

Targeted Outreach

Tribal Land Managers Survey

Background

While there are over 40 tribes historic to Colorado, two federally recognized Tribes, the Ute Mountain Ute and Southern Ute Indian, continue to steward a substantive portion of land in Colorado. However, neither was included in the previous (2014) SCORP outreach effort. To address this shortcoming, CPW attempted to learn from the two Tribes by implementing a survey instrument. These findings helped provide a more comprehensive perspective regarding land managers' interests, issues and recreation opportunities in Colorado. In addition, they helped inform management priorities for the 2019 SCORP.

Methodology

The Colorado Commission of Indian Affairs, the state's official tribal liaison, helped CPW establish points of contact with both the Southern Ute Indian and Ute Mountain Ute Tribes and also provided feedback on the survey instrument. The latter included approximately 20 questions, most of which were modified from the Land Managers survey (in Appendix D). A questionnaire was sent via Email to each of the two Tribes.

Participation and Results

CPW received a response from one out of the two Tribes invited to participate. An overview of their responses is provided below, with some comparison to the Land Managers and Public survey findings:

- **Management issues:** Of the 18 management issues provided, the participating Tribe selected 15 as "very significant." This matches several high priority management issues in the Land Managers survey, such as maintaining infrastructure (number one priority in Public survey), adapting to changing user needs and coordinating with other agencies. The participating Tribe placed less emphasis on the capacity to serve a growing population (number four land management issue and number two public barrier) and greater importance on cultural resource management.
- **Visitor services issues:** Findings from both the Tribal and Land Manager surveys demonstrated significant concern about a majority of the visitor services issues listed. These include enforcing responsible visitor use and increasing opportunities for youth. The participating Tribe also listed cultural awareness as a "very significant" visitor issue.

- **Top threat to resource conservation:** Lack of understanding and knowledge of native culture is the primary threat identified by the participating Tribe, compared to visitor management and access, broadly, from the Land Manager survey.
- **Outdoor recreation needs:** The Tribal Survey yielded less concern with expanding community and regional trail systems than the Land Manager survey, and more concern with improving programs, cultural awareness, and local agriculture. Both illustrate an interest in developing more special-use recreational facilities.
- **"Trail-related" priorities:** Reducing user conflicts, providing education and interpretive opportunities, increasing non-motorized trail opportunities and maintaining existing trails were ranked as areas of "high priority" by the participating Tribe. The latter two were also top priorities in the Land Managers survey. This complements findings from the Public survey, which emphasized the importance of local and statewide trails.
- **Open-ended question:** The participating Tribe stated that cultural resources are integrally part of recreation. Two potential ways to preserve these resources include using indigenous terms to name recreational areas and providing educational signage on trails.

Application

- The participating Tribe's survey responses issue a resounding call for greater cultural resource awareness, programming and management. Some crossover was present with the public and other land managers' issues, needs and priorities, such as maintaining infrastructure and adapting to changing user needs. "Education and ethics" as a broad category appeared in the open-ended comments for both the Land Manager and Public surveys, although few comments specifically mentioned cultural resources and education.
- It is important to recognize the disparate interests and needs of land managers throughout the state, as well as converging interests. Tribal governments offer important perspectives in land management that help shape a more inclusive statewide recreation plan. This has implications in stewardship, education and programming, conservation, funding, visitor service issues and other topics strategized for in the SCORP.

Targeted Outreach: Comment Form

Objective

In order to address sociodemographic gaps of respondents in the 2018 Public survey, CPW implemented a Comment form to understand the outdoor recreation habits, preferences and priorities of racial/ethnic minorities in Colorado. Specifically, the purpose of this targeted outreach was to learn from more people of color, particularly those who identify as Hispanic/Latino. Similar to findings from the Tribal survey (above), results from the Comment form helped to inform management priorities for the 2019-2023 Colorado SCORP.

Methodology

Given the purposeful nature of this inquiry, CPW attempted to reach as many individuals constituting racial/ethnic groups as possible. In other words, the sample was not, nor was it intended to be, statistically representative of any particular stakeholder group. Rather, CPW invited organizations that support people of color in the outdoors to help disseminate the Comment form to their respective constituents/members. Groups asked to distribute the comment form fit within one of four categories (Table 13).

Table 13. Categorizations of organizations who received the Targeted Outreach form.

Targeted Outreach form grouping	Type of organization
Form #1	Three Colorado organizations that support people of color in the outdoors
Form #2	One nationwide organization with a Colorado office that supports people of color in the outdoors
Form #3	Four Colorado organizations that support underserved youth in the outdoors
Form #4	Seven Colorado organizations that collaborate with Great Outdoors Colorado

Participation

CPW received 171 Targeted Outreach form responses. Hispanic/Latino input more than doubled from the Public survey, better reflecting the population of the state. However, significant racial/ethnic discrepancies remain (see Table 14). CPW

received 11% more White/Caucasian input than is represented by the greater population of Colorado, 8% less Hispanic/Latino input than Colorado’s statewide population reflects, and 5% less or zero Black/African American input.

Table 14. Comparison of survey participants’ race/ethnicity to state demographics.

Race/Ethnicity	Public survey (n=1,789)	Targeted Outreach form (n=171)	⇒ Percentage discrepancy ⇐	Percentage of state
White/Caucasian	88%	78%	+11%	67%
Hispanic/Latino	6%	13%	-8%	21%
Other	4%	0.1%	-2.9%	3%
American Indian/Native Alaskan	1%	<0.1%	-2%	2%
Asian	1%	<0.1%	-3%	3%
Black/African American	1%	0%	-5%	5%
Native Hawaiian/Pacific Islander	0.2%	0%	-0.2%	0.2%

APPENDIX E: TARGETED OUTREACH

Results

Overall, 99 percent of respondents reported outdoor recreation as part of their lifestyle. They ranked very similarly to the Public survey with regard to recreational activities, areas for recreation and barriers to future recreation. Although, some questions, such as reasons to recreate, varied slightly from responses to the Public survey.

Reasons to Recreate: The top four motivators for recreation are listed below, all notably reaching over ninety percent. The Public survey yielded identical top motivators, with the exception that “spending time with family/friends” shifted to the second most prevalent reason.

- 1) To spend time in nature (100%)
- 2) To relax (99%)
- 3) To exercise/improve health (97%)
- 4) To spend time with friends/family (91%)

Areas for recreation: Respondents favored local, state and federal recreational areas.

- 1) City/local parks, trails, other rec areas (98%)
- 2) National Parks, Forests, other rec areas (92%)
- 3) State Parks, Forests, or Wildlife Areas (91%)

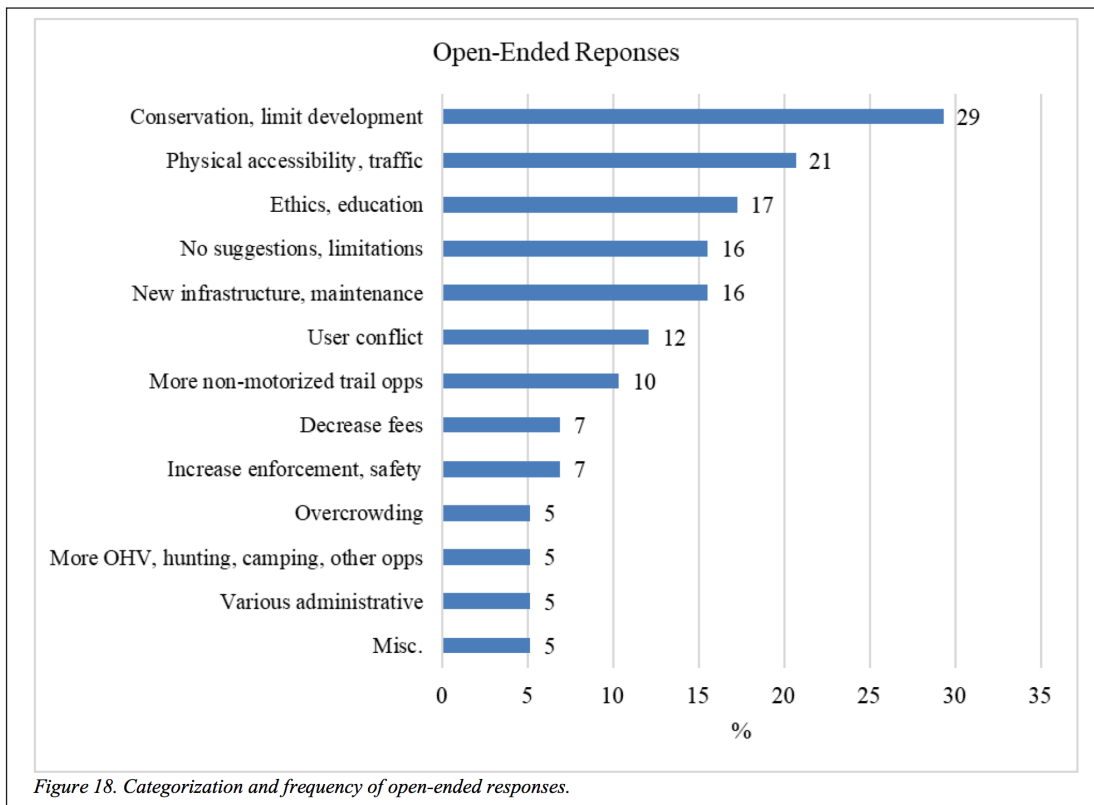
Top recreational activities: With over twenty options listed, respondents narrowed the scope to the following three favorite activities. Walking superseded hiking/backpacking as the most popular activity in the Public survey, and picnicking tied with camping for the number three position.

- 1) Hiking/backpacking (78%)
- 2) Walking (73%)
- 3) Tent/cabin camping (72%)

Barriers to future recreation: The following barriers ranked the highest, matching results from the Public survey.

- 1) Time (45%)
- 2) Traffic congestion (40%)
- 3) Crowding (39%)

Open-ended comment: Fifty-eight people responded to the final question, which asked participants to provide any other comments they had regarding outdoor recreation. Figure 18 provides the results ordered from highest to lowest frequency.



The category “conservation, limit development” drew the highest amount of comments (17, or nearly 30%) and included such concerns as wildlife management, stress to resources and habitat connectivity. “Physical accessibility and traffic” (12 comments, roughly 20%) incorporated distance to recreational areas and continued access among population growth challenges. Finally, “ethics and education” (10 comments, over 15%) included topics like stewardship and understanding of outdoor spaces.

The open-ended comments from the Targeted Outreach form overlap with those from the Public survey, although they highlight different priorities to inform recreation management:

- Although “conservation, limit development” was the most frequent open-ended comment in both surveys, the Targeted Outreach form showed greater emphasis (20% more comments) in this area.
- “Ethics and education” shifted from the number ten open-ended comment in the Public survey to number three in the Targeted Outreach form, gathering over 10% more comments.

Application

In seeking the input and connections of specific organizations, CPW gathered a non-random sample. The race/ethnicity table informs us that we did not entirely reach our target audience, possibly because the form failed to reach the full breadth of people that the organizations serve. The form may also have been filled out by the program staff, volunteers and supporters who were not necessarily part of the target audience.

However, the findings of the Targeted Outreach form help us to better understand the full spectrum of recreational interests and issues across Colorado. One of the primary objectives under the SCORP’s “Opportunity and Access” goal is to forge a path for more diversity and inclusion in outdoor recreation. Whether it be race, gender, sexuality, ability status or socioeconomic status, none of these factors should define one’s opportunity to enjoy the outdoors. This has implications in marketing efforts, education and programming, social science research, workforce recruitment and many other operations that we aim to positively affect through the SCORP. Please see the “Opportunity and Access” section for specifics on priorities and actions for achieving a more diverse recreating population.