

Submitter: Robert Rube  
On Behalf Of:  
Committee: House Committee On Education  
Measure, Appointment or Topic: HB3365  
3/11/2025

House Committee on Education

Oregon State Legislature

900 Court St. NE, Salem, OR 97301

Dear Chair Neron, Vice Chair Dobson and McIntire and members,

We, the undersigned proprietor and employees of Pura Vida Surf Shop wish to convey our strong support for HB 3365. This critical legislation has the potential to safeguard Oregon's coastal economies, the outdoor industry, and so much more.

HB 3665 would have the Oregon Department of Education integrate age-appropriate, community-based, and solution-oriented climate and environmental topics into academic content standards for all subjects during their periodic review every seven years. This forward-thinking approach is inspired by Oregon students asking their teachers to, "teach us about climate change in as many subjects as possible." Their plea mirrors the sentiments of youth worldwide—concerned about their future, eager to take action, and seeking an education that prepares them to address climate challenges.

As members of the outdoor industry, we know firsthand the immense value of Oregon's natural beauty to our state's economy, culture, and way of life. Recreation on Oregon's beaches alone drives \$3.8 billion annually in consumer spending, contributing to a \$20.6 billion outdoor recreation economy that supports thousands of jobs and generates \$1.5 billion in state and local tax revenue. Moreover, 95% of Oregonians participate in outdoor recreation, underscoring its importance to our collective well-being.

According to OSU's Assessment of Coastal Hazards, "The changing climate will continue to affect hazards along the coast and estuarine shorelines of Oregon, with social and economic effects on coastal communities. These hazards include ocean

acidification, warming temperatures, hypoxia, sea level rise, changes in marine ecosystems and fisheries, and increased frequency of harmful algal blooms (HABs).” The 2015 toxic algal bloom caused \$97.5 million in lost Dungeness crab landings and \$40 million in diminished tourism revenue. Such events are becoming increasingly frequent, endangering both our environment and economy.

HB 3365 tackles these challenges head-on by fostering environmental literacy. By equipping students with the knowledge and tools to understand and address climate change at the local level, the bill enables this generation to restore and sustain the ecosystems that support Oregon’s outdoor industry. This transdisciplinary approach connects the science of climate change to its impacts on local communities, inspiring innovative solutions and collective action.

The benefits of this legislation extend beyond the environment. Healthy ecosystems contribute to Oregon’s economy in countless ways, from providing clean water and carbon sequestration to supporting recreation and increasing property values. Oregon State University estimates that outdoor recreation-related physical activity saves \$3 billion annually in healthcare costs, equivalent to 10% of the state’s total healthcare expenditures.

Policy and technological advancements alone cannot solve the challenges we face. Without a climate-literate citizenry, these efforts will fall short. HB 3365 builds the foundation for a thriving and sustainable future, promoting collaboration between industries, state agencies, and workforce development initiatives while opening pathways to green careers for a diverse population of students.

For the sake of Oregon’s iconic coastlines, thriving outdoor economy, and future generations, we respectfully urge your yes vote on HB 3365. Together, we can ensure that Oregon remains a global leader in natural beauty, resilience, and environmental stewardship.

Thank you for your time and thoughtful consideration.

Sincerely,

Proprietor: Robert Rube  
Pura Vida Surf Shop - 845 1st St, Otter Rock, OR 97369

Employees: Micaela Rinaldi,