



IOWA DEPARTMENT OF NATURAL RESOURCES

LEADING IOWANS IN CARING FOR OUR NATURAL RESOURCES



Land & Water Conservation Fund -National Park Service

- ❑ Created in 1964, LWCF provides funding to federal, state and local governments to purchase land, water and wetlands for the benefit of all Americans.
 - Provide recreational opportunities
 - Provide clean water
 - Preserve wildlife habitat
 - Enhance Scenic Vistas
 - Protect archaeological and historical sites
 - Maintain the pristine nature of wilderness areas



Since its inception LWCF has provided nearly \$60 million in matching grants to the State of Iowa, its cities and counties.

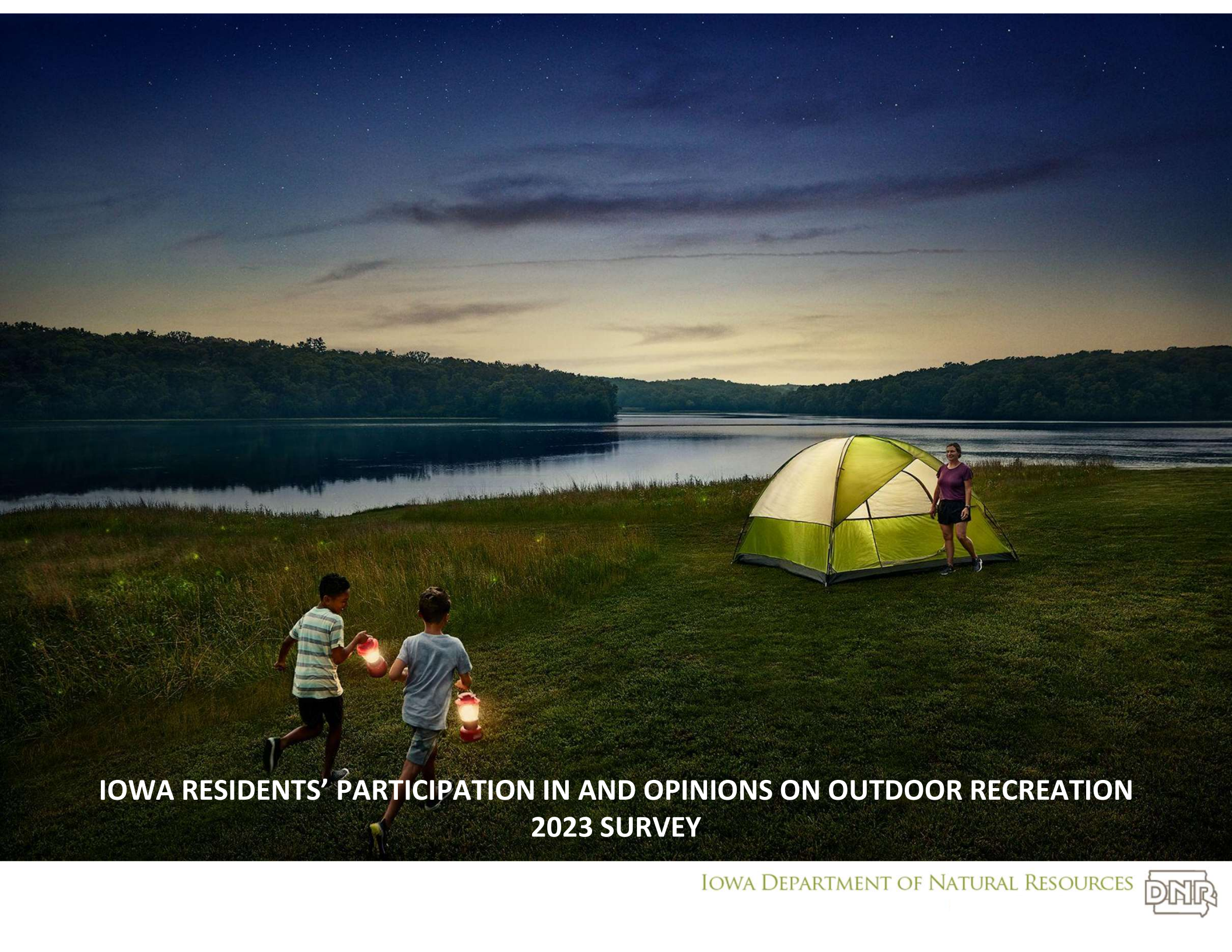
Land & Water Conservation Fund -National Park Service

❑ State Grant Program

- States receive funding for the acquisition and development of public outdoor recreation areas and facilities.
- Creates and maintains a nationwide legacy of high quality recreation areas and facilities and to stimulate non-federal investments in the protection and maintenance of recreation resources across the US.

❑ In order to receive funding, states have to develop every 5 years a Statewide Comprehensive Outdoor Recreation Plan

- First SCORP Plan in 1969
- Last SCORP Plan “Outdoor Recreation in Iowa” 2018
- 2023 SCORP Draft out in October



**IOWA RESIDENTS' PARTICIPATION IN AND OPINIONS ON OUTDOOR RECREATION
2023 SURVEY**

Top Outdoor Activities Iowans Participated in the Last 2 Years

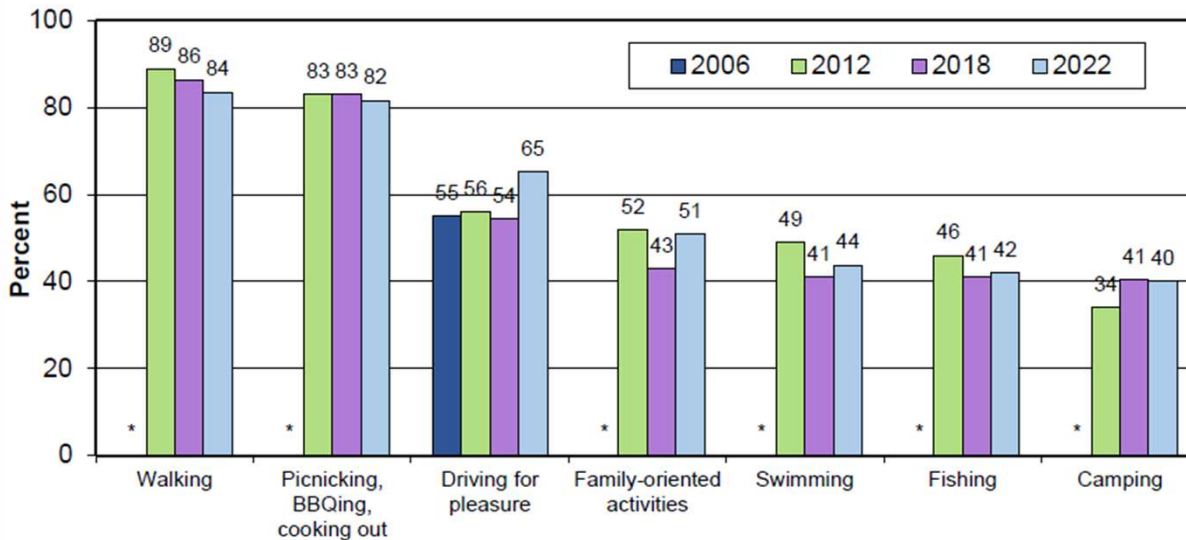
- Walking
- Picnicking, barbeque, or cooking outdoors
- Driving for pleasure
- Family-oriented outdoor activities (other than BBQing)
- Hiking
- Swimming
- Fishing
- Camping
- Using trails for physical fitness

*Asked for their top 2 - Walking 52% was the most commonly named activity, then picnicking, driving for pleasure, and fishing.



Top 10 Outdoor Activities Iowans Participated in the Last 2 Years

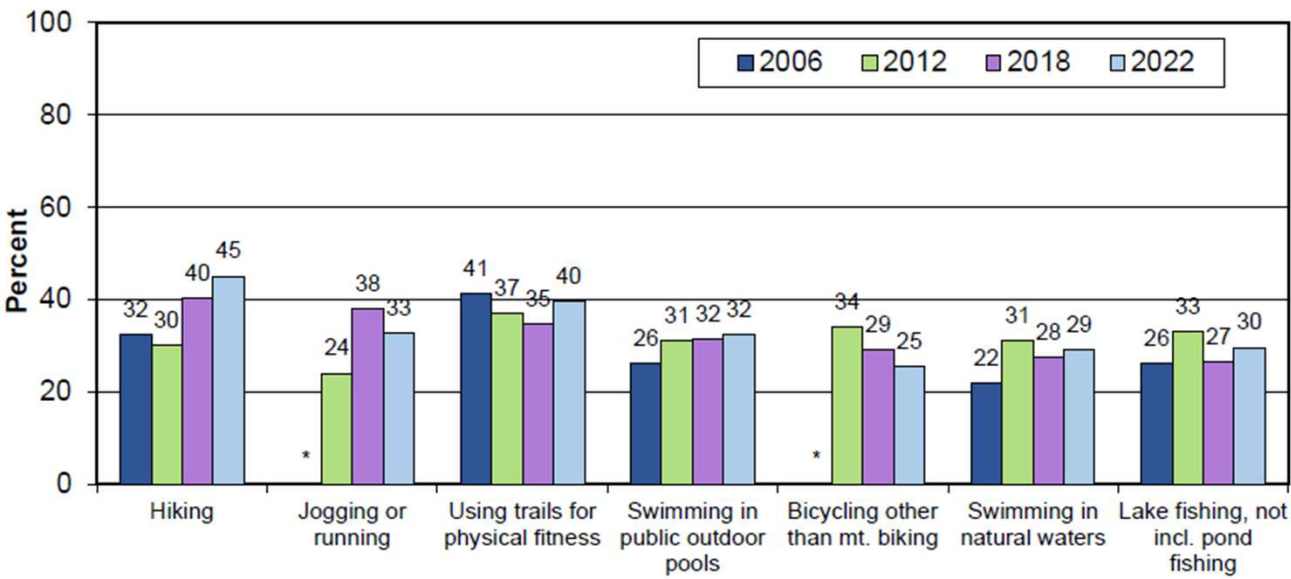
Percent who participated in each of the following activities in Iowa in the past 2 years. (Part 1)



* Information not available for given year.



Percent who participated in each of the following activities in Iowa in the past 2 years. (Part 2)



* Information not available for given year.

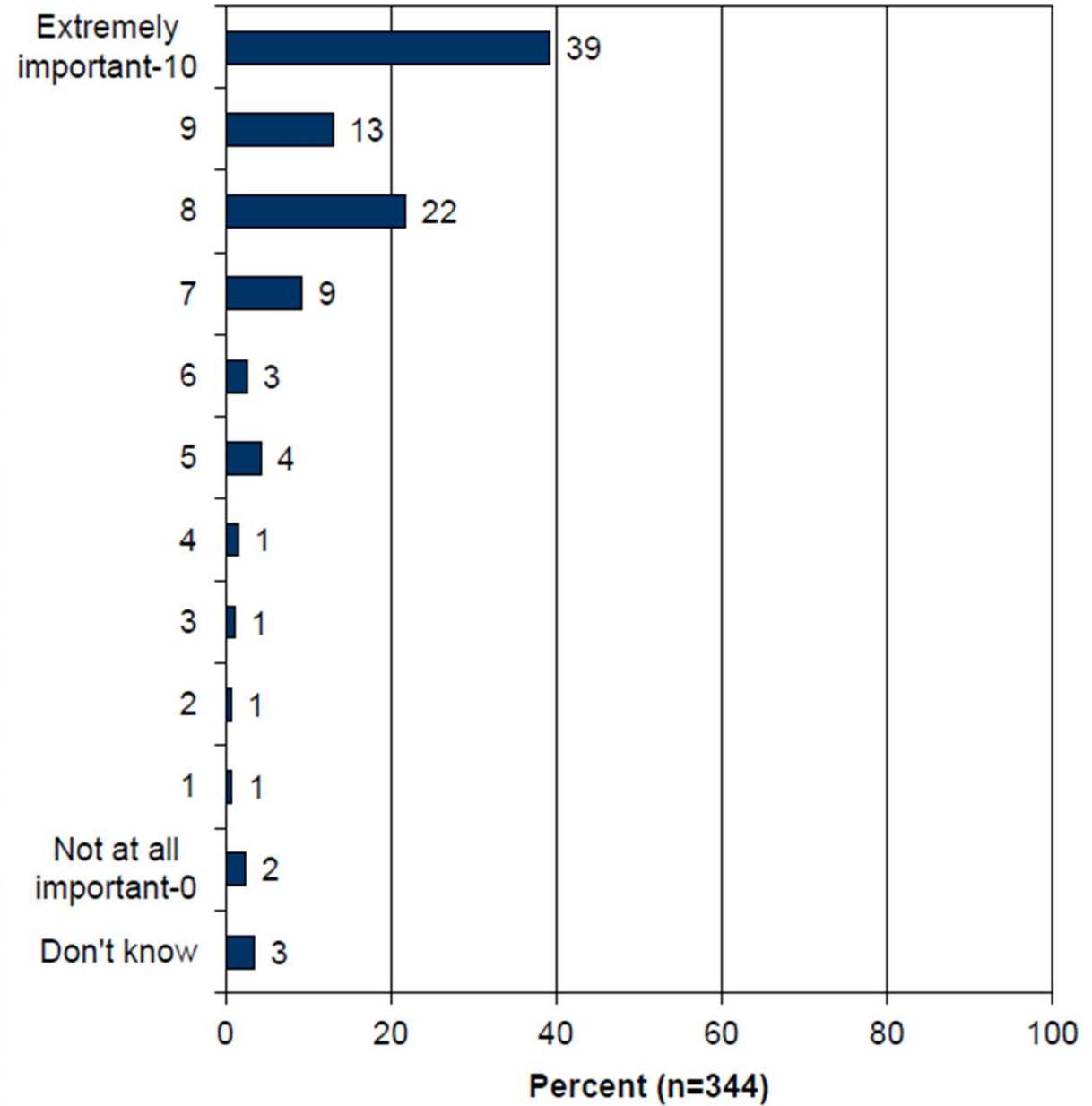


Top Outdoor Activities Iowans Want to Participate in the Next 2 Years

- Picnicking, BBQing, or cooking outdoors
- Walking
- Family oriented activities
- Driving for pleasure
- Hiking
- Camping
- Fishing
- Swimming
- Using trails for physical fitness



Children Participating in the Outdoors



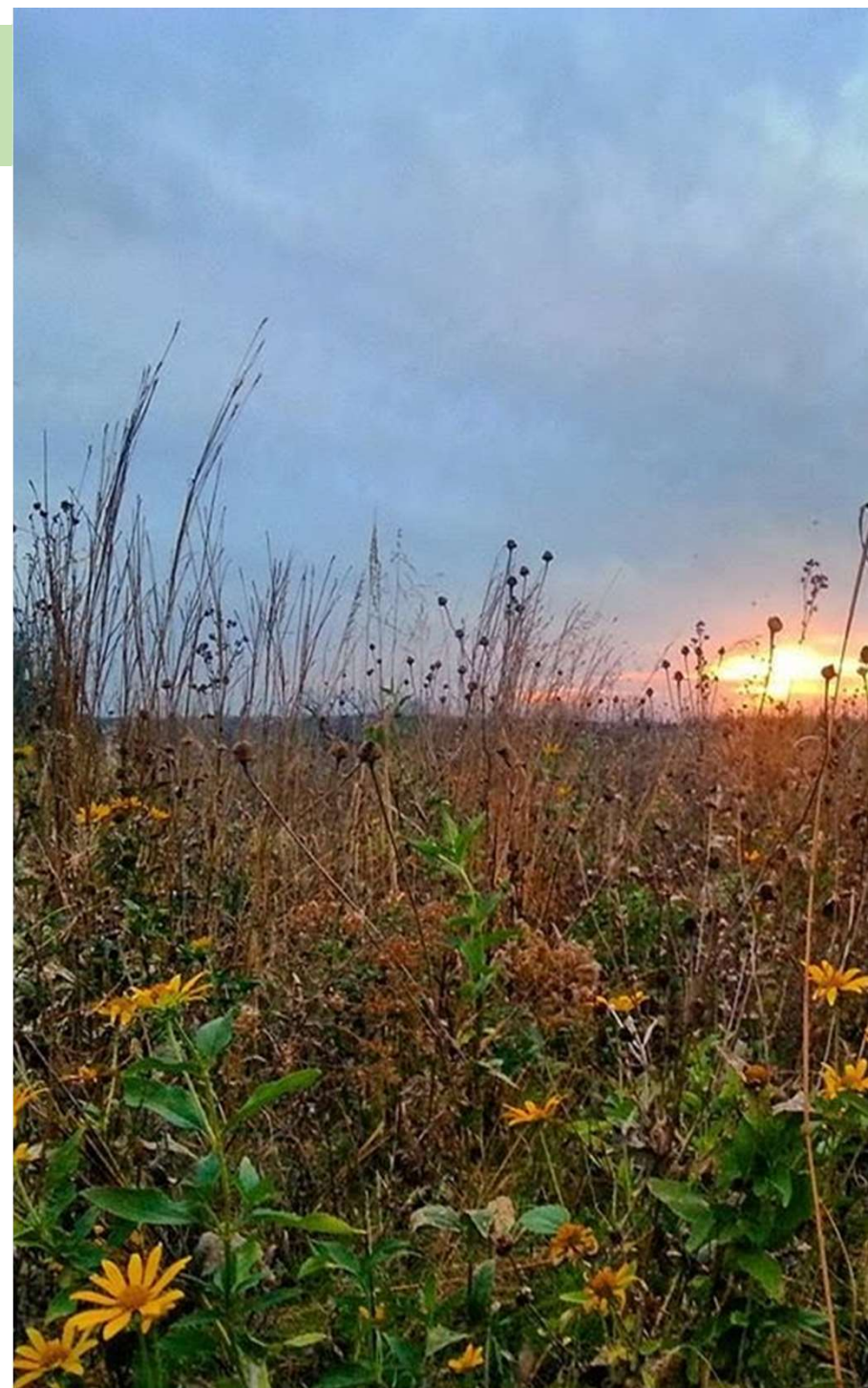
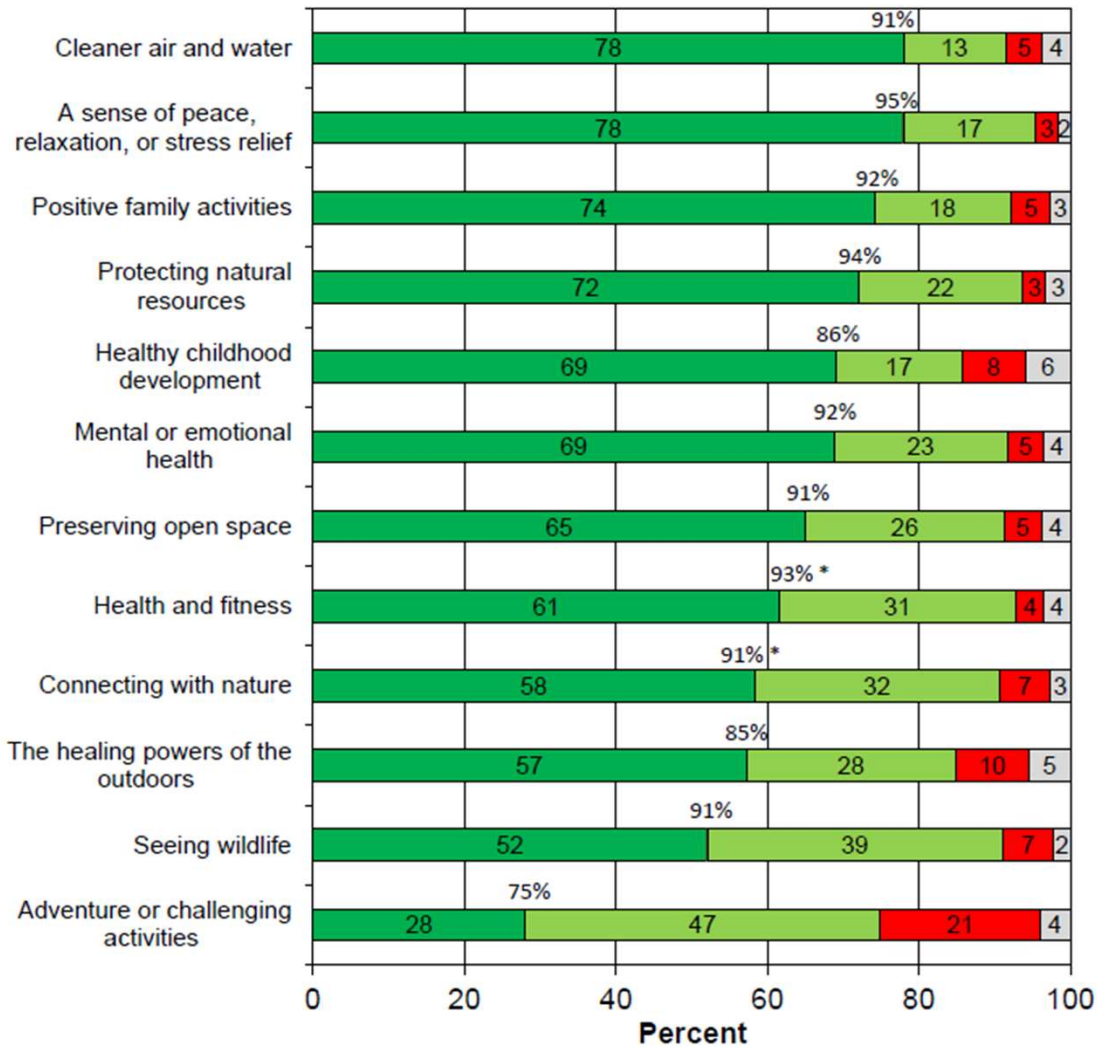


Satisfaction with Outdoor Recreation Amenities and Experiences

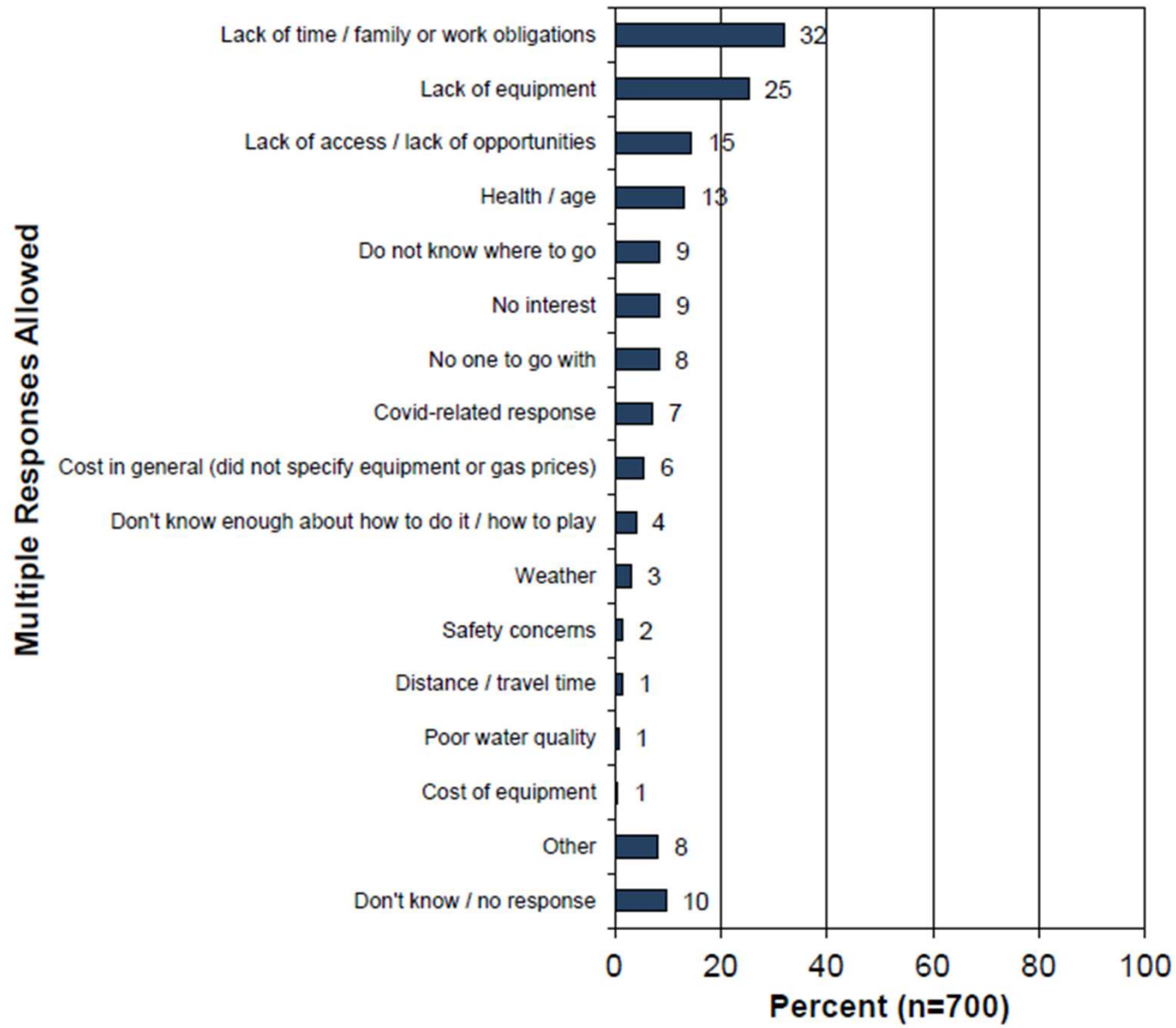
- 88% of Iowans are satisfied with outdoor experiences
- 83% rated the availability as excellent or good
- 78% rated the state's efforts to provide opportunities as excellent or good
- 60% of residents say Iowa has just the right amount of recreation opportunities while 26% say there are not enough
- The most negative ratings for existing opportunity and the state's efforts to provide for the opportunity were in horseback riding and ATVing.

Personal Benefits associated with Outdoor Recreation

■ Very important benefit
 ■ Somewhat important benefit
 ■ Not at all important benefit
 Don't know



Reason Someone Did Not Participate



SCORP - Covid-19 Pandemic Response

Filter by Demographics

Reset Filters (CLEAR then REFRESH)

Clear Filters

Refresh

Race

No Selection



Place of Residence

No Selection



Completed Level of Education

No Selection



Gender

No Selection



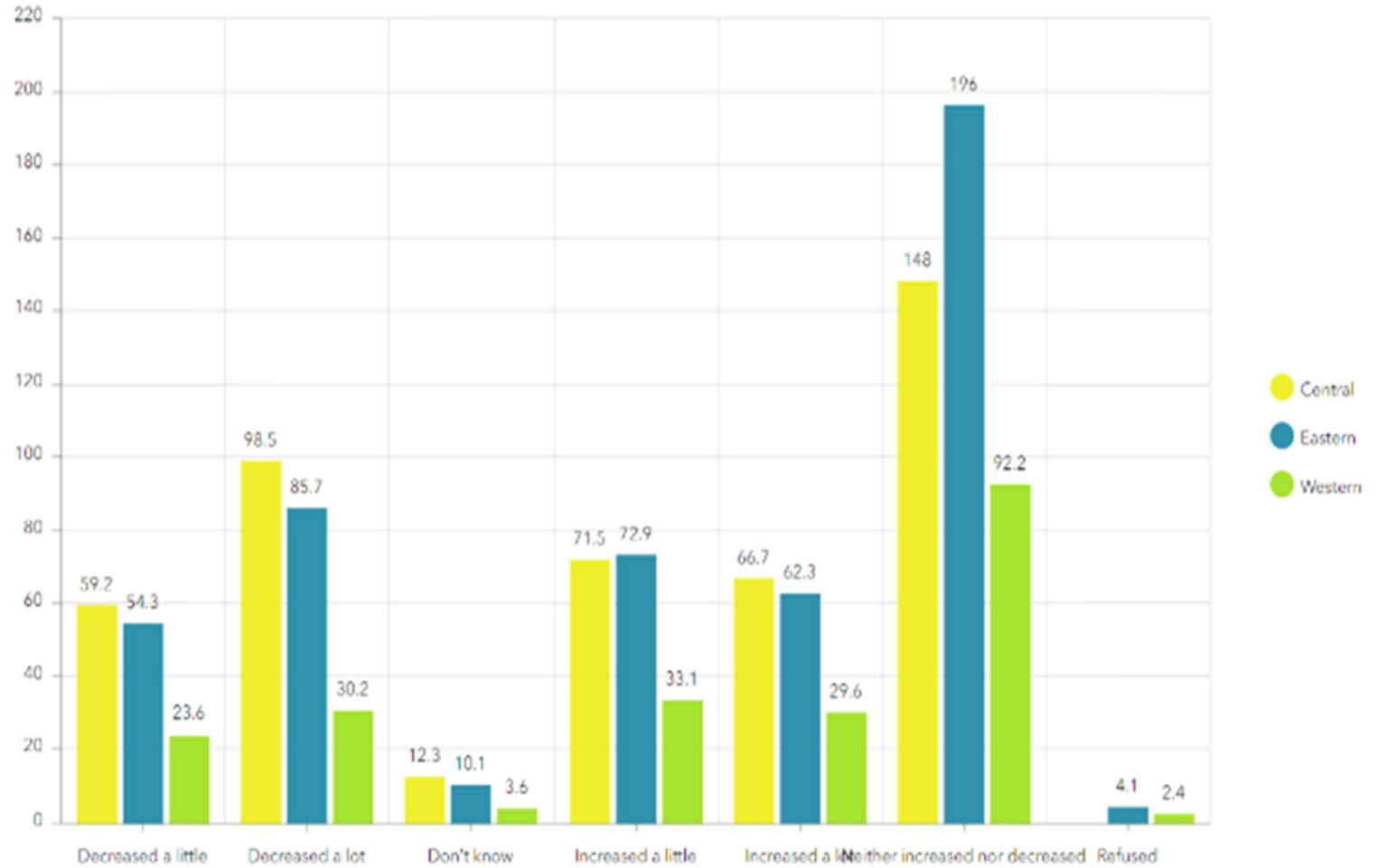
Age

No Selection



Survey information has been weighted to accurately reflect the Iowa population

Initial Impact of Covid-19 Pandemic on Personal Level of Outdoor Activity - By Region



SCORP - Covid-19 Pandemic Response

Filter by Demographics

Reset Filters (CLEAR then REFRESH)

Clear Filters Refresh

Race

No Selection

Place of Residence

No Selection

Completed Level of Education

No Selection

Gender

No Selection

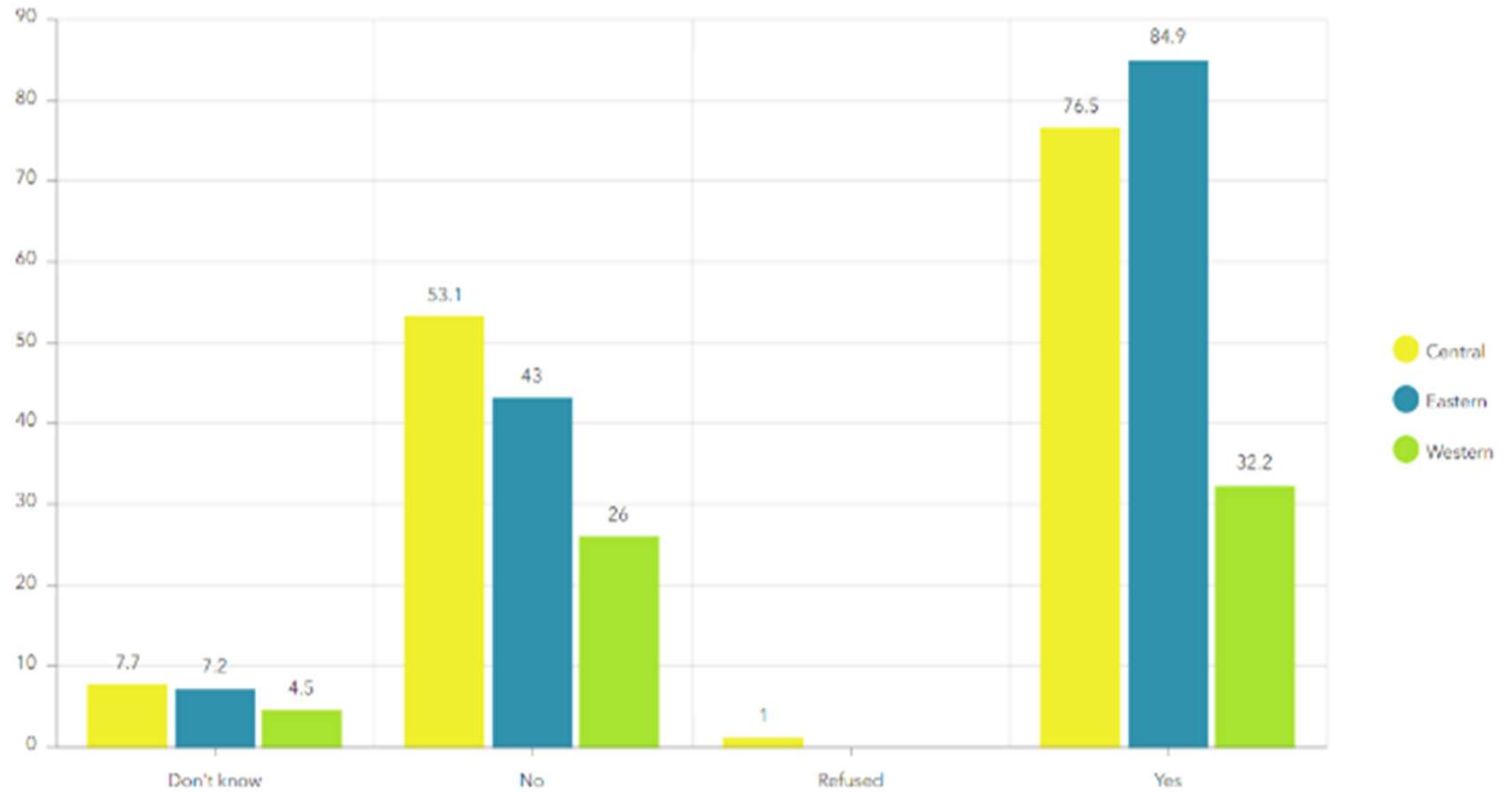
Age

No Selection

Survey information has been weighted to accurately reflect the Iowa population

Lasting Impact of Covid-19 Pandemic on Personal Level of Outdoor Activity - By Region

For those whose outdoor activity increased, has that level been maintained



Increased

Decreased



PRIORITIES FOR OUTDOOR RECREATION

Outdoor Recreation in Iowa Priorities

- **Enhance the Quality of Life of Iowans Through the Availability and Diversity of Natural Resources, Parks and Outdoor Recreation Opportunities**
 - Increase availability and access to outdoor recreation opportunities and amenities for Iowans and future Iowans.
 - Embrace diversity, equity and inclusion to improve access at all levels of need to enhance connection to the outdoors.
 - Invest in growing our communication systems to be credible, accurate and practical and make it convenient for Iowans and future Iowans to find and plan for outdoor recreation experiences.
 - Increase Iowan's level of physical activity through outdoor recreation activities (active and passive) to improve Iowa's goals for public health and wellness and provide the education and resources necessary for their participation.
- **The Right Opportunities. The Right Place. Done the Right Way.**
 - Develop partnerships with businesses, industry and recreation-affiliated user groups to stay relevant in the changing dynamics of outdoor recreation.
 - Provide a diverse range of quality outdoor experiences through improved coordination and planning at the local level to meet outdoor recreation, public health and tourism demands, using data to drive decisions while continuing to protect and enhance the resource.

Availability and Diversity of Natural Resources, Parks and Outdoor Recreation Opportunities Enhance the Quality of Life of Iowans

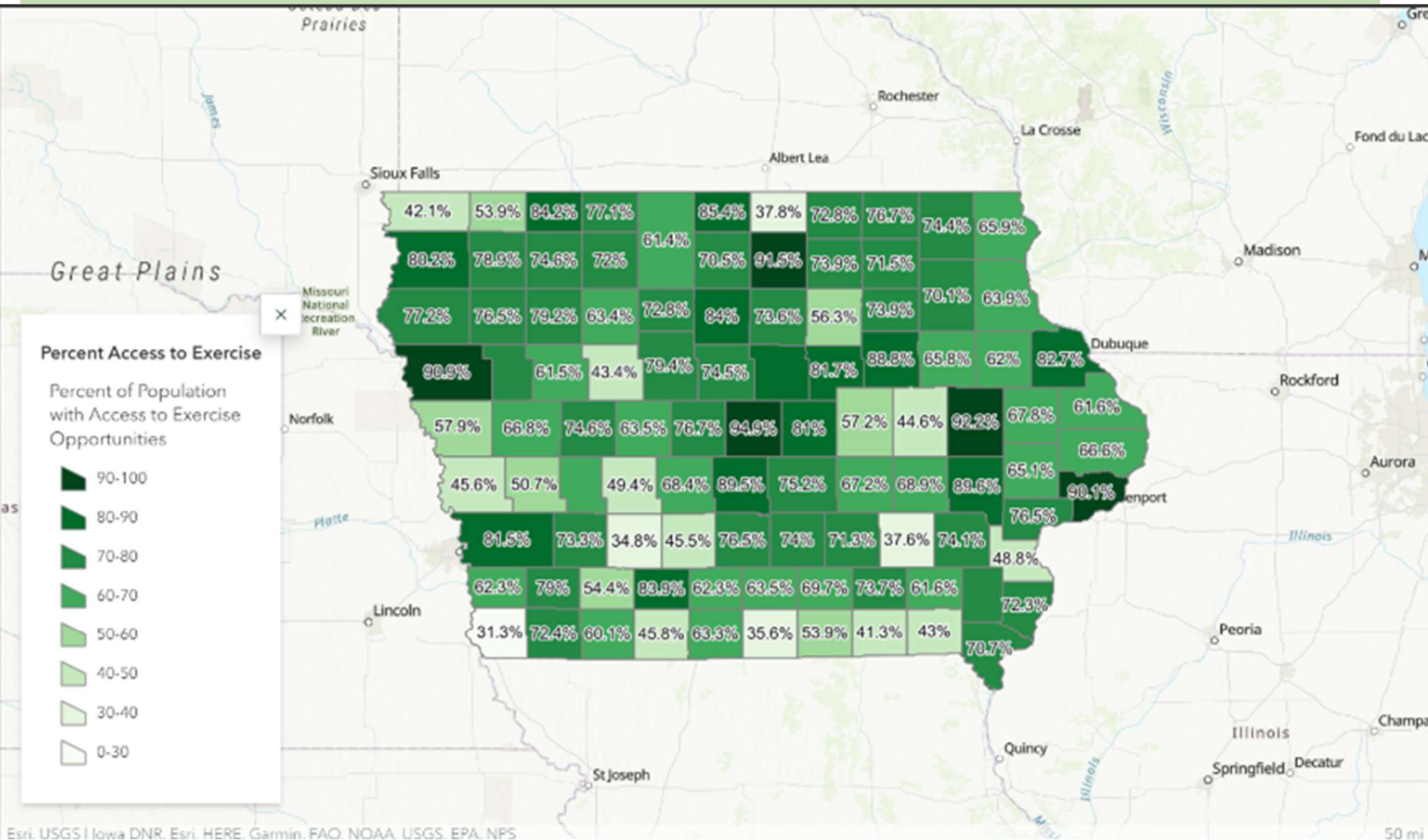
People



Living
Environment

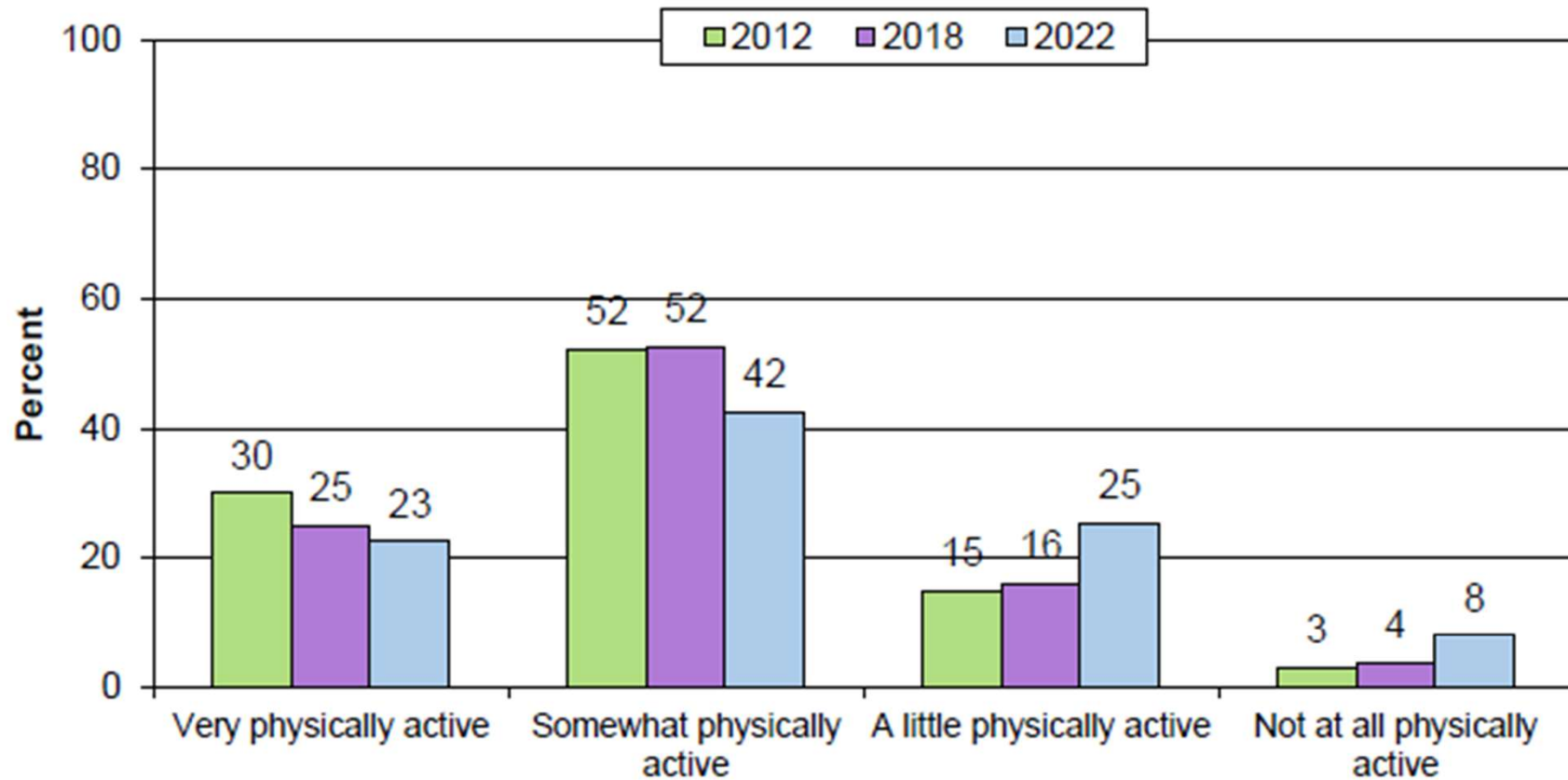
Physical Environment

The Opportunity Part I - Access to Exercise

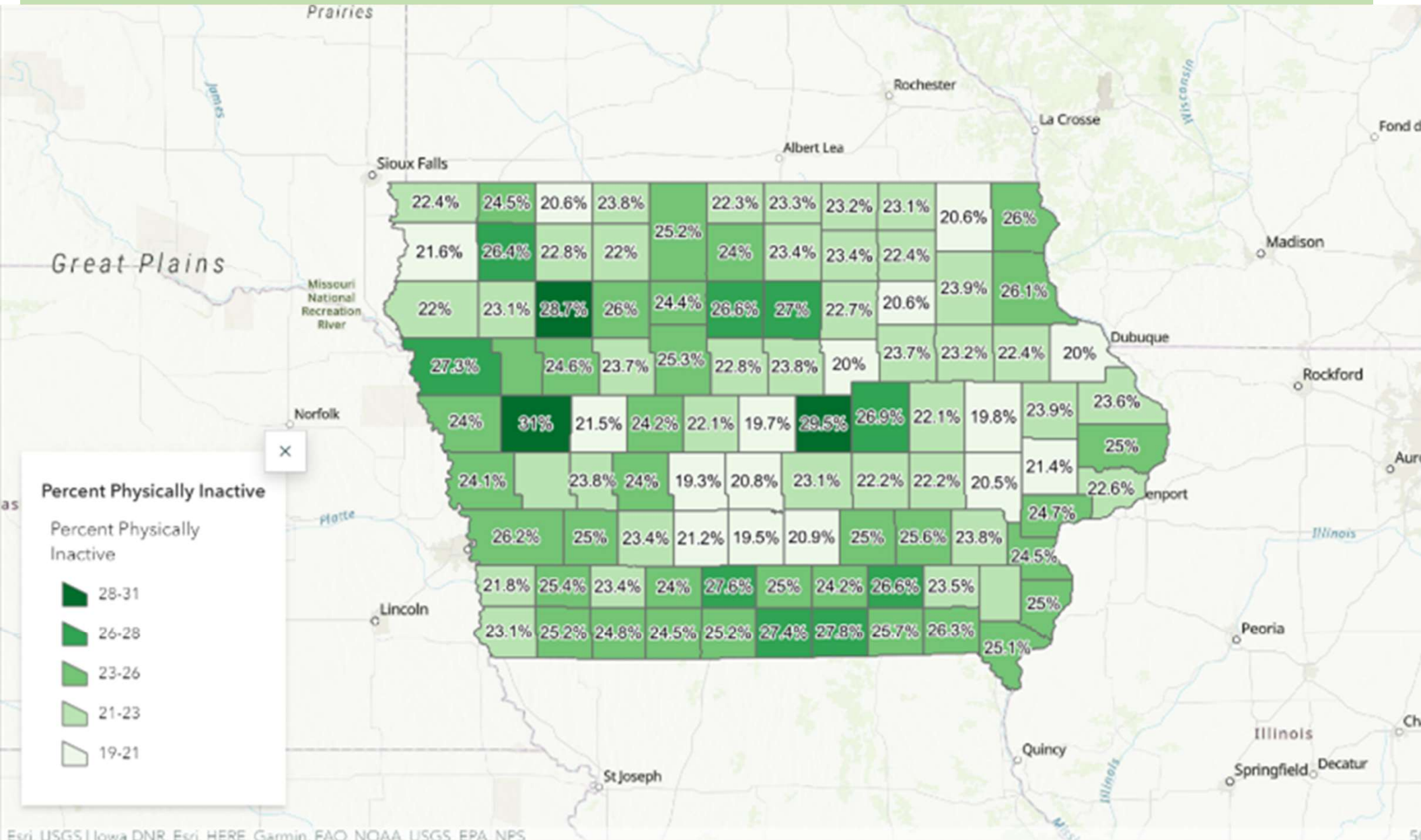


Personal Level of Physical Activity

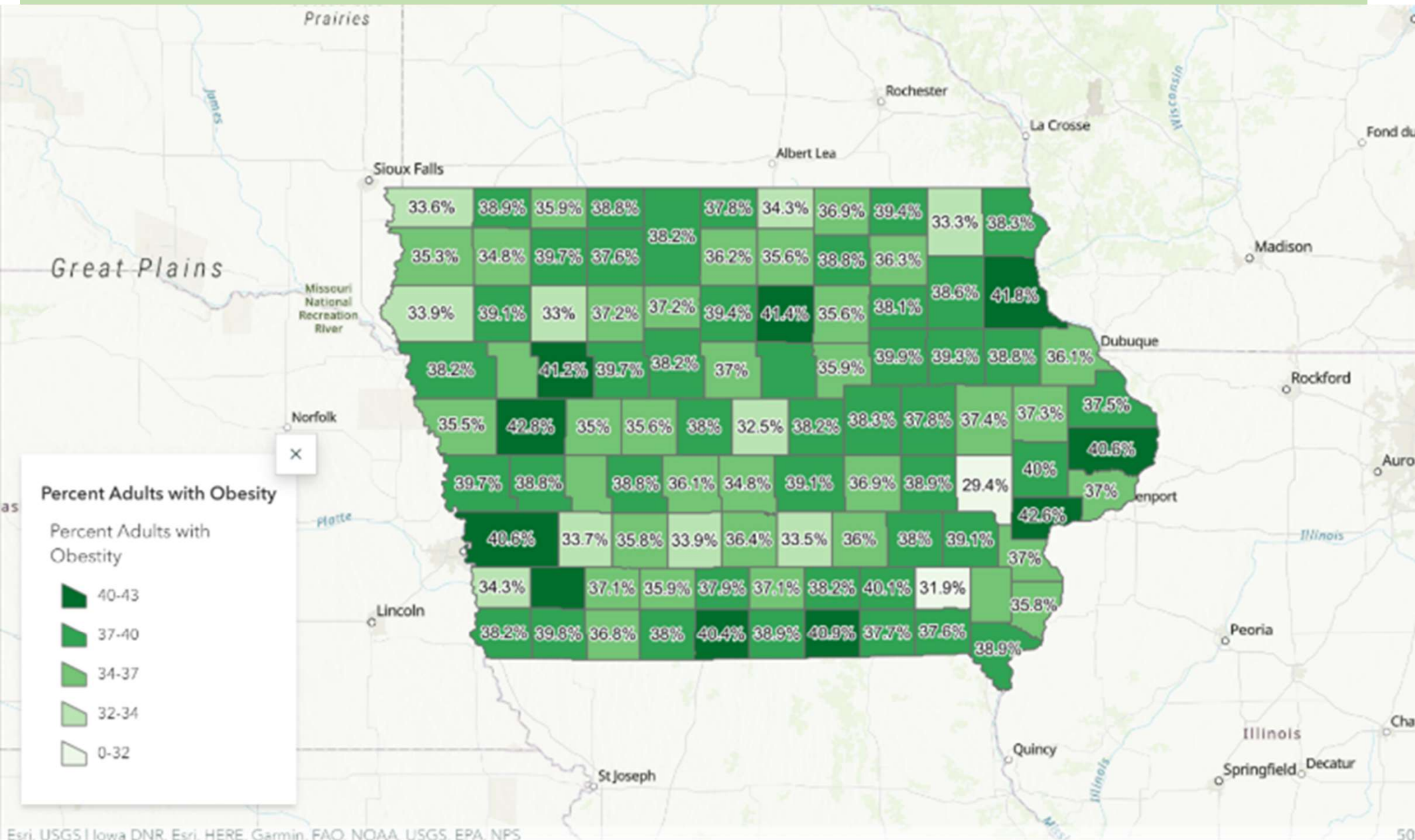
How would you describe your personal level of physical activity?



The Opportunity Part 1 - Percent Physically Active



The Opportunity Part 1 - Adults with Obesity



The Opportunity Part 2 - Outdoor Recreation Can Bolster our Workforce

“We have a population problem in Iowa – more jobs than unemployed people to fill them. So, we have to grow our population.”

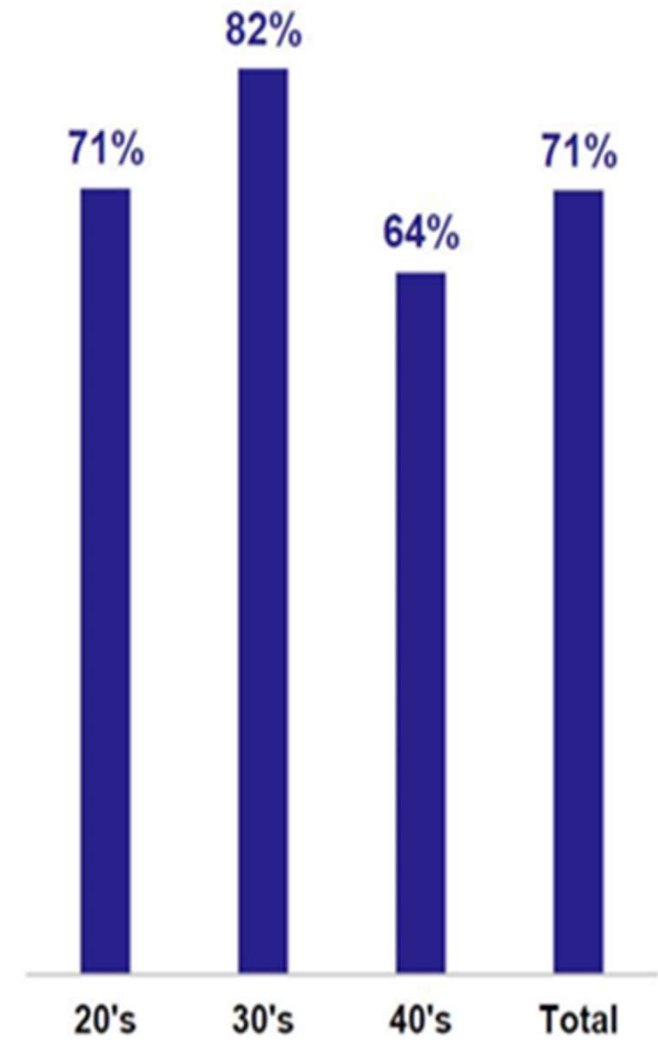
Debi Durham, Director
Iowa EDA & Iowa Finance Authority

Published 1/1/23 in Fearlessbr.com – E. Kestel

**Today
your
visitor is
investing in
your
community.
Tomorrow
they are
your
workforce.**

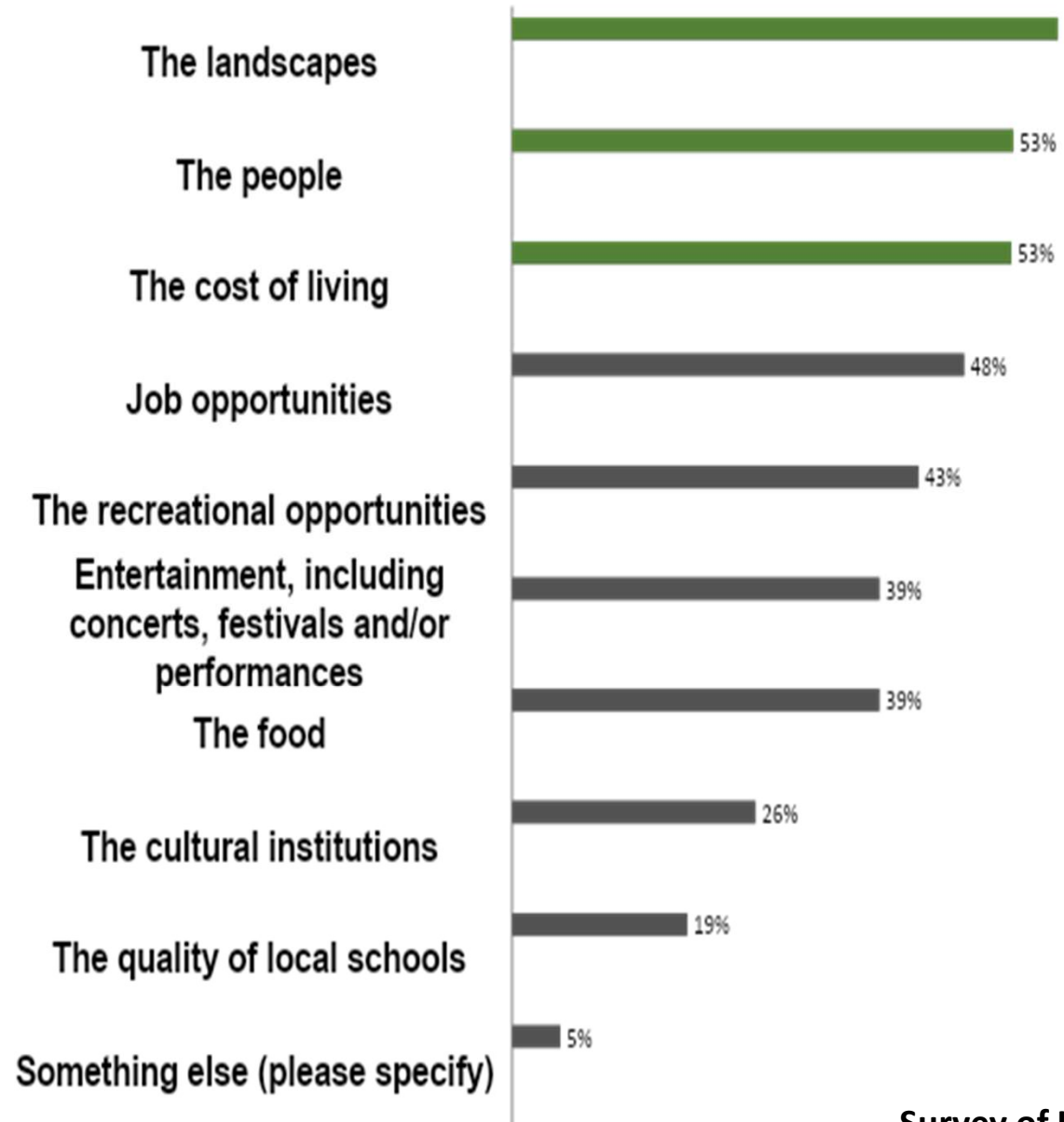
- **2/3** of people who vacation seriously consider moving to that location.*
- **7 in 10** people are likely to consider moving for the right opportunity.*
- Iowa Tourism Office's Target Market: age 22-40.
 - ✓ Young adults want to experience new things.
 - ✓ Young families are looking for a place to travel.

Likelihood to consider moving for the right opportunity
Scale of 0 (not likely at all) to 10 (very likely)



Source: * Fleishmann-Hillard True Global Intelligence proprietary research. May 2021

“What Experiences Caused you to Consider Moving?”



Survey of U.S. Travelers

Which one of these facts “Makes Iowa More Desirable?”

There are 72 state and thousands of county parks in Iowa

Iowa received an A+ from CNBC for its low cost of doing business.

Iowa is ranked #1 in the Country for High School Graduation Rate

Iowa has the #1 rated workforce by Chief Executive Magazine

Iowa was the #1 ranked state in 2018 by U.S. News & World Report

The average commute time in Iowa is 19.4 minutes

Iowa is the #5 best state for raising kids

Iowa has more than 2,200 miles of rec trails.

Iowa has 18,000 miles of waterways for canoeing and kayaking.

• 66%

• 64%

• 62%

• 61%

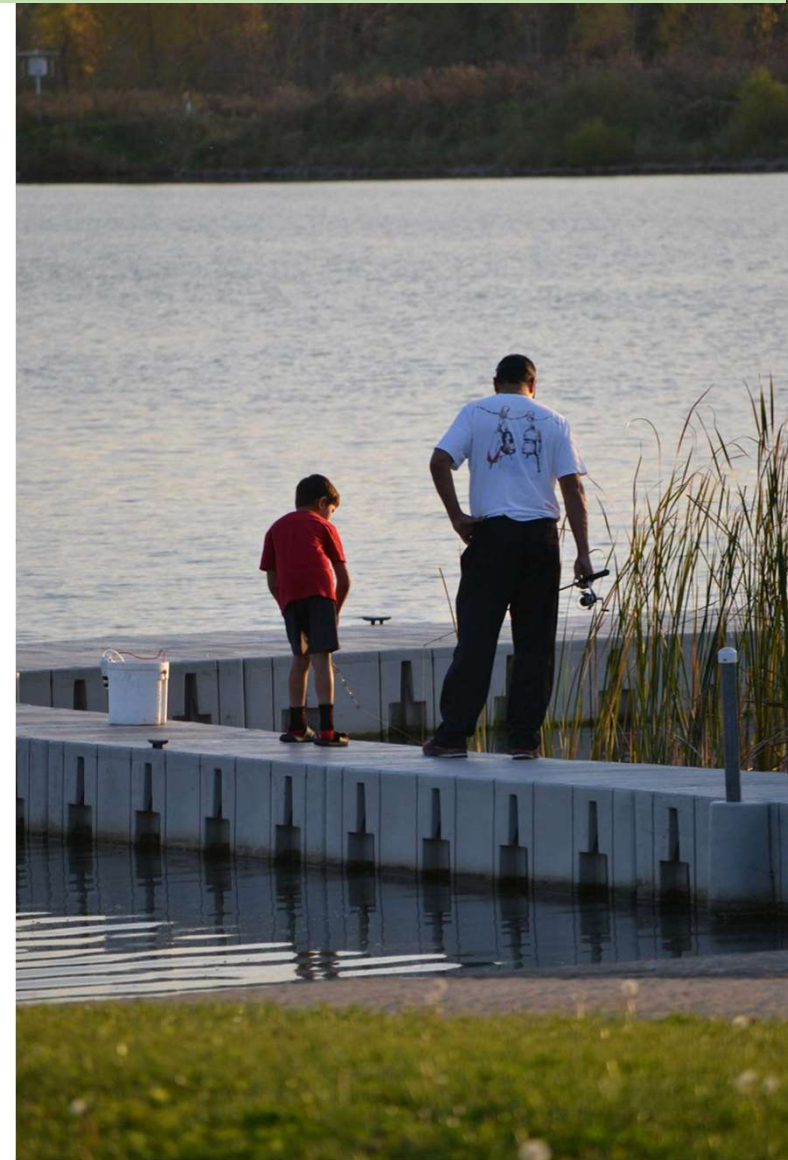
• 61%

• 61%

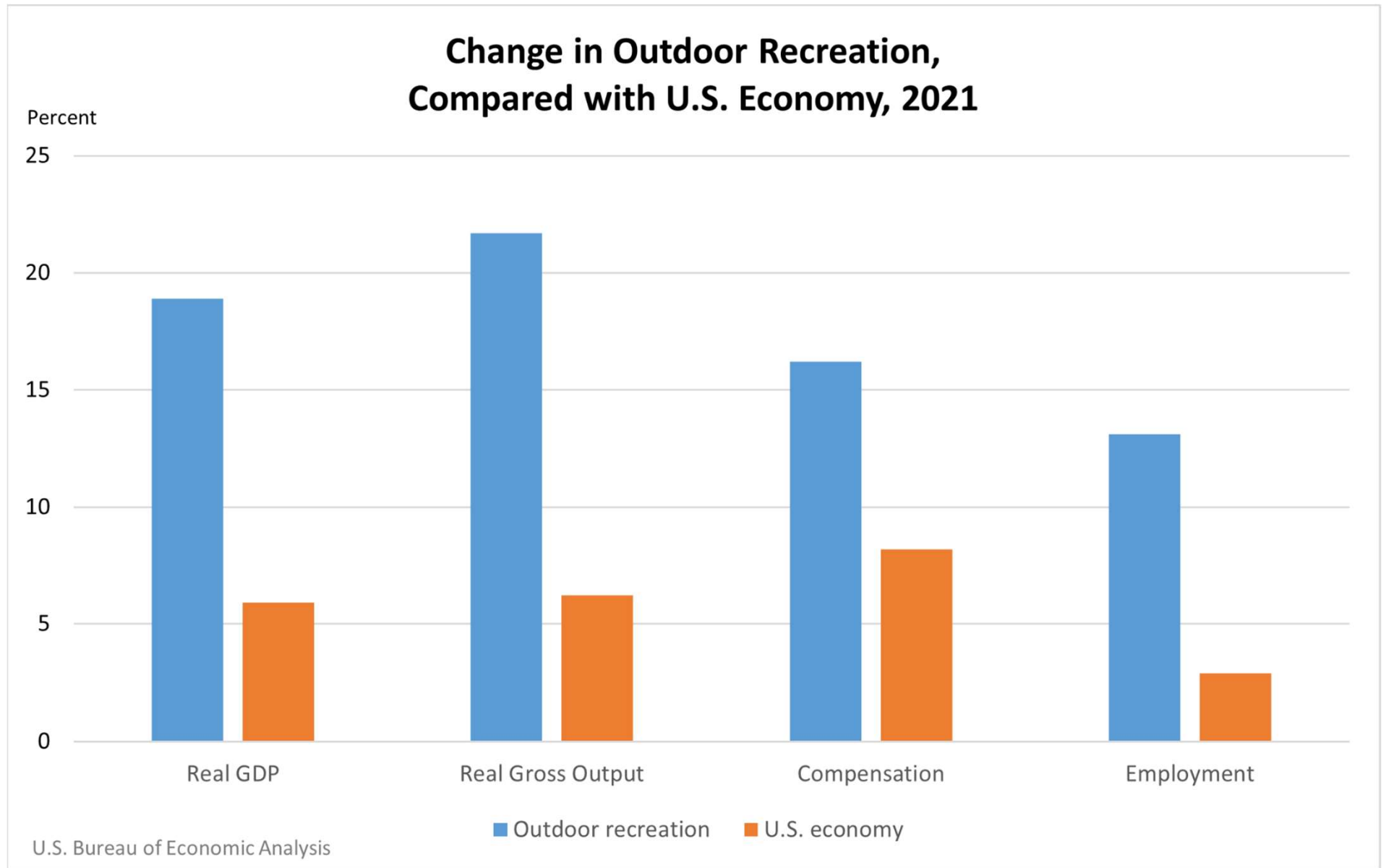
• 60%

• 60%

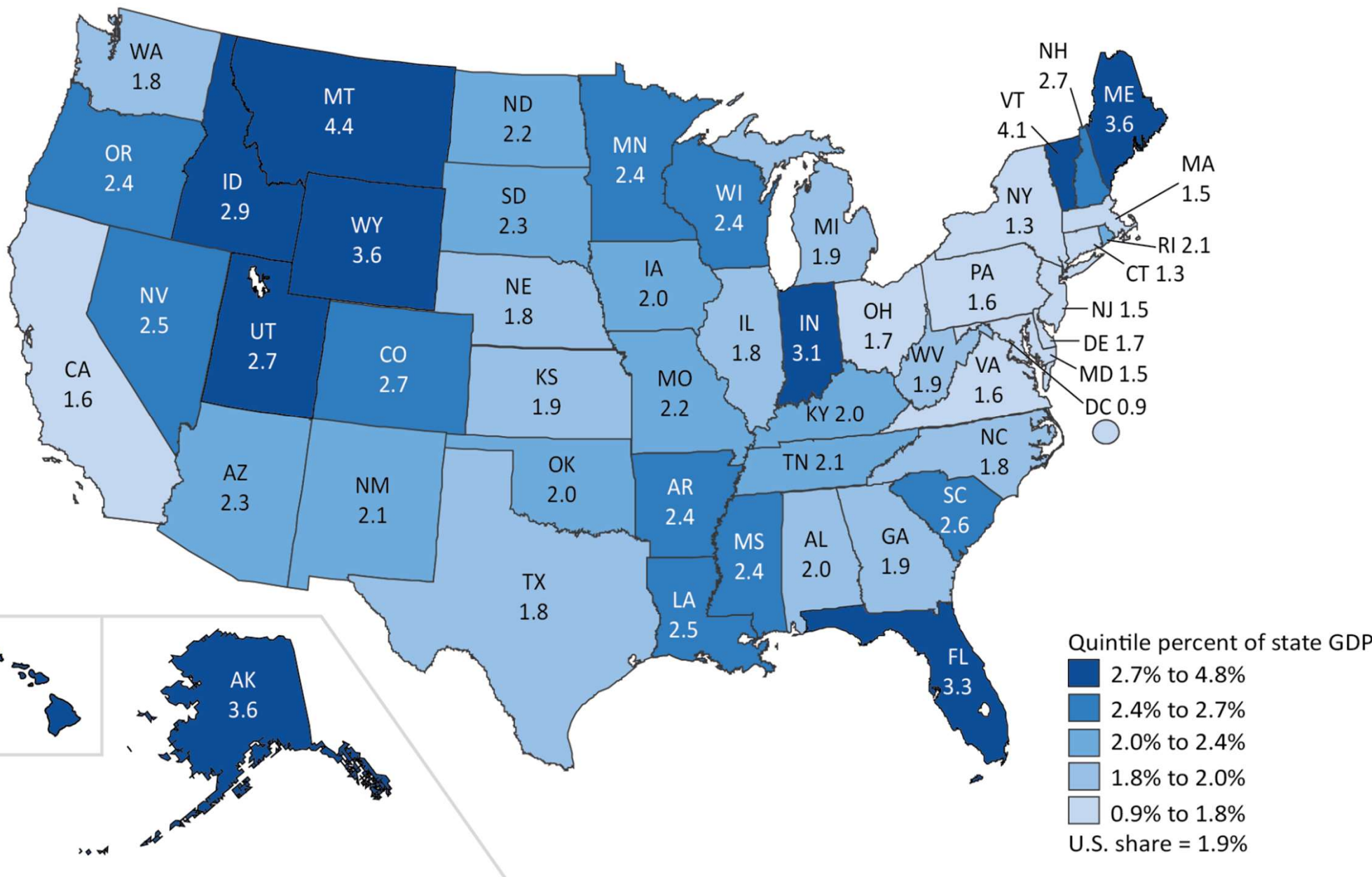
• 58%



Outdoor Recreation Economic Impact



State Outdoor Recreation Value Added as a Percent of State GDP, 2021



U.S. Bureau of Economic Analysis

The Right Opportunities. The Right Place. Done the Right Way.



Opportunities are Everywhere



Working Together

- ❑ The state of Iowa is responsible for developing and delivering a multitude of plans to federal agencies, many which are or could be
 - Iowa Wildlife Action Plan: Securing a Future for Fish & Wildlife
 - Iowa's Forests Today: An assessment of the Issues and Strategies for Conserving and Maintaining Iowa's Forests
 - Wetland Program Plan for Iowa
 - Healthy Iowans : Iowa's Health Improvement Plan
 - Iowa in Motion 2045: State Transportation Plan
 - Iowa Bicycle and Pedestrian Long Range Plan
 - Outdoor Recreation in Iowa
-
- Iowa's State Water Trails Plan
 - Iowa Lakes Plan
 - Cultivating the Future of Outdoor Recreation in Iowa: Strategies for Recruiting, Retaining and Reactivating Outdoor Recreationists



Funding Opportunities - DNR

- REAP County Conservation
- REAP Conservation Education Program
- REAP City Parks & Open Spaces
- REAP Private/Public
- Water Recreation Access Cost Share
- Wildlife Habitat Stamp Promotion with Local Entities Program (Acquisition)
- Wildlife Habitat Stamp Promotion with Local Entities Program (Development)
- Wildlife Diversity
- Fish Habitat Promotion for County Conservation Boards
- Land & Water Conservation Fund
- Outdoor Recreation Legacy Partnership
- Save America's Treasures
- All Terrain Vehicle Fund
- Trees for Kids
- Community Forestry - Derecho
- Community Forestry - Emerald Ash Borer

Funding Opportunities - IEDA and DOT

- Iowa Great Places
- Enhance Iowa
- Rural Enrichment
- Rural Innovation
- Rural Scale-up
- State/Federal Recreation Trails



Why a StoryMap?

DNR Outdoor Recreation In Iowa SCORP Plan

← a Land and Water Conservation Fu... The Resource The People The Opportunity Outdoor Recreation Priorities Fundin →

Forests in Iowa

Upon settlement, Iowa was described as having 18% forested lands (6,700,000 acres), today there is about 8% remaining, most of which are located on steep slopes with sensitive soils or within riparian zones.

The largest contiguous tracts of forested

Sidecar ▾

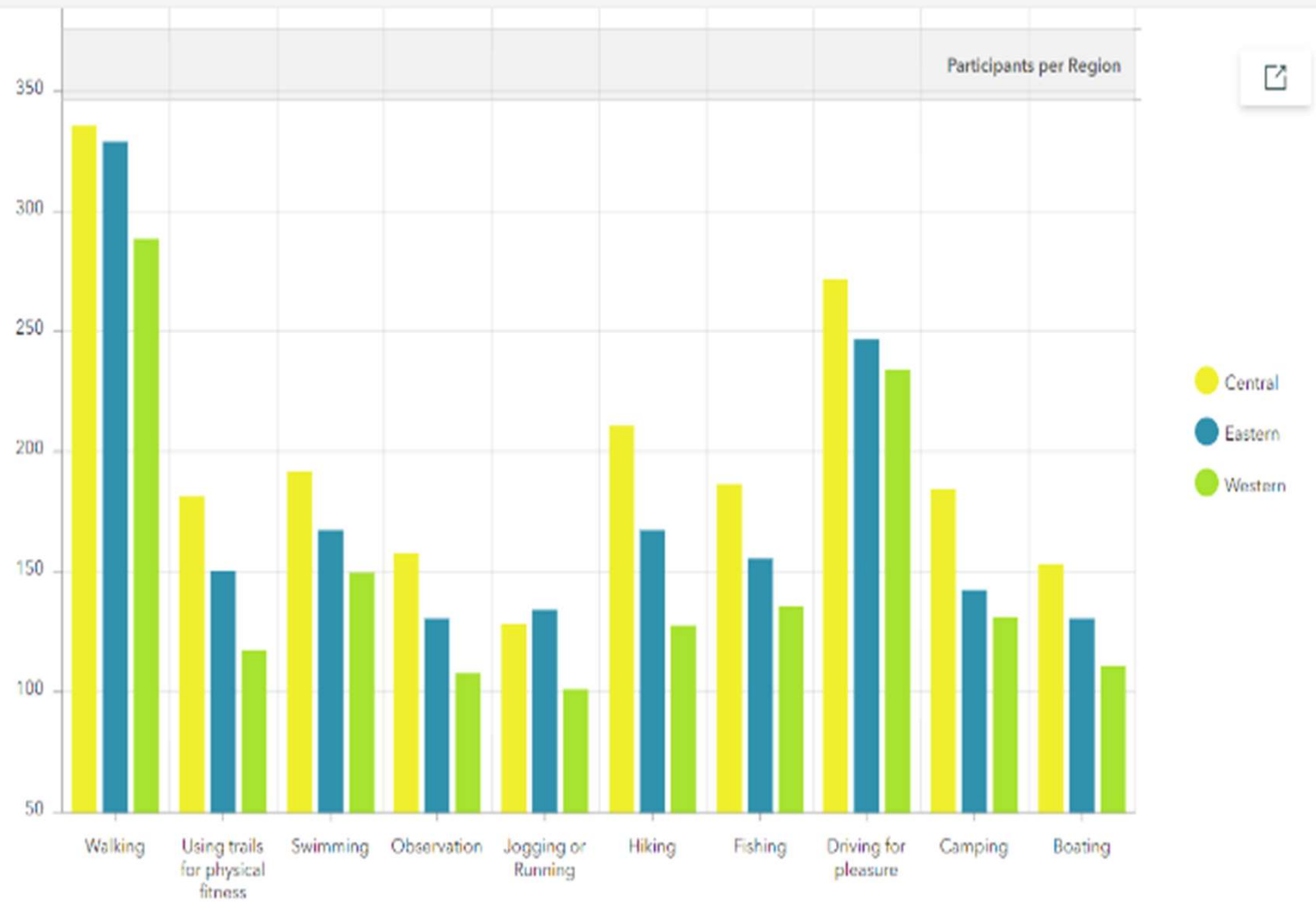
Drag slides to reorder

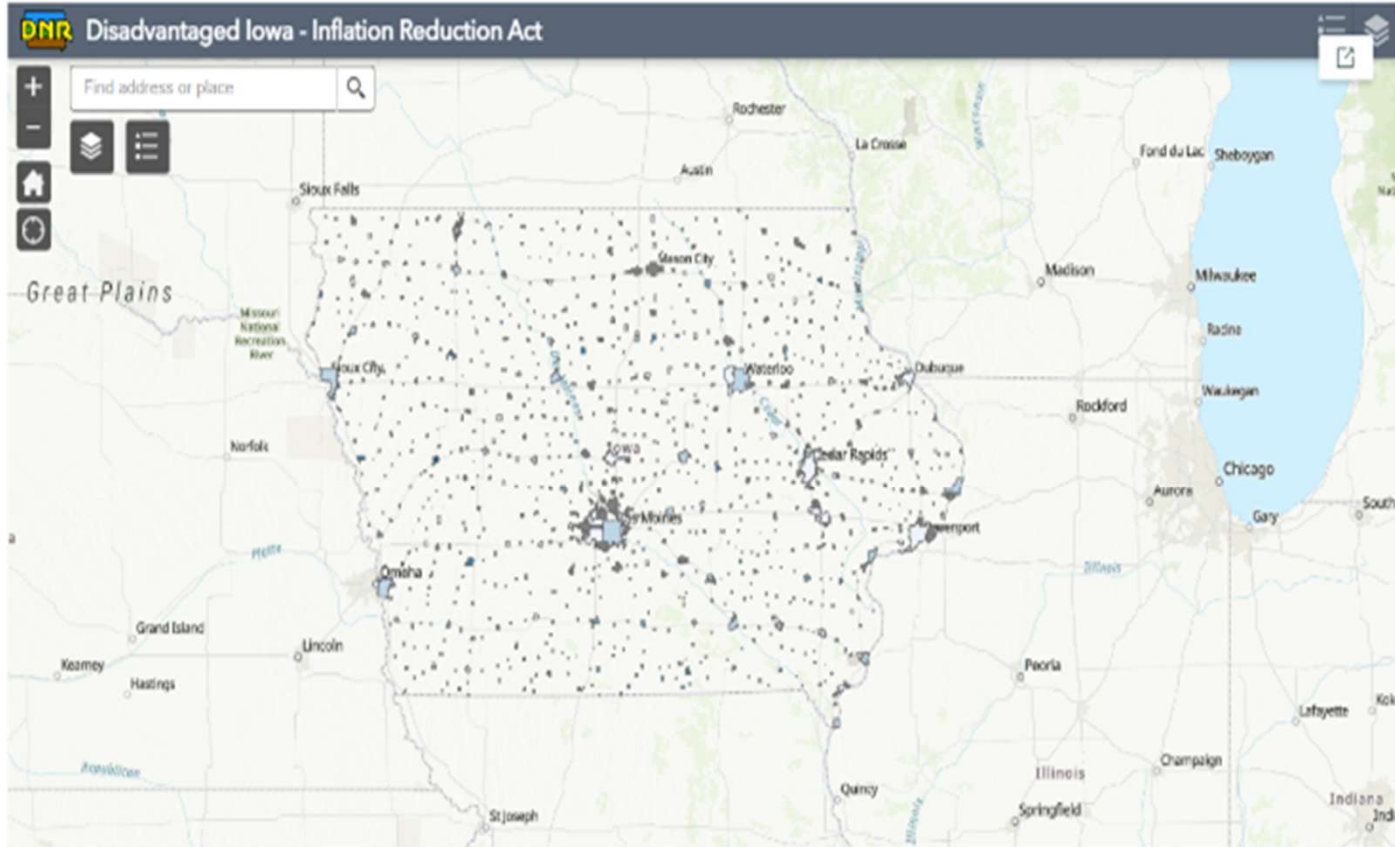
1 2 3 4 5



Outdoor Recreation In Iowa SCORP Plan

- Race
No Selection
- Place of Residence
No Selection
- Completed Level of Education
No Selection
- Gender
No Selection
- Age
No Selection

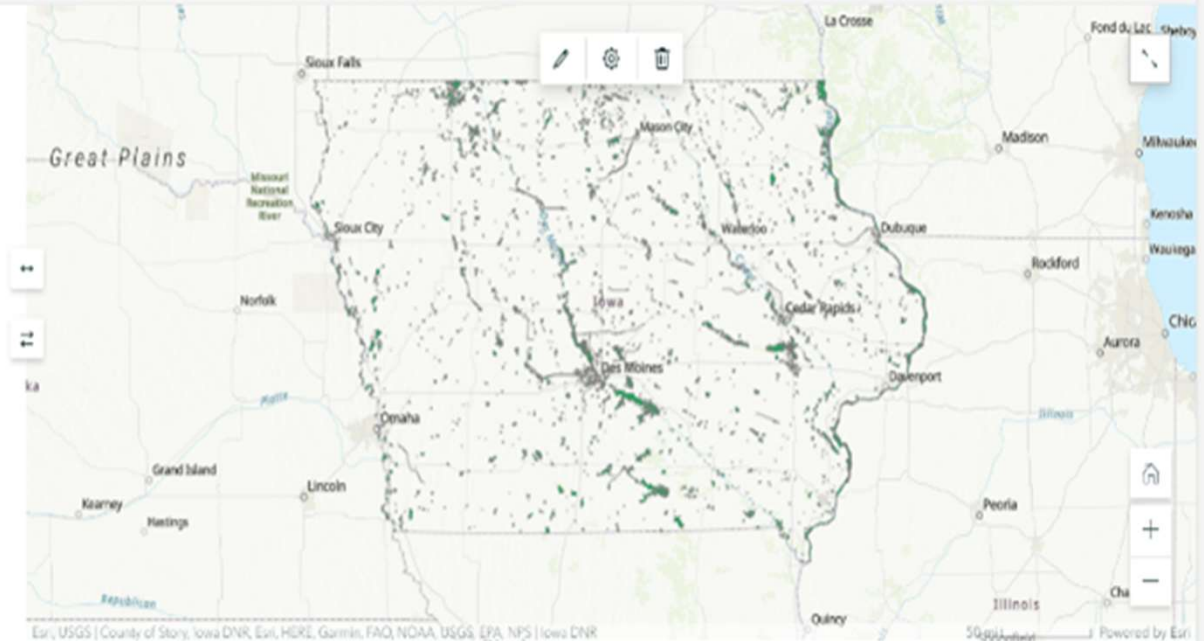






Public Lands

Iowa has about 56,286 square miles (36,022,848 acres) bordered by the Mississippi River on the east and the Missouri River and Blg Sioux on the west with 3% of the land open to public access.



01 / 06

Sidecar

Drag slides to reorder



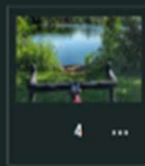
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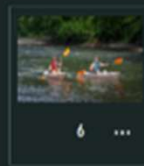
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4

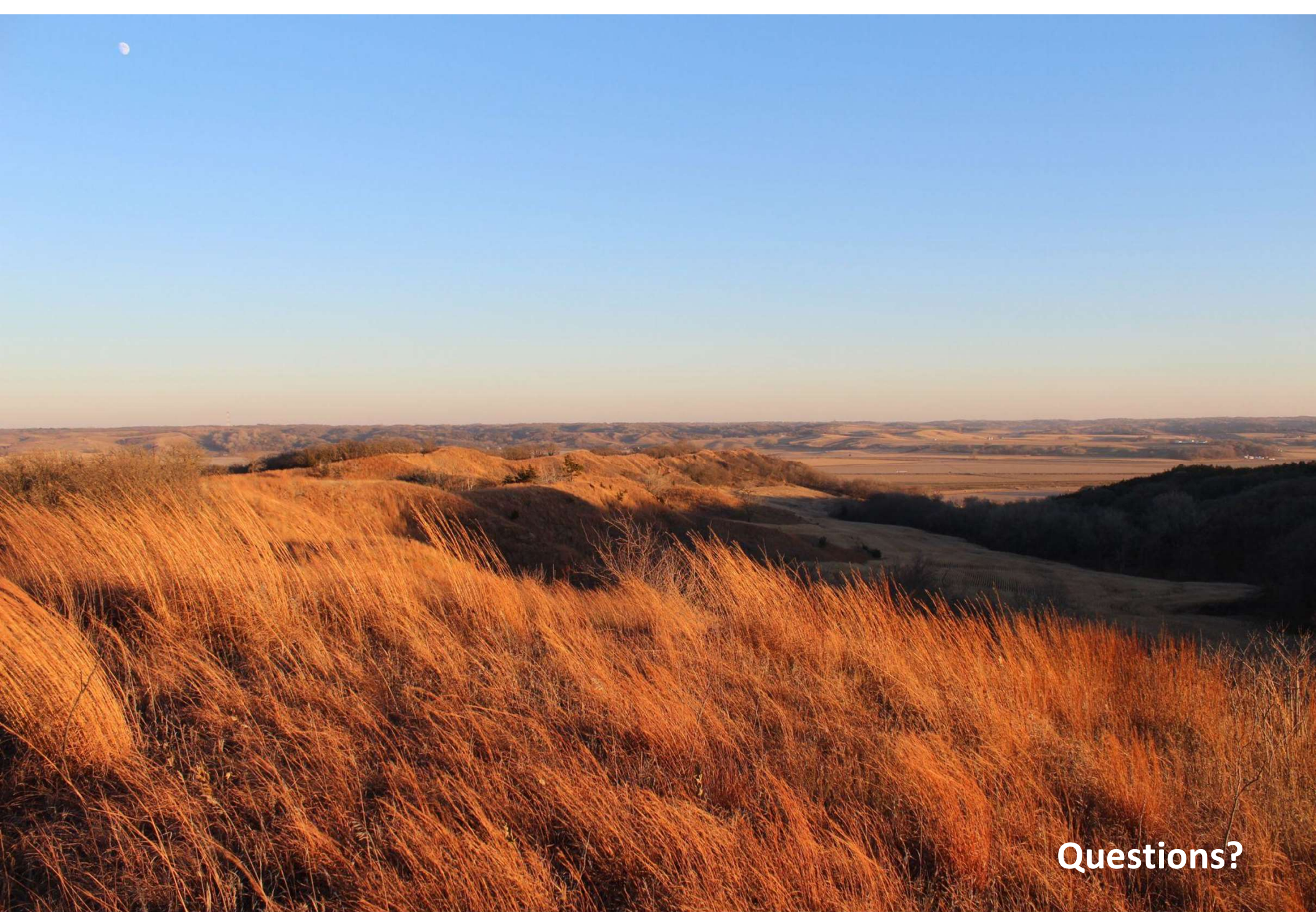


5



6





Questions?



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FROM A NEW PERSPECTIVE

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ROAD TRIP**

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INSPIRATION**

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