



Engaging Coastal Users in Recreational Use Studies

The Surfrider Model

Lori Booth
Global Grants Manager

overview

- Who is Surfrider?
- Recreational Use Studies
 - How we got involved
 - Why we got involved
 - Process
 - Partners
 - Results
- Q&A

Who is Surfrider?

Our Mission

Dedicated to the protection and enjoyment of the world's ocean, waves and beaches through a powerful activist network

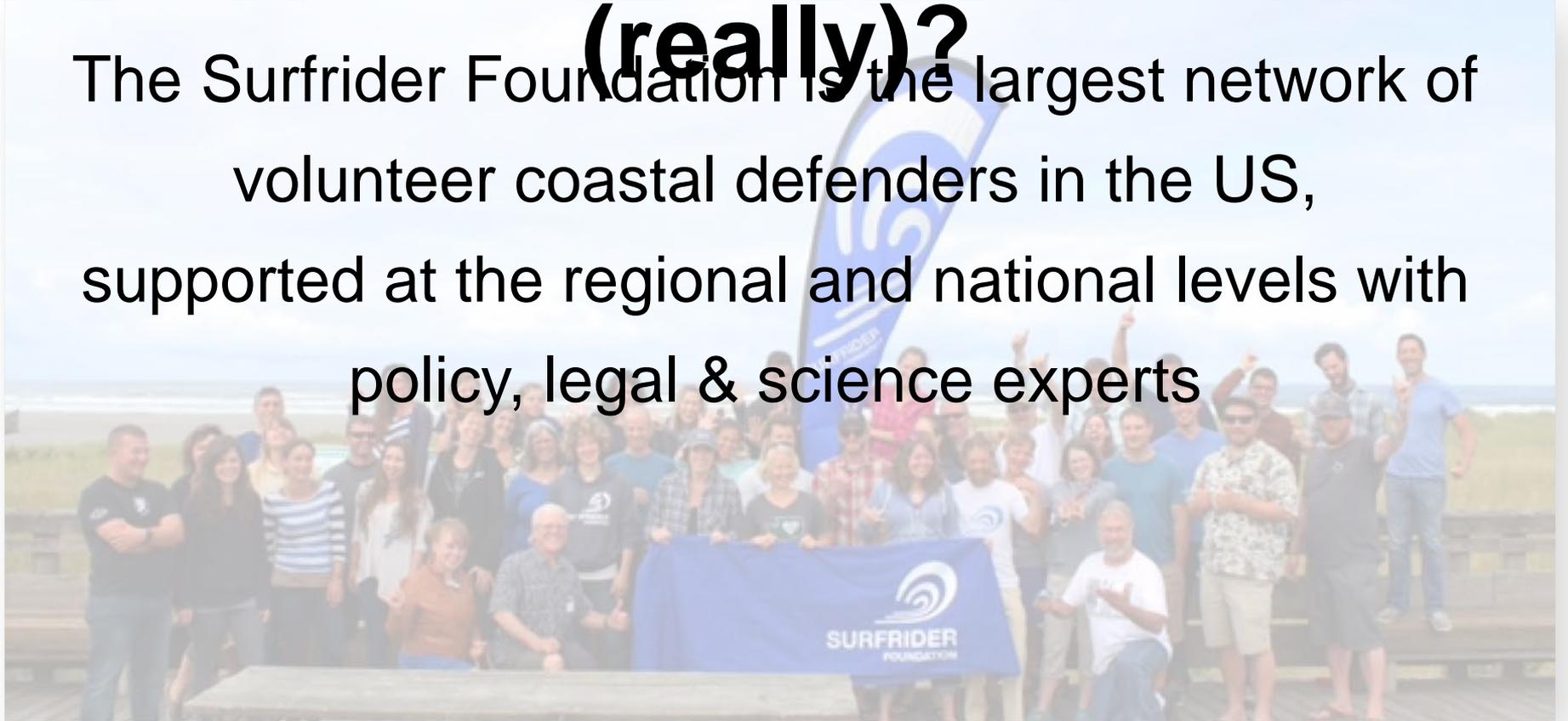
Our Vision

Protect 100% of the coast

Who is surfrider

(really)?

The Surfrider Foundation is the largest network of volunteer coastal defenders in the US, supported at the regional and national levels with policy, legal & science experts



What We

Do



SECURE
BEACH
ACCESS



Preserve our
COASTS



ENSURE
CLEAN
WATER



Protect the
OCEAN



Prevent
PLASTIC
POLLUTION

Recreational use studies: how we got involved

- Existing Surfrider chapter presence and involvement in community-based coastal issues
- Regional staffing model established in PNW and expanding nationwide, increasing our involvement in policy issues
- State and Regional Ocean Planning Processes
 - **Oregon** – Territorial Sea Planning
 - **Washington** – Marine Spatial Planning
 - **Mid-Atlantic** – Regional Ocean Planning
 - **Northeast** – Regional Ocean Planning

Recreational use studies:

Why we got involved

Ensure recreational uses are properly represented and valued when planning ocean uses

- Provide on-the-ground link to recreational users
- Opportunity for outreach
- Funding*

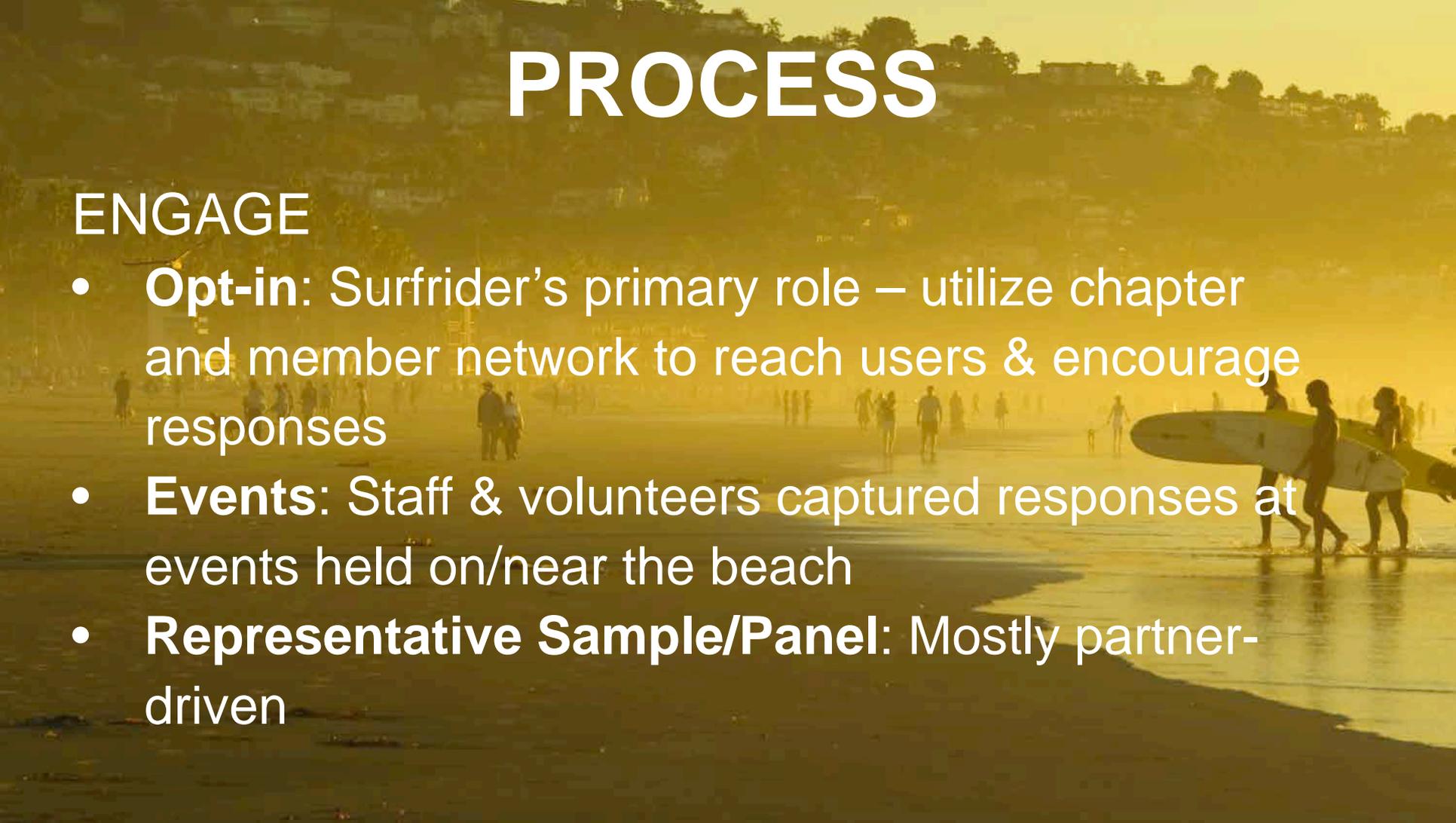
*My connection to the process

Process

PURPOSE

- To collect **geospatial information** on recreational use
- To estimate **numbers of recreational users**
- To estimate the **economic impacts** of recreational ocean use

PROCESS

A background image of a beach at sunset. The sky is a warm, golden yellow, and the water is calm. In the foreground, several people are walking along the shoreline. Some are carrying surfboards. The overall atmosphere is peaceful and scenic.

ENGAGE

- **Opt-in:** Surfrider's primary role – utilize chapter and member network to reach users & encourage responses
- **Events:** Staff & volunteers captured responses at events held on/near the beach
- **Representative Sample/Panel:** Mostly partner-driven

Process

FORMAT

- Online survey
 - All print and other materials guide users to survey URL

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.

2. Use the navigation controls to zoom the map in and center it over the location of the activity. (Watch demonstration video)

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

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.

Imagery ©2010 TerraMetrics, NASA, Map data ©2010 Google - Terms of Use

We Need Your Input!

PROCESS

OUTREACH

- In-person and online outreach
- Chapter and Surfrider HQ
Facebook, Twitter, etc.
- 218 gatekeepers sharing it online, in newsletters, in stores, etc.
- Numerous outreach events
- POS displays & brochures for businesses



Photos: Mike Coverdale

REC SURVEY IS AVAILABLE THRU APRIL 30, 2015



Take the Survey!

Do you love to walk along New England's ocean beaches, watch the magnificent marine wildlife, surf, sunbathe, kayak, SUP, canoe, swim or engage in any other type of recreational ocean activity? If so, your help is needed!

The Northeast Coastal Plan is in development and decision-makers need more information on how visitors and residents enjoy New England's coast. This survey is a proactive opportunity for beach lovers who are 16+ years old to provide that missing information, to help identify New England's recreational areas and uses so they are part of the ocean planning process. If you don't identify your special coastal place, who will?

TAKE THE SURVEY TODAY!
 Please take our online survey. It takes the time with your friends.
[WWW.OCEANPLAN.NECSURFRIDER.ORG](#)

FOR MORE INFORMATION CONTACT HELLO@NORSEASURFRIDER.ORG OR VISIT US ON FACEBOOK @NORSEASURFRIDER.ORG





partners

- Partners for tech needs (online survey setup, data collection and transfer) – POINT97, Natural Equity
- Partners for certain user groups: SCUBA divers, boaters, marine events, etc. – SeaPlan, EcoTrust, The Nature Conservancy
- State agencies, Federal agencies & staff (e.g., OCNMS), Marine Resources Committees (WA), recreational stakeholders, academia (Monmouth Univ)
- Funders – State agencies (WA), Regional planning bodies (NROP, MARCO), private foundations (Moore Foundation, Packard Foundation)



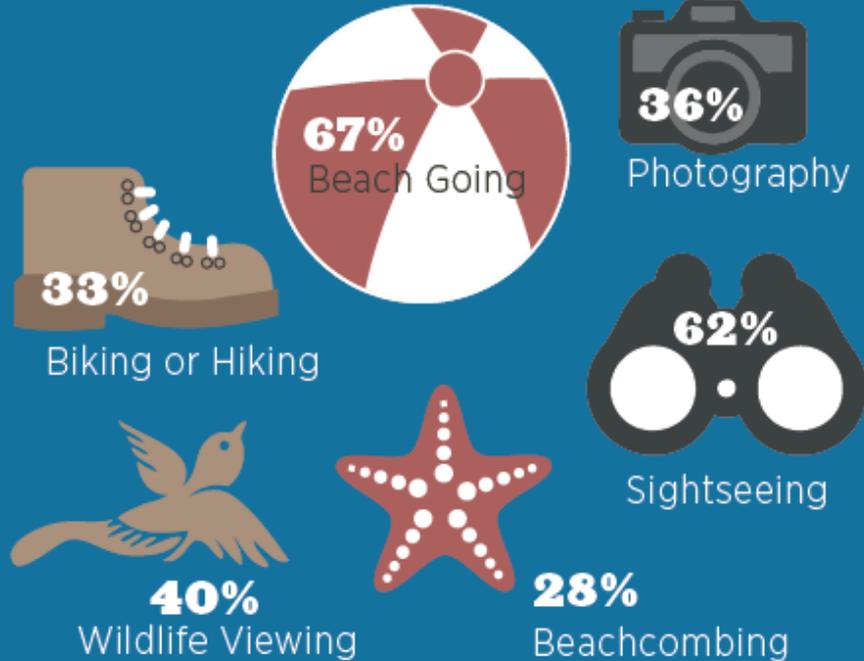
Results

Sample from Oregon

	Per person average expenditure
Lodging	\$30.39
Food & beverages, restaurant, bar	\$19.79
Food & beverages from a store	\$15.32
Souvenirs	\$6.34
Museum, aquarium, etc	\$1.90
Sundries	\$1.17
Other	\$12.81
Total Average Expenditure Per Trip	\$87.72
# Annual Trips per Person	6.8

Results

MOST POPULAR ACTIVITIES



Results

- Data locations, portals and reports:
 - <http://www.surfrider.org/pages/6230>
 - <http://portal.midatlanticocean.org/planner>
 - <https://fortress.wa.gov/dnr/managementgis/msp/default.aspx> (Washington)
 - <http://staging.northeastoceananddata.org/data-explorer/?recreation> (Northeast)
 - http://www.oregonocean.info/index.php/home/downloads?task=doc_download&gid=824 (Oregon)

Gratuitous beach pic



Questions?





Thank you!

Lori Booth
lbooth@surfrider.org

