

Mission: To enhance the personal, community and economic benefits of outdoor recreation for all Oregonians.



OREC Goals

- support the growth of both rural and urban economies
- balance improved outdoor recreation access with resource protection;
- increase outdoor participation, especially among youth and traditionally underserved communities





- 95% of Oregonians participate in outdoor recreation

—
IN OREGON OUTDOOR
RECREATION GENERATES:

**\$16.4
BILLION**
IN CONSUMER
SPENDING ANNUALLY



172,000
DIRECT
JOBS



**\$5.1
BILLION**
IN WAGES AND
SALARIES



**\$749
MILLION**
IN STATE AND LOCAL
TAX REVENUE



- Yet only 1 of 5 on state land, close-to-home recreation and federal lands are vital

Milestones

- Created – HB 3350 2017
- Staffed summer 2018, division of OPRD
 - Community listening sessions fall/winter
 - Individual projects, policy scan, strategic plan development
- Outdoor Recreation Summit May 2019
 - ODFW, Travel Oregon – 300+ attendees
- Governor's Task Force on the Outdoors
 - Recommendations due April 2020



Projects in progress – health benefits

How playing outdoors in Oregon pays off

Playing outdoors is a statewide pastime: 88% of Oregonians say they participated in at least one healthy outdoor activity in 2018. The individual health benefits of outdoor recreation are obvious, but there are economic benefits too. Namely, the amount of money recreating residents save their community.

Recreating residents are less likely to incur medical expenses and are healthy contributors to their local economy. But how can we quantify those savings?

Researchers at Oregon State University crunched some numbers* to determine “Cost of Illness (COI) savings” from outdoor activities in 2018. Their results were striking.



**TOTAL STATEWIDE
COST OF ILLNESS (COI)
SAVINGS FROM OUTDOOR
ACTIVITIES IN 2018**

▶ **\$1,415,871,987**



**OF OREGONIANS
PARTICIPATED IN AT
LEAST ONE HEALTHY
OUTDOOR ACTIVITY IN 2018**



Recreating residents are less likely to incur medical expenses and are healthy contributors to their local economy



OREC
OREGON OFFICE OF
OUTDOOR RECREATION

*COI savings include costs of disease-specific treatments and lost economic productivity. COI savings were calculated by OSU researchers using the “Oregon Recreation Health Estimator Tool” for 30 outdoor recreation activities. The tool estimates savings for eight primary illnesses: breast cancer, colon cancer, stroke, ischemic heart disease, depression, dementia, diabetes and hypertensive heart disease. The tool is part of the OSU study *Health Benefits Estimates for Oregonians from their Outdoor Recreation Participation in Oregon*.

Projects in progress – Responsible Recreation Messaging Toolkit

Responsible Recreation in Oregon Messaging Framework – May 23, 2019

PREPARE	CARE	CONNECT
PLAN AHEAD <ul style="list-style-type: none"> Consider what you want to see and experience Research what's seasonally available, accessible Consider how much time you have, the terrain and your route Think beyond the #hashtag to avoid crowds and prevent overuse 	TAKE PRECAUTIONS <ul style="list-style-type: none"> Stay watchful for signs and warnings there for your safety Practice safe selfies Know your limits and when to call it a day Don't rely solely on cell phone or navigation systems for directional support Bring a friend along for safety and fun 	ENJOY YOURSELF <ul style="list-style-type: none"> Relish the peace and quiet Feel rooted to the earth Recharge and re-center Benefit from improved wellbeing Take a digital vacation
CHOOSE WISELY <ul style="list-style-type: none"> Map your experience to your capabilities Consider the abilities of fellow travelers and pets Visit off peak and mid-week to reduce congestion Hire a local guide who can enrich your expertise with access, know-how and equipment Shop local outfitters who know exactly what gear you need and can show you how to use it 	MIND YOUR OUTSIDE MANNERS <ul style="list-style-type: none"> Savor what you find, then leave it behind Share the trail Stay on public lands and be respectful of private property #Hashtag responsibly Keep pets leashed and practice proper pooper scooping 	SAY HELLO <ul style="list-style-type: none"> Be welcoming to your fellow adventurers in the outdoors Spark a conversation with locals and fellow visitors to gain new perspectives Check in with local visitor centers and ranger stations to learn from residents, pick up maps and gather information
BE READY <ul style="list-style-type: none"> Bring the right gear (or know where to rent) Check local road and weather conditions (and be ready for it to change) Know if you'll be in cell range and bring other mapping tools if not Tell someone where you're headed and when you should be back Bring cash for recreation use fees 	KEEP IT NATURAL <ul style="list-style-type: none"> Protect native ecosystems by staying on trails and in designated areas Pack out your trash Be like Smokey: take wildfire prevention seriously Appreciating wildlife, from a distance 	SPREAD GOODWILL <ul style="list-style-type: none"> Share what you know when it can help others Sip, sup, stay and shop local to support strong communities Visit cultural centers to learn more about history and people's relationship to place

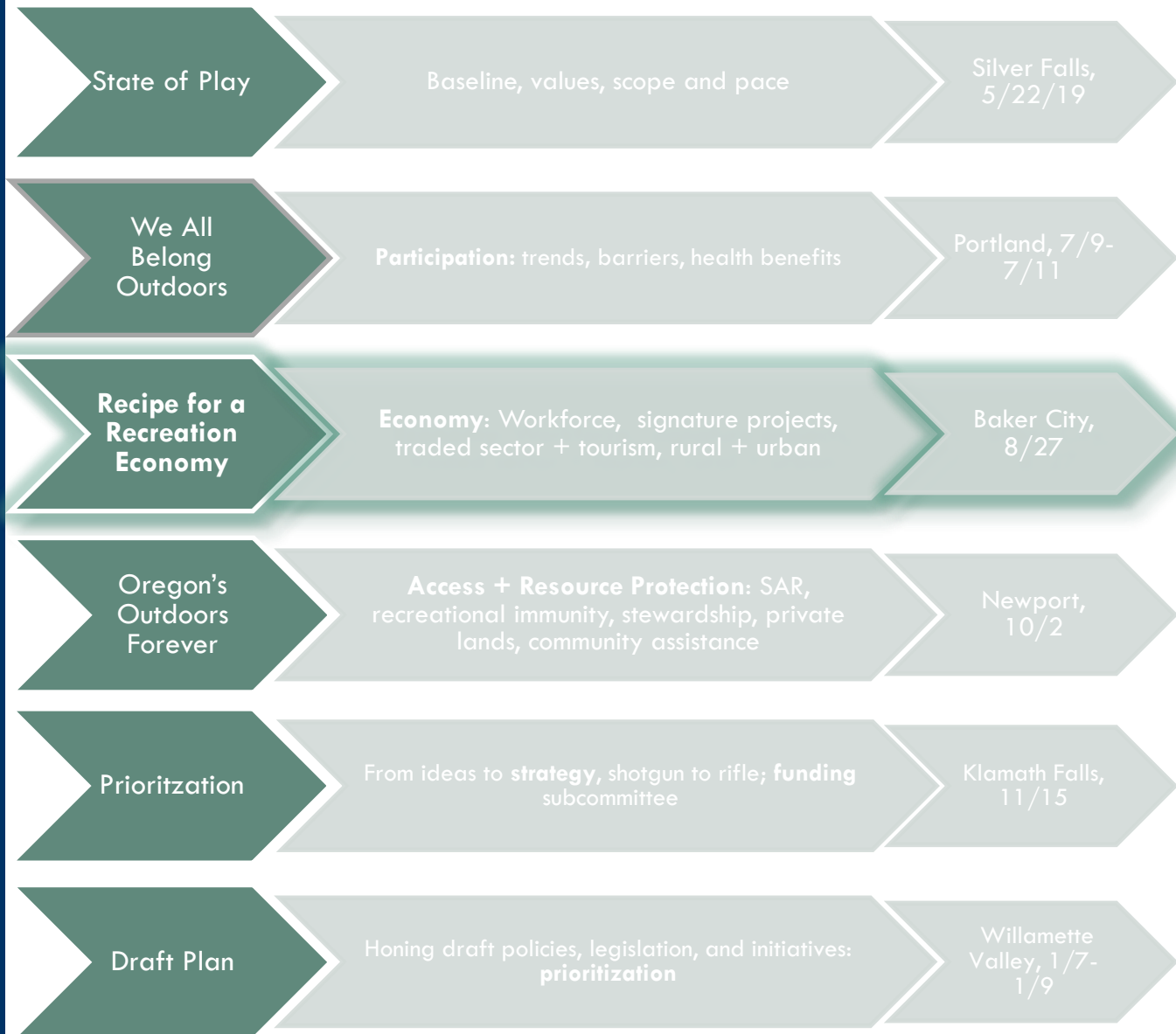
Task Force on the Outdoors

- 32 members – state/federal agencies, NGO, industry, elected officials

"...recommend policies, legislation and initiatives to support economic development in both rural and urban areas, balance improved outdoor recreation access with resource protection, and increase outdoor recreation participation, especially among youth and traditionally underserved communities."



Task Force Work plan



Themes and Tension Points

Motivations: future generations, all Oregonians, public health, economy, livable communities

Close to home trails!

Bathrooms – more of them, cleaner

Recreation in Oregon does not match demographics

Growth/use encroaching on habitat

Elevate leaders already doing this work

“All Lands” – local, state, federal

Cost is a real barrier; volunteer burnout

Funding – pivot existing, as well as new

Partnerships + shared stewardship

SAR, infrastructure, public safety

Private lands access

Liability and recreational immunity

Ethics + etiquette

Consistent messaging across agencies and experiences

Managing the impacts of visitation



Draft Participation Strategies

- *Elevate partner organizations in Oregon leading this work*
- *Parks to people + people to parks*
- *Diversify leadership + decision-making*
- *Modernize information*

Draft Economy Strategies

- *Invest in Capacity + Technical Assistance*
- *Build the Oregon Brand*
- *Address Barriers to Business Success*
- *Support Sustainable Outdoor Experiences*



Example Plan Element

Participation Strategy: Elevate partner organizations in Oregon already leading this work

Proposed Solution: Concept #4

Provide certain campsites, yurts, and cabins available for free or on a priority basis to community organizations serving youth and traditionally underserved communities. Pursue corporate sponsorship, or minor fee changes needed to make this effort revenue-neutral across the state park system. Pilot at up to five sites per park across six summer weekends in the summer of 2020. Work with affinity groups to develop grant application and reporting structure that meets program goals.

Implementation + Measurement:

Policy, Legislation or internal initiative?

Measurement metrics will be developed in advance of rolling out the program.

Advancing Equitable Impacts:

This pilot proposal is being developed specifically with equity as a core goal.

Consider adverse impacts:

There could be some pushback from the public about fees and availability, we should be transparent about why these changes are being made under flexible fee authority and in addition to existing agency-run outreach programs such as “Let’s Go”.

Stakeholders:

Community-based organizations that conduct outdoor recreation outreach programs.

Does this amend current law or policy? No. Existing authority exists.

What agencies are impacted or involved? OPRD, with community partners

Fiscal or revenue impact?

We will develop offset fee structure to make these micro-grants revenue neutral to OPRD. Minimal, if any, FTE impact is expected.



Survey Results

partnerships + effectiveness



LEADERSHIP



**BUILDING
PARTNERSHIPS**



FACILITATION

SURVEY RESULT

OUTCOMES FOR THE OUTDOOR RECREATION OFFICE

**WHAT OUTCOME FOR THE STATE OFFICE OF OUTDOOR
RECREATION IS MOST IMPORTANT TO YOUR PARTNERSHIP?**

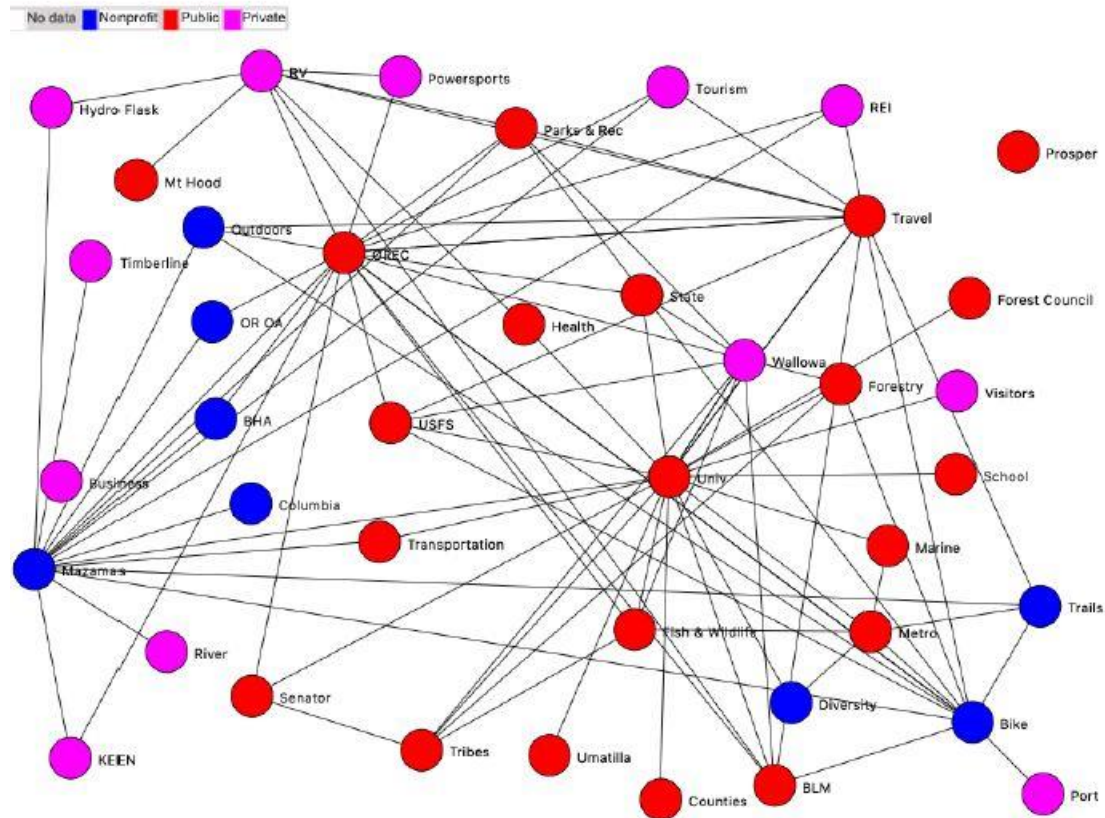
MOST FREQUENT RESPONSE:

**THE IMPORTANCE AND INTER-RELATEDNESS OF A
HEALTHY ENVIRONMENT, OUTDOOR RECREATION,
AND A VIBRANT ECONOMY ARE WELL
UNDERSTOOD BY ALL MEMBERS OF OUR STATE**



COLLABORATION: CONSERVATION & STEWARDSHIP

WHO DO YOU COLLABORATE WITH, AT LEAST MONTHLY, ON ISSUES RELATED TO PROMOTING CONSERVATION AND STEWARDSHIP?



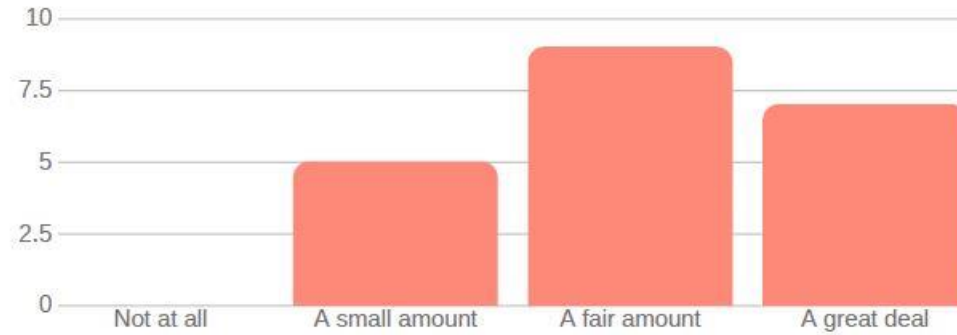
AS CAN BE SEEN IN THIS VISUALIZATION, THERE IS SIGNIFICANT COLLABORATION BETWEEN NETWORK MEMBERS ON ISSUES RELATED TO CONSERVATION AND STEWARDSHIP. THE NETWORK HUBS ARE THE OUTDOOR RECREATION OFFICE, MAZAMAS, AND OREGON STATE UNIVERSITY.

WHO DO YOU COLLABORATE WITH, AT LEAST MONTHLY, ON ISSUES RELATED TO STRENGTHENING ECONOMIC DEVELOPMENT?



BENEFITS OF OREC OFFICE

HAS YOUR STATE BENEFITTED FROM ITS INVESTMENT IN AN OFFICE OF OUTDOOR RECREATION?



"WE NOW HAVE A HOME FOR FOR CROSS-AGENCY POLICY DEVELOPMENT."

- OREGON TRAILS COALITION

"The office has evolved to be a central point of contact for many aspects of the outdoor recreation field in Oregon. Cailin has become a connector, communicator, arbitrator, motivator, measurer for all things outdoor recreation in Oregon. He links together public and private entities that may be working on similar projects - or that may be working at odds with each other. Most importantly, he has raised the profile of the outdoor industry in the eyes of legislators and lawmakers. Our industry is gaining respect and momentum thanks to Cailin's work."

- Oregon Outdoor Alliance

"It's still in infancy stage, so it's hard to tell at this point. What's promising is that this is the first organized effort by the state that has recognized outdoor recreation as an important catalyst to improve economies, the well-being of individuals and promote the land stewardship values. It's brought people together to begin the process of forming a common vision."

- Wallowa Resources

"IT BRINGS DIVERSE INTERESTS TO THE TABLE FOR OPEN DISCUSSIONS AND PLANNING."

- CONFEDERATED TRIBES OF THE UMATILLA INDIAN RESERVATION





We all belong outdoors.