



Great Outdoors Alliance

For

America's Great Outdoor Initiative

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Fremont-Winema National Forest
April 4, 2013**

Presentation Overview

- ❑ What is America's Great Outdoor (AGO) Initiative
- ❑ Background leading to establishing the Great Outdoors Alliance
- ❑ Strategy of leveraging the Forest Service Youth & Community Engagement Strategy initiative with AGO
- ❑ Dilemma arising from partner contributions
- ❑ Types of agreements necessary for new partnership





What is AGO?

On April 16, 2010, President Obama launched the America's Great Outdoors (AGO) Initiative and charged the Secretaries of the Departments of the Interior and Agriculture, the Administrator of the Environmental Protection Agency, and the Chair of the White House Council on Environmental Quality to develop a 21st-century conservation and recreation agenda that addresses these challenges.

AGO takes as its premise that lasting conservation solutions should rise from the American people—that the protection of our natural heritage is a non-partisan objective shared by all Americans.

Through listening sessions and outreach, AGO launched a robust public conversation about the future of conservation in America.



What is AGO?

The result is a call for a grassroots approach to protecting our lands and waters and connecting all Americans to their natural and cultural heritage.

AGO seeks to empower all Americans—citizens, young people, and representatives of community groups; the private sector; nonprofit organizations; and local, state, and tribal governments—to share in the responsibility to conserve, restore, and provide better access to our lands and waters in order to leave a healthy, vibrant outdoor legacy for generations yet to come.

Excerpt taken from America's Great Outdoors: A promise to Future Generations,
February 2011, Executive Summary.

Learn More About AGO

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America's Great Outdoors A Promise to Future Generations

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America's Great Outdoors: A Promise to Future Americans

President Obama launched the America's Great Outdoors (AGO) Initiative to develop a 21st Century conservation and recreation agenda. AGO takes as its premise that lasting conservation solutions should rise from the American people – that the protection of our natural heritage is a non-partisan objective shared by all Americans.

AGO recognizes that many of the best ideas come from outside of Washington. Instead of dictating policies, this initiative turns to communities for local, grassroots conservation initiatives. Instead of growing bureaucracy, it calls for reworking inefficient policies and making the Federal Government a better partner with states, tribes, and local communities. The report below is the result of this work.

Learn about America's Great Outdoors

- 50-State Report
- The Report
- Presidential Memo: A 21st Century Strategy for America's Great Outdoors
- Watch the America's Great Outdoors video
- President Obama's 2011 speech on the America's Great Outdoors Initiative
- President Obama's 2010 speech on the America's Great Outdoors Initiative
- 2011 America's Great Outdoors Progress Report
- Photos from America's Great Outdoors

Vision

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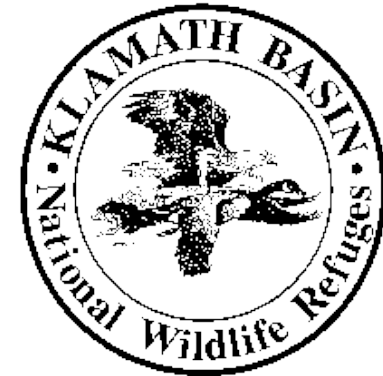
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<http://americasgreatoutdoors.gov/>

Partners of the Great Outdoors Alliance



Klamath Lake Land Trust



GOA- Guiding Statements

Tag line: Connecting people to the land through recreation, education and outreach.

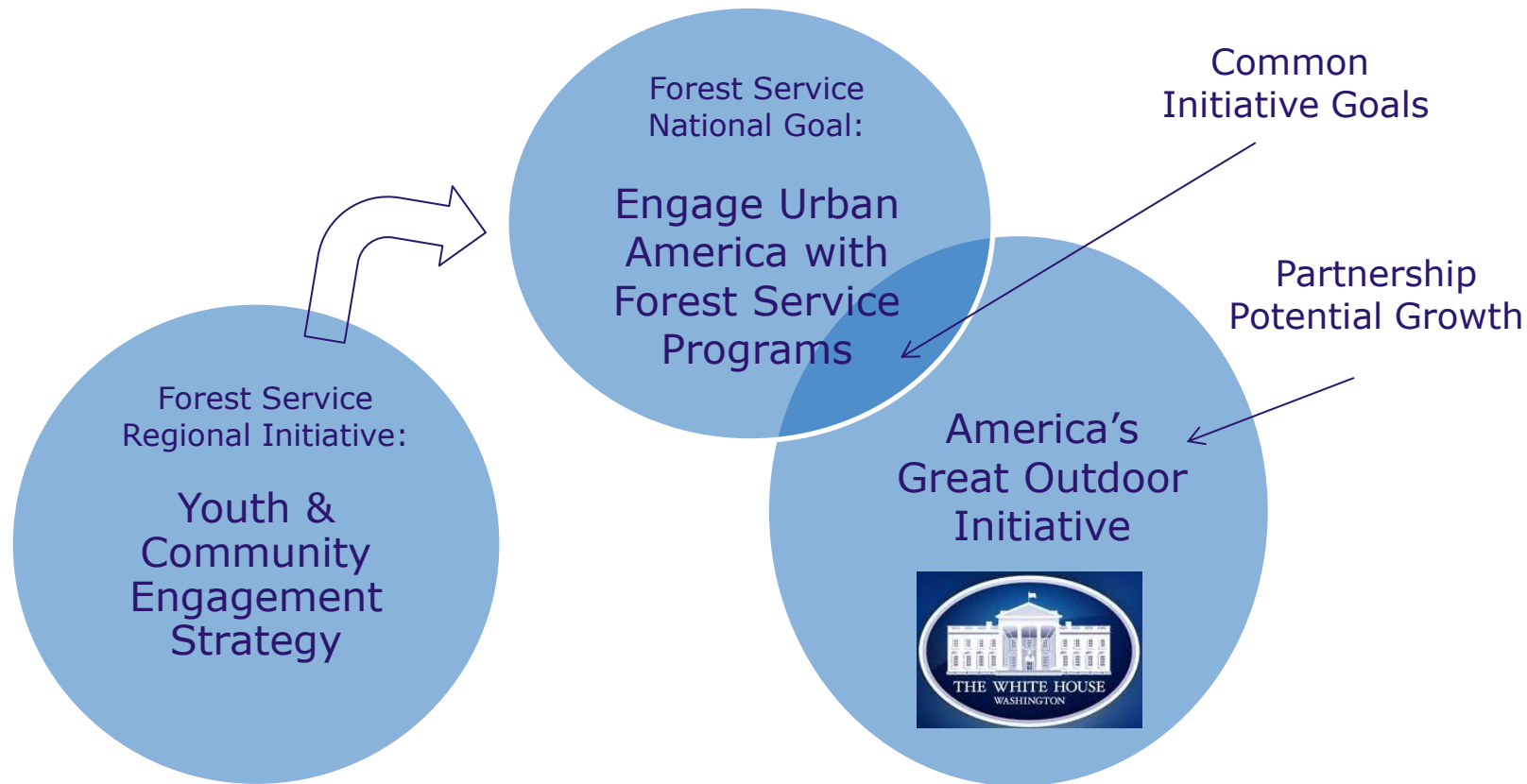
Mission: To foster partnerships that support connecting people to the land through recreation, education and outreach.



Our logo!

Our vision is that all citizens have the opportunity to recreate in the outdoors and learn about their environment thereby creating healthy, informed and engaged communities.

Overlapping Initiatives



Youth & Community Engagement Strategy - The primary method for accomplishing desired program outcomes is through partners who already engage in youth and community efforts.

Common Goals

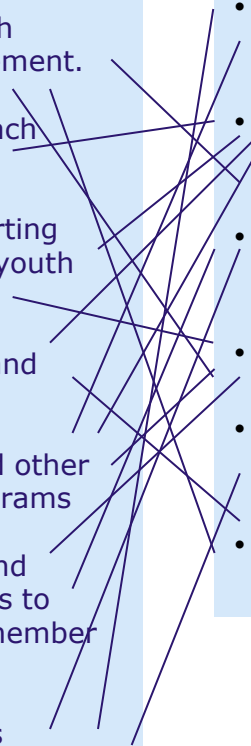


Youth & Community Engagement Initiative

- Cultivate relationships with organizations aimed at collaborative projects that reflect the agency's and each organization's interest in youth and community engagement.
- Develop sustainable long-term relationships and outreach programs through partners to connect kids to nature.
- Foster relationships with organizations aimed at supporting natural resource projects to serve common interest in youth and community engagement.
- Foster conservation and protection of urban and wild land interface natural resources.
- Cultivate and develop relationships with volunteers and other organization aimed at collaboration in interpretive programs
- Participate with local communities in the preparation and implementation of community festivals and celebrations to fulfill our responsibilities as a responsible community member to create agency and partner social relevancy.
- Help educators, education administrators, and partners implement academically oriented natural resource conservation education programs.

America's Great Outdoor Initiative

- Raise Awareness of the Value and Benefits of Outdoor Recreation
- Engage Young People in Conservation in the Outdoors
- Make the Federal Government a More Effective Partner
- Enhance Recreational Access and Opportunities
- Provide Quality Jobs, Career Pathways, and Service Opportunities
- Strengthen the Land & Water Conservation Fund



Leveraging Initiatives



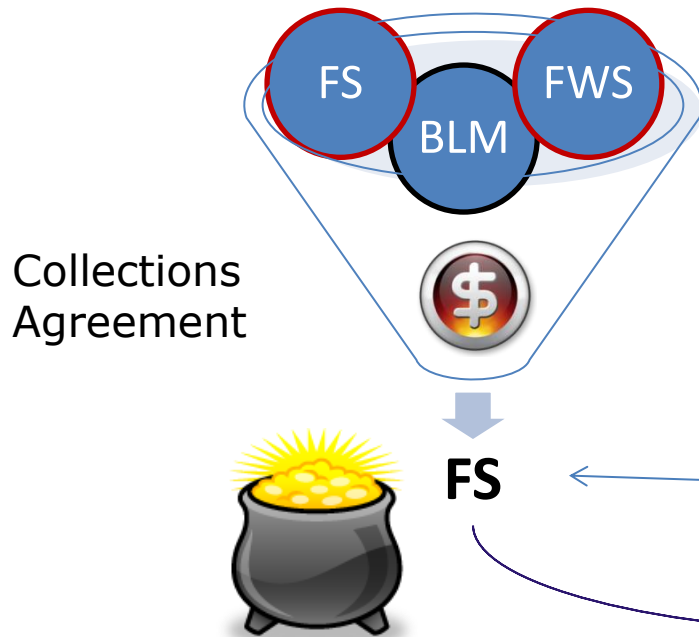
Youth & Community
Engagement
Initiative

America's Great
Outdoors Initiative

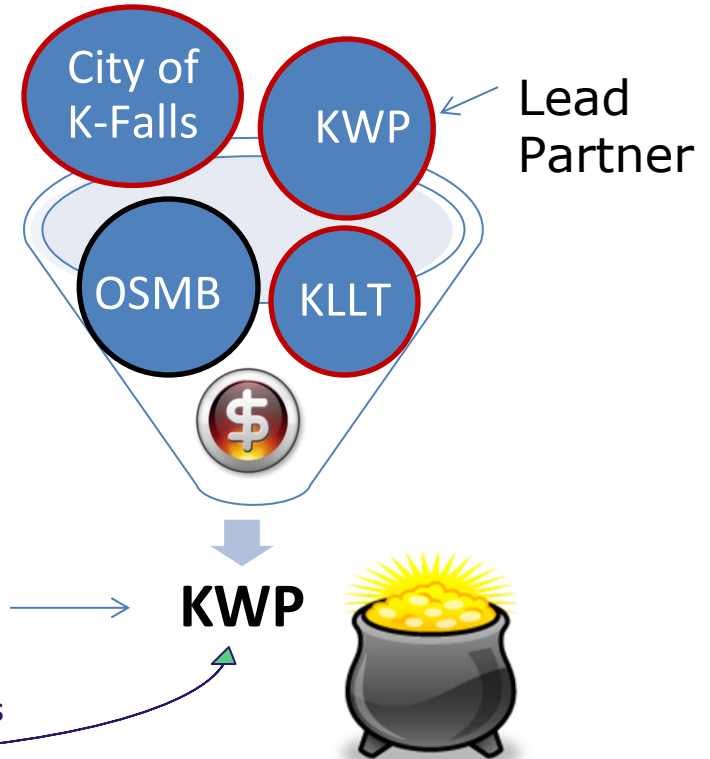


Money Management

Federal Contributions

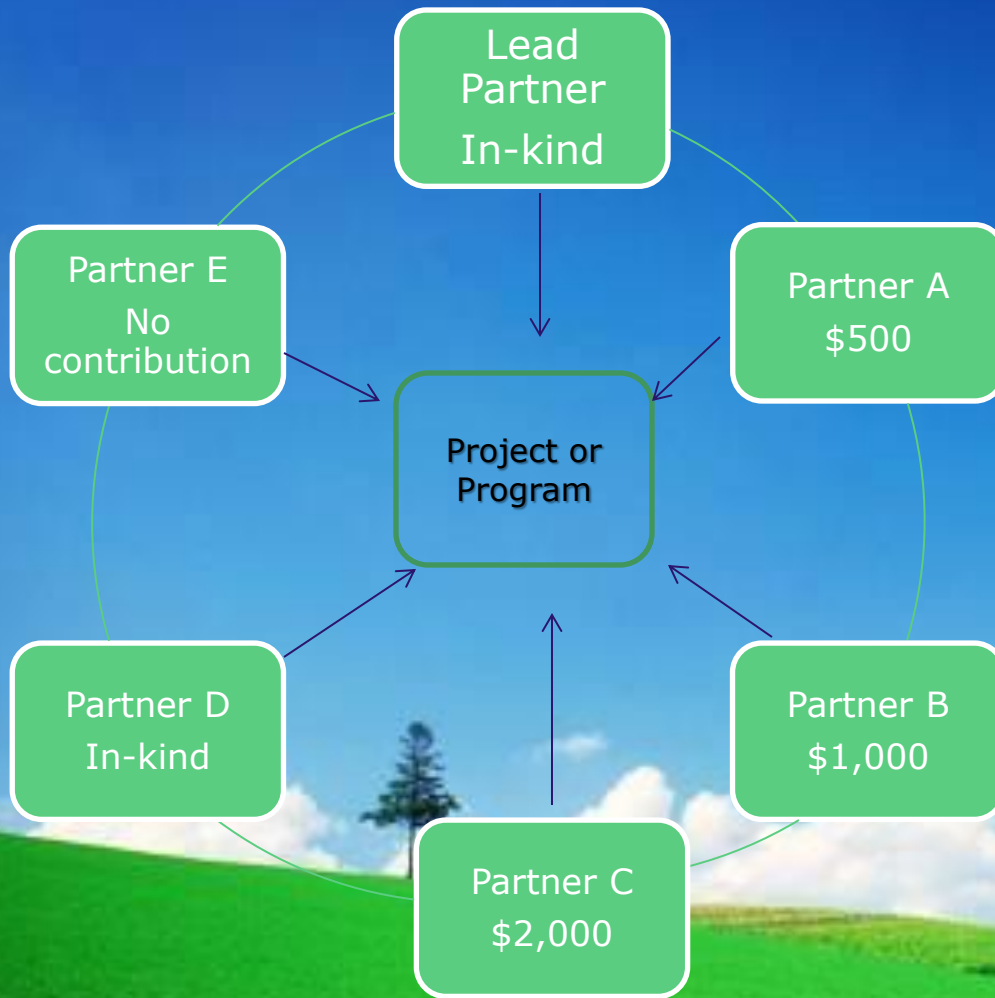


Non-Fed Contributions



FS – US Forest Service, Fremont-Winema National Forest; FWS – US Fish & Wildlife Service (two units: Upper Klamath Marsh Wildlife Refuge Complex and K-Falls Ecological Services Office); BLM – Bureau of Land Management; City of Klamath Falls Parks Dept.; KWP – Klamath Watershed Partnership; KLLT – Klamath Lake Land Trust; OSMB – Oregon State Marine Board. Acronyms outlined in red denote partners that have committed to the partnership.

Dilemma - Scenario of Partner Contributions

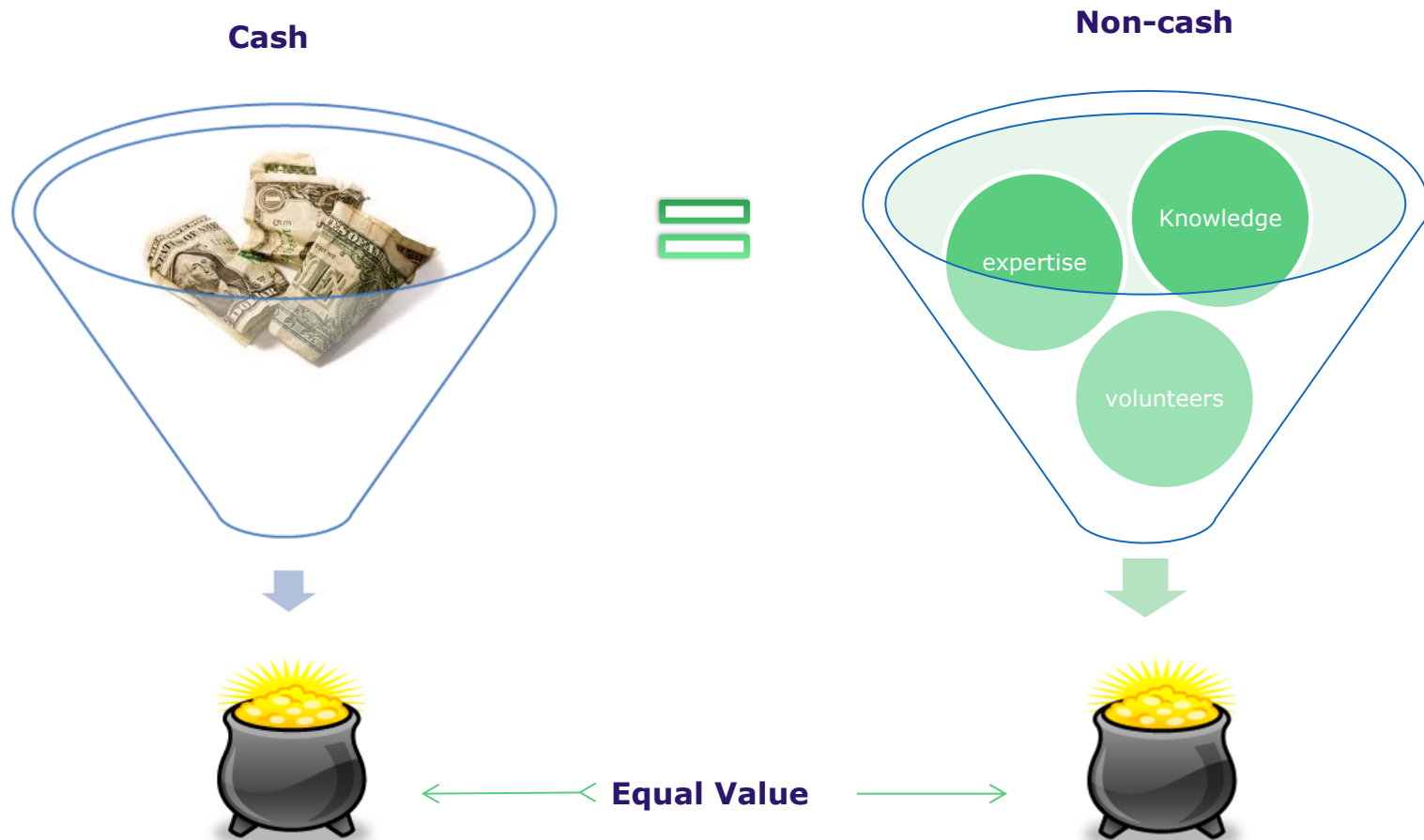


- Would each partner have an equal say despite what might be perceived as inequitable contributions?
- Would Partner C have 4 times more "say" over Partner A because of contributing 4 times the cash?
- What level of "say" would Partner D have?
- Should Partner E have any "say" ?

Lesson Learned: wrong approach

Cash vs. In-kind Contributions

Lesson learned: All partners should have equal "say" based on equal contributions



Agreements Needed



Don't be afraid

Consulting
Services Contract

Participating Agreement

Interagency Agreement
(Collections Agreement)



Klamath Lake Land Trust



Memorandum of Understanding

Lessons Learned & BMPs

Lessons Learned

Partners must value cash and in-kind contributions equally.

All partners must have equal “say.”

Do not pressure your partners.

Best Management Practices (BMPs)

Pick the right partners for your partnership.

When *pitching* a partnership opportunity to a potential partner, make sure you are clear on what’s in it for them.

Don’t fear using unfamiliar types of agreements.

Don’t doubt yourself or fear your lack of experience.

Resources for Agreements

From the Forest Service Grants & Agreements Page,
<http://fsweb.wo.fs.fed.us/aqm/grants/Templates.php>

you can find all G&A related forms, as well as a few samples. All forms are annotated to walk you through the process of filling them out.

For the *Great Outdoors Alliance* partnership we used the following forms:

Participating Agreement, FS-1500-16(*posted on Feb-1-2013*)

Memorandum of Understanding, FS 1500-15 (*posted on Nov-28-2012*)

Agreements Financial Plan, FS-1500-17C (Medium form)(*posted on Nov-5-2012*)

*Interagency Agreements Forms 7600A & 7600B

*All Service First agencies (BLM, FS, NPS and USFWS) now have a National Master Service First agreement (Form 7600A) and a IAA Treasury 7600B form that we must be completed when working with a Service First agency.



How do you create a
level playing field within
your partnerships?