

Strategic Sustainability Plan Overview

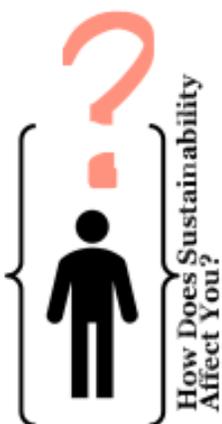
The Need for a Strategic Sustainability Plan

Over the years, public demands for recreation and environmental education experiences have changed. Land Between the Lakes has met public demands by providing more facilities and opportunities, refining our business practices, and using appropriated dollars, capital investments and partners' contributions wisely.

At the same time, however, there are unprecedented challenges to providing quality recreation and environmental education opportunities at Land Between the Lakes:

- Declining federal appropriations have created a situation where the Forest Service cannot keep up with the costs of operating and maintaining current facilities and programs.
- The condition of our recreation and heritage assets has steadily diminished, resulting in a ballooning backlog of maintenance needs for recreation facilities, trails, and roads.
- Some types of recreation activities have contributed to degraded recreation settings, damaged heritage sites, unacceptable resource impacts, and conflicts between users.

Why It Matters



Strategic Sustainability Plan:

In effort to overcome these challenges and provide continued benefits to the surrounding region, Land Between the Lakes is seeking to develop a Strategic Sustainability Plan for recreation and environmental education. The goals of the strategy are:

1. Develop a citizen-informed, sustainability-based vision that will guide our recreation and environmental education programs for the next 10-15 years;
2. Develop sustainability strategies which will position us to be environmentally, socially and economically supportable in the long term; and
3. Align our practices with broader initiatives that cultivate regional sustainability through collaborative actions.

Public engagement is an essential piece in developing this plan. Ultimately, through engagement, we desire:

- to learn and understand how the public wants their lands managed,
- to make better decisions,
- form lasting relationships and strategic partnerships, and
- to build capacity... to sustain the health and vitality of our lands, lakes and the communities that depend on them.

LBL's Strategic Sustainability Plan

A long-range plan aimed at achieving sustainability goals which align to LBL's overall business strategy for outdoor recreation and environmental education



Key Components of an SSP

1. Mission Statement
2. Core Values
3. Vision Statement
4. Goals & Objectives
5. Key Indicators
6. Strategies
7. Action Items



What is Sustainability:

The **U.S. Forest Service mission** speaks of the overall goal for sustainability for our agency: *“To sustain the health, diversity, and productivity of the Nation’s forests and grasslands to meet the needs of present and future generations.”*

To contribute to the agency’s overall mission, the Framework for Sustainable Recreation states that the Recreation program should focus on three spheres that frame sustainability—environmental, social & economic.

Sustainability: The capability to meet the needs of the present generation without compromising the ability of future generations to meet their needs.

- ***Ecological Sustainability:*** The capability of ecosystems to maintain ecological integrity;
- ***Economic Sustainability:*** The capability of society to produce and consume or otherwise benefit from goods and services including contributions to jobs and market and nonmarket benefits;
- ***Social Sustainability:*** The capability of society to support the network of relationships, traditions, culture, and activities that connect people to the land and to one another and support vibrant communities.

Sustainable Recreation: The set of recreation settings and opportunities on the National Forest System that is ecologically, economically, and socially sustainable for present and future generations.

- ***Recreation Opportunity:*** An opportunity to participate in a specific recreation activity in a particular recreation setting to enjoy desired recreation experiences and other benefits that accrue.
- ***Recreation Setting:*** The social, managerial, and physical attributes of a place that, when combined, provide a distinct set of recreation opportunities.

Our Commitment to Sustainability:

Land Between the Lakes' position and commitment to sustainability can be summarized as follows: In everything we do, we are passionate about connecting people to the outdoors. Why? It is embedded in our mission, but more importantly, because we believe through these connections lives can be improved – physically, mentally, spiritually, and in many other ways. At Land Between the Lakes, we're focused on improving quality of life by providing outstanding recreation and environmental education opportunities. Sustainability is integral to this pursuit.

At the heart of our sustainability objective is a desire to create better tomorrows by expanding social, economic, and environmental benefits to future generations through outdoor experiences. We aim to strengthen the health and vitality of our lands, lakes and the communities that depend on them. We will do this by maintaining our duty to protect natural and cultural resources, putting human health and enjoyment at the center of all that we do, contributing to the financial well-being of our surrounding communities, and valuing our employees and partners.

We recognize that public engagement is an essential piece of sustainability. It helps us to understand the physical, ecological and social threads that link Land Between the Lakes to surrounding lands and communities. By understanding these threads, we can make better management decisions, as well as, strategically align our practices with broader initiatives that cultivate regional sustainability.

The Two Sides to Sustainability:

Our commitment reflects the two dimensions of sustainability in which we can have an impact:

a) Direct Impact: Through our direct business activities at Land Between the Lakes, we seek to become more sustainable by providing recreation opportunities and environmental education that are economically, socially, environmentally and organizationally supportable in the long term. Basically, it's about how we can provide recreation and environmental education that lasts.

b) Indirect Impact: Through our contribution to broader initiatives, we seek to align our programs of work to enhance the social, economic, and environmental viability of surrounding lands, lakes, and communities. Basically, it's about how we can contribute toward making the world around us a better, more sustainable place.

Get Involved:

Your thoughts are important to us. The plan cannot be successful without input and support from our visitors, partners, surrounding residents and stakeholders. There will be several opportunities for stakeholders to participate in the planning process. Visit <http://landbetweenthelakes.mindmixer.com/> to provide input and to see upcoming opportunities and events.