



Results from the
1st meeting of the
SCORP Statewide
Advisory Group
(SWAG)
April 5th 2021

Alaska's Statewide Comprehensive Outdoor Recreation Plan

DIVISION OF PARKS & RECREATION
In Partnership with RTCA and Alaska Trails

Statewide Advisory Group

- Policy Recommendation
- Identify Themes
- Land Manager Survey

Regional Collaboration Teams

- Project Investments
- Regional Strategies
- Outreach & Engagement

Outdoor Recreation Users

- Public Meetings
- Feedback on Products
- Public Survey

SCORP OUTCOMES

- Eligibility for Federal Funds
- Regional Outdoor Recreation Chapters
- Policy Recommendations
- Prioritizes Projects & Programs
- Outdoor Recreation Database
- Coalition Building
- Advocacy Tool
- Statewide Strategy

Statewide Advisory Group (SWAG)

Nelson San Juan

Dept of Labor and
Workforce
Development

Workforce

Keith Comstock

Dept of
Community
Commerce and
Economic
Development

Outdoor Economy

Mike Illg

Alaska Recreation
and Park
Association

Parks and
Recreation

Ben Mulligan

Alaska Dept of Fish
and Game

Wildlife

Dawn Groth

Dept of Health and
Social Services

Health

Dan Oberlatz

Alaska Travel
Industry
Association

Tourism

Roy Agloinga

Rasmuson
Foundation

Funding

Lee Hart

Alaska Outdoor
Alliance

Outdoor
Recreation
Economy

Jeff San Juan

Alaska Industrial
Development and
Export Authority

Outdoor Industry

Erik Obrien

Denali Commission

Economy &
Infrastructure

Chris Beck

Alaska Trails

Trails

Dana Diehl

The Alaska Tribal
Health Consortium

Tribal Health and
Wellness

Ed Fogels

Natural Resource
Consultant

Public Land
Management,
Conservation, and
Development

Mike Rearden

Outdoor
Recreation Trails
Advisory Board

Outdoor
Recreation
Economy

James Marks

Dept of
Transportation &
Public Facilities

Transportation

Zach Million

Bureau of Land
Management

Land Manager

Eugene Peltola

Bureau of Indian
Affairs

Tribal

James King

US Forest Service
Regional
Representative

Land Manager

Melisa Babb

American Society
of Landscape
Architects

Landscape
Architect

Kim Reitmeier

ANSCA Regional
Association

Tribal

Sarah Leonard

Alaska Travel
Industry
Association

Tourism



7 Trees (Themes) to Bear Fruit

1. **FUNDING THE FUTURE OF OUTDOOR RECREATION IN ALASKA**
2. **HEALTH, WELLNESS, EQUITY & DIVERSITY, HAPPINESS & QUALITY OF LIFE IN ALASKA**
3. **STEWARDSHIP & CONSERVATION FOR A SUSTAINABLE FUTURE**
4. **ECONOMY & WORKFORCE DEVELOPMENT IMPROVED THROUGH OUTDOOR RECREATION**
5. **TECHNOLOGY TO ENHANCE, ENGAGE, AND ENRICH OUTDOOR RECREATION**
6. **IMPROVED COMMUNICATIONS WITH PARTNERS AND RESIDENTS**
7. **VISION & LEADERSHIP FOR A STRONG OUTDOOR RECREATION SECTOR IN ALASKA**

The following are the
strategies and goals
resulting from the first
SWAG meeting on April
5th, 2021

Funding / Economy & Workforce

ECONOMY & WORKFORCE

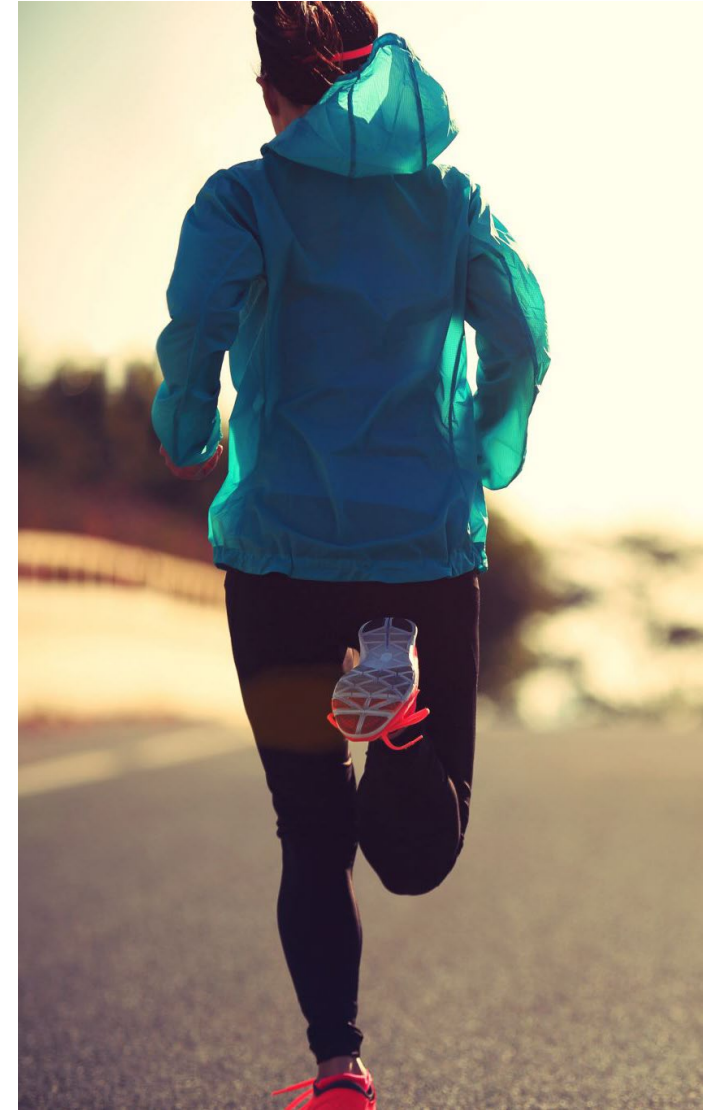
- Build the best outdoor economy in the world; boosting local economies, creating jobs – “more year-round/living wage Alaska-based jobs” “better gateway/destination communities – towns that are walkable, concentrated, mixed use”
- Workforce development and training – “train and hire youth and other unusual suspects” “develop AK version of the CCC”
- Improve and build up outdoor recreation infrastructure in Alaska: parks & ballfields, trails, roadsides rest areas, boat launches, gateway/destination communities.... – “create more reasons for visitors to spend one more day in AK; more reasons for businesss and residents to stay in or relocate to Alaska”

FUNDING

- Improve revenue generation, match and partnerships at federal, state and local scales – “secure all available federal OR funds
- Expand options to fund OR infrastructure: construction, maintenance, management – “New public private partnerships” “More corporate and private sponsorship opportunities” “New, sustainable sources of state OR funding, e.g., add an OR fee to annual vehicle registration”
- Solutions to the “Alaska Disconnect” – policies linking growth in OR demand to growth in revenue – “local OR service areas”
- Continue to make the case for the value of investments in Outdoor Recreation

Health, Wellness; Equity, Diversity, Happiness, Quality of Life

- Everyone in Alaska has access to enjoyable, safe OR opportunities as an integral part of daily life – “provide a diverse range of OR experiences focused on the “missing middle” of the OR spectrum” “Reduce congestion at current facilities by providing new, more and better OR resources”
- Active youth programs – “Active OR programs that reduce smoking, alcohol & substance abuse” “OR programs that open options for jobs”
- Active collaboration with health care and community service organizations to increase physical activity – “Pursue a statewide Park Rx program” “More funding partnerships, like with Mat Su Health”
- Expand equity, diversity and inclusiveness of outdoor recreation facilities, programs opportunities – “More options in rural Alaska!” “More native people at the table for OR decision making”
- Integration of culture, heritage, and art into OR experiences – “Indigenous people and land recognition”



Communication / Technology

COMMUNICATION

- Better information on OR opportunities – “Solutions for the lack of knowledge about where to go” “radical ideas like trails signs, trail maps”
- Collaboration among business, stewardship, healthcare, culture and education stakeholders who believe in the collective value of a thriving outdoor recreation industry – “A new statewide office of outdoor recreation” “central hub for SCORP process”
- Improved, broad AK branding and messaging campaign – “Expanded, stable funding for marketing Alaska, Alaska experiences”
- Expand public, business understanding of econ and other benefits of OR – “number 1 goal should be to use facts about OR impacts and use trends to get attention of decisionmakers; without them this plan goes nowhere”

TECHNOLOGY

- New ways to share information about OR facilities, activities, current conditions – “Integrated statewide ap for navigating AK OR opportunities” “Single place for OR permits, land ownership, resources”
- New ways of measuring OR use and trends – “New technologies for surveying use (e.g., cell phone tracking)”, new ways to reach out to stakeholders (e. g., park, trail side surveys)



Stewardship & Conservation / Vision & Leadership

STEWARDSHIP & CONSERVATION

- For the first time, begin making informed, thoughtful decisions on how best to improve outdoor recreation in AK – “expand jobs, health & other benefits and sustain what makes AK unique”
- Design and construct trails and other OR infrastructure to be sustainable
- Incentivize stewardship and conservation efforts – “Advance efforts that recognize businesses that achieve sustainability certificates or ‘eco-certificates’; programs like ATIA’s Adventure Green)”



VISION & LEADERSHIP

- Expand understanding of the broad benefits of OR, by residents, decision makers – “Need to recognize that outdoor recreation infrastructure is essential infrastructure”
- Bring in all categories of the fragmented OR world, to together advocate for the most needed OR investments, regionally & statewide – “Expand support for grassroots non-profits, local O.R. organizations” “break down the silos that separate different OR players & agencies”
- A new Office of Outdoor Recreation – like other states, a way to leverage shared resources – “Recognize the beneficial overlap between visitor and resident OR investments”
- Use the SCORP to create a broad widely shared vision of what OR can do for Alaska