

# Appendix A



# Opinion Leader SWOT Analysis Results

**Boise, 1 pm, November 8, 2010**

## Strengths

Item	Votes
Trails, pathways, "more miles of trails open to public use than any other state"	15
Diverse opportunities	12
Open and accessible to all, nearby	9
Camping	8
Affordability	6
Wildlife (watching, hunting, fishing)	6
Whitewater	4
Flat water	2
Natural scenic areas	2
Quality municipal parks	1
Public awareness of rec opportunities, ,	
Public support/interest	

## Weaknesses

Item	Votes
Lack of funding, maintenance, infrastructure, management	16
Lack of bicycle pathways	8
Polarization of interests	6
Lack of programs and support for non-motorized trails	6
More access for OHVs	6
Need better advertising and marketing	6
More avenues for public input	3
Lack of benefits for wounded veterans	3
Lack of handicap accessibility	3
Overuse of certain areas	3
Lack of education, environmental, safety, conduct	2
Lack of leadership for outdoor recreation	2
Lack of effective communication between resource agencies	1

## Opportunities

Item	Votes
Develop dedicated funding sources for outdoor recreation	13
Education, environmental, safety, courtesy	10

Connect trails together to create more loops	9
Develop interest in younger population	6
Use technology to encourage use (especially youth), mobile aps, GPS, internet	5
Increase staff at IDPR for nonmotorized use	4
Build non-profit coalitions to lobby for rec issues	3
Implement user fees for those not paying	3
More camping with amenities such as WiFi	3
More dog parks	2
More yurts and cabins on public property	2
Groom more cross-country ski trails	2
Use more volunteers	1
Have OHVs, boats pay for their impact	1
Population sampling v loudness	1
Recognize new sports, snow kiting, river boarding, etc.,	
Heritage based recreation	
Market more	

### Threats

Item	Votes
Lack of funding, budget cuts	14
Lack of political support	10
Polarized, conflicting user groups	8
Threats to access	6
Lack of Public education on issues that affect rec opportunities	6
Over use of some areas	5
Miss-use, need more law enforcement	3
Younger generation is not connected to the outdoors, depends on technology for entertainment	3
Environmental concerns	2
OHV trail impact	2
Shortage of interest groups for some citizens (low income)	1
Public apathy, taking what they have for granted,	
Unreasonable rules and regulations	
Lack of communication between different levels of government	
Climate change	
Good ol' boys network	
Health, obesity, diabetes	
NIMBY issues	
Resource v recreation	

# Boise, 7 pm, November 8, 2010

## Strengths

Item	Votes
Diverse opportunities	9
Uncrowded, much public land	7
Easy access	7
User fees from registrations benefit activity and search and rescue	6
Affordable recreation	4
All season recreation	4
Recreation near populated areas	2
Mostly reasonable land managers	1
Adds to the economy	

## Weaknesses

Item	Votes
Recreationists buy supplies at home and recreate in nearby counties without leaving any funding for search and rescue, litter, highway maintenance, etc.	9
Lack of funding	7
Recreation impact on local roads without a funding source	6
Anti-use federal land managers	4
Unfunded federal mandates	4
Lack of advertising dollars for tourism	3
Lost opportunities due to small percent who abuse the land	3
Too many anti OHV, pro-wilderness people	3
More and more private lands keeping recreationists out	
Not enough user funds on the ground. Willing to pay more for more help with activity.	
Not enough trailhead access	
Politics	

## Opportunities

Item	Votes
Get groups or clubs to provide ownership in recreation, get them more involved	6
Create positive, not negative. Fix a problem area, but provide an alternative during the fix. Don't just close it.	5
Mandatory education for OHV, Snowmobiles, boats	5
Raise sticker fees \$1 to \$5 and designate county of use so that county gets funding for issues caused by recreation	5
IDPR should collect the 2% lodging tax	5
Give IDPR law enforcement authority at least for sticker compliance	3
Need more local community involvement in developing recreation for economic	3

benefit	
Statewide access plan/information as a way to manage conflicts and show opportunities	3
Encourage closer relationships between local governments and IDPR	2
Take FS and BLM out of the “management” business	2
Joint funding from fed and state license fees for improved roads to recreation areas	1
Willingness to bring private and public areas into useful parks, i.e. Bayhorse	
Price specials on state park passes	
Continued good management by IDPR	

### Threats

Item	Votes
Closing areas to motorized travel/anti-access trend federal government	8
Special interest who are well-funded causing access issues	6
Lack of funding/economy	4
Wolves	4
Abusive users who don't play by the rules	3
Pine beetles	3
Land swaps that may negatively impact public recreation	3
Invasive species	2
Bull trout	2
US Govt. land managers	2
Fed restriction that displace recreation	
Vehicle sound and emissions	
Forest fires	
Increased tourism advertising budgets in surrounding states	

# Coeur d'Alene, November 9, 1 pm

## Strengths

Item	Votes
Variety of outdoor recreation activities	10
Trails	8
Sport fields	7
Abundant resources	7
Good camping opportunities	5
Good water access	5
Niche activities, such as whitewater rafting	3
Seasonality	2
Organized statewide tourism council	2
Local and activity based interest groups	2
Nearby recreation	2
Strong resource ethic	
Willingness to pay (some groups)	
Low cost	

## Weaknesses

Lack of funding	13
Land accessibility	8
Water accessibility	6
Lack of political support	6
Loss of available land	5
Resident camping accessibility	4
Trail connectivity	3
Getting kids outdoors	3
Lack of marketing	3
Poor federal management of lands	1
User conflicts	
Some overcrowding	
Trails need improvement	
Need more sports fields	

## Opportunities

Public approved dedicated funding source	10
Need reliable user counts to support outdoor recreation needs	8
Partnerships	7
Collect fees from those who are not paying	5
Collaboration	5
Public awareness/marketing	4
Charge out-of-state campers more than residents for camping	4
Take better advantage of available grants	2

Offer a variety of activities at state parks	
Consolidated management	
Economic development through events and opportunities such as ATV trails	
Federal land transfer to local management	
Family activities for limited income	
Develop youth outdoor activities	
Back country yurts	

Threats

Lack of Funding	12
Lack of political support	10
Loss of public support/lack of awareness	8
Liquidation of public land	6
“management by lawsuit,” special interest groups	6
Federal regulation (ESA, air quality, etc.)	2
Invasive species	
Changing workforce (reliability, training)	
Private exclusive use of public land (Heyburn cottages)	
Lack of cooperation between agencies	
IDL does not manage recreation	
Single track v. ATV issue	

## Lewiston, November 10, 1 pm

### Strengths

World class reputation, pristine natural resources	9
Nearby recreation	8
Variety of recreation opportunities	6
Seasonality	5
Low cost	4
Abundance of public lands	3
Professional providers	1
Community ownership	1
Community parks	1
Great public and private campgrounds	1

### Weaknesses

Lack of funding	11
Lack of attention to urban recreation	6
Need developed access points (trailheads, parking)	6
Connectivity, linked trail systems	5
Low marketing funds/lack of marketing	3
Threats to wildlife (dams, wolves)	2
Too many choices, under utilized	2
Lack of incorporation into economic development	1
Lack of GIS maps for the public	1
Viewshed degradation (cell towers, turbines)	1
Need healthy choices info	1
Empty pool at Dworshak,	
Lack of law enforcement on public lands	

### Opportunities

Connecting youth to outdoors	6
Add 2% lodging tax to IDPR	5
Better marketing, develop packaged options	5
Focus marketing on demographics	5
Alternative funding sources (such as \$5 registration fee)	4
Incorporate recreation into city design	4
Partnerships	3
Border-to-border north/south motorized trail	3
Keep up with current recreation trends	2
Influence, educate legislators	1
Develop play areas for motorized use	1
Volunteers, , incorporate technology,	

Equestrian development	
Focus \$ on doing one or two things right	
Current low cost of development and acquisition	
Fund tourism development to increase rural economic growth	

Threats

Waning youth interest, less support of PE in schools	9
Lack of Funding	8
Obesity/Technology	7
We must meet people's expectations	6
Disappearing opportunities (species, invasive species, development)	5
Prolonged economic downturn	2
Polarized politics	
Unfunded mandates	
Complacency	
Safety issues related to maintenance	
User conflicts (both activity and natural resource based)	
Trends moving away from outdoor recreation	

## Pocatello, November 16, 1 pm

### Strengths

Family friendly activities	8
Health benefits	7
Efficient use of grant funds	6
Youth outdoor activities	6
Diverse opportunities	6
Tourism income	5
Access to public lands	3
Cultural opportunities	2
Sportsman's Park (on American Falls Reservoir)	2
Nearby opportunities	2
Inexpensive recreation	1
Dedicated IDPR staff	1
Motivated, organized groups	1
Nice city parks	
Creativity	
Recreation building leaders (Boy Scouts, etc.)	
Lots of boating	
Good handicapped accessibility	

### Weaknesses

Need better facility maintenance	12
Losing public access to public lands	10
Lack of funding	8
Lack of marketing	6
Need better trail connectivity, trailheads	4
Abuse of privileges (damage to land, poaching)	3
Need year round facilities	2
Include RV park owners in recreation and tourism discussion	2
Need more info about grants	1
River Access (Blackfoot)	1
More public recognition of positive aspects of OHVs	1
Not enough city facilities	
Lack of law enforcement on public lands	
Need more rec land per capita in cities	
Recreation is viewed as optional	

### Opportunities

Youth involvement in outdoor recreation activities	10
Partnerships between all levels of government	8
Preserve/create access	7
Promote scenic byways	7

Volunteers/Donate time	5
Stay and play promotion (marketing)	4
Create more user friendly OHV opportunity information	2
Enhance/preserve OHV opportunities	1
Networking/marketing with nearby states	1
Provide more education about natural resources, , , , , advertise wilderness	
Need more public input opportunities	
Create local park and rec commissioners	
Foster and develop constituency groups	
More city-to-city-to-county joint opportunities	

### Threats

Special interest groups, management by lawsuit	11
Public abuse of land and facilities	10
Lack of funding	7
Overly restrictive federal actions	6
Public apathy	5
Neighboring states outspend Idaho in tourism marketing	4
Congressional designations that restrict access	1
Clean water issues	
Lack of law enforcement	
Not enough public involvement	
Facilities falling into disrepair	
Lack of access to or through private lands	

# Idaho Falls, November 17, 1 pm

## Idaho Falls

### Strengths

Availability of public land	5
Quality of life, Natural resources	4
Trails	4
Good parks at all levels	4
Fishing	4
Boating, especially in north Idaho	3
Urban open space	3
Variety of users—open to all	2
Snowmobiling	2
Wildlife	1
Variety of funding sources	1
River rafting	1
Seasonality	
ATV opportunities	

### Weaknesses

Lack of funding	9
Threatened access to federal lands	9
Abusive users	5
Reciprocity, snowmobiles (Mt. ?), Boats (Wyo. ?)	3
Marketing	3
Commitment of government bodies (rec is always last)	3
Transportation system	2
Special interest groups	1
Enforcement	
Geographical division	
Endangered species	
Multiple agencies addressing the same need	
Fires	

### Opportunities

Trail connectivity	7
Funding	6
Outdoor education for youth	6
Marketing	6
Expand existing recreation sites	2

Raise user fees	2
Volunteers, especially boomers	2
Film promotion	1
Subdivision rule (1/9 goes to rec in Montana)	1
Better interagency cooperation	1
New state parks	1
Increase lodging tax	
Urban fishery	
Use master naturalists (need 40 hours per year of volunteer work to continue certification)	

### Threats

Lack of funding/economy	9
Physically inactive society	6
Invasive species	4
Need to educate youth	3
Special interests	1
Conflict motorized/non-motorized	1
No stateside LWCF	1
Enforcement,	
Gas prices	
Lack of marketing	

## Twin Falls, December 7, 1 pm

### Strengths

Diversity of opportunity	17
Easy access	14
Good value for state residents	9
ATV and equestrian trail systems	9
Beautiful, clean rivers and lakes	8
Lots of reasonably priced camping	4
Quality of life,	
Increased tourism dollars	
Wilderness	

### Weaknesses

Lack of funding	13
Cost to destination counties for providing services	9
Development closing access, lack of P&Z ordinances to control that	6
Too many regulations	5
Lack of recognition of economic importance of recreation	4
Lack of marketing	3
Crumbling infrastructure	3
Creates extra trash and pollution	2
Local property rights aren't represented	
Development hurting wildlife corridors,	
Unequal distribution of resources	
Special interest polarization	

### Opportunities

Creating a consistent revenue source	11
Partnerships, streamlining service channels (sticker and license sales), share facilities	10
Reduce federal presence, more local management	7
Improve marketing	7
Improve facilities to attract visitors	6
Get more resources to communities that feel recreation impact from population centers	3
Develop a world class hiking circuit	2
Attract more private funding	1
Develop ordinance templates for counties and cities	
Volunteers	

Threats

Lack of funding	16
Access issues: roadless, ESA, private closure	14
Lack of recognition of recreation importance with other funding pressures	9
Over regulation	7
Invasive species	4
Urban growth	1
Lack of disposable income for potential visitors, , , ,	
Attitude that if it is free it has not value	
Ideological threat: government shouldn't be in the recreation business	
Lack of recreation leadership	
Apathy	
"Who will sponsor the next Experience Idaho?"	

# Twin Falls, December 7, 7 pm

## Strengths

Seasonality	4
Accessibility	4
Variety	3
Vast public lands	2
Historical resources	2
Open space	
Cultural resources	
Recreation available for all skill levels	
Rivers	
Affordability	

## Weaknesses

Lack of maintenance funding	7
State parks low funding priority	4
Federal dependency	3
Lack of marketing	3
NIMBY	
Mostly drive markets (accessible only by car)	
Loving it to death	

## Opportunities

Educate public about using public lands	6
Open landscapes	3
Guided opportunities and packaged opportunities	3
Economic benefit to rural areas	3
Create sacrifice areas for motorized recreation	2
Better marketing	1
More local trails and connectivity between trails	1
Market our rivers	1

## Threats

Management by lawsuit	6
Lack of funding	4
Misuse of public land	4
Couch potato society	3
Locking up private land	3
Urban sprawl	1