

ZION REGIONAL RECREATION MANAGEMENT PLAN

Executive Summary – Phase 1

Vision

Advance proactive, collaborative, adaptable, and community-led regional solutions that enhance experiences for recreation users and manage recreation demands in a manner that stewards resources.

Recreation is a critical part of southwest Utah’s identity, culture, and economy, and interacts with the transportation system, public lands, jobs, natural resources, housing, cultural resources, community facilities, and more. The Zion Regional Recreation Management Plan (the Plan) addresses the four-county region of Garfield, Iron, Kane, and Washington counties, seeking to cultivate a healthy interaction between recreation and its influences and implications.

Achieving a healthy interaction will promote the continued vitality of the people and places of southwest Utah, which are the foundation of the region. The Plan seeks to serve all recreation users, whether a resident of the four-county area or a visitor from beyond the region.

Process and Context

Essential to this effort is a focus on working with intention and in concert with others, in affirmation of long-standing values of stewardship and an outdoor lifestyle. Pressures such as population growth and high visitation levels find weak spots, often fragmenting a cohesive response to the varied implications of an increasing number of people in the region. The project has included extensive interaction, with a 20-member Steering Team, multiple working groups, and an elected officials focus group, drawing more than 100 participants into the direct process of developing the Plan. More than 150 members of the public participated in a public survey for the project, which was also presented publicly at the Utah Outdoor Recreation Summit. The Conservation Fund facilitated the process, through a contract with the Zion Forever Project.

Goals, Objectives, and Regional Priorities

Phase 1 of the project has established focus area goals and objectives (see page 2) as well as five regional priorities that connect the broad vision of the Plan and the detail of actions. All draft actions serve a focus area goal, and are categorized under one of the five regional priorities, which reflect the essential focus to advance the Plan, and are as follows:

- A. *Communications: Strategy and Implementation of Collaboration and Messaging*
- B. *Visitor Use and Recreation Sites: Inventory, Research, Monitor and Adaptively Manage*
- C. *Contributive Commerce: Partnerships for Perpetual Revenue and Lasting Infrastructure*
- D. *Recreation Trails: Plan, Construct and Maintain a Diverse System*
- E. *Trails, Transit and Roads: Coordinate and Implement a Regional Network*

Action and Implementation

Advancing draft actions, to include discussion as needed to establish and verify partners and resources, will occur across 2022, in Phase 2, managed by The Conservation Fund. The Steering Team will continue to guide the project, and action teams will play a leading role in further vetting draft actions and taking the initial steps of implementation.

Vision & Focus Area Goals & Objectives

Vision:

Advance proactive, collaborative, adaptable, and community-led regional solutions that enhance experiences for recreation users and manage recreation demands in a manner that stewards resources.

Focus Area Goals and Objectives

Trip Planning & Experience	Dispersal Across Time & Place	Mobility Options & Connections	Economic Opportunity
Goal	Goal	Goal	Goal
<p>Support a high-quality visitor experience with information provided in advance and on-site regarding destinations, accommodations, activities, supporting infrastructure and facilities, and stewardship.</p>	<p>Gather and use information on destinations and associated carrying capacities to protect resources and provide a high-quality user experience.</p>	<p>Advance regional, multi-modal mobility to facilitate access and connectivity to the multiple destinations and activities in the Zion region.</p>	<p>Remove barriers to economic opportunity by supporting underlying infrastructure while protecting core assets, with a focus on creating and supporting local job options that provide a living wage.</p>
Objectives	Objectives	Objectives	Objectives
<ul style="list-style-type: none"> • Foster exceptional, distinctive experiences that engage visitors, encouraging them to stay longer, return, and recreate responsibly. • Protect the assets and resources that support the recreation experiences provided in the region. • Serve international, U.S., regional and local visitors to recreation destinations and activities. • Provide content in the areas of visitor convenience, visitor safety, visitor etiquette, and resource stewardship. • Ensure messaging is clear and consistent. • Convey information through multiple channels and imagery. • Make information easily accessible, with more detail available and targeted by location or topic. • Use existing portals, whether physical or digital, as one-step entry to information on multiple destinations, activities, and other relevant information. • Provide management access information clearly, in advance and on-site that serves different user types and benefits the resource and the experience. • Understand visitor motivations to connect them with desired experiences. • Share data to disseminate knowledge across sectors. • Communicate across sectors and focus areas to ensure visitors are being provided accurate and current information. 	<ul style="list-style-type: none"> • Protect natural, cultural, and other valued resources that are a foundational asset in the region while providing for high-quality recreation experiences. • Be proactive in planning and addressing dispersal. • Provide information to best match sites and activities to users. • Coordinate and respond to visitor dispersal through a combination of strategies, activities, and sites. • Serve local residents with recreation opportunities in balance with visitors from beyond the region. 	<ul style="list-style-type: none"> • Advance transportation infrastructure improvements that contribute toward a regional network of hubs and connections, providing users a seamless network. • Protect valued assets and resources through planning, design, construction, operation, and maintenance of transportation infrastructure. • Enhance multi-modal options for users of all abilities and incomes. • Invest in paved multi-use trails where the facility will serve users of all ages and abilities and connect key destinations and facilities. • Serve commuting and recreation needs. • Evaluate transit and shuttle service operations (stops, routes, timing) to ensure they remain responsive to rider needs. • Ensure short-term actions advance a long-term vision for a sustainable multi-modal transportation network that minimizes vehicle emissions. • Ensure maintenance considerations are incorporated into facility design and funding decisions for creation of a resilient network. 	<ul style="list-style-type: none"> • Support affordable housing options for residents and seasonal/short-term workers, whether paid or volunteer. • Advance toward a multi-modal transportation network. • Advance a regional broadband network. • Support workforce training and recruitment and retention that serves existing and emerging employees and employers. • Promote a contributive economy within the community that connects the private sector with valued community assets. • Foster diverse and quality education opportunities. • Support the region’s sense of place, natural resources, and cultural assets that provide the foundation for a diverse economic base and lasting economic strength.

Appreciation to our Phase 1 Project Participants:

Steering Team

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Elected Officials Focus Group

John Bramall
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Public Survey Respondents

163 total respondents

Working Groups

Trip Planning and Experience

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Working Groups (continued)

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Mobility

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