



To gain insight into the kinds of outdoor initiatives that are most important to Outsiders and give direction to future learning exercises.











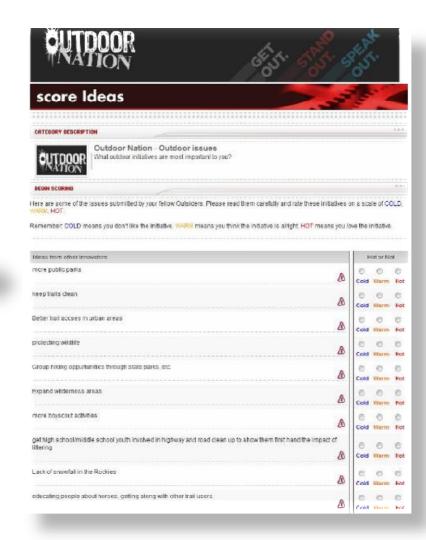


How IdeaSpex™ Works

Step 1

In the first step, Outsiders were asked to rate the ideas for outdoor initiatives that were submitted by other Outsiders. Ideas were rated as either **hot**, **warm**, or **cold**. These ratings were then used to calculate a weighted average score of each idea where...

- A hot idea is scored as 8 or higher
- A warm idea is scored between 4 and 7
- A cold idea is scored between 0 and 3







How IdeaSpex™ Works

Step 2

Next, Outsiders were asked to submit their own ideas for outdoor initiatives. These ideas would later be ranked by other Outsiders.







CONCLUSIONS



Outsiders indicated a passionate interest in the following general initiatives for 2010:

- Development of more trails and parks to connect urban and rural communities.
- Properly funding State and National Parks to create projects for encouraging visits by minority communities and low income families.
- Properly educating individuals and families on how to be responsible stewards of the outdoors.
- Greater availability and the encouraged use of clearly marked bikes lanes in cities.
- Integrating the **outdoors with classroom learning** so it becomes part of the standard curriculum.
- Creating and promoting inexpensive ways for urban area youth to experience the outdoors.
- Increased government support for making public lands more accessible to all people.



RESULTS

Top Rated Ideas & Seed Performance



Theme 1 - Trails and Parks

> Outsiders believe strongly in the development of more trails and parks to *connect communities* (urban and rural) and encourage activity outdoors.

SCORE – INITIATIVE

10 – "Making communities more conducive to outdoor play. Community hiking trails, parks, etc."

9.4 – "More trails connecting communities."



8.9 – "More hiking trails and protected land with easy accessibility (focused on creating/publicizing areas in local parks)."

7.7 – "How about creating walking trails in and around public parks?"

7 – "Mile markers on running paths and bike trails. People want/need to know this info and it helps motivate them."

- 6.7 "More urban trails and greenways."
- 6.2 "Improving urban parks as gateways to the outdoors."
- 5 "Completion of more long distance trails."





Theme 2 - State and National Parks

➤ With adequate funding, Outsiders feel that State and National Parks could create projects to encourage visits by minority communities and low income families. Outsiders are also passionate about keeping the nation's parks clean.

SCORE – INITIATIVE

10 – "Opportunities for low income/middle income families to go to National Parks."



- 10 "Continuation/Increase of government funding for National and State Parks."
- 9 "Leave No Trace projects for State and National Parks."
- 8.8 "Finding a way to lower costs of National Parks."
- 8.8 "Getting diverse communities into the National Parks."
- 8.1 "Why aren't schools taking us to National Parks for field trips? I'd like to push for this."
- 8 "Protecting State and National parks on lean budgets."
- 7.2 "Initiative to encourage family vacations to National Parks."
- 6.7 "Lower entrance fees for State and National Parks."
- 6.2 "Continued minimization of snowmobile and ATV use in and around National Parks."





Theme 3 – Green Education

> Outsiders believe the outdoors should be enjoyed responsibly. Individuals and families need to be provided with information on how to be responsible stewards of the outdoors.

SCORE – INITIATIVE

- 10 "Leave No Trace education."
- 9 "Educating youth more about what they can do to protect the environment."
- 8.3 "Educate youth on places they can get to without a car bus maps, trail maps, bike paths and other alternative modes of transportation."
- 7.9 "Educate people on the importance of clean air, clean water, and healthy food."
- 7.4 "Community environmental education."



- 6.7 "Education about responsible trail use for hikers/mountain bikers."
- 6.8 "Introduce mandatory courses in schools that include outdoor activity as part of the curriculum."
- 6.7 "Required education/test to backpack in some areas."



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Theme 4 – Bike Lanes

> Outsiders would like to see greater availability and the encouraged use of clearly marked bikes lanes in cities.

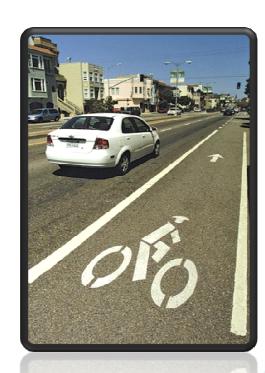
SCORE – INITIATIVE

10 – "Improved infrastructure for on-road biking and running (bike lanes and sidewalks)."

10 – "Encouraging cities to include bike routes in transportation planning."



- 10 "More running and biking paths (that are safe)."
- 8.8 "Making more bike lanes accessible as an alterative form of transportation."
- 8.5 "Bike lanes, bike trails, and sidewalks throughout cities/suburban areas."
- 7.5 "More bike lanes in my city."
- 7.1 "More bike lanes and making sharrows (markings) more obvious."
- 5 "Making towns walker/biker friendly on highways (to and from school)."





Theme 5 – Learning Outdoors

> Outsiders are keen on communicating the educational benefits of integrating the outdoors with classroom learning. Many Outsiders believe this should be part of the standard curriculum.



SCORE – INITIATIVE

- 10 "Promoting outdoor/experiential education as an alternative means or outlet of education in schools."
- 10 "Adventure programs in public schools."
- 9.4 "More outdoor education for not only elementary and middle school ages, but for older children as well."
- 9.4 "School programs to take learning outside (more outdoor education)."
- 9.3 "Outdoor clubs/groups in schools (or after school programs)."
- 9 "Outdoor Education. National requirements for schools to get kids outside."
- 8.8 "Increase youth nature experiences, especially in inner city schools."
- 8.3 "Require outdoor class for kids while they're in school."
- 8.1 "I'd like to see more investment in outdoor-related school clubs. Not everyone wants to play basketball in a gym."





Theme 6 – Outdoor Programs

> Outsiders feel programs that allow for and promote inexpensive ways of experiencing the outdoors are critical to converting urban area youth.

- 9.5 "Family Outdoor Days offering transportation/events for entire families to get outside of cities and into the wilderness (or at least nearby trails)."
- 9.3 "Outdoor clubs/groups in schools (or after school programs)."



- 9 "More programs that are fun, safe, and low cost to get teens outside."
- 8.8 "Outdoor education and training opportunities, examples being beginner kayaking, biking, etc."
- 8.3 "Programs provided for inner city kids so they can experience nature."
- 8.3 "City-wide 'Outside Day' not just for youth. Parents, political figures, and youth together included raising money for charities by being outside."
- 6.2 "Outdoor programming and trips "just for girls" (engaging and empowering young women in a female-only environment)."





Theme 7 – Support from Governments

> Regarding the use of public lands for outdoor enjoyment, Outsiders want greater government support for making such lands more accessible to all people.



SCORE – INITIATIVE

- 9.2 "Provide design assistance to cities looking to revamp their park systems, bike trails, and walkability to encourage people to get outside."
- 8.9 "Government funding for promoting outdoor recreation."
- 8.8 "Greater awareness of the outdoors at governmental level-political activism."
- 8.1 "Financial Aid programs for kids who don't have the money to participate in outdoor activities."
- 7.3 "Accessibility for all...not just selected groups that city government members have children playing sports in."





The ideas module was seeded with 10 initiatives. They are sorted based on highest score (hot) to lowest score (cold).

Rank	Id ea	Average
1	Let's clean up and maintain our local parks. Not enough attention is currently being allocated to this.	8.6
2	City-wide "Outside Day" – not just for youth. Parents, political figures, and youth together included raising money for charities by being outside.	8.3
3	I'd like to see more investment in outdoor-related school clubs. Not everyone wants to play basketball in a gym.	8.1
4	Why aren't schools taking us to National Parks for field trips? I'd like to push for this.	8.1
5	Let's increase awareness of outdoor activities in local neighborhoods. More public park days and events that are geared to get people outside.	8.1
6	How about creating walking trails in and around public parks?	7.7
7	More bike lanes in my city.	7.5
8	Outdoor careers – no stuffy for me. I want to learn about "fresh air" jobs!	7.3
9	Introduce mandatory courses in schools that include outdoor activity as part of the curriculum	6.8
10	"Curb Your Trash Day" – where local organizations spend 2 hours outside cleaning in their area.	6



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ABOUT THE OUTDOOR FOUNDATION®

<u>The Outdoor Foundation</u> is a not-for-profit organization dedicated to inspiring and growing future generations of outdoor enthusiasts. Through ground-breaking research, action oriented convening and outreach and education programs, the Foundation works with partners to mobilize a major cultural shift that leads all Americans to the great outdoors.

ABOUT OUTDOOR NATION™

Created by The Outdoor Foundation and supported by a diverse coalition of public, private and not-for-profit organizations, Outdoor Nation and its community of Outsiders™ are committed to increasing and expanding youth participation in the outdoors through entertainment, education, engagement and action - especially among urban communities and communities of color – resulting in a healthier, more active generation.

For additional information about The Outdoor Foundation and its Outdoor Nation initiative, research and or its Outsider™ community, please contact:

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