

PRIORITY STRATEGIES FOR COLLECTIVE ACTION FOR OUTDOOR RECREATION IN OREGON

Manage for World-Class Outdoor Recreation	
A	Identify and collectively support the development and ongoing maintenance of priority signature trail systems that have the potential to be world-class and, when completed, will make a major difference in Oregon. For example, trails such as the Historic Columbia River Highway State Trail, Gorge Towns to Trails, the Willamette Water Trail, Oregon Coast Trail, Oregon Timber Trail, Salmonberry Trail, and Joseph Branch Rail Trail. Developing priority trail systems into world-class assets and maintaining them over the long-term will create a ripple effect that will generate additional activities and investments.
B	Develop a funding strategy to invest in the conservation and restoration of Oregon’s diverse ecosystems that are comprised of wild areas abundant with fish and wildlife, as well as farms, actively logged forests, and other working landscapes. To maintain healthy ecosystems and fish and wildlife populations, reference the Oregon Conservation Strategy and other data as guidance to prioritize areas for investment. Consider public-private partnerships in this funding strategy.
C	Conduct a statewide inventory of outdoor recreation infrastructure to determine what exists, what needs to be improved, and where demand is high and low, possibly leveraging the methodology developed for BLM’s 2015 Outdoor Recreation Scarcity and Abundance in Western Oregon: A Spatial Analysis report and/or the recreation inventory from the Statewide Comprehensive Outdoor Recreation Plan (SCORP) planning process.
D	Complete a statewide transportation strategy that in phase one defines tourism and outdoor recreation transportation solutions to assist with mitigating transportation in high use areas. Ensure that transportation and tourism professionals and advocates representing local, regional and statewide perspectives and organizations are present. Priority solutions will initially focus on linking population centers to high use recreation areas.
E	Develop and deploy a statewide communications plan for responsible recreation in Oregon. This plan will include a communications toolkit to ensure messaging can be adopted and easily integrated within regional, local and agency communication. This messaging will have a consistent tone of voice, photography and branding. The communications toolkit will accommodate the discovery of new resources and can be easily updated with accurate information, maps and online resources. An example of a communications tool for this strategy is the Deschutes National Forest National Interagency Recreation Information Database (RIDB), which would provide real-time updates for outdoor recreationalists. If the pilot phase of this tool is successful, it may be considered for implementation in other national forests.

Improve Economic Impact	
F	Conduct a statewide economic impact study of outdoor recreation in Oregon. Demonstrate how economic development from outdoor recreation contributes to quality of life and allows people to live and work where they want without job relocation. Ensure that the study captures the diversity of outdoor activity participants and is set up to measure change over time.
G	Address barriers to improve the climate for businesses in the outdoor recreation sector (broadly inclusive of travel and tourism, manufacturing, retail and education). Initiatives include: <ul style="list-style-type: none"> • Enhance and update Oregon’s liability statutes to identify inherent risks of recreation activities and validate the standard use of pre-activity liability releases by recreation providers. This initiative is important to manage the cost of recreation and encourage business growth and innovation. • Improve the special-use permitting processes and federal land managers’ ability to provide a higher level of customer service to their constituents. • Clarify and clearly communicate requirements and business permits needed to operate in this sector in Oregon.
Develop State Leadership Capacity & Local Networks	
H	Cultivate and regularly convene a network of outdoor recreation stakeholders (businesses in the industry, community leaders working on projects, tourism, policymakers, etc.) throughout the state. A Leadership Team will be empowered to help carry out priority statewide strategies and take steps toward fulfilling the 15-Year Vision for Outdoor Recreation in Oregon. The network may work towards supporting the development of regional networks around Oregon, to collaborate on regional solutions and periodically convening to learn and network with each other. These networks, combined with other established partnerships, will be a core force to growing outdoor recreation in Oregon.
I	Implement legislative strategy to form and staff an “Office of Outdoor Recreation” so that someone wakes up every day living and breathing our collective impact areas. Office would be charged with helping stakeholders make progress on the vision.
J	Complete a diversity audit of outdoor recreation participants and those in the industry to better understand preferences, usage, employment and opportunities to increase engagement; this should be done through planning sessions in coordination with a diverse group of stakeholders. Develop a plan to identify and reduce barriers for people getting outdoors and increase the engagement of non-traditional users through strategies that include improved infrastructure, transportation, education and marketing.