Innovative Examples of Strategies that can be Implemented to Increase Outdoor Recreation Participation by Target Market

**Result Area 1: Welcoming environment**
- Ensure a safe environment for children. A staff member should have a visible presence on-site to heighten parents' feeling of safety.
- Develop programs with a leader that provides a support system (e.g. I Can Camp!).

**Result Area 2: Programming & special events**
- Offer youth-based programs that are adaptable to all ages of children in the family, making it possible for the whole family to participate (e.g. introducing rock climbing, family canoeing).
- Support active & creative programming (e.g. live animals, Geocaching, canoeing, astronomy, scavenger hunts).

**Result Area 3: Partnerships**
- Partner with organizations that share the target market of adults with children.
- Partner with schools & youth-based organizations to implement community service, conservation or academic projects.

**Result Area 4: Quality**
- Ensure restrooms are clean and in good repair. Ensure restrooms are placed near activities areas, close to where children will need them. Provide family restrooms.
- Maintain pristine condition of natural surroundings.
- Invest in youth development training to ensure knowledgeable and responsive staff.

**Result Area 5: Marketing**
- Develop advertising with the “voice of the consumer” uppermost in mind. Ensure messaging is connecting with parents on their terms.
- Introduce universal marketing effort promoting outdoor activities.
- Utilize social media to form relationships.
- Create smart phone applications to help users find the resources or programs that interest them.
- Initiate universal marketing effort promoting young adults outdoors.
- Market and promote parks and trails at university campuses.

**Result Area 6: Access**
- Parks and trails should accommodate strollers in main areas. Design spaces with adequate width and non-stair options.
- Some trails should be level/low grade to accommodate young bicyclists.
- Connect trails from urban environments to parks or trails.
- Provide youth with direct transportation to parks and trails.
- Encourage participation from youth groups. Expose youth groups to parks and trails.

**Result Area 7: Infrastructure & amenities**
- Create safe play spaces for children in natural areas that allow for unstructured play (e.g. building stick forts, climbing trees).
- Create playgrounds, especially in areas in close view of areas where adults gather (e.g. campgrounds) so children can be entertained while parents relax/socialize or when parents need to perform tasks such as making meals.
- Introduce “coffee house” feel in visitor centers with couches, fireplaces, Wireless internet hotspots.
- Offer ways to include pets in exercise or outdoor experience (e.g. skijoring, off-leash areas).
- Develop and maintain open space areas for gathering, outdoor movies and ‘pick-up’ games with friends.
- Develop facilities for weekend retreats and events (e.g. yoga, flying fish, weddings).

**Families with children**
- Ensure a safe environment for children. A staff member should have a visible presence on-site to heighten parents' feeling of safety.
- Develop programs with a leader that provides a support system (e.g. I Can Camp!).

**Youth (<18)**
- Expand volunteer, internship & job opportunities (e.g. service learning projects, grounds maintenance, camp leaders).
- Expand internship, volunteer & job opportunities.
- Create a sense of safety, especially for single users after dark (lighting on trails, citizen park patrols).

**Adults (18-44)**
- Expand internship, volunteer & job opportunities.
- Create a sense of safety, especially for single users after dark (lighting on trails, citizen park patrols).
- Expand internship, volunteer & job opportunities, fostering various cultural practices.
- Increase availability of signage & interpretation in multiple languages.
- Create a sense of safety and security so that users do not feel threatened.

**Racial and ethnic minorities**
- Expand internship, volunteer & job opportunities, fostering various cultural practices.
- Increase availability of signage & interpretation in multiple languages.
- Create a sense of safety and security so that users do not feel threatened.

**New immigrants**
- Expand internship, volunteer & job opportunities, fostering various cultural practices.
- Increase availability of signage & interpretation in multiple languages.
- Create a sense of safety and security so that users do not feel threatened.

**Adults (45+)**
- Create mentor & volunteer programs.

**Enhancements**
- Internet hotspots.
- Enhance amenities available (e.g. comfortable seating, nice grills, upscale camping, consider beer & wine sales).