

Image courtesy of the Louisiana Office of Tourism



Chapter 5:

STRATEGIES AND ACTIONS


A. KEY ISSUES ANALYSIS MATRIX INTRODUCTION

The planning process for the **2014-2019 Louisiana SCORP** incorporated an innovative planning tool that helps to develop credibility and justification for the recommended Strategies and Action Steps. Compiling both qualitative and quantitative results from the community engagement process and mapping analysis, patterns and trends emerged. The Key Issues Analysis presented in the following section highlights consistent feedback through the various tools used to assess supply and demand for outdoor recreation resources.



*Active recreation is serious fun for all ages
(Top image courtesy of LensArt Photography/Tobi Gomez; Left image courtesy of Retire Louisiana Style/Louisiana Office of Tourism)*

B. KEY ISSUES ANALYSIS MATRIX

<div><div>Key Issue Legend</div><div>GRAY - minor concern</div><div>GOLD - opportunity to improve</div><div>BLUE - key issue/priority</div><div>WHITE - not applicable</div></div>	Regional Meetings						Qualitative Data				Quantitative Data				Consultant's Analysis and Professional Expertise
	Jennings	Baton Rouge	New Orleans	Shreveport	Monroe	Pineville	Staff Interviews	TFC / SAT	MindMixer	2009-2013 SCORP	Statistically Valid Survey	Open Link Online Survey	Inventory / LOS Analysis	Provider Survey	Best Practice or Possible Solutions
Statewide Land Use Planning															
Need for large multi-use parks															Coordinate with Parishes for regional approach to development
Coordinated data for state wide outdoor recreation gap analysis															Develop community generated GIS data collection system
Connect people safely to trails within walking distance of home															Develop user-generated data collection - ESRI, Storyboard, Google Maps
Expand quality and quantity of water access opportunities															Conduct more detailed user surveys on activity type, access options
Balance of natural resource protection and recreational uses															Coordinate LOS analysis and land acquisition policies; balance LWCF awards
Explore partnerships with health, academic, non-profit org															Coordinate funding opportunties between RTP and health industry
Land acquisiton/access to forests, trails, greenways															Study other state land acquisition models (TX, MD, CO, IL, NY)
Natural Resource and Outdoor Recreation Facilities															
Connectivity to safely access trails															Coordinate LOS analysis and connectivity opportunities for RTP funding
Protection of natural resources															Educate users on the benefits of nature-based recreation and natural resources
Develoment of multi-use athletic facilities															Coordinate with Parishes for regional approach to development
Access to water recreation (bank fishing, beaches)															Coordinated promotion of specific water recreation opportunities
Safe access to natural surface trails (for seniors, and all users)															Pilot 'Trail Town' concept in urban communities with existing trail systems
Accessible facilities (fishing docks, trails)															Connect people with disabilities with transportation options
Natural Resource and Outdoor Recreation Activities															
Walking and visiting natural areas															Focus on trail development & statewide connectivity as first priority
Picnicking															Develop online resource by activity in coordination with CRT
Hunting/Target Shooting															GIS Analysis show adequate level of service statewide
Outdoor team sports															Support regional facility development in LWCF application process
Bicycling															Explore statewide collaboration with IMBA & local cycling clubs
Outdoor Classrooms/Children in Nature/Gardens															Cross-promote LOOP youth conservation and environmental education initiatives
Water based recreation															Develop and promote 'blueways' designation in partnership with tourism
Visiting playgrounds, spectator activities															Prioritize playground upgrades and development in LWCF process
Fishing															Promote fishing access opportunities statewide; adequate coverage through GIS mapping
User conflicts between ORV use and 'quiet recreation'															Separate, and prioritize funding to, user groups between motorized and non-motorized activities
Hiking/Backpacking/Camping															Expand LOOP program beyond Baton Rouge & New Orleans
Public Involvement / Communications / Marketing															
Unaware of Louisiana's unique outdoor recreation assets															Cross promote w/local tourism agencies via social media, web links, events
Promote trails and connection to health/livability															Coordinate outreach to Tourism offices, LRPA, non-profits, user groups
Prioritize partnerships targeting youth access to the outdoors															Cross promote trends in LRPA publications and state websites
Lack of facilities for participating in outdoor activities															Explore "Take Time to Play" or "Play Outdoors Louisiana " campaign
Promotion of gateway activities to outdoor recreation participation															Cross promote trends in LRPA publications and state websites
Education of community leaders on playground standards															Make playground safety assessment tools available through partnerships
Need for directional signage & wayfinding to parks, trails															Collaborate with IMBA and local cycling and walking clubs
Safety and Vandalism															
Lighting on bicycling/walking trails															Prioritize funding for solar path lighting
Promote feeling of safety in parks															Provide technical assistance in park design to improve perception of safety
Perception of safety for walking, running															Develop way finding maps with safety information
Park and Facility Upgrades and Maintenance															
Need for modernization of parks to make them more attractive															Provide local parishes with detailed Mind Mixer comments as appropriate
Lack of capacity to upgrade existing facilities															Support grass roots efforts for a sales tax on sporting goods, licenses
Development of paved trails and greenways															Support/promote appropriate paved trail projects in RTP grant program
Promote green building principles and management practices															Initiate State Parks sustainability initiative to model green practices

C. STRATEGIES, ACTIONS, AND IMPLEMENTATION SUMMARY

STRATEGY	ACTION	IMPLEMENTATION			MEASUREMENT OF SUCCESS
		SHORT	MID	LONG	
GIS	Identify steps for developing a GIS database.	X			Hiring a GIS professional and purchasing GIS program
	Ongoing GIS data collection from communities and schools		X		Building of the data base
	Build trail GIS data including trails of all types, loops within a park, loop systems, connecting trail, fitness, nature, transportation systems, etc.		X		Building of the data base; Development of data format/ outreach process (priority for LWCF-funded projects)
	Assess connectivity gap utilizing level of service analysis		X		Writing a report that researches this across Louisiana
	Develop recreation provider and user generated data collection system using ESRI, Google Maps, Story Board, etc., and partner with other state agencies			X	Establishment, and use of, a system for data collection
Communication	Publish an annual SCORP update on the website detailing actions taken toward addressing priorities, implementation progress and remaining urgencies	X			To publish the updates
	Promote the existing recreational facilities and bike/pedestrian trails through publicly accessible websites, publications and media		X		Conducting a random, scientific survey of residents statewide to determine their awareness of available recreation facilities; Building and promoting survey using Department of Recreation web page; Utilizing SurveyMonkey or similar free service and Facebook page to promote and for updates
	Collect email addresses on surveys to support promotional efforts and build the data base of advocates	X			Collecting this data from Facebook and on future surveys, and including them in master e-mail data base

STRATEGY	ACTION	IMPLEMENTATION			MEASUREMENT OF SUCCESS
		SHORT	MID	LONG	
Access	Utilize CPTED to address safety concerns, including the lighting of trails		X		Providing CPTED information as a resource to entities during the planning process
	Provide surveys with trail type details to gather more details (surface, activity, etc.) from users		X		Including more detailed questions on surveys regarding trail types
	Form a statewide trails committee and conduct a trails/connectivity master plan/workshop	X			Establishment of this committee
	Provide technical assistance to local jurisdictions for bike/ped facility development			X	Providing education and assistance that's accessible to local jurisdictions
	Coordinate with parishes for regional approach to development	X			Actively engaging state staff in the planning regions across the state, and participating in the local jurisdictions' planning processes
	Encourage volunteerism to support outdoor recreation		X		Establishment of a volunteer program in state parks
Sustainability	Address an aging infrastructure of outdoor recreation facilities statewide through provision of monies specifically targeting updating and upgrading parks and playgrounds. Safety of recreation enthusiasts is paramount and a large percentage of facilities have been found to be out of date and unsafe for public use.	X			The number of recreation facilities funded for renovation of existing amenities
	Maximize recreation as a tool to address healthy lifestyles			X	Identification of existing studies by universities and medical research facilities through mapping the health and fitness standards of targeted age groups

STRATEGY	ACTION	IMPLEMENTATION			MEASUREMENT OF SUCCESS
		SHORT	MID	LONG	
Economic/ Funding Development	Research the development of a state or non-profit funding assistance program to assist project sponsors in acquiring monies necessary to meet matching fund components of grants or to facilitate recreation development beyond the limits of Federal recreation grant programs	X			Conducting the research
	Identify non-profit organizations and foundations to financially support parks, historic sites and other public outdoor recreation facilities		X		Developing a list of possible partner organizations
	Study best practices nationwide in identification and collection of funds for land acquisition for recreation		X		Conducting the study
	Encourage private enterprise investment in outdoor recreation/trail-based tourism	X			Providing a means for private investment
	Continue to prioritize funding assistance for the acquisition and development of property dedicated to outdoor recreation. The total recreation infrastructure of outdoor recreation across Louisiana is inadequate to address the recreational needs of citizens and their guests and to promote a healthy lifestyle	X			The percentage of new acreage dedicated to public outdoor recreation in a five-year period
	Target grant assistance to projects that increase public access and use of water-based recreation	X			Conducting surveys of recreation providers and recreation users to determine if a greater percentage of the population is more engaged in water-based recreation after a five-year period (on the next SCORP)

D. LOUISIANA SCORP INVESTMENT PRIORITIES

The **2014-2019 Louisiana SCORP** identifies investment priorities for outdoor recreation in Louisiana. These priorities were established after analysis of input from the following public engagement methodologies:

- Random Telephone Survey (700 participants)
- Online Open Link Survey (568 participants)
- Outdoor Recreation Provider Survey (106 participants)
- MindMixer Online Community Engagement (564 participants)
- Multi-Sector SCORP Task Force Committee (11 participants)

A component of the public engagement process evaluated user preferences in outdoor recreation participation, which supports the identified future investment priorities based on the demand for outdoor recreation activities in Louisiana. In addition, the Outdoor Foundation 2013 Outdoor Recreation Participation Report identifies cycling, trail running, hiking, kayaking, board sailing/windsurfing, and fly fishing as outdoor recreation activities on the rise nationwide. Interestingly, outdoor recreation providers identified walking and jogging trails and bicycling paths as facilities in demand, yet they do not generally provide bicycling and walking facilities in their communities.

A table that lists the Top Ten most popular outdoor recreation activities for Louisiana residents as identified in the statistically random and online open link surveys can be found in Chapter 2.

A level of service mapping analysis was conducted using various proximity buffers, identifying the percentage of the state's population within 5, 10, and 30 mile distances to various amenity components. While this analysis showed adequate coverage for picnicking, playgrounds, walking/jogging/running facilities, and water access throughout the state, a desire for a connected system of trails, greenways, and natural areas was indicated through the community engagement process. Further GIS analysis using community level buffers (2 miles for bicycling access, ½ mile for walking access) is recommended.



Fishing on Toledo Bend Reservoir (Image courtesy of the Louisiana Office of State Parks)



Kids love to visit "spraygrounds" (Image courtesy of www.parkgrades.com)

5 Chapter 5: Strategies and Actions

As a result of the analysis conducted for the **2014-2019 Louisiana SCORP**, combining public engagement feedback, GIS mapping gap analysis, and survey results, the following future investment priorities have been identified in order of priority.

PRIORITY	DESCRIPTION
1. Trails	Paved & unpaved multi-use trails with an emphasis on connecting residential areas with outdoor recreation facilities and natural resources to facilitate non-motorized, accessible travel to destinations.
2. Public Access to Water	Public facilities for bank fishing, kayak/canoe trails, beach swimming facilities, boat launches.
3. Camping Areas	Established camping areas and rental cabins with access to trails, boating, fishing, and swimming opportunities.
4. Land Acquisition for Preservation/Protection	Wilderness or conservation areas and open space with little or no development and opportunity for solitude.
5. Playgrounds and Picnic Areas	Upgrades and new development of community playgrounds meeting national standards, and multi-purpose picnic areas, “spraygrounds,” splash pads, and pavilions.



National standards ensure that future playgrounds are accessible for all (Image courtesy of the Louisiana Office of Tourism)



Providing public access to water supports many of the state’s residents’ favorite activities (Image courtesy of the Louisiana Office of Tourism)



There are many ways to have fun on the water (Image courtesy of the Louisiana Office of State Parks)