

**American Recreation Coalition ♦ Appalachian Trail Conservancy
Association of Partners for Public Lands ♦ Coalition of National Park Service Retirees
The Corps Network ♦ Destination Marketing Association International
Discover Your Northwest ♦ Friends of Big Bend National Park
Glacier National Park Conservancy ♦ Japanese American Citizens League
Mount Rushmore Society ♦ National Hispanic Environmental Council
National Parks Conservation Association ♦ National Park Hospitality Association
National Tour Association ♦ National Wildlife Federation ♦ Outdoor Industry Association
Public Lands Service Coalition ♦ Southeast Tourism Society ♦ Student Conservation Association
U.S. Travel Association ♦ Yosemite Conservancy**

The Honorable Rob Bishop
U.S. House of Representatives
Chairman, Subcommittee on Public Lands
and Environmental Regulation
1017 Longworth House Office Building
Washington, DC 20515

The Honorable Raul Grijalva
U.S. House of Representatives
Ranking Member, Subcommittee on Public Lands
and Environmental Regulation
1017 Longworth House Office Building
Washington, DC 20515

April 17, 2014

Dear Chairman Bishop and Ranking Member Grijalva:

We write in support of reauthorizing the Federal Lands Recreation Enhancement Act (FLREA) and to provide a set of recommendations to Chairman Bishop's discussion draft. We request that this letter be submitted for the record as official comments to the House Natural Resources Subcommittee on Public Lands and Environmental Regulation hearing that occurred on April 4, 2014.

Should FLREA expire, federal land agencies would lose approximately \$300 million in revenues, with a loss of approximately \$180 million a year to the National Park Service alone. The revenues collected through FLREA are vital to the National Park Service because they enhance visitor experiences by providing funds to repair, maintain, and improve facilities; restore wildlife habitat for visitor recreation; offer educational materials and services; and provide additional law enforcement.

As the subcommittee begins the process to reauthorize FLREA, we provide the following recommendations as they relate to the National Park Service:

1. Require the Secretary of the Interior and the Secretary of the Agriculture to reevaluate the price of the America the Beautiful (ATB) Pass every three years with the first evaluation occurring within a year of FLREA reauthorization.
2. Require the Secretary of the Interior to investigate and experiment with differential pricing to encourage non-peak visitation to parks.
3. Allow for recipients of a Purple Heart to qualify for a disability pass.

4. Encourage the Secretary of the Interior to investigate the use of new technologies and marketing partnerships, including international pass sales, by consulting with technology and marketing industry leaders.
5. Direct the National Park Service to establish pilot projects investigating efficient, visitor-friendly pass sales and collection.
6. Specify an increase in the cost of the senior pass through one of the following ways:
 - a. Provide a 50% discount off the America the Beautiful (ATB) Pass annually
 - b. Increase the cost to \$20 annually
 - c. Maintain the current price, \$10, but make it an annual pass instead of a lifetime pass, and adjust the cost every three years according to the Consumer Price Index.
7. Encourage federal agencies that participate in FLREA to expand opportunities for sale of passes and reservations through tourism and recreation-related outlets.
8. Require the National Park Service to reevaluate and consider an increase to the commercial tour pricing structure. Announcement of a new pricing structure should be made no less than one year prior to implementation.

Thank you for considering our views.

Sincerely,

American Recreation Coalition
Appalachian Trail Conservancy
Association of Partners for Public Lands
Coalition of National Park Service Retirees
The Corps Network
Destination Marketing Association International
Discover Your Northwest
Friends of Big Bend National Park
Glacier National Park Conservancy
Japanese American Citizens League
Mount Rushmore Society
National Hispanic Environmental Council
National Parks Conservation Association
National Park Hospitality Association
National Tour Association
National Wildlife Federation
Outdoor Industry Association
Public Lands Service Coalition
Southeast Tourism Society
Student Conservation Association
U.S. Travel Association
Yosemite Conservancy