

March 5, 2019

Dear Co-Chair Dembrow, Co-Chair Power, and members of the Joint Carbon Reduction Committee,

My name is Kelly Hughes and I serve as the Sustainability Coordinator for Ruffwear. I am writing today on behalf of Ruffwear to show our support of HB 2020. Thank you for the opportunity to testify.

Ruffwear is a company that employs about 40 people at the Bend headquarter office designing, developing, marketing and selling durable, high performance dog gear. To us, the gear we create has a dignified purpose: to act as a facilitator for people and their dogs to get out and explore the natural environment together. We make conscious material choices and put our design concepts through thorough field-testing to ensure their longevity, not disposability. We have the same attitude toward the natural spaces we are so lucky to enjoy; we wish for longevity, not disposability, of the many species that make up those wild environments. It is not enough to wish however, and action to protect ALL of these places is most effective through lessening our negative impact.

As a member of Oregon Business for Climate, we share in the organization's mission of reducing our statewide greenhouse gas emissions while strengthening Oregon's economy. We believe the cap and trade model that is the foundation of HB 2020 provides the lowest cost option for achieving our reduction targets while also incentivizing and fostering innovation in Oregon's economy. As a company that relies on a flourishing outdoor environment for people and dogs to play, HB 2020 is of great importance to us. And, we are not alone. The outdoor recreation economy in Oregon generates \$16.4 billion in annual spending and employs 172,000 people.

In recent years, wildfire smoke and damage have affected tourism and outdoor recreation all over the state. Unhealthy air quality due to wildfires prevents our consumers from getting outdoors and enjoying their normal activities with their dogs, not to mention putting sensitive groups at particular risk, canceling major events, closing major highways and interstates, and causing job losses in the tourism industry. Wildfires in our region are related to insufficient snowpack levels in the high country leading to drought conditions throughout the summer and fall seasons. Wildfire ignition is at least in part due to air pollution, which enhances lightning activity, and in turn, increases the frequency and intensity of thunderstorms throughout the driest months of the year. Forests cover nearly half of Oregon, amounting to almost one tenth of the country's timber, and the forest sector is critical to the economy. We cannot afford to play fast and loose with one of Oregon's most abundant natural resources. Though a natural phenomenon, wildfire is strengthened by human-influenced climate change forcings, and cannot simply be "handled" by better forest management practices.

While Oregon itself may not have a large carbon footprint relative to other states, the U.S. is the second largest contributor of GHG emissions in the world behind China. As a beautiful, outdoor recreation destination state, Oregon has an outsized responsibility to

be a successful example and leader for the remaining states that have yet to enact carbon capping legislation.

We must work quickly to lower our carbon emissions in Oregon, as the longer we wait the more catastrophic the economic and environmental costs will be. This session, we see more momentum than ever before to pass this legislation. Let's get it done.

Thank you for affording me the opportunity to speak on behalf of our business.

Sincerely,

Kelly Hughes
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