



How to do More with Less:

AI Use Cases for the Outdoor Recreation

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AIQ Consulting Group



Overview

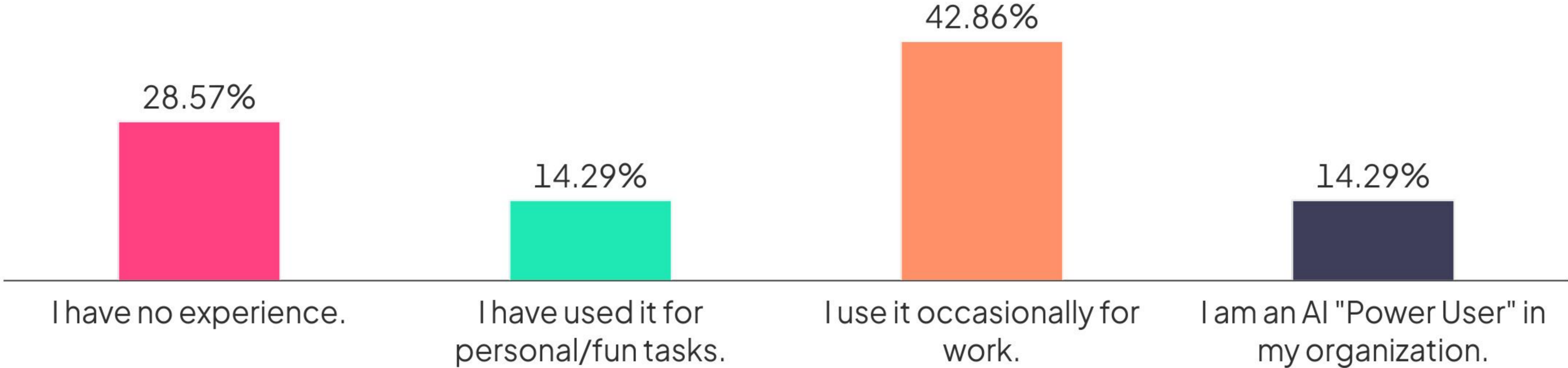
Part 1: Context and Mindset

Part 2: Why AI Matters in the Outdoor Rec. Sector

Part 3: Workflow Mapping to Custom Agents

Part 4: Takeaway & Next Steps

What is your current comfort level with AI tools (ChatGPT, Gemini, etc.)?



What is the FIRST WORD that comes to mind, when you think of AI at work?





What is AI, Really?

Pattern Matching, Not Magic.

- **Reality:** LLMs (Large Language Models) are complex pattern finders, not factual databases.
- **Role:** Co-pilot, Not Autopilot
- **Benefits:**
 - **Simplifying Complexity:** Summarizing long Land Use Referrals or Environmental Impact Assessments into plain language
 - **Efficiency at Scale:** Drafting member newsletters, grant applications, and Strategic Operation Plans in seconds
 - **Technical Insight:** Spotting trends in membership data, trail usage patterns, or maintenance logs



Getting Started

How to Access AI

- **Major Players:**
 - ChatGPT (OpenAI/Microsoft)
 - Gemini (Google)
 - Claude (Anthropic), Perplexity, Grok etc.
- **Enterprise Choice = protected data**
 - Microsoft Copilot (integrated into M365)
 - Gemini Business.
- **Access via:**
 - Direct via Web Browsers / Mobile Apps
 - Indirect via 3rd Party Software with AI Integration.



The Supervisor Mindset

"Human-in-the-Loop"

- **The Relationship:** Treat the AI like a genius student
- **The AI:** Summarize a 100-page park management plan or draft a first version of a grant proposal
- **The ED:** Reviews draft, ensure it aligns with org. values, and makes the final decision
- **The Golden Rule:** Never "Copy and Paste" without checking before sending

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Part 1: Context and Mindset

Part 2: Why AI Matters in the Outdoor Rec. Sector

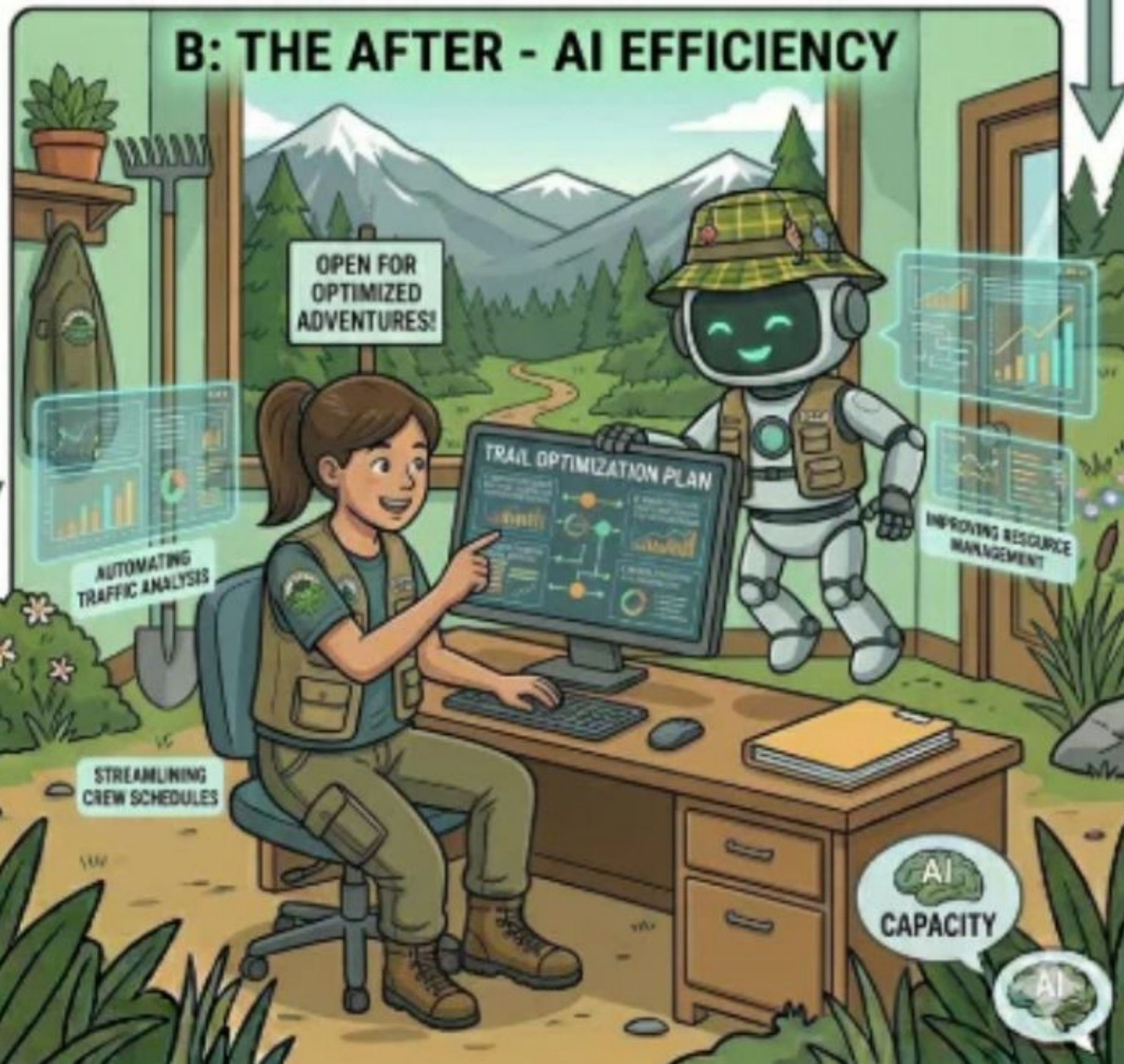
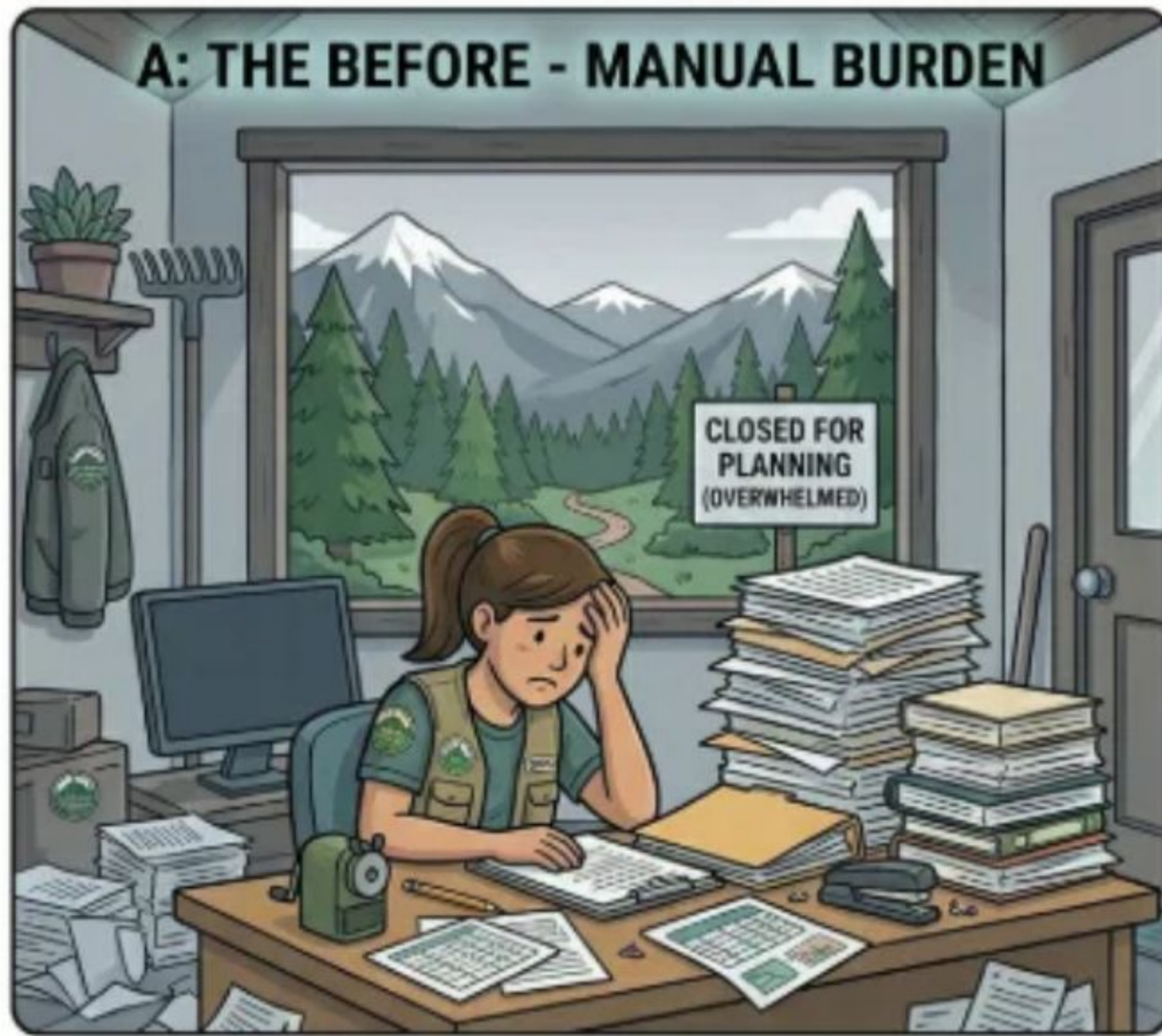
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Addressing The Capacity Gap

Volume, Complexity Volunteer Burnout

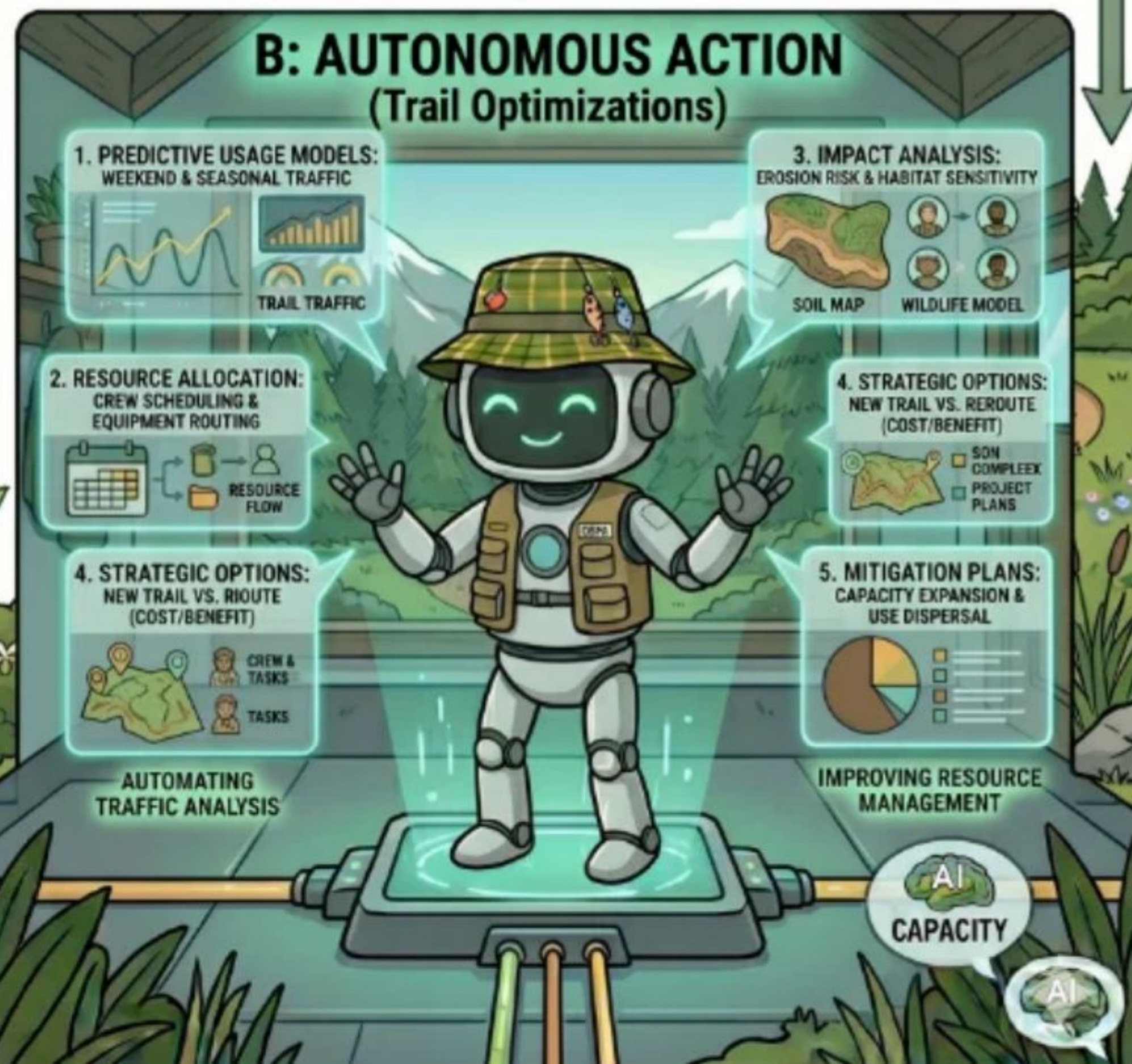
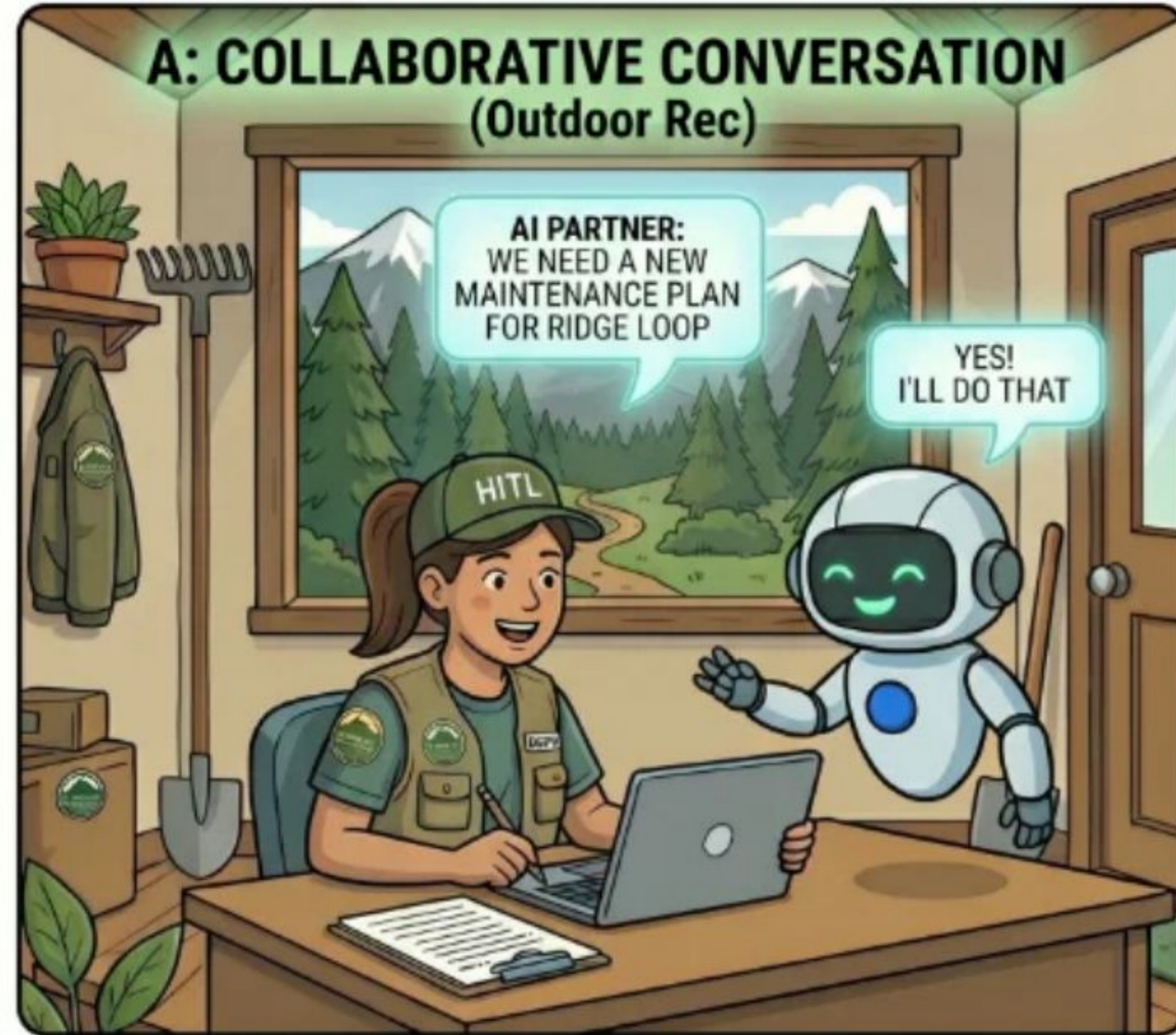
- **Volunteer Strain:** Managing increasing trail pressure with limited human bandwidth
- **Regulatory Complexity:** Navigating the transition between different land-use acts, environmental regulations, and local bylaws
- **Strategic Focus:** Freeing orgs from clerical "desk work" to focus on trail building, membership and community advocacy.





The AI Opportunity Bridging the Capacity Gap

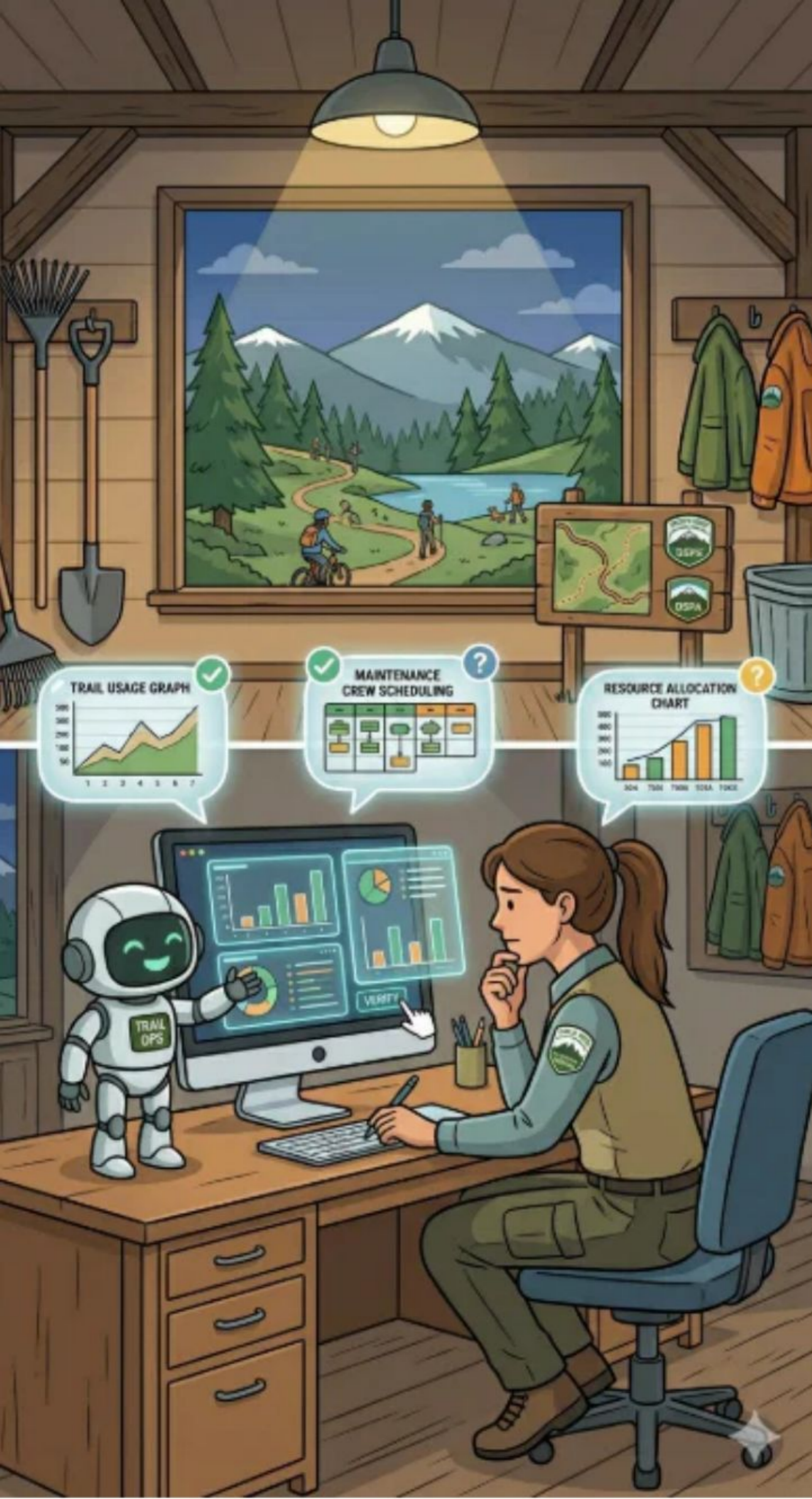
- **Operational Speed:** Automate grant writing and reporting
- **Analytical Depth:** Move from observations to data-driven tasks
- **Consistent Quality:** Standardize how your organization communicates with government and the public
- **Future-Proofing:** Empower smaller teams to handle increasing volume



Agentic AI - Beyond the Chatbot

AI Using "Tools" to Act

- **The Problem:** Standard AI "guesses"
- **The Solution:** Agents follow a multi-step reasoning loop and use external tools:
 1. **Upload:** A trail assessment PDF.
 2. **Reasoning:** "I need to check this against the BC Trail Standards for Grade 3 trails."
 3. **Action:** Agent opens a "Digital Standards Tool" to retrieve current requirements.
 4. **Tool Use:** It uses a "Data Analysis Tool" to cross-reference maintenance logs.
 5. **Validation:** It outputs a prioritized maintenance schedule.
- **Risks include:** Automation Bias (reliance), Compound errors and Security risks related to personal or proprietary data and information.



Be Aware

10 AI Realities to Remember

1. AI is excellent at summarizing but poor at human nuance
2. LLMs are linguistic not logical. AI struggles with math, hyperlinks and memory
3. AI “Hallucinates” facts confidently. It may invent non-existent BCBC sections.
4. **Garbage In, Garbage Out:** Vague instructions lead to useless results.
5. **AI + Tools = Agents.** Agentic AIs use “Tools” (devices, software etc) to overcome LLM limits
6. **No Accountability:** You are the responsible for the output
7. ***Privacy is Paramount:** Never upload Personally Identifiable Information (PII)
8. **Bias Exists:** Can be US-centric unless grounded in BC standards
9. **Context is King:** Quality output depends on your prompt
10. **Co-pilot, never Autopilot:** Keep a "human-in-the-loop"

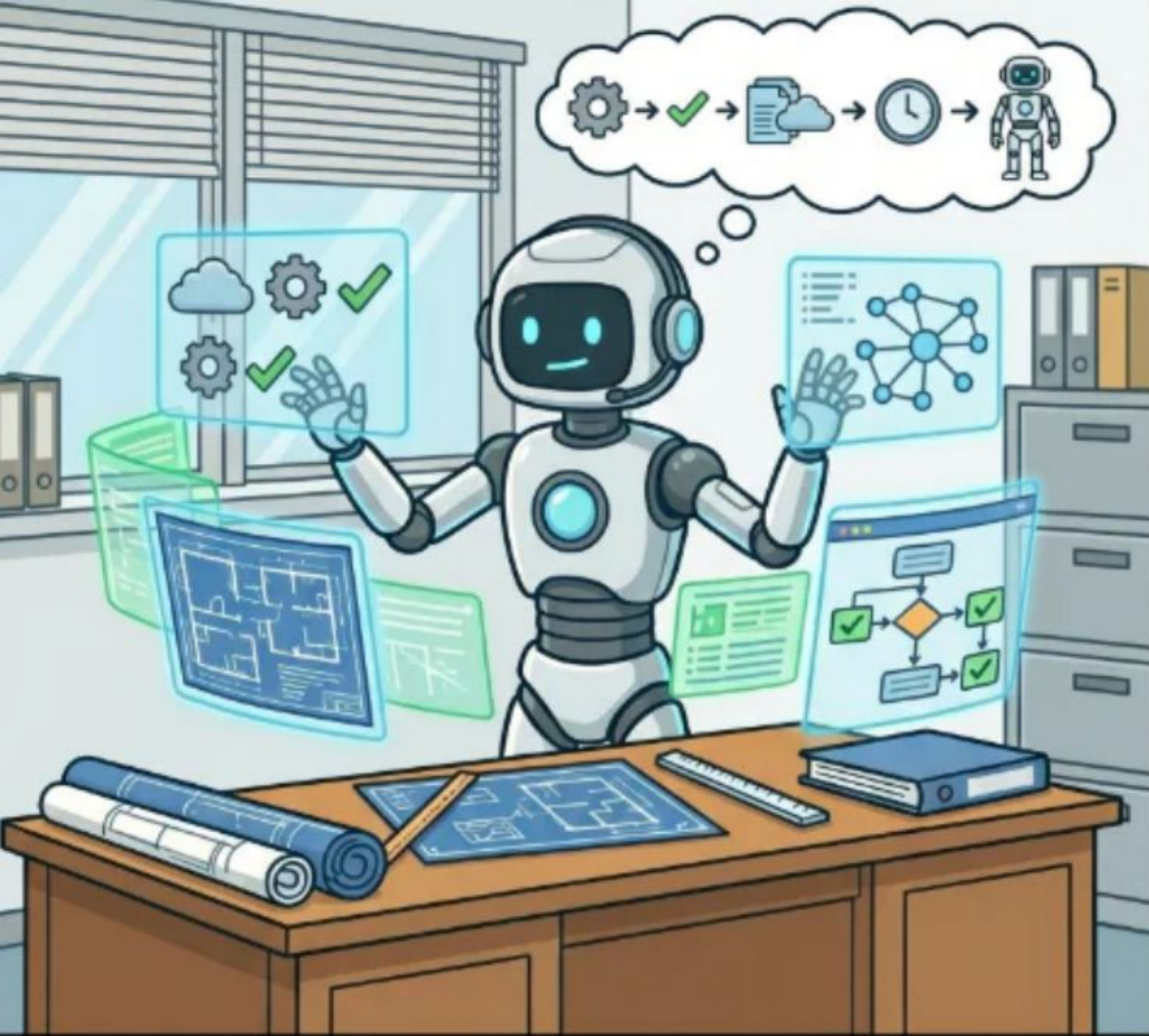
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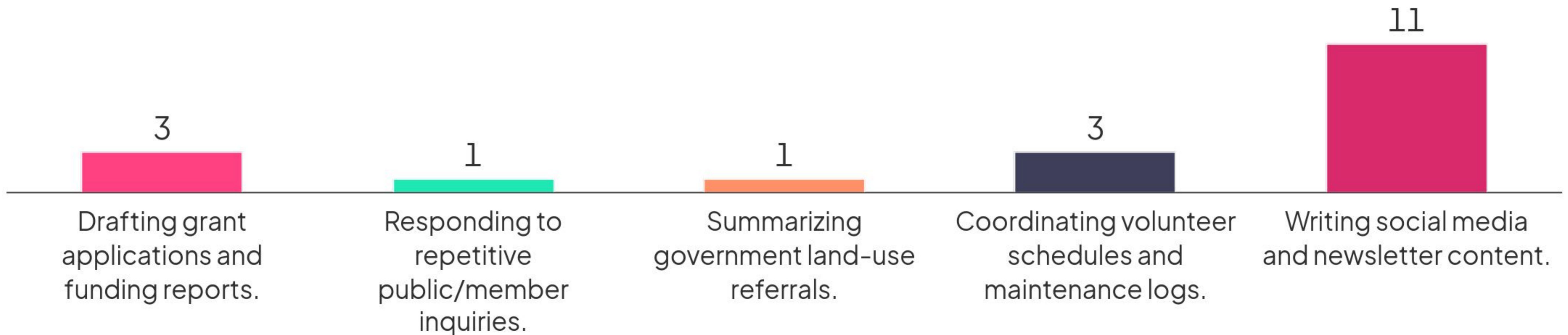
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Building the Foundation (for AI) Strategy Must Precede Implementation

- **Review Workflows** before automating, Rethink them with AI in mind
- **Don't "Bolt-on"**: Bad process + AI = Faster bad process
- **Don't substitute** AI for humans → Transform the work
- **Define AI Use Policy** – Which tasks make sense for AI?
- **Start Small**: Use Pilot Project tasks to build internal trust.

Which administrative task drains the most time in your day?





Policy is the Foundation

Step 1: Create an AI Use Policy

- **Assemble Stakeholders:** Board members and key volunteers.
- **Classify Data:** Define what data is:
 - Green-Lit (Public)
 - Yellow-Lit (Internal)
 - Red-Lit (Personal "PII")
- **Set Review Protocols:** Mandate "Human-in-the-Loop" approvals from a qualified person
- **Address Liability:** Ensure the organization takes responsibility for all AI-assisted output.



Map Workflows Like it's a Project

Step 2: Milestones, Tasks, & Owners

- **Define the Project:** Start (Grant Notice) to End (Funds Received).
- **Milestones:** Intake, Drafting, Internal Review, Submission.
- **Task Lists:** "Find project stats," "Draft budget," "Check alignment with BC Parks goals."
- **Assign Owners:** Human vs. AI.
- **Audit the Path:** Trace where "if-then" logic lives.
- **Feedback Loop:** Test your processes, verify for accuracy, update instructions

Selecting the Right Tasks

Step 3: The 3R Approach

- **Repetitive:** Identifying high-frequency tasks (clerical)
- **Rules-based:** Identifying logic-heavy tasks (proposal against grant criteria)
- **Routine:** Low-EQ tasks suitable for a pilot rollout (summarizing meeting minutes)





Create a Data Moat

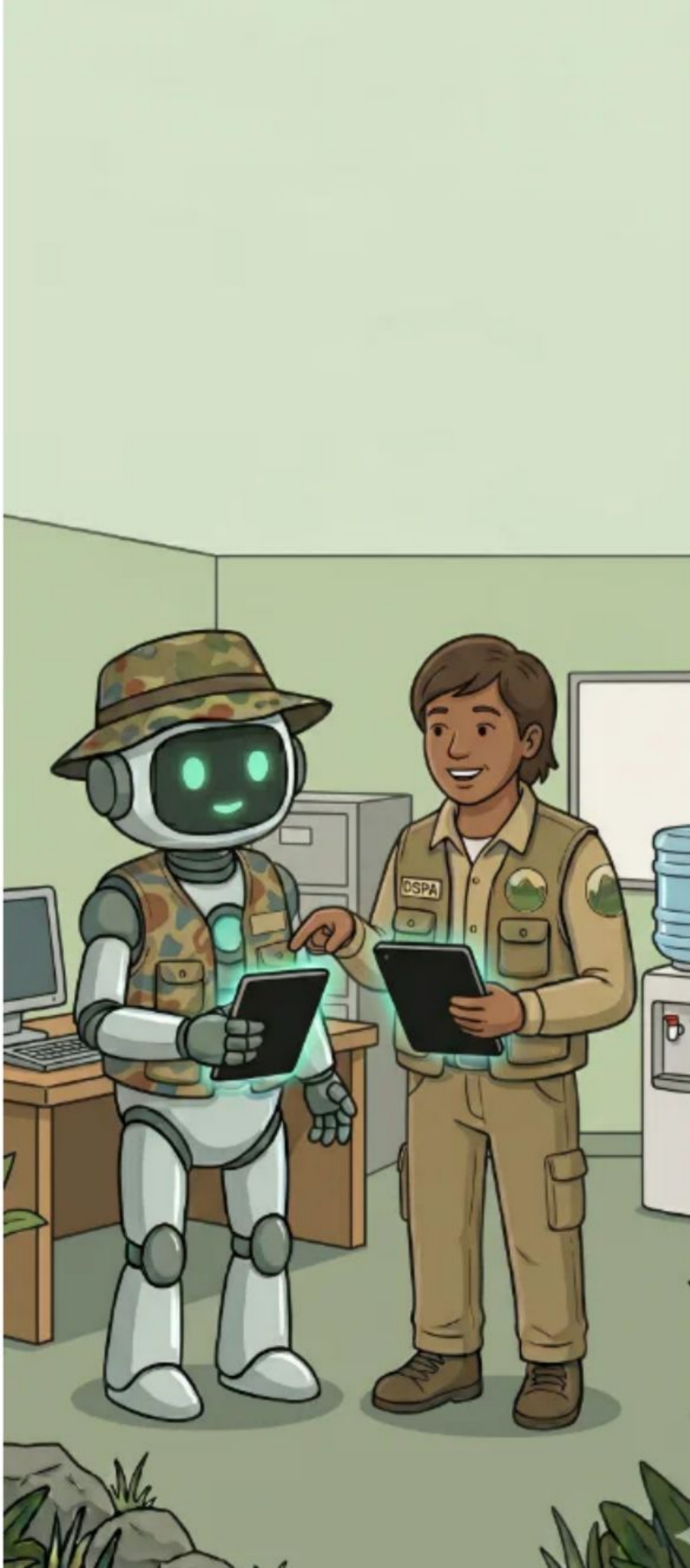
Step 4: Ground Your Data

- **The "Moat" Concept:** Protect technical integrity by isolating the AI's knowledge to verified, local sources
- **Eliminates Hallucinations:** For AI to retrieve data from specified knowledge bases
- **Verification & Evidence:** Mandate AI to provide specific page and clause references for every technical claim
- **Single Source of Truth:** Upload PDFs of gov't policies and legislation, *BC Trail Standards and* past successful grants
- **Precise Instructions:** Explicitly command AI on how to reference and use the data towards a defined deliverable

Clear Instructions

Step 5: CREATE Better Prompts

- **C - Context:** "We are a mountain bike club responding to a new logging road proposal."
- **R - Role:** "Act as a Professional Land Use Advocate specializing in **BC Land Act** tenures."
- **E - Expectation:** "A formal response letter to the Ministry."
- **A - Action:** "Draft a response highlighting the impact on Trail X and citing our management agreement."
- **T - Tone:** "Professional, firm, and collaborative."
- **E - Exclusions:** "Do not use overly aggressive language or reference unrelated trails."

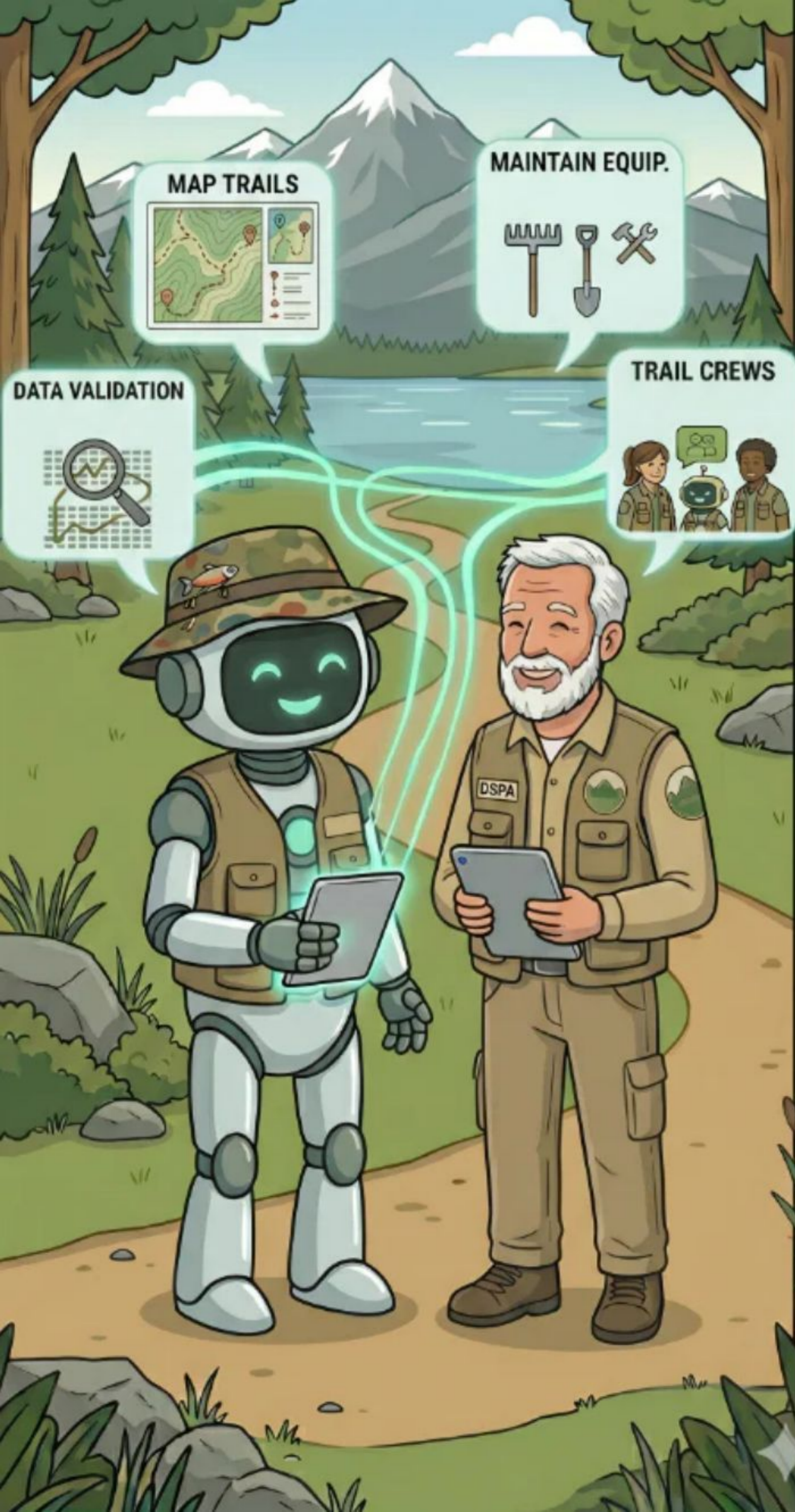




Turn Strategy into Software

Step 6: Build a Custom AI Assistant!

- **Select Platform:** Create a "Copilot GPT" (Microsoft) or "Gem" (Google) within a paid account
- **Name and Instructions:** Create instructions for your GPT based on your role (get an AI to help!)
- **Upload the Knowledge Base:** Attach your "Grounded Data" as files and folders
- **The Feedback Loop:** Test the tool with real reports, verify for accuracy, and update the instructions



Using AI in the Outdoor Rec. Sector

Use Cases for AI Bots (and Agents)

- **Policy Interpretation:** Explaining complex land-use rules for your members.
- **Report Standardizing:** Turning field notes and voice-to-text memos into structured records
- **Grant Matching:** Asking AI to compare your project against a grant's specific criteria to find the best "fit."
- **Data and Trend Analysis:** Pull specific specs or trends from complex mapping or reporting
- **Data Summary:** Long and complex geotechnical or energy reports into critical findings
- **Correspondence:** Automating responses to common FAQs

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Takeaway

6 Items to Remember

- **Supervisor Mindset:** Humans move from doing to managing
- **Create a Use Policy:** Define how AI can be used in your organization (ie. the 10 AI Realities)
- **Workflow Mapping:** Identify workflow, data and logic gates
- **The 3R Filter:** Tasks that are Repetitive, Rules-based and Routine are well-suited for AI
- **Grounded Data:** Ground your AI in BC Standards, Local and provincial bylaws to reduce hallucinations
- **Prompt Precision:** Use CREATE for precise prompting (or Agent instructions) and more accurate output

Next Steps - Q&A

Day 1: Share the presentation with your team, [AIQgroup.ca/orcbc](https://aiqgroup.ca/orcbc)

Day 3: Create an AI Use Policy

Day 5: Run a "3R" Audit on one administrative process

Day 7: Prepare for your pilot @ aiqtraining.thinkific.com

Use 50% off code: ORCBC90day

Course



AI Fundamentals:
Simple Strategies to do
More with Less

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1.0 AI Fundamentals (6 Hours):
For Business (FREE)

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This course is your essential starting point for understanding and applying Artificial Intelligence in a...

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