



United States
Department of
Agriculture

Forest Service

Pacific Southwest
Research Station

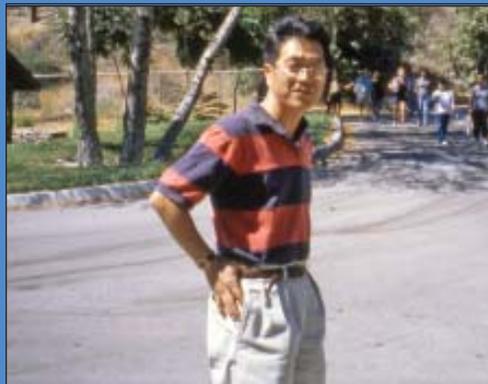
General Technical
Report
PSW-GTR-222

June 2009



Serving Culturally Diverse Visitors to Forests in California: A Resource Guide

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Emilyn A. Sheffield



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Abstract

Roberts, Nina S.; Chavez, Deborah J.; Lara, Benjamin M.; Sheffield,

Emilyn A. 2009. Serving culturally diverse visitors to forests in California: a resource guide. Gen. Tech. Rep. PSW-GTR-222. Albany, CA: U.S. Department of Agriculture, Forest Service, Pacific Southwest Research Station. 76 p.

The national forests of California are experiencing an increase in new visitors yet, in some areas, a continued lack of ethnic diversity persists. In addition, changing demographics has led to a need for keeping up with trends while also being aware of constraints to visitor use. Knowing how to serve culturally diverse visitors in ways that are innovative and inclusive entails broadening the base of support. This resource guide was compiled from comprehensive research reports, statewide program and services documents, outreach and civic engagement plans, and Internet searches of other applicable resources. Numerous materials are provided, best practices are noted, and tips on practical application (“tips worth trying”) are offered. Highlights of research findings are included, along with strategies and possible management options relating to communication, services and facilities, developing partnerships, and ideas for community engagement and outreach.

Keywords: Cultural diversity, recreation management, outdoor recreation, best practices, forest use.

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Executive Summary

The Forest Service has always been an agency with deep roots in social sciences. For more than 45 years, social scientists have studied participation rates and experiences of ethnically diverse groups at outdoor recreation areas. From these studies, they have developed research, theory, and practices for managing outdoor recreation areas as we know them today. Many issues and varied experiences have been explored and, to a large extent, goals have been set to overcome barriers and constraints to using these recreation areas for such diverse groups. What is the best way to both preserve and share the forests in California? Reaching out to a continuously changing population through education and engagement, as well as cultivating mutual respect and understanding are key ways to proceed.

Despite demographic shifts across the state, and the Nation, racial and ethnic group members and people from lower socioeconomic backgrounds remain underrepresented among visitors to public lands. How nature and the outdoors are appreciated or experienced differs across cultures. We must therefore continue to understand what people care about and why, as well as how forests are viewed, valued, and being used by our changing communities.

This resource guide is the first of its kind in the Forest Service and consists of a multitude of ideas and materials for use and implementation by managers as well as staff who work in the field. It can also be used by academicians to encourage additional research in cultural diversity. The vision and ideas for the contents of this resource guide were derived from several professionals and scholars with knowledge and experience in serving culturally diverse visitors. Bridging the gap between research and practice, each section provides targeted research results and practical suggestions about how these results can be implemented by Forest Service managers. The guide does not need to be read cover to cover or in any particular order. Managers and field staff are encouraged to refer to those sections where they think the greatest value can be obtained. The guide is designed to be a flexible tool and should be modified to meet specific needs depending on goals, intentions, and audience. Here are a few highlights of considerations and options offered:

Communication

- Language preferences and styles for culturally diverse visitors can be both a barrier and an opportunity. What messages are you sending and how?
- Provide translated materials in Spanish whenever possible (especially in forests with Latino visitor populations). Multilanguage literature may be needed depending on visitor groups.

What is the best way to both preserve and share the forests in California? Reaching out to a continuously changing population through education and engagement, as well as cultivating mutual respect and understanding are key ways to proceed.

- Use international symbols that are easily understood across cultures (restrooms, horse trail, picnic areas, hikers, etc.).

Facilities and Services

- Research indicates many ethnically diverse groups prefer to recreate in outdoor areas that include developed sites having picnic tables, grills, trash cans, flush toilets.
- Hire multilingual rangers and individuals with strong cultural competency skills. Provide ongoing training to all staff.
- “Audit” your existing facilities, programs, and services to evaluate what is going on, what’s working, what’s not, and what needs to change and why.

Partnerships

- Conduct an inventory at your site—What works? Who’s missing?
- Maintain long-term, tried and true relationships with various partner organizations but also consider the untapped groups that can fill ethnic and cultural gaps.
- The more ethnically diverse organizations and agencies you partner with, the broader the support for conservation, education, outdoor/natural resource recruitment options for careers, stewardship and legislation, and public land management overall.
- Transportation continues to be a constraint for diverse visitor groups. Cultivate a champion to sponsor a van or minibus to assist with local community access to your forest. Research shows people will use this service if it is provided.

Civic Engagement/Outreach

- Expand education agenda by engaging academic institutions of higher learning, minority-serving colleges/universities (including community colleges) and other educational organizations for public relations, student interns, research, and evaluation expertise.
- “California Consortium”—Call on the three Forest Service funded outreach and recruitment programs in the Northern, Central, and Southern areas of California. Active and intentional, these programs target ethnic minority youth and/or adults in that region and include education, recreation, and internships/career development.
- Talk with the leadership in churches and other faith-based institutions about how best to connect with locals in your area.

- Engage with community centers in hard-to-reach communities.
- Consider developing youth/peer/young adult leadership model(s). Explore best practices and successful measures of existing programs that work with ethnically diverse youth across the state and country.
- Consult with trusted and reputable ethnic minority leaders in your area regarding how best to engage your communities of interest.

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Introduction

Why This Resource Guide Is Important

We live and work among and are deeply connected to a variety of beautiful mountains, streams, rivers, lakes, meadows, wetlands, and wildlife that make up our natural environment that we cherish and value. Across the country, communities are engaging in efforts to both enjoy and protect our forests and other treasured natural resources and the quality of life they provide. Yet not all people truly attain the benefits and enjoy these outdoor areas equally. More than 45 years of research continues to show that people from culturally diverse backgrounds are not using the national forests and other public lands in numbers representative of the populations within the market areas. Not all people feel comfortable and safe in, have access to, maintain strong and positive ties with, or have knowledge about these natural areas and what to do on them. We must continue to understand what people care about and why, as well as how forests are viewed, valued, and being used by a changing public.

National forests and parks should be managed for all Americans to learn about, appreciate, and enjoy the natural environment and cultural resources. It is essential to remain relevant to current and future generations and encourage everyone to appreciate and support these wild places. United States Forest Service (USFS) managers have an opportunity to take several decades of research on participation and constraints to participation on public lands by diverse groups and design management practices, policies, and incentives to remove such barriers and enhance participation reflective of our changing communities. Although many great new programs and projects have surfaced over the years, we are now facing a new era of natural resource management. It includes new expectations of stewardship of our public lands, and we must also become more mindful of our role in cultivating the relationship between a constantly changing diverse public and our national forest lands. This guide focuses on serving the culturally diverse publics of California.

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Intent of This Resource Guide

The intent of this guide is to assist the 18 national forests in California (Region 5) to address “serving our future” by investing in our facilities, programs, and services as demographics continue to shift. The resources and ideas provided in this document are meant to seamlessly integrate into existing work in the region. As these ideas and opportunities are implemented, they can contribute to enhancing forest infrastructure and providing meaningful measures of service. Putting these into

practice can also contribute to the civil rights goals of the region by leading to collaboration and potential partnerships both internally and externally. In this document, we include examples of key research from which to base our assertions; in addition, we include models and many “best practices”¹ that exist in California and across other areas of the United States. We expect this document will also be used by academicians. It provides research ideas and encourages additional research in cultural diversity.

Getting the Most Out of This Resource Guide

This resource guide consists of a plethora of ideas and materials for use by managers as well as staff who work in the field. The guide is organized and arranged into four main sections:

- Trends and “fast facts” about demographic changes in California and in outdoor recreation use, attitudes, and opinions, as well as travel and tourism data.
- Sample constraints to participation and barriers to visits to forests and other public lands by diverse groups.
- Results from sample research studies and management strategies and implications for communication, facilities and services, partnerships, and civic engagement or outreach.
- Additional resources of potential interest that may be of value to Forest Service professionals but may not fit neatly into any of the aforementioned categories.

This arrangement is meant to make the guide easy to follow and offers Forest Service personnel an at-a-glance look at the information as well as more in-depth details indicating where additional information can be obtained. Various terms are used throughout this document to refer to groups with low visitation rates to public lands. These include underserved, underrepresented, and underprivileged. We use the term “underrepresented” in our introductory statements but we have not changed the terminology used by the programs and organizations mentioned throughout this resource guide.

The guide offers tools for practical application, and such segments, where incorporated, are noted as “Tips Worth Trying.” Managers are encouraged to use

The guide offers tools for practical application, and such segments, where incorporated, are noted as “Tips Worth Trying.”

¹ In this paper, best practices refer to innovative, dynamic practices, creative applications of ideas and strategies, and often the latest tools used by managers and field staff to ensure California forests and outdoor recreation areas meet the needs of all Californians and are managed as efficiently and effectively as possible.

the information as they see fit and modify to meet local or specific needs. The resource guide does not need to be read cover-to-cover, nor does it need to be reviewed in any particular order.

Depending on any given forest plan, the guide may help to answer important questions and provide valuable ideas and solutions to some of the most pressing community engagement challenges that managers may face. Understanding who the “culturally diverse” audiences are in specific forest areas is a fundamental beginning. Learning how local communities and visitors to forests value and enjoy public lands is essential. Understanding priorities, needs, and interests across cultural groups may facilitate the building of new relationships. The guide offers examples of how USFS Region 5 managers and field staff can enhance community-based efforts.

California Trends and Facts

Lifestyles, Landscapes, and Leisure: Connecting the Forest Service to an Urban California

Managers might ask about Californians: “Are they young, hip, urban, outdoorsy?” “What recreation activities are Californians into—are they all surfers or Birkenstock wearers? Hikers, mountain bikers, and golfers?”

California. The golden state. Mention “California” and people immediately think of sunny beaches and palm trees. They also think of world-class entertainment, cutting-edge technology, and great cities. Some think of skiing, redwoods, and the Sierra Nevada.

California is a real place and also a state of mind. It has loomed large as an American icon for more than a century and a half. Land of nature’s superlatives, California has:

- Mount Whitney, the highest point in the contiguous United States.
- Death Valley, the lowest point in the United States.
- The Monterey Marine Sanctuary, the largest marine sanctuary in the United States.
- San Francisco Bay, the west coast’s largest natural harbor and estuary.
- Sequoia, bristlecone pine, and California redwood, respectively, the largest, oldest, and tallest living things in the world.
- Yosemite Falls, the Nation’s highest waterfall.

Sources: California Travel and Tourism Commission (n.d.) and Stienstra (2007).

California's people are similarly varied and superlative. Of all the states in the United States, California has the:

- Largest population.
- The largest number of elementary-aged children and high school-aged youth.
- The largest number of people over the age of 65.
- The county (Los Angeles) with the largest Hispanic, Asian, and American Indian/Alaska Native populations.
- The counties with the second largest Black, Native Hawaiian/other Pacific Islander, and Asian populations.

Sources: U.S. Census 2005, 2007.

Values about nature and natural places have changed as the population has grown larger, more urban, and more diverse. While some invest themselves ever more fully into their outdoor recreation pursuits, others find it difficult to surmount barriers to enjoying the outdoors more often.

California's natural resource professionals find their work at the intersection of vast natural resources, vibrant cultural diversity, and plate tectonics. The latter adds a parade of earthquakes, landslides, and uplifts to the mix. Floods and wildfires add to the natural disaster scenario that challenges the state's infrastructure and leadership on a more-or-less continuous basis. Blessed with abundant natural resources that range from neighborhood parks to national icons, California has millions of acres of parks, forests, and public lands. There are thousands of natural places to connect with friends and family, enjoy outdoor recreation, and learn about nature. The national forests are part of a system of public parks and protected natural areas that are visually spectacular, economically vital, ecologically critical, recreationally active, culturally significant, and emotionally profound. California's national forests provide outdoor recreation experiences for millions.

Values about nature and natural places have changed as the population has grown larger, more urban, and more diverse. While some invest themselves ever more fully into their outdoor recreation pursuits, others find it difficult to surmount barriers to enjoying the outdoors more often. Our recreation and entertainment choices are shaped by and, in turn, shape our identities as individuals and group members. Californians continue to invent new forms of outdoor recreation, discover new tourism destinations, and learn more about the world beyond our neighborhoods and communities through new technology and new media.

California's strength is in all her resources—

It is beyond the scope of this brief overview to address all the demographic and lifestyle trends that are transforming California. Instead, in this brief introduction, five key demographic trends provide a sense of how California is changing; five key lifestyle trends provide a context for the demographic data; and five outdoor recreation trends provide a gauge to current and future activities on California's national

forests. These trends are not uniformly reflected across the cultural or geographic diversity of the state and all do not impact California's national forests equally. Each, however, informs the larger policy context for a changing California and is, therefore, extremely important.

The Demographics of California—More People, Living Longer, Richer Diversity

The California of the future will be quite different from that of the past. The state will experience more growth at either end of the lifespan with more children and youth as well as more senior adults. California will be more culturally diverse, and there will also be more new Californians through continued immigration. When the California economy is strong, inter-state migration will increase adding another source of population growth. There will be an increase in Latino and Asian values and vision as these two cultural groups increase in size and influence. By 2020, Latinos will be the largest percentage of every age group except for senior adults (California Budget Project 2008). Although growth will occur statewide, it will be concentrated in southern California, the Inland Empire, and the Central Valley.

More people are calling the golden state “home”—

One in eight Americans call California home. Although California's historically high rates of growth have mellowed into a more modest 1.1 to 1.2 percent annually in recent years, the state is still projected to add 1.3 million people during the 3-year period between 2008 and 2010 (California Legislative Analyst, n.d.). For context, this is like adding a city the size of Sacramento or Fresno, or Long Beach each year (California Legislative Analyst, n.d.).

Between 2000 and 2020, the state's population is projected to increase by 29.4 percent (California Budget Project 2008). California's population is projected to pass 40 million in 2013 and 50 million before 2040 (California Department of Finance 2007). California has millions of culturally diverse residents to serve. To do so effectively, Forest Service managers, outdoor recreation planners, and agency leaders (in general) must understand culturally diverse recreation styles, especially for Latinos, Asians, and recent immigrants.

More Californians are living longer, healthier lives—

The two fastest growing segments of the population, proportionally and numerically, are the 45 to 64 and 65-and-older age groups (California Legislative Analyst, n.d.). In the 3 years between 2008 and 2010, for example, more than a million Californians will cross the mid-life threshold of 45 as the last of the baby-boomers

swell this age group. The graying of California will accelerate rapidly starting about 2010 as millions of boomers begin entering the 65-years-and-older age group. The older segments of the population are more culturally uniform; by 2020, for example, 56.1 percent of all senior adults in California will be White (California Budget Project 2008).

California's senior cohort is already the largest in the United States. Between 2000 and 2020, the senior adult population will increase by 75.4 percent statewide. Many foothill and rural counties, where the national forests are located, will see their senior populations double (California Department of Aging 2005). Two other aspects of all these long-lived Californians will bear watching: the number of "super seniors" (e.g., those over the age of 85) will increase dramatically by 2020, and the state will have a large cohort of culturally diverse elders.

How will this dramatic aging affect outdoor recreation—

In the past, outdoor recreation participation has dropped significantly after age 65, but for California's baby boomers, "the outdoors has been an important extension of the California lifestyle, and they are likely to carry this attitude forward into retirement" (California Department of Parks and Recreation 2005). More accessible infrastructure and opportunities will enable senior adults to continue to engage in outdoor recreation. This generation will fuel tourism and second-home growth throughout California for decades to come. Many boomers may shift from active outdoor recreation to greater involvement in conservation and heritage causes if opportunities to make a difference are available.

Young Californians may accelerate the rate of change—

More than 26 percent of all Californians are under the age of 18, and 7.3 percent are under the age of 5 (U.S. Census Bureau 2006b). Nearly 35 percent of California's family households have at least one child under the age of 18 (U.S. Census Bureau 2006a). Will these young Californians become California's new nature stewards, or will they simply live in the shadow of some of the state's most beautiful forested lands? Will these young Californians experience the joys of camping, hiking, and being with friends and family in forested settings, or will these experiences remain beyond their reach? Often less physically active than preceding generations, these youngsters need positive role models and access to active lifestyles.

More culturally diverse than any previous generation, nearly three-fourths of today's youth are concentrated in 10 of California's 58 counties, and about 56 percent live in 5 southern California counties (California Department of Finance

2008). Other fast-growing counties are adjacent to many of California’s national forests. As the Central Valley increases in population, for example, several million people will be living within an hour or two of the Sierra Nevada national forests.

A culturally diverse California embraces the future—

No demographic trend is of greater importance to national forest managers and leaders than the immense growth of cultural diversity. California is home to more than one-third of the entire U.S. Asian American population and about 30 percent of all U.S. Latinos and Native Hawaiians or Pacific Islanders. Further, about a quarter of all the people who selected “two or more races” in the 2000 census hail from California (California Department of Finance 2002).

The American Community Survey (U.S. Census Bureau 2006a, 2006b) estimated the following percentages within California’s 36,457,549 residents:

| Race | Percent |
|---|----------------|
| Non-Hispanic White | 43.1 |
| Hispanic/Latino | 35.9 |
| Asian | 12.4 |
| Black/African American | 6.7 |
| Persons reporting two or more races | 2.4 |
| American Indian and Alaska Natives | 1.2 |
| Native Hawaiians or other Pacific Islanders | .4 |

It is reported that Latinos will account for nearly two-thirds of California’s total population growth between 2007 and 2010 (California Legislative Analyst, n.d.). Yet, much of our federal outdoor recreation infrastructure (e.g., trails and trailheads, access points, campgrounds, visitor facilities) was built for White visitors and may need to be renovated and repositioned to serve the needs of culturally diverse visitors to California’s national forests.

The number of “Californians by choice” is growing—

An important yet sometimes overlooked element of California’s cultural diversity involves country of birth. Nationally, 11.1 percent of the population is foreign-born; in California, the percentage climbs to 26.2 percent (U.S. Census 2006b). More than half are from Mexico, and about a third have arrived from Asian countries (California Department of Finance 2002). Many of these new Californians speak a language other than English at home. Preoccupied with finding their places

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in a new and foreign country, many immigrants use public open spaces for relaxation, for connecting with other immigrants, and to preserve cultural traditions (Floyd 1999; Lanfer and Taylor, n.d).

Keeping Up With California

Several lifestyle trends provide an expanded context to understand the forces of change and the opportunities that accompany these changes. California's lifestyle, cultural, and experiential diversity will increase as demographic trends accelerate. What is the role of outdoor recreation, nature-based tourism, and natural resource conservation in a state with such exceptional natural features and global prominence? How can all Californians become engaged in the mission of the Forest Service?

Californians love their outdoor lifestyles—

Being outdoors is an important part of the California lifestyle, and national forests are part of an expansive network of local, state, and federal parks, forests, trails, and open space systems. Eighty-four percent of the Californians polled in the most recent Comprehensive Outdoor Recreation Plan (CORP) statewide survey said outdoor recreation was an “important” or “very important” contributor to their quality of life. About 90 percent reported that they visited “a park” in 2002 (California Department of Parks and Recreation 2003). (Note: “Park” in this research was defined broadly to include federal lands like national forests.)

Urban assets may help to manage the growth—

Throughout the 20th century, both California and the United States grew steadily more urban and suburban. Today more than 80 percent of the U.S. population lives in urban and suburban areas. Sprawling suburbs bring urban residents closer to national forests, and many affluent Californians are establishing primary or secondary residences within California's forested landscapes and gateway communities. Accelerating growth in the Central Valley will bring millions of new residents closer to Sierra Nevada national forests and rural counties. At the same time, urban renewal and interesting new housing options are transforming central cities. The emergence of smart growth strategies, the growth of urban and regional planning, and new entities such as land trusts may enable a growing population to conserve more of its remaining open spaces and forested landscapes.

Technology connects more people in more ways—

Affordable computers, powerful personal communication devices (e.g., telephones, personal digital assistants [PDAs], laptops), big bandwidth, and wireless

communication networks have made digital technology an omnipresent aspect of contemporary life. Technological advances are creating new forms of outdoor recreation and enable Californians to go farther faster and in greater comfort than ever before. Personal communication devices and technology-aided outdoor recreation activities are creating new ways to connect with and experience the great outdoors (for example, podcasts can be made available for PDAs).

New media and information providers frame the context for nature—

New forms of media, including ethnic media, and new information gatekeepers lie at the intersection of new technology and the information age. Specialty publications and Web sites cater to the unique interests of millions. Blogs, v-logs (a form of blogging with video as the medium), and social networking sites support user-generated content and create new forums for information exchange. At the same time, there is still a technology gap where many populations are not yet connected to these electronic modes of communication. New and different opinion leaders emerge and their commentary frames the context for nature, outdoor recreation, and entertainment for millions. Lack of information is a common barrier to increased outdoor recreation participation within culturally diverse communities (Floyd 1999, Rodriguez and Roberts 2002). Utilizing new media as well as new and credible information providers will increase the amount of information getting through to culturally diverse communities in a timely and credible manner.

Time has become the new luxury—

Lack of time is a commonly reported barrier to increased recreation and leisure participation, and culturally diverse people are more likely to report “lack of time” and other time-related constraints as barriers to increased participation in outdoor recreation and leisure (Jackson 2005). Because most people tend to engage in outdoor recreation activities relatively close to home, the growing urban-wildland interface is increasing pressures on urban-adjacent forests and open space. With constantly shifting societal pressures, “time” is a commodity that many people will continue to use judiciously. Therefore, more people will pursue recreation opportunities closer to where they live.

Getting Into the Great Outdoors, California Style

Although outdoor recreation remains an important part of the California lifestyle, it is being transformed by increasing urbanization, new technology, and new media and information providers. There are more opportunities to communicate more effectively and more often than ever before. And, Californians are constantly looking for places to connect with nature, friends, and family.

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Traditional outdoor recreation and touring activities have expanded to include adventure activities, wildlife viewing, recreation transportation, nature-based tourism, and cultural heritage activities. Volunteerism, “voluntourism” or other forms of community-based stewardship, appear to be an emerging trends in recreation. Several outdoor recreation data sets provide a snapshot of outdoor recreation in California.

Californians are seeking relaxation, socialization, and natural values from their outdoor recreation pursuits—

Despite wide variation in outdoor recreation activities, most enthusiasts report similar motivations. More than half of the respondents to the most recent state-wide outdoor recreation survey (California Department of Parks and Recreation 2002) reported these attributes as “important” or “very important” to their outdoor recreation experiences:

- Beauty and quality of the natural setting.
- Being outdoors.
- Being with family and friends.
- Doing something the kids can enjoy.
- Getting away from crowded situations.
- Keeping fit and healthy.
- Reducing tension and getting a change from the daily routine.
- Relaxation.
- Safety and security.

These motivations can inform outdoor recreation planning and messaging efforts to connect all Californians with their natural resource heritage.

Californians pursue a wide array of activities outdoors—

An amazing 90 percent of polled Californians reported walking for pleasure as a favorite outdoor recreation activity in 2002 (California Department of Parks and Recreation 2003). Among the most popular adult or family outdoor activities were walking, driving for pleasure, visiting historical sites, attending cultural events, beach/pool activities, visiting museums, picnicking at developed sites, wildlife viewing, trail hiking, and using open turf areas (California Department of Parks and Recreation 2003, Cordell et al. 2004). The average number of annual participation days ranged from more than 100 for walking to about 7.5 for visiting museums (California Department of Parks and Recreation 2003). Some of these activities include the social recreation elements as a strong value sought by culturally diverse outdoor recreationists. Projected demand in 2020 for outdoor recreation includes

sightseeing, nonconsumptive wildlife viewing, biking, family gatherings, hiking, horseback riding, rock climbing, walking, and camping (Cordell et al. 2004).

Californians want more amenities when they engage in outdoor recreation—

Although many Californians continue to express a visual and emotional preference for pristine open spaces, some actually visit more highly developed settings with more amenities to enhance their recreation experiences (California Department of Parks and Recreation 2003). Safe access to water recreation, outdoor settings for larger groups, campgrounds with a wider range of overnight accommodations, more education and interpretation, more frequent and more varied programs, and more short trails and nature trails are all examples of the types of recreation infrastructure that will be valued by a growing and culturally vibrant California.

Californians differ in their outdoor recreation styles and participation patterns—

Californians differ in the types of outdoor recreation they participate in and in their recreation styles. Other sections of this resource guide provide details about patterns and preferences for outdoor recreation activities, outdoor recreation facilities, communication and information preferences, and other elements of the outdoor recreation experience. Responding proactively to differences in recreation style may increase visitation from culturally diverse Californians and provide increased satisfaction, comfort, and overall enjoyment.

California's large Latino population has been the focus of most of the recreation style research in California. More than a decade of research by Chavez and colleagues indicates that Latino outdoor recreationists at federal sites:

- Prefer to recreate in larger groups and prefer forested sites with water features and amenities to support a day-long, extended-family social outing with extensive onsite meal preparation.
- Are interested in an outdoor experience with a strong social recreation component, such as facilities and programs that involve families, programs for children and youth, and family-oriented entertainment events and festivals.
- Identify stress relief and having a good family experience as the most important features of a satisfying outdoor recreation excursion.
- Enjoy picnicking, day hiking, camping, and large family gatherings in outdoor settings.
- Respond to interpersonal communication from multilingual and culturally diverse staff (California Department of Parks and Recreation 2005, p. 8).

Responding proactively to differences in recreation style may increase visitation from culturally diverse Californians and provide increased satisfaction, comfort, and overall enjoyment.

Two recent studies (Roberts 2007, Winter et al. 2004) provide insight into the recreation patterns and preferences of Asian Americans in the San Francisco Bay Area. Four Asian American ethnic groups (Chinese, Japanese, Korean, Filipino) and their uses of the Golden Gate National Recreation (GGNRA) area were the focus of the Winter et al. (2004) study. Findings revealed:

- Going to a park or beach (presented as two different choices), walking/hiking on a trail, picnicking, and driving for pleasure, were the top five outdoor recreation activities overall.
- Motivations for visiting natural areas included beautiful scenery, the smells and sounds of nature, feeling close to the land, better appreciating nature, and doing something with family.
- Constraints for Asian Americans included not knowing who to ask for information, being too busy with work or family, lack of public transportation, equipment cost, language barriers (i.e., some Latino and some Asian communities), and lack of knowledge about where to go at GGNRA.
- Interethnic group comparisons revealed noticeable variations between the four ethnic subcategories.

Recent focus group research by Roberts (2007) explored the outdoor recreation experiences and perspectives of nearly 100 culturally diverse Bay area residents. A total of nine focus groups were conducted, two of which included a total of 24 Asian/Pacific Islander participants from San Mateo County or the city of San Francisco. Key findings included:

- Appreciation of the health benefits (mental and physical) of nature.
- Enjoyment of outdoor recreation activities including walking/hiking, jogging/running, playing with children in parks, reading in parks, family picnics, and exploring green spaces.
- Indication that little was known about GGNRA and the locations of GGNRA sites.
- Lack of time, lack of companions, and lack of information were frequently reported barriers to park access, and concerns about park cleanliness (or lack of the same) were also noted as barriers.
- Agreement that park employees did not represent the racial/ethnic makeup of their communities, but this factor was not identified as a major barrier to visitation.
- Ethnic print media, posting information in community gathering places, and targeting children and schools were mentioned as good ways to communicate with the Asian communities.

Several studies have identified the outdoor recreation patterns and preferences of immigrants. For example, Floyd (1999), Lanfer and Taylor (n.d.), and Winter et al. (2004) identified several key findings from the larger body of research as follows:

- Recent immigrants tend to recreate with family groups. Second and later generations often pursue recreation with friends.
- Immigrants often look to their recreation and leisure time to help maintain cultural traditions and to connect with other immigrants for mutual support and information sharing.
- The Latino emphasis on family and family values is maintained across generations and does not seem to diminish with increased time in the United States.

Outdoor recreation and nature-based tourism are important elements of California’s tourism portfolio—

California has a \$30 billion tourism industry that supports 924,100 jobs statewide in arts, entertainment, recreation, accommodations, and food services (California Travel and Tourism Commission 2008). Outdoor recreation and nature-based tourism are important components of this large and growing industry segment. Special marketing efforts for California snow sports, many set on national forest lands, help to ensure that California’s tourism industry retains year-round vibrancy.

In recent years, the state destination marketing organization has worked to counter negative media coverage of California wildfires and helped television partners to showcase the Pacific Coast Highway as part of a national “America the Beautiful” series. *California Road Trips* (formerly California Drives) was redesigned to highlight “varied and unique experiences” including many scenic byways that traverse national forests. For many of the California Welcome Centers, national forests provide the visual background and outdoor recreation infrastructure needed to keep their gateway communities humming. More than 80 percent of the California tourism industry is fueled by Californians traveling **within** the state, so the growing cultural diversity of this state is, therefore, likely to be reflected throughout the state’s tourism areas in future years (California Travel and Tourism Commission 2008).

Volunteerism as Recreation Is Growing in Importance

Community-based stewardship and public land volunteerism is not systematically tracked in the national or state outdoor recreation data sets, but some evidence suggests this form of outdoor recreation activity is on the rise. Research by Farrell

(2003) revealed that 84 percent of the respondents to a survey on community-based stewardship programs at the Golden Gate National Parks consider their volunteerism to be a form of recreation. Stewards were also involved in other forms of active outdoor recreation including hiking, running, and walking. Themed days and special events (e.g., Coastal Cleanup, Public Lands Day, National Trails Day) are increasing the visibility of volunteering on public lands. New organizations and communication tools are helping to support increased involvement from new and different groups. Because this form of outdoor recreation enhances both lives and landscapes, Forest Service managers and other agency leaders can look for opportunities to offer and support high-quality volunteer experiences for visitors to national forests.

By understanding the forces and trends driving change, we can become more inclusive and intentional in our efforts to add value to people's lives and to engage them as co-workers in conservation stewardship of the natural and cultural resources managed by the Forest Service in California.

Changes and New Directions on the Horizon

Outdoor recreation and nature-based tourism in California will continue to be important parts of the California lifestyle. And, the historical outdoor recreation activities will expand to include new activities. The relatively uniform profile of current national forest visitors will expand as more culturally diverse visitors come seeking a variety of benefits of nature and natural systems. New gateways to involvement and new information gatekeepers can be tapped to connect Californians to their national forests.

By understanding the forces and trends driving change, we can become more inclusive and intentional in our efforts to add value to people's lives and to engage them as co-workers in conservation stewardship of the natural and cultural resources managed by the Forest Service in California. Through partnerships and alliances with the organizations, associations, and individuals that make up the leading edge of change, we can discover new ways to align our respective missions to better serve the people of California by protecting the land that sustains all of us.

Become a Trend Watcher for Your Forest

Remaining informed and proactive about California's changing demographics and lifestyle trends will help you help the Forest Service achieve its mission. It will also provide new and important benefits to the ultimate owners of the lands, the citizens of the United States. Several resources are identified here to help you get started and offer ideas for how to use this information including what you can do. All are available online.

Outdoor recreation—

The California Department of Parks and Recreation manages the statewide *Public Attitudes and Opinions Survey on Outdoor Recreation* survey. The survey is updated every 5 years; new data will be available in late 2008 or early 2009. The most recent data are from 2002 (released in 2003) and available online from the California State Parks Planning Division Web site. Two other publications from the California State Parks Planning Department summarize trends and benefits data that might help you better position your outdoor recreation offerings. All three reports can be retrieved from the Planning Department Web site http://www.parks.ca.gov/?page_id=23880

The U.S. Fish and Wildlife Service releases a national survey every 5 years on hunting, fishing, and wildlife-associated recreation. The most recent national profile was compiled from data collected in 2006. Reports on individual states are also available. The national report can be retrieved from http://library.fws.gov/nat_survey2006_final.pdf

Two of the USDA Forest Service research stations provide trend data on California's national forests. The Pacific Southwest (PSW) Research Station Web site provides a link to recent research reports and a way to subscribe to the recreation research newsletter <http://www.fs.fed.us/psw/programs/recreation>. PSW has also compiled two general technical reports on culturally diverse recreation in California. Both are described in other sections of this resource guide and can be found on the PSW Web site listed in the above paragraph.

The Southern Research Station also provides trend data on California's national forests through an interactive database on all national forests. Region-wide data as well as information for each national forest can be retrieved from <http://www.srs.fs.usda.gov/trends/RECUPDATES/region5.html>.

Tourism—

Are you curious about how tourism works in your area? Two publications from the California Travel and Tourism Commission (CTTC) can help you understand who is coming and how their visitation influences your area. California Tourism Fast Facts is an annual compilation of tourism-related statistics. The information is organized around the 13 travel regions in the state. It is available from the CTTC Web site http://www.visitcalifornia.com/AM/Template.cfm?Section=California_Statistics_and_Trends&Template=/TaggedPage/TaggedPageDisplay.cfm&TPLID=6&ContentID=6675.

The CTTC also commissions research annually to estimate the economic significance of tourism on a county-by-county basis. A report is released each spring and includes expenditure data by sector and type of accommodation. Current-year projections help to offset the 15-month data lag (e.g., the 2009 report will include data through calendar year 2007). The combined statewide report is available from CTTC links to an interactive Web site for reports on individual counties.

Professional association and publication trend scans—

Two professional associations offer trend scans as a membership service. The National Recreation and Park Association and the California Parks and Recreation Society mine trend data from a wide variety of sources for use by park and recreation managers. Contact the organization for membership rates or if you want to see a recent copy of one of their reports. Their Web sites are <http://www.nrpa.org> and <http://www.cprs.org>.

Demographic reports—

National—

Two publications from the U.S. Census Bureau provide excellent overviews of the changing demography of the United States. They reflect 2000 census data and help provide the context for many contemporary trends. *Census 2000: Mapping Diversity* includes the oft-cited “Diversity Index” as well as a wealth of indicators and statistics about cultural diversity throughout the United States. The report’s many graphs and charts help readers to better envision the statistics. This report can be retrieved from the Census Bureau Web site <http://www.census.gov/population/www/cen2000/atlas/index.html>. The second publication is a summary of demographic trends in the 20th century. Many of the charts and illustrations reveal the decade-by-decade unfolding of a century of change. This publication is also available from the Census Bureau Web site <http://www.census.gov/prod/2002pubs/censr-4.pdf>.

California—

Two concise and well-written overviews of California’s changing demographics are available from the California Budget Project and the California Legislative Analyst’s Office. The 2005 Budget Backgrounder charts change through 2020 (California Budget Project 2008). The nine-page briefing paper can be retrieved from the California Budget Project Web site: http://www.cbp.org/publications/pub_statebudget.html. A shorter term, 3-year compilation of data and projections between 2008 and 2010 was prepared by the Legislative Analyst’s Office. The

section on demographic change is most relevant to the themes of this resource guide but the entire document is informative. Retrieve the file from http://www.lao.ca.gov/analysis_2008/2008_pandi/pandi_08.pdf.

Diversity trend sources—

There are many online sources for diversity-related trends about workforce enhancement, training, and other such desired information. Two premiere sites include the following: *DiversityInc* (<http://www.diversityinc.com>) and *Diversity Matters* (diversitymatters.info/blog.html). *DiversityInc* publishes extensive online content as well as a monthly magazine. *Diversity Matters* also has deep online content. The “Web-log” (Blog) contains topical information useful to any manager.

Why Some Ethnic Minorities Don’t Visit Forests and Parks: Understanding Constraints to Outdoor Recreation Participation

Why This Is Significant. Why It Matters.

We all bleed red blood.

This is a familiar phrase that helps lead the way to grasping our common ground as human beings. All people share aspects of life in common that are fundamental to our well-being and survival including the need for food, water, and shelter, and considering “Maslow’s Hierarchy of Needs,” we add the need for self-esteem and achievement, a sense of safety, and a desire for love and belonging. Experiencing benefits of the outdoors can be added as an essential part of life. All people should have the opportunity to breathe fresh air, explore and observe nature, and experience the many other amenities provided by public lands. **How** the outdoors is valued or experienced, however, may differ from culture to culture.

The survival of various resources of our public lands, and the organizational survival of the USFS, may become more dependent on how relevant the agency can make our forests to a rapidly changing America. Although focused on national parks, this statement can also apply to the USFS:

In order to make real change, we must recognize that agency culture presents real barriers to diversity in the national parks, and we must work to change agency culture to remove those barriers. This change of culture is now imperative, and we need to establish real world benchmarks so we can measure our success or failure and adjust our actions accordingly (Gwaltney and Reynolds 2003).

The survival of various resources of our public lands, and the organizational survival of the USFS, may become more dependent on how relevant the agency can make our forests to a rapidly changing America.

All this matters because if we are to continue to truly manage the land for all people to enjoy, we must understand the constraints to public use and enjoyment. This section provides examples of key constraints to such use and enjoyment by some ethnic minorities.

How to Make Good Use of This Information

Since 1985 there has been a virtual explosion of research relating to constraints and barriers regarding recreation, and specifically, the use of parks and public lands. It is imperative that managers and others understand these constraints in order to make positive change in numerous areas related to ethnic diversity. First, this information can be used as a “road map” for what we know about specific aspects of constraints to using forests and parks. Second, this map can be used to chart new directions into the future as we strive to break down barriers to use by all people.

Changing demographics is a reality we must appreciate and embrace (see “Trends” section of this resource guide for more information). Therefore, this material can be used to comprehend and recognize ethnic variations in reasons for non-use, or lack of visits (among certain groups of people) to the national forests. Having this knowledge is vital not only to serving this changing public, but also to seeking fresh input and support for policy and legislative gains, ideas for improving services and facilities, and ways to enhance volunteer needs, to name a few.

Sample Constraints

Even though the literature in the field is based on research conducted for more than 45 years, the following sample constraints have been identified and highlighted in the literature over the last 5 to 10 years as being the most common among a broad range of ethnically diverse populations. This list relates to those in the ethnically diverse populations who visit less frequently or generally do not enjoy outdoor activities in relation to other recreational opportunities (no particular order):

- “Marginalized” nature of racial/ethnic minorities (e.g., cost/financial constraints, lack of transportation, access issues).
- Historical context (perspectives of current outdoor/natural resource areas based on historical perspectives, such as family member experiences in nature).
- Safety issues (e.g., physical and/or emotional).
- Lack of people of color (culturally diverse) among marketing/promotional materials.

- Lack of ethnic diversity of agency workforce (e.g., people of color underrepresented as part of the ranks of public lands employees).
- Socialization and exposure (e.g., upbringing and/or current social practices such as receiving criticism from peers, such as “it’s a white thing”).
- Feeling uncomfortable or unwelcome in certain forests, parks, or other outdoor areas.
- Perceived discrimination/interracial interactions (e.g., possibility of cultural conflicts or discrimination).
- ☒ Lack of knowledge and/or awareness (e.g., what to do, where to go).
- Language barriers (e.g., signage, brochures/materials, communication with rangers and/or other natural resource management personnel).
- Time commitments or other priorities.
- Desire for more “luxury accommodations.”
- Few friends travel or recreate in natural areas.
- Perceptions of being “too crowded” (e.g., prefer fewer people in the outdoors) or “not crowded enough” (e.g., relating to perceived safety among people).

Common barriers to national forest visitation by specific groups—

Research shows “time” is the number one constraint across all cultures. Other examples:

- Latinos—Transportation, lack of interest, lack of information, health or physical limitation, lack of money, safety, language barriers.
- African Americans—Lack of interest, health or physical limitation, lack of money, transportation, fear/safety, age, lack of information, discomfort/feelings of being unwelcome.
- Asians—Lack of interest, distance to travel, lack of information, health or physical limitation, no one to go with.
- Whites—Health or physical limitation, lack of interest, age.

Constraints sources:

Chavez et al. 2008, Crano et al. 2008, Dwyer 1994, Floyd 1999, Gomez 2003, Gramann 1996, Jackson 2005, Johnson et al. 1997, Rodriguez and Roberts 2002, Tierney et al. 1998.

Communicating With Diverse Groups

Diversity in California is experienced in many ways. One way is through communication. How different groups communicate differs significantly. As you’ll see in the examples below, some people prefer to receive communications in particular

Diversity in California is experienced in many ways. One way is through communication.

kinds of newspapers or magazines, whereas some prefer radio broadcasts, and still others prefer to go onto the Internet. Latinos, on average, do not frequent visitor centers, as their preference is face-to-face communications.

What, then, is the best way to communicate with diverse visitors to forests in Region 5? Have you always used signs along the road, brochures, and maps and considered the job done? Have you wondered why some visitors don't seem to understand the message you so clearly sent? Do you wonder why some groups are absent from your recreation area? Communications may be a key to serving different populations.

Below we provide numerous examples of research findings and techniques tested related to communications. For each we provide suggestions for better communicating with the diverse populations of California along with contact information for additional information. Managing for multiple groups requires multiple methods of communication—it is best to fit the style and preferences of visitors rather than use a “one-size-fits-all” model. If what has always been done has not provided the desired results, try changing your style to better reflect that of your visitors.

Language Preferences for Latinos

Research on communication preferences was conducted at two sites in southern California—the Applewhite Picnic Area (AWPA) on the San Bernardino National Forest (SBF) and the San Gabriel Canyon (SGC) on the Angeles National Forest (ANF). Both sites are visited by Latinos in large numbers. Study results for Latino visitors to AWPA and SGC indicated that large percentages are Spanish speakers (75 percent AWPA; 54 percent SGC; Chavez et al. 2002). Similarly, a large percentage of Latino visitors read Spanish only (71 percent at AWPA; 45 percent at SGC; Chavez and Olson 2004).

International Symbols

Research on international symbols (signs without words) in use on the SBF and the ANF were conducted. The majority of respondents were Latino, but results include others as well. Results indicated the following were signs well understood by all visitors: Fishing, Swimming, Restrooms, Horse trail, No fireworks, Hiking trail, Picnic area, No trucks, Camping (tent), Drown campfires, and Hikers.

Fewer visitors understood the symbols used for Off-road vehicle trail, Information, and Automobiles Permitted. The symbols for the following terms were not understood by most visitors: No alcohol, No charcoal grills, Amphitheater, Carry water back to the site, Fish hatchery, and Conserve water (Chavez et al. 2004).

Information Once Visitors Are Onsite

Research indicates that visitors (Latino and others) prefer to receive information once onsite through a brochure at the site entrance (65 percent at AWP; 81 percent at SGC), signs along the road (61 percent at AWP; 66 percent at SGC), and notes on bulletin boards (51 percent at AWP; 46 percent at SGC). These findings were consistent at other national forests in southern California (Los Padres and Cleveland). At AWP, preferences were for information on streamside areas, things to see and do, rules and regulations, and rare types of plants and animals. At SGC, preferences were for information about the best times to visit the area to avoid crowds, safety, areas for picnicking/barbecuing, and camping. Information sources prior to arriving at the site tend to be word-of-mouth (Chavez et al. 2002, Chavez and Olson 2004).

Tips Worth Trying

- Provide translated materials in Spanish if you serve Latino visitors. Even better would be to provide back-translations (professionally translated materials that are translated twice) and that have also been checked for cultural meanings.
- International symbols for such activities as fishing and swimming are useful. However, other international symbols probably are best used only with textual messages that clarify the intended message.
- Once visitors arrive onsite they prefer the use of brochures, signs along the road, and notes on bulletin boards.
- Query visitors to determine their communication styles and preferences.

Important Web link: <http://www.fs.fed.us/psw/programs/recreation>

Point of Contact:
Pacific Southwest Research Station
4955 Canyon Crest Dr.
Riverside, CA 92507
Ph. 951-680-1558

Language Preference for Koreans

Research on language preference was conducted on the San Bernardino National Forest with Korean visitors who were gathering bracken fern (*Pteridium aquilinum* (L.) Kuhn). Results indicated that large percentages of fern gatherers used Korean as the main language in the home (62 percent; 21 percent spoke English in the home). About one-third of the Korean visitors (39 percent) first learned about fern gathering from another person. The majority first learned about where to gather ferns from Korean newspapers. When asked where they would look for more information about fern gathering, most said they would look at Korean newspapers (Alm et al. 2008, Anderson et al. 2000, Chavez and Gill 1999).

Tips Worth Trying

- Provide translation of program materials for Korean visitors who are gathering ferns.
- Determine which Korean newspapers are read by Korean visitors.
- Provide program information to Korean newspapers.

Important Web link: <http://www.fs.fed.us/psw/programs/recreation>

Point of Contact:
Pacific Southwest Research Station
4955 Canyon Crest Dr.
Riverside, CA 92507
Ph. 951-680-1558

Chinese, Japanese, Korean, and Filipino used similar types of ethnic media: watching television, listening to the radio, and reading newspapers and magazines.

Language preferences for Asian Americans in San Francisco Bay Area

A case study conducted with residents in the San Francisco Bay Area (Winter et al. 2004) examined differences among four Asian groups: Chinese, Japanese, Korean, and Filipino. The four groups differed in level of education, place of birth, annual household income, linguistic acculturation, outdoor recreation participation as well as motivations for visiting natural areas. For communication they found the four groups used similar types of ethnic media: watching television, listening to the radio, and reading newspapers and magazines.

Tips Worth Trying

- Communicate with Asian groups through a variety of media sources.
- Use a combination of offsite communication routes that include ethnic media, particularly television, radio, and newspapers and magazines.

Important Web link: <http://www.fs.fed.us/psw/programs/recreation>

Point of Contact:

Pacific Southwest Research Station

4955 Canyon Crest Dr.

Riverside, CA 92507

Ph. 951-680-1558

Getting the USFS Message Out

An information needs analysis was conducted in the Los Angeles basin for African Americans, Latinos, Asians, and Whites. The study examined the use of various forms of media, including sources most used and most trusted for information regarding natural resource use opportunities (Crano et al. 2008).

Most respondents spent more hours watching television than they did in the use of other media (such as listening to the radio). African Americans spent more hours per week watching television than did other groups (Asians watched the least number of hours). Latinos spent more time listening to the radio than did other groups; they were most likely to listen to ethnic radio stations, rhythm and blues programming, or rock. There was no significant difference in amount of time spent reading magazines or newspapers; however, Latino and African American respondents tended to read magazines designed for an ethnically based audience.

The most trusted sources regarding information for outdoor recreational opportunities were friends and family and computers and the Internet. Whites were twice as likely to trust newspapers as were Asians, and Latinos were twice as likely to trust television as any other group.

National forests in California have designed several innovative programs that were successful in communicating between public land agencies and ethnically diverse groups.

Tips Worth Trying

- Communicate with diverse groups through a range of media sources.
- Use a combination of offsite communication sources including the Web, community contacts, and newspapers.

Important Web link: <http://www.fs.fed.us/psw/programs/recreation>

Point of Contact:

Pacific Southwest Research Station
4955 Canyon Crest Dr.
Riverside, CA 92507
Ph. 951-680-1558

National forests in California have designed several innovative programs that were successful in communicating between public land agencies and ethnically diverse groups. The programs were implemented by forest managers in California based on recommendations from research studies.

Eco-Teams in Southern California

Eco-teams were implemented from 1991 through 2001 on both the ANF and the SBF in southern California (Absher et al. 1997, Chavez 2005). The forests worked with the California Environmental Project (a nonprofit organization) to hire diverse youth from Los Angeles and train them to make contact with recreationists in highly used areas. The eco-team members approached primarily Latino recreation visitors to relay important regulatory and conservation messages. Often these messages related to litter, water safety, and fire. Team members also modeled behavior, such as picking up litter from the site.

Tips Worth Trying

This program was successful (Absher et al. 1997, Chavez 2005) but was dropped because of lack of funding.

- Check for grants or alternative funding that would sustain a program like this. Use eco-teams to address concerns about connecting minorities to public lands: Research has shown that minorities would like to see more people of similar ethnic background working in developed recreation sites.
- Eco-team members serve as educators and role models for visitors to the forest.

Continues

Important Web link: <http://www.fs.fed.us/r5/angeles/>

Point of Contact:
Angeles National Forest
701 N. Santa Anita Avenue
Arcadia, CA 91006
Ph. 626-574-5278

The Forest Information Van

The forest information van (FIV) ran from 1994 through 2001 on the ANF in southern California (Absher et al. 1997, Chavez 2005). The FIV was a small, movable visitor center that took forest information to where Latino recreation visitors were. For example, if the visitors were in the East Fork of the San Gabriel Canyon, then that is where the FIV went. A pullout canopy that had pillars/panels with brightly colored pictures of animals was attached to the van to attract attention. Visitors could acquire information about forest rules and regulations, and what to see and do in the area. Information at the FIV was available in English and Spanish, and the FIV staff was bilingual.

Tips Worth Trying

- A forest information van can be used to help disseminate forest information to Latino and other non-English speaking groups.
- Use the forest information van to address visitor needs for information on what to see and do.

Important Web link: <http://www.fs.fed.us/r5/angeles/>

Point of Contact:
Angeles National Forest
701 N. Santa Anita Avenue
Arcadia, CA 91006
Ph. 626-574-5278

More information on eco-teams and FIV can be found in:

Natural Areas and Urban Populations: Communication and Environmental Education Challenges and Actions in Outdoor Recreation

http://www.fs.fed.us/psw/publications/chavez/psw_2005_chavez001.pdf

Southern California Forests Campaign: “Bienvenidos a la Campaña Forestal Del Sur de California”

The Southern California Forests Campaign (Los Padres National Forest, Cleveland National Forest, ANF, SBF) was created for people to have a voice for expressing ideas and opinions to government agencies about how they manage our forests. This campaign was initiated by the Southern California Chapter of the Sierra Club.

Tips Worth Trying

To effectively involve Spanish speaking visitors in decisionmaking processes:

- Provide materials in both Spanish and English.

Spanish-speaking visitors are more likely to get involved in helping natural resource managers learn about their preferences, ideas, and opinions.

Important Web link: http://www.sierraclub.org/ca/socalforests/la_campana.asp

Three Forests Interpretive Association

Three Forests Interpretive Association is a nonprofit organization that produces books, brochures, maps, and other materials in Spanish related to the human and natural history for the Sierra, Sequoia, and the Stanislaus National Forests. The association’s newsletter is titled “Paseando por la Sierra” and includes a general information section, recommendations for enjoyment in the forest, fire prevention strategies, and specific information on recreation sites.

Tips Worth Trying

- Develop multilanguage literature.

The “Three-Forests Interpretive Association” could possibly change to the “Eighteen-Forest Interpretive Association.”

Important Web link: <http://info@3forests.us>

Point of Contact:

Three-Forests Interpretive Association
30330 Watts Valley Road
Tollhouse, CA 93667

Diversifying Access to and Support for the Forests

This document is a policy brief that was developed by then director, Robert Garcia (now of the City Project), and other senior staff of the former Center for Law in the Public Interest. Although this facility is now closed, this document is available and still contains relevant information as well as strategies and techniques for forest service managers on increasing access to the national forests for all communities; expanding opportunities for low-impact recreation like family outings, hiking, and fishing; addressing the impact of the forests on the health of local communities; creating stronger links between recreation, environmental, and forestry activities in key communities; and diversifying small business, employment, and volunteer opportunities involving the forests. In particular, this policy brief was developed based on interest in working to diversify access to and support for the Angeles, San Bernardino, Cleveland, and Los Padres National Forests as four of the most urban-influenced forests in the United States.

Tips Worth Trying

- Use the web link provided below to access a PDF to the Policy Brief directly. It is also available in Spanish.
- Obtain a copy of this briefing and learn how you can engage culturally diverse visitors and potential visitors to forests in southern California.

Important Web link: http://www.fs.fed.us/psw/centennial/agenda/cultural-diversity-panel/garcia_policybriefforweb.pdf

Robert Garcia, Erica S. Flores, and Christopher T. Hicks, *Diversifying access to and support for the forest; remarks at the National Forest Service Centennial Congress (2004)*

Bienvenidos! A Guide to Serving Spanish-Speaking Visitors in the Intermountain Region

This 2006 guide was developed to help recreation managers target and implement Spanish-language information services in the Intermountain Region for the USFS. The guide provides recommendations for bilingual signage, information about Spanish-speaking visitors' site preferences, and insights into how Spanish-speaking visitors recreate. This guide includes recommendations specific to each ranger district regarding how best to serve Spanish-speaking visitors, including specific sources for signing, methods to engage partners, and outreach assistance.

Contact:

Regional Recreation Business Management Specialist

Ph. 801-625-5605

<http://fsweb.r4.fs.fed.us/unit/rhwr/index.shtml> (Note: This link is available to USFS employees only via the intranet system.)

Tips Worth Trying

- Generate bilingual recreational strategies and delivery methods to more effectively serve Latinos.
- Use effective communication strategies to inform Spanish-speaking visitors of recreational opportunities, potential hazards, and Forest Service policies.
- Evaluate the demographics of Latino users in the area.

Important Web link: <http://fsweb.r4.fs.fed.us/unit/rhwr/index.shtml>
(Note: This link is available to USFS employees only via the intranet system.)

Point of Contact:

Regional Recreation Business Management Specialist

Forest Service, Intermountain Region (Region 4)

324 25th Street

Ogden, UT 84401

Ph. 801-625-5605 or 5205

Unlocking the Barriers: Keys to Communicating With Underserved Customers

This 16-page guide was created in 1998 to help forest personnel with limited resources communicate more effectively and connect with underserved communities. It provides guidance on writing and implementing communications plans that will help get USFS information to the widest possible audience.

Tips Worth Trying

- Get to know the surrounding community.
- Get tips on how adults learn.
- Develop communications plans that match your customer's needs.
- Choose the right outreach methods
- Provide sources of information on transition services, alternative formats, and training.

Important Web link: <http://fsweb.wo.fs.fed.us/pao/pubs/pi/unlocking-the-barriers.pdf>

(Note: This link is available to USFS employees only via the intranet system.)

Facilities and Services That Californians Expect

As the state of California becomes more and more diverse, what types of facilities and services will be desirable to these diverse groups? What role do you think your facilities and services play in the recreational experiences of ethnically diverse users? This section highlights a common trend—the desire for quality outdoor recreation experiences. Research and studies have found that independent of the activity and site, recreational enjoyment of national forests in California often involves clean, safe, and fun recreational opportunities. Visitors prefer clean and functioning toilets, picnic tables free of garbage and graffiti, and adequate lighting in campgrounds to feel safe. So how can managers and staff help facilitate quality recreational experiences for the current and future demographics of California? The following section presents research on facility and service preferences and describes several model organizations that have in the past, or are currently providing high-quality recreational opportunities to an ethnically diverse public.

Development Preferences Research

Research conducted in southern California indicates that visitors like to recreate at relatively developed sites; they want restrooms, picnic tables, and the like. This preference is stronger for Latino respondents than for non-Latinos. At the Applewhite Picnic Area (AWPA; San Bernardino National Forest [SBF]) the strongest preferences were for trash cans, water faucets, cooking grills, and picnic tables (Chavez 2002). This is a function of the site being a picnic area. At the San Gabriel Canyon (SGC; Angeles National Forest [ANF]), which is managed for dispersed use, the preferences were for trash cans, telephones, water faucets, and parking areas.

Activity Preferences Research

Research indicates that visitors engage in several activities when recreating on national forests (Chavez et al. 2002, Chavez and Olson 2004). The things they usually engaged in are a function of the site where the data were collected. At the AWPA, for example, the activities were picnicking/barbecuing, stream play, day hiking, watching wildlife, and driving for pleasure. At the SGC the usual activities were picnicking/barbecuing, camping, driving for pleasure, stream play, and off-highway vehicle driving. At two other sites on the SBF similar activities were engaged in: picnicking/barbecuing, sightseeing, and watching wildlife. At day use sites on the Los Padres National Forest, the usual activities were stream play,

camping, picnicking/barbecuing, watching wildlife, driving for pleasure, and fishing. At day use sites on the Cleveland National Forest the usual activities were picnicking/barbecuing, fishing, day hiking, stream play, camping, and watching wildlife.

Visitor Group Characteristics Research

Research indicates that diverse visitors on the four forests of southern California tend to come to the sites to spend time with family group members (Chavez et al. 2002, Chavez and Olson 2004). Group sizes are larger for Latinos than non-Latinos, as Latinos tend to recreate with nuclear (usually mom, dad, and kids) and extended family (usually nuclear family and aunts, uncles, cousins, etc.), whereas Anglos tend to recreate with nuclear family members only. Latinos recreate for more hours at a time at the site than Anglo visitors. For example, AWPA visitors (mostly Latino) planned to stay 4 to 6 hours, whereas visitors to Green Mountain (mostly Anglo) planned to stay 1 to 3 hours. At sites where there are primarily Latino visitors, about 6 in 10 visitors are repeat visitors. Latino visitors tend to not like to see litter along the road, graffiti on natural surfaces, or litter at picnic sites.

Tips Worth Trying

- Site development to suit Latino visitors may be needed. This could mean grouped picnic tables, trash cans near each picnic table, and increased size and/or number of barbecue grills.
- Level of development depends on the management plan of that site. For example, picnic areas can be highly developed, but managers will exercise more caution for dispersed sites.
- Provide access for stream play, facilities for picnic and barbecues, and hiking trails for Latino day users.
- Latinos tend to stay at sites for several hours, so some consideration should be made for the longer visiting periods—perhaps having services that fit their preferences and needs. For example, areas for sports (such as volleyball) might be considered.
- Keep sites clean.

Important Web link: <http://www.fs.fed.us/psw/programs/recreation>

Point of contact:
Pacific Southwest Research Station
4955 Canyon Crest Dr.
Riverside, CA 92507
Ph. 951-680-1558

Sierra Summit Educational Snowsports Program

The Sierra Summit Ski Area provides opportunities for minorities and urban youth to ski and snowboard. Their educational snowsport program teaches students about the environment and safety in a presentation sponsored by the USFS. After the presentation, students take a ski or snowboard lesson taught by certified snowsport instructors. The cost is about \$20 per student and includes equipment rental, lift ticket, and snowsport instruction. Other ski areas with similar programs include Mountain High on the Angeles National Forest and Sierra at Tahoe, located on the Eldorado National Forest.

Tips Worth Trying

- As historically, ethnic groups have not been well represented in various types of snow sports, ski areas under special-use permits could be encouraged to design similar programs to expose ethnically diverse youth to skiing and snowboarding on National Forest System land.
- Design brochures that are fresh and different to appeal to an ethnically diverse audience.
- Train bilingual staff.
- Market to ethnic media outlets.

Important Web link: <http://www.sierrasummit.com/index.php>

Point of Contact:
Ph. 559-893-3316
info@sierrasummit.com

Aquatic Ecosystem Education Program

At the Jenks Lake Fish Festival (San Bernardino National Forest), underprivileged innercity youth, from group homes and foster care, are invited to take part in education and recreation activities in the national forest. They provide fishing poles, bait and tackle, and “fishing buddies,” who consist of volunteers from many local groups and USFS volunteers. Fishing buddies team up with several children and teach fishing safety, technique, and etiquette. Interpretive tables are set up with arts and crafts, local flora and fauna, and various other items displaying the culture and wonders of the national forest.

The fire prevention team brings Smokey Bear and talks about fire safety. Each child goes home with a goody bag filled with fire prevention and fisheries material,

including puzzles, literature, magnets, and stickers. The volunteer associations solicit food donations and serve everyone lunch. Additionally, “Trout in the Classroom” presentations provide much of the same learning experiences as above with the difference being that fish are released, rather than captured. The Trout in the Classroom program and other aquatic ecology lectures provide interpretation and education on stream ecology, habitat, and aquatic species on the national forest to school groups.

Tips Worth Trying

- Build partnerships with schools and develop curriculum with an emphasis on effects of nonnative species introduced to forest ecosystems.
- Provide programs that provide underserved youth with a first-time exposure to fishing.
- Have staff responsible for organization of the event and interpretation events.

Important Web link: [https://wwwnotes.fs.fed.us/wo/wfrp/usforest_2006.nsf/\(Report\)?OpenAgent&UNID=FA8F7215B7DD78B38525721100012CEB](https://wwwnotes.fs.fed.us/wo/wfrp/usforest_2006.nsf/(Report)?OpenAgent&UNID=FA8F7215B7DD78B38525721100012CEB)

Point of Contact:
Aquatic Ecosystems Education Program
Supervisor’s Office, San Bernardino National Forest

Riparian Sign Development

The Los Padres National Forest developed an interpretive sign titled “Riparian Areas Are Cool” in 2003. This sign has been placed at a variety of day-use areas and offices across the forest. In 2006, this sign was translated into Spanish and printed through the use of USFS funding. The program goal is to provide Spanish-speaking forest visitors with educational and interpretive information about riparian areas and their uniqueness.

Tips Worth Trying

- Engage Spanish-speaking community leaders in partnerships to determine the signage needs around your forest.
- Translate interpretive literature and signage into Spanish.
- Offer online courses, Webinars, and discussions to support Forest Service staff in their efforts to serve the Spanish-speaking population through various communication efforts.

Continues

- Organize workshops to provide Forest Service staff with information about proven marketing techniques, understanding of cultural differences, best practices in technology training, and partnering with local community organizations who serve Spanish speakers.
- Incorporate Asian languages into these efforts as well.

Important Web link: <http://www.fs.fed.us/r5/lospadres/>

Point of Contact:
Los Padres National Forest
6755 Hollister Avenue
Suite 150
Goleta, CA 93117
Ph. 805-968-6640

Service Quality of Programs

Many of the studies related to ethnic diversity in parks and recreation solely focuses on activity participation rates and patterns. Currently there is little research that addresses the service quality of the programs or services. This study “A Multiethnic Comparison of Service Quality and Satisfaction in National Forest Recreation” addresses the importance of providing quality, meaningful and culturally relevant services to the populations served (Li 2003).

Tips Worth Trying

- Provide high-quality service to ethnically diverse recreational participants. Higher service quality can result in higher customer satisfaction.
- Focus on the quality of the services provided and not just the quantity.
- Measure repeat visitation and listen for positive word-of-mouth stories.

Recreation in the Sierra Nevada

“Recreation in the Sierra” is an unpublished study (report to Congress) that looks at various aspects of recreation on lands managed by public agencies in the Sierra Nevada. According to Duane (1996), “Recreational activities on public lands alone account for between 50 and 60 million recreational visitor days (RVDs) per year, with nearly three-fifths to two-thirds of those RVDs occurring on lands administered by the U.S. Forest Service.” This highlights the significant amount of recreation happening in this region—and on National Forest System lands. One of the

major areas addressed in this study is the demographics, (e.g., age, gender, residence) of those currently participating in these recreational activities. Duane cites two studies conducted on the Inyo and Humboldt Toiyabe National Forests where close to 90 percent of visitors to the eastern Sierra are Caucasians, approximately 5 percent are Hispanics, and slightly more than 3 percent are Asian. He cites the work of Chavez (1993a, 1993b) and Chavez et al. 1993 in saying there are things that can be done to enhance use by diverse groups.

Tips Worth Trying

- Develop sites.
- Make sites accessible.
- Develop proactive strategies for providing quality recreational experiences for all of California.

San Francisco Bay Area Open Space

The “Parks, People, and Change: Ethnic Diversity and its Significance for Parks, Recreation and Open Space and Conservation in the San Francisco Bay Area” report is an attempt to understand the implications ethnic and cultural shifts will have on parks and the preservation of open space in the San Francisco Bay Area (Bay Area Open Space Council 2004). It draws from and compares a variety of sources. This report seeks to raise awareness about the importance of improving the quality of services provided by park agencies and land conservation organizations in the context of an increasingly diverse population. According to this report, expanding the active participation and leadership of people who are culturally diverse in the open space conservation and recreation communities will be essential for building future generations of land and water conservation advocates. Although there are many studies that address diverse ethnic groups and recreation in southern California, there are far fewer studies that have been completed in other urban environments including the Bay Area and the Central Valley. The results from this report are unique in that they target diverse ethnic populations of the San Francisco Bay Area. The forests that are geographically closest to these large urban populations are the Lake Tahoe Basin Management Unit, and the Tahoe, Eldorado, Stanislaus, Sierra, Mendocino, Sequoia and Inyo National Forests. This report suggests general recommendations:

- Continue to seek support for multipurpose (multiuse) and natural resource funding measures.
- Explore options for increasing public understanding of how different natural resource management agencies are linked, and how a range of urban and regional agencies and organizations are working cooperatively.
- Evaluate media, educational, and other outreach materials to ensure they consistently frame content in terms of conservation and recreation purposes, and not just the actions that are undertaken or contemplated.
- Work with potential partners to audit their operation and management procedure and policies to evaluate whether they support or hinder volunteer and partnership opportunities, and to identify additional partnership opportunities.
- Continue to seek additional funding and develop additional educational programming and state curriculum-linked educational material in partnership with local schools, particularly programs that involve parents as well as students.

This report also makes recommendations that address involvement of ethnically diverse groups of people in land and water conservation at the professional, managerial, and advocacy level.

Tips Worth Trying

- Expand efforts to diversify programs, staff, and leadership.
- Evaluate the distribution of surrounding publics and determine whether all neighborhoods (and by association all ethnic groups) have a fair and sufficient share of programs, facilities, and services.
- Audit existing programs, services, and facilities to identify additional opportunities for providing multiple compatible benefits that would appeal to more people and respond to recreational behavior of different ethnic groups.
- When purchasing or acquiring new open space lands, management plans could consider not just natural resources but also how development and access policies can be designed to benefit the full diversity of the Bay Area.
- Linking good science to conservation seems to be especially important for Asian American respondents. Family recreation and providing places for kids to play and learn are especially valued by Latino respondents.

Continues

- Audit outreach and education programs to determine how to better reach non-English-speaking residents.
- Public land managers should work with potential partners to evaluate their current operations and identify opportunities for appropriate product branding that acknowledges and celebrates the cultural diversity of the region and its connections to the natural world.

Important Web links: <http://openspacecouncil.org/>
http://nature.nps.gov/helpyourparks/Diversity/pdf/ParksPeopleChange_2004BayArea.pdf

Augustus F. Hawkins Natural Park in Los Angeles

Hawkins Natural Park in southern California is another innovative example of applying research results in an urban area. Results from the communication studies as well as studies on barriers to use in southern California (Chavez 2001, Tierney et al. 1998), were instrumental in some of the decisions about the development and management of the Augustus F. Hawkins Natural Park in south-central Los Angeles. The area is home to African American, Asian, and Latino groups, with Latinos being the largest ethnic group. It is an 8.5-acre (3.44 hectares) park that was previously owned by the Los Angeles Department of Water and Power. It was best described as a “pipe graveyard” until it was purchased by the Santa Monica Mountains Conservancy. When the planning was in process, it was often asked if there was value in building a nature park in the inner city.

The park that now exists fulfills the dream of returning nature to the mostly urban landscape of southern California. It was a community endeavor where the local community decided to turn the area into a natural park, with a focus on nature education. More than 50 neighborhood residents were hired to help clear the area and rebuild it. Some were retained to work in the visitor center or on the grounds after the park opened. Buildings onsite house the Evan Frankel Discovery Center with natural history exhibits and educational activity spaces. The top floor of the visitor center is home to the park ranger, who also grew up in the local community. The park opened in December 2000 and has samples of several ecosystems, including chaparral, oak woodland, and freshwater marsh.

The park draws 3,000 to 5,000 people each week. Youth programs include a homework club, a junior ranger program, a Saturday science series, and gardening and crafts clubs. Although the focus of the park has been on conservation education

aimed toward local youth, many entire families take advantage of the opportunities offered at the park including walking, biking, picnicking, conservation education classes, and family nights (when they watch movies). On Saturdays, the park offers transportation to nearby natural areas including beaches, deserts, and mountains. When the bus trips began, a conservation educator went with the groups, but with repeated trips, there was less need to have someone “guide” the trips.

Tips Worth Trying

- Innersity nature parks as “portals” can increase minority visitation, as it did at Hawkins Natural Park, and increase understanding of natural resources.
- Use a public participation process in decisionmaking and development of sites.
- Involve ethnically diverse groups in project and program development.

Important Web link: <http://www.laparks.org/>

Point of Contact:

Department of Recreation and Parks

1200 W 7th Street, Suite 748

Los Angeles, CA 90017

Ph. 213-928-9033

Ph. 323-581-4753

FamCamp®²

FamCamp® was launched in 1994 by the California State Parks Foundation in conjunction with the California Department of Parks and Recreation to provide low-income families with greater access to California’s state parks. FamCamp®, working in partnership with community organizations, schools, churches, group homes, mentor organizations, and youth development organizations, builds family bonds and breaks down social and financial barriers for underprivileged families by providing a guided weekend group camping trip. Trips include all necessary camping equipment, group activities, outdoor leadership, and skills training. For many of these urban-dwelling families, FamCamp® is their first time camping and experiencing the natural beauty and solitude of our state parks.

² Permission to cite FamCamp® materials granted by California State Parks 9/5/08. The use of trade names in this publication is for reader information and does not imply endorsement by the U.S. Department of Agriculture of any product or service.

Currently, state parks operate 14 mobile FamCamp® equipment trailers throughout California. Each year approximately 1,500 children and family members participate in a FamCamp® trip—an experience that strengthens family bonds and builds a greater environmental ethic among urban families. From over 900 evaluations filled out during 2003, 87 percent said the FamCamp® program had a positive impact on their family, and 86 percent said they would participate in another FamCamp® trip. Since 2000, the foundation has raised more than \$160,000 for this program. In 2006, they were committed to building strategic public-private partnerships that enable low-income families to participate in the FamCamp® program and experience California’s magnificent state parks. For example, a new collaboration has been formed with the Pacific Leadership Institute to engage underserved urban youth in leadership training and development to learn and teach camping skills to others.

The Outdoor Youth Connection (OYC) is another component of the California State Parks and the California State Parks Foundation. The OYC is organized and implemented in partnership with the San Francisco State University Pacific Leadership Institute. The OYC provides ethnically diverse youth leaders and peer mentors with outdoor skill building and leadership development that adds layers of community involvement and commitment to diversity in camping activities.

Tips Worth Trying

- Develop a program similar to FamCamp® in the region that provides camping excursions on national forest land.
- In place of trailers, forests could stock rental cabins or fire lookouts with camping supplies for similar programs.
- Consider including a youth leadership, peer mentoring component in Forest Service programs and community-based activities.

Important Web links: http://www.parks.ca.gov/?page_id=24510
 Outdoor Youth Connection: http://www.parks.ca.gov/?page_id=24511
<http://calparks.org/programs/environmental-ed/fam-camp.html>

Points of Contact:
 California State Parks
 1510 J Street, Suite 120
 Sacramento, CA 95814
 Ph. 800-777-0369
 Ph. 916-653-6995
 or
 California State Parks Foundation
 50 Francisco Street, Suite 110
 San Francisco, CA 94133

Note: FamCamp® is also in place on the Los Padres National Forest (contact: Public Affairs Officer (805) 961-5759).

Multicultural Education

Headlands Institute is a private, nonprofit organization dedicated to providing educational adventures in nature's classroom to inspire a personal connection to the natural world and responsible actions to sustain it. Headlands Institute conducts interviews with K-12 field science and community programs that are based on Bay Area racial/ethnic demographics. Questions include:

- How have you experienced the ocean?
- How did your parents or grandparents experience the ocean?
- Do you know of any stories from your culture about the ocean?
- What do you want future generations to understand about the ocean?

The program identifies the following goals:

- Building new facilities and curriculum that reflect the cultures of our state. A primary goal of both classroom and curriculum is to engage learners in understanding the ways in which all people are connected, through different cultural pathways, to the ocean. The programs aim to educate youth from various backgrounds about the historical and present-day Miwok culture (their relationships with and understanding of the ocean).
- Training and evaluating staff based on tenets of multicultural education: recognize that all cultures have relationships with the environment; incorporate knowledge of students' home community and local issues and actively seek to transfer learning to students' families; and demonstrate sensitivity to the diverse languages, as well as diverse communication styles, of students.

Tip Worth Trying

- Use the Headlands Institute model as a template for interpretation and environmental education.

Important Web link: <http://www.yni.org/hi/>

Point of Contact:

Education Director

Marin Headlands Institute

Golden Gate National Recreation Area, Building 1033

Sausalito, CA 94965

Ph. 415-332-5771

Hispanic American Recreation at Two Corps Lakes in Texas and California

The U.S. Army Engineer Waterways Experiment Station (WES) conducted a preliminary study to determine the recreation preferences and needs of Hispanic (Latino) Americans at their sites (Dunn 1999). This study includes recommendations for improving facilities (such as construct more and better restroom facilities—not vault toilets—and install more water fountains in public-use areas with heavy visitation), services, and policy that match the needs of specific Latino American communities. “Since Hispanic Americans display great diversity in national origin and their recreational preferences, treating them as a culturally homogenous block would be a serious mistake. Communication with the Hispanic American customer base is the answer” (Dunn 1999: 21). Although there may be general preferences of ethnic groups, managers must recognize variances within these groups, according to this study. This concept can also be applied to other ethnically diverse groups, and although the results are site specific, they can be applied to a variety of locations. This study can be used to implement similar studies as well as put into practice some of the significant findings.

Tips Worth Trying

- Provide more public picnic tables and trash cans to accommodate the heavy visitation by large Latino families; use more trash cans and fewer dumpsters in campgrounds.
- Construct more large-group shelters for extended family picnics and reunions.
- Construct open-air pavilions and gazebos where social and community events could be held.
- Provide emergency telephones in campgrounds and day-use areas.
- Improve lighting around the campgrounds.
- Post signs in English and Spanish.
- Design public-use areas in the future to accommodate both Anglo and Latino recreation needs.

Service improvements seen as highly desirable:

- Hire and train more culturally competent rangers to increase the safety of minority visitors; provide first-aid and emergency services training to rangers so they can deal with injuries to visitors as quickly as possible (Note: many Latino migrant workers may fear authority figures in certain areas of the United States).

Continues

- Provide rangers with training in basic Spanish-language skills to ensure their effective communication with Latino visitors.
- Train law enforcement officers in cultural relevancy skills and techniques.
- Increase ranger and sheriff patrols in areas with heavy gang activity.
- Repair facilities effaced by gang activity to prevent future problems.
- Emphasize visitor safety in all areas; provide water safety instruction in Spanish when there is a clear need to do so.

Important Web link:

<http://corpslakes.usace.army.mil/employees/ethnic/pdfs/nrrec-11.pdf>

African American Recreation at Two Corps Projects

The U.S. Army Engineer Waterways Experiment Station conducted a preliminary study to determine the recreation preferences and needs of African American groups. The study identified the following as barriers to participation.

- Travel to and use of outdoor recreation areas.
- Perceived discrimination and underutilization by African American groups.
- Attitudes toward natural resources and facility development.

This study used focus groups and written surveys to extract information about visitor preferences and attitudes toward outdoor recreation by the local African American community (Dunn 1998). Upgrades in the quality of recreation facilities was an overarching theme in all the focus groups in the study.

Tips Worth Trying

- Identify barriers and constraints that inhibit African-Americans from participating in outdoor recreation activities.
- Provide upgrades in the quality of recreation facilities.
- As the focus group research method proved successful in obtaining very site-specific information about the local African American community's attitudes towards the facilities, you could conduct your own focus groups with the diverse groups in their communities.
- Provide clean, safe, and accessible facilities.

Important Web link: <http://corpslakes.usace.army.mil/employees/ethnic/pdfs/nrrec-10.pdf>

Point of Contact:

U.S. Army Engineer Waterways Experiment Station

Ph. 601-634-2380

dunnr@mail.wes.army.mil

Managing for Ethnic Diversity: Corps Facility and Service Modifications

The Ethnic Culture work unit of the U.S. Army Corps of Engineers was created in 2000. Its objective was “to develop baseline information on ethnic minority use and recreation needs associated with Corps projects that could be used by Corps decisionmakers for project planning and operations” (Dunn 2002: 1). Later changed to Ethnic Culture and Corps Recreation Participation research, they now identify particular demographic trends and their projected socioeconomic impacts on the Corps’ national recreational program. Their research also identifies recreational needs and facilities preferences for both traditional (White) as well as nontraditional (ethnic minority) Corps visitors, in particular African Americans, Hispanic Americans, and Asian Americans.

They have been conducting a wide variety of research and producing excellent reports about specific ethnic groups across the country using “demonstration sites.” They’ve also compiled some of their information to provide an overview of common issues affecting management of sites and success stories regarding programs and outreach efforts relating to ethnic minority visitor use.

This is a major two-part report replete with great practical applications for facility design and development, provision of services, as well as a wealth of research results from various studies. Many charts and graphs are provided as visuals. Results of initial research on what other federal, state, and city agencies are doing to successfully manage for a growing ethnically diverse recreational-visitor base are provided. Another purpose of this report is to present the results of a Corps-sponsored workshop, “Ethnic Minority Recreation,” held in Estes Park, Colorado, in October 2001. This workshop came as a result of efforts to document management success stories both within and outside of the Corps. Summaries of workshops are provided along with copies of the PowerPoint presentations for easy access.

Tips Worth Trying

- Identify what constitutes the best mix of “special” and “universal” facilities for forests.
- Design sites that might work better for an ethnically diverse group of visitors (versus sites designed with traditional [White] visitors in mind).
- Learn to identify and analyze existing sites to successfully manage the needs of both traditional and nontraditional users.

Continues

Important Web links: Chapters 1 and 2: <http://el.erdc.usace.army.mil/elpubs/pdf/trel02-14/02-14-i.pdf>
Chapters 3-6 and appendices: <http://el.erdc.usace.army.mil/elpubs/pdf/trel02-14/02-14-ii.pdf>

Point of Contact:
Environmental Laboratory
U.S. Army Engineer Research and Development Center
3909 Halls Ferry Road
Vicksburg, MS 39180-6199

National Environmental Education and Development Program

The National Park Service residential environmental education program at Cape Cod National Seashore, known as NEED, offers educational groups an opportunity to experience the many natural and historical wonders of Cape Cod on a multiday basis. The NEED building, once a U.S. Coast Guard surf-rescue station, is located on a spectacular vista overlooking the Atlantic Ocean at Coast Guard Beach in Eastham. The NEED building is a heated, year-round facility that provides overnight accommodations for groups ranging up to 35 participants. The NEED program is self-supporting as groups provide their own transportation, food preparation, housekeeping, supervision, and instruction. Materials and guidelines for environmental education studies and activities are provided by the National Park Service through specially designed lesson plans and curriculum materials and periodic teacher/leader workshops. The program is designed so that groups can conduct all natural and cultural resource activities under their own leadership.

Tips Worth Trying

- Partner with ethnically diverse groups.
- Provide rustic overnight accommodations on the forest (e.g., cabins, fire towers, educational activity options, etc.).
- Give consideration to low-cost or no-cost opportunities.

Important Web link: <http://www.nps.gov/caco/forteachers/need-program.htm>

Point of Contact:
Cape Cod National Seashore
99 Marconi Road
Wellfleet, MA 02667
Ph. 508-349-3785

Spanish Translation of Wilderness “Views” Module

As indicated in the 2006-2007 Wilderness Report of the National Park Service, this Spanish language Web site showcases the beauty and importance of America’s wilderness areas (National Park Service 2008). Developed in 2007, this is an interactive site that explores wild places through activities, maps, information, videos, and interviews. It was developed in partnership with the Arthur Carhart National Wilderness Training Center and the University of Montana’s Wilderness Institute. As stated in this report by the President of the National Hispanic Environmental Council, “This website will connect more people to the concept of wilderness... Wilderness is important for science, for outdoor recreation, and for personal renewal. Wilderness areas are places where we can challenge ourselves, connect with the earth, enjoy the wild, and make memories with our families.”

Tips Worth Trying

- An online program could be a virtual tool used for educating Spanish-speaking visitors about various uses of and policies pertaining to America’s wilderness areas in addition to ways to be involved with helping to protect them.
- Obtain information about how to put together a views-like module, what technological advances are needed, and what values are important for engaging with leaders in the Latino community regarding how this type of online tool can best be shared.

Important Web link: http://www.nature.nps.gov/views/index_wilderness_sp.htm

Point of Contact:
Natural Resource Program Center
Office of Education and Outreach
National Park Service
P.O. Box 25287
Denver, CO 80225
Ph: 303-987-6697

Camping Book for the Spanish-Speaking Community

“Como Acampar” (Hoelzel 2006), written in Spanish, is self-published with funding from Recreational Equipment, Inc. The content covers all the basics about camping on public land. It was also developed to better help the Spanish-speaking community learn about land management policy and regulations about camping. The book covers the most basic questions of new campers and park safety (a major concern of Hispanic/Latino campers), and promotes healthy family activities.

Tips Worth Trying

- Communicate the basics about camping to the Spanish-speaking community.
- Have a public copy of the book for visitors to read while in the visitor center.
- Consider selling the book along with other multilingual “how-to” material.

Important Web link: <http://www.comoacampar.com/>

Point of Contact:

Como Acampar

Ph. 512-636-6113

phil@comoacampar.com

Partnerships/Relationships

Finding Common Goals and Values

What is the process for developing a partnership? Does this process appeal to all ethnic groups in California? Are there gaps in the goals of the Forest Service and those of ethnically diverse groups and organizations? What type of relationship exists between the Forest Service and the variety of ethnic groups and diverse organizations that make up the state of California? All of these questions are important to ask when developing strategies to formulate partnerships with diverse groups. Partnerships have been identified by the Washington office as an integral part of how we accomplish our motto, “Caring for the land and serving people!”

Just as the Forest Service applies adaptive management to the natural resources it “cares for,” it must also apply an adaptive approach to developing partnerships with diverse groups in order to “serve” this ethnically diverse state. The structure of a partnership can differ among ethnic groups, and this section was developed to help managers better understand these differences through past research and programming proven to be successful.

Initiating and Maintaining Partnerships

In “Creating Racially/Ethnically Inclusive Partnerships in Natural Resource Management and Outdoor Recreation: The Challenge, Issues, and Strategies,” Makopondo (2006) analyzes some of the challenges of initiating and maintaining successful partnerships between public land agencies and ethnically diverse organizations.

Tips Worth Trying

- Invite relevant minority-based community organizations and community leaders to participate in initial partnership formation and dialog relating to defining the issue from the beginning.
- Make programs and activities relevant to the living conditions of ethnic minorities.

Asian Pacific Americans Career Enhancement in the USFS

The USFS has a partnership with the U.S. Department of Agriculture (USDA) and the Asian Pacific Americans in Higher Education to establish the Research, Employment, and Access Program through a memorandum of understanding. The program objectives are to improve the representation of the Asian Pacific Americans in the USDA and their access to USDA programs and services, and to remove the glass ceiling and other career advancement barriers for Asian Pacific American employees in USDA. Participants include professionals with heritage from Cambodia, China, Indonesia, India, Japan, Korea, Laos, the Philippines, Thailand, Vietnam, and many other Asian and Pacific lands. This partnership provides the tools for assisting managers in identifying and resolving employment and program delivery matters affecting Asian Pacific Americans, both internally and externally. An essential component of this program includes monitoring participation by Asian Pacific Americans to ensure equal opportunity, equal involvement, and equal access to Forest Service benefits and services.

Tip Worth Trying

- Get connected with this program through formal partnership or by developing an indirect relationship. Engaging with this program will help to provide managers and field staff with the awareness and knowledge about how Asians, Asian Americans, and Pacific Islanders have enriched life and culture in the United States with their energy and talents as well as their commitment to family and community.

Important Web link: <http://www.fs.fed.us/cr/sepm/apap/>

Point of Contact:
USDA Forest Service
Civil Rights
P.O. Box 96090, 4SW
Washington, DC 20090-6090

Crissy Field Center

The Crissy Field Center is a partnership of the Golden Gate National Parks Conservancy and the Golden Gate National Recreation Area, National Park Service. This dynamic community environmental facility offers a wide variety of programs, services, and amenities for visitors of all ages. Walks, workshops, and special events, designed to link urban communities with their environments, are available for the general public, community groups, and schools. The center also houses a media lab, arts workshop, urban ecology lab, and resource library, as well as a cafe and gift store. Five primary programs are as follows:

- Youth leadership: (1) As Urban Trailblazers, middle school youth spend the summer learning about environmental issues through hands-on workshops, field trips, and service projects while gaining valuable skills in their “first job.” (2) As interns in the Inspiring Young Emerging Leaders program, high school students are empowered to initiate, coordinate, and implement projects that expand beyond traditional environmental activism and education.
- Day camps: Summer, winter, and spring break camps combine outdoor investigation, field outings, and fun hands-on projects for kids entering first through eighth grades. Youth entering grades 9 through 12 can continue their camp experience by leading and mentoring children as Counselors in Training.
- Camping at the Presidio: By training teachers and leaders with necessary camping skills and providing an affordable option and supportive environment, hundreds of youth that traditionally have not visited their national parks are camping in the Presidio each year through a partnership with the Presidio Trust and Bay Area Wilderness Training.
- School programs: Half-day interdisciplinary programs offer students in grades K through 12 the opportunity to investigate ecosystems of their urban national park and the “living classroom” setting of the Crissy Field Center. All programs support California State Academic Standards. In ProjectWISE (Watersheds Inspiring Student Education), a collaboration with the Urban Watershed Project, high school students use the Presidio’s watersheds as their science lab for hands-on scientific discovery, technological exploration, and civic engagement to devise solutions to issues that face both the park and local neighborhoods.
- Group programs: Invite a national park ranger to your after-school program or community or church group for an interactive presentation and hands-on activities; then take a memorable field trip to your national park next door in our People to Parks and Parks to People programs.

Tips Worth Trying

- Partner with the Crissy Field Center and develop programs that bring Crissy Field participants to forests in Region 5. This can provide safe places for participants to go for their outdoor adventures and connect them with a forest service ranger for interpretive educational programs.
- Where possible, offer to assist with transportation for Crissy Field participants.
- USFS interpretive staff could visit organizations and provide interpretive programs teaching kids about national forests and inviting them to participate in outdoor recreation on forests in Region 5.
- Forests could build partnerships with urban schools and facilitate experiences similar to those experienced by Urban Trailblazers.
- Forests could consider a leadership development program for high school teens to provide opportunities and experiences relating to the area and build in career components.

Important Web link: http://www.crissyfield.org/our_work/crissy/index.asp

Point of Contact:

Crissy Field Center Director
Golden Gate National Park Conservancy
Building 201, Fort Mason
San Francisco, CA 94123
Ph. 415-561-7750
CFC@ParksConservancy.org

WildLink (Yosemite Institute)

WildLink is an innovative partnership between Yosemite and Sequoia-Kings Canyon National Parks, Yosemite Institute, Sequoia Natural History Association and the national forests of the Sierra. Since 2000, WildLink Program worked to open Sierra wilderness to the multicultural youth living at its doorstep and demonstrate the relevance and benefits of wilderness and public lands to all Americans. Each year, more than 100 culturally diverse high school students participate in WildLink's holistically designed combination of wilderness and community-based outdoor program components. These components are designed to provide leadership training and personal and academic empowerment, giving youth tools to change their communities.

WildLink works with program participants months before and years after their expeditions through these programs: pre-expedition visits with students' families, 5-day wilderness expeditions, community-based stewardship projects,

weekend family programs, internship opportunities and career guidance, and Web-based education. WildLink strives for a world that's interconnected; where the peace and serenity of wilderness belongs to all cultures; and where the words "I can't" have no meaning. Students return as ambassadors for the wilderness, sharing what they have learned and their experiences with their schools and communities. This program is special because it brings young people back for followup experiences. This is not just a one-shot deal!

Tips Worth Trying

- Seek out partnerships with programs like WildLink.
- Use the proven strategies of WildLink in partnership development with ethnically diverse organizations.

Important Web link: <http://wildlink.wilderness.net/>

Point of Contact:
WildLink
P.O. Box 577
Yosemite, CA 95389
Ph. 209-372-0607

Cultural Resources Diversity Internship Program (National Park Service)

The Cultural Resources Diversity Internship Program provides a career exploration opportunity for undergraduate and graduate students in historic preservation and cultural resources work. The program places interns with National Park Service park units and administrative offices, other federal agencies, state historic preservation offices, local governments, and private organizations. Intern sponsors provide work experiences that assist interns with building their resumes in this field. The program serves two purposes: (1) It gives diverse undergraduate and graduate students exposure to and experience in the historic preservation/cultural resources field, and (2) it gives National Park Service and partnership organizations the opportunity to meet promising young people who might choose to work in the field.

Tips Worth Trying

- Look to this program to help fund summer interns.
- Use this program as a model for a similar program that could possibly be implemented within Region 5.

Important Web link: <http://www.cr.nps.gov/crdi/internships/hostsponsor.htm>

Point of Contact:

Cultural Resources Diversity Internship Program

National Park Service

1849 C Street, NW (2280)

Washington, D.C. 20240-0001

Ph. 202-354-2266

Minority Youth Education and Employment Program, Santa Monica Mountains (National Park Service)

The Santa Monica Mountains National Recreation Area and the National Park Service Pacific West Regional Office collaborate with the Natural Resources Conservation Service, California Department of Education, and the Los Angeles Unified School District on a program to employ and train ethnic minority youth for environmental careers in the National Park Service. The program is designed to reach youth early in the process of their career decisions, particularly inner-city minorities who may not otherwise consider the National Park Service as a career choice. In turn, these individuals broaden the relevance of the National Park Service through inclusion of greater cultural diversity in operation and management decisions.

Key success factors:

- The park is providing high school students with novel, exciting summer jobs working as a team outdoors.
- Wilson High School and now the Oxnard High School District have provided the park with bright, capable students who already have an interest and educational background in natural sciences; the students do not arrive unprepared.
- The park staff in all divisions enthusiastically work to welcome the students and provide them with meaningful tasks, explaining to students where their work, no matter how basic, fits into the overall program to protect resources and achieve the National Park Service mission. On closing questionnaires, students consistently remark on their sense of contributing to the park's mission and the feeling of camaraderie with park staff.

Tips Worth Trying

- Develop a partnership using this model while gaining an understanding of challenges faced and lessons learned.
- Provide transportation when possible.
- Employ more ethnically diverse candidates when possible.

Important Web link: http://www.nps.gov/partnerships/minrty_yth_santa_monica.htm

Point of Contact:

Santa Monica Mountains National Recreation Area
401 West Hillcrest Drive
Thousand Oaks, CA 91360
Ph. 805-370-2340

Enhancing Diversity Within Environmental Organizations

This is a best practices guide published in 2004 by the Environmental Diversity Working Group (this group was formed in 2001 under the umbrella of the National Parks Conservation Association). The guide provides the information agencies and organizations can use to explore why and how diversity can be considered in daily efforts. Concrete recommendations are provided to assist agencies with developing a strategy and both short- and long-term plans. As indicated “...overcoming the pervasive fear of saying the wrong thing, of offending someone, of speaking plainly and from the heart, may be *the* most important ‘best practice’ of all.”

Tips Worth Trying

- Use the strategies provided in the guide to get a firm commitment and necessary support from the leadership within your area; learn how to effectively use internal and external allies to make this happen.
- Create a documented understanding of where the agency is (internal assessment) and use the approaches provided to pull a strong team of people together who will help guide agency directions.
- Define what diversity means for your forest, broadly as well as specifically relating to cultural communities.

Important Web link: <http://www.keniangroup.com/>

Point of Contact:

The Kenian Group
938 Swan Creek Road #208
Fort Washington, MD 20744
Ph. 301-292-6677

Student Conservation Association

The SCA is a nationwide force of high school and college-age volunteers who are committed to protecting and preserving the environment. Through internships, conservation jobs, and crew experiences, ethnically diverse SCA interns are rising to meet today's environmental challenges while gaining real, hands-on field experience. They complete projects in every conservation discipline, from archaeology to zoology, and everything in between.

SCA fast facts:

- National nonprofit, founded in 1957
- Nearly 3,000 members annually
- Members perform over 1.6 million service hours each year
- Positions in all 50 states and 3 foreign countries
- Projects in the Nation's parks, forests, refuges, and urban green spaces
- Nearly 50,000 alumni
- Roughly 60 percent of SCA alumni go on to careers in the conservation field
- Hundreds of positions varying in length and scope, including: ecological restoration, environmental education, global positioning systems, wildlife management, interpretation, and recreation.

Tips Worth Trying

- When requesting an intern, inquire about the Diversity Internships program.
- There is also an active year-round high school program in the Bay Area serving predominantly diverse youth.

Important Web links: <http://www.thesca.org/Oakland>
<http://www.thesca.org>

Points of Contact:
SCA California/Southwest
655 13th Street, Suite 100
Oakland, CA 94612
Ph. 510-832-1966

SCA National Headquarters
P.O. Box 550
689 River Road
Charleston, NH 03603
Ph. 603-543-1700

Civic Engagement: Outreach and Community Connections as a Catalyst for Change

Forming Meaningful Connections

Developing significant relations with people most invested in the forests ensures the long-term relevance of USFS resources and programs. Expanding these connections to different cultural groups must begin to occur, or continue, in relevant and innovative ways. Our forests are not always reaching all segments of society as well as they might. Civic engagement initiatives are an opportunity to refocus efforts at collaborating with communities in new ways; expand education agendas, and identify and manage areas that exemplify the fullness of the forests' history, culture, and rich diversity; and share these assets with visitors (National Park Service 2003). As indicated in the National Park Service Director's Order 75#A, "true civic engagement is a continuous, dynamic conversation with the public on many levels."

The "I" Triad of Inclusion

Forest managers could make people of color (culturally diverse) feel welcomed and invited to use Forest Service recreation areas, perhaps through including photos of people of color in their brochures. Also, people of color should be encouraged to be a part of management in meaningful ways. For example, they could be liaisons to community leaders or help in translations or in administration of surveys. Involvement of people of color could be more prominent. In addition to hiring people of color into front line and management/decisionmaking positions, involve them as advocates, or invite them to be board members (Chavez 2000).

Central California Consortium

The Central California Consortium (CCC) is a community outreach and recruitment program funded by the USFS, serving the San Joaquin Valley. Since 1996, the CCC has provided outreach programs to underserved Latino and Asian communities. Throughout the year, the CCC program employs ethnically diverse students and nonstudents in USFS positions throughout California, according to their interests. The program encourages students and their families to enjoy the forest and to become good stewards of the land. The CCC has been recognized as a model program locally, regionally, and nationally. Since its inception, the CCC has placed more than 450 students in USFS internships over the past 10 years.

Since 2000, the CCC has been reaching out to the Hmong community (an Asian ethnic group). On a local level, the CCC does outreach to the Hmong community by going on Hmong radio, attending job fairs, and setting up stations at local Hmong stores to provide information on current Forest Service rules and regulations. On a national level, the CCC has participated in the Hmong National Development Conference for the last 3 years, and for 2 of those years has served as workshop presenters. This will be the 5th consecutive year the CCC will conduct outreach at the Hmong New Year held in Fresno, California.

Northern California Consortium

The Northern California Consortium (NCC) is an environmental education, outreach and recruitment program sponsored by the USFS. The NCC is designed to assist forests in establishing networks in Latino and other diverse communities. The focus of the program is to educate the underserved rural communities on natural resources. The three main program components are community, environmental education, and employment. The focus is to establish and strengthen relationships through various community outreach efforts. This NCC is attached to the Mendocino National Forest in Willows and serves the communities adjacent to the Klamath, Lassen, Mendocino, Modoc, Plumas, Shasta-Trinity, Six Rivers, and Tahoe National Forests.

Emphasis areas are to (1) establish and strengthen relationships between Latinos and the USFS, (2) raise awareness of public lands, (3) encourage careers in natural resources, and, (4) provide job placement opportunities.

Southern California Consortium

The Southern California Consortium (SCC) is attached to the Angeles National Forest in Arcadia and serves the communities adjacent to the Angeles, Cleveland, Los Padres, and San Bernardino National Forests. The SCC focal points are to establish and strengthen relationships with communities in need. The SCC strives to raise awareness of public lands, encourage careers in natural resources, and facilitate job placement opportunities.

The SCC currently collaborates with two of the Los Angeles Conservation Corps' charter school sites: EcoAcademy in the Pico-Union School District and Youth Opportunities High School in Watts.

Tips Worth Trying

Use the consortia (North, Central, South) to:

- Build relationships with diverse communities by increasing awareness of opportunities that link environmental education provided by public land.
- Provide programs to develop employment opportunities in natural resource management.
- Recruit more diverse individuals into the agency.
- Develop a relationship with the local.

Important Web links: http://www.fs.fed.us/r5/sierra/cc_consortium
<http://www.fs.fed.us/r5/ncc/>
<http://www.fs.fed.us/r5/scc/>

Points of Contact:

Central California Consortium
1600 Tollhouse Road
Clovis, CA 93611
Ph. 559-297-0706, ext. 4962

Northern California Consortium
825 North Humboldt Avenue
Willows, CA 95988
Ph. 530-934-1110

Southern California Consortium
701 North Santa Anita Avenue
Arcadia, CA 91006
Ph. 626-574-5347

A USFS Toolkit for Equal Participation

This toolkit is designed to help managers as liaisons with landowners, community leaders, nonprofit organizations, and volunteer groups that are implementing USFS programs in the area. Strategies and ideas are provided to help meet USDA and USFS goals and requirements for engaging populations that have been traditionally underserved. Although this emphasizes Cooperative Forestry programs, it also has tips that can be useful in managing other Forest Service programs. Cooperative Forestry programs can provide technical and financial assistance to help rural and urban citizens (including private landowners) to care for forests and sustain the communities where they live, work, and play.

Tips Worth Trying

- Use the toolkit to provide three key components that could be useful in the area:
 - An overview of cooperative forestry programs.
 - A model for public outreach plans.
 - Relevant laws, regulations, and directives requiring outreach.
- Use sample cases to get concrete ideas for making and measuring progress.

Important Web link: <http://www.fs.fed.us/spf/coop/library/Toolkit.pdf>

Outreach Services Strategies for All Communities

This is a handy brochure of great case studies for those wishing to expand participation while engaging communities and building partnerships. It is the result of a committee formed by state and federal urban and community forestry coordinators and representatives stemming from a convening at the 2001 National Urban Forest Conference (NUFC) held in Washington, D.C. Four key tasks of the committee were to (1) compile strategies, resources, success stories; (2) provide status reports to state foresters; (3) distribute the guide to all urban and community forestry state and federal coordinators and selected partners; and (4) give an oral presentation, including recommended followup activities at future NUFC meetings. (Note: Funds for this publication were provided by the National Association of State Foresters through a grant from the USDA Forest Service.)

Tips Worth Trying

- Review this step-by-step pocket guide that includes seven steps from “Learning About Diversity in Your Area” to “Implementing Outreach Programs” and followup. Each success story/case example provides the project statement, location, activities and/or programs, funding sources (if applicable), and results.
- Check the guide for a list of additional outreach resources.

Important Web link: <http://www.na.fs.fed.us/spfo/pubs/uf/outreach/ucf outreach.htm>

Urban Connections (USFS Region 9)

Urban Connections, and urban outreach program, is an effort by the USFS Eastern Region to engage and build relationships with our urban neighbors. The aim is to bridge the gaps between rural communities and city dwellers, and involve under-represented urban audiences in USFS activities. Urban Connections also aims to build on existing urban outreach efforts of national forests in the Eastern United States and connect to other urban involvement, education, research and development work in the West, South, and throughout the USFS and United States.

Tip Worth Trying

The forests in the Eastern Region are similar to forests in southern California. They are geographically close to large urban areas, and large numbers of people can use recreational facilities at day-use sites on each forest.

- Southern forests in Region 5 can use Urban Connections as a template for future ethnic minority outreach efforts.

Important Web link: <http://www.fs.fed.us/r9/urbanconnections/>

Point of Contact:

USFS Region 9, Regional Office
626 East Wisconsin Ave.
Milwaukee, WI 53202
Ph. 414-297-3600

Youth Service California

The mission of Youth Service California is to build the capacity of school and community partners to embrace and integrate all forms of diversity in all levels of youth service. They work with a variety of agencies and organizations toward the civic, educational, cultural, and spiritual transformation of California. “The young people of this state are re-making themselves and their communities through service” (<http://www.yscal.org/cm/Home.html>). Diversity is integral to everything they do and achieve.

Tips Worth Trying

- Provide young people and adults as their allies with tools needed to lead a transformation in youth service.
- Look for various ways to achieve goals including through service-learning projects.
- Engage young people in new and innovative ways.

Important Web link: <http://www.yscal.org/cm/Home.html>

Point of Contact:
Youth Service California
P.O. Box 70764
Oakland, CA 94612-0764
Ph. 510-302-0550

The City Project

The mission of The City Project is “to achieve equal justice, democracy, and livability by influencing the investment of public resources to achieve results that are equitable, enhance human health and the environment, and promote economic vitality for all communities. Focusing on parks and recreation, playgrounds, schools, health, and transit, we help bring people together to define the kind of community where they want to live and raise children. The City Project works with diverse coalitions in strategic campaigns to shape public policy and law, and to serve the needs of the community as defined by the community.” Its Web site includes the work of the City Project since its inception in 2000.

The City Project is leading a broad alliance to diversify access to and support for national forests. One example of a sponsored program is “Transit to Trails.” Given that transportation continues to be a barrier to visiting forests, parks, and other public lands, Transit to Trails takes inner-city youth and their families and friends on fun outdoor trips. The project enriches their education about water, land, wildlife, and cultural history, and the importance of physical activity and healthy eating for life-long health.

Tips Worth Trying

- Learn how you can build bridges between traditional environmentalists and diverse communities to diversify access to and support for the forests in southern California as well as in other forests across the state.
- Join forces with The City Project for outcomes and outputs that could include coalition building, public education, policy and legal advocacy, multidisciplinary research and analyses, strategic media campaigns, and creative engagement of opponents to find common ground.

Important Web link:

<http://www.cityprojectca.org/ourwork/index.html>

Family Forests— <http://www.cityprojectca.org/publications/forests.html>

Outdoor Outreach

Outdoor Outreach is a nonprofit organization, established in 2001, whose mission is “to empower at-risk and underprivileged youth to make positive, lasting changes in their lives through comprehensive outdoor programming.” Outdoor Outreach programs support underserved youth in San Diego County who are at risk for school dropout, substance abuse, violence, and unintended pregnancy. This is the only agency in San Diego and is among a growth of similar programs across the country that uses outdoor physical experiences to provide youth with the support, relationships, resources, and opportunities they need to become successful adults.

Tips Worth Trying

- Develop a partnership with this organization through informal means or a cooperative agreement.
- Engage their expertise and provide access to forest lands for their programs.
- Learn how they reach out to youth, how their staff are connected to youth, and what high-impact activities offer a “wow” factor for youth.

Important Web link: <http://www.outdooroutreach.org/programs/index.htm>

Point of Contact:

Outdoor Outreach

5275 Market Street, Suite A

San Diego, CA 92114

Ph. 619-238-5790

info@outdooroutreach.org

Ways to Integrate Civic Engagement Into Everyday Business

(Note: Some of these ideas have been adopted from the National Park Service Civic Engagement initiatives: <http://www.nps.gov/civic/index.html>)

Interpretation for appreciation—

By giving expression to diverse voices and sharing the stories and experiences of everyday people, civic engagement encourages all people to relate their experience to the forest they are visiting. Engaging visitors in important conversations allows them to experience the forest on their own terms. The National Park Service experience suggests that this is done through exhibits and materials, and by inviting visitors to enter into various discussions and examine their personal biases and opinions about any given topic of interest (National Park Service Civic Engagement for Employees, <http://www.nps.gov/civic/for/emp.html>).

Educate to elevate—

Develop partnerships with academic institutions and other educational organizations. This will help integrate a wonderful selection of multiple perspectives of current scholarship into programming at forests and within the classroom regarding schools with whom you might connect. Collaborative education partnerships can function to strengthen or reinforce the public's understanding of the present-day relevance of forest resources.

Resource management—

Forests are resources that are available for use by everyone interested in exploring these lands. Welcome and encourage public participation in the process of thinking about and discussing the future of these resources. When confronted with making essential decisions, include people and groups who are often hard to reach and may feel uncomfortable; that is, keep in mind what the broader philosophy and vision of civic engagement really is. Strive to be open to ideas and requests that may be out of the traditional "comfort zone."

Outdoor recreation planning—

The Forest Service is committed to embracing civic engagement as an important foundation and framework for creating plans and developing programs. Effective civic engagement involves inclusive, comprehensive planning that engages a variety of stakeholders and communities in public discussions about the management and conservation of forest resources. Invite and involve the public before you work on the plan.

Civic Engagement in the National Park Service

Although various efforts and initiatives across the national parks have occurred for many years, in 2001—in response to a mixture of critical challenges—the former director of the Northeast Region conceived of the Civic Engagement Initiative for the National Park Service. As noted in the overview report of the development of civic engagement in the National Park Service (<http://www.nps.gov/archive/civic/about/how.pdf>)

“The study of our nation’s history, formal and informal, is an essential part of our civic education. In a democratic society such as ours, it is important to understand the journey of liberty and justice, together with the economic, social, religious, and other forces that barred or opened the ways for our ancestors, and the distances yet to be covered.” The National Park Service later established Director’s Order #75A for Civic Engagement and Public Involvement officially in 2003. The purpose is “to articulate our commitment to civic engagement, and to have all National Park Service units and offices embrace civic engagement as the essential foundation and framework for creating plans and developing programs” (<http://www.nps.gov/policy/DOrders/75A.htm>)

Tips Worth Trying

- Check the Web site for ideas to better connect with communities.
- Check the case studies and best practices.
- Check the Web site for useful links, a bibliography including general readings plus research studies, and a community toolbox for learning how to accomplish shared goals.
- Consider developing a Forest Service civic engagement and community outreach Web site to help meet the needs of managers based on the visitors and other constituents in the state of California.

Important Web link: <http://www.nps.gov/civic/>

Point of Contact:

The Northeast Regional Office Headquarters

U.S. Custom House

200 Chestnut Street

Philadelphia, PA 19106

NPS_Civic_Engagement@nps.gov

Community Outdoor Outreach Program (CO-OP)

The mission of this program is to assist communities in providing recreation and conservation opportunities for the use and enjoyment of present and future generations. The CO-OP grant helps to introduce underserved populations to the services, programs, and facilities of Texas Parks and Wildlife Department. This is not a land acquisition or construction grant; this is only for programs and services. Grants are awarded to nonprofit organizations, schools, municipalities, counties, cities, and other groups. Minimum grant requests are \$5,000, and maximum grant requests are \$30,000. This grant program has changed from two funding cycles to one funding cycle per year.

Tip Worth Trying

- Check for opportunities to gather funds, earmarks for projects or programs that specifically target getting more ethnically diverse kids to participate in outdoor recreation on national forest lands.

Important Web links:

http://www.tpwd.state.tx.us/learning/community_outreach_programs OR
<http://www.tpwd.state.tx.us/business/grants/trpa/#coop>

Point of Contact:

Texas Parks and Wildlife Department
4200 Smith School Road
Austin, TX 78744
Ph. 800-792-1112

Other Resources Available

This section provides a sample of other great resources and research that do not really fit in any of the primary categories in this resource guide. This information, from multiple agencies and organizations across the country, may benefit USFS managers and other personnel in California in various ways to help strengthen efforts in serving culturally diverse communities now and in the future. In some cases, the best way to get the most use out of this material is to simply visit the Web site link included for the specific resource provided.

Recreation Visitor Research: Studies of Diversity

For over 20 years, the USFS Pacific Southwest (PSW) Research Station has been exploring outdoor recreation relating to the wildland-urban interface. Given the

increased representation of diverse visitors enjoying the forests for varying recreational uses, managers wanted to understand how and why ethnic minorities were recreating in different ways compared to White visitors. Comprehending such differences led to further exploration of how best to serve the needs of diverse visitors, in particular, relating to various recreational sites (e.g., picnic areas, activities occurring in open spaces). The PSW was tasked with conducting research and providing scientific information about these diverse users and how best to accommodate visitor needs. Emphasizing applied research practices, the PSW has been a leader in this area. The resulting report (Chavez et al. 2008) consists of 16 studies clustered into 6 categories: international studies, syntheses of studies, management studies, environmental belief studies, communication studies, and measurement studies. The six key sections include a wide variety of papers addressing specific topics of potential use for forest managers. This report is well organized providing details that would be most useful to managers in the field (connecting with visitors), ideas for staff and management training, sample ways to measure culture, and more.

Tips Worth Trying

Use this document to:

- Understand the reality of diverse visitors.
- Help you reach conclusions, make good choices, and communicate more effectively with diverse groups and with management.
- Improve the work you do.
- Have solid research examples to back up your decisions.
- Keep up in a changing environment.

Important Web links:

http://www.fs.fed.us/psw/publications/documents/psw_gtr210/psw_gtr210.pdf

Contact:

Pacific Southwest Research Station
4955 Canyon Crest Drive
Riverside, CA 92507-6099
Ph: 951-680-1500

References for Ethnic Diversity (U.S. Army Engineer Research and Development Center)

This site consists of a bibliography of research reports. Topics are race specific pertaining to recreational use of U.S. Corps of Engineers (COE) sites and include studies about African Americans, Asian Americans, Hispanic Americans, and Native Americans. A general report is also provided about managing for diversity in terms of recreation facilities and service modifications for ethnic minority visitors.

Tips Worth Trying

- Use the references provided on this site, which have links to various reports.
- Use the options offered.

Important Web link: <http://corpslakes.usace.army.mil/employees//ethnic/erdc.html>

Ethnic Diversity and Recreation Participation at Corps Sites

Recreation visits to COE lakes by various ethnic minority groups are increasing, especially in areas of the United States where communities are experiencing increased immigration and rapid population growth. Like other public land agencies, the COE expects to serve a wider range of outdoor recreation visitors than it has in the past. The research now under way at the Research and Development Center continues the work begun in 1995 as part of the research work unit on Ethnic Culture and Corps Recreation Participation. This site has added links for news and current issues, policy and procedures, training, program summaries, research references (see below), and more.

Tips Worth Trying

Specific regional demographic trends and their projected socioeconomic impacts are identified and can provide forests with similar trend and potential impact data.

- Use this information possibly to help identify recreational needs and facility preferences for traditional and nontraditional visitors, especially African-Americans, Hispanic Americans, and Asian Americans.

- Use the links and resources on this site to find services and programs to use as models to help improve relations between various ethnic groups as well as help improve communications between employees and minority visitors.

Important Web link: <http://corpslakes.usace.army.mil/employees//ethnic/ethnic.html>

Diversity in the National Park Service

This Web site is a wealth of resources with primary framework developed for use in the National Park Service. Resource highlights include the following categories: Applied Ethnography Program; Civic Engagement Initiative; Cultural Resources Diversity Program; General Links of Interest; National Park Service Diversity Connections (see description that follows); Resources of Interest; Research Reports and Papers; and Women in Science and Related Fields.

Tips Worth Trying

- Use this site to locate a list of resources, research studies, program samples, best practices, and management strategies.
- Use the site to locate gender-based resources for women in natural resources and the sciences.
- Use the link to diversity in the Pacific West Region specifically.
- Consider using this as a model Web site for forests to develop in California.

Important Web links:

Diversity in the Pacific West Region: <http://www.nps.gov/pwro/diversity.htm>

General Information: <http://www1.nature.nps.gov/helpyourparks/diversity>

National Park Service “Diversity Connections”—

“Diversity Connections” is the only written compilation of its kind in the National Park Service. Accomplished under the term of former National Park Service Director Fran Mainella, this is an aggregate of national diversity-based and multicultural-related programs, initiatives, divisions, and offices. This document is designed to be an “at-a-glance” collection of resources allowing managers, field staff, volunteers, partners, and others interested to better understand what is being done holistically across the National Park Service and encouraging communication.

This publication has many uses including to obtain basic information of “big picture” resources and tools, for briefings and presentations, to respond to public inquiries, to assist with recruiting diverse candidates, and more. Basic content of this inventory includes (1) name/title of program/initiative; (2) office(s) or division(s) and contact(s) that manage the program/initiative; (3) brief description of program/initiative (“annotation”); and (4) Web site (URL for ease of information access—if available).

Tips Worth Trying

- Use this inventory if you are interested in collaborating or partnering with any given National Park Service unit in California.
- Use this site as an efficient way to procure key information relating to a specific topic of interest.
- Individual forests in California could consider developing a similar inventory for specific use in any given area.

Important Web link: <http://www1.nature.nps.gov/helpyourparks/Diversity/pdf/NPSDiversityConnections.pdf>

Environmental Stewardship for the 21st century—

This is a three-phase series of reports prepared for the Natural Resources Council of America (Stanton 2002). The council commissioned the former director of the National Park Service, Bob Stanton, and authorized him to “review the status quo and determine what future actions might be taken to increase the employment and participation of culturally diverse citizens in conservation organizations and programs.” Stanton is a consultant for agencies interested in conservation policy, planning, and management. The purpose of the project was to research, inventory, and analyze efforts and progress, and develop recommendations for future actions in increasing cultural diversity in conservation activities. A focus was on exploring measures for increasing cultural diversity on the boards, staff, and across the membership ranks of the council organizations.

Excellent options are provided throughout and are feasible for implementation and action. Phase I of the project focuses on African Americans, and contains findings and recommendations based on an analysis of (1) diversity representation within council organizations, (2) employment policies and recruitment, and (3) interagency and community involvement. This report contains recommendations that address a variety of concerns of the Council and its members.

Tips Worth Trying

Phase I

- Improve cultural diversity in the Forest Service programs with respect to visitors, partner organizations, staff, and youth employment.
- Expand diversity in conservation programs through cooperative and collaborative relationships with other governmental (e.g., state and federal) and culturally diverse educational, civic, community, and private organizations.
- Build on past and current programs for achieving cultural diversity.
- Strengthen the capacity to support staff training and diversity action needs.
- Expand both the preservation and conservation agenda by supporting environmental justice.
- Tell the full story—promote the history and contributions of African Americans in the conservation of our Nation’s natural resources.

Important Web link:

<http://www.naturalresourcescouncil.org/ewebeditpro/items/O89F3675.pdf>

Phase II builds on the findings and recommendations set forth in Phase I. Information for this phase was collected from a broad spectrum of ethnically and culturally diverse citizens across the country through use of survey research. Three primary areas were identified: (1) documenting connection to the land from a historical perspective, (2) building awareness about conservation organizations and programs, and (3) achieving cultural diversity in conservation organizations and programs (e.g., recruitment through partnership with minority-serving colleges and universities, employee training and development, and forming an executive diversity leadership advisory council).

Tips Worth Trying

Phase II

- Sponsor a seminar (or conference) that would involve a panel of 3 to 5 highly acclaimed historians to lead a comprehensive discussion on the struggles and contributions of culturally diverse groups and individuals to the conservation of the Nation’s natural resources.

- Undertake all necessary measures to eliminate possible difficulties in communicating Forest Service programs and job opportunities to ethnically diverse professionals. Examples: Publish conservation articles, research materials, job vacancies, event notices, etc., in multiple languages (e.g., Spanish, Cantonese, etc.) and make wide use of ethnic news media for publicizing Forest Service business and needs.

Important Web link:

<http://www.naturalresourcescouncil.org/ewebeditpro/items/O89F3677.pdf>

Phase III consists of a followup survey of progress, initiatives, programs and accomplishments of the agencies surveyed in Phase II. Objectives were to (1) assess progress made by organizations in the implementation of recommendations set forth in the cultural diversity study project reports, (2) provide anecdotal information on the individual organization's progress made toward achieving cultural diversity goals, (3) develop additional recommendations based on survey findings, and (4) prepare a summary report as an update and addendum to the original report, "Opportunities and Actions for Improving Cultural Diversity in Conservation Organizations and Programs."

Tip Worth Trying

Phase III

- Check assessments and note the recommendations.

Important Web links:

<http://www.naturalresourcescouncil.org/ewebeditpro/items/O89F5307.pdf>

<http://www.naturalresourcescouncil.org/>

Point of Contact:

Natural Resources Council of America

1616 P Street, NW suite 340

Washington, DC 20036

Ph: 202-232-6531

Minority Outreach in State Fish and Wildlife Agencies

This is a final report to the International Association of Fish and Wildlife Agencies by the Education Committee, Subcommittee on Minority Outreach. Assistance provided by the Management Assistance Team and the Division of Federal Aid, U.S. Fish and Wildlife Service (September 1998, Savannah, GA). Although

developed 10 years ago, this historical report is the result of the first initiative of the International Association of Fish and Wildlife Agencies to assess the nationwide status of state fish and wildlife agency efforts to reach minorities in both education and outreach programs as well as in recruitment and retention.

Tip Worth Trying

This report contains samples of outstanding programs employing best practices in their management and implementation.

- Use as a resource to help employees learn new ways to network and share good ideas, concerns, and different approaches.

Point of Contact:

U.S. Fish and Wildlife Service
1201 Oakridge Drive, Suite 300
Fort Collins, CO 80525
Ph. 970-282-2000

Minorities in Agriculture and Natural Resource and Related Science

The society for Minorities in Agriculture and Natural Resources and Related Science (MANRRS) is a national organization with college chapters across the country that helps students of color interested in learning about scientific professions, including the USFS. Resources in California are also listed.

Tip Worth Trying

- Use MANRRS to recruit ethnically diverse groups of students from all over the United States to work for forests in Region 5.

Important Web link: <http://www.manrrs.org/>

Points of Contact:

MANRRS
P.O. Box 381017
Germantown, TN 38183
Ph. 901-757-9700
exec.office@manrrs.org

Continues

MANRRS Chapters in California:
California Polytechnic State University, San Luis Obispo
Ph. 805-756-2169
California State University, Fresno
Ph. 559-278-8311 or 559-278-2061
University of California, Davis
Ph. 530-752-0109 or 530-752-3530

Center for Diversity and the Environment

The Center for Diversity and the Environment provides strategic direction on diversifying the environmental movement through the development of effective and sustainable diversity efforts. This center is a repository of information and resources relating to program and outreach efforts, organizations, people, events, research, and a variety of strategies that are successful in diversifying the environmental movement and natural resource-related fields. It also provides a list of speakers and consultants.

Tips Worth Trying

- Gain new ideas for strategies to diversify the workforce.
- Seek out a speaker or consultant to visit your forest and speak with your staff.
- Review the research and other great resources provided to see if there's anything helpful for decisionmaking, ideas for new partnerships, suggestions for services in your community, and much more.

Important Web link:

<http://www.environmentaldiversity.org>

Acknowledgments

We thank the following reviewers for their excellent contributions to this resource guide: Dr. Maria T. Allison, Professor, Community Resources and Development, Graduate College Dean, Arizona State University; Marlene Finley, USDA Forest Service; and Steve Hagler, Director of Youth Investment, Pacific Forest and Watershed Lands Stewardship Council.

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