

Alaska Nominee for ARC Legends Award



Marcia Butorac, Outdoor Recreation Planner

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Alaska Citation Summary for ARC Legends Award Nominee

As an outdoor recreation planner, **Marcia Butorac** has been providing quality customer service on behalf of BLM-Alaska for the past 18 years. Marcia manages all the facilities for the BLM Glennallen Field Office management area, which stretches 330 miles east to west and 307 miles north to south, making it roughly the size of West Virginia. The management area includes the Delta and Gulkana Wild and Scenic Rivers, 908 miles of trails, 17 trailheads, 4 campgrounds, 4 boat launches, and 2 waysides. All of these recreation resources are BLM-Alaska's most popular destinations and are highway or road accessible to $\frac{3}{4}$ of the State of Alaska's population. The campgrounds she manages are literally the benchmark for all other campgrounds in Alaska. Marcia has mentored dozens of seasonal youth hires and campground host volunteers in recreation management. She puts the needs of her volunteers and staff above all else and her volunteers are so favorably engaged and valued by Marcia that they often return from all over the nation, traveling thousands of miles, year after year, to provide their service under her direction. Marcia's dedication to her work, the public, and her staff; her commitment to building lasting partnerships and providing opportunities for youth; her promotion of stewardship of public lands; have won her the respect and admiration of all who know and work with her. Wherever exemplary BLM recreation facilities or services exist in this part of Alaska, it's because Marcia put it in motion, supported it, and gave it her complete dedication and commitment.

Award Criteria Narrative:

1. Quantifiable improvements in recreation opportunities or recreation participation by one or more categories of the American public, especially young people.

Marcia Butorac has been an outdoor recreation planner at the BLM Glennallen Field office for the past 18 years. She started her BLM career planning, preparing, and executing the entire outdoor recreation field season operation for the Glennallen Field Office management area, which stretches 330 miles east to west and 307 miles north to south, making it roughly the size of West Virginia. The management area includes the Delta and Gulkana Wild and Scenic Rivers, 908 miles of trails, 17 trailheads, 4 campgrounds, 4 boat launches, and 2 waysides. All of these recreation resources are BLM-Alaska's most popular destinations and are highway or road accessible to $\frac{3}{4}$ of the State of Alaska's population. The itineraries of most of those who travel to Alaska independently or by organized tour include Glennallen Field Office lands. It takes Marcia an entire day just to travel the length of the district, not including stops to work on projects.

Throughout these years, Marcia has mentored dozens of seasonal youth hires and campground host volunteers, to manage the demands of the recreating public. Marcia has provided staff and volunteers with comprehensive recreation management experience to deliver quality recreation opportunities along rivers, trails, waysides, and campgrounds.

Recreation has steadily increased during Marcia's tenure. As the recreation program grew, additional permanent recreation employees, once mentored as seasonals by Marcia, were hired to manage the increased visitation to the Wild and Scenic Rivers and trails. Marcia transitioned her focus to facility management of campgrounds, waysides and boat

launches as well as the field office, maintenance shop, storage buildings, and temporary housing units. Marcia's management of these facilities is exemplary. Her campground facilities are literally the benchmark for all other campgrounds in Alaska. Visitor comments often include compliments on the cleanliness and pleasantness of the outhouse facilities, which is especially notable considering the logistical challenges in accessing these facilities on a regular basis. Visitor use surveys that measure visitor satisfaction have also steadily increased over the years. Visitor satisfaction had been hovering around 80 percent until Marcia was able to focus her efforts on facilities. In 2008, surveys taken for the Gulkana Wild and Scenic River corridor came back with an overall satisfaction of 98 percent. In 2011, Brushkana Creek campground had 93 percent overall visitor satisfaction measure, while Sourdough Creek campground scored 99 percent.

In 2006, fee collection at Glennallen Field Office campgrounds doubled from previous years due to higher use and a small fee increase. Marcia developed these campgrounds to national standard fee sites, providing most accessible, quality facilities for the visiting public. In 2010 Marcia began reconstruction of another informal campground within the Delta Wild and Scenic River corridor to bring it up to Federal standards. In 2012 the project was completed and the Tangle Lakes campground came on board as a fee site. Because of the upgrade and subsequent fee collection, recreation fee revenue for the Glennallen Field Office *again nearly doubled*. This is particularly notable because of the campgrounds' inclusion in the fee demonstration program, which allows the field office to use this revenue to provide continued recreation opportunities to the American public.

Marcia has held numerous certifications in order to instruct various safety courses for seasonal staff, volunteers, and others in order to prepare them for a potential encounter with an injured visitor or co-worker. She is a Leave No Trace (LNT) Instructor, and avidly promotes LNT principals throughout all field office facilities to improve the recreation experience of all visitors. She instructs her campground hosts in LNT principals and provides educational LNT materials for the public at each site.

2. Reliance upon partnerships with profit/non-profit organizations in the private sector.

Marcia was initially hired under the "local hire" authority of the Alaska National Interest Lands Conservation Act (ANILCA) due to the experience and community connections she had earned over her long-time residency in the area.

Marcia has worked with a wide variety of businesses and non-profits in the management of facilities and for special events. She has organized community clean-ups with Alaska Native villages, held special events to promote public land stewardship, and has provided projects and oversight for the Boy Scouts of America, 4-H clubs, and other youth organizations, providing them opportunities to complete service projects and earn badges. For the past 7 years she has helped to establish and develop National Public Lands Day events for the field office. She coordinated with the U.S. Coast Guard Auxillary and then with the State of Alaska on a "Kids Don't Float" program to incorporate kiosks at every boat launch that provide free use, loaner life jackets for youth. And, she has provided key

support to numerous Hands on the Land events as well as youth outings initiated by the field office, such as day hikes, overnight hikes, and camps.

Marcia's efforts have been important in the responsible and sustainable recreational development of rural Alaska. She has helped local businesses recognize the needs of the recreating public in order to provide services that benefit both the businesses and the public. With Marcia's assistance, local businesses have established boater vehicle shuttles, campground firewood concessions, RV dump stations, and a variety of recreational equipment rentals to meet the needs of the public. She has worked with a variety of contractors to establish campsites, improve entrance roads, install restrooms, boat launches, camping pads, water pumps, dump stations, kiosks, plant native seeds, and install interpretive panels and signs.

Marcia also works diligently to meet the needs of the traveling public, those who only have a short time to experience Alaska, but are yearning for a special experience. Marcia coordinated with several staff, agencies, and contractors to develop interpretive materials to meet this need. For most of these years, much of the Glennallen Field Office area has been under interim management due to potential for conveyance out of federal administration. No entity was willing to shoulder the work to provide interpretation for these areas that were being visited but only under interim management. Marcia partnered with several people and the State of Alaska to meet the public's needs. Many of the waysides and interpretive panels along the remote and under-served Denali Highway are a result of her tenacity and determination and are greatly appreciated by all who travel there.

3. Use of creative solutions and programs, and demonstrated efforts to share news of creative solutions within the agency.

Modes and types of recreation continue to expand and visitation to Glennallen Field Office facilities and lands continue to increase in Alaska at a time when recreation funding is decreasing. To meet this challenge, Marcia has succeeded in growing quality fee demonstration and volunteer programs. Marcia's volunteers are staged at the corners and outposts of the vast management area. Emphasis on communication and safety are essential and Marcia's record is impeccable. Marcia puts the needs of her volunteers and staff above all else. Her volunteers are so favorably engaged and valued by Marcia that they often return from all over the nation, traveling thousands of miles, year after year, to provide their service under her direction. Marcia's dedication to her volunteers and knack for creating a sense of family amongst her volunteers has won her the respect and admiration of all who know and work with her. Marcia returns the favor by taking every opportunity to showcase the achievements of her staff and volunteers at presentations to management and other offices. Last year, Marcia's volunteer campground host, Catherine Leonard, received the "Making a Difference" National Volunteer Award for logging over 1,200 volunteer hours per season since 2000, totaling 15,600 volunteer hours for the BLM Glennallen Field Office under Marcia's guidance.

Marcia participated in a field office effort to have local youth digitize at least 30 years' worth of collected recreation program transparencies and catalog them for easy retrieval by utilizing a unique school-business partnership.

Marcia cheerfully shares any tips or tricks for successful fee collection, improved collection and entry of RMIS visitation, or facilities management with other staff and field offices. Marcia's determinations to continually improve have refined her approaches to many tasks over the years, providing excellent examples for other offices.

4. Community support for the individual's work reflected in awards, roles, etc.

Marcia has been a member of this small community for over 30 years. In small communities, responsible and dedicated people like Marcia, serve in numerous ways to meet the needs of the community and the youth. Marcia has been a hockey mom, coach, volunteered with numerous organizations, and is well-known throughout the community for her sweets and donated prizes, especially to youth.

Marcia has received many performance awards with the BLM. She's the kind of employee that goes above and beyond continually, exceeding benchmark after benchmark and could be awarded every year for her consummate performance. Wherever exemplary BLM recreation facilities or services exist in this part of Alaska, it's because Marcia put it in motion, supported it, and gave it her complete dedication and commitment.

Many of those attracted to a, remote region in an unorganized part of the state (no county, borough or other government below the state level) like the one served by the Glennallen Field Office, are no fans of the Federal Government. Marcia Butorac's dedication to public service is not only noticed by the community, but has had a positive effect on the public's perception of the agency. The population base may not be sufficient to support a host of organizations with the resources to honor public servants, but the fact that Marcia Butorac is recognized, respected, and welcome in every business and lodge in the area speak volumes.