

# Oregon Non-consumptive Recreational Ocean Use Study

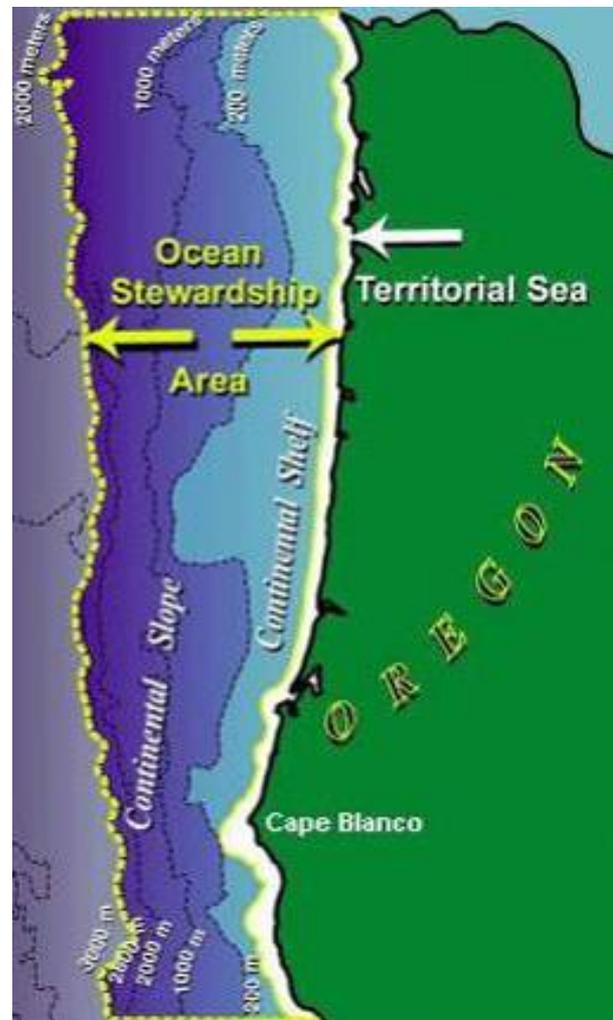


**Jody Kennedy (but really Pete Stauffer)**  
**Surfrider Foundation**  
**OCNMS Advisory Council, Forks, WA**



# Oregon Territorial Sea Planning

- *Comprehensive Plan* to inform renewable ocean energy development
- Surfrider Participation on Territorial Sea Planning Advisory Committee
- Support for addressing “Non-consumptive Recreational Ocean Uses”



# Non-Consumptive Recreational Use



# Oregon Recreational Ocean Use Study



- To collect **geospatial information** on non-consumptive recreational use
- To estimate **numbers of users** in the non-consumptive recreational user community.
- To estimate the **economic impacts** of non-consumptive recreational ocean use

# Study Approach

Use an online survey instrument to collect data on coastal use patterns, trip expenditures, and demographics

**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)

MOVE MAP  
ZOOM IN  
ZOOM OUT

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

Add M Click Click Click Double Click

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.

Skip Activity Continue >>

Draw New Area Cancel Drawing

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0.00000, 0.00000

The screenshot shows a web-based survey interface for a whale-watching activity. On the left, there are four numbered steps: 1. Select a location from dropdown menus; 2. Zoom and center the map; 3. Draw the activity area using various click actions; 4. Repeat for other areas. The right side features a Google Maps interface with navigation controls, a 'Draw New Area' button, and a 'Cancel Drawing' button. The map shows the Oregon coast with various towns labeled. At the bottom, there is a Google logo, copyright information, and a scale bar.

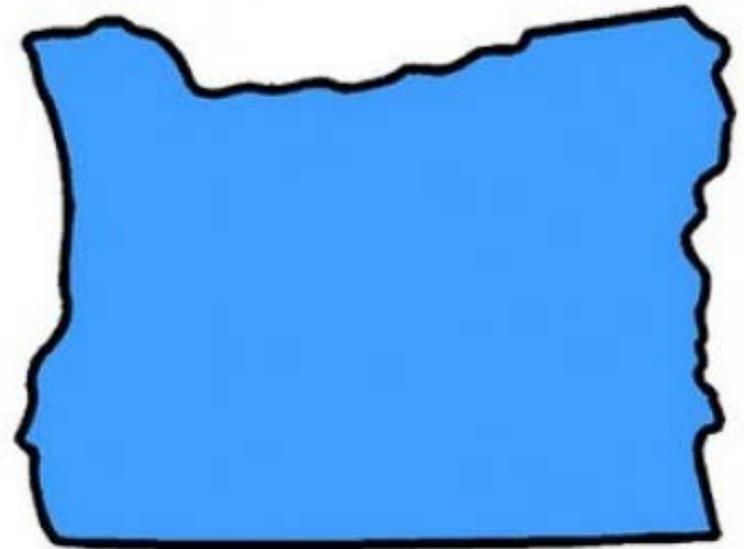
# Survey Recruitment

## Statewide Panel

- Sample of OR and a few WA county residents (Clark, Cowlitz, Pacific, Wahkiakum)
- Representative of larger population
- Allows for extrapolating to larger population

## Opt-in Survey

- Hosted online, anyone can participate
- Contacted recreational groups, businesses, etc.
- Richer information on activity use, participation of avid users, valuation



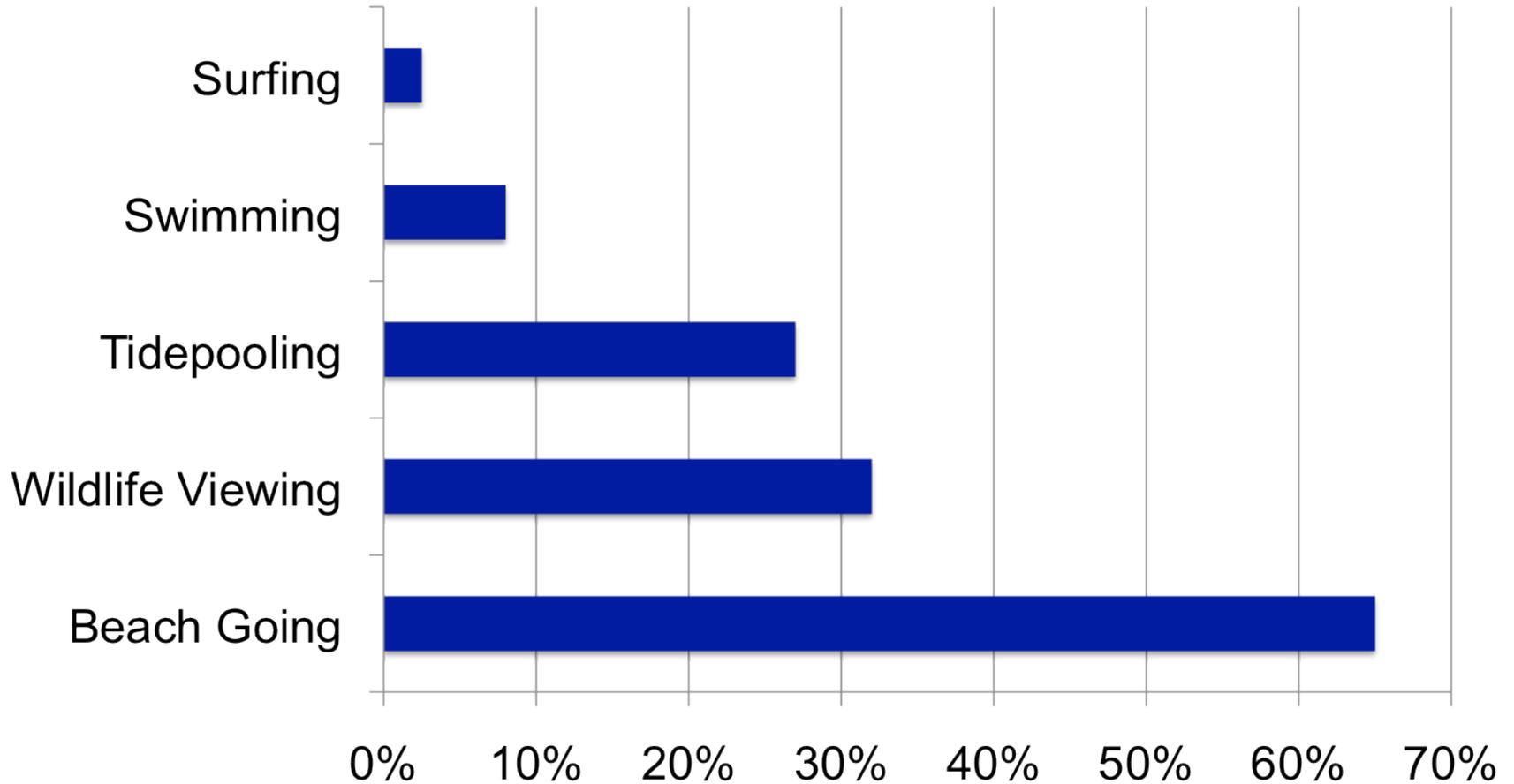
# Outreach & Engagement

## Strategies

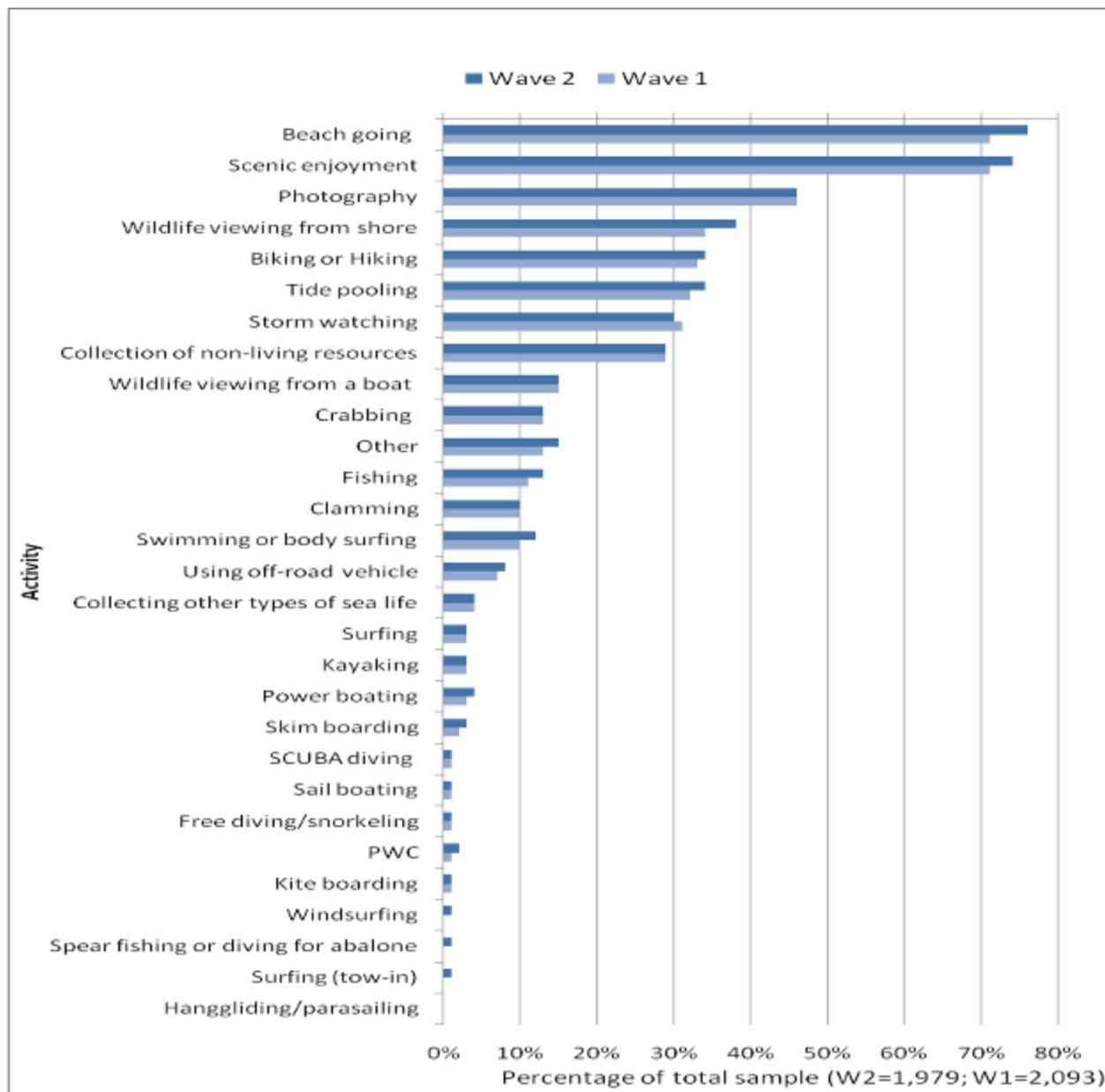
- Identify key contacts and user groups
- Participation in review of survey design
- Disseminate information widely (leverage partnerships)
- Postcards, presentations, site visits, websites, blogs, newsletters, etc.



# Selected Activity Participation

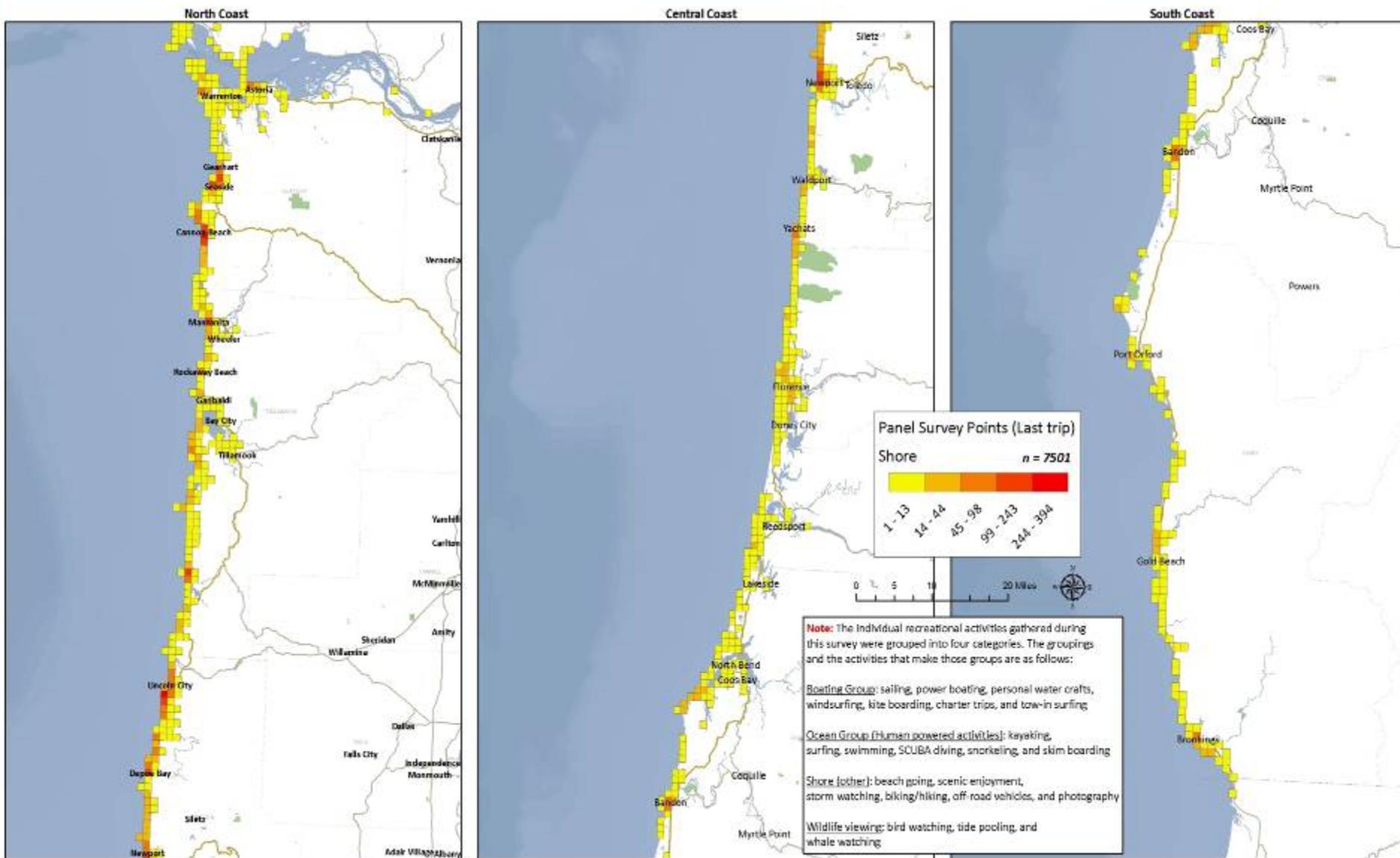


# Participation in activities: % of all survey respondents



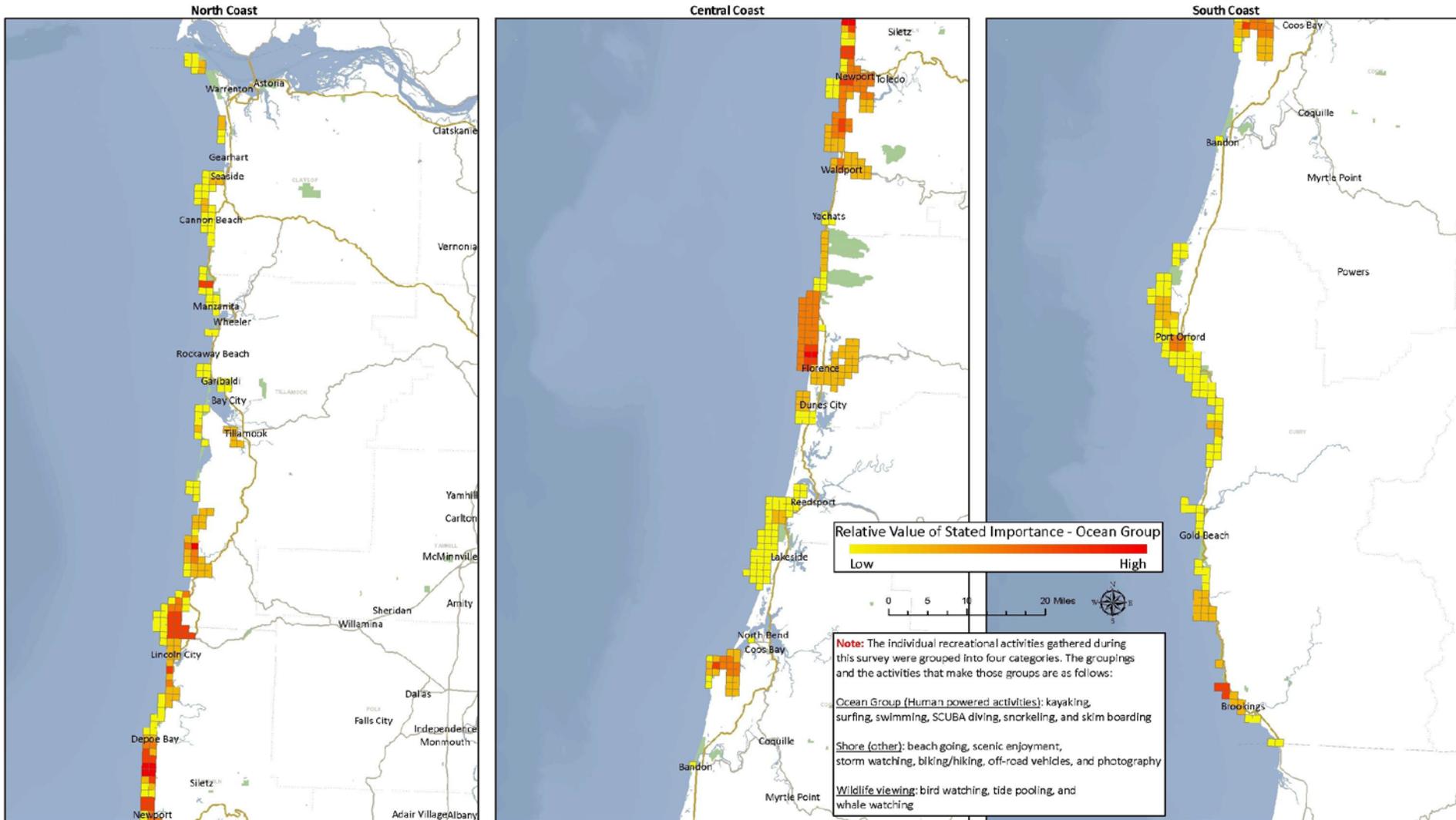
# Panel Last Trip Data Results: Shore Group

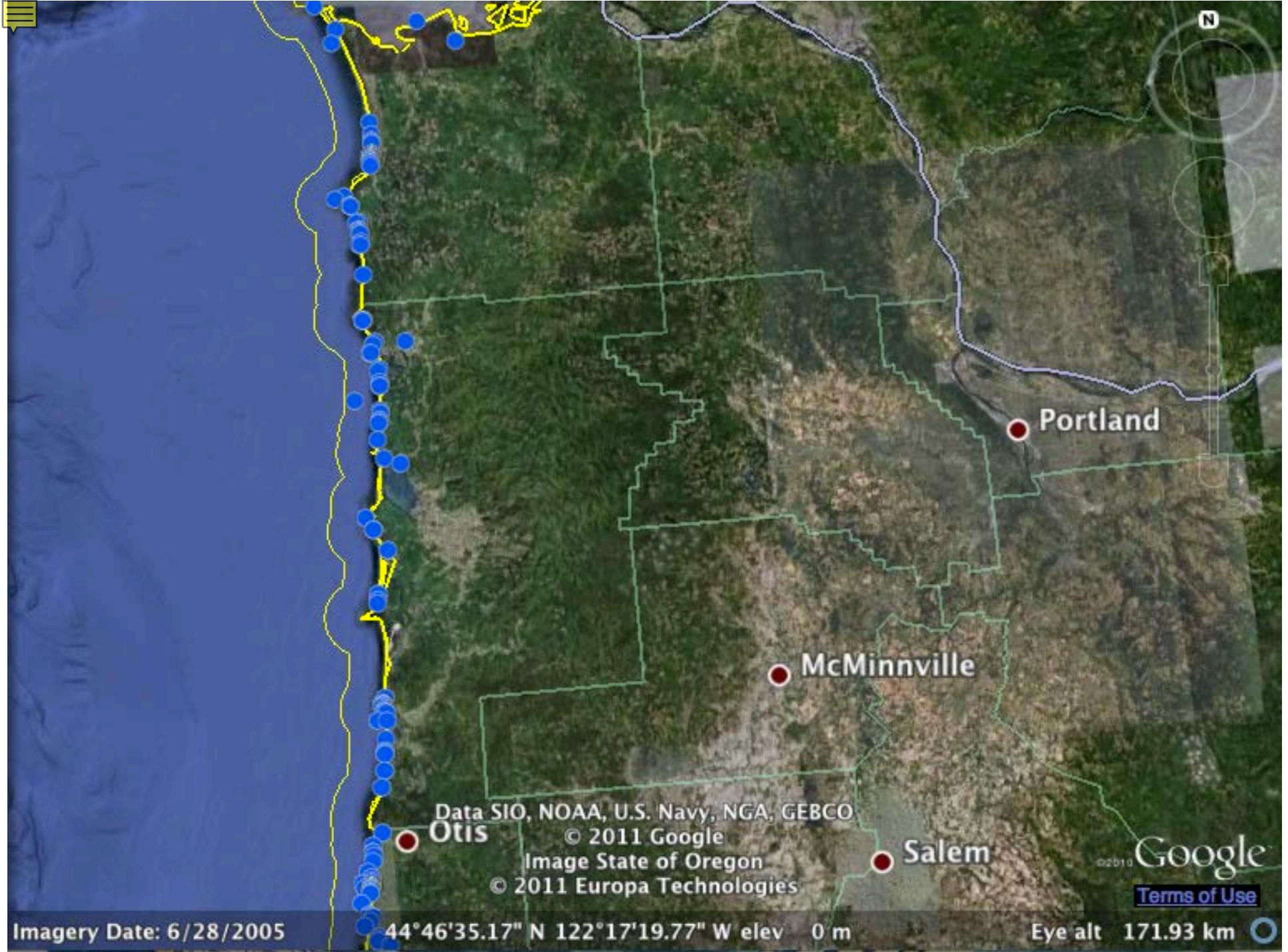
## Non-Consumptive Panel Last Trip Point Data Results - Shore Group



# Opt-in Data Results: Ocean Group

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





Data SIO, NOAA, U.S. Navy, NGA, GEBCO  
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Imagery Date: 6/28/2005

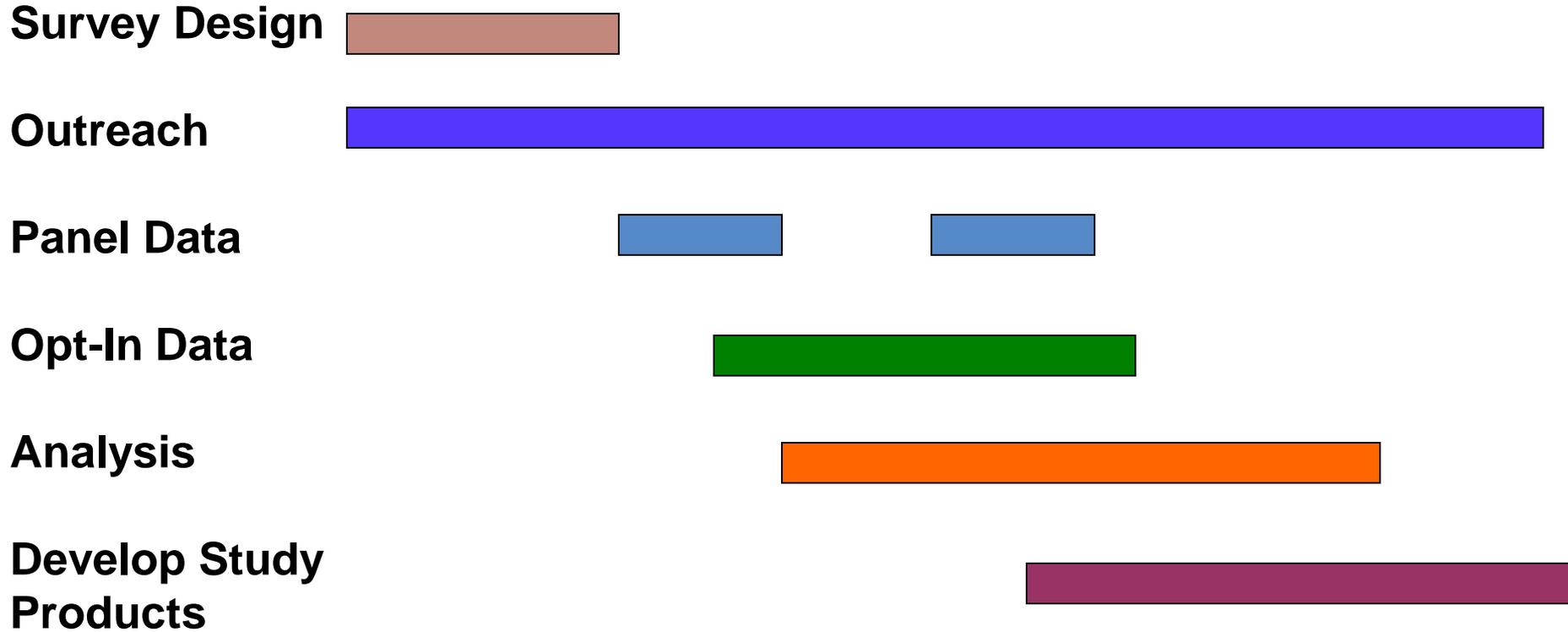
44°46'35.17" N 122°17'19.77" W elev 0 m

Eye alt 171.93 km

## Expenditures: panel survey respondents for last trip

	Total for all trips (n=3555)	per trip average expenditure	per person average expenditure
Lodging	\$415,052	\$116.75	\$37.66
Food & beverages, restaurant, bar	\$239,786	\$67.45	\$21.76
Food & beverages from a store	\$130,979	\$36.84	\$11.89
Souvenirs	\$57,331	\$16.13	\$5.20
Museum, aquarium, etc	\$26,592	\$7.48	\$2.41
Sundries	\$12,980	\$3.65	\$1.18
Other	\$55,981	15.75	5.08
<b>Total</b>	<b>\$938,702</b>	<b>\$264.05</b>	<b>\$85.18</b>

# Project Timeline:



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Nov '09

March '11



# Strengths

- Geospatial data integrated into state's mapping portal
- Two modes of data collection: 'opt-in' and 'representative'
- Emphasis on outreach & engagement
- Collaborative: public-private



# Weaknesses

- Not in the field
- Out-of-state visitors
- Boaters hard to capture



# Lessons Learned

- Make the survey shorter and simpler
- Outreach and engagement is crucial
- More resources for data analysis
- Coordination with project partners is very important



# Project Budget: \$150,000

<b>Partner</b>	<b>Role</b>	<b>\$\$</b>
<b>Surfrider Foundation</b>	<ul style="list-style-type: none"><li>• Project management</li><li>• Advise study design</li><li>• Outreach &amp; engagement</li><li>• Study products</li></ul>	<b>\$30,000</b>
<b>Ecotrust</b>	<ul style="list-style-type: none"><li>• Advise study design</li><li>• Develop geospatial tool</li><li>• Manage data collection</li><li>• Data analysis</li><li>• Study products</li></ul>	<b>\$45,000</b>
<b>NaturalEquity</b>	<ul style="list-style-type: none"><li>• Study design</li><li>• Sampling protocol</li><li>• Data analysis</li><li>• Study products</li></ul>	<b>\$25,000</b>
<b>Knowledge Networks</b>	<ul style="list-style-type: none"><li>• Webhost online survey</li><li>• Survey recruitment</li></ul>	<b>\$45,000</b>
<b>Peer Reviewers</b>	<ul style="list-style-type: none"><li>• Peer review of methods, etc.</li></ul>	<b>\$5,000</b>

# Acknowledgements

**Project Funding:**



**Guidance and collaboration:**



**Peer Reviewers:**

- ODFW
- NOAA
- TRG
- Rec Users
- DLCD
- OSU
- Duke

# ☐ Take away for WA Coast



- ⇒ Fills a critical data gap to inform Marine Spatial Planning in WA.
- ⇒ Would help inform Washington's Working Coast project.
- ⇒ Would provide information on recreational use of waters in the Sanctuary.

# More Information

**Oregon Ocean Planning:**

[www.oregonocean.info/](http://www.oregonocean.info/)

**Oregon MarineMap**

<http://oregon.marinemap.org>

**Surfrider Foundation**

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