

## PRINCIPLE 6:

# ATTRACT AND INSPIRE PARTNERS

Advocacy groups, volunteers, land owners and governments across a spectrum of interests offer wisdom and insight needed to create the best recreational, environmental and cultural experiences in Oregon.

### *Vision:*

*Our partners' goals and OPRD's goals are reached together, through shared, mutually beneficial projects that add up to more than the sum of their parts.*

### **Strategies:**

- Examine how well current partnerships are working.
- Improve our ability to deliver services by nurturing and expanding active, vibrant “friends” groups and volunteers.
- Increase awareness of partnership possibilities.
- Target partnerships that yield the greatest benefit to our mission.
- Promote new parks and trails developed by other providers.
- Help communities develop recreation and heritage options, through well-managed grant programs to local governments, education and other park providers.
- Help build and broaden local economies by offering recreational, cultural and heritage experiences.
- Blur lines between Oregon land managers and stewards, so that the public experience is seamless.
- Find new funding sponsors and program partners for the Oregon State Fairgrounds.

### **Actions:**

1. Partner with the Oregon Watershed Enhancement Board (OWEB) to improve fish habitats and natural resources at existing park properties and on properties being considered for acquisition. In addition, participate in OWEB's Willamette Special Initiative Program at OPRD-owned Willamette Greenway properties.
2. Participate in educational programming with the Oregon Invasive Species Council. Seek interpretive opportunities at OPRD properties to help the public understand OPRD best practices for managing invasive species.
3. On state parks properties, partner with the Portland chapter of the Audubon Society to monitor bird populations and improve habitat, and jointly conduct programs related to the Oregon Conservation Strategy and the Important Bird Areas.
4. Learn more about the needs of a growing Hispanic population.
5. Work with health care providers and others in the recreation industry to create a model physical activity “prescription” that encourages people to visit our parks to exercise and relax.
6. Increase the number of cities and counties participating in the Certified Local Government partnership for historic preservation activities.
7. Assign work teams to recruit Oregon-based financial institutions, and sports, health and recreation companies to partner with the Oregon State Fairgrounds and for events year 'round.
8. Recognize sustainable achievements of partners, volunteers and visitors.
9. Make the database of statewide historic sites available online to partners and the public.
10. Move the Friends of Silver Falls Nature Store to a better, roomier location to improve sales and public interaction.
11. Strengthen volunteer efforts by strategically defining the roles of State Park cooperative association, host and other volunteer efforts.
12. Create a model grant program with SOLV and the Oregon State Parks Trust to connect children to the natural environment.
13. Offer opportunities for partners to participate in agency key training programs such as interpretive core training, visitor safety academy, archaeological training and cultural resource management training.