

OREGON RECREATIONAL OCEAN USES


AN ECONOMIC AND SPATIAL USE STUDY



CHARLIE PLYBON

OREGON POLICY MANAGER



A large, powerful ocean wave is crashing, creating a massive wall of water and a thick spray of white foam. A faint rainbow is visible in the mist created by the breaking wave. The sky is a pale, hazy blue.

**SURFRIDER FOUNDATION IS DEDICATED TO THE PROTECTION AND ENJOYMENT
OF THE WORLD'S OCEAN, WAVES AND BEACHES
THROUGH A POWERFUL GRASSROOTS ACTIVIST NETWORK.**

SURFRIDER – NORTH AMERICA NETWORK

10

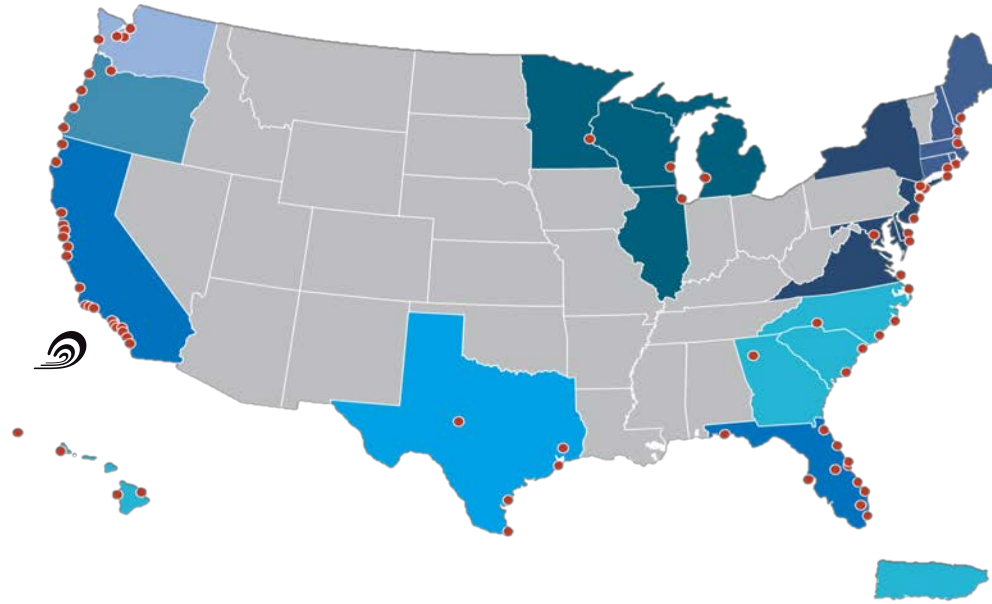
REGIONS

81

CHAPTERS

84

YOUTH CLUBS



10,000+
ACTIVISTS



50,000+
MEMBERS



1,000,000+
SUPPORTERS

1984

ESTABLISHED

WHO WE ARE



PRESENTATION OVERVIEW

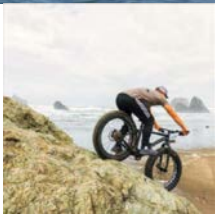
- **OCEAN RECREATION: GROWING INDUSTRY**
- **STUDY NEED & APPROACH**
- **RESULTS & KEY FINDINGS**
- **RECOMMENDATIONS**



A GROWING INDUSTRY



Levi Silver - Credits: AWT, SI Crowther



NEARLY \$3 BILLION ECONOMY

OVER 27 MILION TRIPS ANNUALLY



WHY STUDY OCEAN RECREATION?

- **INFORM MARINE SPATIAL PLANNING**
- **UNDERSTAND MANAGEMENT NEEDS**
- **SUPPORT ECONOMIC & WORKFORCE DEVELOPMENT**



OREGON OCEAN RECREATIONAL USE STUDY: NEED

- **INFORM OREGON'S TERRITORIAL SEA PLAN PART 5**
 - **GOAL 19: Ecological/Economical/Social Benefits**
- **COLLECT GEOSPATIAL DATA**
- **ESTIMATE SIZE OF OREGON'S NON-CONSUMPTIVE RECREATIONAL OCEAN USER COMMUNITY**
- **ESTIMATE ECONOMIC IMPACTS OF OREGON'S NON-CONSUMPTIVE RECREATIONAL OCEAN USE**



OREGON OCEAN RECREATIONAL USE STUDY: APPROACH

• PUBLIC / PRIVATE PARTNERSHIP



• SURVEY TOOL

- Coastal Use Patterns, Activities, Geography
- Trip Expenditures
- Demographics

• EXTENSIVE OUTREACH

- Industry “Gatekeepers”
- Registered Boaters
- Postcard Mailings
- Online Panel

Activity #1: *Watching whales and/or other marine life from a boat (private or non-commercial boat, charter)*

1. Select one place you participated in this activity during your last trip. If this place is not in the lists below, skip to step two.

Oregon coast towns

Places of Interest (parks, beaches, etc.)

2. Use the navigation controls to zoom the map in and center it over the location of the activity. ([Watch demonstration video](#))

3. Draw the area on the map where the activity took place. ([Watch demonstration video](#))

4. Draw the other areas you participated in this activity on your last trip, repeating steps 1 and 2 if needed. Click 'Continue' when you are done.

Imagery ©2010 TerraMetrics, NASA, Map data ©2010 Google - Terms of Use



OREGON OCEAN RECREATIONAL USE STUDY: KEY FINDINGS

- **\$2.4 BILLION IN ANNUAL ECONOMIC EXPENDITURES**
- **87% OREGONIANS VISIT COAST ANNUALLY**
 - 27 Million trips annually
 - 88% Primary reason was recreation
- **27 MILLION TRIPS ANNUALLY**
- **KEY GEOSPATIAL USE AND TYPES OF ACTIVITIES**

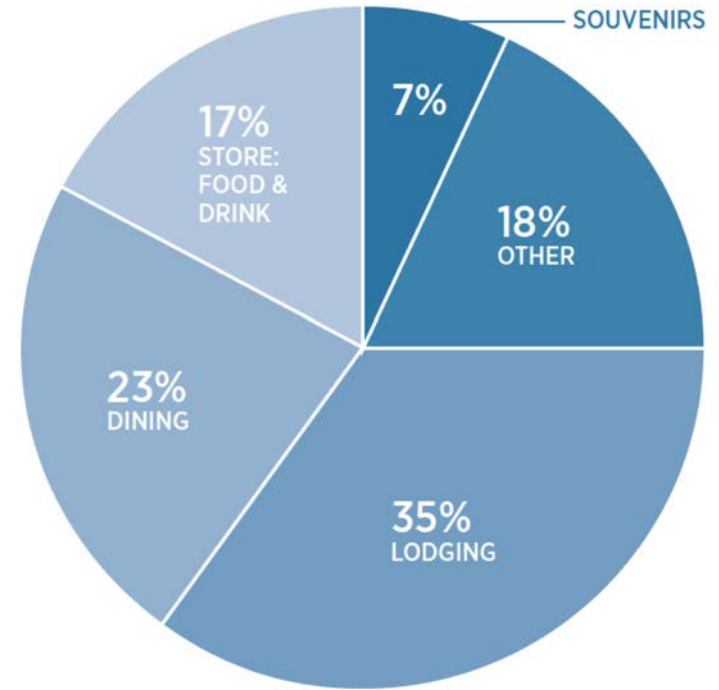


OREGON OCEAN RECREATIONAL USE STUDY: ECONOMIC EXPENDITURES

Respondents spent average \$87.72 / visit

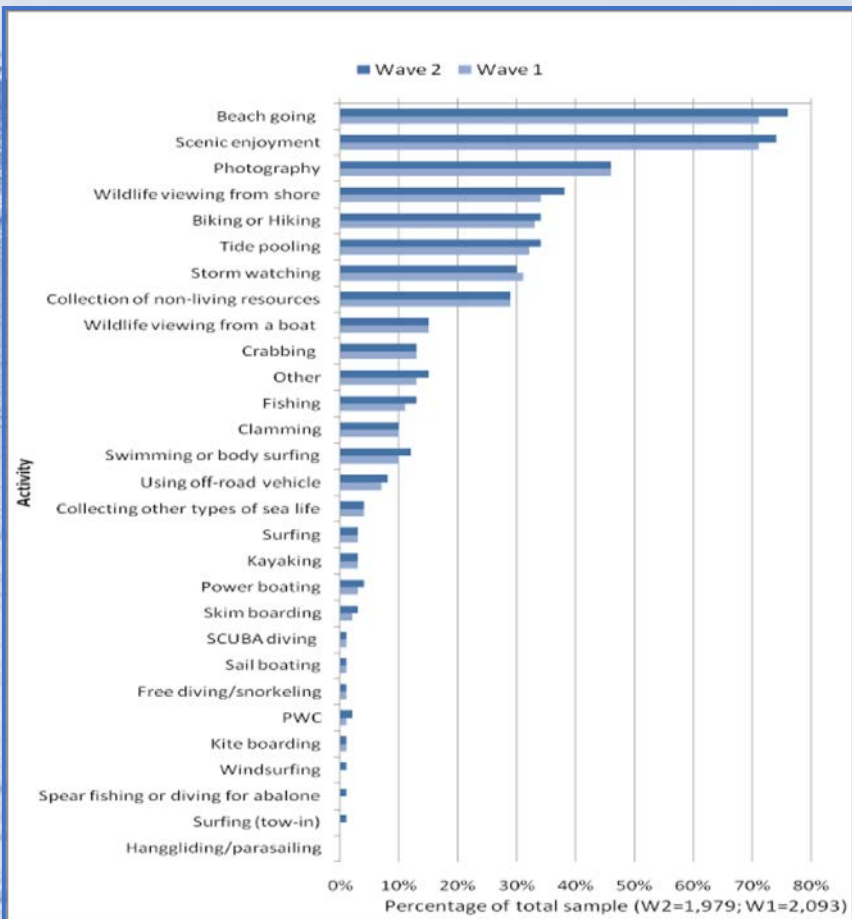
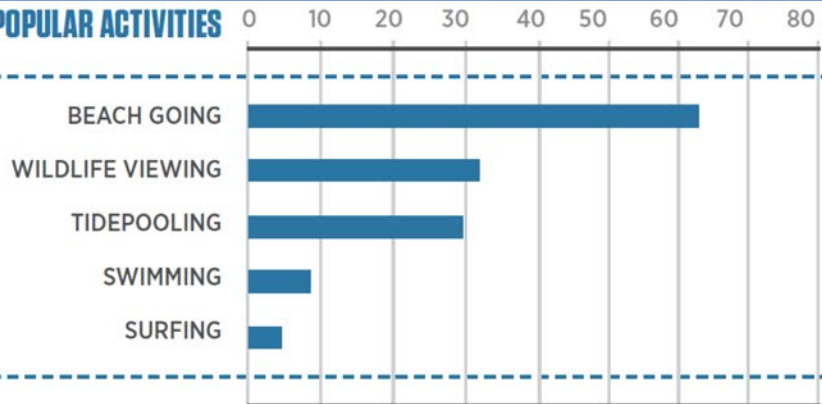


AVERAGE EXPENDITURES PER PERSON PER COASTAL VISIT



OREGON OCEAN RECREATIONAL USE STUDY: ACTIVITIES KEY FINDINGS

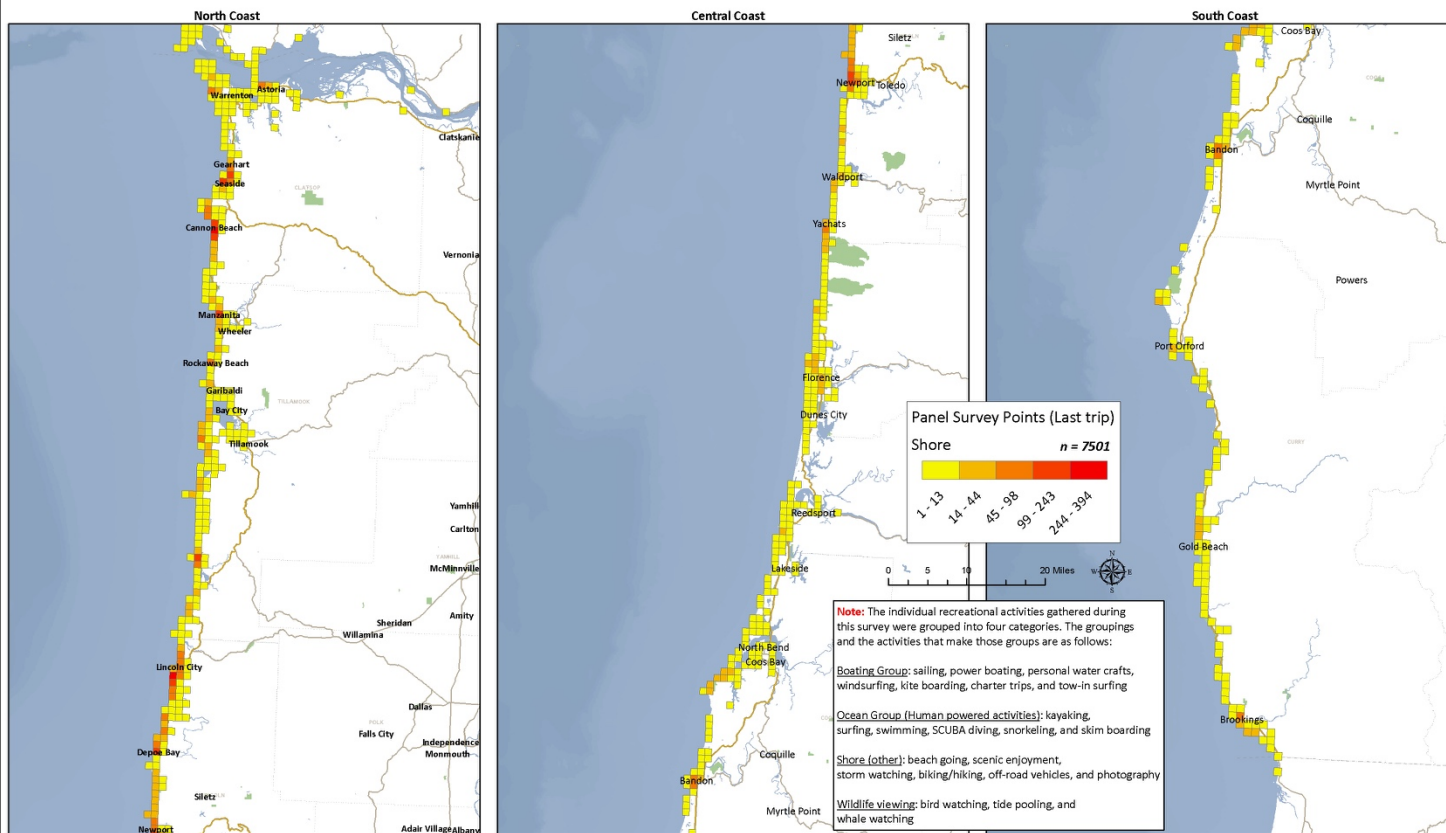
MOST POPULAR ACTIVITIES



SPATIAL USE POINT DATA: LAST TRIP SHORE BASED

Oregon Recreational Ocean Users Study

Non-Consumptive Panel Last Trip Point Data Results - Shore Group

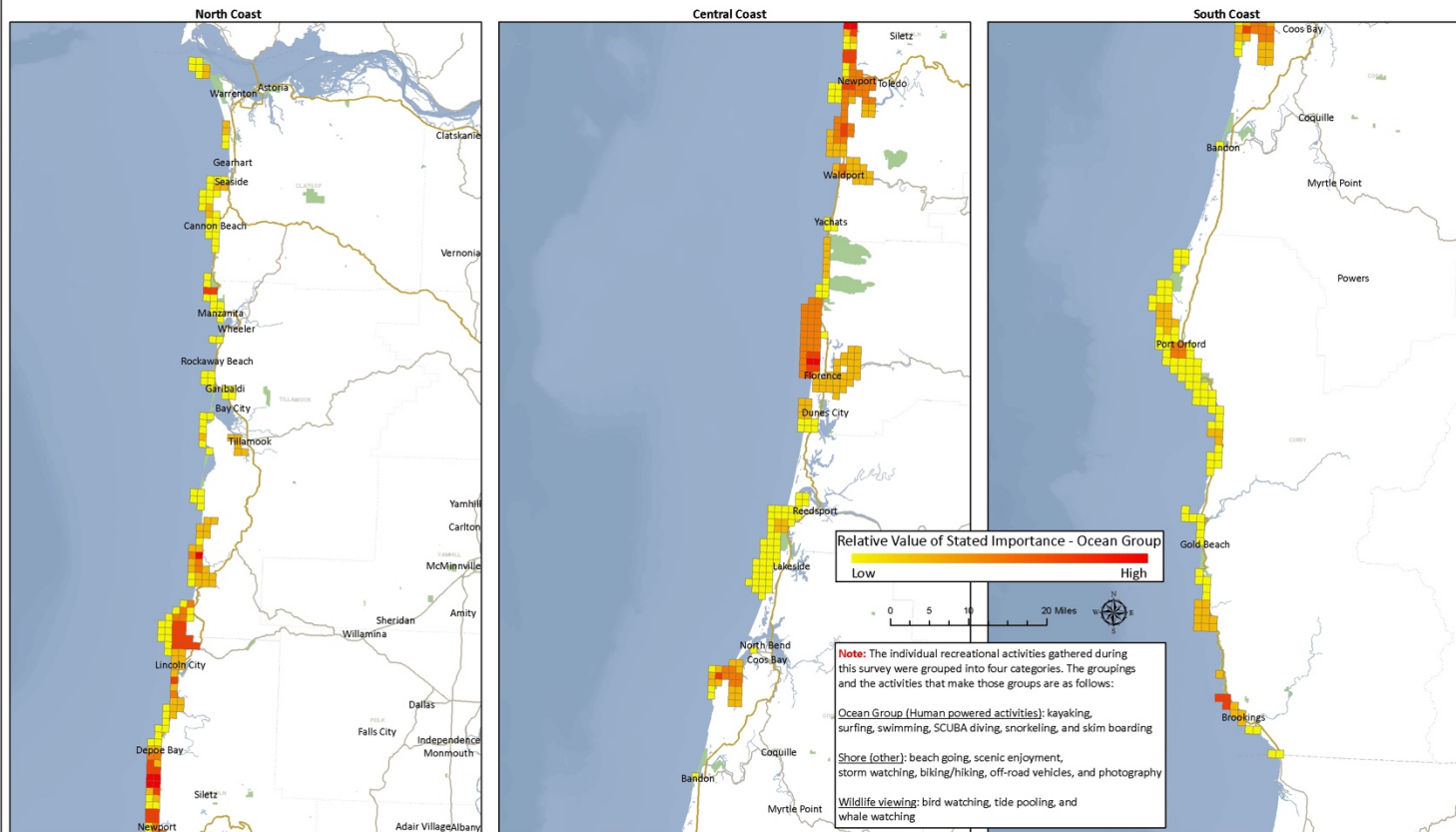


Final Map Products - December 10, 2010

SPATIAL USE POLYGON DATA: RELATIVE IMPORTANCE - OCEAN GROUP

Oregon Recreational Ocean Users Study

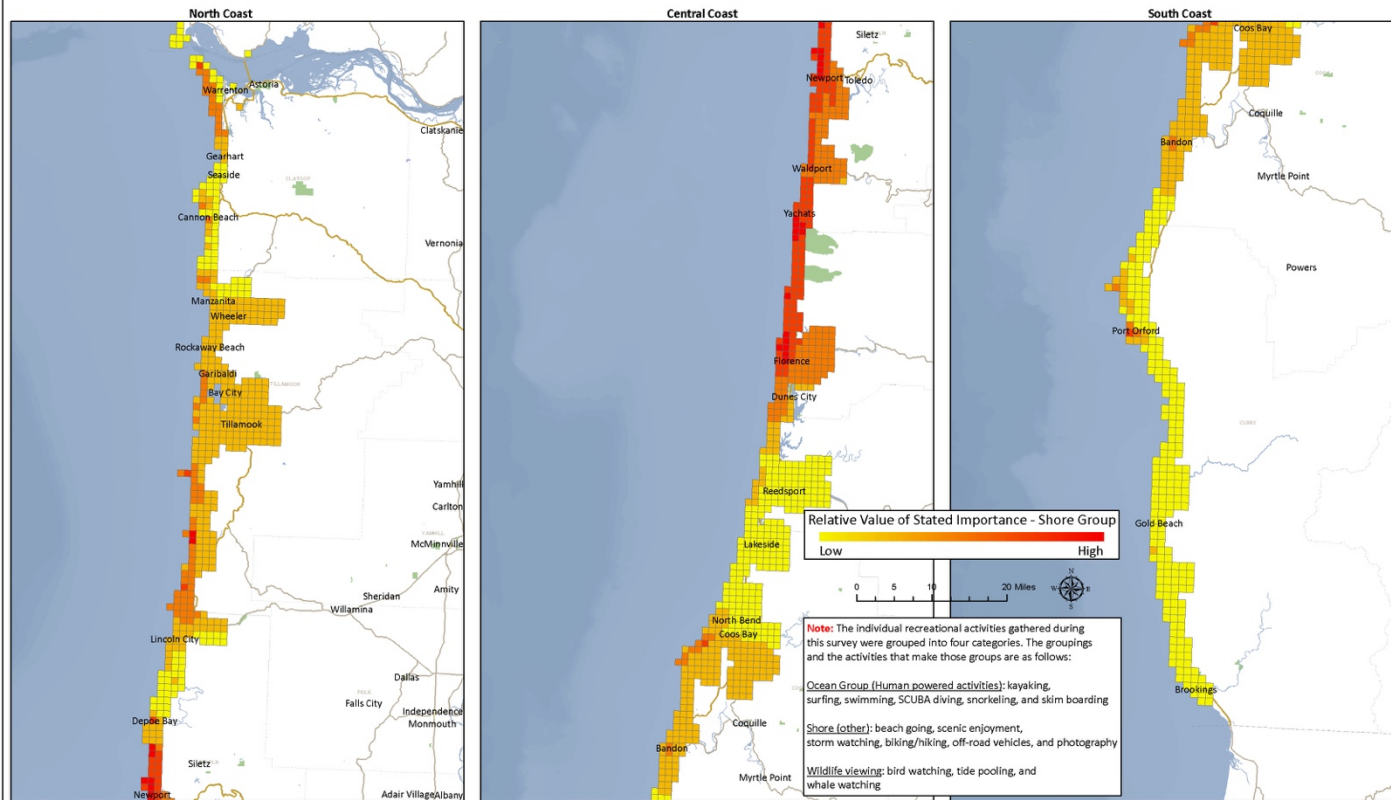
Non-Consumptive Opt-In Cumulative Polygon Data Results - Ocean Group



SPATIAL USE POLYGON DATA: RELATIVE IMPORTANCE — SHORE GROUP

Oregon Recreational Ocean Users Study

Non-Consumptive Opt-In Cumulative Polygon Data Results - Shore Group

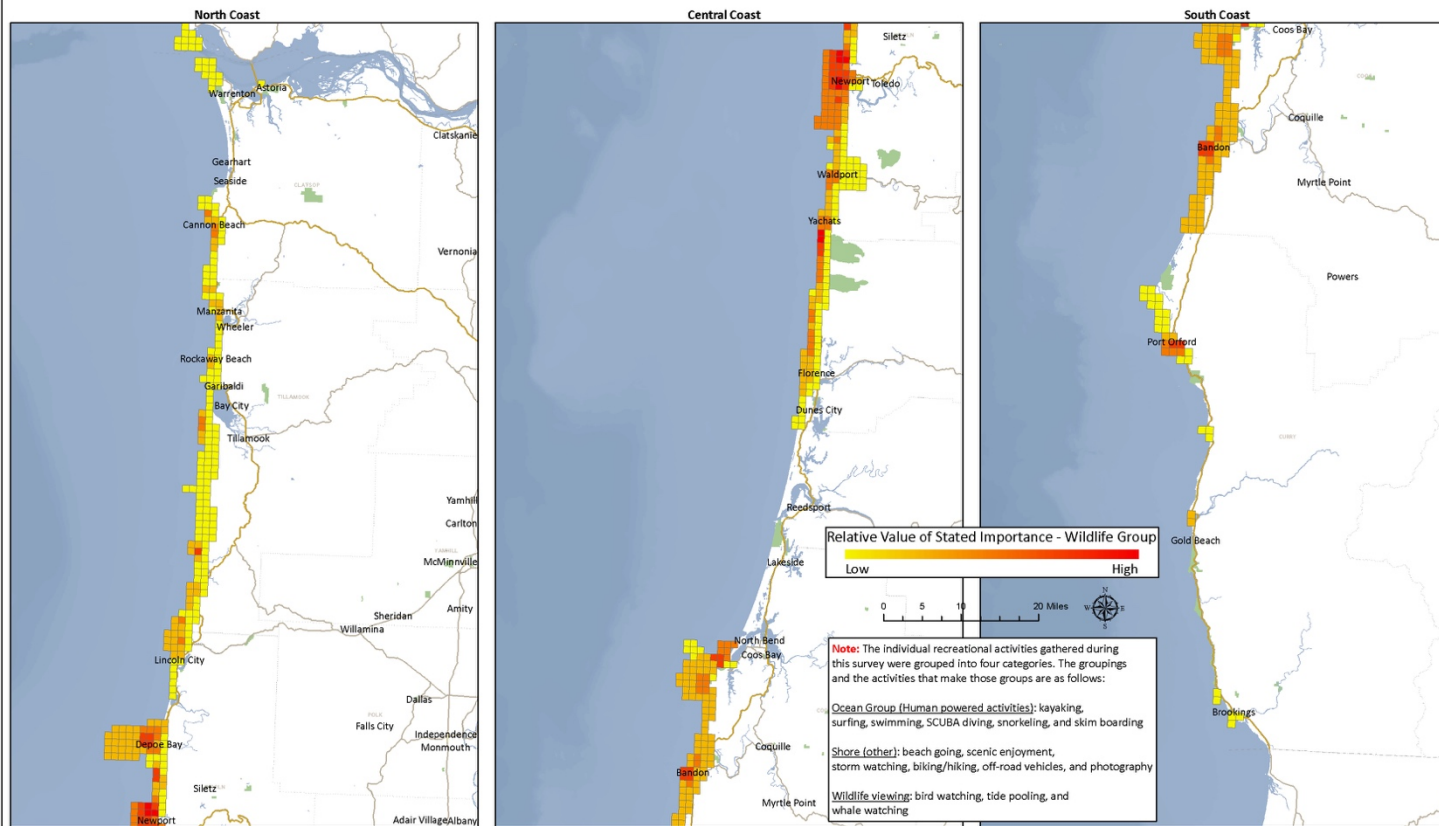


Final Map Products - December 20, 2010

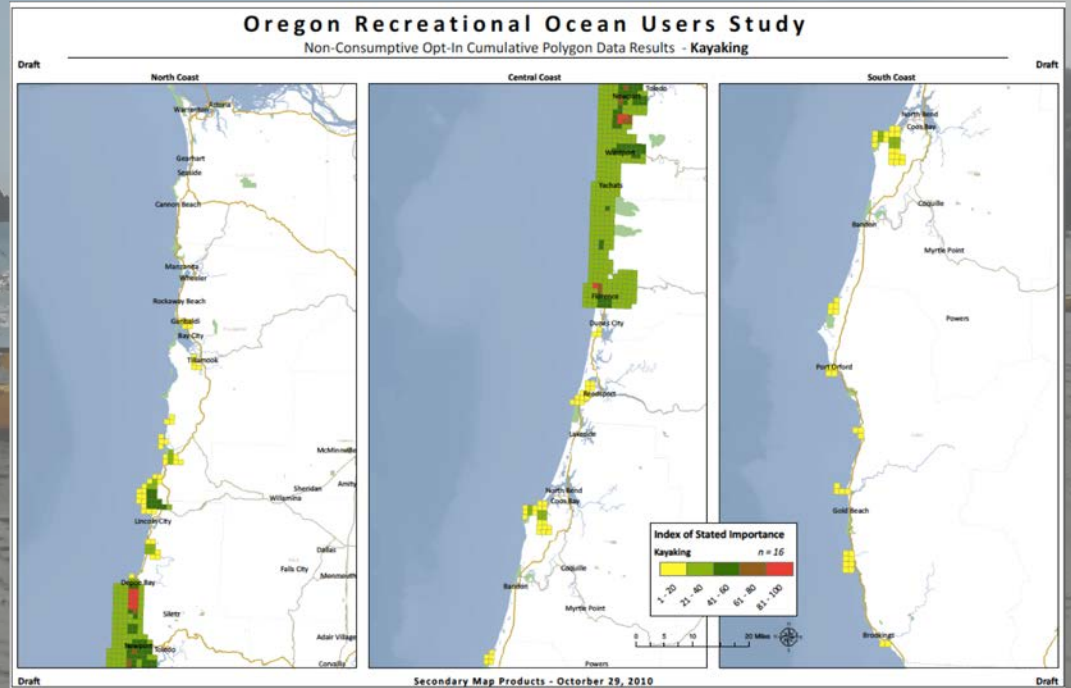
SPATIAL USE POLYGON DATA: RELATIVE IMPORTANCE — WILDLIFE GROUP

Oregon Recreational Ocean Users Study

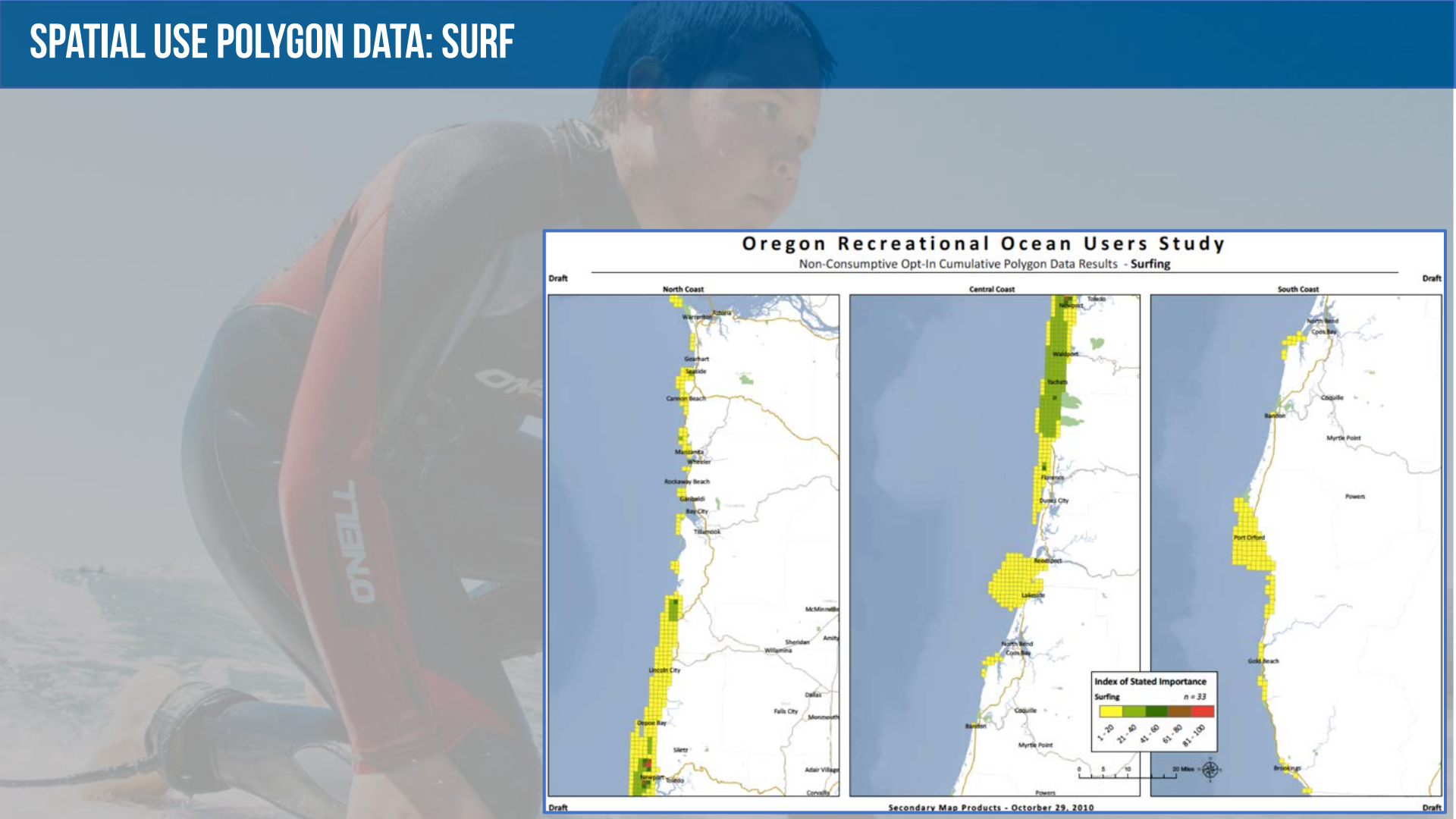
Non-Consumptive Opt-In Cumulative Polygon Data Results - Wildlife Group



SPATIAL USE POLYGON DATA: KAYAKING



SPATIAL USE POLYGON DATA: SURF



OREGON'S OCEAN AND COASTAL RECREATION: KEY TAKEAWAYS

- **CRITICAL COMPONENT OF COASTAL & OCEAN ECONOMY**
 - Support stakeholder representation on decision-making bodies
 - Invest in workforce development / maritime analysis
- **PLACE-BASED, NATURAL RESOURCE DEPENDENT**
 - Need for management and monitoring
- **NEED FOR FURTHER STUDY**
 - 10 years old
 - Rapidly expanding uses and access
 - Economic opportunity
- **LIFE IS BETTER WHEN YOU SURF**



QUESTIONS?

CHARLIE PLYON
OREGON POLICY MANAGER
CPLYBON@SURFRIDER.ORG

