

Bureau of Land Management Director's National Recreation Forum

"Serving Visitors: Making it
customized and keeping it simple"

Presented by:

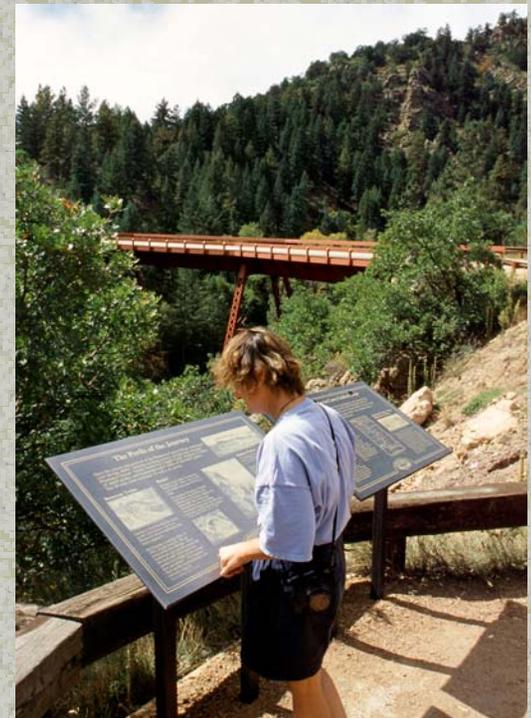
Todd Davidson

Director, Oregon Tourism Commission
Chair, Western States Tourism Policy Council



Interpretation or Education?

- Interpretation – enlightenment rather than educational outcome
- Education – learning process w/ hands-on activities, may fulfill educational requirements of various state's education departments
- All should incorporate stewardship and land ethic



Education

- Want to learn about an area: cultural, natural, historical
- Want to be involved
 - Maneuver a vessel
 - Touch screens
- Don't want to feel constrained, but free to come and go





Education (cont.)

- Don't want to be lectured to
- Want info that is "NOW"
 - Salmon
 - Old Growth
 - Superfund
- Want information that is customized (Jr. Ranger? Elderhostel?)





Delivery of Services

- Know your customer
 - Customer and resident surveys
 - Work w/ state tourism offices
 - Work w/ gateway community marketing organizations
- Information is key
 - Get it on-line
 - Databases on websites
 - Not replacing publications
- Keep it Simple
 - Multi-agency passes
 - Use info/internet to manage access
 - Reservation systems



Best Practices – Red Rocks, NV

- Involved community
- Curriculum in schools
- Variety of interpretive methods
 - Guided tours
 - Walking trails and hikes



Best Practices - Oregon

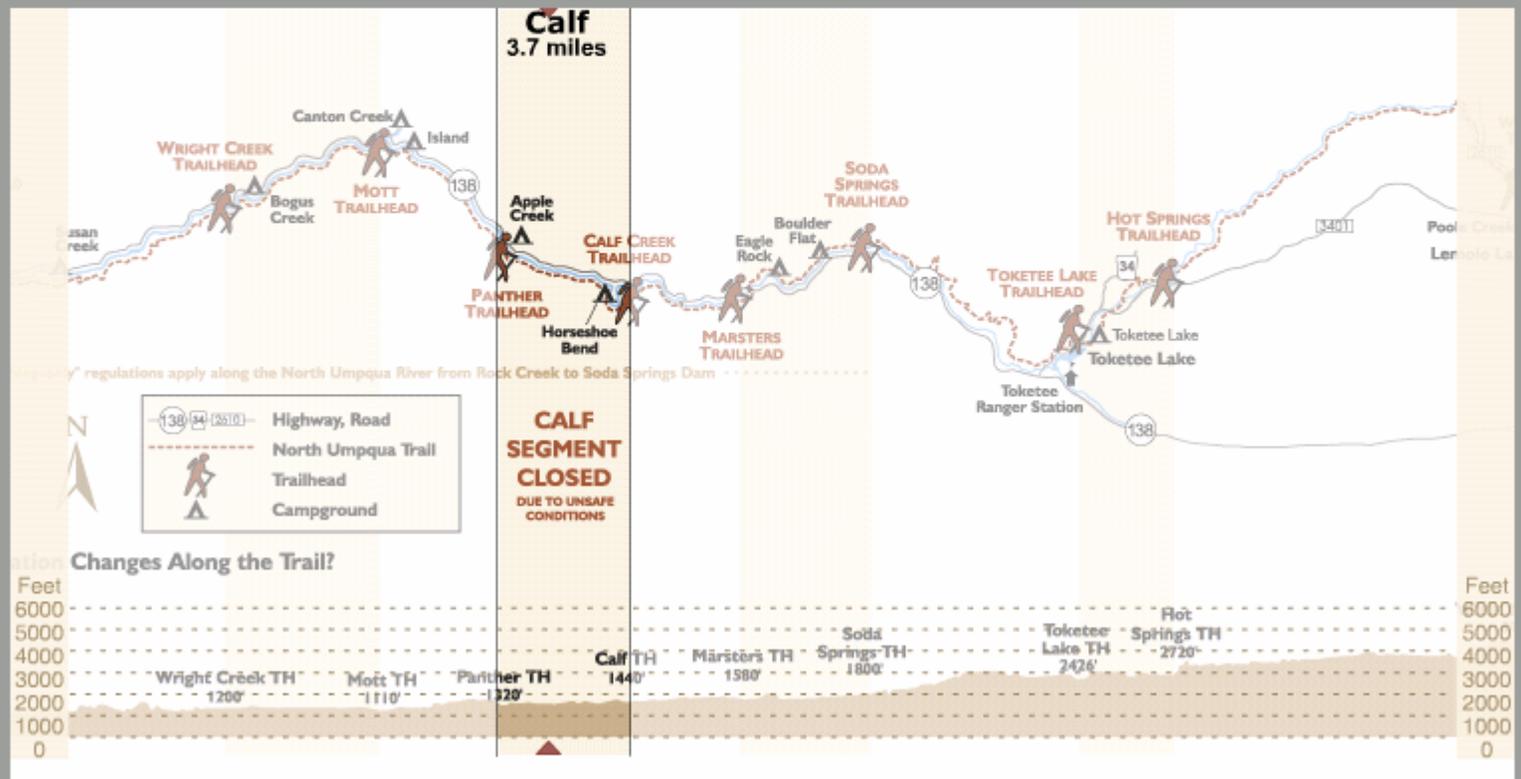
- Dedicated, steady position for recreation
- Cascade Stream Watch/Wildwood
- ADA Accessibility – most resources in '02-03 (tide pools, docks, wildlife)
- Roseburg – web-based interpretive site



Cooperative efforts of many dedicated volunteers, the Umpqua National Forest, Roseburg District Bureau of Land Management, and Douglas County Parks Department.

[DOWNLOAD TRAIL BROCHURE](#)

- [Panther](#)
- [Calf](#)
- [Marsters](#)
- [Jesse Wright](#)
- [Creek & Panther](#)
- [Lemolo](#)
- [Maidu](#)



Protecting Natural Resources

- Protect fragile vegetation, stay on the trail.
- Fly-fishing-only regulations apply to the stretch of the North Umpqua River from Rock Creek to the Soda Springs Dam. Steamboat Creek is closed to all fishing.
- Pack it in, pack it out. Leave nothing behind!
- Wash with biodegradable soap, away from open water.
- Be sure your matches are completely out. Crush and pack out all cigarettes.
- Carry feed for stock as natural food is scarce. Hobble or high-line stock, do not tie to trees. Keep stock 100 feet from streams except when watering.
- Stream water is easily contaminated by human or animal wastes. If no toilets are available, bury solid waste in "catholes" 6-8 inches deep, 200 feet from water, campsites, and trails. Pack out toilet paper.
- Motorized vehicle trail use is prohibited.

Avoid This Plant!

Poison Oak is widespread from Swiftware (Tioga Segment) to Toketee, growing as a shrub or a vine. The oil is contained in ALL parts of the plant, and when touched, may cause a burning, itchy rash lasting from days to

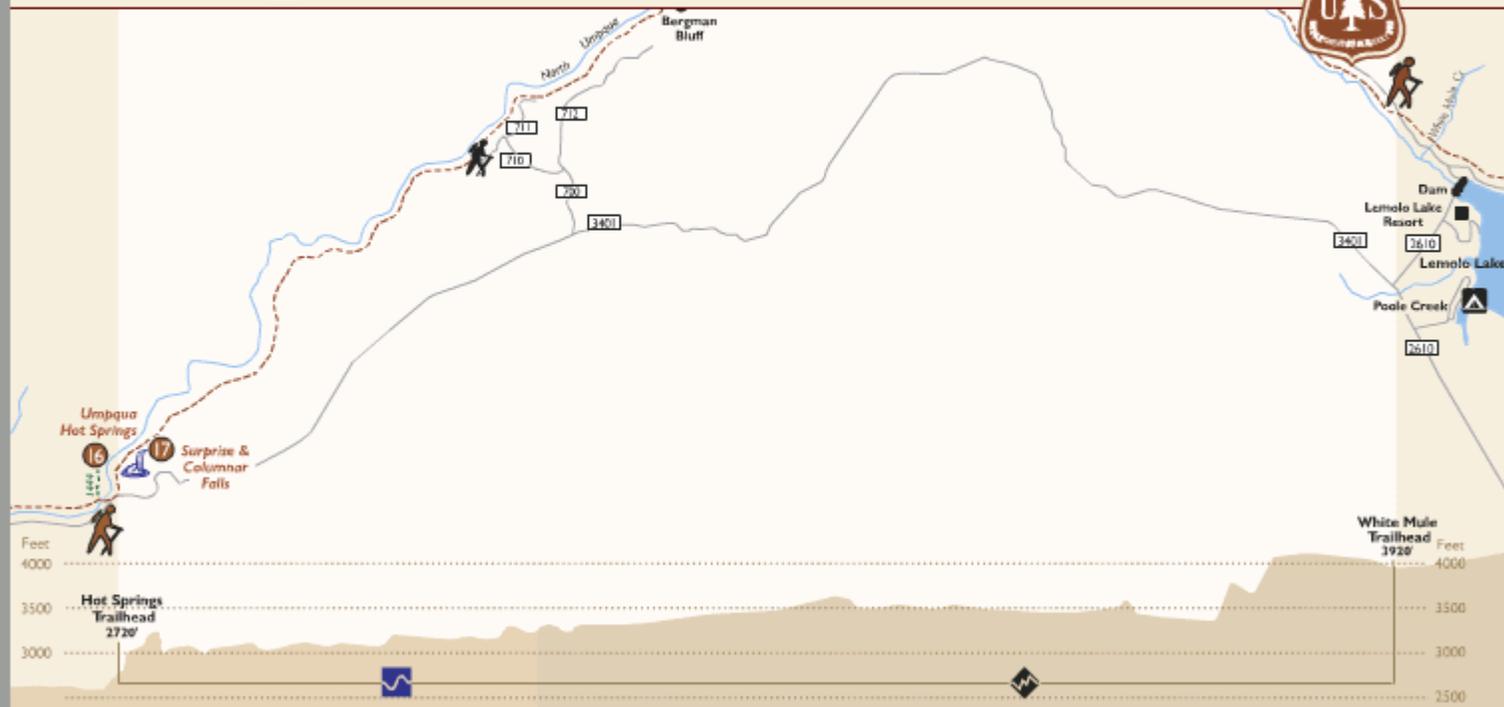


[DOWNLOAD TRAIL BROCHURE](#)

ZOOM LEVEL



CLICK AND HOLD TO MOVE MAP



THE NORTH UMPQUA TRAIL SEGMENTS

[CLICK FOR QUICK NAVIGATION](#)

[TIOGA](#) [MOTT](#) [PANTHER](#) [CALF](#) [MARSTERS](#) [JESSIE WRIGHT](#) [DEER LEAP](#) [HOT SPRINGS](#) [DREAD & TERROR](#) [LEMOLO](#) [MAIDU](#)

Panther Segment

LENGTH: 5 Miles



This portion serves as an excellent year-round trail for hikers, mountain bikers, and equestrians. The Trail passes by alder-covered gravel bars, then climbs to rocky bluffs away from the river.

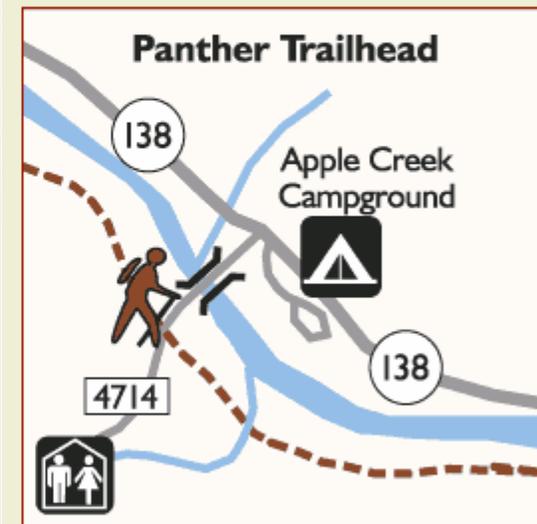
The picturesque Steamboat Area has served as a retreat to countless visitors through time. From traditional peoples who gathered food here, to miners vainly searching for gold, to a century of tourists, this area has drawn visitors from around the world.

5 MOTT BRIDGE



The original North Umpqua Highway was built in 1926. Today this route is a six-mile side trail (#1530) that offers hikers and mountain bikers a loop opportunity when combined with the Mott Segment of the North Umpqua Trail and Highway 138. Access to the trail is either from Bogus Creek Campground on the west end or just off Highway 138 on

PANTHER TRAILHEAD



The Panther Trailhead begins off Highway 138 on road 4714 just before Apple Creek Campground.

Best Practices – Campbell Creek Science Center, AK

- Anchorage School District drove appropriations process
- Extensive community penetration
 - 35,235 students a year
 - 30 different cooperators
 - 116 fee-based education programs

