

# Governor's Task Force on the Outdoors 10/2/19 – Newport, Oregon



# Governor's Task Force on the Outdoors

"...recommend **policies, legislation and initiatives** to support economic development in both rural and urban areas, **balance improved outdoor recreation access with resource protection**, and increase outdoor recreation participation, especially among youth and traditionally underserved communities."



# Agenda – 8/27/19

## Meeting 3: Recipe for an Outdoor Recreation Economy

<b>8:30</b>	<b>Doors Open</b>	
<b>9:00-9:15</b>	Welcome, Agenda	Jonathan Blasher - Chair
<b>9:15-9:30</b>	Update on workgroups and task force process	Cailin O'Brien-Feeney
<b>9:30-10:00</b>	Public Comment	
<b>10:00-11:00</b>	Topic Area Presentations	Davia Palmeiri, ODFW Dr. Ashley D'Antonio, OSU
<b>11:00-11:15</b>	Break	
<b>11:15-12:30</b>	Group Discussion of draft concepts	All
<b>12:30-1:00</b>	Lunch	
<b>1:00-2:45</b>	Continue Input on draft concepts	All
<b>2:45 – 3:00</b>	Close, next steps	Cailin O'Brien-Feeney



# Work plan

State of Play

Baseline, values, scope and pace

Silver Falls,  
5/22/19

We All  
Belong  
Outdoors

Participation: trends, barriers,  
health benefits

Portland,  
7/9-7/11

Recipe for  
a  
Recreation  
Economy

**Economy:** Workforce, signature  
projects, traded sector + tourism,  
rural + urban

Baker  
City, 8/27

Oregon's  
Outdoors  
Forever

**Access + Resource Protection:** SAR,  
recreational immunity, stewardship,  
private lands, community assistance

Newport,  
10/2

Policy  
Potluck

From ideas to **strategy**, shotgun to rifle;  
**funding** subcommittee

Klamath Falls,  
11/15

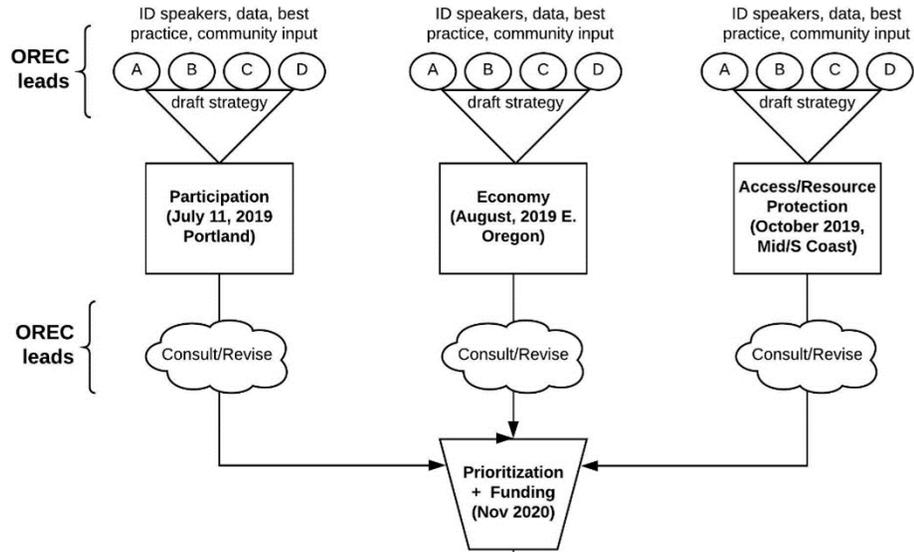
Triage  
Party

Honing draft policies, legislation, and  
initiatives: **prioritization**

TBD Salem,  
1/7-1/9



# Work plan



We are here

Understanding the diagram:

- \*A,B,C,D are simply placeholders for data, ideas, legislative concepts etc... and will go into the "strawman" draft we'll review at each topic area meeting
- During the consult/revise phase task force members will provide additional input from their organization/community
- OREC will share submission form for strategy, policy, legislative constructs



# Task Force Report Outline

Mission, Vision, Values

Background(OREC/Task Force)

- Members, process, charter

Statutory Direction **ORS [390.233](#)**

Explanatory/Preamble Section

- Supporting data and synthesis of barriers and opportunities related to goal areas (the why and what).

Goal: Participation

- Strategy X
  - Priority action 1
    - Description (Problem statement, policy statement)
    - How Will it be Achieved? (Agencies, ORS, timeline,)
    - Staffing Impact (FTE, operational plan)
    - Quantifying Results (measurement, positive and adverse impacts)
    - Funding Source
  - Priority action 2 etc...

Strategy Y

- Priority action 1 etc...

Goal: Economy

- Strategy Z
  - Etc...



# Updates Since August Meeting

- **Facilitation and Technical Assistance:** National Park Service – Rivers, Trails and Conservation Assistance Program
- **Camping inclusion grants:** Moving forward, sites booked, application under development
- **Funding and Definitions:** workgroups met, will continue between meetings. Notes to come.
- **BEA ORSA:** state data released for the first time ever <https://www.bea.gov/news/2019/outdoor-recreation-satellite-account-us-and-prototype-states-2017>
  - outdoor recreation is 2.9% of Oregon's GDP (higher than CA/WA); sector added ~6,000 jobs between 2012-2017
  - One-pager on Oregon report to come



# Funding Workgroup

- For task force discussion in November, draft initial guidance on:
  - Articulating Need
  - Core philosophy
    - User pay, public good
    - Payers v. beneficiaries
  - Guardrails
    - Funding – new or reallocation?
    - Debt instruments v. new revenue
    - Who decides – legislation, ballot, partnerships/donation all differ
    - Administration + measurement



# Definitions Workgroup

- For task force discussion in November, draft language:
  - Outdoor recreation + economy terms
    - Aim for consistency
  - Bounding goal areas
    - Example: objective/narrative language around today's topic of balancing access and resource protection
    - Also, youth and underserved populations



## How outdoor recreation in Oregon pays off

### Oregonians love outdoor recreation.

It's a well-known fact that physically active individuals are healthier than their sedentary neighbors and less likely to incur medical expenses. But researchers at Oregon State University wanted to take that conclusion a step further: can we quantify the amount of health care savings associated with outdoor physical activity?

The researchers crunched some numbers to determine "Cost of Illness savings" from active outdoor activities in 2018. The results were striking.



**TOTAL STATEWIDE  
COST OF ILLNESS  
SAVINGS FROM OUTDOOR  
ACTIVITIES IN 2018**

▶ **\$1.4 billion**

THAT'S ABOUT 3.6% OF TOTAL  
HEALTHCARE COSTS IN OREGON



**88% OF OREGONIANS  
PARTICIPATED IN AT LEAST ONE  
PHYSICALLY ACTIVE  
OUTDOOR ACTIVITY IN 2018**



*Recreating residents are  
healthier than their sedentary  
neighbors and less likely to  
incur medical expenses.*



Cost of Illness (COI) savings include costs of disease-specific treatments and lost economic productivity. COI savings were calculated by OSU researchers using the "Oregon Recreation Health Estimator Tool" for 30 outdoor recreation activities. The tool estimates savings for eight primary illnesses: breast cancer, colon cancer, stroke, ischemic heart disease, depression, dementia, diabetes and hypertensive heart disease. The tool is part of the OSU study *Health Benefits Estimates for Oregonians from their Outdoor Recreation Participation in Oregon*.

County	County Total Cost of Illness Savings	% Population Participating in Any Health-Related Outdoor Recreation Activity (MET Value ≥ 3.0)
	\$6,339,123	88
	\$34,908,064	93
	\$123,716,963	87
	\$9,399,842	89
	\$16,040,950	84
	\$15,646,147	88
	\$5,203,606	82
	\$4,735,581	80
	\$78,907,044	91
	\$25,714,813	84
	\$497,140	84
	\$2,568,208	90
	\$1,694,898	79
	\$8,295,414	88
	\$72,093,645	88
	\$5,925,777	86
Josephine	\$21,522,391	84
Klamath	\$16,904,975	83
Lake	\$2,079,866	84
Lane	\$118,488,241	88
Lincoln	\$11,259,176	83





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# Economy Concept Additions

5. *Fund Outdoor economy related non-profits – Similar to how other industries such as Technology or Clean Energy have statewide organizations that help to promote, educate, and connect their respective industries, Oregon needs this for the athletic and outdoor industry. Rather than being housed in parks and rec, OREC could become a membership-based organization with funding allocated from the state for the first x amount of years. An organization like this would also be good for attracting businesses and talent to Oregon. Currently, OOA is attempting to do this, but they have limited funding and a lack of statewide leadership. The organization could lead a number of coordinated efforts around access, recreation, and diverse hiring utilizing the leadership of participating brands. A statewide organization could partner with local efforts (i.e. Portland A&O) to advance regional participation and membership.*



# Economy cont.

- 11. “Equal Pay for Equal Play” – Craft legislation requiring recreation events permitted by the state to pay out equal prize money across genders. Pay equity would be a condition for permitting recreation events on state land.
- 14. Remove barriers to Public Permitting Processes for Recreation Based Projects – A consistent statewide approach to permitting recreation-based projects would help expedite these development efforts in a cost-effective way while allowing park providers to have a better understanding of the time and effort their projects need for permitting. This would require input from park providers across the state in coordination with planning offices from each county. A concerted effort towards developing consistent state planning guidelines for recreation projects and trails would be developed and reviewed. Once implemented these would need to be monitored and recreation providers surveyed to see if the intended benefits were achieved.





- 17(c). Urban Bike Park Matching Grants - Oregon Parks and Recreation Department will establish an urban bike park matching grant program to enhance the abilities of local communities to provide for this type of recreational experience in a close-to-home setting. Funding for this program will come from Oregon's bicycle sales tax, transferring the revenue to OPRD from ODOT where it is currently held. Eligible projects must be situated within a municipalities urban growth boundary and be classified as bicycle skills facilities. Grants would require a 50% match and would award in amounts up to \$50,000 per project.
- 22(a). Workforce Development Programs - Currently, there are few programs in higher education to prepare students for careers in outdoor recreation. Certainly, programs exist in natural resource management, tourism and business. However, there are few opportunities specifically tailored to development and manufacturing of outdoor products, not to mention the variety of other specialties needed to support a robust outdoor industry. The proposal is to work with OSU, U of O, PSU and others to develop coursework and programs to support the workforce needs of the industry. The OSU Outdoor Economy Initiative has already begun efforts to assess the workforce needs of the outdoor industry in Oregon, as well as the educational interests of potential students. Some programs have already been launched at OSU Cascades and PSU. **The Governor or Legislature could provide direction to the Oregon higher education institutions to work together to develop a suite of programs that will help grow the outdoor industry and establish Oregon as a leader.**

# Participation Concept Additions

- 62(c). Close-in transportation – Increase access in the urban fringe by cooperating with regional transportation systems to adjust routes and times, and accommodate extra recreational equipment. Provide statewide grants to youth service organizations to a) fund transportation to parks and b) hire guides. Partner with local government and groups that have public transportation or vehicles such as City of Silverton, senior centers and local non-profits and/or seek partners to sponsor transportation for local entities. Refine and distribute toolkit to park managers through existing Travel Oregon initiative. Measure by mass transit traffic at parks.
- 63. Create an Oregon Conservation and Restoration Corps. This proposal would create a program consisting of a two-year paid vocational internship wherein participants (age 18-25) would combine natural resource management training with hands-on restoration work at locations designated as high-need for restoration, conservation or recreation infrastructure improvements. A subsequent goal of this program would be to set up participants with the modern skills and experiences necessary to have a career in the natural resource and/or recreation management field. Participants would spend 8 months working on infrastructure projects and 4 months each year engaged in classroom curriculum designed around the needs of recreation/land management professionals.



# Participation Cont.

- 64. Signature Mountain Bike Trail System Development. This proposal would seek to create a 50 mile, world-class mountain bike trail system in the Tillamook State Forest. The proposed trail system would seek to incorporate modern, bike optimized design principles and standards, providing quality trail experiences for beginning, intermediate and advanced riders. Sustainability, from both an environmental and visitor use perspective would be incorporated into trail design and development, lightening the impact on the landscape as compared to existing trails. Along with the trails themselves, multiple adequate trailheads would be developed, along with festival/event space that would serve as an anchor for mountain biking and running community events. This trail system would serve the greater Portland Metro area and also draw visitors from around the state and country. Currently, this type of trail system does not exist in Oregon. The proposed system would also provide an economic stimulus to gateway communities such as Hillsboro and Forest Grove with an estimated 150,00 riders per year using the system.
- 72. EDI Transition Plan for Gov Agencies – Government agencies are far behind the general population (and even the private sector) when it comes to hiring/retaining underrepresented communities (POC, disability, LGBTQ, etc.). For many of these agencies, simply encouraging them to hire more diversely isn't enough, there needs to be internal capacity building before non-majority employees can feel supported and meaningfully contribute long-term. A transition plan could provide a blueprint for agencies to undertake from learning about their own agency's historical practices that have contributed to this inequity, internal capacity building, and eventually supporting new hires and leadership transfers to other groups. Start this work within OPRD/OREC, but could apply to all state agencies.





- 79(a). Include universal access by design during initial and subsequent updates to park facilities and programs. Hire consultants that represent various minority and diverse businesses during design phases. Include various modes of communicating and offering our scenic beauty to the public, such as immersive video, imagery, interpretive videos, interpretive panels with audio & braille (radio button at sites and/or headsets w/radio offering interpretation in multiple languages as other institution provide visitors, i.e., Library of Congress or Alcatraz). Within OPRD, create access plan for all state park investments. Make model available to other agencies. Take existing access plans already in use by other jurisdictions and pool them as examples.
- 78. Training for law enforcement – White Supremacy groups are more active and present, and use public outdoor spaces. Could the office of outdoor rec influence or provide training to resource personnel on common identifiers for white supremacy groups (symbols, etc), and ways to intervene or increase the safety of their targets (people of color, etc). This could be an online or in person training. Outcomes could be measured by surveying park personnel on their confidence to recognize and respond to white supremacy groups, or from users on how much they trust park personnel.
- 75(a). Include funding for mitigation in universal recreation pass concept and/or any new grant fund for recreation infrastructure – Trails, roads, campgrounds and other recreational facilities can impact habitat and fish and wildlife. Identifying, monitoring and addressing any potential impacts requires planning, staffing and resources. This could include habitat assessment, restoration, species monitoring, management of invasive species, additional enforcement, etc. If a universal recreation pass is implemented, a portion of the fee should be dedicated to mitigation efforts. An alternative would be to include mitigation funding in any grants, awards or other funding provided for new or enhanced recreational facilities.



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# Draft Access/Resource Strategies

- Strengthen Ongoing Coordination
- Sticks, Carrots + Magic Wands (aka tools)
- Embrace an “All lands” Approach
- Support a Culture of Responsible Recreation
- Take Care of What We Have
- Fund Conservation Work that Works



# Group Discussion

- How can we define our objectives around this goal?
- For each - green, yellow, red. High priority or low priority?
- What is missing?



# Themes and Tension Points

Close to home trails!

Bathrooms – more of them, cleaner

Recreation in Oregon does not match demographics

Growth/use encroaching on habitat

Elevate leaders already doing this work

“All Lands” – local, state, federal

Cost is a real barrier; volunteer burnout

Funding – pivot existing, as well as new

Motivations: future generations, all Oregonians, public health, economy (both tourism + traded sector), livable communities

Partnerships + shared stewardship

SAR, Rural Fire departments, infrastructure, public safety

Private lands access

Liability and recreational immunity

Ethics + etiquette

Investing for the future we want to create

Consistent messaging across agencies and experiences

Funding – general fund likely unrealistic; pay to play, other

Unified pass and permit structure – single pass, point of sale

Core beliefs and principles, common goals, make measurable

We compete against each other, in our silos, to our detriment

