

# AMC-DV DEI Overview for 2021

**Including Key Findings from  
2019 OUTDOOR PARTICIPATION  
REPORT**

<https://outdoorindustry.org/oia-participation/>

# 2019 Outdoor Participation Report

Data from: Outdoor Foundation <https://outdoorindustry.org/oia-participation/>

- ▶ In 2018, a little more than half of the U.S. population participated in outdoor recreation at least once.
  - ▶ Unfortunately, this also meant that a little less than half of the U.S. population did not participate in outdoor recreation at all, and very few got outdoors often enough to enjoy the full benefits of health and well-being outdoor activities can provide.
- ▶ In 2018, only 33.2% of outdoor participants were considered moderate participants (outdoors about 1x/month), a drop from 35.1% just a decade earlier.
  - ▶ *Personal observation (and feedback from Park Rangers): COVID seems to have changed this, but I expect behavior with revert post-COVID.*
- ▶ Research continued to confirm that the making of an outdoor participant began with convenient, close-to-home outdoor recreation opportunities.
  - ▶ Most participants, (63.3%), traveled only ten miles from their homes to their outdoor activities. A much smaller 18.9% of participants ventured 25 miles or more to their destinations.

# 2019 Outdoor Participation Report

- ▶ There continues to be a gap between the diversity of outdoor participants and the diversity of the U.S. population. In terms of participation by ethnicity, outdoor participants still skewed more Caucasian than the total population.
  - ▶ Approximately 74% (of moderate participants) identify as Caucasian.
- ▶ Adults with children in their households participated in outdoor recreation at much higher rates than adults without children: 54.9% percent versus 43.0%.
- ▶ Kids went on 15% fewer annual outings in 2018 than they did in 2012.
  - ▶ The decline in youth activity was particularly concerning as youth participation is a strong indicator of future activity. In fact, adults that were active outside as children were twice as likely to be active when they became adults.
- ▶ The Outdoor Industry Association's charitable efforts are focused on their **THRIVE OUTSIDE** program.

# Thrive Outside

OUTDOOR FOUNDATION MISSION AND VISION

## WE ALL THRIVE OUTSIDE

INSPIRING THE OUTDOOR HABIT IN ALL KIDS AND FAMILIES BY CONNECTING RESEARCH, KNOWLEDGE, PEOPLE AND PROGRAMS, WITH THE GOAL OF EVERYONE EXPERIENCING THE FUN AND JOY OF THE OUTDOORS ONCE A WEEK.



### WHAT WE KNOW

WE ARE BECOMING THE WORLD'S FIRST INDOOR SPECIES WITH DEVASTATING CONSEQUENCES. WITHOUT TIME OUTSIDE, KIDS, FAMILIES, COMMUNITIES AND BUSINESS HAVE A LOT TO LOSE.



**7.5  
HOURS**

THE AVERAGE NUMBER OF  
HOURS CHILDREN SPEND  
ON A SCREEN DAILY



**4-7  
MINUTES**

THE AVERAGE NUMBER OF  
MINUTES CHILDREN PLAY  
OUTSIDE DAILY



**18%  
ADULTS AND  
CHILDREN**

GET OUTSIDE AT LEAST  
ONCE A WEEK

# Thrive Outside (First Year Report)

- ▶ The Thrive Outside Initiative is focused on reversing the declining trend of outdoor engagement by working at the grassroots level, empowering communities to make outdoor recreation an accessible lifestyle for all.
- ▶ The Outdoor Foundation's Thrive Outside Community initiative will award multi-year capacity building grants to diverse communities in order to create or strengthen partnerships between existing local organizations such as schools, Boys and Girls Clubs, YMCAs and nonprofit conservation and outdoor organizations that create repeat and reinforcing positive outdoor experiences for kids and families.
- ▶ The core goal of the Thrive Outside Community investments is to create healthy individuals, communities, and economies by making the outdoors a habit.
- ▶ In its first year, The Outdoor Foundation's Thrive Outside Community Initiative has made multi-year grants to four regions across the country: Atlanta, Grand Rapids, Oklahoma City, and San Diego. Over the next three years, we plan to grow the number of regions we're investing in from 4 to 8 to 16.
  - ▶ I have reached out to Thrive Outside to see if Philadelphia is a future target.
- ▶ More info on this Program is available at: <https://outdoorindustry.org/thrive-outside/>

# ACTIVITY PREFERENCES

## YOUTH (6 TO 17): TOP FIVE MOST POPULAR OUTDOOR ACTIVITIES\*

The popularity of outdoor activities has been determined by those with the highest participation rates.

1



**Road, Mountain and  
BMX Biking**

24.6% of American youth  
12.7 million participants

2



**Freshwater, Saltwater  
and Fly Fishing**

21.8% of American youth  
11.2 million participants

3



**Running, Jogging and  
Trail Running**

21.5% of American youth  
11.1 million participants

4



**Car, Backyard,  
Backpacking and  
RV Camping**

20.5% of American youth  
10.6 million participants

5



**Hiking**

16.1% of American youth  
8.3 million participants

## YOUTH (6 TO 17): TOP FIVE FAVORITE OUTDOOR ACTIVITIES\*

Favorite outdoor activities have been measured by those with the highest frequency in participation.

1



**Road, Mountain and  
BMX Biking**

40.0 average outings  
508.6 million total outings

2



**Running, Jogging and  
Trail Running**

45.7 average outings  
507.4 million total outings

3



**Freshwater, Saltwater  
and Fly Fishing**

12.5 average outings  
140.7 million total outings

4



**Skateboarding**

44.7 average outings  
137.2 million total outings

5



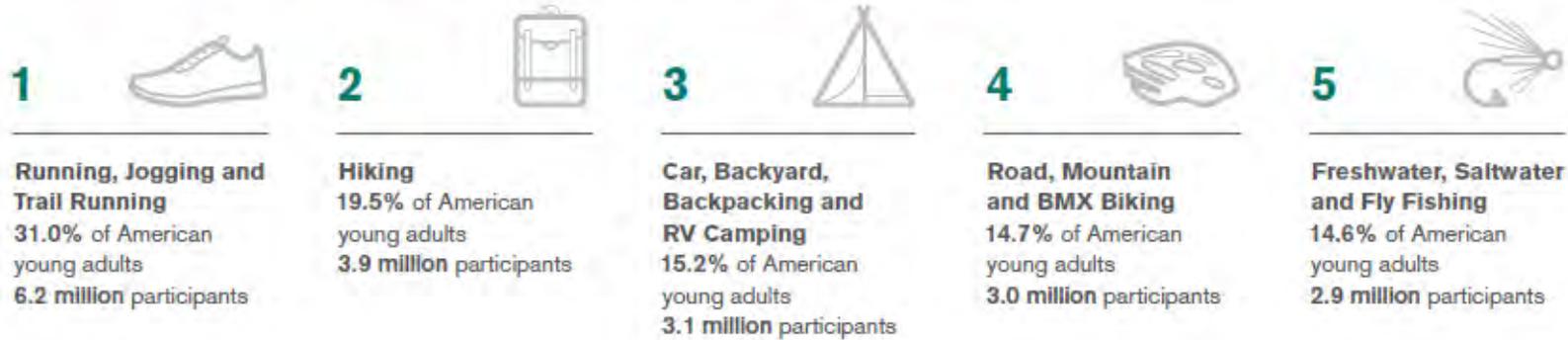
**Car, Backyard,  
Backpacking and RV  
Camping**

9.6 average outings  
101 million total outings

# ACTIVITY PREFERENCES

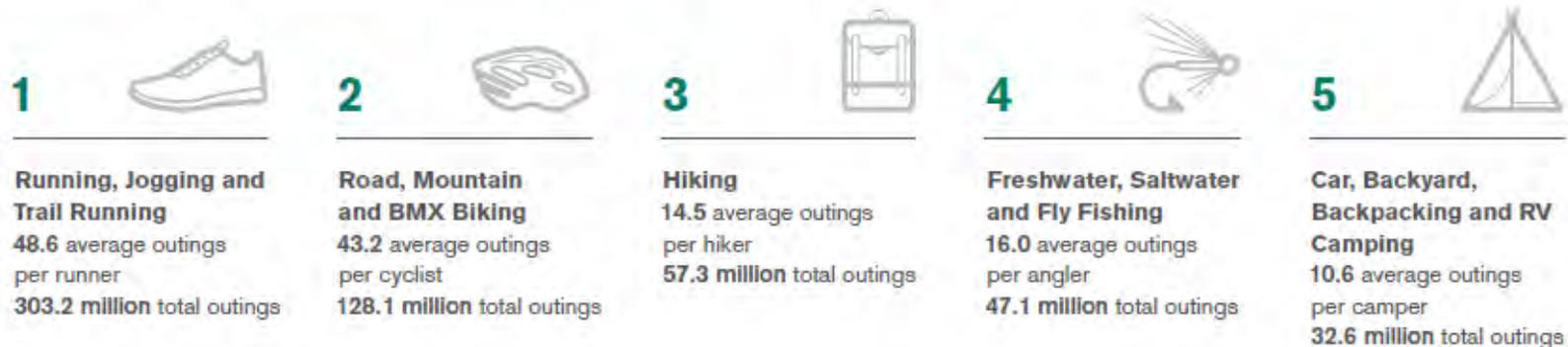
## YOUNG ADULTS (18 TO 24): TOP FIVE MOST POPULAR OUTDOOR ACTIVITIES\*

The popularity of outdoor activities has been determined by those with the highest participation rates.



## YOUNG ADULTS (18 TO 24): TOP FIVE MOST FAVORITE OUTDOOR ACTIVITIES\*

Favorite outdoor activities have been measured by those with the highest frequency in participation.



# ACTIVITY PREFERENCES

## ETHNIC GROUPS: TOP FIVE MOST POPULAR OUTDOOR ACTIVITIES\*

The popularity of outdoor activities has been determined by those with the highest participation rates.

	CAUCASIANS	AFRICAN AMERICANS	HISPANICS	ASIANS
<b>1</b>	<b>Hiking</b> <b>20.0%</b> 	<b>Running/ Jogging and Trail Running</b> <b>17.3%</b> 	<b>Running/ Jogging and Trail Running</b> <b>20.6%</b> 	<b>Running/ Jogging and Trail Running</b> <b>26.1%</b> 
<b>2</b>	<b>Freshwater, Saltwater, and Fly Fishing</b> <b>18.2%</b> 	<b>Road Biking, Mountain Biking and BMX</b> <b>10.4%</b> 	<b>Road Biking, Mountain Biking and BMX</b> <b>14.7%</b> 	<b>Hiking</b> <b>21.2%</b> 
<b>3</b>	<b>Running/ Jogging and Trail Running</b> <b>16.9%</b> 	<b>Freshwater, Saltwater and Fly Fishing</b> <b>9.9%</b> 	<b>Hiking</b> <b>14.6%</b> 	<b>Road Biking, Mountain Biking and BMX</b> <b>16.4%</b> 
<b>4</b>	<b>Car, Backyard, Backpacking, and RV camping</b> <b>16.3%</b> 	<b>Car, Backyard, Backpacking and RV Camping</b> <b>5.9%</b> 	<b>Car, Backyard, Backpacking and RV Camping</b> <b>14.2%</b> 	<b>Car, Backyard, Backpacking, and RV camping</b> <b>11.3%</b> 
<b>5</b>	<b>Road Biking, Mountain Biking and BMX</b> <b>15.5%</b> 	<b>Hiking</b> <b>5.5%</b> 	<b>Freshwater, Saltwater and Fly Fishing</b> <b>13.2%</b> 	<b>Freshwater, Saltwater and Fly Fishing</b> <b>9.9%</b> 

# Implications for AMC-DV DEI

How does AMC-DV bring the outdoors to people who are demographically representative of the areas where we operate?

- ▶ Location
  - ▶ Urban Centers / public transportation accessible
- ▶ Activities
  - ▶ Running (Trail running?) / Adventure Racing / Car Camping
- ▶ Families
  - ▶ Kids are key as well as young adult age group
- ▶ Outreach
  - ▶ What associations? Note that many of these are oriented to families / children not adults
- ▶ Accessibility
  - ▶ Costs (grants / scholarships)
  - ▶ Transportation
  - ▶ Differing Abilities (wheel chair accessible hikes?)
  - ▶ Gear (acceptance unless true safety issue); gear swaps; activities with limited gear required

# AMC-DV "Research"

# DWG Survey Results (n=25)

## Hiking Days

Thursday	2
Friday	5
Saturday	17
Sunday	11
Any day	2
n/a	2

## Hiking Seasons

4 Season	5
Shoulder (Spring/Fall)	5
3 Season (no Winter)	5
Remainder was a mix (with Fall popular)	

- No particular pattern between Frequency and Seasons, except frequent hikers (1+/week) were much more likely to hike in winter and none of the infrequent hikers (<1/mo) listed winter.

## Interest in AMC-led hike (by frequency)

	Yes	No	?
1+ / Weekly	3	1	1
2+ / Month	4	3	
Monthly	3	4	
<1 /Monthly	2	3	1
	<hr/> 12	<hr/> 11	<hr/> 2

Pretty evenly split regardless of hiking frequency

## Education on Hikes

### (if interested in led hike)

Interested in AMC-led hike = 12

Interested in education = 10

\*\*\*\*

NOT Interested in AMC-led hike = 11

But still Interested in education = 4

Most people interested in a led hike would like education. **Surprisingly 4 of the 11 who said they were not interested in a led hike said they would like education.** Additional comments said they were most interested in History, Nature, Geology, Wildlife, etc.

# 2021 Plans to Advance DEI

How does AMC-DV bring the outdoors to people who are demographically representative of the areas where we operate? *(Note COVID Restrictions on almost all initiatives)*

## ► Urban Hikes

- Urban hikes should be offered on Saturdays and Sundays and most should be short & easy (although we should add in some more challenging ones for growth)
- Where possible, offer a theme for the hike (ie: Mural Hike) and “advertise” in the write up
- Use appropriate descriptors in the write up (maybe it’s a walk, not a hike); and include transportation info
- If appropriate, partner with an organization to communicate this event
- Target to have a minimum of 6 documented “hikes” available in a “library” (on website)
  - Full instructions on the hike (possibly download via Gaia / AllTrails) available to leaders
  - Each hike should include info on local transportation (ie: bus stop info)
- Target to offer at least one urban hike per month on the schedule
- At least one documented hike should be wheelchair accessible
- At least one documented hike should be family / kid friendly

# 2021 Plans to Advance DEI

How does AMC-DV bring the outdoors to people who are demographically representative of the areas where we operate? *(Note COVID Restrictions on almost all initiatives)*

- ▶ Running (Trail)
  - ▶ Can we do some trail running in urban centers? Both Philly and Reading have good running trails in the woods.
- ▶ Adventure Racing
  - ▶ Is this an activity we can consider? Very popular with younger adults.
- ▶ Car Camping
  - ▶ This could be a good family friendly activity.
  - ▶ Plan on added activities: hikes; nature scavenger hunt; geocaching; etc...
- ▶ Trail Head Tabling
  - ▶ Resume Trailhead tabling to collect & distribute information

# 2021 Plans to Advance DEI

How does AMC-DV bring the outdoors to people who are demographically representative of the areas where we operate?

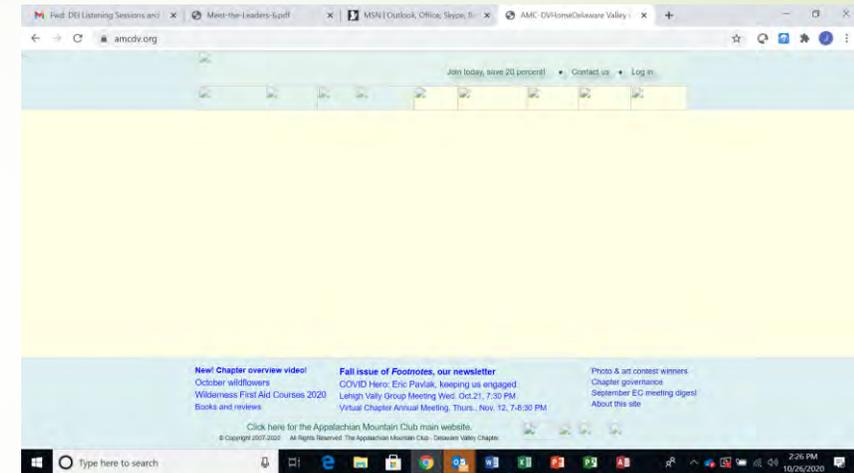
- ▶ Out Reach
  - ▶ Especially important for family activities
  - ▶ Most of the outreach partners are child / family focused (versus adult)
  - ▶ Thrive Outside – Next location?
- ▶ College / University Outreach
  - ▶ Scholarships (Temple has a Park Ranger Program)
    - ▶ Which appears to need some diversity →
  - ▶ Can we work to get our leader training recognized for credit?
- ▶ Financial Support
  - ▶ Try to keep some (most?) of this local
  - ▶ BikeWorks (Allentown)
  - ▶ AMC-DV Scholarships / Grants for membership / training / etc.
  - ▶ Continue Gear Swaps



# 2021 Plans to Advance DEI

How does AMC-DV bring the outdoors to people who are demographically representative of the areas where we operate?

- Website
  - This needs to be fixed so everyone can see it:
  - All training opportunities to be highlighted
    - Scholarship / payment for training included
  - DEI section needs updating
- Training / Communication
  - DEI training (pending)
  - Add info on accessibility (ie: wheelchair etiquette)
  - How to access info for new members
  - AMC-DV Scholarships / Grants for membership / training / etc.
  - More frequent e-blasts?
- **BUDGET???**
- DEI Mission Statement
  - Once the “corporate” mission statement is announced, we’ll develop ours.



# 2021 Plans to Advance DEI

How does AMC-DV bring the outdoors to people who are demographically representative of the areas where we operate?

- ▶ **What does it mean to “bring the outdoors to people...”**
  - ▶ Are we looking to increase the diversity of our membership?
  - ▶ Are we looking to introduce people to the outdoors who are not already experiencing it?

- ▶ AMC Diversity Page:

EVERYONE BELONGS OUTDOORS

As your partner in conservation, education, and recreation the Appalachian Mountain Club is inspired by the untold diversity of our members and friends. We aim to be an inclusive, equitable, and kind community. At AMC we are united in our adventures by mutual trust, collective safety, respect for the natural world, and appreciation for our time together outdoors.

We pledge that AMC will always provide a welcoming and respectful environment. If you see or experience something different, please let us know.