



## NATIONAL FOREST ECONOMIC SURVEYS

### BACKGROUND

Outdoor Alliance is working with a social scientist to measure the economic impact of human-powered recreation on a couple of priority national forests in Colorado (Grand Mesa, Uncompahgre, and Gunnison National Forests). We did a similar study last year for a couple of forests in North Carolina. You can see the reports here: <https://www.outdooralliance.org/nantahalapigah-economic-reports>

Why do these studies? These forests are now developing [new forest plans](#), which will serve as the blueprints for what happens in these forests for the next 10-15 years. The economic figures help us advocate for a rock-solid plan that both protects the environment and human powered access.

### WE NEED YOUR HELP

The time period for getting people to take the surveys is relatively short - July 16 through August 20. This is because we need to get the report finalized in time for it to actually be useful for the GMUG in their forest plan revision. And, for the report to be useful it needs to be backed up with robust data - aka we need as many people as possible to take the surveys. Ideally every person who climbs, hikes, skis, bikes, and paddles on the GMUG will take the survey. Obviously, that's a high bar but let's try to get close.

**How can you help? Read through the attached sharing guide and share away!** Resources for emails and social media posts to make sharing easy are included below in this document.

- Post this link <http://bit.ly/COrecreation> on your groups' social media channels. Post it multiple times throughout the month.
- Do you have a group email list? Email your list and tell them all to take the surveys (example email language in the attached document)
- Take the surveys! Tell your friends to take the surveys! Tell your friends to tell their friends!

### WEB LINKS:

Colorado Grand Mesa, Uncompahgre, and Gunnison National Forest surveys:

<https://www.outdooralliance.org/co-outdoor-rec-econ-surveys>

Short link: <http://bit.ly/COrecreation>

Montana Custer Gallatin National Forest surveys:

<https://www.outdooralliance.org/montana-outdoor-recreation-economic-surveys>

Short link: <http://bit.ly/MTrecreation>



## **TIMEFRAME:**

Surveys are open July 16-August 20

- July 16: Surveys open
- July 16: Outdoor Alliance blog post + home page icons
- July 16: OA social media blast
- July 18: Included in OA Newsletter
- July 24: Targeted email from OA
- July 24: OA social media blast
- August 2: OA social media blast
- August 20: OA social media blast
- August 20: Final reminder email from OA

## **SURVEY SOCIAL MEDIA:**

### **Colorado**

Do you love getting outside on the Grand Mesa, Uncompahgre, and Gunnison National Forests on Colorado's Western Slope? We need your help to understand the economic impact of recreation there. Take the survey today, and get entered to win sweet gear from Evo, Outdoor Research, Osprey, and REI. <https://www.outdooralliance.org/co-outdoor-rec-econ-surveys>

What kind of impact does outdoor recreation have on Colorado's economy? Take the survey today and your insights will protect and improve outdoor experiences on Colorado's national forests. <https://www.outdooralliance.org/co-outdoor-rec-econ-surveys>

## **SURVEY EMAILS:**

### **Colorado Email 1**

Subject: Take the survey to help protect your adventures on Colorado's National Forests

Hey {{FirstName or 'outdoor enthusiast'}},

If you love recreation in Colorado, we need your help! In partnership with our member organizations, Outdoor Alliance is running a survey to evaluate outdoor recreation in three National Forests in western Colorado. [Will you take the survey?](#)

The Grand Mesa, Uncompahgre, Gunnison National Forests (GMUG) stretch from the high Sawatch Range peaks of the Continental Divide to the plateaus and canyons of Colorado's Western Slope, encompassing some of the most remote and beautiful landscapes in Colorado. They are centrally located among Colorado's most iconic outdoor meccas including Crested Butte, Gunnison, Grand Junction, and Telluride. These forests contribute to a thriving outdoor recreation economy, vital to



health and wealth of the Western Slope and the wider region.

The results of this survey will help us better understand and quantify the economic impact of outdoor recreation. Economic impact data is a powerful tool Outdoor Alliance will use to better protect human-powered outdoor recreation in Colorado.

[Take the survey today to help improve outdoor recreation in western Colorado.](#)

Thank you!

Tania  
Outdoor Alliance

P.S. The survey takes just fifteen minutes and is completely anonymous – [please share your insight with us today](#) and you can get entered to win a package of gear from Evo, Outdoor Research, Osprey, and REI.

## Colorado Email 2

Subject: Fwd: Take the survey to help protect your adventures on Colorado's National Forests

Hey {{FirstName or 'outdoor enthusiast'}},

I wanted to make sure you saw this invitation to [take a survey](#) about the economic impact of outdoor recreation in Colorado. It's completely anonymous, and is part of our efforts to improve the outdoor recreation experience on three national forests in western Colorado that are currently in the middle of forest planning.

Your insight will be incredibly helpful in making the case for protecting and enhancing recreation in the forests. [Please take the survey today!](#) As an added plus, you can win some sweet gear from Evo, Outdoor Research, Osprey, and REI.

Thanks!

Tania

## PARTNERS:

### *Nonprofits:*

American Alpine Club  
Access Fund  
American Whitewater  
IMBA  
Winter Wildlands Alliance  
Colorado Mountain Club  
American Hiking Society

### *Brands:*

Evo  
Outdoor Research  
Osprey  
REI

### *Sharing:*

Yeti Cycles  
Mountain Khakis  
Kelty  
Patagonia  
OIA

