Chapter Two
A Rapidly Aging Oregon Population

Prepared by the Oregon Parks and Recreation Department

Issue Introduction: A Rapidly Aging Oregon Population

According to a May 6, 2006 news release from Oregon Governor Ted Kulongoski's office[6], "Within the next decade, 15 percent of Oregon's total population will be over the age of 65, compared with 12 percent just last year. By 2025, that number will grow to nearly 20 percent – that is one person in every five." According to the Governor's office, "The time to prepare for this situation is now." As a result of the Governor's leadership on this issue, the Oregon Parks and Recreation Department has undertaken an effort to examine how recreation providers across the state can proactively manage for changes associated with an aging Oregon population

Park and recreation professionals have long responded to demographic diversity by providing a range of services and facilities that cater to different age groups and participant recreation styles. However, the aging Boomer generation (those born between 1946 and 1964) presents a distinct challenge for recreation providers. First, they represent approximately one million Oregonians or approximately 30% of the state's population. According to the U.S. Census Bureau, during the next 25 years as these Boomers age, the number of people 65 years and older in the state of Oregon is expected to double (Figure 1). As this "bulge" in the population ages, it generates increased demand for services and facilities suited to older adults.

[6] News Release: Governor announces forums on services to aging Oregonians, May 2, 2006.

Figure 1: Oregon population pyramids[7]

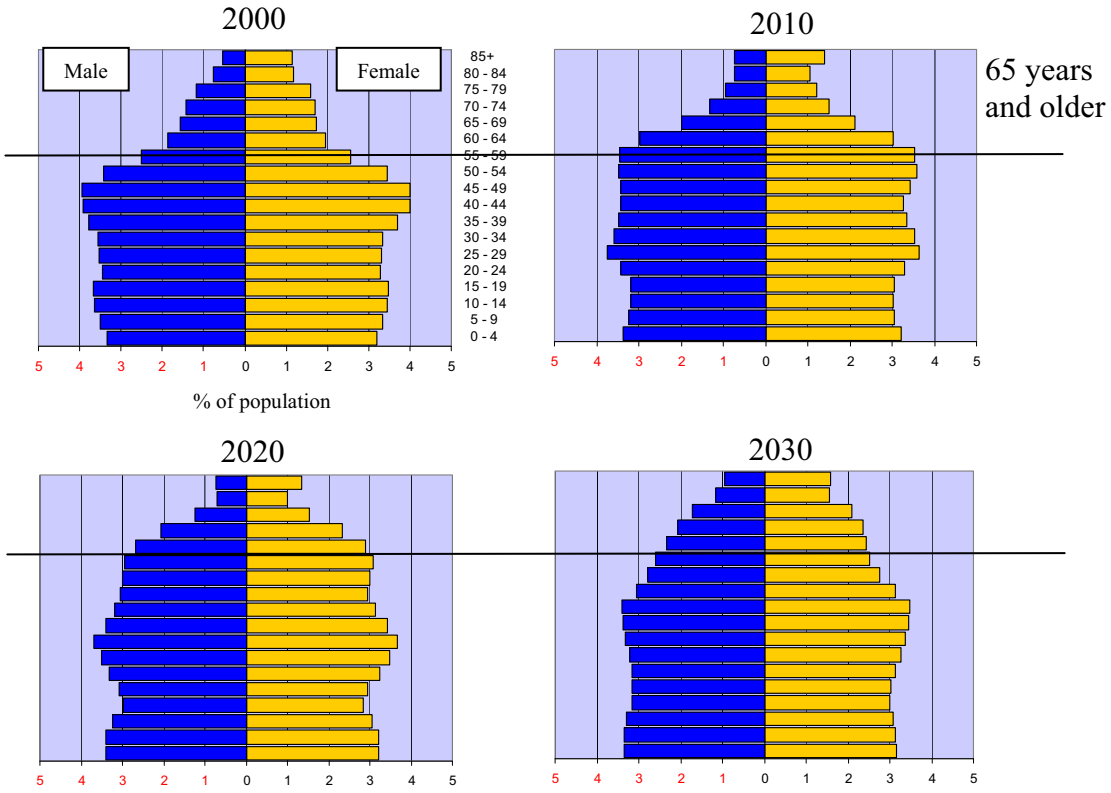

Table 1: 2000 and 2030 Oregon population change[8]

Age Group	Census 2000		Projection 2030		2000-2030 Change	
	Number	Percent Total	Number	Percent Total	Number	Percent Total
65-69	112,614	3.3	230,556	4.8	117,942	104.7
70-74	106,728	3.1	213,599	4.4	106,871	100.1
75-79	95,059	2.8	184,075	3.8	89,016	93.6
80-84	66,345	1.9	131,986	2.7	65,641	98.9
85+	57,431	1.7	121,741	2.5	64,310	112
65+	438,177	12.8	881,957	18.2	443,780	101.3

[7] U.S. Census Bureau, Population Division, Interim State Population Projections, 2005.
[8] U.S. Census Bureau, Population Division, Interim State Population Projections, 2005.

Outdoor Recreation Participation and an Aging Oregon Population

National and statewide data support the intuitive belief that participation rates decrease as one ages, particularly for physically demanding activities.[9] Recent analysis of National Survey on Recreation and the Environment[10] data generates four conclusions:

- With the exception of gardening/landscaping, participation in all recreation activities decreases with age.
- Participation in most activities continues to decrease as age increases, with physically demanding activities decreasing most rapidly.
- Even in the oldest age group (85+), there was at least some participation in almost every activity (participation rarely went to 0%).
- Some activities, such as walking for pleasure, remain popular across all age groups.

Similar decreases in outdoor recreation participation as aging increases were identified in an analysis of data from the 2002 Oregon Outdoor Recreation Survey[11] for hunting, boating, camping, and motorized activities.

Boomers differ from previous generations. As Ziegler[12] notes, Boomers work hard, play hard, and spend hard. Many feel (and behave) 10 years younger than their chronological age. In particular, they are devoted to exercise and fitness. In broad terms, these two forces work in opposite directions – there will be more people of retirement age, but their recreation patterns may change relatively little as they move into retirement. However, the net effect is unknown, and recreation providers require more detailed information to guide acquisition, facility development, and service provision. Traditionally, older people "exit" from physically demanding activities as they age. This is balanced by younger people "entering" these activities. The Boomers may effect this standard equation in two ways:

- First, the size of the cohort means that the "exit" may not be balanced by the "entry."
- Second, Boomers may not "exit" as early/quickly as their predecessors did.

It is difficult to quantify the size of the net effect, by the general direction of the effect is that there will be more demand for activities than in the past.

In preparation for the 2008-2012 Oregon SCORP, OPRD contracted Oregon State University to conduct a statewide survey of "Baby Boomers" (born between 1946 and 1964) ─ and "Pre-Boomers" (born between 1926 and 1945). The primary intent of this survey was to identify current outdoor recreation participation among these two populations and how they expect to recreate in the coming 10 years. Survey results will help recreation professionals provide the recreation opportunities that Boomers and Pre-Boomers currently seek and expect to seek in the future. Of critical importance, is how to keep Boomers actively involved in outdoor recreation activities as they move into and through their retirement years.

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[9] Kelly, J.R. 1980. Outdoor recreation participation: A comparative analysis. Leisure Sciences 3(2):129-154.
[10] Cordell, K., C. Betz, G. Green, F. Thompson, A. West, M. Fly, and B. Stephens. 2005. Retirees participation in outdoor activities: Retirees 65 and older remain active in many activities well into their senior years. Recreation and Tourism Statistics Update No. 10.
[11] Oregon Parks and Recreation Department, 2002. The Oregon Outdoor Recreation Survey.
[12] Ziegler, J. 2002. Recreating Retirement: How Will Baby Boomers Reshape Leisure in Their 60s? *Parks and Recreation*, October, pp. 56-61.

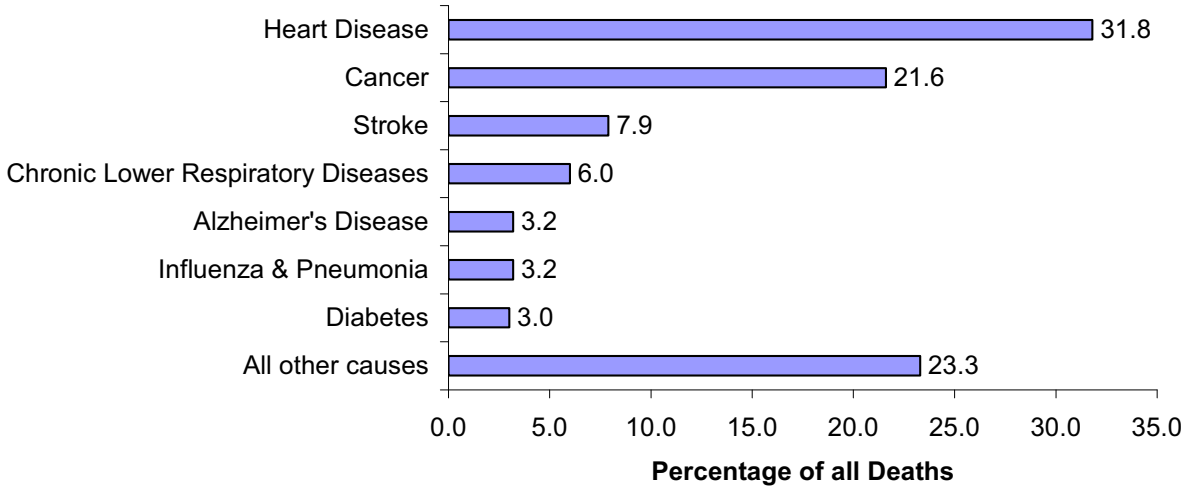
Physical Activity and Older Oregonians

(Note: National-level statistics and recommendations included under this heading are from a report entitled: The State of Aging and Health in America 2007[13].)

An enhanced focus on promoting and preserving the health of older adults is essential if we are to effectively address the health and economic challenges of an aging society. The cost of providing health care for an older American is three to five times greater than the cost for someone younger than 65. By 2030, the nation's health care spending is projected to increase by 25% due to demographic shifts unless improving and preserving the health of older adults is more actively addressed.

The aging of America is triggering a higher demand for health care and social services. Currently, about 80% of older adults have at least one chronic condition, and 50% have at least two. These conditions can cause years of disability, pain, and loss of function. Three million older adults indicate that they cannot perform basic activities of daily living such as bathing, shopping, dressing, and eating. Their quality of life suffers as a result, and demands on family and caregivers can be challenging. Statistics indicate the number of Oregonians who need long-term care will grow from nearly 200,000 in 2005 to more than 265,000 in 2015, and more than 375,000 in 2025[14].
Because the population will be older and greater in number in the coming years, overall U.S. health care costs are projected to increase 25% by 2030. Preventing health problems is one of the few known ways to stem rising health care costs. By preserving function and preventing injury, we also can help older adults

Figure 2: Causes of death among U.S. Adults aged 65 or older, 2002[15]



[13] The State of Aging and Health in America 2007. Centers for Disease Control (CDC) and the Merck Company Foundation. Whitehouse Station, New Jersey. Report online at: http://www.cdc.gov/aging/pdf/saha_2007.pdf.

[14] State of Oregon. Recommendations on the future of long-term care in Oregon. Department of Human Services, Seniors and Peoples with Disabilities. May 2006.

[15] CDC, National Center for Health Statistics. Data Warehouse, Trends in Health and Aging.

remain independent for as long as possible, which can improve their quality of life and delay the need for costly long-term care.

Millions of Americans, most of them older adults, suffer from chronic illnesses that can be prevented or improved through regular physical activity. In a 1993 study[16], 14 percent of all deaths in the United States were attributed to insufficient activity and inadequate nutrition.

Lack of physical activity is an important contributor to many of the most important chronic diseases for older Americans, including heart disease, diabetes, colon cancer, and high blood pressure. Lack of physical activity, along with poor nutrition, is a major contributor to the growing epidemic of obesity in the United States.

The data are compelling, almost overwhelming: If older adults increase physical activity, improve eating habits, and take some relatively simple steps to minimize the risk of falling, they could live longer and healthier lives. In Oregon, 62% of adults between the ages of 50 and 64 and 64% between 65 and 74 do not meet the CDC physical activity guidelines of moderate intensity physical activities for at least 30 minutes on five or more days a week[17]. Regular physical activity has beneficial effects on most (if not all) organ systems, and consequently it prevents a broad range of health problems and diseases. Physical activity in older persons produces three types of health benefits:

1. It can reduce the risk of developing chronic diseases such as heart disease.
2. It can aid in the management of active problems such as high blood pressure, diabetes, obesity, or high cholesterol.
3. It can improve the ability to function and stay independent in the face of active problems like lung disease or arthritis.

Although the benefits of physical activity increase with more frequent or more intense activity, substantial benefits are evident even for those who report only moderate levels of activity—i.e. washing a car for 60 minutes, raking leaves for 30 minutes, or brisk walking or swimming for 20 minutes. All of the benefits of physical activity are especially important for older men and women since they are more likely to develop chronic diseases and are more likely to have conditions such as arthritis that can affect their physical function.

Regular physical activity has beneficial effects on a variety of health outcomes, effects that are supported by consistent scientific evidence. These include:

- Lower overall mortality. Benefits were greatest among the most active persons but were also evident for individuals who reported only moderate activity.
- Lower risk of coronary heart disease. The cardiac risk of being inactive is comparable to the risk from smoking cigarettes.
- Lower risk of colon cancer.
- Lower risk of diabetes.
- Lower risk of developing high blood pressure. Exercise also lowers blood pressure in individuals who have hypertension.
- Lower risk of obesity.
- Improved mood and relief of symptoms of depression.
- Improved quality of life and improved functioning.
- Improved function in persons with arthritis.
- Lower risk of falls and injury.

[16] McGinnis, J.M., and Foege W.H. Actual causes of death in the United States. JAMA 1993; 270(18): 207-12.

[17] Oregon Overweight, Obesity, Physical Activity, and Nutrition Facts. 2004. Physical Activity and Nutrition Program. Oregon Department of Human Services.

Additional possible benefits of physical activity (research is less consistent) include:

- Lower risk of breast cancer.
- Prevention of bone loss and fracture after the menopause.
- Lower risk of developing depression.
- Improved quality of sleep.

Research studies have demonstrated these benefits in both middle-aged and in older persons, and in men and women. Because these chronic diseases increase with age, older persons may benefit even more than those in middle-age from physical activity. A recent study of older men in Baltimore demonstrated that leisure time activity was more important for protecting against heart disease in men over 65 than in younger men.

Of great importance to older adults, regular physical activity sustains the ability to live independently. Research has shown that virtually all older adults can benefit from regular physical activity. In particular, the mobility and functioning of frail and very old adults can be improved by regular physical activity. The large potential ability of regular physical activity to prevent chronic diseases and sustain active living means that an active lifestyle is a key component of healthy and successful aging.[18]

In those older adults with chronic diseases, physical activity can play an important role in treatment. Physical activity is effective in treating cardiovascular disease, high blood pressure, high cholesterol, chronic lung disease, diabetes, obesity, and osteoarthritis.

Substantial health benefits occur with a moderate amount of activity (e.g., at least 30 minutes of brisk walking) on five or more days of the week. Additional health benefits can be gained through longer duration of physical activity or more vigorous activity. Brief episodes of physical activity, such as 10 minutes at a time, can be beneficial if repeated. Sedentary persons can begin with brief episodes and gradually increase the duration or intensity of activity.

Clearly, Oregon's park and recreation providers have the facilities and programs in place across the state to take a leadership role in promoting and preserving the health of older adults through encouraging and facilitating their involvement in active outdoor recreation activities. There is a strong economic incentive for action.

Relocation and an Aging Oregon Population

The aging of the population, and the "bulge" represented by the Boomer generation of retirement age, has sparked political and academic interest in the factors that affect retiree relocation. Growing wealth among some sections of the Boomer population will provide them an opportunity to relocate in preferred geographic locations within the state of Oregon. In recent years, amenities such as scenic beauty, climate and recreational opportunities have lured large numbers of people to areas of the state such as Bend, Ashland, and the south coast. Retiree recruitment has become an acknowledged economic development strategy[19] [20].

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[18] Talbot LA, Morrell CH, Metter J. et al. Comparison of cardio respiratory fitness versus leisure time physical activity as predictors of coronary events in men aged less than 65 and greater than 65 years. Am J Cardiology 2002; 89: 1187-92.

[19] Judson, D.H., S. Reynolds-Scanlon, and C. L. Popoff. 1999. Migrants to Oregon in the 1990's Working Age, Near-Retirees, and Retirees Make Different Destination Choices. *Rural Development Perspectives*, 14(2):24-31.

[20] Duncombe, W. M. Robbins, and D. A. Wolf. 2003. Place Characteristics and Residential Location Choice Among the Retirement-Age Population. *Journal of Gerontology*, 58B (4) S244–S252.

Insofar as retiree relocation into or within Oregon is pursued as an economic development strategy, it is important to understand what drives retiree relocation decisions and what impact relocation into or within Oregon has on communities. Recreation providers play a role in this to the extent that recreation opportunity drives retiree destination choices.

To address this relocation issue, Oregon State University conducted a study to assess Boomer and Pre-Boomer relocation in Oregon based on secondary data, primarily from the U.S. Census Bureau, and the results of the statewide survey of Boomers and Pre-Boomers. The goal of this study was to better understand past and future relocation in order to facilitate provision of outdoor recreation opportunities. A primary objective of the study was to develop a "retirement community projection model" that provides estimates of future retiree relocation patterns, the effect of outdoor recreation development on those patterns and the effect of these patterns on demand for outdoor recreation facilities and services.

Volunteering and an Aging Oregon Population

As older adults either retire completely or move to flex or part-time employment, studies have shown that they hope to have more time to "give back" to their communities or become involved in meaningful and purposeful activities. In addition to providing direct benefits to the community, studies have also shown that volunteerism increases an older adult's physical health and agility as well as his/her cognitive and mental well-being[21].

[21] The Maturing of America - Getting Communities on Track for an Aging Population. National Association of Area Agencies on Aging. August 2005.

During the period from 2003-2005, Oregon was one of the top ten states in the nation for volunteering rates among seniors[22]. In 2006, 36.4% of Oregon's Boomer population volunteered a median of 56 hours (Table 2). During the period from 2002-2006, Oregon's overall volunteer rate has been consistently higher than the national rate (Figure 3).

Table 2: 2006 Oregon volunteering by age year 23

Age	Median Hours	State Rate	National Rate
16 to 24 years	30	26.2%	23.4%
25 to 34 years	48	27.3%	24.7%
35 to 44 years	66	41.9%	33.3%
45 to 54 years	52	36.5%	32.2%
55 to 64 years	72	35.8%	29.3%
65 years and over	112	31.2%	24.4%
Baby boomers	56	36.4%	32.2%

Figure 3: Oregon state volunteer rate by year 24

[22] Volunteering in America: State Trends and Rankings. Corporation for National & Community Service.
[23] Volunteering in America 2007. Corporation for National & Community Service http://www.nationalservice.org/pdf/VIA/VIA_synopsis_OR.pdf
[24] Volunteering in America 2007. Corporation for National & Community Service http://www.nationalservice.org/pdf/VIA/VIA_synopsis_OR.pdf

Although national and state-level volunteer information has been collected in recent years, no information has been available for volunteer participation associated with recreation or natural resource agencies/ organizations. To better identify how recreation providers can better position themselves to tap into the time, talent and experience of the growing ranks of older adults, a series of questions were added to the OSU Boomer and Pre-Boomer survey related to recreation volunteering.

Research Project: Outdoor Recreation and an Aging Oregon Population

Project introduction

This research project, conducted by Dr. Kreg Lindberg of Oregon State University, included a statewide mail survey of "Baby Boomers" and "Pre-Boomers" and a separate analysis of factors affecting relocation to and within Oregon associated with the Baby Boomer and Pre-Boomer populations. In this study, Baby Boomers, or simply Boomers, are Oregon residents born between 1946 through 1964, while Pre-Boomers are Oregon residents born between 1926 and 1945.

Statewide Survey of Boomers and Pre-Boomers

The survey was conducted using a random sample of Boomers and Pre-Boomers, with names and addresses based on Oregon Department of Motor Vehicles (DMV) records. A total of 4,562 surveys were mailed, with 1,219 returned. Adjusting for un-deliverables, there was a 31% response rate. U.S. Census and Portland State University population data were used to adjust for the stratification and non-response. Results presented in this summary reflect this weighting and represent the diversity of the Oregon Boomer and Pre-Boomer population. A full survey report is included on the OPRD SCORP planning web site at: http://egov.oregon.gov/OPRD/PLANS/docs/scorp/Aging_Oregon_Report.pdf.

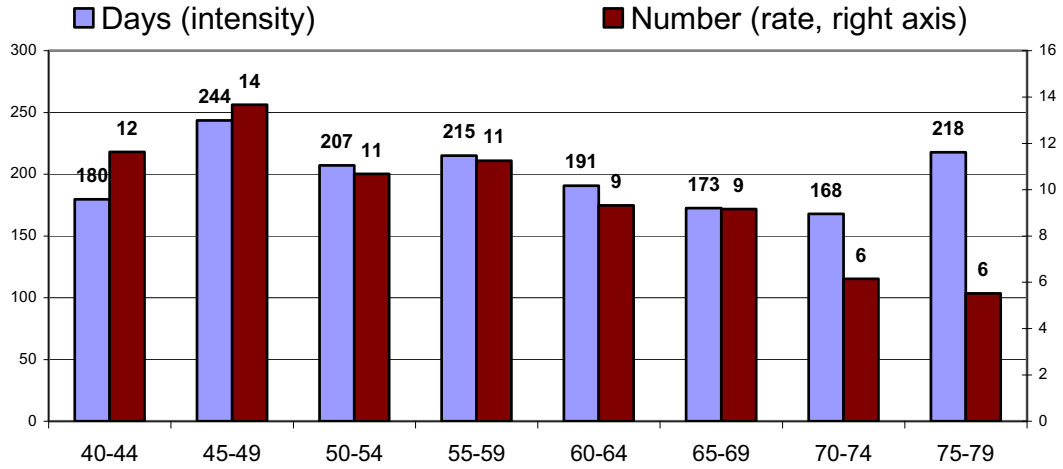
The following is a summary of key findings from the statewide survey of Boomers and Pre-Boomers in Oregon.

Outdoor Recreation Participation

Respondents were asked how many days in the past year they engaged in a set of 52 specific outdoor recreation activities. Respondents reported how many days they spent engaging in each activity during the past year. Activities ranged from easy (e.g., picnicking or walking on sidewalks) to physically demanding (e.g., rock climbing or whitewater kayaking). The participation intensity for individuals was the total number of days each individual spent engaged in outdoor recreation, summed across all activities. The participation rate for individuals was the total number of activities each person engaged in at least once during the year.

A key question in the survey was to examine if Oregon data supports the belief that participation rates decrease as a person ages. Figure 4 shows variation across age groups. In Oregon, outdoor recreation participation intensity tends to peak at age 45-49, decline with age, and then increase in the late 70s — though this increase appears due to a few particularly active individuals. Participation rate also tends to peak at age 45-49 and then slowly decline with age. These results are consistent with the expectation that recreation participation declines with age despite greater free time in retirement. Likewise, women and persons in lower income households are more likely than others to be spending less time.

Figure 4: Participation by age



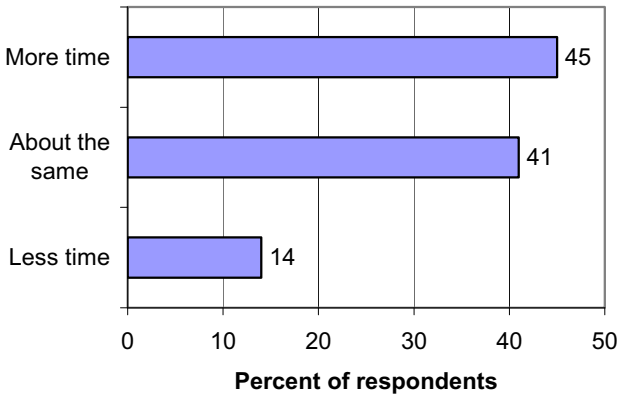
An important question is whether this trend will continue in the future. In other words, will Boomers reduce their participation as they age, following the example of previous generations? A question was asked about expectations for the future, specifically 10 years from the present. It is difficult for respondents to forecast the future, so responses should be treated with some caution. Nonetheless, they provide an indication of expectations.

Looking into the future, respondents are more likely to expect an increase rather than a decrease in their outdoor recreation activities (Figure 5). As shown in Table 3, responses vary widely by age, with younger respondents expecting to spend more time and older respondents expecting to spend less time. Note that "more" responses increase up to the 50-54 age category, presumably reflecting a look ahead to retirement.

Table 3: 10 Years from now relative to present age, percent

Age	More	Same	Less
40-44	41	55	4
45-49	57	36	7
50-54	64	34	2
55-59	55	40	5
60-64	33	53	14
65-69	43	31	26
70-74	20	29	51
75-79	4	53	43

Figure 5: Future recreation participation 10 years from now, percent



On average across all activities, respondents expect to spend 28% more days recreating 10 years from now than they currently do. In other words, Boomers in Oregon may "break the trend" of decreasing recreation with age.

Another critical question is what specific outdoor recreation activities are most popular among an aging population. In terms of percent of respondents engaged in them at least once in the past year (activity participation rate) the top five activities included walking, picnicking, sightseeing, visiting historic sites and ocean beach activities (Table 4). In terms of average number of days engaged in an activity (activity participation intensity), the top five activities were walking, bird watching, jogging, sightseeing and bicycling on road/path. Walking tops both lists.

Table 4: Activities sorted by percent participating

Activity	Percent participating	Mean days	Mean hours/day
walking	80	64.3	1.8
picnicking	68	5.2	3.2
sightseeing	63	9.9	4.1
visiting historic sites	62	3.6	3.1
ocean beach activities	54	4.1	3.9
day hiking	52	6.6	3
children/grand children to playground	39	5.7	2.1
exploring tidepools	37	1.5	2.5
freshwater beach activities	33	2.6	4.8
other nature/wildlife observation	31	5.4	2.8

Table 5: Activities sorted by mean days

Activity	Percent participating	Mean days	Mean hours/day
walking	80	64.3	1.8
bird watching	26	16.2	2.2
jogging	18	12.6	1.2
sightseeing	63	9.9	4.1
bicycling (road / path)	31	7.7	2.2
day hiking	52	6.6	3
other activity	10	6	3.7
children/grand children to playground	39	5.7	2.1
other nature/wildlife observation	31	5.4	2.8
picnicking	68	5.2	3.2

The survey's large sample size also allowed examining outdoor recreation participation across five year age categories within the population (Table 6). A comparison across age categories for top five activities by participation intensity leads to the following conclusions:

- Walking was the top activity across all age categories (40-79).
- Jogging was a top activity between the ages of 40-59, but it is also popular for those in their 70s.
- Bicycling was a top activity between the ages of 40-64.
- Sightseeing was a top activity between the ages of 45-74.
- Bird watching was a top activity between the ages of 55-79.
- RV/trailer camping was a top activity between the ages of 65-74.

Table 6: Activities with greatest mean days by age

Age / Activity	Mean days
40-44	
walking	56
jogging	16
bicycling (road / path)	9
children/grand children to playground	8
swimming	7
45-49	
walking	51
jogging	26
sightseeing	15
fishing from a boat	11
picnicking	10
50-54	
walking	77
other activity	20
jogging	11
bicycling (road / path)	11
sightseeing	9
55-59	
walking	71
bird watching	21
sightseeing	12
jogging	10

Age / Activity	Mean days
60-64	
walking	81
bird watching	18
bicycling (road / path)	11
other nature/wildlife observation	9
sightseeing	8
65-69	
walking	39
bird watching	39
sightseeing	10
day hiking	9
RV/trailer camping	6
70-74	
walking	55
bird watching	31
RV/trailer camping	10
sightseeing	8
jogging	7
75-79	
walking	89
bird watching	25
golf	22
jogging	15

- Figure 6 shows how the top five activities vary across age groups. This figure can serve as a useful benchmarking tool as we evaluate our progress in keeping Boomers engaged in outdoor recreation activities in the coming years.

Respondents also forecasted how many days they would participate in each activity 10 years from now. Forecasting a specific number of days can be difficult, so results should be treated with caution. Table 7 shows the top ten activities in terms of future participation intensity, as well as the change in the number of days relative to the present. For example, walking will be the most popular activity in terms of average days spend, and those days (83.1) will represent an increase of 17.7 days (25%) over current average days. Of the top 10, only bird watching was forecast to have a decrease in participation intensity.

Figure 6: Most popular activities, participation rate by age

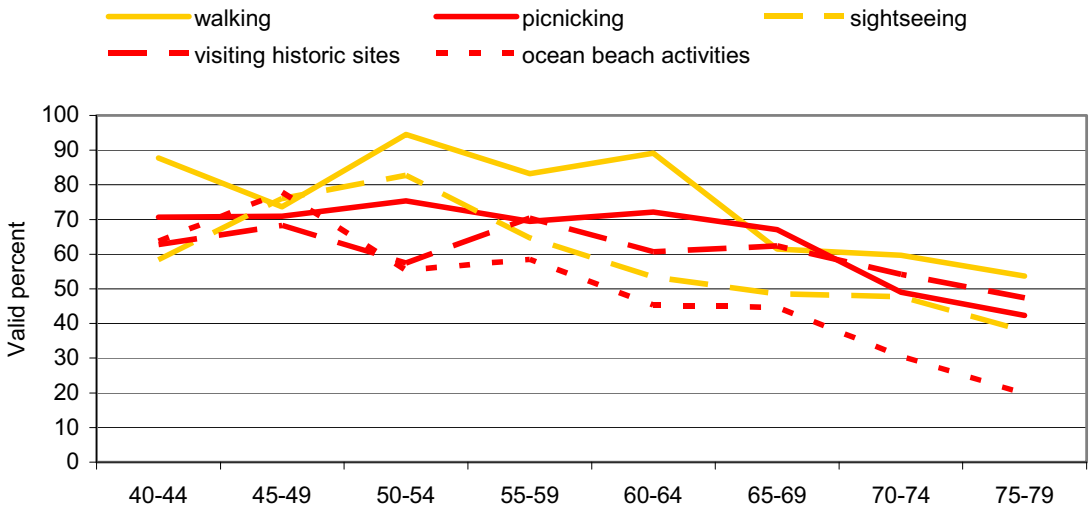


Table 7: Future participation for those expecting overall increase, mean days

Activity	**Future**	**Change**
walking	83.1	17.7
bicycling (road / path)	17.5	6.9
jogging	16.9	0.4
bird watching	15.6	-2.4
day hiking	14.1	8.1
sightseeing	13.1	4.4
RV/trailer camping	12.8	7.7
children/grand children to playground	12.0	6.8
fishing from a boat	11.7	7.2
ocean beach activities	10.7	6.6

Summary of Key Findings: Outdoor Recreation Participation

1. Survey results for the current Oregon population of Boomers and Pre-Boomers were consistent with the expectation that outdoor recreation participation declines with age despite greater free time in retirement.
2. On average across all activities, respondents expected to spend 28% more days recreating 10 years from now than they currently do. In other words, Boomers in Oregon may "break the trend" of decreasing recreation with age.
3. The most popular outdoor recreation activities for the Oregonians between the ages of 42 and 80 included walking, picnicking, sightseeing, visiting historic sites and ocean beach activities.
4. A comparison across age categories for top five activities by participation intensity leads to the following conclusions:
   - Walking was the top activity across all age categories (40-79).
   - Jogging was a top activity between the ages of 40-59, but it is also popular for those in their 70s.
   - Bicycling was a top activity between the ages of 40-64.
   - Sightseeing was a top activity between the ages of 45-74.
   - Bird watching was a top activity between the ages of 55-79.
   - RV/trailer camping was a top activity between the ages of 65-74.
5. The top five activities in terms of future participation intensity 10 years from now included walking, bicycling (road/path), jogging, bird watching and day hiking.

Recreation Motivations

Respondents were asked how important each of 16 motivations was when they currently engaged in outdoor recreation, as well as how important they expect each to be 10 years from now. Both currently and in the future, having fun and being in the outdoors were the most important motivations (Table 8). Challenge and meeting new people were the least important motivations. Those motivations with the biggest positive change as respondents look to the future are:

- To keep fit and healthy.
- To expose your children or grandchildren to something new.
- To learn something new.
- To meet new people.

These motivations should be considered when developing marketing strategies to encourage Boomer outdoor recreation participation in the coming years.

Summary of Key Findings: Outdoor Recreation Motivations

1. The most important current motivations were to have fun and to be in the outdoors.
2. The least important motivations were to meet new people and to experience challenge and excitement.
3. Looking to the future, fun and being outdoors will remain the most important motivations, but the following will increase most in importance:
   - To keep fit and healthy.
   - To expose your children or grandchildren to something new.
   - To learn something new.
   - To meet new people.

Table 8: Importance of motivations, mean ratings
(changes that are statistically significant are designated by * preceding motivation)

	Current	10 years From now	Change
*To keep fit and healthy	4	4.2	0.3
To expose your children or grandchildren to something	3.3	3.5	0.3
*To learn something new	3.1	3.3	0.3
*To meet new people	2.6	2.8	0.2
*To do something your children or grandchildren enjoy	3.6	3.8	0.2
*To feel safe and secure	3.1	3.2	0.2
To achieve spiritual fulfillment	2.9	3.1	0.1
To get away from crowded situations	3.8	3.9	0.1
To feel harmony with nature	3.6	3.7	0
To be with family and friends	4.1	4.1	0
To experience challenge and excitement	3	3	0
To be in the outdoors	4.3	4.3	0
*To have fun	4.3	4.3	0
To relax	4.1	4.1	0
*To reduce tension	3.7	3.6	-0.1
*To escape the daily routine	3.8	3.7	-0.1

Management Actions for Increasing Outdoor Recreation Participation

Respondents rated 14 potential agency actions with respect to the effect on their participation in outdoor recreation. A three-point scale was used, with 1=no effect, 2=lead to a small increase, and 3=lead to a large increase. Figure 7 shows the percent of "large increase" responses for each action. Ensuring clean and well-maintained parks and facilities were the most important action followed by developing walking/ hiking trails closer to home, providing more free-of-charge recreation opportunities, and making parks safer from crime.

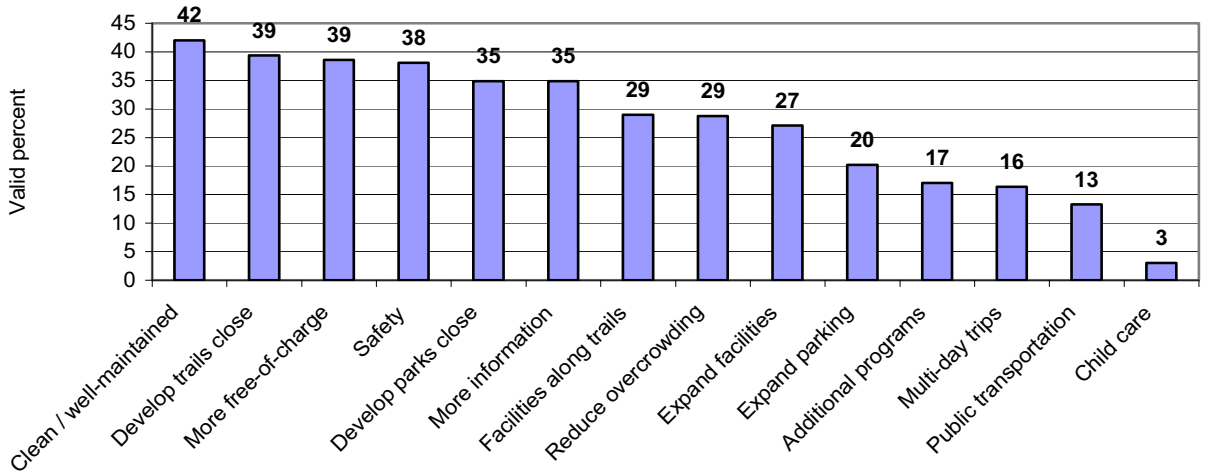
Differences in generations are shown in Table 9 (top actions for each generation are bolded). Boomers placed much more importance on some actions, such as developing trails and parks close to home, as well as providing more information. Conversely, Pre-Boomers placed much more importance on expanded parking and facilities along trails.

In general, agency actions will have less effect on high-income households than on low-income households. For the lowest income households, information was the top action. More free-of-charge programs were one of the most important actions across all income groups, but such programs would have the greatest impact on households in the lowest income category.

Table 9: Percent reporting that action will lead to a large increase in recreation, by generation

	Boomer	Pre-Boomer
Develop trails close	**46**	24
Facilities along trails	27	33
Develop parks close	41	20
More information	39	25
Public transportation	14	11
Safety	37	41
Multi-day trips	18	12
Additional programs	19	12
Reduce	31	24
Expand facilities	28	26
Expand parking	17	28
Clean/well-	41	**44**
Child care	3	3

Figure 7: Percent reporting that action will lead to a large increase in recreation



Summary of Key Findings: Management Actions to Increase Outdoor Recreation Participation

1. Ensuring clean and well-maintained parks and facilities was the most important management action followed by developing walking/hiking trails closer to home and providing more free-of-charge recreation opportunities.
2. Boomers placed more importance than Pre-Boomers on developing trails and parks closer to home and providing more information.
3. Pre-Boomers placed much more importance on expanded parking and facilities along trails.
4. For low-income households, more information was the top management action.

Volunteerism

Respondents were asked several questions about volunteerism. Over a third (38%) volunteer in their community, with an average time commitment of 5.3 hours per week. Those that volunteer were asked the type of organization and type of activity that they mostly volunteered for. The intention was for each volunteer to pick one category for each question, but some picked more than one category, so percentages total more than 100.

- 28% volunteer with church or religious organizations.
- 27%, non-profit community organizations, such as United Way, Salvation Army, or Humane Society.
- 21% school or youth organizations, such as high school sports/activities, Little League, or Boys & Girls Clubs.
- 10%, recreation or natural resource agency/organizations, such as community parks and recreation, watershed council, or Oregon State Parks.
- 3%, library or literacy program.
- 41%, other organizations.

Prior to this survey, there was a lack of information related to the number of Boomers and Pre-Boomers who are volunteering with recreation or natural resource agencies or organizations. The data reveal that about 10% of Boomers and Pre-Boomers in Oregon volunteered for such opportunities.

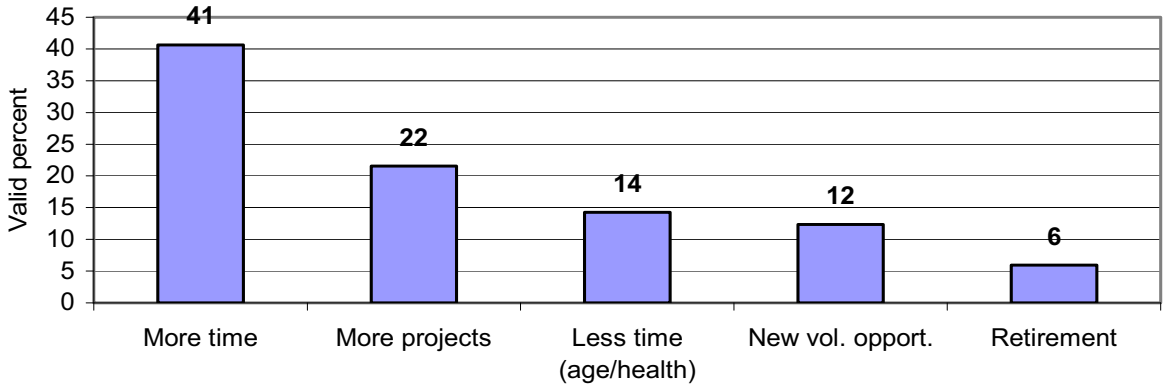
With respect to the type of activity, volunteers engaged in:

- 31%, participating – special events, fundraising, work projects.
- 25%, teaching / program oversight.
- 23%, leadership – including leading groups.
- 23%, labor – construction, maintenance, clean-up.
- 20%, professional – decision making, managing, supervising.
- 6%, clerical – photocopy, filing, mailing.
- 3%, transport – driving vans or trucks.
- 18%, other.

In terms of demographics, males were somewhat more likely than females to volunteer (40% versus 36%), and they also volunteered more hours per week (5.9 versus 4.6). Respondents from high income households were more likely to volunteer than are respondents from low income households; however, they were likely to volunteer for fewer hours.

Of those who volunteer, 43% expected future changes in their volunteer activities, with most of the changes involving greater volunteerism: more time, more projects at current volunteer opportunities, and new volunteer opportunities (Figure 8). However, some respondents indicated they would have less time due to age and health reasons. These results indicate that it is very likely that Oregon will remain a national leader in terms of volunteering rates for seniors as the Boomer population moves into retirement years.

Figure 8: Expected volunteer changes



Of those who volunteer, 10 percent do so with recreation or natural resource agencies/ organizations (referred to here as "recreation volunteers"). The following provides a picture of these respondents[25]. Recreation volunteer activities breakdown as follows:

- 31%, labor – construction, maintenance, clean-up.
- 29%, professional – decision making, managing, supervising.
- 19% leadership – including leading groups.
- 17%, teaching / program oversight.
- 15% participating – special events, fundraising, work projects.
- 6%, clerical – photocopy, filing, mailing.
- 1%, transport – driving vans or trucks.

Recreation volunteers engaged in a range of activity types, with a focus on labor and professional. For recreation volunteers (maroon bar in Figure 9), volunteering tends to peak in the late 50s but also declines more quickly than the entire population of Boomer and Pre-Boomer volunteers (blue). About a third of recreation volunteers are retired.

Figure 9: Volunteerism by age
(all volunteers and recreation volunteers)

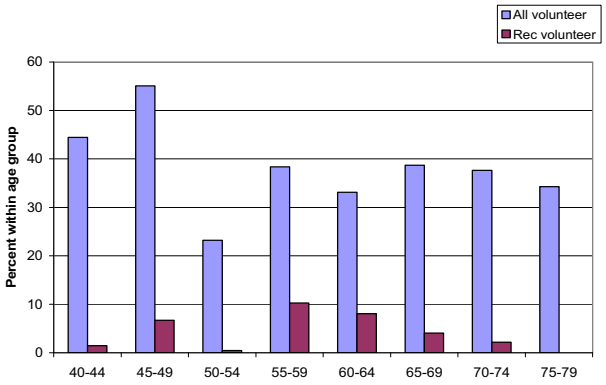


Figure 10: Volunteerism by income
(all volunteers and recreation volunteers)

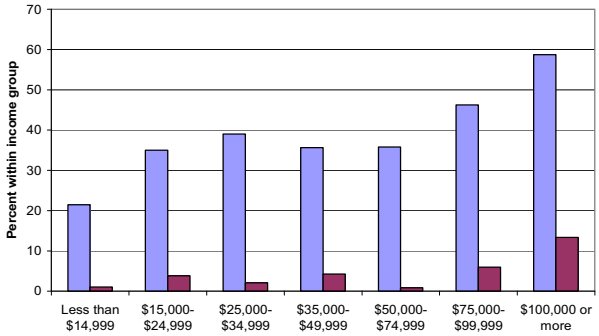
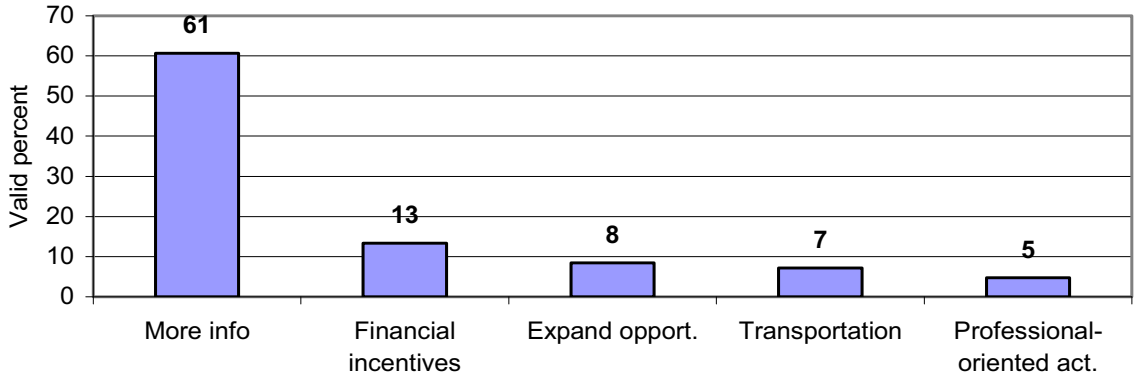


Figure 10 includes income information for all volunteers and recreation volunteers.

[25] There were only 49 recreation volunteers in the sample so information in figures 9 and 10 should be interpreted with caution.

Figure 11: What can agencies do to increase volunteerism?



Respondents were asked their level of agreement with 22 statements relating to volunteering. A 7-point scale, was used, from 1=strongly disagree to 7=strongly agree. The greatest agreement in terms of combined 6 and 7 responses was for the following statements:

- 62%, I feel it is important to help others.
- 56%, Volunteering allows me to do something for a cause that is important to me.
- 47%, I do not have enough time to volunteer as much as I would like.
- 47%, I am genuinely concerned about the particular group I am serving.
- 45%, My volunteer experience has positively impacted my life.

When asked what recreation or natural resource agencies can do to increase the time respondents spend volunteering or to attract new volunteers, the overwhelming response was to provide more information (Figure 11). These findings suggest that an informational marketing campaign aimed at Boomers could be an effective strategy for recreation managers to consider in attracting Boomers to recreation or natural resource volunteer opportunities.

Disability

A series of questions were included in this survey regarding disability and accessibility to identify types of accommodation or assistance that could be useful to improve their outdoor recreation experience in Oregon.

Approximately a third of Boomer and Pre-Boomer respondents indicated that they or someone in their household had a disability. A similar question asked in the 2002 Oregon Outdoor Recreation Survey of all Oregon households found that 16% of Oregon households indicated someone with a disability. These findings indicate that recreation managers can expect substantial increases in the numbers of visitors with a physical or mental disability using their recreational facilities and services in the coming years.

Summary of Key Findings: Volunteerism

1. Over a third of Oregon Boomers and Pre-Boomers volunteered in their community, with an average time commitment of 5.3 hours per week.
2. Of those who volunteered, 43% expect future changes in their volunteer activities, with most of the changes involving greater volunteerism: more time, more projects at current volunteer opportunities, and new volunteer opportunities. These results indicate that it is very likely that Oregon will remain a national leader in terms of volunteering rates for seniors as the Boomer population moves into retirement years.
3. Of those who volunteered, 10% report volunteering with recreation or natural resource agencies or organizations.
4. Recreation volunteers engaged in a range of activity types, with a focus on labor and professional. They tended to be either in their late 40s or late 50s/early 60s, most are male, and from households with high income levels and about a third are retired.
5. When asked what recreation or natural resource agencies can do to increase the time respondents spend volunteering or to attract new volunteers, the overwhelming response was to provide more information. These findings suggest that an informational marketing campaign aimed at Boomers could be an effective strategy for recreation managers to consider in attracting Boomers to recreation and natural resource agency opportunities.

Of those Boomer and Pre-Boomer households with someone with a disability, 81% of the disabilities were physical, 6% mental, and 13% both. Almost two-thirds (64%) indicated that the disability hampered their ability to recreation outdoors in Oregon. Top barriers affecting their ability to recreate included:

- Recreation programs are not accessible for persons with the disability (17%).
- Facilities are not accessible (15%).
- Trails are not accessible (13%).
- Other visitors have negative attitudes towards the disability (9%).

For the 16% of respondents reporting a personal disability, the top activities that they participated in are included in Table 10 below. These results suggest that priority should be given to trails, picnic areas, sightseeing areas, and historic sites in terms of where resources should be directed for providing accessibility accommodations.

Table 10: Top 10 activities (by rate) for respondents with disabilities

	Rate (percent participating	Intensity (mean days)
walking	75	48.2
picnicking	74	7.1
sightseeing	59	12.4
visiting historic sites	53	5.1
ocean beach activities	42	4.1
fishing from a bank or shore	42	5.6
other nature/wildlife observation	39	7.6
day hiking	37	3.3
children/grand children to playground	34	4.9
collecting	34	4.1

Summary of Key Findings: Disability

1. Approximately a third (32%) of Boomer and Pre-Boomer respondents indicated that they or someone in their household has a disability.
2. Of those respondents, almost two-thirds (64%) indicated that the disability hampered their ability to recreation outdoors in Oregon.
3. Oregon's recreation managers can expect substantial increases in the numbers of visitors with a physical or mental disability using their recreational facilities and services in the coming years as Boomers increase in age.
4. Priority should be given to trails, picnic areas, sightseeing areas, and historic sites in terms of where resources should be directed for providing accessibility accommodations.

Relocation

Respondents were asked about their past and expected future relocation (moves), as well as what considerations or characteristics are important to them in destination communities. Thirty-two percent of respondents had moved in the past ten years and 14% plan on moving in the next ten years. For those who have moved in the past 10 years, most moved from a location in Oregon (Figure 12). A quarter came from California, a quarter from other states, and the remainder from Washington or abroad.

Respondents who have moved or expected to move were asked about the considerations or community characteristics that affected their selection of destination community in rating of 23 potential characteristics. The rating involved a scale from 1=Not at all important to 5=Very important.

Scenery was the most important characteristic, followed by low crime, high quality health care, low tax levels, and general outdoor recreation opportunities (Figure 13). These most important factors affecting relocation can be managed to varying degrees. For example, factors such as beautiful scenery and outdoor recreation opportunities, which are affected by local, state, and federal land management agencies and recreation providers. Communities interested in pursing retiree relocation into or within Oregon as an economic development strategy should consider these factors in their planning process.

Figure 12: Respondent origin, percent

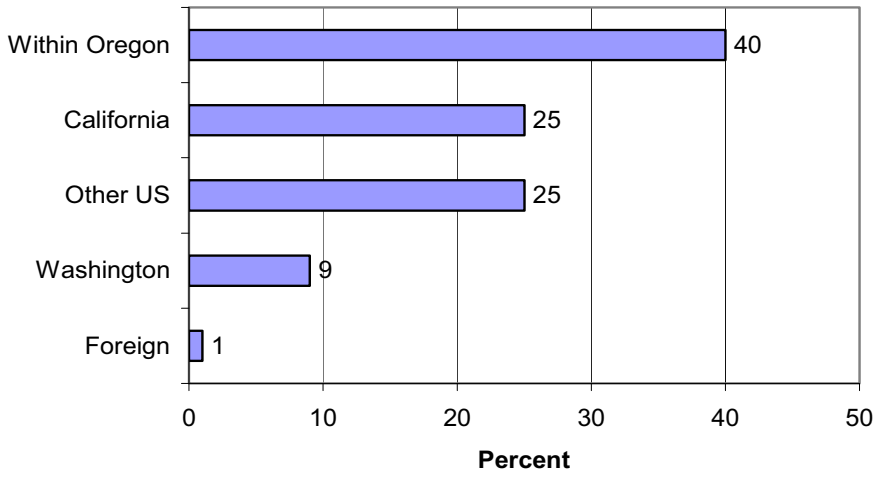
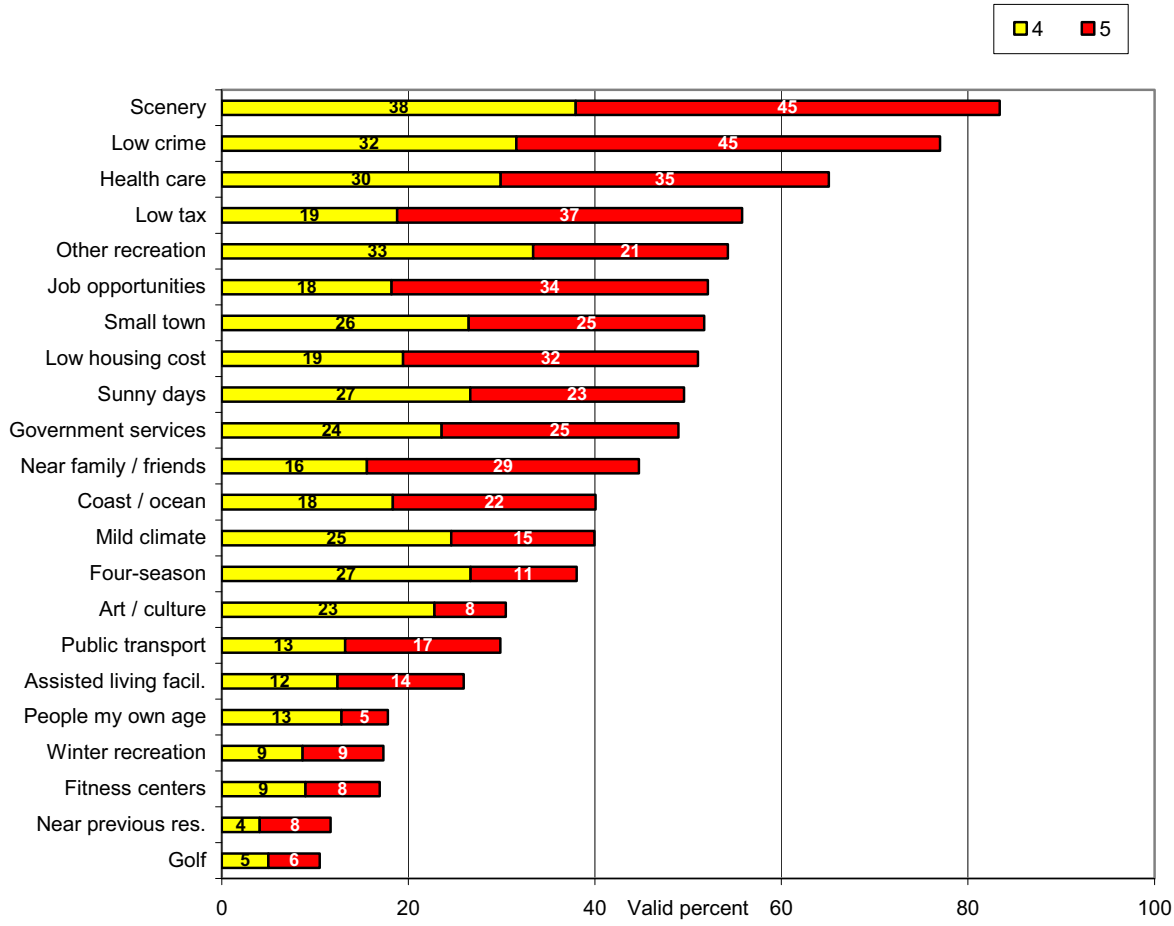


Figure 13: Importance of community characteristics 4 and 5 responses on a 5-point scale



Note that these are statewide ratings and will vary by location. For example, those living in Bend are unlikely to rate proximity to the coast as important while those living in Brookings are unlikely to rate winter recreation as important. See Table B4 in the full survey report for a list of ratings for each of the 36 counties in Oregon. The report is available online at: http://egov.oregon.gov/OPRD/PLANS/docs/scorp/Aging_Oregon_Report.pdf.

The following characteristics generally become more important with age: proximity to assisted living facilities, number of people one's age, low tax levels, and high quality health care. The following generally become less important: proximity to winter recreation activities, other outdoor recreation activities (e.g., hiking, biking, etc), and work opportunities.

Boomers rated job opportunities much more highly than do Pre-Boomers (Table 11). Other characteristics favored by Boomers included other outdoor recreation opportunities, presence of a college or university, and four-season climate. Conversely, Pre-Boomers rated the following more highly: assisted living facilities, being near family and friends, being near previous residence, and low tax levels.

Table 11: Importance of community characteristics by generation, mean rating (differences statistically significant across generations are designated by * preceding characteristic)

	Boomer	Pre-Boomer
*Work / job opportunities	3.9	1.9
Mild climate (about the same year-round)	3.1	3.2
*Four-season climate (warm summers, snowy winters)	3.2	2.5
Number of clear / sunny days	3.4	3.4
Beautiful scenery	4.2	4.1
Golfing opportunities	1.6	1.6
*Winter recreation opportunities (skiing, snowshoeing, snowmobiling, etc.)	2.3	1.7
*Other outdoor recreation opportunities (hiking, biking, etc.)	3.5	2.5
Convenient access to fitness centers	2.2	2.0
Being near the coast / ocean	3.1	3.2
Arts and culture opportunities	2.8	2.7
*Being near previous residence	1.7	2.1
*Being near family and friends	3.1	3.7
Low crime rates	4.0	4.1
High-quality health care	3.8	4.0
*High-quality assisted living facilities / nursing homes	2.5	3.1
*Good government services, such as education and public safety	3.5	3.1
Good public transport system	2.9	2.7
*Presence of a college or university	2.8	2.1
*Low tax levels	3.5	3.9
Low cost of housing	3.4	3.6
*Being a small town	3.4	3.7
*Number of people my own age	2.6	2.9

With respect to income, the following characteristics become more important as income increases: golfing opportunities, winter recreation opportunities, other recreation opportunities, four-season climate, and job opportunities. The following become less important: public transportation, number of people one's own age, high-quality assisted living facilities, being near the coast, being a small town, low cost of housing, and low tax levels.

Relative to those still working, respondents who are retired placed greater importance on being near previous residence, being near family and friends, low tax levels, and being in a small town.

Boomer and Pre-Boomer Relocation To and Within Oregon

Oregon's statewide population increased from 2.84 million in 1990 to 3.42 million in 2000 to 3.70 million in 2006,[26] and relocation accounted for much of that growth. In order to

[26] http://www.census.gov/popest/datasets.html

provide desired recreation opportunities, it is important to understand past, and likely future, relocation patterns. Such patterns are also important for broader planning, especially for regions targeting retiree relocation into or within Oregon as a tool for rural development.[27]

This analysis summarizes available data on Baby Boomer and Pre-Boomer relocation in Oregon, with a goal of understanding past and future relocation in order to facilitate provision of outdoor recreation opportunities. The analysis utilized secondary data, primarily from the U.S. Census Bureau, Oregon DVM records and the results of the OPRD SCORP survey of Baby Boomers and Pre-Boomers. Relocation can be separated into relocation into counties (from one location to another within Oregon) and relocation into Oregon (from another state or country to Oregon).
A full report is included on the OPRD SCORP planning web site at: http://egov.oregon.gov/OPRD/PLANS/docs/scorp/Aging_Migration_Report.pdf.
The following is a summary of key findings from the relocation analysis.

Oregon Relocation Research Findings

Oregon as a whole has been a popular destination for relocation into Oregon, with California being the dominant state of origin, followed by Washington (Table 12). Southern, Coastal, and Central Oregon have been particularly popular destinations for inter-state relocation, while inter-county relocation has been more dispersed around the state. Considering inter-state and inter-county relocation combined, 1995-2000 relocation represents more than 20% of the 2000 population in most counties, and more than 30% in some.

Figure 14 shows how relocation behavior varies across age. Within each age group, the majority of residents remained in place during the period evaluated (1996 to 2006). There is a clear increase in relocation as residents approach 60, keeping in mind that this reflects behavior over a 10-year period. However, this increase is in the form of intra-state rather than inter-state moves. Inter-state moves consistently decrease with age. Some communities may be particularly attractive to, and dominated by, inter-state relocation rather than intra-state relocation. Nonetheless, on a statewide basis the number of people relocating within Oregon far exceeds the number of people coming into Oregon from other states.

[27] Literature on this topic includes: 1) William J. Serow, 2003, Economic Consequences of Retiree Concentrations: A Review of North American Studies. *The Gerontologist*, vol. 43, no. 6, pp 897–903; 2) William H. Walters, 2002, Later-Life Migration in the United States: A Review of Recent Research. *Journal of Planning Literature*, vol. 17, no. 1, pp. 37-66; and 3) Richard J. Reeder, 1998, *Retiree-Attraction Policies for Rural Development*. Economic Research Service, U.S. Department of Agriculture, Agriculture Information Bulletin No. 741, available at http://www.ers.usda.gov/publications/aib741/.

Table 12: Inter-state relocation by origin, DMV records, count and percent of all surrendered licenses

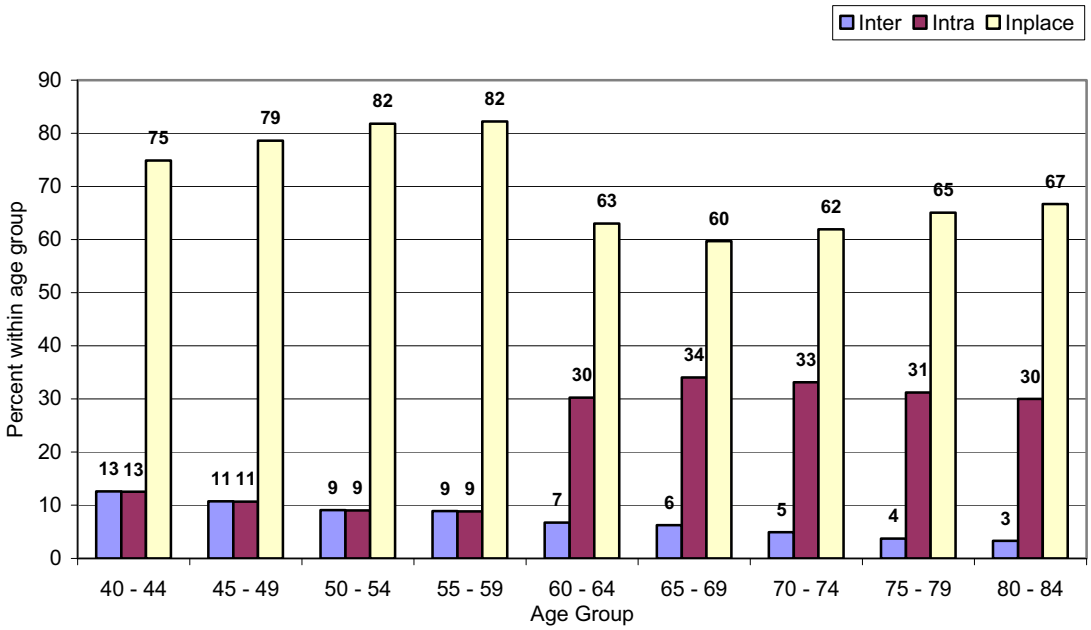
Origin	1985		1995		2005	
	Licenses	Percent	Licenses	Percent	Licenses	Percent
California	15,560	33	28,375	36	27,306	37
Washington	8,094	17	13,970	18	11,207	15
Idaho	2,365	5	3,047	4	3,221	4
Arizona	1,724	4	2,662	3	2,435	3
Texas	1,527	3	2,545	3	2,371	3

Summary of Key Findings: Relocation

1. Respondents were asked about their past and expected future moves (relocation). 32% have moved in the past ten years and 14% planned on moving in the next ten years.
2. Respondents who have moved or expected to move were asked about community characteristics that affected or will affect their selection of a destination community. Scenery was the most important characteristic, followed by low crime, high-quality health care, low tax levels, and general outdoor recreation opportunities.
3. The following characteristics generally become more important with age: proximity to assisted living facilities, number of people one's age, low tax levels, and high-quality health care. The following generally become less important: proximity to winter recreation activities, other outdoor recreation activities, and work opportunities.
4. Boomers rated job opportunities much more highly than do Pre-Boomers. Other characteristics favored by Boomers included other recreation (other than golf and winter recreation) opportunities, presence of a college or university, and four-season climate.
5. Pre-Boomers rated the following more highly: assisted living facilities, being near family and friends, being near previous residence, and low tax levels.
6. With respect to income, the following characteristics become more important as income increases: golfing opportunities, winter recreation opportunities, other recreation opportunities, four-season climate, and job opportunities.
7. Relative to those that are still working, respondents who are retired placed greater importance on being near previous residence, being near family and friends, low tax levels, and being in a small town.

In addition, census data indicate that the aging of the Boomer cohort will dramatically increase the number of residents in that age range ─ in Oregon and in origin states. Combined, these factors will increase the number of inter-county and inter-state residents moving to Oregon communities. Specifically, over the next decade communities can expect roughly 20% more moves in the 40 to 79 age range than they experienced in the past decade.

Figure 14: Relocation behavior by age, 1996-2006, DMV data



Relocation by Oregon community was calculated based on a sample drawn from a list of Oregon Boomer and Pre-Boomer driver's license holders obtained from the Oregon DVM. In the DMV file, there were 455 Oregon communities with at least one resident in the Boomer or Pre-Boomer age groups. Of these communities, 43 had at least 1,000 inter-county or inter-state moves and a relocation intensity of at least 13% (moves relative to all residents in these age cohorts). Details for these communities are shown in Table 13 and their geographic distribution is shown in Figure 15. A fuller list of 80 communities with at least 700 moves is presented in Appendix A of the full report available online at: http://egov.oregon.gov/OPRD/PLANS/docs/scorp/Aging_Migration_Report.pdf.

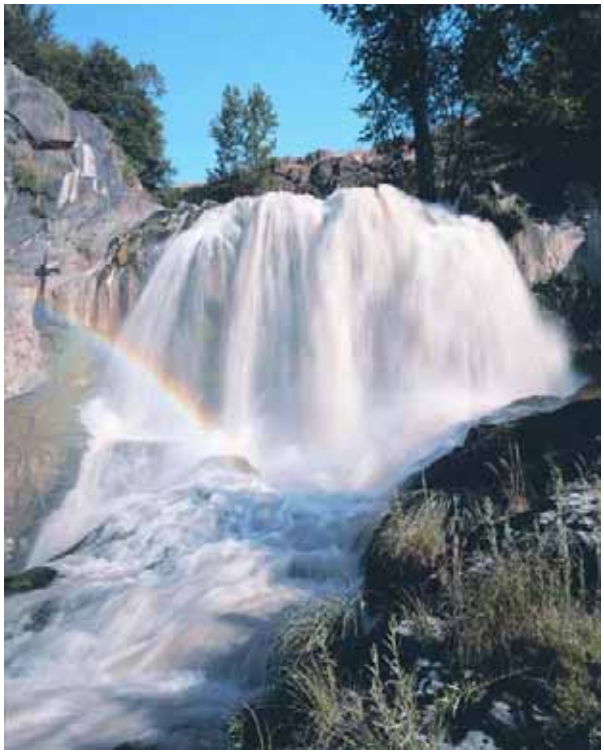
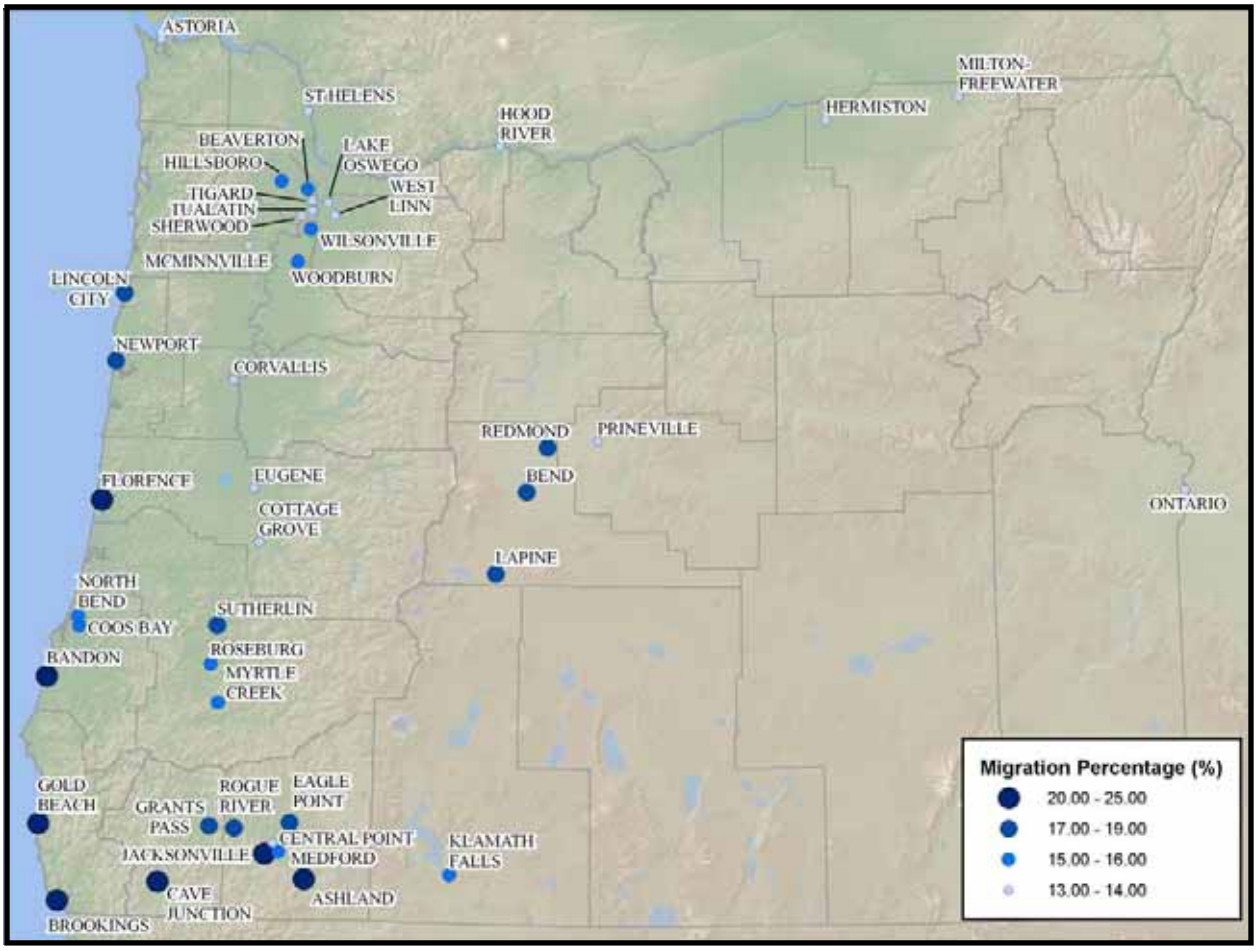


Table 13: Top 43 Relocation destination communities, 1996-2006, DMV data, sorted by combined

Town	Boomer				Pre-Boomer				Boomer and Pre-Boomer Combined	
	Inter-state	Inter-county	Relocation volume (inter-state + inter-county)	Relocation intensity (mig/all in cohort)	Inter-state	Inter-county	Relocation volume (inter-state + inter-county)	Relocation intensity (mig/all in cohort)	Relocation volume (inter-state + inter-county)	Relocation intensity (mig/all in cohorts)
Brookings	1,201	345	1,546	26%	1,086	520	1,606	23%	3,153	25%
Gold Beach	424	122	546	24%	277	207	484	21%	1,030	22%
Florence	915	264	1,179	23%	1,119	702	1,821	21%	3,000	22%
Ashland	1,778	512	2,290	22%	867	473	1,340	20%	3,630	21%
Cave Junction	452	129	581	21%	305	187	492	20%	1,073	21%
Bandon	500	144	644	22%	330	351	681	19%	1,325	20%
Jacksonville	526	151	677	21%	271	191	462	19%	1,139	20%
Eagle Point	728	207	935	18%	416	270	686	20%	1,621	19%
Rogue River	499	144	643	20%	293	249	542	17%	1,185	19%
Grants Pass	3,412	981	4,393	19%	2,378	1,829	4,207	18%	8,600	19%
Bend	5,029	1,450	6,479	18%	2,161	2,048	4,209	18%	10,688	18%
Lincoln City	601	173	774	19%	302	374	676	16%	1,451	18%
Newport	639	184	823	17%	412	435	847	17%	1,670	17%
Sutherlin	371	106	477	16%	325	349	674	17%	1,151	17%
La Pine	594	171	765	18%	347	525	872	16%	1,637	17%
Redmond	1,167	337	1,504	15%	725	800	1,525	18%	3,029	17%
Medford	3,490	1,005	4,495	16%	1,739	1,711	3,450	16%	7,945	16%
Coos Bay	1,187	342	1,529	16%	649	904	1,553	16%	3,082	16%
Myrtle Creek	411	117	528	16%	271	249	520	16%	1,048	16%
North Bend	641	185	826	15%	294	465	759	15%	1,585	15%
Hillsboro	3,326	959	4,285	16%	639	952	1,591	13%	5,876	15%
Beaverton	5,780	1,670	7,450	16%	1,048	1,740	2,788	14%	10,238	15%
Klamath Falls	2,098	603	2,701	15%	923	1,040	1,963	14%	4,664	15%
Roseburg	1,766	506	2,272	14%	1,127	1,127	2,254	15%	4,526	15%
Woodburn	725	205	930	15%	328	578	906	14%	1,837	15%
Wilsonville	728	210	938	15%	242	409	651	14%	1,590	15%
West Linn	1,424	411	1,835	15%	291	408	699	13%	2,533	14%
Astoria	713	205	918	14%	217	494	711	14%	1,629	14%
Central Point	887	255	1,142	13%	510	577	1,087	15%	2,229	14%
Ontario	684	195	879	15%	192	314	506	12%	1,385	14%
Milton-Freewater	391	113	504	13%	167	359	526	15%	1,030	14%
Hermiston	808	233	1,041	13%	224	582	806	14%	1,847	14%
Lake Oswego	2,275	656	2,931	14%	529	763	1,292	12%	4,223	14%
Tualatin	1,091	315	1,406	14%	191	346	537	13%	1,943	14%
Cottage Grove	604	173	777	13%	299	352	651	14%	1,428	13%
Tigard	2,243	648	2,891	14%	522	970	1,492	13%	4,383	13%
Hood River	660	185	845	14%	178	231	409	12%	1,254	13%
McMinnville	895	258	1,153	12%	424	742	1,166	15%	2,319	13%
Prineville	500	145	645	11%	322	794	1,116	15%	1,760	13%
Corvallis	2,087	602	2,689	13%	597	718	1,315	13%	4,004	13%
St Helens	402	116	518	11%	113	374	487	15%	1,006	13%
Sherwood	630	182	812	12%	176	347	523	14%	1,335	13%
Eugene	6,054	1,739	7,793	13%	2,006	3,099	5,105	13%	12,899	13%

Figure 15: Geographic Distribution of Oregon Boomer/Pre-Boomer Relocation Communities, 1996-2006



Southern and coastal (Florence and south) communities dominate with respect to relocation intensity. Central Oregon communities experienced the next category (17-19%) of intensity. Portland experienced by far the largest volume of relocation, but the Portland metro region did not experience the same level of intensity found in Coastal and Southern Oregon.

In addition to providing historical evaluation, the DMV data facilitates projection of future relocation during the period from 2006-2016. Projections by community are shown in Table 14, sorted by relocation intensity. There is some change in the ordering of towns, due to variations in relocation proportions across inter-state and inter-county categories and the differing percentage increases in each (19.7% for inter-county and 20.8% for inter-state). Nonetheless, the projection methodology maintains essentially the same findings as show in Table 13 ─ relocation is most intense in Southern and Coastal Oregon. Projections for an expanded list of communities are shown in Appendix B of the full report. These projections form a foundation for estimating future changes in demand for recreation facilities and other local facilities and services.

Table 14: Past and projected relocation in the 40 to 79 age range

Town	1996-2006			2006-2016 Projection		
	Inter-state	Inter-county	Total	Inter-state	Inter-county	Total
Brookings	2,287	866	3,153	2,762	1,037	3,799
Gold Beach	701	329	1,030	847	394	1,241
Florence	2,034	966	3,000	2,457	1,156	3,613
Ashland	2,645	985	3,630	3,194	1,180	4,374
Cave Junction	757	316	1,073	914	378	1,293
Bandon	830	495	1,325	1,002	593	1,596
Jacksonville	797	342	1,139	963	410	1,373
Eagle Point	1,144	477	1,621	1,382	571	1,953
Rogue River	792	393	1,185	957	470	1,427
Grants Pass	5,790	2,810	8,600	6,993	3,365	10,358
Bend	7,190	3,498	10,688	8,684	4,189	12,873
Lincoln City	903	548	1,451	1,091	656	1,747
Newport	1,051	619	1,670	1,269	741	2,010
Sutherlin	696	455	1,151	841	545	1,386
La Pine	941	696	1,637	1,136	834	1,970
Redmond	1,892	1,137	3,029	2,285	1,362	3,647
Medford	5,229	2,716	7,945	6,315	3,253	9,568
Coos Bay	1,836	1,246	3,082	2,217	1,492	3,709
Myrtle Creek	682	366	1,048	824	438	1,262
North Bend	935	650	1,585	1,129	778	1,907
Hillsboro	3,965	1,911	5,876	4,789	2,288	7,077
Beaverton	6,828	3,410	10,238	8,246	4,083	12,329
Klamath Falls	3,021	1,643	4,664	3,649	1,968	5,616
Roseburg	2,893	1,633	4,526	3,494	1,956	5,450
Woodburn	1,053	784	1,837	1,272	938	2,210
Wilsonville	970	620	1,590	1,172	742	1,914
West Linn	1,715	818	2,533	2,071	980	3,051
Astoria	930	699	1,629	1,123	837	1,960
Central Point	1,397	832	2,229	1,687	996	2,683
Ontario	876	509	1,385	1,058	610	1,668
Milton-Freewater	558	472	1,030	674	565	1,239
Hermiston	1,032	815	1,847	1,246	976	2,223
Lake Oswego	2,804	1,419	4,223	3,387	1,700	5,086
Tualatin	1,282	661	1,943	1,548	792	2,340
Cottage Grove	903	525	1,428	1,091	628	1,719
Tigard	2,765	1,618	4,383	3,339	1,938	5,277
Hood River	838	416	1,254	1,012	498	1,510
McMinnville	1,319	1,000	2,319	1,593	1,197	2,790
Prineville	822	938	1,760	993	1,124	2,116
Corvallis	2,684	1,320	4,004	3,242	1,580	4,822
Sherwood	806	529	1,335	973	634	1,607
St Helens	515	491	1,006	622	587	1,209
Eugene	8,060	4,839	12,899	9,734	5,794	15,528

Summary of Key Findings: Relocation to and Within Oregon

1. Oregon as a whole has been a popular destination for inter-state relocation, with California being the dominant state of origin, followed by Washington.
2. On a statewide basis, the number of Oregonians relocating to new communities within the state in the Boomer and Pre-Boomer population far exceeds the number of people relocating in Oregon from other states in these age categories.
3. Southern, Coastal, and Central Oregon have been particularly popular destinations for inter-state relocation, while inter-county relocation has been more dispersed around the state.
4. Considering inter-state and inter-county relocation combined, 1995-2000 relocation represents more than 20% of the 2000 population in most counties, and more than 30% in some.
5. The aging Boomer cohort will dramatically increase the number of inter-county and inter-state moves to Oregon communities. Over the next decade, Oregon communities can expect roughly 20% more moves in the 40 to 79 age range than they experienced in the past decade.
6. The level and distribution of relocation across communities will not be uniform across the state; rather, both the number of moves and the intensity relative to current population bases will vary across the state.
7. During the period from 1996-2006, Southern and coastal (Florence and south) Oregon communities had highest levels of relocation intensity, followed by Central Oregon.
8. Projections for the years 2006-2016, maintain a similar relocation pattern ─ that relocation will be most intense in Southern and Coastal Oregon.

Key Planning Recommendations for a Rapidly Aging Oregon Population

Following completion of the research studies, the Aging Oregon Advisory Committee met to develop a final set of planning recommendations for assisting recreation providers across the state to proactively manage for changes associated with an aging Oregon population. During the March 23, 2007 Advisory Committee Meeting, committee members identified the following set of key recommendations based on a thorough review of existing literature related to the issue, SCORP research findings, and members' practical experience and knowledge regarding the issue. Copies of meeting notes and planning recommendations were sent to each Advisory Committee member for review following the meeting.

Key recommendations are divided into two categories; statewide recommendations and local recommendations. Statewide recommendations are relevant for all recreation providers across the state of Oregon. Because the level and distribution of aging within the population will not be uniform across the state, local recommendations apply to those high-priority counties and communities in the state which are projected to experience higher levels of increases in their population of 60 years and older in the coming years.

Statewide Recommendation #1: Develop a statewide trails web site to facilitate recreational trail use by Oregon's Boomer population.

Oregon SCORP research shows that walking is the top outdoor recreation activity engaged in by the Boomer and Pre-Boomer populations both in terms of participation rate and intensity.

Additional research has shown that virtually all older adults can benefit from regular physical exercise and walking is one of the easiest and safest ways to exercise. The ability of regular physical activity such as walking to prevent chronic diseases and sustain active living means that an active lifestyle is a key component of healthy and successful aging. Walking requires no special equipment or training; can be done anywhere and is a great way to make one physically, mentally and emotionally healthy. As a result, promoting the use of existing close-to-home walking opportunities among Boomers and Pre-Boomers can be an effective strategy in preventing health problems and reducing health costs associated with an aging population.

The Oregon Statewide Trails Web site project will satisfy a strong need identified in recent statewide recreation planning efforts (including the 2002-2007 Oregon SCORP and 2005-2014 Oregon Trails Plan) for easy-to-access information on where Oregonians can identify and learn about close-to-home recreational facilities and programs to facilitate daily physical activity. This project will provide the biggest bang for the buck in linking an aging Oregon population with park and recreation information to encourage them to get and stay active.

This project will develop a one-stop web site for recreational trail opportunities in the state of Oregon. The web site, to be housed on the Oregon State Park web site, will include an interactive map of Oregon allowing users to find trail opportunities in their particular area of the state and neighborhood.

The OPRD will develop a searchable database and user interface for the web site. Park and recreation providers (federal and state agencies, cities, counties, special recreation districts, ports, tribes) across the state are being asked to provide a limited set of information for each trail they have identified for inclusion on the statewide site. The intent of this project is not to gather information for all recreational trails, but rather for those that a provider wants to promote for general public use.

Recreation trails often have a number of public access points[28] along the length of the trail. Residents from the surrounding neighborhood might simply walk to the nearest access point to get on a trail, while others might need to drive to the nearest access point and park their vehicle in either a designated parking lot or on-street parking. Providers may chose to provide information for only those trail access points with amenities such as parking lots and restrooms or decide to also include information for public access points with casual on-street parking or even no parking.

Following project completion, the data collection effort will shift from recreational trails to other physical activity-related facilities such as parks, outdoor sports fields, swimming pools, and active recreational programming opportunities.

Statewide Recommendation #2: Develop a statewide marketing plan to encourage Boomer outdoor recreation participation.

Clearly, Oregon's park and recreation providers have the facilities and programs in place across the state to take a leadership role in promoting and preserving the health of older adults through encouraging and facilitating their involvement in active outdoor recreation activities. SCORP research has identified that

[28] Public access points are designated areas and passageways that allow the public to reach a trail from adjacent roads, streets or community facilities.

Oregon Boomers may "break the trend" of decreasing recreation with age. Of critical importance to this planning effort is how recreation providers can get and keep Boomers actively involved in outdoor recreation activities as they move into and through their retirement years.

In Oregon, 62% of adults between the ages of 50 and 64 and 64% between 65 and 74 do not meet the CDC physical activity guidelines of moderate intensity physical activities for at least 30 minutes on five or more days a week. These individuals are a logical target market to focus on in an effort to improve health through the promotion of an active outdoor lifestyle. The Advisory Committee members suggested that it would be of value to seek the expertise of marketing professionals to provide recreation managers with direction on how to reach this important target market. Their recommendation was to develop a statewide marketing plan to encourage Boomer outdoor recreation participation in Oregon.

Because Boomers have an age span of 19 years difference, they will have a range of behaviors and attitudes toward retirement. The SCORP dataset includes a wealth of data related to age, recreation participation, and motivations. The Association for the Advancement of Retired People (AARP) has identified five groups of Boomers on the basis of their attitudes towards retirement: The Strugglers, The Anxious, The Enthusiast, The Self-Reliant and Today's Traditionalists[29]. Each group has their own specific marketing hot buttons. One marketing technique that should be considered is to look at different psychographic profiles such as those identified in the AARP study and to target the message towards the specific profile type. The analysis should also examine the types of information delivery systems currently in use and evaluate their effectiveness and recommend other forms of media that providers might consider for future use.

Statewide Recommendation #3: Create a statewide interagency volunteer information web site or other communications medium to match Boomer volunteers with recreation or natural resource projects in Oregon.

As older adults either retire completely or move to flex or part-time employment, studies have shown that they hope to have more time to "give back" to their communities or become involved in meaningful or purposeful activities. In addition to providing direct benefits to the community, studies have also shown that volunteerism increases an older adult's physical health and agility as well as his/her cognitive and mental well-being. In recent years, Oregon has been one of the top ten states in the nation for volunteering rates among seniors. However, in the initial meeting Advisory Committee members voiced a concern that the Boomers' tendency towards a more self-centered lifestyle could result in lower rates of senior volunteerism in the coming years in Oregon. As a result, a series of questions were included in the Oregon Boomer and Pre-Boomer survey addressing current and anticipated volunteerism among respondents.

SCORP survey results indicate that over a third of Oregon Boomers and Pre-Boomers currently volunteer in their community. Of those that volunteered, 43% expect future changes in their volunteer activities, with most of the changes involving greater volunteerism. When asked what recreation or natural resource agencies

[29] Baby Boomers envision their retirement: An AARP segmentation Analysis. Roper Starch Worldwide, February 1999.

can do to increase the time respondents spend volunteering or to attract new volunteers, the overwhelming response was to provide more information about available volunteer opportunities. These findings suggest that an information campaign aimed at Boomers could be an effective strategy for recreation managers to consider in attracting Boomers to recreation or natural resource agency volunteer opportunities the coming years.

Based on this information, Advisory Committee members recommended the development of a statewide interagency volunteering information clearinghouse to match volunteers with recreation or natural resource agency projects in Oregon. A potential model for the site is the "Get Outdoors Nevada" web site at http://www.getoutdoorsnevada.org/. This site includes volunteer opportunities for federal agencies (BLM, USF&W, USFS, and NPS) in Nevada.

The web site should include not only federal, but state and local recreation volunteer opportunities. It should include information related to the benefits and volunteering and incorporate key motivational information identified in the SCORP survey related to Boomers and volunteering. Volunteer opportunities should include not only trail work, but a wide range of opportunities related to park maintenance, recreation and sports programming, education, interpretation and special events. The web site design should provide links to recreation and natural resource agency/organization web site locations with specific volunteer opportunities available within the specific agency/organization. Individual providers would be responsible for keeping their specific volunteering information current.

Statewide Recommendation #4: Facilitate the development of local senior walking clubs throughout Oregon.

As previously stated, Oregon SCORP research shows that walking is the top outdoor recreation activity engaged in by the Boomer and Pre-Boomer populations both in terms of participation rate and intensity. There is also strong evidence that walking is a preferred activity for seniors not currently using recreational trails. AARP research shows that the most preferred mode of exercise for 74% of its members is walking.

A SCORP survey question asked respondents how important each of 16 motivations were when they currently engaged in outdoor recreation, as well as how important they expected each to be 10 years from now. Two of the top motivations with the biggest positive change as respondents looked to the future were to keep fit and healthy and to meet new people. These findings indicate that encouraging seniors to join walking clubs could be a good long-term strategy for empowering Boomers to get and remain physically active.

The Bend Metro Park and Recreation District has developed over the years a Senior Hiking Program targeting those over 50 years of age. They have discovered that a lot of the attractiveness to participate in such program was not so much the destination or the specific outdoor activity, but rather the social network component. People were coming back week after week to spend time with the same group of people. As a result, any walking program, particularly for older adults, needs to focus on the idea of forming social groups which get together on a regular basis. This social component can be a much more powerful motivator than the walk itself.

Advisory Committee members recommended that a framework be developed for establishing local walking clubs addressing a variety of organizational structure types from the most developed with local staffing and transportation, to 501 (c) three non-profit walking clubs, to loosely organized walking clubs. Walking could be done by such clubs in a variety of settings both within the community in parks, on trails, or in malls; and outside of the community on county, state, or federal trails. Local park and recreation departments would use this framework to work with volunteers to create local walking clubs. Volunteer groups should be given the freedom to determine for themselves how they will be governed. Local clubs can set up web pages and list serves on the statewide trails web site to attract new members and get the word out regarding outing times and specific meeting locations.

It is also important to identify a local anchor. AARP is a possibility, along with other partners within the health community. Local hospitals could also be good natural partners and can reach those people who should be walking for health reasons.

Statewide Recommendation #5: Develop accessible trails in remote settings in close proximity to urban areas of the state.

SCORP survey findings indicate that recreation managers can expect substantial increases in the number of visitors with a physical disability using their recreational facilities and services in the coming years. Of survey respondents reporting a disability, 75% reported participation in walking on average 48.2 days over the course of a year. One of the challenges with an aging population is providing safe walking opportunities, especially after they lose their ability to handle variable terrain. Trail opportunities for seniors should be relatively close-to-home and appropriate for all ability levels. In addition, they need to be ADA accessible and allow seniors to walk with their grandchildren. According to SCORP survey results, such trails should have expanded parking and facilities such as restrooms and benches along the trails to encourage use by seniors.

Based on this information, Steering Committee members recommend that recreation providers managing remote-setting public lands in Oregon place a priority on developing accessible trails which are relatively close to urban areas to provide opportunities for an aging population to continue to enjoy their forests.

Local Recommendation #1: Greater priority for trail acquisition and development projects in OPRD-administered grant programs.

Walking is the top outdoor recreation activity engaged in by the Boomer and Pre-Boomer populations. A comparison across five-year age categories within these populations shows that a variety of trail activities are in the top five activities in terms of participation intensity including walking (top activity for population between 40- 79 year olds), jogging (40-59), and bicycling (40-64).

The need for more trails in close proximity to where people live was also a top statewide concern identified in the 2005-2014 Trails Plan. Recreation providers and other workshop attendees in issues workshops across the state voiced a need for more non-motorized trails in close proximity to where people live. This need is clearly in line with the findings of the 2002 Oregon Outdoor Recreation Survey that

identified running and walking for exercise and walking for pleasure as the most popular everyday outdoor recreation activities of Oregonians. According to the OSU report, these activities are generally engaged in near home, and on a regular basis and state residents demand these opportunities in the communities in which they live. This need was also reinforced in the initial Advisory Committee meeting. According to committee members, there is an urgent need for more recreational trails in Oregon. They see more and more people using trails and more potential for user conflicts ─ bicyclists who are riding too fast and skaters in larger numbers.

Although the federally funded OPRD-administered Recreational Trails Grant Program's (RTP) primary intent is to provide funding for recreational trail development in Oregon, it is not a great deal of money ─ only about $800,000 a year. There are also federal limitations/restrictions attached to spending these dollars.

The Advisory Committee recommended greater priority for trail acquisition and development projects in OPRD-administered grant programs to facilitate everyday trail use by an aging Oregon population. Because the level and distribution of aging within the population will not be uniform across the state, priority points should be awarded for trail acquisition and development grant proposals in high-priority counties and communities in the state which are projected to experience higher levels of increases in their population of 60 years and older in the coming years. Counties identified as "high-priority" based on increase in aging population include Benton, Clackamas, Columbia, Crook, Deschutes, Lane, Multnomah, and Washington. High-priority cities include Albany, Aumsville, Beaverton, Bend, Eugene, Florence, Gresham, Hillsboro, Keizer, Lakeside, McMinnville, Medford, Oregon City, Richland, Salem, Tigard and Troutdale.

This could be one of the most cost-effective investments the state of Oregon can make in terms of preventative efforts to stem the rising health care costs predicted as a result of an aging Oregon population.

Local Recommendation #2: Plan and develop regional trail systems in areas of the state having highest relocation intensity in the 40 to 79 age range.

According to the Oregon Boomer and Pre-Boomer Relocation Analysis, the aging Boomer cohort will dramatically increase the number of inter-county and inter-state moves to Oregon communities. Over the next decade, Oregon communities can expect roughly 20% more moves in the 40 to 79 age range than they experienced in the past decade. During the period from 1996-2006, Southern and coastal (Florence and south) Oregon communities had highest levels of relocation intensity, followed by Central Oregon. Projections for the years 2006-2016, maintain a similar relocation pattern ─ that relocation will be most intense in Southern and Coastal Oregon.

Advisory Committee members recommended planning and developing regional trail systems in high-priority areas identified in the Oregon Boomer and Pre-Boomer Relocation Analysis. This recommendation supports the creation of regional multi-jurisdictional trail planning entities in these areas to facilitate regional and urban trail system planning. Such groups would work with private landowners, irrigation districts and public agencies (federal, state and local) to coordinate the trails planning process and facilitate idea sharing and the communication process. In addition, the groups would create a shared vision between local, state and federal recreation providers on

a regional scale that can be used to identify trail development priorities. Such an overall vision is essential in order to see trails projects through to completion and to ensure that individual trail projects make sense as part of the larger trail system. After planning completion, an acquisition strategy should focus resources on completing gaps in these trail networks.