The McCool Rules: #10.

The Decision-Making Process Should Separate Technical Description from Value Judgments
Sense of Place

• An individual’s connection and interpretation of a particular area
• How we feel about places
• Deeply rooted in our history
• “Where you are, is who you are”
• We all hold special connections to various places
• “Mystique” of Amazon
Pico Da Neblina
kirk creek campground . big sur. los padres national forest . ca
spruce knob seneca rocks national recreation area.

wv
mt. st. helens national volcanic monument. washington
midewin national tall grass prairie . illinois
bob marshall wilderness. chinese wall. lewis and clark national forest. montana
Communicating and marketing sense of place

America’s forests, grasslands, and other open spaces are integral to the social, ecological, and economic well-being of the Nation.
Sense of Place contributes to emotional desire to protect and restore special places.
Sense of place is affected by:

- What we build.
- Where we build.
- How we build, operate and maintain.
buhoma visitor center
bwindi impenetrable national forest
concept plan. uganda. 2011
Attachment to Place leads to Conservation Citizen Stewardship

• Sense of place has led people throughout history to want to protect places
• National Forests and Parks have people/groups who want to protect the area
Partners and volunteers contributed 1.2 million hours of trail work valued at $26.5 million.

This represents nearly 28% of the work completed by volunteers in 2012.
Nearly 108,000 volunteers and service participants gave 4.3 million hours to the Forest Service last year.

These contributions were worth over $93 million, and represented the work of nearly 2,400 full-time employees. Over 80% of these contributions have been in the areas of recreation, trails, and wilderness.
Over 9,500 youth aged 15-24 were engaged through employment and stewardship programs.

From facility maintenance and trail work to timber data collection, urban youth are supporting the Forest Service mission and becoming the next generation of conservationists.
Participant Connection – Public Engagement

• **Your sense of place!**
• *(Pick your neighborhood, forest, lake, city, country, etc.)*

• 1. How are you **defined** by your place?
• 2. How do you/can you **accept responsibility** of your place?
• 3. What **history** do you know of your place?
• 4. How do you find **pleasure/happiness** in your place?
• 5. How do you **relate to your surroundings** of your place?
• 6. How do you **take responsibility** of your place?
• 7. Why do you think **empowerment** is important in **protecting/preserving** your place?
Place mapping
Es tan amplio el mapa gastronómico del país que sólo los más exquisitos tacos han logrado trascender, al grado de ser considerados como típicos de una región o estado. Y aunque la lista puede llegar a ser infinita, aquí presentamos los tacos que representan con orgullo el sabor y la raza de las distintas regiones del país.
I'm not sure if I can call this place home.
“Niche”... a starting point
Flathead National Forest:

Water, Wilderness & Wildlife
“Water, Wilderness & Wildlife“

Sharing the name of the lake and rushing rivers that wind through it, the Forest is a critical piece of an incredible intact ecosystem that sustains the grizzly bear and the quality of human life.

Whether visitors trek deep into world-renowned Wilderness or view the towering mountains from their backyard, the Forest is a “tap root” essential to the communities.

Forest visitors experience self-reliance, challenge and renewal in rustic settings along Wild and Scenic Rivers, mountain lakes, and Wilderness.