

# Partnerships

**Goal: Strengthen partnerships and engage new partners to achieve common goals and mission.**

Many successful partnerships have been established and nurtured to improve the division's programs and promote outdoor recreation statewide. For the division to survive, it must transition further toward seeking assistance from other agencies, volunteers, local constituency groups, the private sector and individuals through partnerships. Key among partnerships are the 800 volunteers who outnumber paid staff six to one and are crucial to the division's operations. They donate over 80,000 hours of service each year. Also essential to the division's grant programs is federal funding which provides over five million dollars to the division each year to distribute as grants to other agencies, municipalities and non-profits.

The division offers superb opportunities to attract and retain volunteers. Volunteerism provides camaraderie, serves as a connection to "place" and provides opportunities for Alaska residents of all ages to give something back to their state and community. Over the next ten years, the division will expand volunteerism, enabling seniors to pursue learning opportunities, youth to develop skills and knowledge, and others to serve within their local communities.

The division pledges to improve and increase its recruitment, retention and recognition of talented volunteers.

Additionally, personnel will concentrate on strengthening the division by cultivating advocates for the division's mission and vision. Partnerships have been a cornerstone in effectively leveraging the division's financial resources. Staff must investigate ways that private philanthropy can become part of the mix. The division must seek ways to increase opportunities to engage the public in special projects and educational opportunities. By strengthening relationships with "Friends" groups, individuals can make a significant difference through donation and support of individual park operations and other public services.

The division will also continue to fulfill its outdoor recreation and cultural resources leadership roles by managing statewide outdoor recreation and cultural grant programs and advocating for the benefits that these efforts provide.



*Potter Marsh - partners include Conoco Phillips, Municipality of Anchorage, DOT&PF and ADF&G*

## Objective I.

**Establish and cultivate champions and advocates of the division, including individuals, organizations, government entities and user groups.**

### *Action Strategies:*

1. In order to better support the State Park's Citizens Advisory Boards and to help the division better serve the needs of the public in their local communities, the Director will meet with the chairs of all the Citizens Advisory Boards at least twice a year through a statewide teleconference and will meet with each of the boards at least once a year.
2. Ensure each park area manager communicates at least once a year with local city and borough councils and assemblies, municipal officials, chambers of commerce, convention and visitor bureaus and/or other local officials to review upcoming local activities and seek ways to partner to complete them.
3. Create and maintain a contact list of individuals and organizations in the agency's stakeholder database, to keep them informed about important events and issues.



## Objective II.

**Expand and promote meaningful opportunities for volunteers.**

### *Action Strategies:*

1. Create and implement a volunteer program plan by 2008, which includes the strategic deployment of program resources to foster existing volunteer partnerships and increase the division's volunteer numbers and functions.
2. Expand opportunities for Alaska's youth to develop an awareness of natural and cultural resource stewardship and outdoor recreation by increasing learning, volunteer and work opportunities in parks.
3. Enhance the volunteer program by establishing regional or areawide volunteer services coordinators.
4. Create and implement a comprehensive, on-going volunteer marketing strategy that addresses recruitment and retention including a suggested list of awards and formal recognition options.
5. Continue to collaborate with current "Friends" groups. Foster the creation of new groups. Recommend charters and agreements that ensure the financial viability and sustainability of these groups.
6. Continue to provide critical support to the various boards, commissions and councils that are under the authority of the division.

## Objective III.

**Emphasize partnerships to leverage and enhance on-the-ground park and program resources.**

### *Action Strategies:*

1. Develop partnerships and enhance relationships with the tourism industry to increase efficiency in providing visitor services such as interpretive tours and talks, transportation & access to park areas.
2. Through strong support from the state's Congressional delegation and federal agencies, secure federal funds on an annual basis that are needed to complete the recreation facility renovations at several state park areas.
3. Pursue and secure cooperative marketing agreements, corporate sponsorships or similar fundraising partnerships.
4. Develop a cost share agreement with the Department of Transportation and Public Facilities (DOT&PF) to develop and renovate recreation facilities along the state's highways. Work with DOT&PF to improve recreational and heritage tourism enhancements including waysides, pullouts, day-use areas and interpretive panels and planning.
5. Work more closely with other agencies including the Division of Mining, Land & Water, DOT&PF and ADF&G on issues, especially those affecting general state land.
6. Provide expertise to other entities in the design, contracting and construction oversight of recreational facilities. Offer expertise on managing recreational trails, parks, open spaces and marine parks to other agencies, organizations and local trail coalitions.
7. Cooperate with other agencies, organizations and individuals to provide a statewide boating safety education program. Cooperate with other state agencies in providing for boating accident and casualty reporting, boat registration, boating safety patrols, and marine law enforcement training.
8. Work cooperatively with the federal government, boroughs, municipalities, and nonprofits to form regional trail rehabilitation and construction teams. Model programs currently in existence including the Sitka Trailworks, Juneau Trailmix and the Southeast Alaska Guidance Association. The division should explore opportunities to form similar groups in other areas, particularly along the Railbelt and on the Kenai Peninsula.
9. Work with other agencies and organizations to develop uniform standards for trail classification, maintenance, marking, design and construction.
10. Create additional adopt-a-trail and adopt-a-park programs in state parks starting in one or two model parks. Modify and improve the program, then implement it in additional park units statewide.
11. Work closely with universities, state governments and federal agencies to coordinate the collection and evaluation of natural and cultural resource information within state parks. Provide a matrix of resource study needs to these entities.
12. Cooperate with other agencies and organizations to provide expertise in documenting and protecting marine heritage sites.
13. Become a co-sponsoring agency of the National Association of Interpretation, the national body that certifies interpretive planners, guides, managers etc., and/or universities. Seek opportunities to recruit from their ranks of certified interpreters.
14. Assist in training staff and volunteers in search and rescue, law enforcement, emergency medical treatment, interpretation, and public information services in collaboration with other agencies.



*Arctic Valley - partner is Anchorage Ski Club*

## Objective IV.

**Provide for the enhancement of recreational and heritage tourism opportunities for Alaskans through the partnership and administration of federal and state grant programs.**

### *Action Strategies:*

1. Provide outstanding service to grant applicants.
2. Annually offer grant writing workshops in key communities to public and private entities in order to increase the awareness of on-the-ground funding for trails, recreation facilities and historic preservation and to help future grantees become more competitive in the grant application process.
3. Grant programs should be focused on quality based outcomes such as grants to applicants who use best management practices for planning, design, and construction and who can assure long-term maintenance.



*Independence Mine at Hatcher Pass - partners are Friends of State Parks/Mat-Su*

## Objective V.

**Form new partnerships to encourage historic preservation and to expand and strengthen the historic preservation community.**

### *Action Strategies:*

1. Promote local preservation program efforts as a successful economic development tool to maintain, enhance, and revitalize communities and to promote tourism by supporting efforts to establish tax incentives at local and national levels for the preservation of archaeological and historic properties; encouraging establishment of incentive programs in the private and non-profit communities; and endorsing special initiatives of agencies at local, state and national levels for historic resources.
2. Encourage Alaska Natives to identify concerns and develop strategies to protect their cultural resources. Encourage nonprofit statewide organizations, to promote historic preservation. Organizations include: the Alaska Anthropological Association, Alaska Association for Historic Preservation, Alaska Historical Society, Keepers of the Treasures - Alaska, and Museums Alaska.
3. Foster stewardship of cultural resources by land owners, private individuals and groups, and public agencies. Use emerging technologies to improve communication among organizations and individuals interested in historic preservation.
4. Work with the Alaska Statehood Commission to sponsor events that commemorate Alaska's 50 years of statehood.
5. Provide cultural resource survey and research services to all state agencies through reimbursable service agreements, cooperative agreements and grants.