PARTNERING TO SERVE VISITORS AND PROTECT THE PLAYGROUND

“For Oregonians, a strong connection to our great outdoors is in our DNA and is part of our identity.”

Oregon Outdoor Recreation Initiative

THE SEVEN WONDERS OF OREGON

“We see our most popular destinations and treasured wildlife protected by intelligent management, while our lesser-known gems are brought more fully into the light.”

Oregon Outdoor Recreation Initiative

OCVA STRATEGIC ADVISORY GROUP

MISSION

SAG is one unified table that regularly convenes representation from coastal natural resource agencies to share information, resources and develop unified strategies, tactics and messaging aimed at reducing the impacts of visitation on natural resources while also promoting public safety.

One rep from each agency:

ENGAGING YOUR PUBLIC LANDS PARTNERS

- WVVA invites public lands partners to participate in Stakeholder Meetings
- Clackamas County developed the Mt. Hood Express to serve the Mt. Hood corridor
- DMOs in the Columbia Gorge have implemented Ready Set Gorge
- Visit Bend has a Deschutes National Forest trails kiosk in their visitor center
- Travel Lane County serves on the Interagency Frontliner's Conference Planning Committee
- How are YOU engaging with your Public Lands Partners?

WHERE TO START

- Meet their Rec Staff to learn their priorities and challenges
- Meet the frontline – they know the real questions visitors ask – and the answers!
- Meet with their Social Media staff for aligned messaging
- Subscribe to their communication channels and invite them to opt-in to yours
- Ask Public Information Officers to review your public lands content before you go to press (they may have photos, maps, etc that you might be able to use)
- Attend their public meetings
- Attend the Recreation and Trails Summits

CLACKAMAS
COUNTY
PARKS

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The 7 Wonders of Oregon

Columbia River Gorge

Crater Lake

Klamath Falls, Southern Oregon

Mt. Hood

Timberline Lodge, Mt. Hood & Columbia River Gorge

Painted Hills

Mitchell, Eastern Oregon

Oregon Coast

Smith Rock

Terrebonne, Central Oregon

The Wallowas

Joseph, Eastern Oregon

WHERE DO I START?

- Get to know the Public Information Officer (PIO) or Communications Manager
  - Get on their distribution/media list
  - Follow them on social media
  - Learn their priorities and pain points. And organizational structure
  - Find your overlapping goals
- Get to know the frontline staff
  - They know the real questions visitors ask!
  - They know answers to your questions
  - They have tools that you don't (maps, photos, detailed content on trails and more)

ENGAGING YOUR PUBLIC LANDS PARTNERS

- WVVA does this by inviting public lands partners to participate in our Stakeholder Meetings
- Mt. Hood Territory does this by…
- Visit Bend has a Deschutes National Forest trails kiosk in their visitor center
- Travel Lane County serves on the Interagency Frontliner's Conference Planning Committee
- We all can:
  - Meet with their teams to get to know their priorities and challenges
  - Attend their public meetings
  - Subscrite to their communication channels and invite them to opt-in to ours