

THE WHITE HOUSE

File Incomplete:

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more info.
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LOGISTICS: USDA EVENT JUNE 15

CAROL H. RASCO

ASSISTANT TO THE PRESIDENT FOR DOMESTIC POLICY

EVENT: PRESS CONFERENCE/BRIEF REMARKS
(2-3 minutes of prepared remarks)
"Universal Access"

BACKGROUND: This press conference will unveil a design guide which provides a comprehensive approach to integrating universal access into outdoor recreation environments. The guide was developed by Project Play and Learning in Adaptable Environments, Inc. in partnership with the USDA Forest Service and other private and non-profit partners.

The theme of the event is "Access the Great Outdoors: National Forests are for Everyone" and will highlight the commitment of this administration and the USDA Forests Service improving access to the outdoors to everyone, regardless of age or disability. The new design guide will help federal agencies, states, cities and counties to provide recreation opportunities that are responsive to a diversity of abilities and cultures. The guidelines address a spectrum of recreation settings, from urban, highly developed areas, to wild primitive settings.

DATE/TIME Wednesday, June 15, 10:00 a.m.

DURATION: 45 minutes

LOCATION: Grand Hyatt Hotel
1000 H Street, NW
BALLROOM I

CAROL H. RASCO
WILL DEPART WH: 9:45 a.m. enroute to Grand Hyatt Hotel

CAROL H. RASCO
WILL BE GREETED
BY/AT: Carole Florman, Special Assistant to the Assistant Secretary, USDA, Natural Resources and Environment will meet CHR at Front Door of Hotel and escort her to BALLROOM I at 10:00 a.m.

PARTICIPANTS:

Assistant Secretary of Agriculture Jim Lyons; Forest Service Chief Jack Ward Thomas; Derek Crandell, American Recreation Coalition; Marilyn Hamilton, Quickie Designs; Susan Goltsman, Project Play and Learning in Adaptable Environments, Inc.; and Greg Lais, Wilderness Inquiries. Others invited to participate are representatives of AARP, Special Olympics, the National Park Service, the Bureau of Reclamation, and Senator Bob Kerrey.

OUTLINE OF EVENTS:

Assistant Secretary Lyons will introduce **CAROL H. RASCO** and give remarks on importance of access. According to USDA furnished information, emphasis will be on the Administration's commitment to this issue. Other speakers would include Senator Kerrey (if present), Derek Crandell, Susan Goltsman and Marilyn Hamilton, and Greg Lais. Q & A opportunities to interview other participants (on one-on-one basis) and view sporting equipment for people with disabilities will follow remarks.

**CAROL H. RASCO
WILL BE INTRO-
DUCED BY/AT:**

Assistant Secretary Lyons at 10:09a.m.

**CAROL H. RASCO
WILL SPEAK AT/
FOR:**

10:12 a.m. for approximately 2-3 minutes

EVENT:

There will be four speakers following CHR and then Open Press - event should conclude by 10:40 a.m.

**TRAVEL TO
WHITE HOUSE:**

Car will be awaiting CHR @ 10:40a.m. front entrance of Hotel.

ARRIVAL WH

11:00 a.m.

MEDIA

COVERAGE:

OPEN PRESS (target audience includes sporting, environmental and travel magazines, as well as newspaper feature writers.

CONTACT:

Carole Florman
Special Assistant to the Assistant Secretary
USDA, Natural Resources and Environment
202-720-7173

Phil Caplan, 6-2572

CAROL H. RASCO

ASSISTANT TO THE PRESIDENT FOR DOMESTIC POLICY

TRAVEL CHECKLIST FORM

FUNCTION/ ACTIVITY	INITIALS OF DPC STAFF PERSON	COMMENTS/ PROBLEMS
DATE(S) OF TRAVEL?	June 15	Call Wed am - pr
DESTINATION?	Grand Hyatt (6-2660)	
TRAVEL AUTHORIZATION FORM COMPLETED?	n/a	
MODE OF TRAVEL? RESERVATIONS MADE? IF AIRLINE, WISH AISLE SEAT.	WH Car	
TICKETS OBTAINED FROM TRAVEL OFFICE?	n/a	
HOTEL RESERVATIONS MADE? Spoke w/ Aq Contact CONFIRMATION NUMBER?	pr 6/14 (C. Florman)	
NOTE: FOAM PILLOWS NOTE: NON-SMOKING		
COMPUTER SET-UP AVAILABLE AT HOTEL? DEDICATED LINE? HOTEL FAX NUMBER?		
CAR RENTAL READY? RESERVATION NUMBER?		
MATERIALS FOR TRIP (MTG. FOLDERS/SPEECH MATERIALS) READY?		
CHR SCHEDULE FAXED TO WH OPERATORS, SIGNAL & STAFF?		
CAR RESERVATIONS MADE WITH WH GARAGE?	To do Wed am	6-2660 !!
CHR DEPARTURE: 1) TICKETS PACKED? 2) ITINERARY PACKED?		

TRAVEL SCHEDULE TO MARY-MARGARET? DATE: _____ INITIALS: _____



DEPARTMENT OF AGRICULTURE
OFFICE OF THE SECRETARY
WASHINGTON, D.C. 20250

6-5-94
C. Florman

June 1, 1994

**SCHEDULING REQUEST FOR
PRESIDENTIAL SURROGATE**

ATTENTION: CHRISTINE VARNEY
DEPUTY ASSISTANT TO THE SECRETARY AND SECRETARY
OF THE CABINET

FROM: DEPARTMENT OF AGRICULTURE
NATURAL RESOURCES AND ENVIRONMENT
OFFICE OF THE ASSISTANT SECRETARY

REQUEST: Participate in press conference on universal access to outdoor recreation opportunities.

BACKGROUND: This press conference will unveil a design guide which provides a comprehensive approach to integrating universal access into outdoor recreation environments. The guide was developed by Project Play and Learning in Adaptable Environments, Inc. in partnership with the USDA Forest Service and other private and non-profit partners.

The theme of the event is "Access the Great Outdoors: National Forests are for Everyone" and will highlight the commitment of this administration and the USDA Forests Service to improving access to the outdoors to everyone, regardless of age or disability. The new design guide will help federal agencies, states, cities and counties to provide recreation opportunities that are responsive to a diversity of abilities and cultures. The guidelines address a spectrum of recreation settings, from urban, highly developed areas, to wild primitive settings.

DATE AND TIME: Wednesday, June 15, 10:00 am

940CHto
Star
involved

DURATION: 45 minutes

LOCATION: Grand Hyatt Hotel
1000 H St NW, Ballroom I

Car

PARTICIPANTS: Assistant Secretary of Agriculture Jim Lyons; Forest Service Chief Jack Ward Thomas; Derek Crandell, American Recreation Coalition; Marilyn Hamilton, Quickie Designs; Susan Goltsman, Project Play and Learning

Front
door
Met at
door by
Ballroom I
C. Florman

in Adaptable Environments, Inc.; and Greg Lais, Wilderness Inquiries. Others invited to participate are representatives of AARP, Special Olympics, the National Park Service, the Bureau of Reclamation, and Senator Bob Kerrey.

**OUTLINE OF
EVENTS:**

Assistant Secretary Lyons will welcome, introduce participants and give remarks on importance of access. The President's surrogate would emphasize the administration's commitment to the issue. Other speakers would include senator Kerrey (if present), Derek Crandell, Susan Goltsman and Marilyn Hamilton. Q & A and opportunities to interview other participants (on one-on-one basis) and view sporting equipment for people with disabilities will follow remarks.

**REMARKS
NEEDED:**

2-3 minutes of prepared remarks

**MEDIA
COVERAGE:**

OPEN PRESS (target audience includes sporting, environmental and travel magazines, as well as newspaper feature writers.

CONTACT:

CAROLE FLORMAN
SPECIAL ASSISTANT TO THE
ASSISTANT SECRETARY
USDA, NATURAL RESOURCES AND ENVIRONMENT
(202) 720-7173

936



DEPARTMENT OF AGRICULTURE
OFFICE OF THE SECRETARY
WASHINGTON, D.C. 20250

MEMORANDUM

TO: CHRISTINE VARNEY
DEPUTY ASSISTANT TO THE PRESIDENT AND SECRETARY TO THE
CABINET

FROM: FREDERICK G. SLABACH
ASSISTANT SECRETARY FOR CONGRESSIONAL RELATIONS
AND COUNSEL TO THE SECRETARY FOR WHITE HOUSE AFFAIRS

RE: PRESIDENTIAL SURROGATE REQUEST

DATE: JUNE 2, 1994

Attached please find a request for a Presidential surrogate to appear at an event sponsored by USDA. The Secretary would like someone from the White House, perhaps Carol Rasco, to attend on the President's behalf.

Please call if you have any questions or comments.

Moderate: Derek

→ 10⁰⁸

→ Jim Lyons: will
introduce C. & R.

10¹⁰

C&R

Jusai Goldsman (Speaker)

Joe Meade (

Marilyn Hamilton (Quitting)

Q/A - open Press
20 minutes

10⁴⁰ WH Card to WH

~~10am
Press Post~~

"Civilians
Access to
Benefits
Clearing"

~~Press Release~~

4 pages
Summary
Plausibility

**ACCESS AMERICA'S GREAT OUTDOORS
PRESS CONFERENCE
PROGRAM**

- 9:45 Participants arrive, briefed
- 10:00 DEREK CRANDALL, President, American Recreation Coalition
welcome, introduce participants and partners, gives recreation industry overview
of issue, intro. Jim Lyons (Derek intros all speakers except Rasco and
moderates q&a)
- 10:04 JIM LYONS, USDA Assistant Secretary for Natural Resources & Environment
Forest Service commitment, reinventing government, intros Carol Rasco
- 10:09 CAROL RASCO, Assistant to the President
White House commitment to universal access/re-go??
- 10:12 SUSAN GOLTSMAN, Co-Director, PLAE
Describes design guide
- 10:15 MARILYN HAMILTON, President, Quickie Design
Partnerships - why do them - how they're working
- 10:18 GREG LAIS, Director, Wilderness Inquiry
Primitive outdoor travel & universal access training
- 10:21 JOE MEADE, Director of the Accessibility Program, USDA Forest Service
Forest Service efforts
- 10:25 QUESTIONS AND ANSWERS

DRAFT

FOR IMMEDIATE RELEASE

Contacts: Carole Florman (202) 720-7173
Janet Sledge (202) 720-2065
Don Mains (202) 842-0252

USDA FOREST SERVICE AND PARTNERS DEBUT UNIVERSAL ACCESS DESIGN GUIDE

WASHINGTON, June 15 -- Joined by the head of President Clinton's Domestic Policy Council, the USDA Forest Service, the American Recreation Coalition and Project Play and Learning in Adaptable Environments, Inc. (PLAE), today unveiled the latest tool in the effort to make America's national forests and other recreational areas accessible to all Americans. A new design guide, Universal Access to Outdoor Recreation: A Design Guide, provides a comprehensive approach to integrating universal access into outdoor recreation environments.

At a press conference featuring federal agencies, non-profit organizations and private companies, speakers focused on both the need to improve access to America's recreation areas and the many cooperative efforts that are underway across the nation.

USDA Assistant Secretary for Natural Resources and Environment James R. Lyons spoke of the leading role that the Forest Service and other federal agencies are playing in integrating universal access into their facilities. "The ADA challenged federal agencies to serve as an example for the country and the agencies responded. The Forest Service and other federal agencies such as the Bureau of Reclamation and the Park Service are leading the way in opening up our public lands to all people. People with disabilities and average people like me. This isn't about wheelchair ramps. It's about responding to the needs of people with different abilities, different interests and different cultures".

Traditionally, recreation areas were designed for "average people" which generally excluded people with disabilities. The new design guide is a direct response to that problem. It is the first guide to address integrating universal access into a spectrum of outdoor recreation settings, from highly developed, urban/rural areas which foster an easy degree of access, to natural settings which are moderately accessible and natural in their design, to semi-primitive and primitive settings where challenge and risk are inherently part of the setting. Susan Goltsman, co-director of PLAE, stressed that universal design benefits everyone. "Universal access is responsive to the needs of a diversity of people. Kids standing at a scenic overlook gain the same benefit from lower handrails as does a person in a wheelchair".

According to the Forest Service, the recreation choices of more than 163 million people are affected by design barriers. Joe Meade, director of the Forest Service's accessibility program, said "there are more than 43 million people with disabilities in the United States. If you then consider their families and friends, you can multiply that figure by 3.8. So when we build campgrounds, restrooms, trails and other facilities that accommodate the needs of all individuals, we're improving the recreation experience for well over half the U.S. population. It's clear that universal design isn't just the right thing to do, it makes good business sense."

Derek Crandall, President of the American Recreation Coalition agreed. He spoke about the difficulty small business owners faced in trying to integrate universal design into their facilities without help. "Most of the recreation services industry is small businesses, who want to serve their customers well. The Americans with Disabilities Act (ADA) has added motivation -- but little help -- for the campground operator looking for practical guidance on how to make their recreation facilities accessible. This guide contains the information the recreation industry needs."

The guide was developed through a public/private partnership between the USDA Forest Service and Project Play and Learning in Adaptable Environments, Inc., and is available through MIG Communications, 1802 Fifth Street, Berkeley, CA 94710, (510) 845-0953, FAX (510) 845-8750.

#

**DRAFT REMARKS BY
JAMES R. LYONS
ACCESS AMERICA'S GREAT OUTDOORS
PRESS CONFERENCE
JUNE 15, 1994**

It's great to be here today to talk about universal access to outdoor recreation. That sounds pretty simple; it sounds as though we're about to recommend that we ramp all of the public lands in the U.S. But what we're really talking about is government as a change agent. We're talking about the Forest Service and other federal agencies such as the Bureau of Reclamation and the Park Service leading the way in opening up our public lands to all people. People with disabilities and average people like me. This isn't about wheelchair ramps. It's about responding to the needs of people with different abilities, different interests and different cultures.

That probably sounds a lot like "reinventing government." Well it is. The Forest Service and other federal agencies involved in this effort could only get to this point by doing things in a different way than they had done them for years.

Now, as the Assistant Secretary of Agriculture with oversight of the Forest

Service, it's not surprising that I consider them leaders in this arena. But to be truthful -- their leadership has nothing to do with me. The work they are doing pre-dates my tenure as Ass't Secretary. In fact it predates this administration and even the Americans with Disabilities Act.

The Forest Service recognized the need to increase access to its recreational facilities and land back in the mid-1980s. They adopted universal access as an agency philosophy and have helped lead the government's effort to be responsive to the needs of all people.

The design guide we're unveiling today is a great example of what they've done. The USDA Forest Service created it in Partnership with Project Play and Learning in Adaptable Environments as a tool that can be used by government agencies, states, counties and private companies to increase the accessibility of their recreation facilities.

Another example is the training that the Forest Service is providing its design professionals in partnership with Wilderness Inquiries and the University of Minnesota. And so are the partnerships that the Forest Service regions have created at the local level. In fact the Forest Service is working with every

segment of the outdoor recreation industry to improve all Americans' access to the great outdoors.

Now, I don't want to take all the credit for the Forest Service. Just as we have created partnerships with the private and non-profit sectors, so have our sister land management agencies. The Park Service, the Bureau of Reclamation, The Bureau of Land Management and the Army Corps of Engineers are all actively engaged in broadening access to our public lands.

I want to conclude on a personal note. Aside from my role as Assistant Secretary, I have a very good reason for caring about universal access. I have an xx month old daughter, Catherine, who travels a great deal by stroller. The degree of access available in a setting, and the amount of information available about that access, impacts my family and our options for enjoying the outdoors together.

I look forward to continuing the work begun by the Forest Service, PLAE, the American Recreation Coalition and our other partners here today. I am proud of the commitment that this agency and this administration have made.



Access America's Great Outdoors **National Forests Are for Everyone!**



USDA/FS 00-C3-0830

With nearly 200 million acres of majestic mountains, deep rugged canyons, pristine high lakes, wild rivers, immense forests, and open meadows, the National Forest System provides the largest variety of outdoor recreation opportunities in the United States.

To ensure that everyone has the opportunity to enjoy recreation in national forests, the Chief of the USDA Forest Service has established an agency goal of "being the leading provider of accessible outdoor recreation opportunities in America."

06-14-94 11:03AM FROM USDA/NRE 2027277173

TO 94562878

P009



USDA/FS 93-RN-2584-Created Bruce Ski Resort

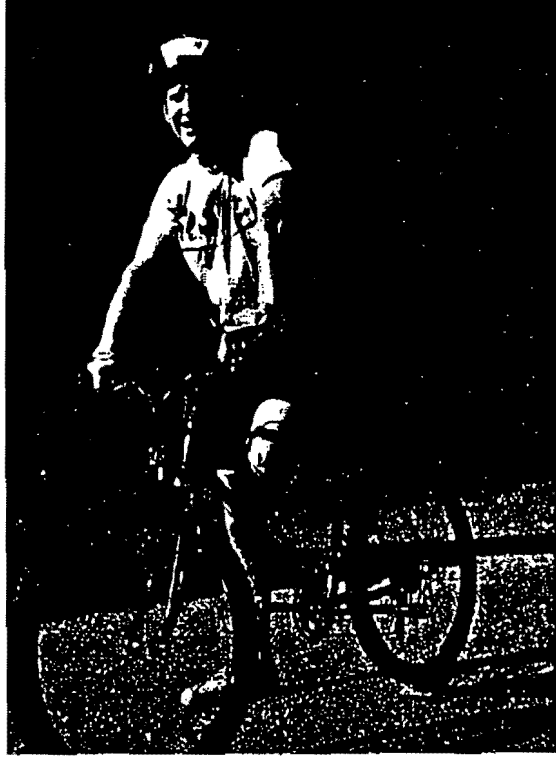


Choices Are Important

Most outdoor recreationists have the freedom to choose the type of recreation activity they want, the setting they want it in, and the personal level of challenge they desire for a quality recreation experience. People are drawn to the national forests for different reasons. Some seek the solitude of the primitive backcountry; others, a rustic campsite nestled in the woods; yet others, a social setting with convenient facilities. *It's simply a matter of choice.*

Yet, for millions of Americans, choices for a desired recreation experience are limited. Historically, recreation facilities and programs were created by traditional design for the "average" person, which usually excluded people with disabilities. Thus, many people have become conditioned to viewing the great outdoors as inaccessible.





USDA/FS 00-CS-3342



Expectations for Accessibility

Recreation uses and customer expectations have changed. Recreationists, land managers, and designers are recognizing that all people should have the opportunity to participate in outdoor recreation. In response to this, the Forest Service, in cooperation with other Federal agencies and non-profit partners, is developing the *Design Guide for Universal Access to Outdoor Recreation*. With this *Design Guide*, the Forest Service is breaking new ground in the area of accessibility by focusing on **universal design**, which is at the heart of access to outdoor recreation.



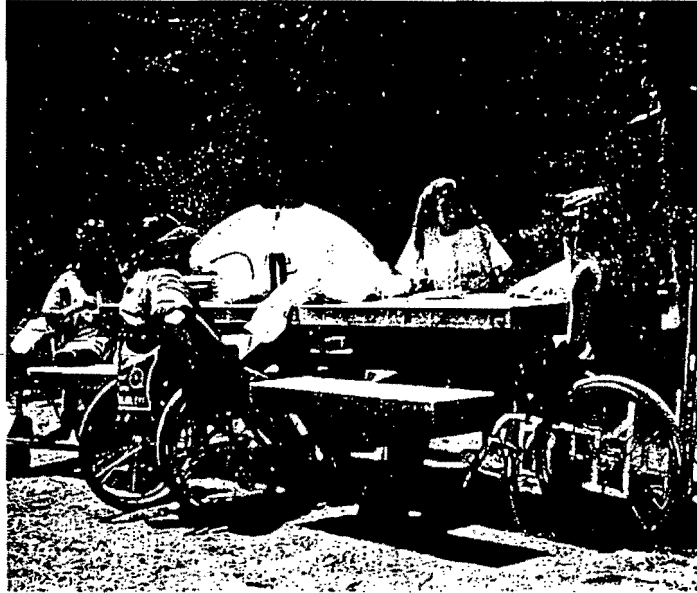
Tom Iraci/FS 00-CS-2689



USDA/NRE 00-CS-0483

Universal Design/Removing the Barriers

Universal design is a relatively new approach that considers the needs of all users—children, the elderly, and people with mobility, sensory, cognitive, and temporary disabilities. In this approach, aspects and elements of accessibility are incorporated in the earliest planning stages and are designed to blend into the natural environment. The goal of universal design is to develop facilities, programs, and services that foster a sense of dignity, independence, and social integration for all visitors.



Teen Insci/FS 00-CS-2690





The main premise of the *Design Guide* is to link customers' expectations, choices, and accessibility. Just as people seek different recreation experiences in the national forests, so do their expectations of accessibility vary. To ensure that a diversity of recreation settings and customer expectations are considered, the Forest Service uses the **recreation opportunity spectrum (ROS)**, an innovative recreation management and planning tool that divides outdoor recreation settings and levels of accessibility into four broad categories: **urban/rural** (easy), **roaded natural** (moderate), **semi-primitive** (difficult), and **primitive** (most difficult).



Urban/Rural
(Easy)



Roaded natural
(Moderate)



Semi-primitive
(Difficult)

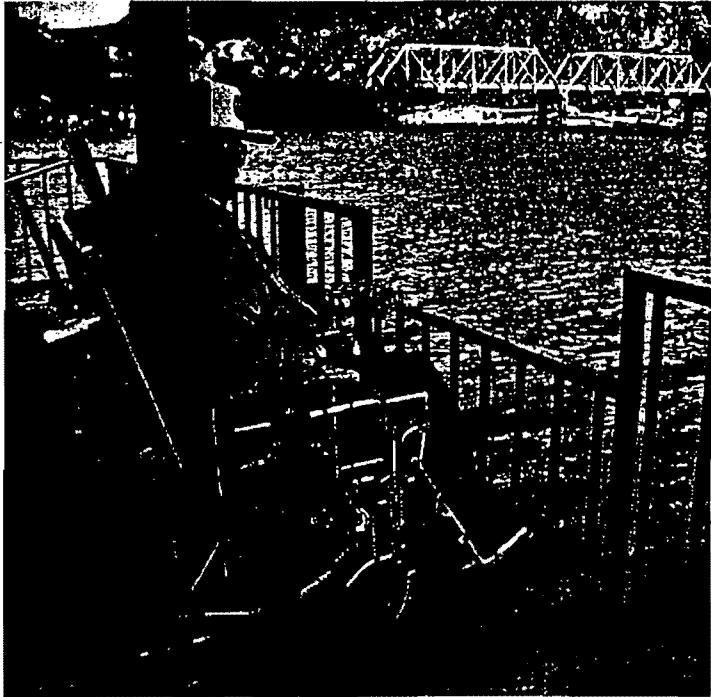


Primitive
(Most difficult)



The Recreation Opportunity Spectrum Matches Expectations and Settings

Because urban/rural settings are generally highly developed, people expect an easy level of accessibility to facilities and programs. For example, a visitor center and its displays and programs are to be fully accessible. Trails in such settings are likely to be paved, with only gentle slopes. Developments such as fishing sites and scenic overlooks would include handrails designed for both safety and accessibility.

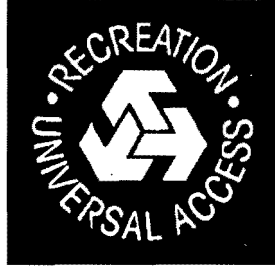


Jill B. Bannister/FS 90-CS-0989



Tom Innes/FS 90-CS-1489





Tom Iraci/FS 00-CS-2678



Tom Iraci/FS 00-CS-2683



Roaded natural settings are somewhat less developed than urban sites. People come here expecting a **moderate** level of accessibility. Rustic campsites nestled in the woods may have leveled surfaces; instead of asphalt, campers might find compacted gravel surfaces. Trails, too, may be of natural compacted material, and slopes may increase slightly. Handrails at fishing sites may be replaced by natural materials such as boulders, giving anglers a greater sense of adventure and of being "out on the water."



USDA/FS 93-RN-2579

Semi-primitive settings seldom offer developed features, and expectations of a **difficult** level of accessibility prevail. Campers are usually left to their own devices to pick out a relatively flat piece of ground for their tents. Trails, often in rugged terrain, are likely soil, narrower and steeper. Accessibility is a secondary consideration. Scenic overlooks and fishing sites occur as part of the natural environment.



David Schuel/FS 90-CS-0980/Wilderness Inquiry





At the far end of the spectrum are **primitive settings**, where preservation of the natural environment is the primary concern and accessibility standards are often not applicable, and the sense of personal risk and challenge is great. As a result, people expect the level of accessibility to be the **most difficult**. People access primitive areas by various means—canoes and kayaks, on foot and on horseback.

One important point to remember is that all developed structural elements—restrooms, water hydrants, picnic tables, and cooking units—when provided, will be designed to meet full accessibility standards at all sites.



Greg Lavin FS 97-CS-1015



USDA/FS 93-RN-2390

Who Benefits?

We all do! Better than half the American population will benefit from campgrounds, restrooms, trails, and other visitor facilities and programs that are designed with access for all in mind.

- One in five Americans (43 million) experiences a disability.
- One in ten Americans (25 million) is temporarily disabled at any one time.
- Nearly one in three older Americans (11.2 million of the 30 million people over age 65) has a disability.

These numbers multiply. If one family member cannot participate, most likely the entire family will be affected. So it's clear that the initial figure of 43 million is actually just the beginning. The number of people directly benefitting from universal design can easily be multiplied three or four times.

Universal design just makes good sense.



06-14-94 11:03AM FROM USDA/NRE 2027277173

TO 94562878

P018



Greg Lutz/PS 93-RN-2582/Williams Inquiry

The Access America's Great Outdoors effort is in response to the Architectural Barriers Act of 1968, the Vocational Rehabilitation Act of 1973 as amended, and the Americans with Disabilities Act of 1990.

Persons of any race, color, national origin, sex, age, or religion, or with any disability are welcome to use and enjoy all the facilities, programs, and services of the U.S. Department of Agriculture. Discrimination in any form is strictly against agency policy and should be reported to the Secretary of Agriculture, Washington, DC 20250.



THE WHITE HOUSE
WASHINGTON

FAX COVER SHEET

OFFICE OF THE ASSISTANT TO THE PRESIDENT FOR DOMESTIC POLICY
SECOND FLOOR, WEST WING
THE WHITE HOUSE
WASHINGTON, DC 20500
(202)456-2216 PHONE
(202)456-2878 FAX

TO: CAROLE FLOREMAN
FAX #: 720-4732
FROM: CAROL H. RASCO
DATE: 6/14/94
NUMBER OF PAGES (including cover sheet): 2
COMMENTS: F4J - Per request

If you have any problems with the fax transmission, please call
Pat Romani at (202)456-2216.

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Carol Hampton Rasco
Domestic Policy Advisor to The President

Carol Hampton Rasco, Assistant to the President for Domestic Policy, is a native Arkansan who worked with President Bill Clinton in the Arkansas Governor's office for ten years.

As the President's chief domestic policy advisor, Ms. Rasco supervises and coordinates the work of the White House staff of the President's Domestic Policy Council. She also serves on the Department of Education's National Education Goals Panel.

In Arkansas, Ms. Rasco was Governor Clinton's Senior Executive Assistant responsible for the staff and operations of the Governor's office as well as policy coordination. From 1985 through 1992, she was also Governor Clinton's Liaison to the National Governors' Association. During this period, she worked closely with the NGA's Washington staff both during Governor Clinton's Chairmanship and while he was lead Governor on welfare reform, child care and health care reform.

Carol received a bachelor's degree from the University of Arkansas and earned a master's from the University of Central Arkansas. She has taught in the public school system and worked as a middle school counselor.

Prior to joining Governor Clinton's staff in 1983, Carol worked extensively as a volunteer in Arkansas with arts organizations, disability advocacy groups and the United Methodist Church.

U.S. Department of Agriculture
Office of the Assistant Secretary
Natural Resources and Environment
(202) 720-7173 - Phone
(202) 720-4732 - Fax

DATE: JUNE 14

TO: PAT ROMANI

PHONE NUMBER: _____

FAX NUMBER: _____

TOTAL PAGES: 18

FROM: CAROLE FLOREMAN

REMARKS: - 1 speaker added (Greg Laiss). I've
also attached a program brochure
as background.

** IF YOU DID NOT RECEIVE THE TOTAL AMOUNT OF PAGES, PLEASE CALL
(202) 720-7173 AND SOMEONE WILL ASSIST YOU **

REMEMBER...

