

***Outdoor Recreation in Oregon:
The Changing Face of the Future***

January 2008

**Executive
Summary**



Prepared by the Oregon Parks and Recreation Department



Outdoor Recreation in Oregon: The Changing Face of the Future



The 2008-2012 Oregon Statewide Comprehensive Outdoor Recreation Plan

February 2008
Oregon Parks and Recreation Department

Executive Summary

The Purpose of the Plan

Authority to conduct the Statewide Comprehensive Outdoor Recreation Plan (SCORP) process is granted to the Director of the Oregon Parks and Recreation Department (OPRD) under Oregon Revised Statutes (ORS) 390.180. The primary purpose of this planning effort is to provide recommendations to the Oregon State Park System operations, administration, planning, development, and recreation programs. It also provides guidance for other OPRD-administered grant programs including the Local Grant, County Opportunity Grant, Recreational Trails and All-Terrain Vehicle Programs.

In addition, the plan provides guidance for the Land and Water Conservation Fund (LWCF) program and information and recommendations to guide federal, state, and local units of government, as well as the private sector, in making policy and planning decisions.

OPRD Planning Role

For this planning effort, the OPRD provided the project management, staffing and resources necessary to complete the plan in a high-quality manner. To maintain objectivity, the department incorporated rigorous research methods and established four separate Advisory Committees (aging, diversity, youth, and physical activity) to assist with addressing these key statewide demographic and social changes in the planning process. As a result, key planning recommendations represent the consensus of members representing a wide variety of agencies and organizations from across the state. The OPRD will support the implementation of key statewide and local planning recommendations through internal and external partnerships and OPRD-administered grant programs.

The LWCF program was established by Congress in 1964 to create parks and open spaces, protect wilderness, wetlands, and refuges, preserve wildlife habitat and enhance recreational opportunities. Within the LWCF

program, each state is appropriated funding for a stateside matching grants program which can be used to acquire land for parks and recreation purposes; build or redevelop recreation and park facilities; provide riding and hiking trails; enhance recreation access; and conserve open space, forests, estuaries, wildlife, and natural resource areas through recreation projects. In most years, all states receive individual allocations of stateside LWCF grant funds based on a national formula, with state population being the most influential factor.

To qualify for stateside LWCF funding, each state must prepare a SCORP every five years. This document and related appendices were prepared by OPRD to be in compliance with Chapter 630 of the Federal Land and Water Conservation Fund Grants Manual. With the completion of this plan, the state of Oregon will maintain its eligibility to participate in the LWCF fund through the year 2012.

Key Planning Issues

The OPRD began this SCORP planning process in September 2005. Unlike previous statewide planning efforts where planning staff used regional issues workshops to identify top statewide issues, the agency has taken a more proactive approach in addressing a limited number of previously identified and defined issues. Key findings from the 2003-2007 SCORP and the 2005-2014 statewide trails planning efforts identified a number of important demographic and social changes facing outdoor recreation providers in the coming years including:



1. A Rapidly Aging Oregon Population

Within the next decade, 15 percent of Oregon's total population will be over the age of 65 and by 2030 that number will grow to nearly 20 percent. An enhanced focus on promoting and preserving the health of older adults is essential if we are to effectively address the health and economic challenges of an aging society. If older adults increase physical activity, improve eating habits, and take some relatively simple steps to minimize the risk of falling, they could live longer and healthier lives. Boomers will also have more time to "give back" to their communities or become involved in meaningful and purposeful volunteer activities. In addition to providing direct benefits to the community, studies have also shown that volunteerism increases an older adult's physical health and agility as well as his/her cognitive and mental well-being. Clearly, Oregon's park and recreation providers have the facilities and programs in place across the state to take a leadership role in promoting and preserving the health of older adults through encouraging and facilitating their involvement in active outdoor recreation activities. OPRD has undertaken an effort to examine how recreation providers across the state can proactively manage for changes associated with an aging Oregon population.



2. Fewer Oregon Youth Learning Outdoor Skills

Although Oregon is a state with abundant natural resources, there is growing evidence that Oregon's youth are gravitating away from outdoor experiences and towards a virtual indoor reality. Analysis of past SCORP survey results indicates that participation in traditional outdoor recreation activities such as camping, fishing and hunting has dramatically decreased. It could be argued that because of a variety of societal changes, Oregon has "lost a generation" of outdoor recreation participants. Research has shown that people who do not participate in outdoor recreation as youth are less likely to participate in those activities as adults. By providing Oregon's youth with opportunities to learn outdoor recreation skills in outdoor settings, we have the opportunity to rebuild the foundation for future outdoor recreation participation, reestablish personal connections with nature and their public lands, and improve not only health and well being of future youth and adults, but also instill a passion for nature that may parlay into nature stewardship. This can be accomplished by engaging Oregon parents in outdoor skill/development activities or engaging youth directly.



3. An Increasingly Diverse Oregon Population

The face of Oregon is changing. By the year 2020, Oregon's combined Hispanic, Asian, and African-American population will make up 22% of the state's population. Research has identified that in general, minorities are less likely than whites to participate in outdoor recreation in the U.S. As a result, these under-represented populations forego the health, social, and other benefits of outdoor recreation, while natural areas, and the agencies that manage them, lose a potentially important group of supporters. As Oregon's population continues to change, it is critical to understand how different ethnic and racial groups participate in outdoor recreation activities, and the constraints that limit their participation to better serve their outdoor recreation needs.



4. Oregon's Physical Activity Crisis

According to the U.S. Center for Disease Control (CDC), rates of physical inactivity and obesity in the U.S. have reached epidemic proportions.

Overweight and obesity are associated with increases in several chronic diseases such as coronary heart disease, type-2 diabetes, and various cancers. Regular, moderate exercise has been proven to reduce the risk of developing coronary heart disease, stroke, colon cancer, hypertension, diabetes, osteoporosis, obesity and depression. Public facilities such as trails, swimming pools and parks that are conveniently located have been found to be positively associated with vigorous physical activity in a number of studies, among both adults and children. By providing facilities and programs which encourage physical activity, parks and recreation providers can directly contribute to the battle on physical inactivity, obesity, and rising health costs in Oregon.

SCORP Research Projects

The planning process includes a series of studies designed to provide outdoor recreation managers and planners across Oregon with usable knowledge so they can proactively

address the four key statewide demographic and social changes affecting recreation in Oregon. The research projects, methodologies, and key findings are highlighted below.

1. An Aging Population and Outdoor Recreation in Oregon.

This research component assessed the effects on outdoor recreation of two related trends—Baby Boomers moving into retirement and relocation to and within Oregon. The project included: (a) a statewide mail survey of “Baby Boomers” and “Pre-Boomers”¹; and (b) a separate analysis of factors affecting relocation to and within Oregon associated with the Baby Boomer and Pre-Boomer populations.

Statewide Survey of Boomers and Pre-Boomers

The statewide mail survey was designed to identify current outdoor recreation participation among these two populations and how they expect to recreate in the coming years. Of critical importance, is how to keep Boomers actively involved in outdoor recreation as they move into and through retirement. A copy of the full report is available on the web at: http://egov.oregon.gov/OPRD/PLANS/docs/scorp/Aging_Oregon_Report.pdf.

Summary of Key Findings: Statewide Survey of Boomers and Pre-Boomers

- Survey results for the current Oregon population of Boomers and Pre-Boomers are consistent with expectations that outdoor recreation

¹ Baby Boomers, or simply Boomers, are Oregon residents born between 1946 through 1964, while Pre-Boomers are Oregon residents born between 1926 and 1945.

participation declines with age despite greater free time in retirement.

- On average across all activities, respondents expect to spend 28% more days recreating 10 years from now than they currently do. In other words, Boomers in Oregon may “break the trend” of decreasing recreation participation with age.
- The most popular outdoor recreation activities for Oregonians between the ages of 42 and 80 included walking, picnicking, sightseeing, visiting historic sites and ocean beach activities.
- A comparison across age categories for top five activities by participation intensity leads to the following conclusions: Walking is the top activity across all age categories (40-79); jogging is a top activity between the ages of 40-59, but is also popular for those in their 70s; bicycling is a top activity between the ages of 40-64; sightseeing is a top activity between the ages of 45-74; bird watching is a top activity between the ages of 55-79; and RV/trailer camping is a top activity between the ages of 55-74.
- The top five activities in terms of future participation intensity 10 years from now included walking, bicycling (road/path), jogging, bird watching and day hiking.
- The most important current motivations or reasons for participating in outdoor activities were to have fun and be in the outdoors.
- Ensuring clean and well-maintained parks and facilities was the most important management action that will lead to a large increase in recreation followed by developing walking/hiking trails closer to home and providing more free-of-charge recreation opportunities.
- Boomers placed more importance than Pre-Boomers on developing trails and parks closer to home and providing more information.
- Over a third of Oregon Boomers and Pre-Boomers volunteered in their community, with an average time commitment of 5.3 hours per week.
- Of those who volunteered, 43% expect future changes in their volunteer activities, with most of the changes involving greater volunteerism: more time, more projects at current volunteer opportunities, and new volunteer opportunities.
- When asked what recreation or natural resource agencies can do to increase the time respondents spend volunteering or to attract new volunteers, the overwhelming response was to provide more information.
- Oregon’s recreation managers can expect substantial increases in the number of visitors with a physical or mental disability using their recreational facilities and services in the coming years as Boomers increase in age.
- Priority should be given to trails, picnic areas, sightseeing areas, and historic sites in terms of where resources should be directed for providing accessibility accommodations.
- Respondents were asked about their past and expected moves (relocation). Nearly one third (32%) had moved in the past ten years and 14% plan on moving in the next 10 years.
- Respondents who had moved or expected to move were asked about community characteristics that affected or will affect their selection of a destination community. Scenery was the most important characteristic, followed by low crime, high-quality health care, low tax levels, and general outdoor recreation opportunities.

- Boomers rated job opportunities much more highly than do Pre-Boomers. Other characteristics favored by Boomers included other recreation (other than golf and winter recreation) opportunities, presence of a college or university, and a four-season climate.
- Pre-Boomers rated the following more highly: assisted living facilities, being near family and friends, being near previous residence, and low tax levels.

Boomer and Pre-Boomer Relocation To and Within Oregon

The relocation analysis summarizes available data on Boomer and Pre-Boomer relocation in Oregon, with a goal of understanding past and future relocation in order to facilitate provision of outdoor recreation opportunities. The analysis utilized secondary data, primarily from the U.S. Census Bureau, Oregon DMV records and the results of the statewide Boomer and Pre-Boomer survey. Relocation can be separated into intra-state relocation (from one location to another within Oregon) and inter-state relocation (from another state or county to Oregon). A copy of the full report is available on the web at: http://egov.oregon.gov/OPRD/PLANS/docs/scorp/Aging_Migration_Report.pdf.

Summary of Key Findings: Boomer and Pre-Boomer Relocation To and Within Oregon

- Oregon as a whole has been a popular destination for inter-state relocation, with California being the dominant state of origin, followed by Washington.
- On a statewide basis, the number of Oregonians relocating to new communities within the state in the Boomer and Pre-Boomer population

far exceeds the number of people relocating in Oregon from other states in these age categories.

- Southern, Coastal, and Central Oregon have been particularly popular destinations for inter-state relocation, while inter-county relocation has been more dispersed around the state.
- Considering inter-state and inter-county relocation combined, 1995-2000 relocation represents more than 20% of the 2000 population in most counties, and more than 30% in some.
- The aging Boomer cohort will dramatically increase the number of inter-county and inter-state moves to Oregon communities. Over the next decade, Oregon communities can expect roughly 20% more moves in the 40 to 79 age range than they experienced in the past decade.
- The level and distribution of relocation across communities will not be uniform across the state; rather, both the number of moves and the intensity relative to current population bases will vary across the state.
- During the period from 1996-2006, Southern and coastal (Florence and south) Oregon communities had highest levels of relocation intensity, followed by Central Oregon.
- Projections for the years 2006-2016, maintain a similar relocation pattern — that relocation will be most intense in Southern and Coastal Oregon.

2. Encouraging Youth Outdoor Recreation Participation in Oregon.

This research component was designed to identify factors that limit youth participation and opportunities for overcoming them. The project included (a) a statewide mail survey of Oregon youth and their parents and (b) a separate study

designed to explore the opinions and thoughts directly from youth in a series of focus group meetings.

Statewide Survey of Oregon Parents and Youth

The statewide mail survey was conducted using a random sample of “child intense” Oregon households. Each person in the sample received a parent survey and two youth surveys. Parents reported on their own outdoor recreation behavior and that of a randomly selected child between the ages of 3 and 17 (if there were any in the household). The youth surveys were intended for household youth, up to a maximum of two, in the 12-17 age range. A copy of the full report is available on the web at:

http://egov.oregon.gov/OPRD/PLANS/docs/scorp/Youth_Survey_Report.pdf.

Summary of Key Findings: Statewide Survey of Oregon Parents

- Starting with the parent survey, the most popular (highest average days in past year) outdoor activities for parents were walking, viewing natural features, and relaxing/hanging out. For children, the most popular were walking, followed by outdoor sports/games, relaxing/hanging out, and general play at neighborhood parks/playgrounds.
- The more a parent engages in an outdoor recreation activity, the more their child does.
- Participation varies across child age, with both the number of activities and the number of activity days peaking amongst 12-14 year olds and decreasing for 15-17 year olds.
- Rural children spend more days, on average, in outdoor activities relative to urban and suburban children.

Suburban children spend the least amount of days in outdoor activities.

- For most activities parents first engaged in the activity as a child, rather than an adult. This is consistent with research indicating the importance of early life participation setting a pattern for later life participation.
- Based on parental reports, children spend more time, on average, than parents did in organized sports, both indoor and outdoor. However, there have been decreases in other activities, with the greatest decreases occurring in outdoor chores and outdoor play not at school.
- With the exception of swimming and applying environmental ethics, children were rated, on average, as having a lower ability than their parents when they were children.
- Map/ compass, cooking outdoors, and knots/ rope work skills were the skills in which children’s abilities are lowest relative to the previous generation’s ability.
- In general, abilities have decreased more, on average, amongst urban and suburban households than among rural households.
- Most parents learned skills from their parents or guardians.
- Outdoor sports programs and day camps were the most popular types of outdoor recreation programs with respect to past participation.
- Many parents indicated that it would be very likely for their children to participate in outdoor sports programs (62%), multi-day camps (49%), outdoor adventure trips (45%), and day camps (45%) in the future.
- When considering constraints that limit program participation, parents reported that lack of information and cost are the

two most important constraints — especially for low income households.

- Having fun was clearly the most important priority for parents in selecting programs, though staying safe and out of trouble and getting physical activity and exercise were also important priorities.
- Most respondents felt there are safe opportunities for their children to engage in outdoor activities.
- Almost all parents felt that it was a priority for their child to spend more time in outdoor activities.

Summary of Key Findings: Statewide Survey of Oregon Youth

- Outdoor field games were clearly the favorite activity for youth, followed by biking and outdoor court games.
- Though parents play critical roles in introducing youth to activities, friends and other family (e.g., siblings) were more popular recreation partners for youth.
- When asked what they would like to do more often, youth commonly noted outdoor field games, followed by biking and camping.
- More or better facilities and more participants or teams would help youth engage more often.
- Homework and other (e.g., indoor) activities were noted as the most common constraint to youth spending more time outdoors.
- Youth were asked to create an ideal activity program, selecting one or more from a list of 31 potential activities. Tent camping was the most popular activity to include in such a program, followed by sledding / tubing, swimming / diving, and outdoor field games.
- Girls were more likely than boys to include horseback riding as an ideal

activity program, while boys were more likely than girls to include All-Terrain Vehicle (ATV) riding. Girls are equally enthusiastic about tent and cabin camping whereas boys prefer tent camping.

- Youth preferred to do their favorite program activity with friends and in groups of 3-5 or 6-10 people.

Oregon Youth Focus Group Meetings

The focus group study was designed to explore the opinions and thoughts directly from youth of various age groups who lived in rural and urban areas in the state of Oregon. Activities, time, constraints and benefits experienced in the outdoors were the major focus of this exploration. A series of nine focus group meetings occurred in three separate locations in Oregon including the cities of Portland, Bend and Prineville. A copy of the full report is available on the web at: http://www.oregon.gov/OPRD/PLANS/docs/scorp/Youth_Focus_Group_Interviews.pdf.

Summary of Key Findings: Oregon Youth Focus Group Meetings

- Conduct a region-based inventory of governmental, not-for-profit, and for-profit recreation youth-related facilities, programs and processes. This inventory would include the strengths, weaknesses, opportunities, and threats of each recreation entity within each of the 11 SCORP planning regions.
- Oregon recreation resource managers should attempt to understand if their existing and proposed facilities are appropriate for Oregon's youth.
- Recreation resource managers should strive to develop partnerships with appropriate recreation entities. These partnerships may include communities

partnering with public, private and not-for-profit entities.

- Oregon recreation resource managers may want to consider a public awareness campaign touting the importance of outdoor recreation and include awareness about sedentary activities.
- Many communities have been participating in a “community policing” method, where police are present in neighborhoods to prevent criminal activity, rather than responding to crimes. Partnerships between police and other safety/security agencies in communities with crime threats would be an important component and may allow kids to feel more comfortable recreating outdoors.
- Recreation resource managers should consider a pointed marketing campaign touting the benefits and potential outcomes of playing outside.

3. A Growing Minority Population and Outdoor Recreation Participation in Oregon.

This research component identified the factors limiting minority outdoor recreation participation in Oregon and opportunities to increase this participation. The project included (a) a statewide mail survey of Oregon’s Hispanic and Asian populations and (b) a series of focus group interviews designed to explore the opinions and thoughts of Oregon’s Hispanic, Asian and African-American populations.

Statewide Survey of Oregon Hispanic and Asian Populations

The statewide mail survey was conducted using a random sample of Oregon

Hispanic and Asian households. Survey recipients were obtained from a commercially provided list of Hispanic and Asian households in Oregon. For all correspondence, persons in the Hispanic sample were sent versions in both English and Spanish (e.g., English and Spanish cover letters, English and Spanish surveys). A copy of the full report is available on the web at:

http://egov.oregon.gov/OPRD/PLANS/docs/scorp/Diversity_Survey_Report.pdf.

Summary of Key Findings: Statewide Survey of Oregon Hispanic and Asian Populations

- Walking for pleasure was the most common favorite activity for both Hispanics and Asians, with fishing and soccer being the next most common for Hispanics and hiking and fishing the next most common for Asians.
- Both Hispanic and Asian respondents most commonly did their favorite activity with members of their immediate family. Asians were more likely than Hispanics to do activities alone, as were older respondents relative to younger respondents.
- The most common location for Hispanic and Asian respondents to do their favorite activity was in a park or other area outside one’s town or city. Males were more likely than females to engage in their favorite activity further from home.
- Survey results suggest that both the Hispanic and Asian populations in Oregon engage in outdoor recreation less than the general population. With respect to days of participation (intensity), this is especially true for Asians. With respect to number of activities, this is true for both Hispanics and Asians.

- Walking for pleasure was also the activity respondents spent the most days engaged in during the past year. Hispanics engage more intensely than Asians in jogging/running, day hiking, picnicking, fishing, viewing natural features, visiting nature centers, and visiting historic sites.
- The most common activities respondents would like to do more often, or start doing were walking for Asians and walking and camping for Hispanics. The factor that would most help make this happen is availability of partners, followed by more time.
- Most of the Hispanic and Asian respondents have lived in another country and engaged in outdoor recreation in that country. The specific activities engaged in varied widely, with walking being the most common, followed by day hiking.
- For the Hispanic population, being in the outdoors, relaxing and having fun were the most important motivators or reasons for participating in outdoor activities.
- For the Asian population, relaxing, fitness, and having fun were the top motivators.
- Ensuring clean and well-maintained parks and facilities were the most important management action followed by keeping parks safe from crime, providing more free-of-charge recreation opportunities and expanded facilities.
- The most commonly recommended facilities for development in parks were picnic tables, followed by trails and campgrounds. There were some differences across groups, with Hispanic being more likely than Asians to suggest additional sports fields.
- In terms of information sought by respondents, practical information on activities, facilities, and location were the most common response, followed by information on cost.
- Overall, the internet was most frequently noted as the desired information outlet.
- Asians clearly preferred the internet, followed by newspapers and TV. Hispanics preferred newspapers and TV, followed by the internet.
- With respect to youth outdoor programs, the majority (59%) of respondents with children indicated that their children have participated in outdoor sports programs. Close to forty percent also indicated participation in day camps or multi-day camps.
- Outdoor sports programs were also the activity that children were most likely to participate in the future, followed by programs to help youth use their free time productively.
- Weekends were the most popular times for participation in youth outdoor programs, followed by summer weekends and weekdays.
- Lack of information and cost were reported as the main constraints to participation in such programs.
- Top constraints for Hispanics included lack of information, and cost. For Asians, top constraints included lack of information, safety concerns and age/gender-appropriate programs.
- When considering programs for children to participate in outside class time, Hispanic parents placed highest priority on staying safe and out of trouble and getting physical exercise. Asian parents placed the highest priority on getting physical exercise and having fun.

Oregon Ethnicity Focus Group Meetings

The focus group study was designed to understand ethnic minorities' interests and needs related to outdoor recreation, and how agencies such as the Oregon Parks and Recreation Department, the U.S. Forest Service, and local recreation providers can better respond to these non-traditional users. Current and previous recreation experiences, benefits sought, constraints, media, and specific information about parks were the major focus of this exploration. A series of four focus group meetings occurred, two taking place in the city of Portland (one African-American and one Asian-American), and one each in Hermiston (Hispanic) and Woodburn (Hispanic). A copy of the full report is available on the web at:

<http://egov.oregon.gov/OPRD/PLANS/docs/scorp/OregonSCORPMinorityFocusGroupReport.pdf>.

Summary of Key Findings: Oregon Ethnicity Focus Group Meetings

- Develop facilities (such as picnic areas) large enough for extended families.
- Recruit a more diverse staff.
- Target marketing information at ethnic groups in appropriate media and languages.
- Develop a multi-language recreation web site.
- Create trust with key informants within the communities.
- Focus information delivery on Hispanic youth.
- Focus youth programs on academic enhancement.

4. Health and Recreation Linkages in Oregon: Physical Activity, Overweight and Obesity

This research component tested the hypothesis that people in Oregon with ready access to outdoor recreation opportunities are healthier than people residing in areas without access to such resources. The objective of this study was to evaluate the relationship between the supply and demand of recreation opportunities in Oregon and measures of health status (physical activity, overweight, and obesity) at the county-level. Data were collected from secondary sources at the county-level or below and a regression model² used for hypothesis testing. The report begins with a literature review and concludes with key findings and recommendations. A copy of the full report is available on the web at:

http://egov.oregon.gov/OPRD/PLANS/docs/scorp/Health_and_Rec_Report_website.pdf.

Summary of Key Literature Review Findings: Health and Recreation Linkages

- In 2003, the state of Oregon spent an estimated \$291 per person on medical costs related to obesity. Oregon's total estimated medical costs related to obesity in adults that year was \$781 million, nearly 6% of the state's total health care costs.
- Regular, moderate exercise has been proven to reduce the risk of developing coronary heart disease, stroke, colon cancer, hypertension, diabetes,

² In statistics, regression analysis examines the relationship of a dependent variable (response variable) to specific independent variables (explanatory variables). This technique allows a researcher to isolate the effect of individual and multiple explanatory variables on a response variable.

osteoporosis, obesity and depression. Even small increases in light to moderate activity, equivalent to walking about 30 minutes a day, will produce measurable benefits among those who are least active.

- Public facilities such as trails, swimming pools and parks that are conveniently located have been found to be positively associated with vigorous physical activity in a number of studies, among both adults and children.
- Regular physical activity clearly lessens many of the health risks associated with overweight and obesity.
- Physically active adults (56%) in Oregon have lower rates of many chronic diseases than sedentary adults (44%).
- As people move away from being sedentary, the health benefits of being physically active accumulate immediately, and continue to accrue as they become more physically active.
- Active obese individuals have lower morbidity and mortality than normal weight individuals who are sedentary.
- Being physically active is associated with moderate reductions in depression, small to moderate decrease in anxiety, small decrease in panic disorder, a large increase in energy and vigor, a small to moderate increase in self-esteem, and a small to moderate increase in positive affect (especially if physical activity occurs in social settings).
- Evidence suggests that physical inactivity is a strong contributing factor for overweight and obesity. However, exercising does not significantly increase initial weight loss over and above that obtained with

diet only. As a result, physical activity messages that focus on behavioral changes (increased physical activity and healthy diets) rather than outcomes (weight loss) may provide the appropriate motivation for sedentary individuals to become physically active.

- In urban environments, factors of accessibility that promote physical activity include bike paths, local parks, density of facilities and shops within walking distance. Factors of accessibility that reduced physical activity included busy streets, steep hills, lack of or inadequate facilities and distance from residence to resources.
- Access to parks and trails is consistently related to activity levels. The more distant recreation facilities are from an individual's residence, the less likely they are to use it.
- People are more likely to walk in parks when they are close, large, and have a variety of features.
- Users of public open space are three-times more likely to meet recommended physical activity levels.
- Parks and other areas to recreate help move people get physical activity.

Summary of Key Literature Review Findings: Trends in Physical Activity and Obesity

- In 2005, Oregon was doing better or at least doing no worse than the U.S. on health prevalence measures of physical activity, overweight and obesity.
- The proportion of Oregon adults that are physically active in their leisure time was 56% compared to the U.S. at 49%.
- Oregon was identical to the U.S. in the proportion of adults that were overweight (37%), while rates of obesity were slightly lower than the U.S. (20% v. 22%, respectively).

- These general patterns of health prevalence measures between Oregon and the U.S. held up across gender and age classes.
- Trends in the proportion of adults that are physically active, overweight or obese are all increasing at nearly identical rates between Oregon and the U.S.
- Rates of physical activity, overweight and obesity varies across Oregon's counties.
- The average county proportion of physical activity increased from 44% in 2001, to 54% in 2005.
- The average county proportion of overweight slightly decreased from 39% in 2001 to 38% in 2005.
- The average county proportion of obesity slightly increased from 22% in 2001 to 24% in 2005. Some counties' proportions of physical activity decreased and some counties' proportions of overweight and obesity increased during this period.

Summary of Key Findings: Regression Model Analysis of Recreation Supply and Demand in Oregon.

- Recreation supply and demand are strongly associated with higher rates of physical activity, somewhat associated with lower rates of overweight, and weakly associated with rates of obesity.
- More hiking and urban trail miles per household were associated with increased rates of physical activity.
- More days spent in trail, road and sports related activities were associated with higher physical activity rates.

- Hiking trail miles per household were negatively associated with overweight, but not obesity.
- Days spent in trail and sports activities were negatively associated with overweight, while only days spent in trail activities was negatively associated with obesity.

Summary of Key Recommendations: Linkages Between Physical Activity, Overweight, Obesity and Recreation Supply in Oregon

- Support close-to-home non-motorized trail development.
- Identify at risk communities.
- Promote the use of existing trail networks by providing information on existing trails.
- Market the health benefits of outdoor recreation, but note the importance of nutrition in a weight loss regimen.
- Target at-risk people and communities.

Demographic and Social Trend Analysis

To better understand how these important demographic and social changes will affect outdoor recreation providers in their local service areas in the coming years, OPRD had the Population Research Center at Portland State University prepare population estimates and projections for planning and grant program purposes. Estimates were developed for the year 2005, and the projections, for 2010, 2015, and 2020. The estimates and projections include population sub-groups, as well as the total population, with specific demographic characteristics, such as age, race/ethnicity, and health status. Population estimates and projection tables for Oregon counties and selected communities are included in Appendix A.

The Population Research Center also identified high-priority counties and cities for each of the four key SCORP planning issues based on an analysis of historical trends and expectations for the future.

A Rapidly Aging Population:

Counties identified as “high-priority” based on increase in aging population 60 years and older include Benton, Clackamas, Columbia, Crook, Deschutes, Lane, Multnomah, and Washington. High-priority cities include Albany, Aumsville, Beaverton, Bend, Eugene, Florence, Gresham, Hillsboro, Keizer, Lakeside, McMinnville, Medford, Oregon City, Richland, Salem, Tigard and Troutdale.

Fewer Youth Learning Outdoor Skills:

Counties identified as “high-priority” based on increase in youth population between the ages of 6-17 include Clackamas, Crook, Deschutes, Jefferson, Lane, Marion, Morrow, Multnomah, Washington, and Wheeler. High-priority cities include Albany, Banks, Barlow, Beaverton, Bend, Boardman, Coburg, Creswell, Donald, Eugene, Fairview, Gresham, Happy Valley, Helix, Hillsboro, Medford, Oregon City, Portland, Redmond, Salem, Sherwood, Tigard, Wilsonville and Woodburn.

An Increasingly Diverse Population:

- Hispanic—Counties identified as “high priority” based on an increase in population diversity for Hispanic ethnicity include Clackamas, Deschutes, Lincoln, Marion, Morrow, Multnomah, Sherman, Tillamook, Washington and Wheeler. High-priority cities include Albany, Beaverton, Bend, Boardman, Canby, Cornelius, Corvallis, Eugene, Fairview, Forest Grove, Gervais, Gresham, Hermiston, Hillsboro, Hood River, Hubbard, Irrigon, Keizer, Lafayette, Madras, McMinnville, Medford, Milton-Freewater, Newberg, Ontario, Portland,

Salem, Springfield, Stanfield, Tigard, Tualatin, Umatilla, Wilsonville, Wood Village and Woodburn.

- Asian/Pacific Islander—Counties identified as “high-priority” based on an increase in population diversity for Asian/Pacific Islander race include Clackamas, Deschutes, Jackson, and Washington. High-priority cities include Beaverton, Bend, Corvallis, Eugene, Fairview, Forest Grove, Gresham, Happy Valley, Hillsboro, Keizer, Lake Oswego, Medford, Portland, Salem, Sherwood, Springfield, Tigard, Troutdale, Tualatin, West Linn, and Wilsonville.
- African-American—Counties identified as “high-priority” based on an increase in population diversity for African American (Black race) include Deschutes, Washington and Multnomah. High-priority cities include Albany, Ashland, Beaverton, Cornelius, Eugene, Fairview, Gladstone, Gresham, Hermiston, Hillsboro, Keizer, McMinnville, Medford, Milwaukie, Monmouth, Oregon City, Portland, Salem, Springfield, Tigard, Troutdale, Tualatin, Umatilla and Wilsonville.

A Physical Activity Crisis:

Counties identified as “high-priority” based on an increase in adult population not meeting CDC physical activity recommendations³ include Baker, Columbia, Crook, Douglas, Harney, Hood River, Josephine, Morrow, Tillamook, Umatilla and Wallowa.

Key Planning Recommendations

Following completion of the research studies, each of the four SCORP Advisory Committees met to develop a final set of planning

³ CDC physical activity recommendations include moderate activity greater or equal to 30 minutes at least five days a week or vigorous activity greater or equal to 20 minutes at least three days a week.

recommendations for assisting recreation providers across the state to proactively address their respective planning issues. Committee member recommendations were based on a thorough review of existing literature related to the issue, SCORP research findings, and members' practical experience and knowledge of the issue. Key recommendations are divided into two categories; statewide recommendations and local recommendations. Statewide recommendations are relevant for all recreation providers across the state of Oregon. Because individual issues might be of greater relevance in certain areas of the state, local recommendations apply to those high-priorities counties and/or cities identified in SCORP research projects.

Key Planning Recommendations for a Rapidly Aging Oregon Population

- Statewide Recommendation #1: Develop a statewide trails web site to facilitate recreational trail use by Oregon's Boomer population.
- Statewide Recommendation #2: Develop a statewide marketing plan to encourage Boomer outdoor recreation participation.
- Statewide Recommendation #3: Create a statewide interagency volunteer information web site or other communications medium to match Boomer volunteers with recreation or natural resource projects in Oregon.
- Statewide Recommendation #4: Facilitate the development of local senior walking clubs throughout Oregon.
- Statewide Recommendation #5 Identify ways to fund accessible trails in remote settings in close proximity to urban areas of the state.
- Local Recommendation #1: Greater priority for trail acquisition and development projects in high-priority counties and communities as identified by

the Population Research Center (under the heading A Rapidly Aging Population) in OPRD-administered grant programs.

- Local Recommendation #2: Plan and develop regional trail systems in areas of the state having highest relocation intensity in the 40 to 79 age range in Coastal, Southern and Central Oregon communities as identified by the SCORP Boomer and Pre-Boomer Relocation Analysis project.

Key Planning Recommendations for Fewer Oregon Youth Learning Outdoor Skills

- Statewide Recommendation #1: Develop a statewide youth outdoor programming framework and funding source to focus youth programming efforts across Oregon towards addressing a specific set of key measurable objectives.
- Statewide Recommendation #2: Develop a menu of after-school programs which are linked to current education standards and that address key objectives of the statewide youth outdoor programming framework.
- Statewide Recommendation #3: Develop a "Let's go Camping" marketing campaign targeting Oregon adults with children with the objective of getting parents outdoors with their children.
- Statewide Recommendation #4: Create a new Outdoor Recreation Section within the Oregon Recreation and Park Association (ORPA) addressing the areas of outdoor recreation and environmental education.
- Local Recommendation #1: Provide funding and assistance for innovative park designs to connect youth with nature in high-priority counties and communities as identified by the Population Research Center (under the heading Fewer Youth Learning Outdoor Skills) in OPRD-administered grant programs.

Key Planning Recommendations for an Increasingly Diverse Oregon Population

- Statewide Recommendation #1: Encourage organizational cultural change within public recreation agencies/ organizations to effectively address the diversity issue.
- Statewide Recommendation #2: Create a pilot project to identify how to increase under-represented population access to outdoor sports fields.
- Statewide Recommendation #3: Develop recommendations for addressing language barriers to encourage under-represented population use of outdoor recreation facilities and programs.
- Statewide Recommendation #4: Create a customer service training module related to serving the outdoor recreation needs of an increasingly diverse population.
- Local Recommendation #1: Greater priority for developing group day-use facilities, recreational trails, outdoor sports fields, close-to-home camping and alternative camping opportunities in high-priority counties and communities as identified by the Population Research Center (under the heading an Increasingly Diverse Population) in OPRD-administered grant programs.
- Local Recommendation #2: Develop and implement a strategic regional marketing model designed to deliver outdoor recreation information to under-represented populations in Oregon.
- Local Recommendation #3: Develop and implement a regional youth framework to encourage under-represented youth participation in outdoor recreation activities through partnerships and investments in school-based recreation clubs.

Key Planning Recommendations for Addressing Oregon's Physical Activity Crisis

- Statewide Recommendation #1: Develop a statewide marketing plan to encourage Oregonians to become physically active by using park and recreation facilities and services.
- Statewide Recommendation #2: Develop and institutionalize the statewide trails web site and add information about physical-activity related recreation programs and facilities following completion of the recreational trails work.
- Statewide Recommendation #3: Work with the medical community to get outdoor recreation participation information into medical offices and physician referrals.
- Statewide Recommendation #4: Identify ways to fund recreation maintenance and facility development on school grounds.
- Statewide Recommendation #5: Develop a strategy to strengthen the role of parks and recreation agencies in the state's Safe Routes to Schools grant program.
- Statewide Recommendation #6: Create a pilot program to identify how to increase under-represented population access to outdoor sports fields.
- Statewide Recommendation #7: Identify ways to fund and maintain bicycle trails on Oregon Department of Transportation (ODOT) right-of-ways which are separated from the road using excess corridor.
- Local Recommendation #1: Greater priority for close-to-home non-motorized trail acquisition and development projects in high-priority counties as identified by the Population Research Center (under the heading A Physical Activity Crisis) in OPRD-administered grant programs.

Key LWCF Grant Priorities

- **A Rapidly Aging Oregon Population:** Greater priority for trail acquisition and development projects in high-priority counties and communities as identified by the Population Research Center (under the heading A Rapidly Aging Population) in the LWCF grant program.
- **Fewer Oregon Youth Learning Outdoor Skills:** Greater priority for projects which include innovative park designs to connect youth with nature in high-priority counties and communities as identified by the Population Research Center (under the heading Fewer Youth Learning Outdoor Skills) in the LWCF grant program.
- **An Increasingly Diverse Oregon Population:** Greater priority for developing group day-use facilities, recreational trails, outdoor sports fields, close-to-home camping and alternative camping opportunities in high-priority counties and communities as identified by the Population Research Center (under the heading an Increasingly Diverse Population) in the LWCF grant program.
- **Oregon's Physical Activity Crisis:** Greater priority for close-to-home non-motorized trail acquisition and development projects in high-priority counties as identified by the Population Research Center (under the heading A Physical Activity Crisis) in the LWCF grant program.

Recommendations Matrix

These recommendations have been categorized into seven focus areas including web site development, marketing, recreation programming, collaboration and partnerships, interagency planning, OPRD-administered grant programs, and other funding needs. A planning recommendations matrix is included on the following pages. Over the course of

the planning process, it became evident that there was a considerable amount of overlap between the four issue findings and recommendations. For example, the development of a statewide trails web site was a key recommendation for both the aging and physical activity issues, but was also relevant to getting youth and under-represented populations involved in outdoor activities. As a result, the matrix includes not only the primary issue addressed by each recommendation (marked with **P**), but other secondary issues addressed by each recommendation (marked with **S**).



2008-2012 Oregon SCORP Recommendations Matrix				
Focus Area / Planning Strategy	Key Planning Issues			
	Aging	Youth	Diversity	Physical Activity
Website Development				
✓ Develop a statewide trails website to facilitate recreational trail use.	P	S	S	S
✓ Develop a statewide interagency volunteer website to match Boomers with recreation or natural resource volunteer opportunities.	P			
✓ Institutionalize the statewide trails website and add information about physical activity-related recreation programs and facilities.	S	S	S	P
Marketing				
✓ Develop a statewide marketing plan to encourage Boomer outdoor recreation participation.	P	S	S	S
✓ Develop a "Let's go Camping" marketing campaign targeting Oregon adults with children with the objective of getting parents outdoors with their children.	S	P	S	
✓ Develop a strategic regional marketing model designed to deliver outdoor recreation information to under-represented populations.	S	S	P	S
✓ Develop a statewide marketing plan to encourage Oregonians to become physically active by using park and recreation facilities and services.	S	S	S	P
Recreation Programming				
✓ Facilitate the development of local senior walking clubs throughout Oregon.	P			S
✓ Develop a menu of after-school programs that are linked to current education standards and that address key objectives of the statewide youth outdoor programming framework.		P	S	S
✓ Create a new outdoor education and extension position at Oregon State University.	S	P	S	S
✓ Create a pilot project to increase under-represented population access to outdoor sports fields.		S	P	S
✓ Develop a regional youth framework to encourage under-represented youth participation in outdoor recreation activities through partnerships and investments in school-based recreation clubs.		S	P	S
P = Primary issue addressed by recommendation S = Secondary issue addressed by recommendation				

2008-2012 Oregon SCORP Recommendations Matrix (contd.)

Focus Area / Planning Strategy	Key Planning Issues			
	Aging	Youth	Diversity	Physical Activity
Collaboration and Partnerships				
✓ Develop a statewide youth outdoor programming framework and funding source to focus youth programming efforts across Oregon to address a specific set of key measurable objectives.		P	S	S
✓ Create a new Outdoor Recreation Section within the Oregon Park and Recreation Association addressing the areas of outdoor recreation and environmental education.	S	P	S	S
✓ Work with the medical community to get outdoor recreation participation information into medical offices and physician referrals.	S	S	S	P
✓ Develop a strategy to strengthen the role of park and recreation agencies in the state's Safe Routes to Schools grant program.	S	S	S	P
✓ Identify ways to fund and maintain bicycle trails on ODOT right-of-ways which are separated from the roadway using excess corridor.	S	S	S	P
Interagency Planning				
✓ Plan and develop regional trail systems in areas having highest relocation intensity in the 40- to 79- age range (Coastal, Southern and Central Oregon communities).	P	S	S	S
✓ Provide design assistance for innovative park designs connecting kids with nature.	S	P	S	S
✓ Encourage organizational cultural change within public recreation agencies/ organizations to effectively address the diversity issue.			P	
✓ Develop recommendations for addressing language barriers to encourage under-represented population use of outdoor recreation facilities and programs.	S	S	P	S
✓ Create a customer service training module related to serving the outdoor recreation needs of an increasingly diverse population.	S	S	P	S
OPRD-Administered Grant Program Priorities				
✓ Non-motorized trail acquisition and development projects.	P	S	S	S
✓ Develop innovative park projects designed to connect youth with nature.	S	P	S	S
✓ Develop group day-use facilities, recreational trails, outdoor sports fields, close-to-home camping and alternative camping opportunities.	S	S	P	S
✓ Close-to-home non-motorized trail acquisition and development projects.	S	S	S	P
Other Funding Needs				
✓ Identify ways to fund accessible trails in remote settings in close proximity to urban areas of the state.	P	S	S	S
✓ Identify ways to fund recreation maintenance and facility development on school grounds.	S	P	S	S
P = Primary issue addressed by recommendation S = Secondary issue addressed by recommendation				