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**Dear Chair Frederic, Vice-Chair Weber, and members of the Senate Committee on Education,**

We, the undersigned proprietors of Newport Oregon's three surf shops, **Ossies Surf Shop, Pura Vida Surf Shop and South Beach Surf Shop** have organized to convey our strong support for [House Bill 3365](#). This critical legislation has the potential to safeguard Oregon's coastal economies, the outdoor industry, and so much more.

HB 3365: "directs the State Board of Education to *[include an interdisciplinary approach across all subjects for which academic content standards are established.]* ensure that academic content standards for core subjects include sufficient instruction on the causes and effects of climate change and strategies for responding to such causes and effects." This forward-thinking approach is inspired by Oregon students. Their plea mirrors the sentiments of [youth worldwide](#)—concerned about their future, eager to take action, and seeking an education that prepares them to address climate challenges.

**As members of the outdoor industry, we know firsthand the immense value of Oregon's natural beauty to our state's economy, culture, and way of life.** Recreation on Oregon's beaches alone drives [\\$3.8 billion annually](#) in consumer spending, contributing to a \$20.6 billion outdoor recreation economy that supports thousands of jobs and generates \$1.5 billion in state and local tax revenue. Moreover, 95% of Oregonians participate in outdoor recreation, underscoring its importance to our collective well-being.

According to OSU's [Assessment of Coastal Hazards](#), "The changing climate will continue to affect hazards along the coast and estuarine shorelines of Oregon, with social and economic effects on coastal communities. These hazards include ocean acidification, warming temperatures, hypoxia, sea level rise, changes in marine ecosystems and fisheries, and increased frequency of harmful algal blooms (HABs). The [2015 toxic algal bloom](#) caused \$97.5 million in lost Dungeness crab landings and \$40 million in diminished tourism revenue. Such events are becoming increasingly frequent, endangering both our environment and economy.

HB 3365 tackles these challenges head-on by fostering environmental literacy. By equipping students with the knowledge and tools to understand and address climate change, the bill enables the next generation to restore and sustain the ecosystems that support Oregon's outdoor industry. This interdisciplinary approach connects the science of climate change to its impacts on local communities, inspiring innovative solutions and collective action.

The benefits of this legislation extend beyond the environment. Healthy ecosystems contribute to Oregon's economy in [countless ways](#), from providing clean water and carbon sequestration to supporting recreation and increasing property values. [Oregon State University](#) estimates that outdoor recreation-related physical activity saves \$3 billion annually in healthcare costs, equivalent to 10% of the state's total healthcare expenditures.

**Policy and technological advancements alone cannot solve the challenges we face.**

Without a climate-literate citizenry, these efforts will fall short. HB 3365 builds the foundation for a thriving and sustainable future, promoting collaboration between industries, state agencies, and workforce development initiatives while opening pathways to green careers for a diverse population of students.

**For the sake of Oregon's iconic coastlines, thriving outdoor economy, and future generations, we respectfully urge your yes vote on HB 3365. Together, we can ensure that Oregon remains a global leader in natural beauty, resilience, and environmental stewardship.**

Thank you for your time and thoughtful consideration.

**Sincerely,**

Daniel Hasselschwert: **Ossies Surf Shop** - 4900 Oregon Coast Hwy, Newport, OR 97365

Robert Rube: **Pura Vida Surf Shop** - 845 1st St, Otter Rock, OR 97369

Russel McClanan: **South Beach Surf Shop** - 3101 SE Ferry Slip Rd 238 & #619, Newport, OR 97365

