



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

	Families with children	Youth (<18)	Adults (18-44)	Racial and ethnic minorities	New immigrants	Adults (45+)
Result Area 1: Welcoming environment	<ul style="list-style-type: none">- 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!).	<ul style="list-style-type: none">- Expand volunteer, internship & job opportunities (e.g. service learning projects, grounds maintenance, camp leaders).	<ul style="list-style-type: none">- Expand internship, volunteer & job opportunities.- Create a sense of safety, especially for single users after dark (lighting on trails, citizen park patrols).	<ul style="list-style-type: none">- 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.	<ul style="list-style-type: none">- 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.	<ul style="list-style-type: none">- Create mentor & volunteer programs.
Result Area 2: Programming & special events	<ul style="list-style-type: none">- 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. introduction to rock climbing, family canoeing).	<ul style="list-style-type: none">- Support active & creative programming (e.g. live animals, Geocaching, canoeing, astronomy, scavenger hunts).	<ul style="list-style-type: none">- Offer adventure based recreation activities (e.g. Rock Climbing, Mountain Biking).- Offer programs that focus on current trends (e.g. yoga, disc golf, Geocaching).	<ul style="list-style-type: none">- Host special events including festivals, ethnic holidays and sports tournaments.	<ul style="list-style-type: none">- Host special events including festivals, ethnic holidays and sports tournaments.	<ul style="list-style-type: none">- Offer interpretive & educational programming.- Offer a Masters program (e.g. master gardener, master birder).
Result Area 3: Partnerships	<ul style="list-style-type: none">- Partner with organizations that share the target market of adults with children.	<ul style="list-style-type: none">- Partner with schools & youth-based organizations to implement community service, conservation or academic projects.	<ul style="list-style-type: none">- Increase partnerships with university environmental & outdoor recreation programs.	<ul style="list-style-type: none">-Increase partnerships with racial & ethnic community programs & leaders.	<ul style="list-style-type: none">-Increase partnerships with racial & ethnic community programs & leaders.	<ul style="list-style-type: none">- Partner with older adult based organizations (e.g. senior centers, nursing homes, group tour operators, religious congregations and older adult dating clubs).
Result Area 4: Quality	<ul style="list-style-type: none">- 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.	<ul style="list-style-type: none">- Maintain pristine condition of natural surroundings.- Invest in youth development training to ensure knowledgeable and responsive staff.	<ul style="list-style-type: none">- Engage individuals in stewardship activities to enhance natural areas.- Improve and increase interpretive signs along trails.	<ul style="list-style-type: none">- Design community gardens that offer opportunities to learn about traditional food sources (e.g. wild rice, berries, nuts).	<ul style="list-style-type: none">- Design community gardens that offer opportunities to learn about traditional food sources (e.g. wild rice, berries, nuts).	<ul style="list-style-type: none">- Keep restroom & shower facilities clean & accessible.
Result Area 5: Marketing	<ul style="list-style-type: none">- Develop advertising with the “voice of the consumer” uppermost in mind. Ensure messaging is connecting with parents on true motivations based on their desire to be a good parent and provide fun, enriching experiences for their child.- Advertising should show people having fun in the settings. “Beautiful” images showing only scenery can be seen as frightening by parents (e.g. “my child would get lost there”).	<ul style="list-style-type: none">- Initiate universal marketing effort promoting youth outdoors.- Promote outdoor recreation via increased outreach efforts and service projects.	<ul style="list-style-type: none">- 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.	<ul style="list-style-type: none">- Use ethnic media including multilingual radio stations, newspapers & internet sources.-Sponsor programs that invite racial and ethnic communities to parks and trails.- Use racial and ethnic residents/workers to continuously promote parks and trails.- Ensure parks and trails information pamphlets or other literature are available in various languages and at various racial and ethnic organizations.	<ul style="list-style-type: none">- Use ethnic media including multilingual radio stations, newspapers & internet sources.-Sponsor programs that invite racial and ethnic communities to parks and trails.- Use racial and ethnic residents/workers to continuously promote parks and trails.- Ensure parks and trails information pamphlets or other literature are available in various languages and at various racial and ethnic organizations.	<ul style="list-style-type: none">- Market in traditional media (e.g. newspapers, radio, direct mail).- Expand marketing to senior centers and tour operators.- Develop a mobile friendly website and phone apps to help users quickly find locations, attractions and opportunities.- Target activity-centric magazines (e.g. hiking, backpacking magazines)
Result Area 6: Access	<ul style="list-style-type: none">- 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.	<ul style="list-style-type: none">- 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.	<ul style="list-style-type: none">- Connect urban and rural trails to state and regional parks and trails.- Increase opportunities for transportation.- offer student discounts.	<ul style="list-style-type: none">- Increase opportunities for various forms of low-cost transportation to and from parks and trails.- Connect urban and rural trails to state and regional parks and trails.- Make available events that draw users to parks and trails on a consistent basis.	<ul style="list-style-type: none">- Increase opportunities for various forms of low-cost transportation to and from parks and trails.- Connect urban and rural trails to state and regional parks and trails.- Make available events that draw users to parks and trails on a consistent basis.	<ul style="list-style-type: none">- Develop tour and transportation options.- Incorporate universal design into facility development.
Result Area 7: Infrastructure & amenities	<ul style="list-style-type: none">- 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.	<ul style="list-style-type: none">- Develop and maintain large open play areas that can be used for unstructured play and impromptu activities.	<ul style="list-style-type: none">- 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, fly fishing, weddings).	<ul style="list-style-type: none">- Develop and maintain large open-space area for spontaneous field activities.- Increase availability of group campsites and picnic areas.- Expand facilities to accommodate large group gatherings, including large cooking space and equipment.	<ul style="list-style-type: none">- Develop and maintain large open-space area for spontaneous field activities.- Increase availability of group campsites and picnic areas.- Expand facilities to accommodate large group gatherings, including large cooking space and equipment.	<ul style="list-style-type: none">- Introduce “coffee house” feel in visitor centers with couches, fireplaces, Wireless internet hotspots.- Enhance amenities available (e.g. comfortable seating, nice grills, upscale camping, consider beer & wine sales).