



# Surfrider's Recreational Use Survey and Marine Spatial Planning in Washington State

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POINT 97

# Overview

- \* Background on MSP and Rec Study
- \* Stakeholder outreach
- \* Collaboration w/ OCNMS staff
- \* Preliminary spatial & economic data
- \* Questions



# Marine Spatial Planning

- \* **Overarching Goal:** To ensure a resilient and healthy marine ecosystem on Washington's coast that supports sustainable economic, recreational, and cultural opportunities for coastal communities, visitors and future generations.
- \* WA process began in 2010
- \* \$3.7 million allocated for MSP by WA legislature in 2013, from Marine Stewardship Account



# Washington Coastal Marine Advisory Council

- \* Comprised of representatives from commercial fishing, conservation, economic development, coastal energy, recreation, aquaculture, science, ports, state government, coastal marine resources committees, and the community at large
- \* Tasked by the Governor to advise the state on MSP
- \* Mission: Protect and preserve existing sustainable uses



# Recreational Use Survey

- \* Partnered with Point97, State Agencies, MRC's, Recreational Stakeholders, & OCNMS Staff
- \* Surfrider's direct contribution to MSP



# So what is it going to tell us?

- \* Provide **geospatial information** on recreational use
- \* Estimate **number of recreators** on WA beaches
- \* Estimate the **economic impact** of recreation on coastal communities and the State

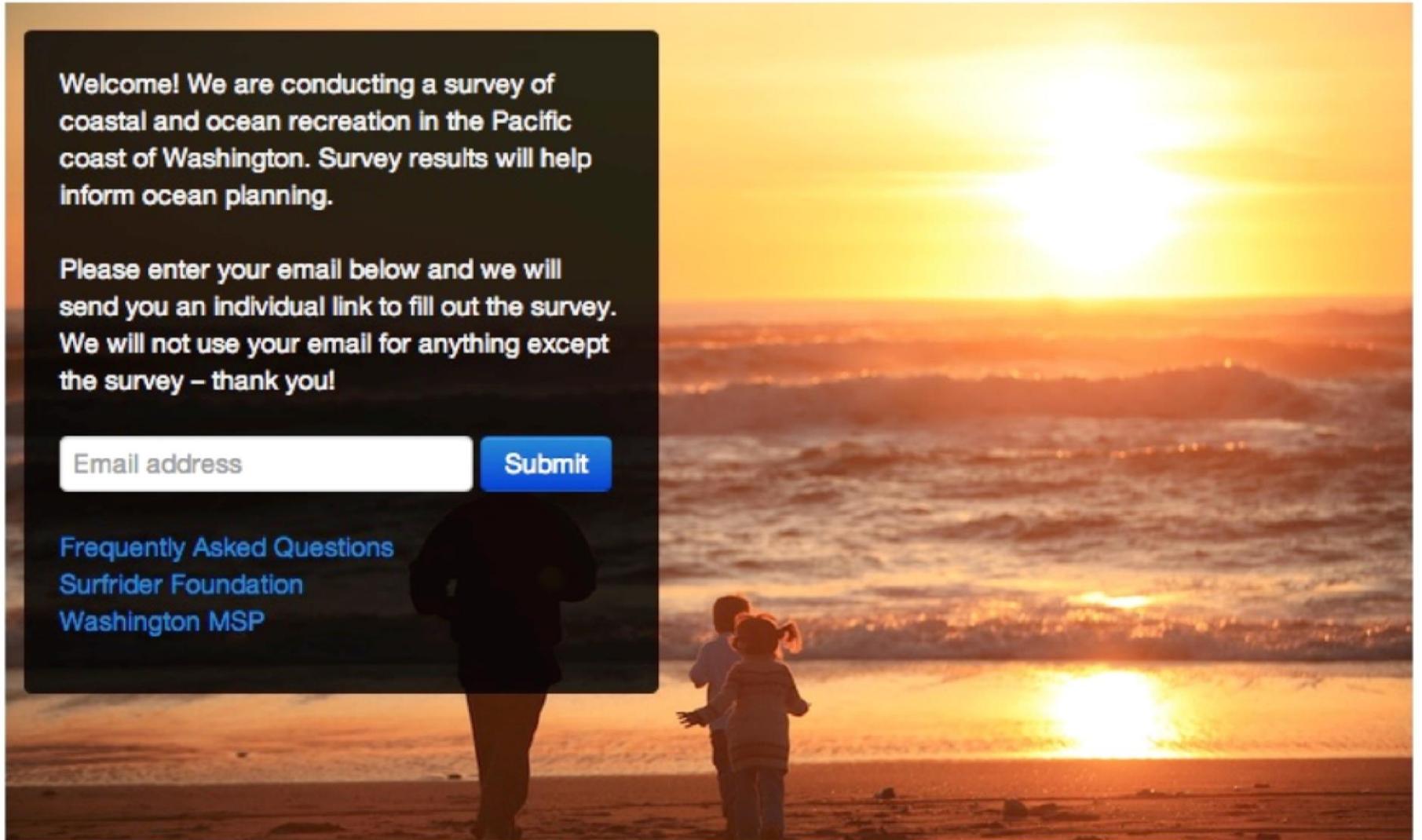


## 2 Modes of Collecting Data: Opt In & Panel

Welcome! We are conducting a survey of coastal and ocean recreation in the Pacific coast of Washington. Survey results will help inform ocean planning.

Please enter your email below and we will send you an individual link to fill out the survey. We will not use your email for anything except the survey – thank you!

[Frequently Asked Questions](#)  
[Surfrider Foundation](#)  
[Washington MSP](#)



# Spreading the word

- \* In-person and online outreach
- \* 218 gatekeepers sharing it online, in newsletters, in stores
- \* Numerous outreach events



# NOAA's Contribution to the Study of Non-consumptive recreation on Washington's Outer Coast

## Two Offices collaborating

- \* Office of National Marine Sanctuaries (HQ economists and OCNMS staff)
- \* National Centers for Coastal Ocean Science (HQ social scientist and economist and physical natural scientists)

## What will NOAA Contribute?

- \* Spatial Use by Activity (same as Surfrider/Point97)
- \* Spending (same as Surfrider/Point97)
- \* Demographic Profile of Users (same as Surfrider/Point97)

# Continued...

- \* **Economic Impact/Contribution of spending to local area economy in terms of output/sales, value-added (Gross Regional Product), income, and employment.**
- \* **Non-market economic value and how the value changes with changes in user characteristics and natural reef attributes.**
- \* **Importance & Satisfaction Ratings for 34 natural resource attributes, facilities and services.**
- \* **Ratings of seabirds and marine mammals on likeability scale.**
- \* **New Environmental Paradigm (NEP) Index**
- \* **Classifies people on an environmental concern scale and has been used as a predictor of people's values for natural resource protection and restoration.**
- \* **Maps of seabird and marine mammal distributions**

# More Info...

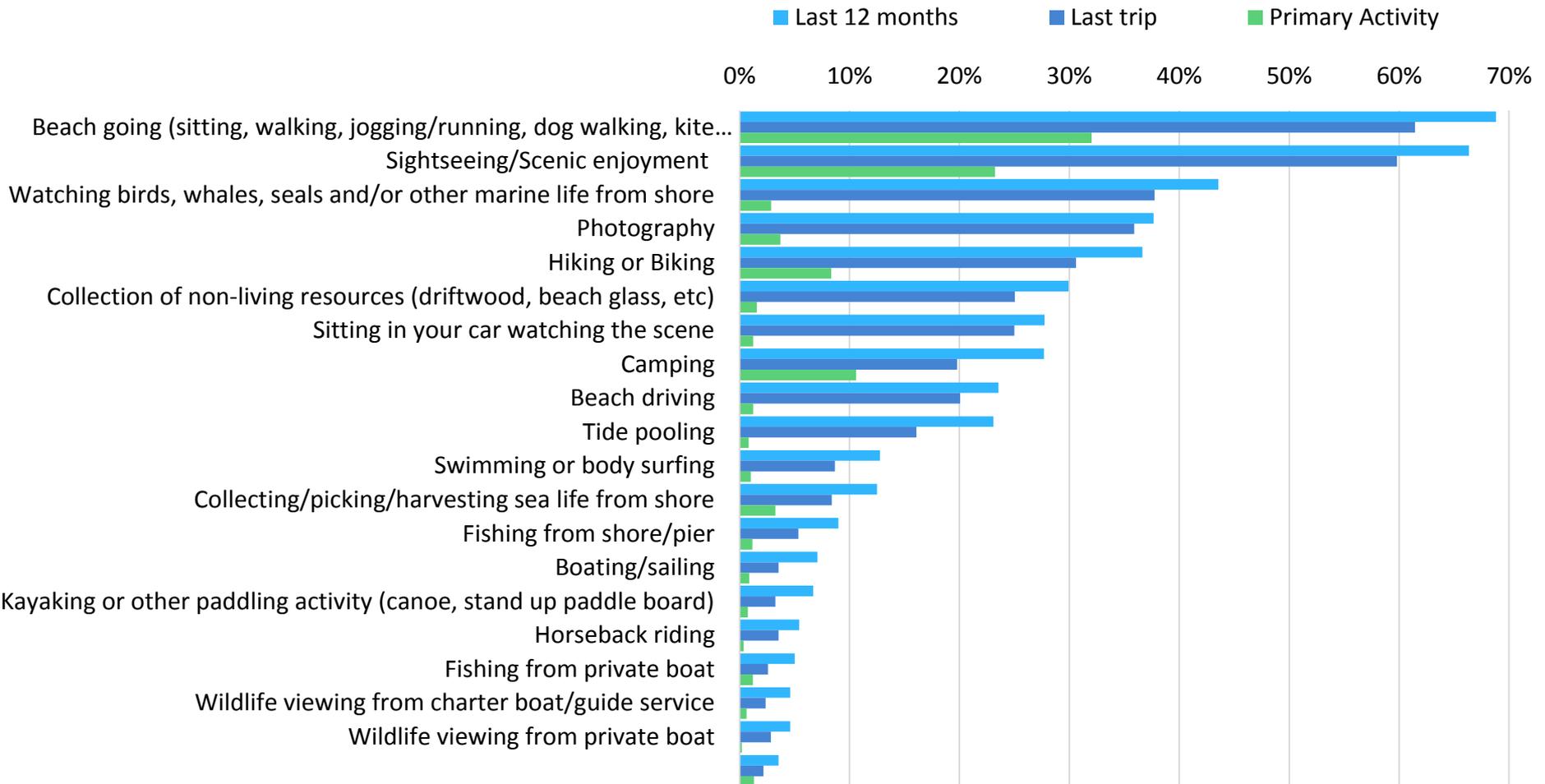
NOAA will produce estimates for the following three geographies:

- \* Outer Coast of Washington
- \* Olympic Coast National Marine Sanctuary
- \* Olympic National Park (coastal/shoreline use on Outer Coast)

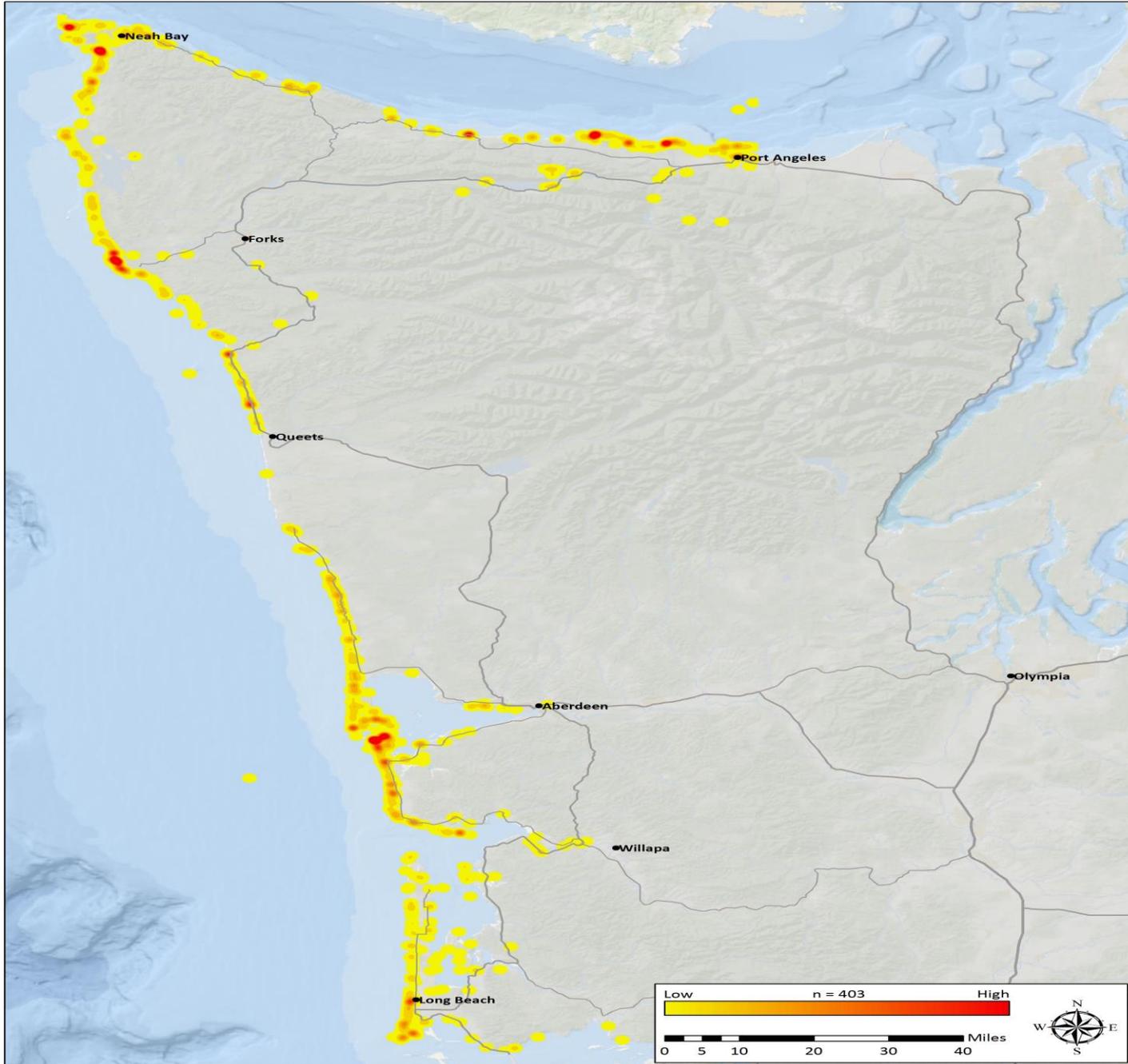
NOAA contacts for further information:

- \* Bob Leeworthy- Chief Economist, Office of National Marine Sanctuaries, [Bob.Leeworthy@noaa.gov](mailto:Bob.Leeworthy@noaa.gov) (301) 713-7261
- \* Theresa Goedeke- Social Scientist, National Centers for Coastal Ocean Science, [Theresa.Goedeke@noaa.gov](mailto:Theresa.Goedeke@noaa.gov) (301) 713-3028 ext. 237

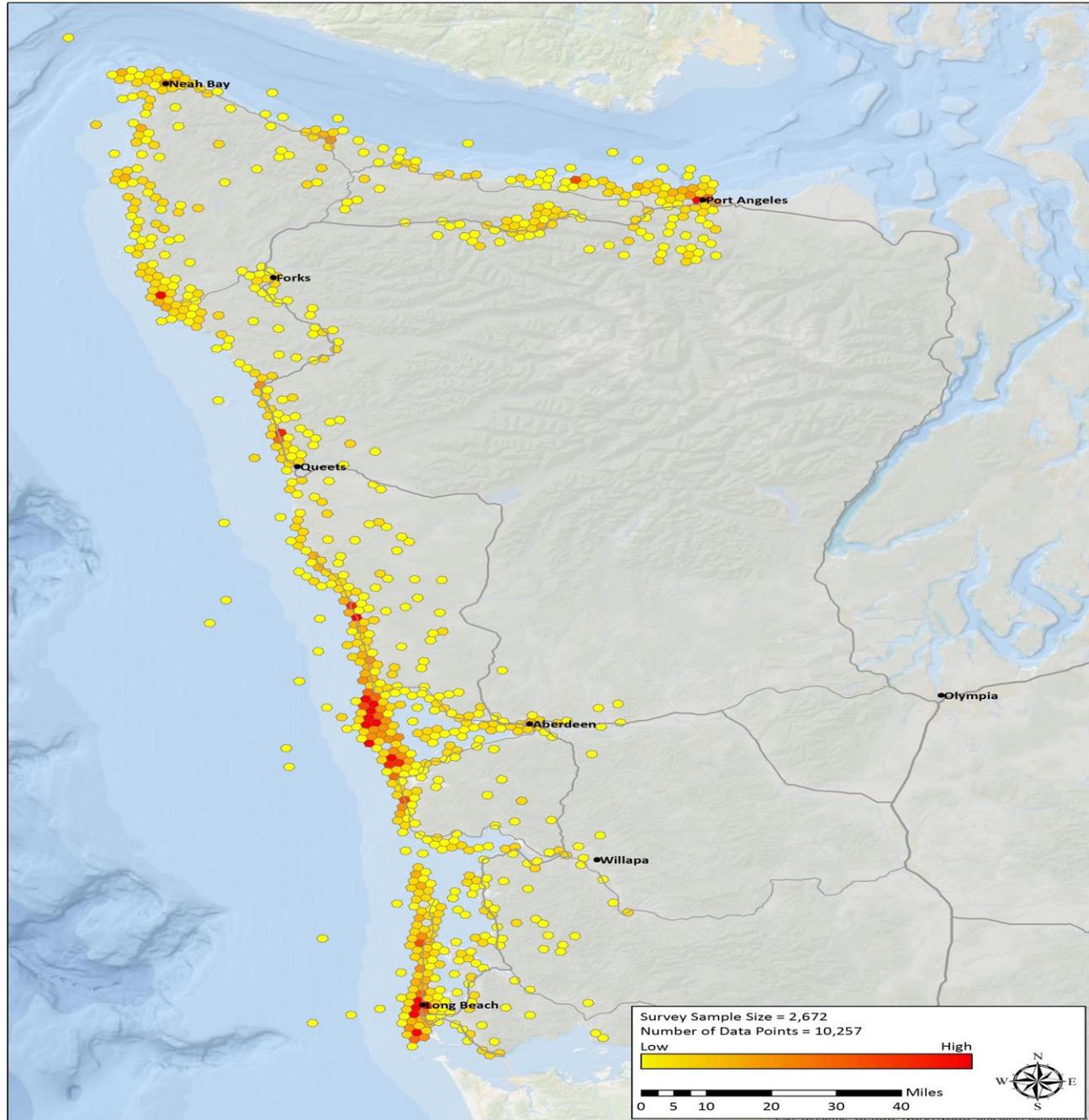
# Most Popular Activities



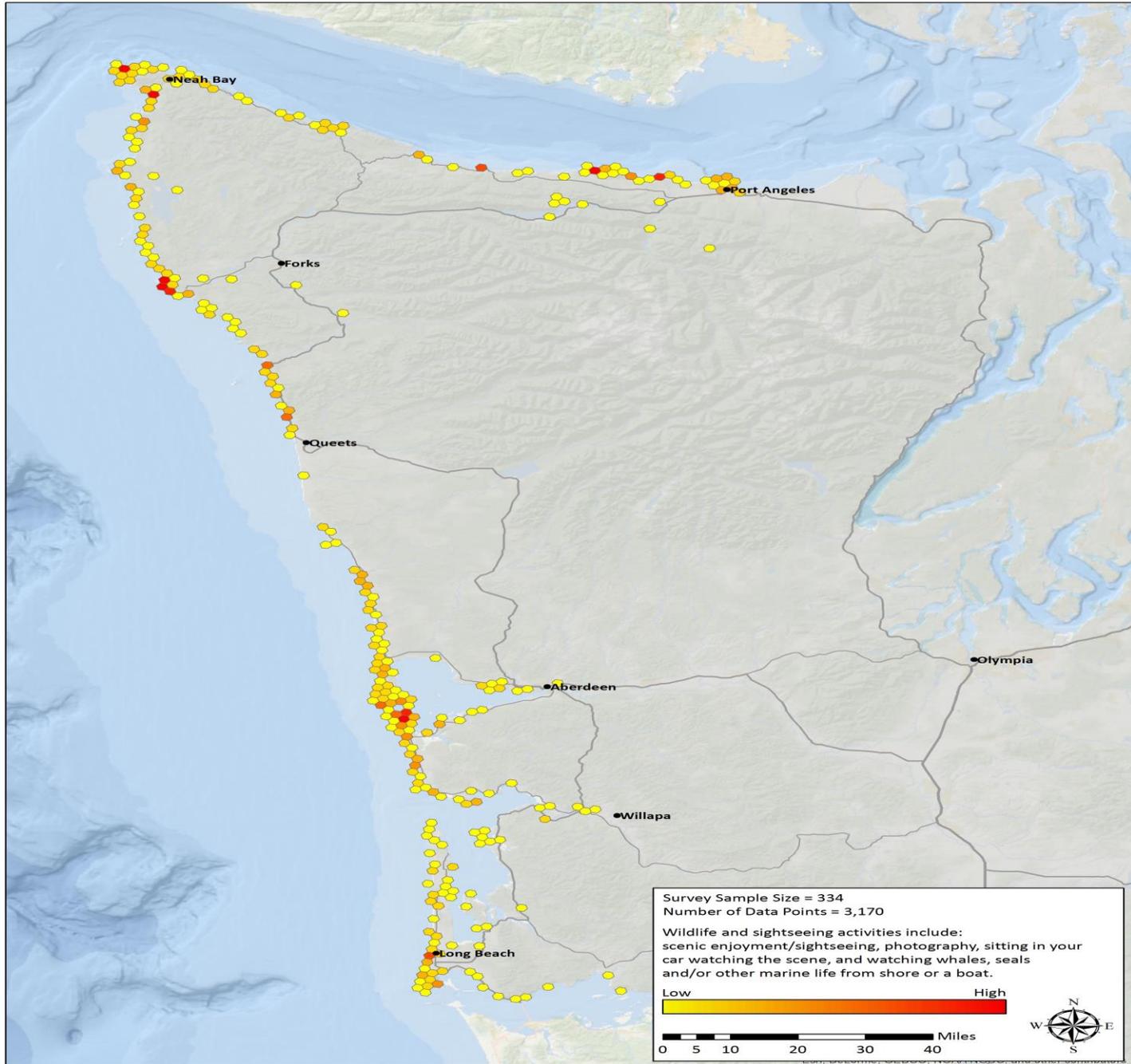
# Washington Coastal Recreation Survey Opt-In Results - All Activities



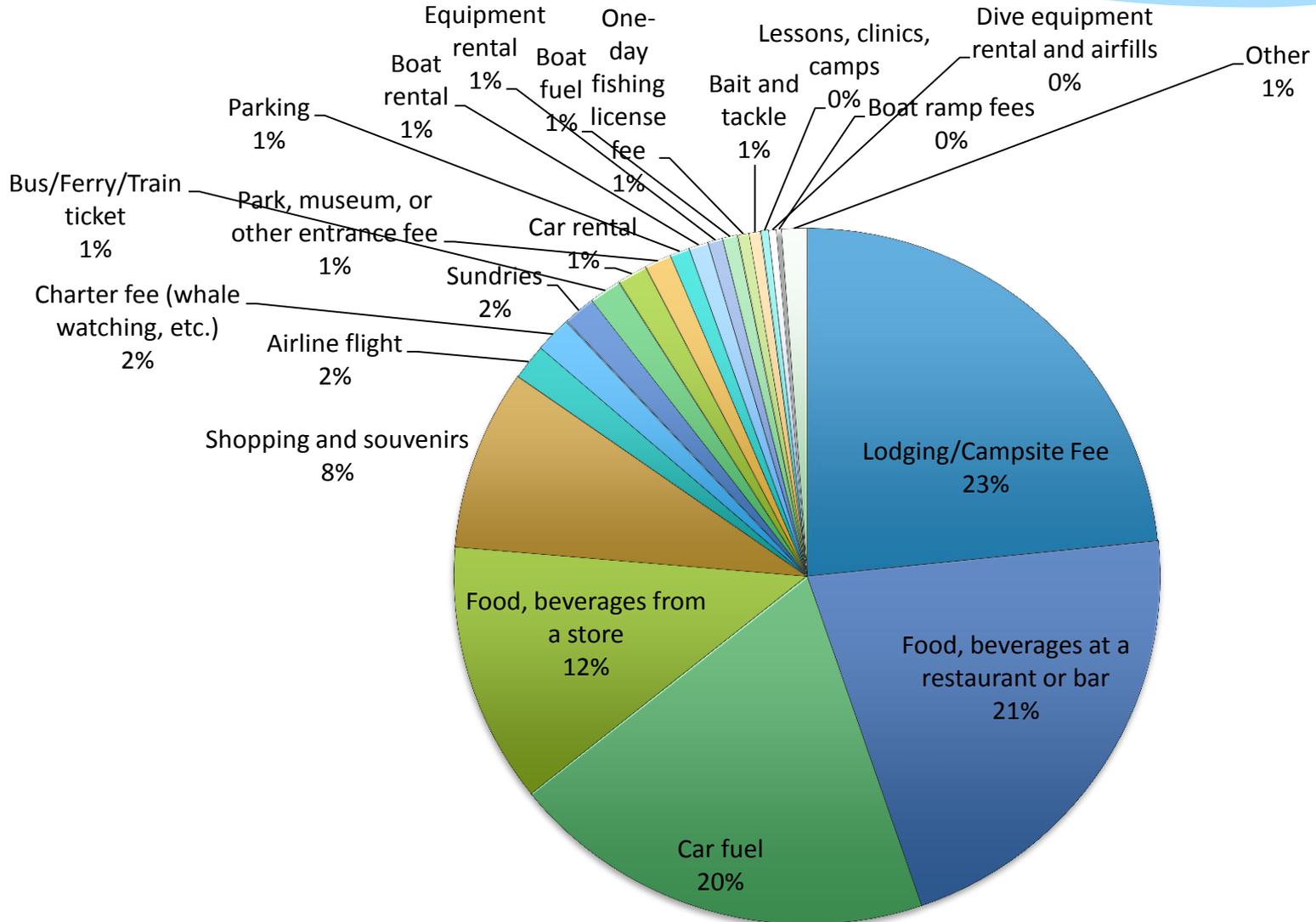
# Washington Pacific Coast - Intensity of Coastal Recreation Use All Activities



# Washington Pacific Coast - Coastal Recreation Survey Opt-in Survey Results - Wildlife and Sightseeing Activities



# Where is the money being spent?



# Stay Informed, Get Involved!

- \* **Next WCMAC Mtg. April 22<sup>nd</sup> in Aberdeen**
- \* Visit Our Blogs, Websites, and Facebook
  - \* <http://washington.surfrider.org/rus>
  - \* <https://www.facebook.com/pages/Surfrider-Foundation-Washington-Chapters/>
  - \* <http://www.msp.wa.gov/>
- \* Gus Gates- [ggates@surfrider.org](mailto:ggates@surfrider.org)
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Thank you! Questions?

