



March 18, 2015

To: House Transportation and Economic Development Committee

The Honorable Caddy McKeown, Chair  
The Honorable John Davis, Co-Chair  
The Honorable Chris Gorsek, Co-Chair

The Honorable Cliff Bentz  
The Honorable Jodi Hack  
The Honorable John Lively  
The Honorable Susan McLain

Re: Support of HB 3027

On behalf of nearly 1,000 members of the Oregon Recreation and Park Association (ORPA), a statewide 501(c)(3) nonprofit whose mission is to support parks and recreation in Oregon through leadership, education, networking, and advocacy, I am writing to encourage the Committee's support and passage of HB 3027 to establish a commemorative Mt. Hood license plate, the proceeds of which would be directed to Travel Oregon to establish a grant program to promote bicycle and pedestrian tourism opportunities in the Mt. Hood region.

We are particularly attracted to the idea of a grant program that relates to a) bicycle and pedestrian-oriented activities and b) to tourism promotion that attracts individuals to such facilities. This idea is perfectly in line with one of the five positions of ORPA's legislative platform: promoting active, healthy lifestyles through park and recreation services (including legislative initiatives that support active transportation).

We feel that the moneys generated by this license plate and the companion marketing program would draw attention to the wonderful natural resources, pathways, and trails within the Mt. Hood region and would serve to encourage Oregonians in and out of the region to utilize and appreciate such facilities. Expanded awareness and use has many positive benefits:

- Expanded use of bicycle and pedestrian facilities by local residents will result in better health and wellness for those individuals.
- Increased visitor traffic to such facilities may result in increased local lodging revenues which, in turn, may support the operating budgets of park and recreation agencies in the region who are delivering these very recreation opportunities.
- Increased visitor traffic to such facilities can result in additional user fees at bicycle- and pedestrian-oriented recreation areas which, in turn, can help to support the maintenance and future development of such assets for locals and visitors.

In an era when funding for parks and recreation agencies – many of whom build and maintain active transportation trails, pathways, and bicycle trails – is in short supply, we wholeheartedly support any new revenues that bring additional funds to our field. HB 3027 would do this and has the added benefit of no net cost to the State of Oregon.

Thank you for your consideration, and please feel free to contact me or Cindy Robert, ORPA's lobbyist, if we may offer any additional information to the Committee.

Sincerely,

Stephanie Redman, Executive Director

c: Don Horton, Chair, ORPA Legislative Committee  
Cindy Robert, ORPA Lobbyist (503.260.3431)