

Governor's Taskforce on the Outdoors

“The work we do today — the partnerships we forge, the incremental victories, the little triumphs — these add up to a future Oregon we can look to with pride, a place that has room for everyone.....”

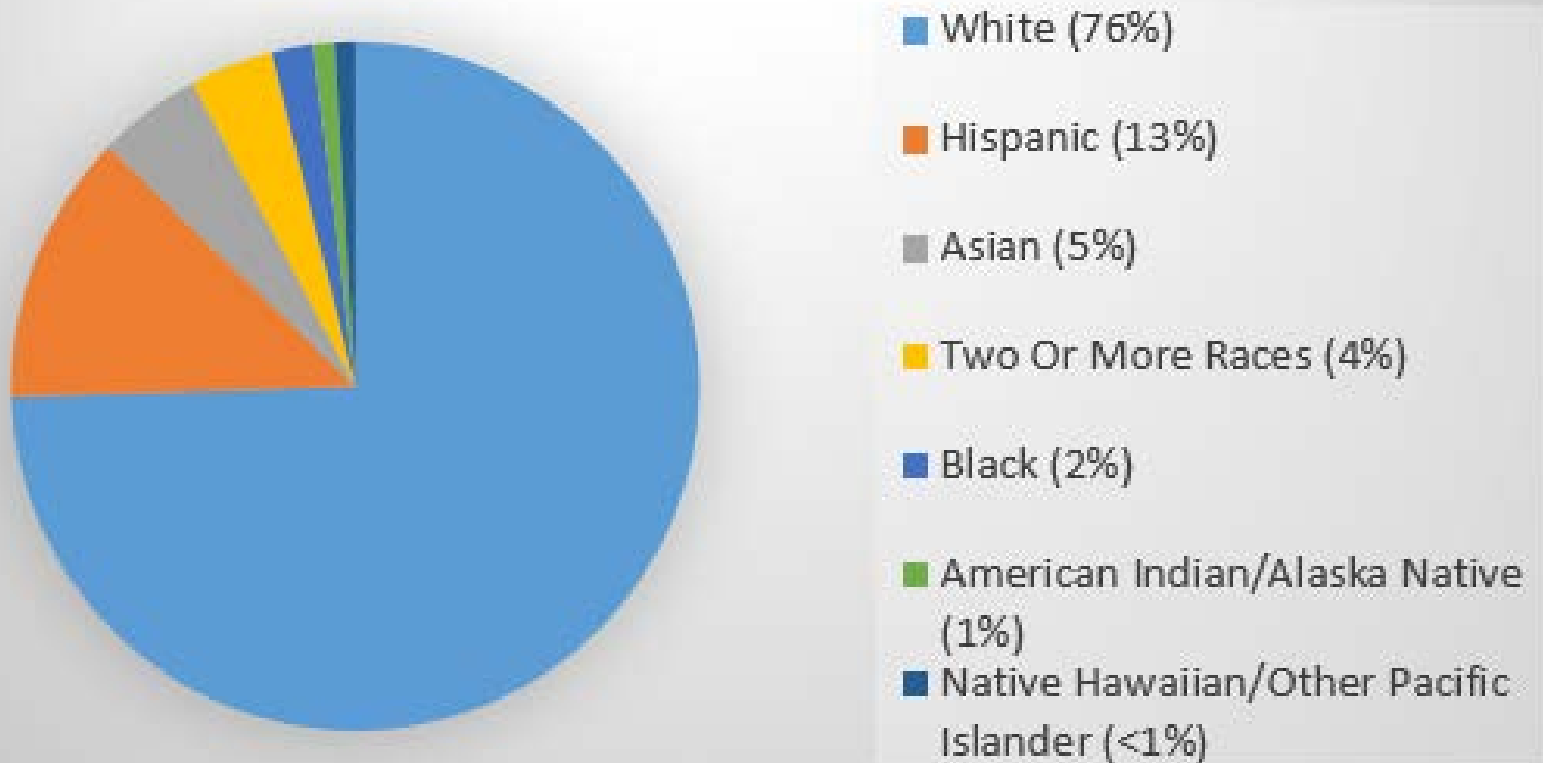
Oregon Outdoor Recreation Initiative



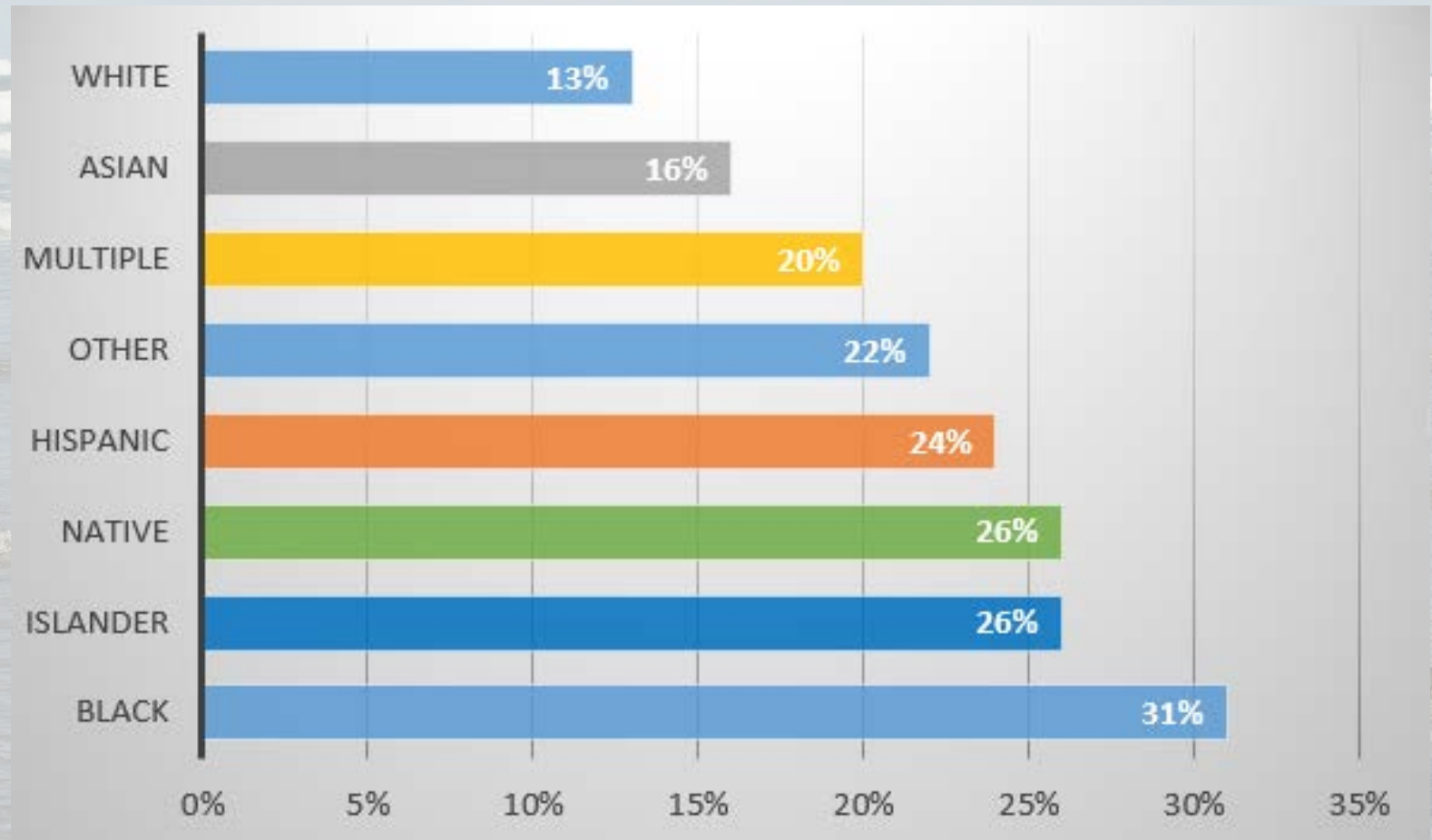
In the beginning...



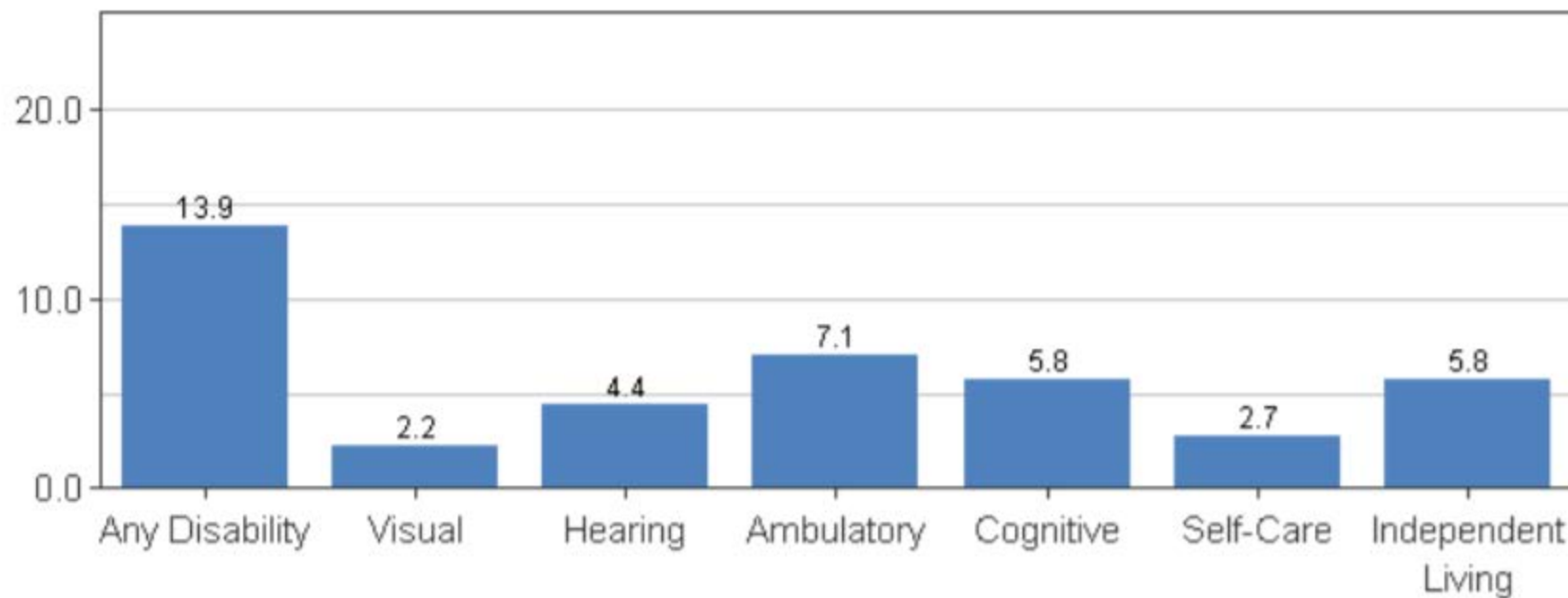
Oregon Population by Race/Ethnicity



Oregon Poverty Rates by Race/Ethnicity



Oregon Disability Rate (%)



*Prevalence of disability among non-institutionalized people of all ages in Oregon -
2012 American Community Survey (ACS)

Screen time

The average 24-hour workday



Roadmap to the Outdoors

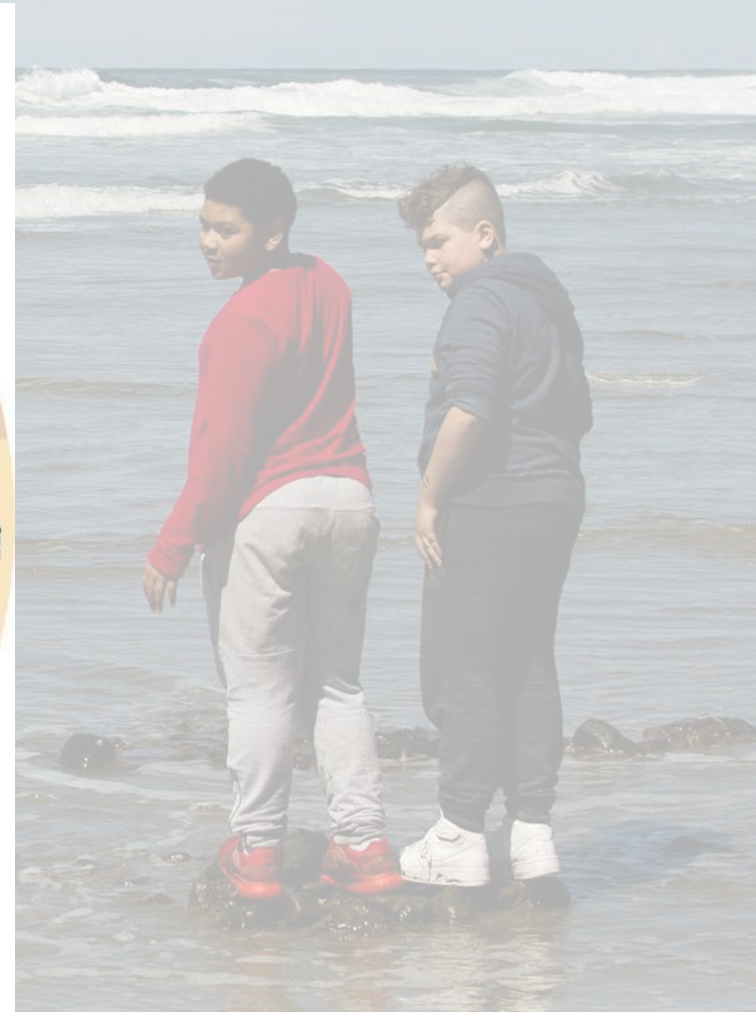
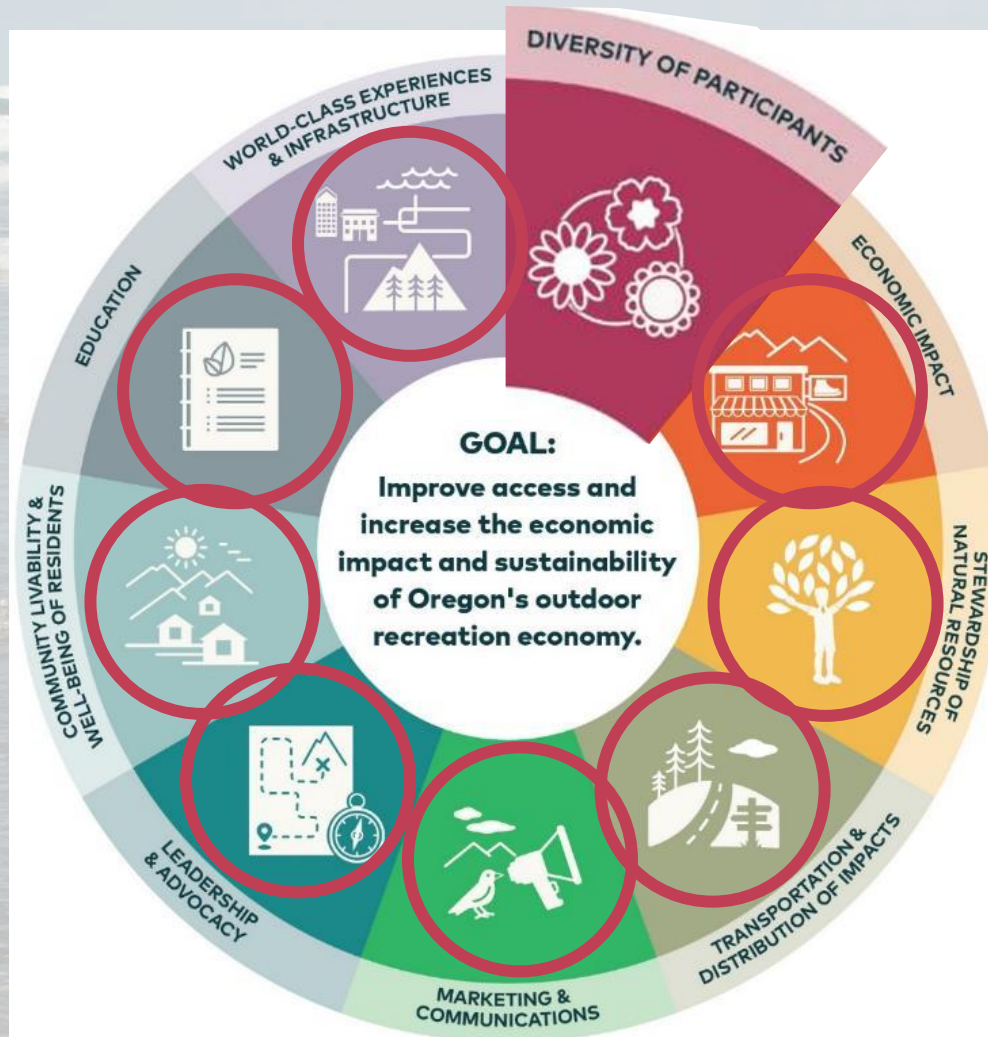
Making the Outdoors Welcoming to ALL Oregonians

Focus Areas

- Health and Wellness
- Under-represented Communities
- Youth
- Connections



Oregon Outdoor Recreation Initiative (Impact Areas)



Roadmap to the Outdoors

The Team

Oregon Health and Outdoors Initiative

- Barton Robison
- Emily Henke
- Green Infrastructure and Health Guide
- Education curriculum for community health worker
- Licensure for outdoor preschools
- Conference presentations



Roadmap to the Outdoors

The Team

Oregon Parks and Recreation Department



- Lisa Sumption
- Chris Havel



Roadmap to the Outdoors

The Team

OHSU – Oregon Office of Disability and Health

- West Livaudais
- Adaptive Camping Event (AWL, OHOI, OPRD)
- Video
- 3-5 planned for FY2020
- Partnerships



Roadmap to the Outdoors

The Team



Blue Zones Project

- Leticia Valle
- Northern Wasco County Parks & Rec/
- PacificSource Contract
- Evaluating student physical activity
- Prescribing summer swim passes

Roadmap to the Outdoors

The Team

African American Outdoor Association

- Tricia Tillman



Roadmap to the Outdoors

The Team

Center for Diversity and the Environment



- **Queta González**



Roadmap to the Outdoors

The Team

Confederated Tribes of the Umatilla Indian Reservation

- Chuck Sams



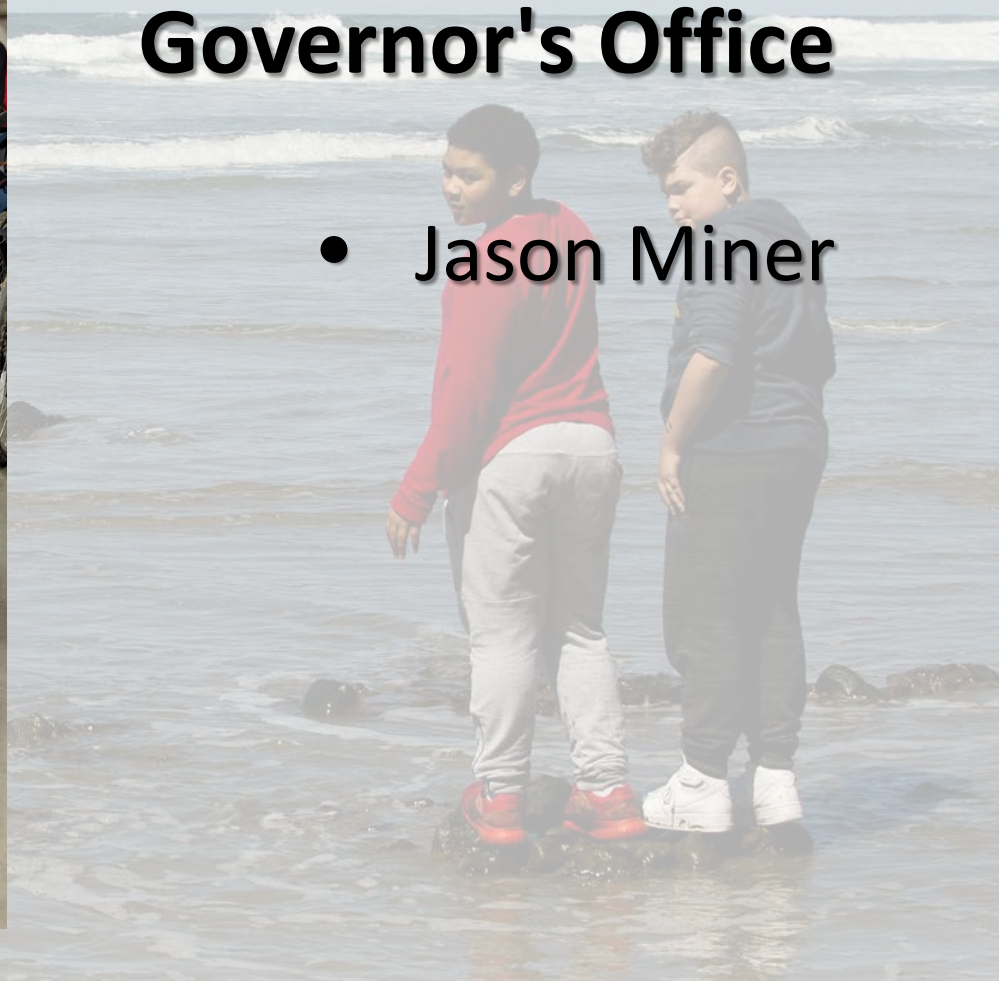
Roadmap to the Outdoors

The Team



Governor's Office

- Jason Miner



Roadmap to the Outdoors

The Team

Hike it Baby

- Jessica Carrillo Alatorre



Roadmap to the Outdoors

The Team



Mazamas

- Claire Nelson



Roadmap to the Outdoors

The Team

Metro

- Jon Blasher
- Punneh
Abdolhosseini



Roadmap to the Outdoors

The Team

Oregon State University

- Lee Davis
- Lindsey Shirley
- Kristopher Elliott

Outdoors School

- 80% Eligible Students
- 43,000 students
- 130 new schools



Dan

Roadmap to the Outdoors

The Team

Soul River

- Chad Brown



Roadmap to the Outdoors

The Team



Travel Oregon

- Linea Gagliano
- Scott Bricker
- Stephen Hatfield

Roadmap to the Outdoors

The Team

Vive NW and Hispanicpros

- Jorge Guzman



Roadmap to the Outdoors

The Team



U.S. Forest Service

- **Bonnie Lippett**

- **Communications Plan and Toolkit**
- **Responsible Recreation Toolkit and Campaign**

Roadmap to the Outdoors

The Team

Latino Outdoors

- **Zavi Borja**



Roadmap to the Outdoors

The Team

Oregon Director of Outdoor Recreation

- Cailin O'Brien-Feeney



Roadmap to the Outdoors Symposium (Feb 2018)

- **Participants:**
 - Outdoor Groups, Non-Profits, Gov't Agencies, Others
 - Funders
 - Representatives from Diverse Communities
- **Focus: Identify Barriers & Solutions**

Symposium Categories

- Costs
- Equipment
- Funding
- Physical Access
- Information/Communications/
Marketing
- Education
- Racism - Individual
- Racism - Institutional



Symposium Categories cont.

- Representation in Decision-making
- Safety, Fear and Discomfort
- Mentors and Ambassadors
- Transportation
- Welcoming Spaces



Assumptions

- Balance of intentional and organic planning and actions
- Focus on statewide benefits to all organizations
- Support connecting groups and cross-sector collaboration
- Support existing initiatives
- Formally adopt a health and well-being lens
- Knowing and understand networks, using them with intention

Roadmap to the Outdoors

Current Activities

- Input to Statewide Communications Plan



Outdoor Recreation Stewardship Initiative

Overarching Key Concepts

Plan



Recreate



Stewardship

Plan



Play



Care

Roadmap to the Outdoors

Current Activities

- **Participating w/ Other Statewide Teams**
- **Input to Statewide Communications Plan**
- **Oregon Outdoor Recreation Summit (May)**
 - Panels and Guest Speakers
 - Sponsorships/Scholarships
- **2019 Governor's Campout (June)**
- **Network Assessment (People and Organizations)**
- **July/Aug Planning for 2020**

Roadmap to the Outdoors

Questions....