

00:00:00.000 --> 00:00:00.690

Eley, Alisha

1.

00:00:04.500 --> 00:00:14.990

Anne Marshall

Welcome everyone, my name is Anne Marshall. I'm the director of the Recreation Resources division with our Tennessee Department of Environment and Conservation.

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Anne Marshall

We are here today to talk about Tennesseans outdoors, so thank you for joining us as we give you a brief overview of our next statewide recreation plan for Tennessee. We are kicking off our public participation period here with this brief video and presentation so we can give you an overview of what we've done over the last 18 months with regards to planning and in Tennessee for outdoor recreation and ways that you can participate and have input.

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Anne Marshall

Into the draft of our plan. So first of all, I'd like to introduce our presenters today. First of all, there's George Brogdon. George is the part test consultant and provides technical assistance in Parks and Recreation for West Tennessee, and it's been our project manager.

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Anne Marshall

Uhm Michael Shelton.

00:01:05.070 --> 00:01:35.530

Anne Marshall

Is with Kimley Horn. Our consultants that have been working on the plan with us over the last 18 months and Alisha Eley who is also with Kimley Horn. Those two together have really led an outstanding consultant team with Kimley Horn and have been just fabulous work with through this whole process. So the four of us will lead you through a brief overview day on the highlights of the plan and again show you ways that you can participate and be able to read.

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Anne Marshall

Through the draft and give us your comments in a variety of different ways so I will go ahead now and turn it over to Alisha to begin our overview.

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Eley, Alisha

Thanks, Anne, so each section here, bulleted on the screen shows the four areas of the plan that focuses on different aspects of outdoor recreation in Tennessee. One is outdoor recreation in Tennessee today. Those second is outdoor recreation demands and needs. The third challenges and issues, and then finally a vision for the future. The first one outdoor recreation in Tennessee today includes an overview of.

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Eley, Alisha

Really, the status of outdoor recreation. It includes an inventory of both facilities in activities. Findings related to the importance of recreation, including social health and Wellness, economic and environmental benefits to recreation, and then finally, the context of the plan in terms of the roles of how federal, state, local and private partners in providing upper recreation across our great state. The second section about demands and needs focuses on identifying current.

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Eley, Alisha

They projected demands for outdoor recreation. There's a lot of great data in here, but really includes a summary of our user survey results and public feedback. The trends and barriers of outdoor recreation, and then finally showing shifts and demographic characteristics across Tennessee. Additionally, overall findings for trends and barriers of outdoor recreation really indicated that Tennesseans do perceive some limitations overall, but nothing extreme to their participation in outdoor recreation.

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Eley, Alisha

I'd really encourage you reading this section. There's a lot of great information. The third section in the document challenges and issues.

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Eley, Alisha

Contains an evaluation of challengers initiatives in meeting today's demand for outdoor recreation and really, how that may change over the next year. Next 10 years a summary is included from the key input and feedback from our public engagement initiatives as well as our key stakeholders.

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Eley, Alisha

I'm this section draws on the findings from the earlier previous two sections in the plan and identifies those key challenges and issues to outdoor recreation.

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Eley, Alisha

Finally, a vision for their future at the last portion of the plan discuss is how the 2030 plan is guided by really four overarching vision themes, each with supporting actions on how to best achieve these goals.

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Eley, Alisha

Uh, and George, any animal talk a little bit about these in a second, but really these were developed through a very intense collaboration among our members of this core executive team, as well as our very talented and visionary Tennessee Recreation Advisory Committee. Also known as the track who were then broken into four subcommittees.

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Eley, Alisha

These were presented to the public several months ago earlier this year, actually for review and

refinement and prioritization. And so this vision for their future section outlines these final goals and the call to action that really forms the heart of our plan. It defines a new future vision for the future of our outdoor recreation in Tennessee to ensure implementation so George and Anne, you want to talk about our four planning teams.

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Anne Marshall

Absolutely thank you Alisha and as Alisha said we really combined a lot of different public input methods to come up with these four planning themes. We looked at a lot of different pieces of information and so we want to run through these really quickly and just give you the highlights. First of all, our first goal is advocacy and education.

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Anne Marshall

Uhm, with advocacy and education. Basically our goal there is to allow the citizens to understand, appreciate and have access to the recreation resources that are available in Tennessee. We wanted to be able to, you know, provide that exposure to what the benefits of outdoor recreation are in the tools that we feel are needed to create that sustained, healthy habits responsible and responsible enjoyment of the outdoors. So we basically have three key actions under that area.

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Anne Marshall

One is to identify or create relevant educational resources to share statewide.

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Anne Marshall

Action #2 to advocate for physical connectivity and access, and that's really to our parks, trails and greenways across the state.

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Anne Marshall

And then action #3 under this section we want to create partnerships for distributing educational resources and education. So how do we get this information out to our communities? Identifying those needs?

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Anne Marshall

Uhm?

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Anne Marshall

Partners avenues to make sure that that education and advocacy has the exposure that that we needed to have across the state.

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Anne Marshall

George, you wanna take collaboration and partnerships for economic success?

00:06:38.000 --> 00:07:08.050

George Brogdon

And do Anne thank you. Collaboration and partnerships for our economic success. Our vision is to build strategic coalitions to maximize the economic impacts of outdoor recreation and parks in Tennessee. So how are we going to do that? Our first action is a complete mapping and inventory of recreational facilities across the state of Tennessee. This will give us a good road map on what we presently have.

Action #2

00:07:08.110 --> 00:07:11.300

George Brogdon

develop economic impact formulas.

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George Brogdon

Action #3 develop partnerships. We believe partnerships are going to be important in making our SCORP success and #4 identify communication strategies. Communication we all know is very important.

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George Brogdon

So, and you want to nail tell us about conservation.

00:07:32.890 --> 00:08:03.790

Anne Marshall

So conservation is our third planning theme and goals area and so there we want to sustain and grow Tennessee's outdoor recreation and conservation legacy and the subcommittee and in the group really talked about a lot of different things in in this area. But we ended up with five major action items. Number one is to develop direct land conservation policies and strategies that address each of our focus areas.

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Anne Marshall

To ensure equity and inclusion and to meet the diverse needs of all Tennesseans. So this is a thing that you will see running throughout the entire plan.

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Anne Marshall

Action #2 to develop a land acquisition and stewardship plan that lays out strategies and actions for current and future public lands for outdoor recreation.

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Anne Marshall

And action #3 is very similar to that, but we want to develop a land and stewardship plan that lays out these strategies for improved access to private recreation lands for outdoor recreation as well.

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Anne Marshall

Action #4 is to increase funding for land acquisition and resource management.

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Anne Marshall

And then action #5 to improve long term capacity and effectiveness of resource management efforts and programs and all public and private conservation agencies.

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Anne Marshall

And I'll George will wrap this up with the idea though.

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George Brogdon

Yes, you've probably seen out there before. Ours is a little different with 2A's and inclusivity, diversity, equity access, and affordability. The subcommittee felt like if things weren't affordable than access equity etc. would not be able to be.

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George Brogdon

Realized our vision is all Tennesseans will have access to and feel welcome at all like local and state recreation facilities in which diversity is reflected in programs, operations and staffing.

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George Brogdon

To do that, we have three actions. Our first action is ensure that all parks will be places where all communities can engage with nature and positive ways.

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George Brogdon

Action #2 encouraged the creation of and support for groups promoting outdoor recreation with demographic groups currently underrepresented in park use. An action #3 ensure that leadership and all levels of public Parks and Recreation agencies will represent the diversity of Tennessee.

00:10:17.610 --> 00:10:44.490

Shelton, Michael

Alright, thanks George. I'm gonna jump in and talk about some resources that we've used for the plan. So here's a list on this slide that shows many of the resources that were either researched, utilized or developed as part of the SCORP and the full summaries and details of these resources are included in the draft report that is available for public review, so I encourage you to go and take a look at that. There's a lot of great information.

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Shelton, Michael

So I want to just touch on these, give a few a few main points of each of these resources to explain how these benefited the plan and how we utilized them. So first up, the visitors to Tennessee State parks activities, motivations and distance traveled was developed by the University of Tennessee who was on the planning team and the purpose of this is to understand the activities and motivations and distances traveled in order to assist park managers and providing the type of outdoor recreational experiences visitors enjoy.

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Shelton, Michael

And benefit from its state parks.

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Shelton, Michael

The University of Tennessee conducted this survey from May to August of 2020 to collect data and nearly 2500 travel groups have 43 of the 56 state parks were surveyed.

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Shelton, Michael

Results showed that people travel short and long distances for various activities ranging anywhere from hiking and walking to horseback riding, and lots of things in between.

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Shelton, Michael

Also included here on the list as barriers to outdoor recreation. Results of a survey of Tennesseans. This was also developed by the University of Tennessee.

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Shelton, Michael

And provided an understanding of what Tennesseans perceived to be barriers to recreation, information was gathered online from 89 of the state's 95 counties between October 27th and December 11th of 2020, and collected information from over 1000 respondents.

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Shelton, Michael

In this study, there was concerted effort to understand perception based upon gender, community type, race and ethnicity, as well as income level.

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Shelton, Michael

Next on the list is a report of the economic and fiscal impact of Tennessee State parks.

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Shelton, Michael

As part of the economic impact report developed by the University of Tennessee and Analysis was generated that provides detailed economic and fiscal impact assessment that addresses impacts from visitor expenditures and Tennessee State Park operational and capital budgets. The report provides detailed information on the economic benefits of investing in our state parks.

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Shelton, Michael

Next on the list, the National Outdoor Rec Trends report, which was developed by the National Recreation and Parks Association. As many of us know as the NRPA. This report was published. Predictions for park trends that provided insight into recommendations for the SCORP, information about trends related to technology, health, and HealthEquity, and programming or a monkey area that helped shape this plan.

00:13:20.560 --> 00:13:48.000

Shelton, Michael

The sports and Fitness Industry Association top line participation report establishes levels of activity and participatory trends and recreation in the United States. The Sfia is the trade association of leading industry, sports and fitness brands, suppliers, retailers and partners. Survey methodology for this was inclusive to all genders, ages, income levels, regions and ethnicities.

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Shelton, Michael

And finally, the inventory of public and private outdoor recreation resources in Tennessee was produced by the University of Tennessee as an update to the inventory findings in the Tennessee 2020 plan, which was developed in 2009.

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Shelton, Michael

It provides detailed information from the cities and counties and includes inventory information on outdoor recreation across the state. Summaries of inventories are provided in detail within the report appendix, so again, encourage you to review that plan to get some more information there and now. I'll transition it back to George to provide some information related to input for the plan.

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George Brogdon

Thank you Michael. As the slide says, we want your input without input. Displaying won't be complete, so we encourage you and a couple of different ways to provide your input. First, we're going to have a SCORP listening session.

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George Brogdon

On December the 15th, 2021, from 5:00 to 7:00 PM, You will need to register to participate and you see the email. Tonya.l.turner@tn.gov simply sent her an email to register for the event. We also encourage you to look at the QR code below, and while we gave you today was just a glimpse of the plan. There's many pages of the plan that you can read and we encourage you to do that.

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George Brogdon

And we encourage you to read the draft report and complete your comment form by January 7th, 2022. So please take advantage of these opportunities to provide your input and we look forward to the input that you provide. Thank you.

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George Brogdon

Anne.

00:15:44.280 --> 00:15:45.840

Shelton, Michael

It looks like Anne's muted.

00:15:48.810 --> 00:16:18.850

Anne Marshall

I knew that was gonna happen at some point. It has to happen at least once during every presentation. So thank you George and Michael and Alisha for talking us through the highlights of the plan. We do want your input. Please visit our webpage to view the document and it's George said fill out the comment form, attend the listening session. It is virtual by the way, so when you register you will receive a follow up.

00:16:19.070 --> 00:16:38.120

Anne Marshall

Appointment and instructions on how you can join the virtual meeting, but we appreciate your attendance today or watching our video and we look forward to hearing more from you about what she think about recreation. Outdoor recreation in Tennessee. So thanks everybody.