these technological enhancements can be shared with field offices that manage recreation.
- May reiterated the differences between the different classes of e-bikes.
- Crandall suggested that references to e-bikes should be included in the first recommendation rather than the fifth recommendation which was intended to deal with information and data systems.
- Covington requested e-bike references be moved to the first recommendation. Covington reconfirmed with Morlock his suggestion in specifying the specific class of e-bike in the recommendation.
- May suggested that reference to Class 1, 2, and 3 e-bikes also be included in the recommendation.

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- Covington called for a motion to approve the recommendations with revisions discussed during the meeting. Bulis motioned for approval. Jacobs seconded. Covington called for a voice vote to approve, the five recommendations were unanimously approved by voice vote.
- Covington requested Crandall prepare the transmittal letter on behalf of the Committee, and called for a motion to approve revisions to the recommendations discussed during the meeting to be incorporated by Crandall and Ripps. Jacobs motioned for approval. Yeargin seconded. Covington called for a voice vote and the motion was approved unanimously by voice vote.

**Subcommittee on Partnerships and Collaboration Status Report**

- Covington recognized Jeremy Jacobs (Chair, Subcommittee on Partnerships and Collaboration).
- Jacobs discussed the meetings and work of the subcommittee in drafting their proposed work plan, largely informed by the direction of Interior's working plan that was provided. Jacobs stated that work had begun on developing recommendations.
- He stated the subcommittee's focus is intended to be in a fashion that is actionable, and at the regional level where Interior regional management can respond.
- Jacobs said one focus was on community, talking about improving collaboration with gateway communities including issues such as developing or addressing issues of affordable housing.
- Another focus will be vocation, or jobs, along the lines of what Mr. Wilson (The Corps Network) put forward today during public comment, where collaboration among concessioners, the Department of the Interior, and the youth corps will create maintenance or other construction projects in Interior lands. The recommendation will likely also expand it beyond just youth corps to include veterans' associations.
- Jacobs anticipated having draft recommendations developed for full Committee discussion and review at the next meeting.
- May commented he was starting a program with Louisiana State University taking a look at one of the parishes hard hit with health problems where recreation can benefit the health of those folks who live in that parish. May applauded the direction that the subcommittee is headed.
- Crandall emphasized the importance of soliciting input from other relevant partners on the health topic.

**Subcommittee on Public Access and Infrastructure Status Report**

- Covington recognized Mr. Brad Franklin (Chair, Subcommittee on Public Access and Infrastructure).
- Franklin thanked Mr. May for reiterating and clarifying the charges of the Committee and each subcommittee. He commented that the subcommittee has started into initial scoping conversations and discussed the need to reach out to land managers, campground facility management organizations, and people that actually use these facilities to determine the needs related to infrastructure improvement.
- Franklin intends to develop simple surveys to send out to these land managers and State agencies, to better define their needs.

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- Crandall brought up the topic of deferred maintenance and the Restore Our Parks initiative. He discussed the need for streams of revenue that would sustain the kind of infrastructure that visitors need and expand with the nation's expanding population.

### **Subcommittee on Technology and the Digital Experience Status Report**

- Covington recognized Mr. Christopher Maloof (Chair, Subcommittee on Technology and the Digital Experience).
- Maloof stated the subcommittee charter has been completed and discussed two primary focus areas covered in draft recommendations to be developed for Committee review and discussion for the February meeting.
- Maloof said the overall subcommittee goal is to grow the recreation economy specifically through competing for discretionary time.
- Two focus areas are (1) the discovery and recreation reservation process and looking at it beyond just Federal public lands to include State, local, and private lands with an emphasis on data-sharing, and (2) connectivity in the parks, including broadband, wi-fi. This type of connectivity has become an expectation of consumers. The draft recommendations will be structured to include expected outcomes, the technical requirements to achieve them, and a business model.

### **Other Business**

- Covington said work on the next in-person meeting, tentatively scheduled for the end of February in South Florida, was in process. The agenda will likely include reports from the subcommittees and discussion of whatever draft recommendations brought forward for full Committee consideration. Covington asked if members had other issues they'd like to bring up.
- Rogers suggested that the Committee could in the future discuss and provide recommendations regarding the job description and duties of the yet to be created Regional Outdoor Recreation Directors. May responded by reaffirming the advisory role of the Committee, his support of its work, and his commitment to share Committee recommendations with the Secretary.
- Crandall brought up three issues: (1) discussion of a possible renaming of his Subcommittee on Recreation Enhancement to better meet the nation's needs for quality outdoor experiences; (2) requesting a discussion on how Committee members and subcommittees can best connect with people doing innovative things that really would be helpful in terms of this Committee's work and possibly inviting one or two key players to the next meeting to get some big picture thinking of interest to the Secretary; and (3) a question for National Park Service Deputy Director Dan Smith as to how this Committee can be helpful, how can the Committee help put in place innovative new public-private partnerships, working together to address and solve some of the challenges of the NPS?
- Mr. Dan Smith said he had just finished a meeting with the Secretary of the Interior to discuss National Park Service's priorities for fiscal year 2019. NPS recreational access and technology priorities dovetail much of what is being discussed by the Committee today. Smith continued that these priorities were not just for NPS, but the Department as a whole.

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- Smith expressed hope that by the next Committee meeting, the NPS would have a confirmed Director, David Vela. He expressed confidence that Vela would be unbelievably competent and capable of implementing these recommendations for the Park Service.
- Covington followed up on Crandall's questions regarding how best to reach out to and incorporate info from other members of the outdoor recreation community. She referred to DFO Rippis who responded that it was important to hear from the public, subject matter experts both within and outside the government.
- Rippis suggested that these individuals just submit their comments and content directly to the [orac@nps.gov](mailto:orac@nps.gov) email address. The content would be forwarded to the appropriate subcommittee or the full Committee and made part of the public record.
- Crandall suggested that it would be helpful at the Florida meeting for the Committee to hear about a NASA-Delaware North partnership that helps to tell the story of space exploration at the Kennedy Space Center. It might help to hear about another type of outreach/education/ interpretation partnership.
- Rippis confirmed the next meeting was scheduled February 28th through March 1st, with February 27th as a travel day.

**ADJOURNMENT**

- Chair Covington thanked Committee members and meeting attendees and adjourned the meeting at 1:00pm on November 30, 2018.

***ACTIONS TAKEN BY THE COMMITTEE DURING THE MEETING***

- ❖ Approval of July meeting minutes.
- ❖ Approval of revised recommendation letter to Secretary Zinke

Note: a transcript of the meeting can be found on the Committee's website.