



COMMUNICATIONS
TOOLKIT

TABLE OF CONTENTS

**03. INTRODUCTION
AND PURPOSE**

**06. HOW TO USE THIS
RESOURCE**

08. TONE OF VOICE

11. BEST PRACTICES

**24. IMPACTS AFFECTING
THE OREGON COAST**

- 1. BABY SEALS 25
- 2. WESTERN SNOWY PLOVER HABITATS 30
- 3. DRIVING AND BIKING SAFETY 37
- 4. CONGESTION AND PARKING 44
- 5. TIDE POOL ETIQUETTE 50
- 6. ISLANDS AND SEA STACKS 57
- 7. GARBAGE AND FOOD WASTE REMOVAL..... 64
- 8. PROTECTING THE OREGON SILVERSPOT BUTTERFLY 71
- 9. HUNTING 77
- 10. REMOVAL OF MINERALS, PLANTS AND BEACH DEBRIS.... 83
- 11. FISHING, CLAMMING AND CRABBING 90
- 12. THE COST OF LEFT BEHIND GARBAGE AND DEBRIS 99
- 13. BEACH SAFETY 105
- 14. DRONE USE 112
- 15. DOGS ON THE COAST..... 119

INTRODUCTION

AND

PURPOSE



INTRODUCTION AND PURPOSE

Welcome to the Oregon Coast communications toolkit.

The Oregon Coast is a striking, one-of-a-kind destination stretching 363 miles of public coastline. It is a captivating place for both locals and visitors, and also a complex one. The purpose of this toolkit is to provide the organizations, businesses and stakeholders of the Oregon Coast digestible, friendly and factual communications to distribute to their audiences in order to bring Oregon Coast visitors and residents into the fold as invested caretakers of our beautiful coastline.

This toolkit is meant to serve as a communications resource for a broad range of businesses and organizations on the Oregon Coast, such as DMOs, hotels, visitor centers, restaurants and local businesses, to help reach anyone stepping foot on Oregon's coastline and the surrounding areas. It has been carefully crafted using the knowledge and experience of key stakeholders from organizations such as the Oregon Parks and Recreation Department, U.S. Forest Service, U.S. Fish and Wildlife Service, Oregon Department of Fish and Wildlife and the Bureau of Land Management. These stakeholders are passionate about preserving the Oregon Coast as a natural habitat while supporting coastal communities and businesses.

Using their expertise, this guide highlights fifteen impacts encompassing issues and concerns that are frequently faced year after year on the Oregon Coast. This toolkit also includes a suggested tone of voice for speaking about the importance of these issues, timing suggestions on when to speak about each impact, and suggestions for utilizing different channels to communicate with both coastal visitors and residents.

We hope this guide becomes a useful tool that will actively help frame how to speak about our beloved Oregon Coast in an inviting, conversational and informed way, while demonstrating the care and commitment to this place we love for years to come.

See you on the coast!

— The Oregon Coast Visitors Association Team



HOW TO

USE THIS RESOURCE

HOW TO USE THIS RESOURCE

By providing informative ways to speak about select issues affecting coastal life, this guide is meant to inspire messaging and marketing initiatives specifically for businesses and organizations on the Oregon Coast, as well as inform ways to speak about select issues affecting coastal life.

If you're looking for overall content ideas and tips on execution, consider working through the Best Practices section. The Impact section then dives into content and recommendations behind fifteen select issues consistently affecting the coast.

If you are interested in ways to talk about a certain coastal impact (for example, drone use guidelines), simply flip right to that section. Those seeking ways to speak to coastal issues and concerns throughout the year can use the Impact section to build a comprehensive content plan. Or, you may opt to simply integrate information from this guide in how your business or organization speaks about life on the Oregon Coast.

The Oregon Coast is a beautiful, fascinating and inspiring place, and we hope this guide provides the tools to reflect that perspective to your key audiences.



TONE OF VOICE

TONE OF VOICE

In this toolkit, we welcome people to the Oregon Coast, providing education to the coast's visitors and residents in order to preserve the coast's striking, wild scenery.

The following information outlines the ways to use that generalized language across key communication and marketing channels.

Informative

Here at the Oregon Coast, we are educational and interesting, not nagging or negative.

The Oregon Coast is a wondrous place for humans to explore, but it's also foremost a habitat and home to countless other species crawling, swimming, flying and growing here. In order to protect and celebrate the Oregon Coast's natural diversity, we are informed with relevant, thought provoking information that not only sheds light on the coast's natural treasures, but encourages respectful behavior from visitors and locals alike by bringing them into the fold.

Warm

Here at the Oregon Coast, we are welcoming and familiar, not discouraging or distant.

Visitors and locals are encouraged to come here and experience everything the Oregon Coast has to offer, and to create their own memories and ties to this special place. We are able to effortlessly connect with others through our shared love of the Oregon Coast. Inevitably, people may impact their surroundings in unexpected ways, but we don't shame them for missteps.





Natural

Here at the Oregon Coast, we are conversational and direct, not elaborate or stilted.

We know first-hand that people here can take in world-renowned views, enjoy fresh-as-it-gets seafood, and unplug from the daily grind, all while wearing jeans and a sweatshirt. We talk about the Oregon Coast in a friendly, matter-of-fact way that respects the mystery and majesty of our surroundings without unnecessary, awkward or flowery language.

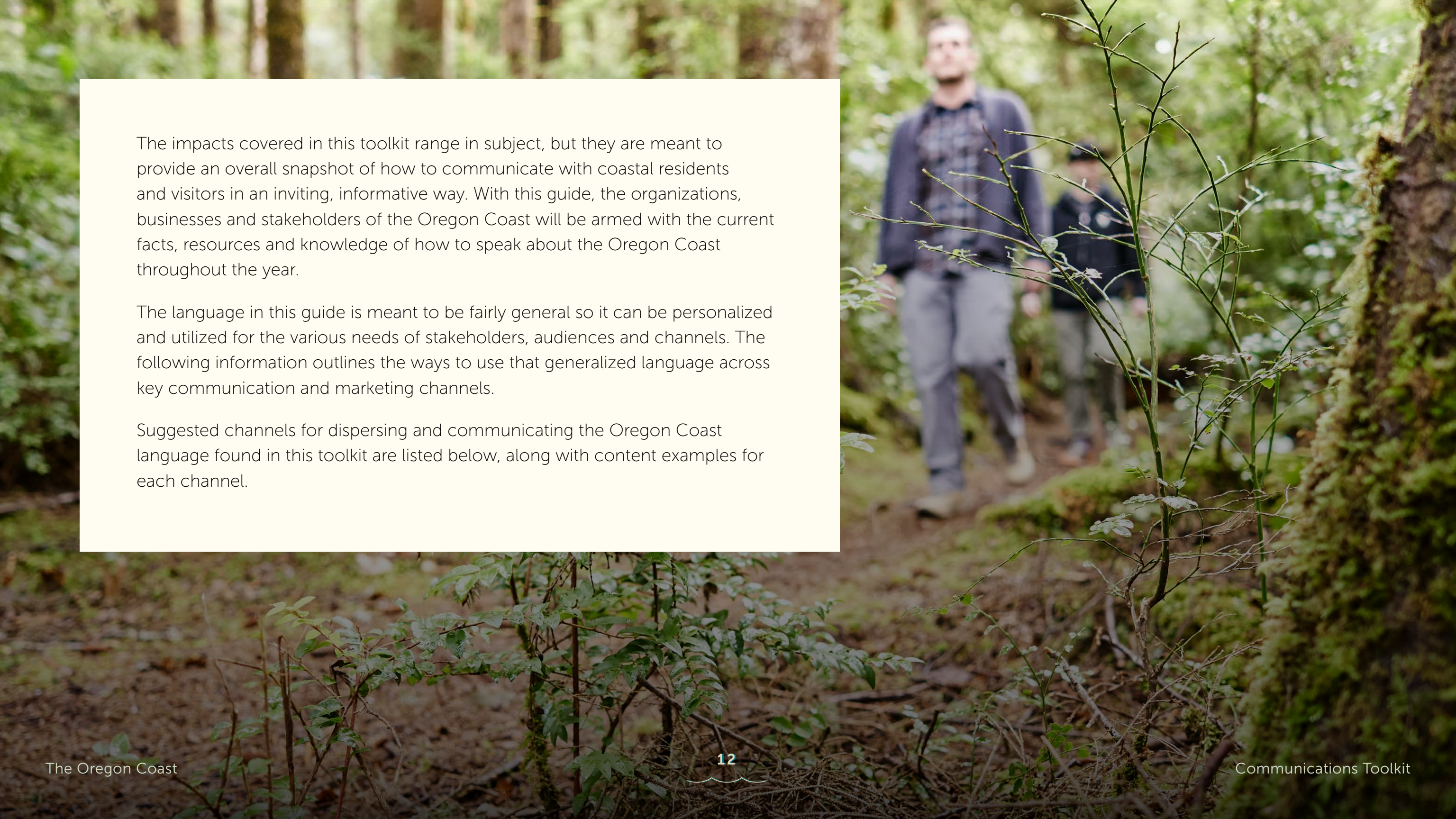
Immersed

Here at the Oregon Coast, we are caring and committed, not overprotective or apathetic.

The Oregon Coast is a one-of-a-kind community stretching 363 miles of unrestricted public coastline. It doesn't matter if you are a local who visits the coast daily, or an out-of-towner walking Oregon's shores for the first time, the awe of the Oregon Coast has the ability to revitalize and inspire. We aim to invite visitors and residents to join us as stewards of our beloved coastline, protecting the Oregon Coast for generations to come.

BEST

PRACTICES



The impacts covered in this toolkit range in subject, but they are meant to provide an overall snapshot of how to communicate with coastal residents and visitors in an inviting, informative way. With this guide, the organizations, businesses and stakeholders of the Oregon Coast will be armed with the current facts, resources and knowledge of how to speak about the Oregon Coast throughout the year.

The language in this guide is meant to be fairly general so it can be personalized and utilized for the various needs of stakeholders, audiences and channels. The following information outlines the ways to use that generalized language across key communication and marketing channels.

Suggested channels for dispersing and communicating the Oregon Coast language found in this toolkit are listed below, along with content examples for each channel.

BEST PRACTICES

Social Media (Primarily Facebook, Instagram, and Twitter)

Content Should Be: Casual, Conversational, Interesting, Engaging

Audiences: Loyal guests and clients, potential guests and clients, and those with a general interest in your organization, business, cause or the Oregon Coast.

Tips: Social media is a great way to directly communicate with your audiences. The interactive nature of social channels such as Instagram and Twitter make them an ideal way to promote seasonal visitation best practices to followers. It's also a great platform to share interesting facts about the wildlife found on the coast to educate and draw in your different audiences. Finally, if there are any timely updates that will affect your audience's experience and time on the coast, socials are a great channel to share those as well.

Images are a must for Facebook, Instagram and LinkedIn. Accounts sharing engaging, high-quality photos have potential to cut through the noise and make an impact on followers. Linking to relevant coastal resources, websites and articles is also a great way to build robust Facebook, LinkedIn and Twitter content for followers to interact directly with on each social channel.

Timing: Social media timing can vary depending on the subject matter. Because your audience will be in various stages of the visitor planning timeline (some of them may live on the coast, are thinking of visiting, are currently here, or have recently visited), content should always tie directly to key messages relevant to the Oregon Coast. Having a variety of post topics that target different audiences can help your content stay fresh and relevant.



BEST PRACTICES

Social Media Examples:

Instagram



If you see a seal pup seemingly stranded on the beach like this one, don't worry! The pup is happy and content waiting for mom to return, and wants to be left alone. **#oregoncoast #wildlifefact #seeyouthissummer**

Facebook



Looking forward to a beautiful sunny beach walk on the Oregon Coast this weekend? You're not alone! If driving, don't forget to plan ahead before you leave to avoid long waits at popular parking areas and to determine if you need a parking permit. More information about day-use parking permits for parking along the coast can be found here.

Don't forget to add a link!
https://oregonstateparks.org/index.cfm?do=visit.dsp_dayuse

Twitter



The Western Snowy Plover is a threatened shorebird found on the Oregon Coast. If interested in helping to protect these birds, consider joining the Snowy Plover Patrol!

Don't forget to add a link!
audubonportland.org/our-work/protect/habitat-and-wildlife/imperiled-species/western-snowy-plover/

BEST PRACTICES

Emails

Content Should Be: Instructive, Specific, Helpful

Audiences: Loyal guests and clients, potential guests and clients, people with a general interest in your organization, business, cause or the Oregon Coast.

Tips: Because audiences have opted into receiving your emails, email content can be very specific to your organization's brand and purpose. Email readers will likely take your messaging to heart, so promoting Oregon Coast best practices through email will likely yield positive results from this niche audience.

Timing: Emails should be sent out depending on where your visitor/guest is in the visitor lifecycle.

If your visitor is a hotel, campground or restaurant guest with a reservation, targeted emails can be sent with specifics about their stay on the Oregon Coast. Emails can be sent upon booking, around a week prior to their visit, during their stay, and after their visit. Because you are already giving them the information necessary for their trip, weaving in messaging regarding beach etiquette and Oregon wildlife facts will be a natural and fitting content addition.



BEST PRACTICES

Email Examples:

Prior to visiting (Guest has already booked their stay):

Thank you for booking with ____! We look forward to hosting you in a week. Below you will find a full guide on what to expect when checking in.

Our proximity to the beach makes it possible to explore the Oregon Coast at all times of day during every season. As a reminder, though beautiful and captivating, Oregon's coast can be unpredictable and even dangerous at times. Beware of sneaker waves—forceful waves that can suddenly roll onto Oregon's beaches. While having fun experiencing scenic views, unique wildlife, and outdoor activities during your stay, remember to also stay alert!

We look forward to hosting you, and are here if you have any questions prior to your stay.

General Post (Aimed at potential guests and returning guests):

Dreaming of the Oregon Coast? Or, better yet, already planning your next beach visit? We suggest exploring Oregon's intricate tide pools while you're here.

Each tide pool contains its own unique residents and species, from flowing anemones, to crawling hermit crabs, to bright sea stars. As a reminder while you're exploring, these small-scale ecosystems are beautiful, but fragile, and so human disturbances have the potential to affect tide pool balance. On the Oregon Coast, you'll find tide pool enthusiasts attentively and respectfully navigating the coast's shifting tide pools, careful not to disturb or trample the rocky shore ecosystem.

Curious tide pool adventurers are invited to learn more about tide pool best practices, tide information, and facts on the captivating tide pools themselves at the Oregon State Park's [tidepool page](#).

BEST PRACTICES

Websites

Content Should Be: Enticing, Informative, Relevant

Audiences: Unlike social media or email audiences, visitors to your organization's websites have not opted to receive content from you. This means they may just be beginning to research and plan their trip to the Oregon Coast, or to visit your business. Though information should provide specific reasons for your audiences to choose your business or organization, website content also provides an opportunity to be a thought leader by sharing helpful information relevant to visitors and residents spending time at the coast.

Tips and Timing: When peppering in useful information about the Oregon Coast on your website, you may opt to have a page dedicated to that information. Or, an announcement or fun facts section could be populated and changed on a seasonal, rotating basis to make your page relevant and timely. If you are sharing information about visiting, exploring and following wildlife protocol at the coast, make sure that information is updated.



BEST PRACTICES

Website Examples:

Did you know? (Tips section)

Looking for a unique experience on the Oregon Coast? Consider checking out Cobble Beach at Yaquina Head. The rounded stones found at this special beach were formed over the past 16 million years beginning when the Yellowstone Hotspot erupted under Eastern Oregon, spewing hot lava westward and creating the headlands of the Oregon coastline. Because it took so much time for the cobbles to form, visitors are asked to refrain from collecting the special stones found on Cobble Beach, but are encouraged to explore and enjoy these unique, rocky shores.

Welcome to the Oregon Coast (Seasonal page)

This page is dedicated to aiding our guests with the most relevant and seasonal knowledge to make your stay at the Oregon Coast the best possible.

Many visitors and residents of the Oregon Coast opt to take advantage of the bountiful clamming, crabbing and fishing opportunities we have here. In order to keep the Oregon Coast's marine creatures healthy and plentiful, existing guidelines outline the ways enthusiasts and professionals can fish, clam and crab safely, and in accordance to seasonal breeding patterns and numbers. These regulations are in place to ensure that Oregon's wildlife will continue to exist for generations to come. Up-to-date regulations can be found at the Oregon Department of Fish and Wildlife's page at [MyODFW.com](https://www.myodfw.com).

BEST PRACTICES

Phone Communication and Scripts

Content Should Be: Up-to-date, Timely, High-priority

Audiences: Confirmed guests who will be visiting the coast and coastal residents who are interested in participating in a particular activity, such as fishing, hunting or camping.

Tips and Timing: If you are providing a script for employees who will be on the phone with coastal visitors and outdoor enthusiasts, such as employees working a concierge desk at a hotel or a call center, it's vital that they are armed with up-to-date information. This information may change on a seasonal, or even daily basis, so it is essential to have updated scripts to provide those calling in with the correct answers in response to questions about activities, such as fishing, crabbing, hunting, drone use, dog walking, etc.

Examples:

Script - Providing Best-Practices About Hunting:

Thank you for calling ____, and for your questions about hunting at the Oregon Coast. Hunting at the Oregon Coast is a popular pastime, and we ask hunters to respect given regulations and precautions to ensure that hunting will continue to be a safe and enjoyable activity in Oregon. I can provide some general information about hunting at the Oregon Coast, as well as point you in the direction of more robust resources.

- *Hunters in Oregon are required to respect seasonal time frames and limits to help ensure wildlife populations are sustainable and stable.*
- *Hunters must also have the correct required licences on-hand for the type of animals they are pursuing. For example, those hunting waterfowl must possess a Federal Duck Stamp.*
- *There are a number of helpful resources for planning and mapping out a hunting trip in Oregon. Hunters can visit the Oregon Department of Fish and Wildlife's website at MyODFW.com for information on what animals are permitted for hunting by season, and where hunting can take place.*

BEST PRACTICES

Signage

Content Should Be: Direct, Clear, Brief

Audiences: Visitors and residents traveling to or currently visiting the Oregon Coast.

Tips: Information should be easily digestible. If possible, let your audience know why there may be behavioral restrictions on the coast. For example, instead of simply saying dogs aren't allowed off leash in an area, explain that this regulation is in place to protect sensitive tide pool habitats. By bringing your audience into the fold, they will be more invested in abiding by protocol they understand and respect.

Timing: Some signage may only need to be posted depending on seasonal regulations.

Examples:

Waste removal sign:

Please pack out all garbage with you to help keep Oregon's wildlife happy and healthy. Even food waste, such as orange peels, aren't natural food sources for our native species and can cause harm!

Snowy Plover habitat sign:

To help protect Western Snowy Plover, a threatened shorebird, avoid walking on dry sand on this beach during nesting season (March-September). The plovers thank you!

BEST PRACTICES

Maps, Guides and Visitor Resources

Content Should Be: Compelling, Scientific, Useful

Audiences: Maps, guides and other visitor resources will primarily be used by guests coming to the coast, not coastal residents.

Tips and Timing: Standout visitor maps and guides provide more than simple geographical information. Integrating facts about Oregon's wildlife and natural setting to these resources will not only result in informed visitors, but visitors that will be invested in following advised precautions and protocols because they will better understand Oregon's unique natural phenomena and species.

Examples:

Blurb that could be added to a visitor map:

The Oregon Silverspot Butterfly is a threatened species that resides in only a few coastal meadows on the Oregon Coast. These small, delicate creatures are spotted with yellow and brown coloring in order to blend in with their surroundings. As a threatened species, hikers can help them by staying on designated trails, allowing the Oregon Silverspot Butterfly, and other native species, to thrive unaffected by human disturbances.



BEST PRACTICES

Interaction with the Media

Content Should Be: Factual, Researched, Expert-level

Audiences: If a journalist reaches out to your organization for an interview, or to add commentary to a broadcast segment or article, make sure you have a clear understanding of the subject matter, the outlet's primary audience and the type of questions that will be asked.

Tips and Timing: Only provide media commentary on subjects that are relevant to your organization's expertise. Ask when the article or segment will publish or air to best understand the timeframe and how to speak to the subject matter at-hand. If you do not know the answer to a question, it's best to simply say you don't know the answer or to refer the media to a more informed resource instead of attempting to answer the question. This can lead to false information and negative media coverage.



BEST PRACTICES

Interaction With The Media Examples:

Potential media question:

- *Question: There have been known cases of drownings on the Oregon Coast. How should visitors to the coast make sure they are safe, especially during stormy winter months?*
- *Answer: It's possible to have a great time on the coast while practicing sound judgment and safety during any season. A good rule to follow is to never to turn your back on the ocean. Dangerous sneaker waves can sweep high up the coastline, so keep an eye on the surf and make sure small children are within arms reach. Like any natural destination, visitors that practice appropriate caution should be able to enjoy a beautiful, memorable experience at the Oregon Coast.*

Potential media question:

- *Question: One of the Oregon Coast's major draws are the astounding islands and sea stacks that provide a spectacular beachscape backdrop. How can visitors experience these unique geological wonders during their visit to the Oregon Coast?*
- *Answer: Though stunning, the stacks and islands of the Oregon Coast aren't just ornamental natural structures; they are life-supporting habitats for various species of seabirds, marine mammals and other wildlife. These rocky structures offer isolated breeding and resting habitats for diverse communities of coastal creatures, including birds, seals, sea lions and marine plants. Because Oregon's stacks and islands are home to numerous species of wildlife, they are protected as part of the Oregon Islands National Wildlife Refuge and are not open for public access.*

For a surefire way to get closer to wildlife, it's always a great idea to bring binoculars or a spotting scope to the coast!

IMPACTS

AFFECTING THE OREGON COAST



1

BABY SEALS

FAST FACTS:

Relevant, bite-sized messaging that can be used across channels.

- The Oregon Coast is a wondrous place for humans to explore, but it's also foremost a habitat and home to countless other species crawling, swimming, flying and growing here, including marine mammals such as Harbor Seals.
- Harbor Seals can be spotted lounging along the Oregon Coast along with California Sea Lions, Steller Sea Lions and Northern Elephant Seals.
- Though Harbor Seals can be found year-round on the Oregon Coast, they have their very adorable pups in the spring, with births peaking in mid-May.
- A natural part of growing up for baby seals is finding a spot on the beach to patiently wait for mom while she feeds, so if you find a solitary baby seal on the beach, don't worry! It's patiently waiting for its mother to return.
- Remember to stay at least 100 yards away, just over the distance of a typical city block, from seals and other marine mammals as you explore the Oregon Coast. Disturbing or harassing marine mammals is not only harmful for the animals, it's also illegal.

IMPACTS: BABY SEALS

- Be on the lookout for Wildlife Protection Area signage indicating areas where pups and seals may be simultaneously taking in some restful beach time.
- Is that Harbor Seal doing “the worm?” No! Harbor Seals move on land by flopping on their bellies, a movement called “galumphing.”
- Harbor Seals can reach up to six feet in length and weigh close to a whopping 300 pounds!

TIMING:

It’s important to note that different audiences, whether they live at the coast or are planning their visit from elsewhere, will be in varying stages in the visitor and planning process for their next Oregon Coast outing. The timing information in this guide includes general recommendations based on seasonal occurrences impacting visitors, locals and wildlife on the Oregon Coast.

- **Prior to pupping season (March-Early April):** Early spring is a great time to sprinkle in baby seal messaging into audience communications, especially if your business or organization is

speaking to visitors who are beginning to coordinate late spring and early summer visits to the coast. For locals, baby seal messaging is a good reminder to be mindful of the newborn seal pups who will soon populate the coast.

- **During peak pupping season (Mid-April - June):** Throughout the season when Harbor Seal births peak at the Oregon Coast, it’s the perfect time to provide visitors information on seals while giving a friendly reminder to residents. Tourism at the coast also picks up as the weather becomes nicer, so sharing seal facts with that increased population will result in helpful, interesting and timely content for all.
- **Year-round:** Though Harbor Seals may have their pups in the spring and early summer, they can be found along the Oregon Coast year-round. Sharing seal-specific messaging throughout the year is a great way to educate, entice and entertain a wide range of audiences.

IMPACTS: BABY SEALS

CHANNELS:

There are a variety of channels organizations and businesses can use to distribute information and messaging to their audiences, including social media, email, website copy, phone communication, signage, interaction with the media, maps and guides. Below are some select channel messaging examples.

Social media - Example Instagram Post

(Timing prior to peak season: March - Early April):



We're getting excited to welcome all the new seal pups! Harbor Seals have their very adorable pups in the spring, with births peaking in mid-May. It's a special time to visit the coast, and if you do see any seals on the beach, remember to always give them plenty of space! #babyseals #harborseals #oregoncoast

Example Email Copy

(Timing during peak season: Mid-April - June):

It's a special time to visit the Oregon Coast! Spring is in the air, and that means summer isn't far away. It also means that many coastal animals are having their babies, including Harbor Seals.

Though Harbor Seals can be found year-round on the Oregon Coast, they have their very adorable pups in the spring, with births peaking in mid-May. If you're planning on spending time at the beach and spot any Harbor Seals and their pups, remember to stay at least 100 yards away, just over the distance of a typical city block. In addition, be on the lookout for Wildlife Protection Area signage while you're enjoying the coast, indicating areas where pups and seals may be simultaneously taking in some restful beach time.

To view and enjoy the Oregon Coast's plentiful wildlife at a safe distance, we encourage bringing a set of binoculars, especially during this exciting time of year. See you at the beach!

IMPACTS: BABY SEALS

OTHER TIPS:

Some other suggested Do's and Don'ts to keep in mind.

Language and Tone: Instead of telling Oregon Coast visitors what they can and can't do at the coast, using a welcoming and warm tone while sharing thought provoking information will shed light on the coast's natural treasures, encouraging respectful behavior from visitors and locals alike by bringing them into the fold.

For example, instead of simply commanding people to give Harbor Seals and other Oregon Coast wildlife plenty of space, try letting them know how human interactions can harm the seals to contextualize why these regulations are in place.

Images and Links: Sharing photos, especially of the Oregon Coast's wildlife and natural setting, will add personalization, depth and beauty to your messaging. Images should always be included with Facebook and Instagram posts, and including informative links is a great way to share additional information on social media and through email.

On Instagram, it's best to keep copy fairly brief. Tagging relevant organizations and adding subject-specific hashtags will also give more context and depth to your posts.

IMPACTS: BABY SEALS

COMPREHENSIVE BABY SEAL IMPACT MESSAGING:

An in-depth look into the overall situation. Snippets of any of the following can be lifted for messaging use.

WHAT'S GOING ON?

The Oregon Coast is a wondrous place for humans to explore, but it's also foremost a habitat and home to countless other species crawling, swimming, flying and growing here, including marine mammals. Though Harbor Seals can be found year-round on the Oregon Coast, they have their very adorable pups in the spring, with births peaking in mid-May. A natural part of growing up for baby seals is finding a spot on the beach to patiently wait for mom while she feeds.

WHAT SHOULD I DO?

Here on the Oregon Coast we know how special it is to see one of these mysterious marine mammals first-hand. But, it's important to remember that baby seals are happiest and healthiest when left alone, both by humans and pets. If you see a seal pup seemingly stranded on the beach, don't worry! The pup is happy and content waiting for mom to return. It may even become confused or stressed if disturbed, possibly leading to serious harm or death.

Be on the lookout for Wildlife Protection Area signage while you are enjoying the coast, indicating areas where pups and seals may be simultaneously taking in some restful beach time. Remember to stay at least 100 yards away, just over the distance of a typical city block, from seals and other marine mammals as you explore the Oregon Coast. Disturbing or harassing marine mammals is not only harmful for the animals, it's also illegal. There are also sections of the coast, located above the high tide lines near the coastal islands, that are closed for public use at all times to protect wildlife and people.

To view and enjoy the Oregon Coast's many natural visitors at a safe distance, we encourage bringing a set of binoculars.

HOW CAN I HELP?

As advocates for the Oregon Coast and for seals and their pups, if you believe a seal pup or another marine mammal is stranded or in harm's way, call the 24-hour Oregon State Police Hotline at 1-800-452-7888 so the Oregon Marine Mammal Stranding Network can follow up on your concerns.

The [**U.S. Fish & Wildlife Service's page**](#) on Oregon Islands, as well as the [**Oregon Marine Mammal Stranding Network's site**](#) are great resources to view interactive maps, check out identifying photos of Oregon Coast wildlife and to learn more about the Oregon Coast's marine mammals.

A close-up photograph of a Western Snowy Plover bird nesting in the sand. The bird has a white underbelly, a dark eye, and a dark beak. It is partially buried in the sand, with only its head and neck visible. The background is a soft, out-of-focus grey.

2

WESTERN SNOWY PLOVER HABITATS

FAST FACTS:

Relevant, bite-sized messaging that can be used across channels.

- The Oregon Coast is home to an untold number of species, including numerous types of birds. One of the many species of birds that calls the Oregon Coast home is the Western Snowy Plover, a federally and state threatened shorebird.
- The U.S. Fish and Wildlife Service listed the Western Snowy Plover as a threatened species in 1993. Since then, the population has increased from only 55 breeding adults, to 149 in 2009, and eventually to 423 in 2019. It's up to all of us to help protect the plover so they can continue to grow their numbers!
- Western Snowy Plovers nest on a few carefully selected beaches on the Oregon Coast, often returning to the same nesting area the next year.
- Beaches that Western Snowy Plovers have chosen as nesting grounds are well-marked. Visitors are asked to not enter these designated plover nesting areas.

IMPACT 2: WESTERN SNOWY PLOVERS

- Plover nesting areas collectively span about 45 miles of the state's beaches, a fraction of the 363 miles of the overall Oregon Coast shoreline.
- The official plover nesting season runs from March 15th through September 15th, which is when beach guidelines are in place. During these months, people should avoid walking on dry sand and to only tread on the wet, hard packed sand near the ocean in designated nesting areas.
- Any disturbances to the Western Snowy Plover population, including people, dogs, and kite and drone flying, can be detrimental to their health. If a plover is threatened, it may run away from its nest to distract a potential predator from its eggs or chicks, leaving the chick and adult plover vulnerable.
- More information, including maps and lists of plover beaches can be found at the [United States Department of Agriculture's page on Western Snowy Plovers](#) or on [Oregon State Park's plover page](#).
- Keep in mind that using a more authoritative and enforcement-oriented voice to highlight the seriousness of plover protection, rather than simply encouraging public engagement through the use of cute photos, will result in better conservation outcomes for the plovers. Because Western Snowy Plovers are endangered, resource protection tones should be different from tourism and activity voices.
- On designated plover beaches visitors may find roped off sections of dry sand. While these roped areas protect the most sensitive plover habitats, the dry sand on both sides of the rope are also off limits, as visitors to plover beaches must remain on the wet, hard-packed sand only. In some cases ropes won't be present at all, but plover protections still apply to the entire beach with or without ropes.

IMPACT 2: WESTERN SNOWY PLOVERS

TIMING:

It's important to note that different audiences, whether they live at the coast or are planning their visit from elsewhere, will be in varying stages in the visitor and planning process for their next Oregon Coast outing. The timing information in this guide includes general recommendations based on seasonal occurrences impacting visitors, locals and wildlife on the Oregon Coast.

- **Prior to Nesting Season (February - Early March):** Sharing Western Snowy Plover nesting information before nesting season with visitors planning their upcoming visits to the Oregon Coast, as well as locals, will arm everyone with the correct information on giving plovers a respectful distance. Plover nesting season may even be a draw for visitors, which is wonderful as long as they are giving them the space needed to nest safely.
- **During Nesting Season (March 15th -September 15th):** Communicating to both visitors and locals who are currently at the Oregon Coast while the plover are nesting will give them the opportunity to become protectors and fans of the Western Snowy Plover, as they will be able to identify the plover and better understand its behavior. Seeing plovers on the Oregon Coast will become something exciting that people can count on as they return to the coast for years to come.
- **Year-round:** The Western Snowy Plover is only one of the many species that calls the Oregon Coast home. Reminding your audience of the abundance of wildlife on the coast and sharing facts about their life cycles and behaviors can serve as a way to inspire year-round travel to the Oregon Coast.

IMPACT 2: WESTERN SNOWY PLOVERS

CHANNELS:

There are a variety of channels organizations and businesses can use to distribute information and messaging to their audiences, including social media, email, website copy, phone communication, signage, interaction with the media, maps and guides. Below are some select channel messaging examples.

Social media - Example Facebook Post

(Timing prior to peak season: February - March):

One of the many unique species of birds that calls the Oregon Coast home is the Western Snowy Plover, a threatened shorebird. Beginning next month, these endangered birds will need plenty of space to build their nests in dry, sandy areas on the beach. Visit the Oregon State Parks plover page for more information, and please give them the room they



need to nest. <https://www.oregon.gov/oprd/pcb/pages/pcb-plovers.aspx>

Example media interview Q&A

(Timing during peak season: March 14th - September 15th):

Potential media question:

The Western Snowy Plover is a shorebird that builds its nests directly on Oregon's beaches. How can visitors catch a glimpse of these unique creatures and what should they know about these special birds?

Potential answer:

These small shorebirds' nesting season runs from March 15th through September 15th, which is when beach guidelines for Western Snowy Plover are in place. During these months, people need to avoid walking on dry sand and to only tread on the wet, hard packed sand near the ocean in designated Western Snowy Plover nesting areas. These areas are clearly marked, with visitors welcome to explore the areas outside of the plover nesting zones to observe their activity from outside. Bringing a pair of binoculars is a great way to ensure you are more easily able to spot these well camouflaged birds.

IMPACT 2: WESTERN SNOWY PLOVERS

OTHER TIPS:

Some other suggested Do's and Don'ts to keep in mind.

Language and Tone: Instead of telling Oregon Coast visitors what they can and can't do at the coast, using a welcoming and warm tone while sharing thought provoking information will shed light on the coast's natural treasures, encouraging respectful behavior from visitors and locals alike by bringing them into the fold.

For example, instead of simply commanding people to stay out of plover nesting areas, explaining how humans can easily and negatively affect the threatened species of shorebird will give people the context they need to respectfully give plover a wide berth while they nest.

Images and Links: Sharing photos, especially of the Oregon Coast's wildlife and natural setting, will add personalization, depth and beauty to your messaging. Images should always be included with Facebook and Instagram posts, and including informative links is a great way to share additional information on social media and through email.

Media interviews: Only provide media commentary on subjects that are relevant to your organization's expertise. Keep responses brief, factual and informative.

IMPACT 2: WESTERN SNOWY PLOVERS

COMPREHENSIVE WESTERN SNOWY PLOVERS

IMPACT MESSAGING:

An in-depth look into the overall situation. Snippets of any of the following can be lifted for messaging use.

WHAT'S GOING ON?

The Oregon Coast is home to an untold number of species, including numerous types of birds. Observing the wild, mysterious activities of coastal birds and animals is a joyous part of the Oregon Coast experience. One of the species of birds that calls the Oregon Coast home is the Western Snowy Plover. These small shorebirds are more complex than you might think. Western Snowy Plovers nest on a few carefully selected beaches on the Oregon Coast, choosing dry sand areas above the high tide line to build their well-camouflaged nests. If the plover are able to successfully raise their young, there is a good chance they will return to the same nesting area the next year. These areas collectively span about 45 miles of the state's beaches, a fraction of the 363 miles of overall Oregon Coast shoreline.

WHAT SHOULD I DO?

Catching a glimpse of a Western Snowy Plover scurrying along an Oregon beach is an interesting and uplifting sight. Western Snowy Plovers require a unique environment during nesting season, which lasts from March 15th

through September 15th. During these months, visitors to the coast are asked to avoid walking on dry sand and to only tread on the wet, hard packed sand near the ocean in designated Western Snowy Plover nesting areas. Beaches that Western Snowy Plovers have chosen as nesting grounds are well-marked, and only make up a small part of the Oregon coastline.

These small, fascinating birds require a wide berth to safely raise their young. Even after the plover chicks have hatched, the tiny chicks will mostly forage for themselves near the high tide line. Entering any dry sand areas on a Western Snowy Plover nesting beach, which may be indicated by rope fencing, is not allowed during nesting season. Visitors to plover beaches during nesting season should also refrain from bringing their dogs, and should avoid engaging in potentially harmful activities such as biking and using motor vehicles. These precautions are in place to ensure the Western Snowy Plovers, and their chicks, are safe and undisturbed.

Western Snowy Plovers may also mistake kite and drone flying for avian predators, which can be detrimental to their health. If a plover that's keeping its eggs or chicks warm thinks there is a predator overhead, it may resort to defensive moves. This could mean running away from its nest to distract a potential predator from its eggs or chicks, leaving them vulnerable to actual predators, exposing them to wind and cold, and rapidly depleting the energy reserves the parents themselves require to care for their chicks.

IMPACT 2: WESTERN SNOWY PLOVERS

Though the Western Snowy Plovers are well-camouflaged, tough birds that have always lived in a challenging environment, they are vulnerable to human-caused impacts. Following plover precautions avoids putting the plover eggs, chicks and adult birds at risk of trampling, exhaustion and exposure. It's up to us to help keep Oregon's Western Snowy Plovers safe from human disturbance!

HOW CAN I HELP?

The most important way people can help the Western Snowy Plover is to stay off dry sand and to only walk on wet, hard packed sand on plover nesting beaches during nesting season. To view and enjoy the Oregon Coast's many natural visitors at a safe distance, including Western Snowy Plovers, we encourage bringing a set of binoculars.

If you bring trash or food with you to the Oregon Coast, please pack it out with you. Unintentionally left food and garbage on the beach has the potential to attract unwanted predators into Western Snowy Plover habitats.

If you find a Western Snowy Plover nest in an unprotected area, contact [Oregon State Parks](#) or the [U.S. Fish and Wildlife Service](#). More information, maps and lists of plover beaches can be found at the [United States Department of Agriculture's page on Western Snowy Plovers](#) or on [Oregon State Park's plover page](#).

There are also specific plover information pages for the [Siuslaw National Forest](#) and the [Oregon Dunes National Recreation Area](#). These resources are useful for recreationalists hoping to identify where activities, such as hiking, camping and using motorized vehicles on the beach, are permitted within these popular areas for plover safety.

Those particularly interested in protecting these unique birds may also consider volunteering to monitor a plover nesting area. If you're interested in becoming part of the "Snowy Plover Patrol" on the North Oregon Coast, visit [Portland Audubon's Western Snowy Plover page](#) to sign up. [The Oregon Dunes Restoration Collaborative](#) is also working with land managers to develop a plover restoration strategy, and to raise awareness of the species of plants and animals native to Oregon's beaches.



3

DRIVING AND BIKING SAFETY

FAST FACTS:

Relevant, bite-sized messaging that can be used across channels.

- Visitors and locals wishing to experience and make memories at the Oregon Coast first need to get here, most likely by either driving or biking. Thanks to Oregon's beautiful scenery, getting to the Oregon Coast is part of the state's iconic coastal experience.
- Oregon's Pacific Coast Scenic Byway, spanning the full length of the Oregon Coast, has been recognized by the U.S. Department of Transportation as an 'All-American Road' because of its beauty. It's one of the most coveted road trip experiences in the country.
- The Pacific Coast Bike Route, spanning the full length of the most popular bicycle tour routes in the country due to its beauty and amenities. The route is supported by the Oregon Department of Transportation and Adventure Cycling Association.

IMPACT 3: DRIVING AND BIKING SAFETY

- Before embarking for the Oregon Coast, it's crucial to be aware of traffic regulations, seasonal concerns and traffic patterns. Visit [TripCheck.com](https://www.tripcheck.com) for more information..
- Many of the roads leading to the Oregon Coast are winding, one-lane highways with limited visibility. Travelers are encouraged to turn on lights when riding and driving at all times of the day and in all types of weather. Fog is a common occurrence.
- Cycling to the coast is a popular, scenic activity. Extra room and caution is necessary for drivers passing cyclists. Several tunnels and bridges on routes to the Oregon Coast have warning lights activated by a push button to alert drivers that cyclists are in the lane ahead.
- Cyclists must be equipped with a white headlight and red rear light or reflector when riding after dark. They're also urged to dress for safety by wearing a helmet and bright or reflective clothing.
- Elk calving season lasts from May through June on the coast, and elk may be more aggressive during this time to protect their young. It's advised to use caution when driving, biking or walking near elk herds, and if possible, avoid proximity to elk altogether—especially during calving season.
- Some Oregon beaches are open to motor vehicles, but not all. If you are driving or parking on the “vehicles allowed” portions of the beach, drivers are asked to stay upland of wet sand areas where people may be digging for clams.
- Off-Highway Vehicle (OHV) riding is a major recreational activity at the Oregon Dunes National Recreation Area and the Sand Lake Recreation Area. In these areas, OHV riding occurs along certain sections of the beach and in upland dune areas. Specific regulations are in place of OHV riding, and those interested are asked to visit [USDA's site](https://www.usda.gov) to find more information.

IMPACT 3: DRIVING AND BIKING SAFETY

TIMING:

It's important to note that different audiences, whether they live at the coast or are planning their visit from elsewhere, will be in varying stages in the visitor and planning process for their next Oregon Coast outing. The timing information in this guide includes general recommendations based on seasonal occurrences impacting visitors, locals and wildlife on the Oregon Coast.

- **Prior to peak visitor season (March - May):** Though traffic laws are the same for cyclists and drivers year-round, those regulations become increasingly important during summer months when traffic congestion is at its peak. Sharing reminders to check traffic laws and road conditions for popular destinations has the potential to inspire audiences to conduct helpful research before embarking for the coast, and to begin planning their Oregon Coast trip early.
- **During peak visitor season (June - September):** Sending reminders to your audiences will help them take into consideration alternative transportation options to the coast, and will encourage people to be proactive about planning their trip. Sharing facts about the wildlife native to the Oregon Coast region, such as elk, will give these helpful snippets an interesting and unique edge for visitors.
- **Year-round (Especially during inclement weather):** Winding coastal roads can be difficult to navigate throughout the year, but especially during the fall, winter and spring months during stormy weather. Conditions can change quickly, so providing messaging about safe transportation precautions will prompt visitors to correctly prepare. This can also be a great opportunity to promote visiting the coast during different times of year.become something exciting that people can count on as they return to the coast for years to come.

IMPACT 3: DRIVING AND BIKING SAFETY

CHANNELS:

There are a variety of channels organizations and businesses can use to distribute information and messaging to their audiences, including social media, email, website copy, phone communication, signage, interaction with the media, maps and guides. Below are some select channel messaging examples.

Social media - Example Twitter post (Timing: Year-Round):

We all know that weather conditions can quickly change in Oregon, and that's especially true on the #coast! Before embarking on your next #coastal adventure, visit @OregonDOT's Trip Check page for updates.
<https://www.tripcheck.com/>

Example website copy

(Timing during peak visitor season: June - September):

Our Helpful Tips:

Have you planned your Oregon Coast summer adventure yet? It's the perfect time of year to enjoy a sunny beach stroll, feast on fresh seafood or partake in fishing or crabbing. While planning, don't forget that though driving and parking is permitted on the "vehicles allowed" portions of the beach, drivers are asked to stay upland of wet sand areas where people may be digging for clams. Driving or parking in razor clam habitats not only impacts the clam diggers, but could be a hazard to clam habitats. See you at the beach!

IMPACT 3: DRIVING AND BIKING SAFETY

OTHER TIPS:

Some other suggested Do's and Don'ts to keep in mind.

Language and Tone: Instead of telling Oregon Coast visitors what they can and can't do at the coast, using a welcoming and warm tone while sharing thought provoking information will shed light on the coast's natural treasures, encouraging respectful behavior from visitors and locals alike by bringing them into the fold.

When communicating with your audiences about a logistical topic such as driving and biking safety, adding tips and information on coastal wildlife can help spice up your content while adding meaningful context for visitors.

Images and Links: Sharing photos, especially of the Oregon Coast's wildlife and natural setting, will add personalization, depth and beauty to your messaging. Images should always be included with Facebook and Instagram posts, and including informative links is a great way to share additional information on social media and through email.

On Twitter, remember to be mindful of the 280 character limitation, which includes any links added. You can also use hashtags and tag other businesses and organizations in your copy to ensure that your posts are relevant, educational and connected.

Website Content: When peppering in useful information about the Oregon Coast on your website, you may opt to have a page dedicated to that information. Or, an announcement or fun facts section could be populated and changed on a seasonal, rotating basis to make your page relevant and timely for guests. If you are sharing information about visiting, exploring and following wildlife protocol at the coast, make sure that your information is updated.

IMPACT 3: DRIVING AND BIKING SAFETY

COMPREHENSIVE DRIVING AND BIKING IMPACT MESSAGING:

An in-depth look into the overall situation. Snippets of any of the following can be lifted for messaging use.

WHAT'S GOING ON?

Visitors and locals wishing to experience and make memories at the Oregon Coast first need to get here, most likely by either driving or biking. The spring and summer months are by far the busiest on the coast, with the fall and winter months bringing more inclement weather. Before embarking during any season, it's crucial to be aware of traffic regulations, seasonal concerns and traffic patterns in order to stay safe and have an enjoyable experience.

Getting to your coastal destination is part of the Oregon Coast experience. Oregon's Pacific Coast Scenic Byway, spanning the full length of the Oregon Coast, has even been recognized by the U.S. Department of Transportation as an 'All-American Road' because of its beauty. It's one of the most coveted road trip experiences in the country. The Pacific Coast Bike Route, spanning the full length of the coast, is one of the most popular bicycle tour routes in the country due to its beauty and amenities. The route is supported by the Oregon Department of Transportation and Adventure Cycling Association.

WHAT SHOULD I DO?

Recall the Rules of the Road:

Many of the roads leading to the Oregon Coast are winding, one-lane highways with limited visibility. We encourage travelers to turn on lights when riding or driving at all times of the day, and in all types of weather, as coastal routes frequently pass through shaded areas, tunnels and scattered fog. People driving and biking should stay alert, exercise caution and know the traffic laws when traveling to, from and along the coast. When passing another vehicle, it's important to remember to pass on the left, only enter an oncoming lane to pass when it's safe and legal to do so, allow at least 6 feet of distance with the other vehicle or bike, and return to your lane as soon as safely possible. These tips are more than suggestions, they are life-saving practices and Oregon state law!

Give Cyclists a Little Extra Love, and Little Extra Room:

In Oregon, cyclists generally are required to follow the same rules as motorists. Cyclists are also urged to ride as far to the right side of the roadway as is safe to do so, unless the road is too narrow and it's necessary for them to occupy a lane of traffic. Cyclists may also ride two abreast, road permitting. Extra room and caution is necessary for drivers passing a cyclist, and if there isn't enough room to pass safely, or it's not possible to cross

IMPACT 3: DRIVING AND BIKING SAFETY

the centerline, drivers must remain behind the cyclists until it's safe to pass. Several tunnels and bridges on routes to the Oregon Coast have warning lights activated by a push button to alert drivers that cyclists are in the lane ahead.

Per Oregon law, cyclists must be equipped with a white headlight and red rear light or reflector when riding after dark. Cyclists are also urged to dress for safety by wearing a helmet and bright or reflective clothing. Because cyclists are more vulnerable to the elements than drivers, they are advised to check weather patterns prior to their journey, to avoid riding in heavy fog (which typically lifts by late morning in the summer and fall seasons), to brace for strong wind gusts on bridges, and to stop off the roadway as soon as a concern emerges.

Be Aware of Seasonal Animal Behavior:

It's important to remember that all of the species of animal that call the Oregon Coast home have their own lifecycle and breeding patterns, such as the elk that breed from mid-September through mid-October in Oregon. Elk calving season then lasts from May through June on the coast, and elk may be more aggressive during this time to protect their young. It's advised to use caution when driving, biking or walking near elk herds, and if possible,

avoid proximity to elk altogether. When visiting the North Coast region in the summer and early fall months, and while driving or parking on the "vehicles allowed" portions of the beach, drivers are asked to stay upland of wet sand areas where people may be digging for clams. Driving or parking in razor clam habitats not only impacts the clam diggers, but could be a hazard to clam habitats.

HOW CAN I PREPARE?

Before embarking for a coastal adventure, visit [Tripcheck.com](https://www.tripcheck.com) for context on road regulations, conditions and traveling guidelines. More travel resources can be found at the [Oregon Department of Transportation's](https://www.oregon.gov/ODOT/) website. ODOT also has a detailed [Driver's Field Guide to Sharing Oregon's Roads](#) available, and [an online storefront](#) for safety literature and supplies.



4

CONGESTION AND PARKING

FAST FACTS:

Relevant, bite-sized messaging that can be used across channels.

- Sunny days along the coast mean lots of visitors! If driving to the Oregon Coast, during the busy summer season, or year-round, make sure to plan ahead. Try to get there early, visit off-season or consider checking out a less popular site to avoid long waits at parking areas.
- Before departing, make sure to check if your destination requires a parking permit or fees. For example, The Forest Service charges day-use fees at many of its developed sites along the coast, including the Siuslaw National Forest. That information can be found on the [Siuslaw National Forest](#) page. Fees are charged for parking at certain locations to fund ongoing improvements, maintenance and conservation projects.
- Driving isn't the only way to visit the coast. If possible, carpool with friends or use car-free transit options, such as buses or biking. There are accessible bus transit options to get to the coast from many Oregon destinations, and convenient bus options connecting different coastal towns.
- It's important to pay attention to signs and follow parking guidelines, which are designed to ensure public safety and allow clear passage of emergency vehicles. Parking along Highway 101, or in areas not designated for parking, can result in a ticket or fine.

IMPACT 4: CONGESTION AND PARKING

TIMING:

It's important to note that different audiences, whether they live at the coast or are planning their visit from elsewhere, will be in varying stages in the visitor and planning process for their next Oregon Coast outing. The timing information in this guide includes general recommendations based on seasonal occurrences impacting visitors, locals and wildlife on the Oregon Coast.

- **Prior to peak visitor season (April - May):** Visitors to the Oregon Coast can be shocked or disappointed when traffic or parking congestion impacts their visit. Informing your audience about how an increased number of visitors affects coastal traffic in the summer months may inspire them to plan ahead and avoid being ticketed or turned away from a popular destination. They may even begin coordinating their coastal trip earlier in the year.
- **During peak visitor season (June - September):** Promoting current recommendations on where to visit and what to do on the coast during peak season will be welcome content for your audiences. Including tips on how to navigate crowds, and even opt for a less-crowded sight, can help make their visit more enjoyable. Your audiences will appreciate these practical, helpful tips from a local source.
- **Year-round:** Though traffic is much lighter outside of peak season, encouraging visitors to opt to carpool, bike or take the bus is evergreen messaging.

IMPACT 4: CONGESTION AND PARKING

CHANNELS:

There are a variety of channels organizations and businesses can use to distribute information and messaging to their audiences, including social media, email, website copy, phone communication, signage, interaction with the media, maps and guides. Below are some select channel messaging examples.

Social media - Example Instagram post (During visitor peak season: June - September):

Planning a hike on the Oregon Coast? Sunny days mean lots of visitors! Conducting research prior to your visit may seriously pay off. To mitigate congestion and avoid crowds, carpool whenever possible and try to arrive early to avoid long waits at parking areas. Happy hiking! #oregoncoast #hikehappy #hikeoregon #tipsfromalocal



Maps, Guides and Visitor Resources - Example map blurb (Year-round resource):

The highlighted areas are especially popular hikes and sites during peak summer months. To help mitigate congestion and avoid crowds, try carpooling, biking or taking the bus whenever possible. Visitors are also encouraged to arrive early (before 9am), visit during off-season, or consider checking out a more off-the-beaten-path site to avoid long waits.

IMPACT 4: CONGESTION AND PARKING

OTHER TIPS:

Some other suggested Do's and Don'ts to keep in mind.

Language and Tone: Instead of telling Oregon Coast visitors what they can and can't do at the coast, using a welcoming and warm tone while sharing thought provoking information will shed light on the coast's natural treasures, encouraging respectful behavior from visitors and locals alike by bringing them into the fold.

When communicating with your audiences about a logistical topic such as congestion and parking, adding tips and information on coastal wildlife can help spice up your content while adding insightful and meaningful context.

Images and Links: Sharing photos, especially of the Oregon Coast's wildlife and natural setting, will add personalization, depth and beauty to your messaging. Images should always be included with Facebook and Instagram posts, and including informative links is a great way to share additional information on social media and through email.

On Instagram, it's best to keep copy fairly brief. Tagging relevant organizations and adding subject-specific hashtags will also give more context and depth to your posts.

Website Content: Physical resources need to be evergreen, as it's likely they may not be updated on a regular basis. Including short, informative content along with images and symbols will make the resource practical and easy to use.

IMPACT 4: CONGESTION AND PARKING

COMPREHENSIVE CONGESTION & PARKING IMPACT MESSAGING:

An in-depth look into the overall situation. Snippets of any of the following can be lifted for messaging use.

WHAT'S GOING ON?

The Oregon Coast is a year-round destination to experience awe-inspiring beauty, participate in outdoor activities and to take a much-needed reprieve by connecting with nature. Though each season presents its own benefits, the sunnier summer months are the most crowded on the Oregon Coast. Conducting research on the coastal area you wish to visit is recommended during any season, but it's especially helpful to be knowledgeable about congestion patterns and parking guidelines during the crowded summer months before arriving at the coast.

WHAT SHOULD I DO?

Car-Free, Care Free

To help reduce traffic congestion, especially in the busy summer months, people are asked to bus and walk to the coast when possible, or to carpool with others. Not only does taking alternative transportation limit traffic congestion and environmental impact, it also takes away the stress of having to navigate traffic and find parking. The coast has accessible bus transit options to get to and from multiple Oregon cities, including Portland, Salem, Albany, Beaverton, Hillsboro, Corvallis, Medford and Ashland. Convenient Oregon Coast bus options include Point Bus, NW Connector, Pacific Crest and Porter Stage Lines, and Curry Public Transit. Along the North Coast, timely local bus services run hourly to various North Coast communities.

Plan Before Parking

If visitors do decide to drive, it's encouraged to be aware that parking at popular wildlife refuges, state parks and recreation sites, such as Cape Perpetua and Drift Creek Falls, often fill up on summer weekends and holidays. Consider finding a more off-the-beaten-path site, visiting during the week or arriving later in the day when more parking may be available. Alternatively, "early birds" can benefit from arriving at popular sites in the morning, as wildlife viewing, especially for birds, is best in the early hours

IMPACT 4: CONGESTION AND PARKING

from sunrise to around 9am. Also, it's important to pay attention to signs and to follow parking guidelines, which are designed to ensure public safety and to allow clear passage of emergency vehicles. Parking along Highway 101, or in areas not designated for parking, can result in a ticket or fine.

HOW CAN I PREPARE?

Before coming to the coast, plan ahead and research different parking options, especially if visiting popular coastal spots. Try using car-free transit options, such as buses, to reduce congestion and environmental impact. Those traveling by public transportation should visit the Oregon Coast Visitors Association's [transportation page](#) to find appropriate bus line options.

If driving to the coast, make sure to see if your destination requires a [parking permit](#).





5

TIDE POOL ETIQUETTE

FAST FACTS:

Relevant, bite-sized messaging that can be used across channels.

- Exploring the Oregon Coast's intricate tide pools is an experience that piques the curiosity and interest of a wide audience of locals and visitors. Tide pools are small-scale ecosystems that are beautiful but fragile, so human disturbances have the potential to affect tide pool balance.
- To avoid crushing or harming coastal creatures, visitors should walk on bare and dry rocks while investigating Oregon's tide pools. Tide pool explorers are urged to use caution for their own sake, and to stay off logs and slippery rocks.
- It's important to keep dogs out of tide pool areas to avoid damage and disturbance to the seabirds and marine mammals that call the coast home.
- Remember, unexpected sneaker waves can breach the coast at any time, so never turn your back on the ocean.
- Looking up the tide patterns beforehand is recommended for safety, particularly when visiting pocket beaches that have obstructed access points

IMPACT 5: TIDE POOL ETIQUETTE

and rocky shorelines. These areas can get cut off from the rest of the shore when the tide comes in, potentially stranding visitors or sweeping them out to sea.

- Even if an animal or plant is picked up and put back in the same place it was found, plants and some animals won't survive that interaction. Marine plants and seaweeds (and some animals) must be attached to rocks in order to grow and survive, and some won't be able to reattach if they are torn from their habitat.
- It's key to also avoid picking up sea stars, as they may be recovering from Sea Star Wasting Disease, a syndrome that is passed from sea star to sea star.
- Visitors planning on harvesting seafood, such as crabs, clams and mussels, are expected to adhere to regulations and obtain the proper licensing to do so.
- In order to keep beaches and tide pools healthy, animals, plants, shells, sticks, and rocks should stay in these special environments.



IMPACT 5: TIDE POOL ETIQUETTE

TIMING:

It's important to note that different audiences, whether they live at the coast or are planning their visit from elsewhere, will be in varying stages in the visitor and planning process for their next Oregon Coast outing. The timing information in this guide includes general recommendations based on seasonal occurrences impacting visitors, locals and wildlife on the Oregon Coast.

- **Prior to peak visitor season (April - May):** As the weather starts to improve during the spring season, sharing relevant tide pool images, facts and tips will inspire your audiences to look forward to their summer Oregon Coast trip and begin planning. Picturing tide pools, and speaking to the creatures and plants that inhabit them, will help to invoke a shared understanding and love for preserving these special habitats for locals and visitors alike, while inspiring people to plan their visit.
- **During peak visitor season (June - September):** The busy summer and early fall months provide a perfect opportunity to connect with visitors over a shared love for Oregon's natural species of plants and animals, including those found in Oregon's tide pools. Invite your audience to become stewards of these special habitats, while also encouraging them to come experience the wonders of the tide pools for themselves.
- **Year-round:** Even during the off-season, peppering in tide pool-related messaging is an effective way to establish the Oregon Coast as a fascinating and beautiful destination worth a visit during any season.

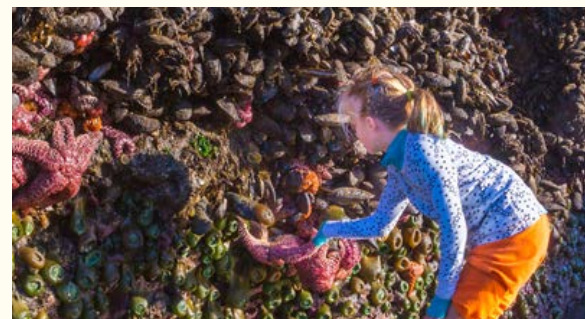
IMPACT 5: TIDE POOL ETIQUETTE

CHANNELS:

There are a variety of channels organizations and businesses can use to distribute information and messaging to their audiences, including social media, email, website copy, phone communication, signage, interaction with the media, maps and guides. Below are some select channel messaging examples.

Social media: Example Instagram Post (Timing during peak season: June - September):

Do you enjoy exploring tide pools as much as we do? While inspecting these small-scale ecosystems along the Oregon Coast, it's important to remember that they are both beautiful and fragile. Even if an animal or plant is picked up and put back, they may not survive that interaction. Treating our tide pools with respect and care will ensure that these wondrous habitats will continue to thrive! #oregoncoast #tide pools #nature #explore



Example signage copy (Timing year-round):

We know your four-legged companions may be curious about meeting new beach friends, but please keep your dogs on a leash and away from tide pool areas to avoid damage and disturbances to marine plants and animals. Thank you for helping protect our tide pools!

IMPACT 5: TIDE POOL ETIQUETTE

OTHER TIPS:

Some other suggested Do’s and Don’ts to keep in mind.

Language and Tone: Instead of telling Oregon Coast visitors what they can and can’t do at the coast, using a welcoming and warm tone while sharing thought provoking information will shed light on the coast’s natural treasures, encouraging respectful behavior from visitors and locals alike by bringing them into the fold.

For example, instead of simply commanding people to avoid picking up tide pool plants and animals, explaining how humans can easily and negatively affect marine life will give your audience the context they need to respectfully navigate Oregon’s tide pools.

Images and Links: Images and Links: Sharing photos, especially of the Oregon Coast’s wildlife and natural setting, will add personalization, depth and beauty to your messaging. Images should always be included with Facebook and Instagram posts, and including informative links is a great way to share additional information on social media and through email.

On Instagram, it’s best to keep copy fairly brief. Tagging relevant organizations and adding subject-specific hashtags will also give more context and depth to your posts.

Signage: Information should be easily digestible. If possible, let your audience know why there may be behavioral restrictions on the coast. By bringing your audience into the fold, they will be more invested in abiding by protocol they understand and respect.

IMPACT 5: TIDE POOL ETIQUETTE

COMPREHENSIVE TIDE POOL ETIQUETTE
IMPACT MESSAGING:

An in-depth look into the overall situation. Snippets of any of the following can be lifted for messaging use.

WHAT’S GOING ON?

Exploring the intricate tide pools of the Oregon Coast is an experience that regularly piques the curiosity and interest of a wide audience of locals and visitors. Each tide pool contains its own unique residents and species, from flowing anemones, to crawling hermit crabs, to bright sea stars. These small-scale ecosystems are beautiful but fragile, and so human disturbances have the potential to affect tide pool balance. On the Oregon Coast, you’ll find tide pool enthusiasts attentively and respectfully navigating the coast’s shifting tide pools, careful not to disturb or trample the rocky shore ecosystem.

WHAT SHOULD I DO?

Treating Oregon’s tide pool ecosystem with respect and care ensures these wondrous habitats will continue to thrive. While investigating Oregon’s tide

pools, visitors who wish to avoid crushing or harming coastal creatures should walk on bare and dry rocks. Though dogs may also wish to explore Oregon’s tide pools, it’s important for their humans to keep them out of tide pool areas to avoid damage and disturbance to seabirds and marine mammals.

Tide pool explorers are urged to use caution for their own sake while moving throughout Oregon’s tide pools, and to stay off logs and slippery rocks. Unexpected sneaker waves can breach the coast at any time, so never turn your back on the ocean. Visitors should also walk carefully and slowly around rough, uneven tide pool areas. Rocky beaches, such as Cobble Beach, may prove difficult for both humans and dogs to navigate.

Looking up the tide patterns beforehand is recommended for safety, particularly when visiting pocket beaches that have obstructed access points and rocky shorelines. These areas can get cut off from the rest of the shore when the tide comes in, potentially stranding visitors or sweeping them out to sea. Knowing tidal patterns will also help tide pool enthusiasts know when the pools are visible and accessible.

Tide pool explorers are welcome to gently touch the creatures they find, but poking, squishing or picking up wildlife can cause serious harm or death to the creature. Even if an animal or plant is picked up and put back

IMPACT 5: TIDE POOL ETIQUETTE

in the same place it was found, plants and some animals won't survive that interaction. Marine plants and seaweeds (and some animals) must be attached to rocks in order to grow and survive, and some won't be able to reattach if they are torn from their habitat. It's also key to avoid picking up sea stars, as they may be recovering from Sea Star Wasting Disease, a syndrome that is passed from sea star to sea star.

The Oregon Coast boasts a bounty of creatures, such as crabs, clams and mussels, that can be harvested for food. Visitors planning to harvest any wildlife species are expected to adhere to regulations and obtain the proper licensing, as not all locations are open to harvesting, and harvest limits differ by species. These harvesting guidelines have been carefully created to protect fish and wildlife, so violators may receive a ticket.

In order to keep Oregon's beaches and tide pools healthy, animals, plants, shells, sticks, rocks and debris should stay on the beach. This is particularly the case for areas such as Yaquina Head Outstanding Natural Area, one of seven "Oregon Marine Gardens." These designated areas have been set aside for educational purposes.

HOW CAN I HELP?

To keep the majesty of the coast and its tide pool environments intact, trash removal is always encouraged and appreciated.

It's always a great idea to check the regulations located on [MyODFW.com](https://www.myodfw.com) before visiting the Oregon Coast, especially if you are planning to harvest any creatures during your visit.

Curious tide pool adventurers are invited to learn more about tide pool best practices, tide information, and facts on the captivating tide pools themselves at the Oregon Coast Visitors Association's [tidepool page](#).



6

ISLANDS AND SEA STACKS

FAST FACTS:

Relevant, bite-sized messaging that can be used across channels.

- The spectacular cylindrical stacks and islands of the Oregon Coast are an iconic draw for visitors and locals, and also life-supporting habitats for a multitude of species, including seabirds and marine mammals.
- Because Oregon's stacks and islands are home to numerous species of wildlife, they are protected as part of the Oregon Islands National Wildlife Refuge. All islands, large rocks and sea stacks are closed for public use to protect marine wildlife at all times, year-round.
- The sea stacks and islands are also closed to people to ensure all human visitors are safe. They are made of loose, jagged rocks, and are treacherous to navigate. Trespassing visitors also run the risk of being stranded by the tide on an island, or being swept out to sea.

IMPACT 6: ISLANDS AND SEA STACKS

- Many of Oregon's coast state parks, and other open beach spaces, offer phenomenal views of the wildlife refuges from a safe and legal distance. Oregon Coast visitors are invited to observe and enjoy Oregon's coastal stacks and islands from a safe distance, and to bring binoculars and a camera to observe any marine animal and seabird action up-close.
- Visitors are also encouraged to keep in mind that all migratory birds are protected under the Migratory Bird Treaty Act. The act forbids the taking, killing or possessing of any migratory birds and their parts, including eggs, nests and feathers.
- For more information on Oregon's plentiful shorebirds, seabirds and marine mammals. Check out the Oregon Department of Fish and Wildlife's [page on viewing wildlife in Oregon](#) before visiting us on the coast! The Oregon Department of Fish and Wildlife also has an [interactive wildlife viewing map](#) available for more trip ideas.



IMPACT 6: ISLANDS AND SEA STACKS

TIMING:

It's important to note that different audiences, whether they live at the coast or are planning their visit from elsewhere, will be in varying stages in the visitor and planning process for their next Oregon Coast outing. The timing information in this guide includes general recommendations based on seasonal occurrences impacting visitors, locals and wildlife on the Oregon Coast.

- **Prior to peak visitor season (May - June):** Though Oregon Coast's sea stacks and islands are obviously present year-round, tourism really picks up in the sunny summer and early fall months. Prior to the busy season, it's a great opportunity to remind visitors and residents that the stunning cylindrical formations are off limits. Sharing photos of the stacks, as well as facts about the wildlife that call them home, may encourage more people to plan their visits to the coast.
- **During peak visitor season (June - September):** During the sunny, busy months on the coast is the perfect time to post and share tips, photos and facts about the Oregon Coast. If visitors and residents are reminded multiple times that the sea stacks are off-limits, they will be more likely to abide by those regulations. Additionally, if they are also reminded of the spectacular views and abundant wildlife sightings, they will be inspired to visit the coast.
- **Year-round:** The coastal islands and sea stacks are part of what make the Oregon Coast's landscape unique and identifiable. Sharing imagery, facts and tips about the sea stacks year-round will provide your audience relevant information as well as inspirational fodder for their next beach vacation. Plus, sharing imagery and information during the stormy fall and winter months is an impactful reminder that the Oregon Coast is a spectacular place to visit at any time of year.

IMPACT 6: ISLANDS AND SEA STACKS

CHANNELS:

There are a variety of channels organizations and businesses can use to distribute information and messaging to their audiences, including social media, email, website copy, phone communication, signage, interaction with the media, maps and guides.

Social media - Example Twitter post (Prior to peak season: May-June):

Oregon's iconic coastal sea stacks and islands are protected homes for native species of ocean creatures, seabirds and marine mammals. Visit the OR Department of Fish and Wildlife's page wildlife viewing before visiting us on the coast! dfw.state.or.us/resources/viewing/index.asp

Example website copy

(Timing during peak visitor season: June - September):

Our Oregon Coast skyline and beachfront views wouldn't be the same without the dramatic islands and sea stacks dotting the Oregon coastline. Though stunning, the stacks and islands of the Oregon Coast aren't just ornamental natural structures; they are life-supporting habitats for various species of seabirds, marine mammals and other wildlife and are off limits for humans. We encourage our visitors to bring binoculars and cameras, to check out these rocky formations from a safe distance. Let us know if you would like recommendations on our favorite places to take in Oregon Coast's sweeping, panoramic views.

IMPACT 6: ISLANDS AND SEA STACKS

OTHER TIPS:

Some other suggested Do's and Don'ts to keep in mind.

Language and Tone: Instead of informing Oregon Coast visitors of negative behavior they should avoid, providing context on why recommended actions and restrictions are in place will provide context, education and knowledge. Visitors and locals will be more likely to align their actions with messaging they understand, and may be inspired to say they are stewards of the coast.

Images and Links: Oregon's sea stacks and islands are a spectacle known throughout the world. Sharing photos, especially of the Oregon Coast's wildlife and natural setting, will add personalization, depth and beauty to your messaging. Images should always be included with Facebook and Instagram posts, and including informative links is a great way to share additional information on social media and through email.

You may want to add context on where particular photos were taken, so inspired visitors can go to that exact location.

On Twitter, remember to be mindful of the 280 character limitation, which includes any links added. You can also use hashtags and tag other businesses and organizations in your copy to ensure that your posts are relevant, educational and connected.

Website Content: When peppering in useful information about the Oregon Coast on your website, you may opt to have a page dedicated to that information. Or, an announcement or fun facts section could be populated and changed on a seasonal, rotating basis to make your page relevant and timely for guests. If you are sharing information about visiting, exploring and following wildlife protocol at the coast, make sure that your information is updated.

IMPACT 6: ISLANDS AND SEA STACKS

COMPREHENSIVE ISLANDS AND SEA STACKS

IMPACT MESSAGING:

An in-depth look into the overall situation. Snippets of any of the following can be lifted for messaging use.

WHAT'S GOING ON?

The astounding islands and sea stacks of the Oregon Coast provide a spectacular beachscape backdrop. Spanning the Oregon coastline, these otherworldly cylindrical stacks and islands are a continuous draw for local and traveling visitors, photographers and nature enthusiasts. Though stunning, the stacks and islands of the Oregon Coast aren't just ornamental natural structures; they are life-supporting habitats for various species of seabirds, marine mammals and other wildlife.

These rocky structures offer isolated breeding and resting habitats for diverse communities of coastal creatures, including seabirds, seals, sea lions and marine plants. Because Oregon's stacks and islands are home to numerous species of wildlife, they are protected as part of the Oregon Islands National Wildlife Refuge. The areas are designated as national wilderness islands and are managed by the U.S. Fish and Wildlife Service.

WHAT SHOULD I DO?

Though many species of wildlife call Oregon Coast's islands and sea stacks home, one species that can't be found on these structures are humans. All islands, large rocks and sea stacks are closed for public use to protect marine wildlife at all times, year-round. The islands and stacks offer the perfect secluded surroundings for various sea birds to raise their chicks and for seals and sea lions to give birth to their pups, among other sensitive animals and plants found on the islands and stacks. These species are all extremely susceptible to human disturbances. Visitors are asked to refrain from stepping foot on their fragile habitats, and to remain far enough away so that wildlife, especially seals and sea lions, don't react in any way.

Repeated island and sea stack disturbances from visitors, including disruption from flying drones, are not simply frowned upon, the activity is also illegal. Human disturbances could substantially impact wildlife mating, nesting and other behaviors. Visitors are also encouraged to keep in mind that all migratory birds are protected under the Migratory Bird Treaty Act. The act forbids the taking, killing or possessing of any migratory birds and their parts, including eggs, nests and feathers. Oregon Coast visitors are invited to observe and enjoy Oregon's coastal stacks and islands from a safe distance, and to bring binoculars to observe any marine animal and seabird action up-close.

IMPACT 6: ISLANDS AND SEA STACKS

The area above the high tide line on Oregon's coastal islands is closed for public use at all times, not only to protect Oregon's wildlife, but to also ensure all human visitors are safe. The sea stacks and islands are made of loose, jagged rocks, and are treacherous for people to navigate. Trespassing visitors also run the risk of being stranded by the tide on an island, or being swept out to sea. Alternatively, many of Oregon's coast state parks, and other open beach spaces, offer phenomenal views of the wildlife refuges from a safe and legal distance.

HOW CAN I HELP?

For a surefire way to get closer to wildlife, it's always a great idea to bring binoculars or a spotting scope to the coast.

To keep your Oregon Coast memories alive, don't forget a camera! However, visitors are asked to go without posing with wildlife, such as seal selfies. Posing up-close with wildlife is dangerous, and also poses a threat to the animal, which is illegal.

For more information on Oregon's plentiful shorebirds, seabirds and marine mammals, check out the Oregon Department of Fish and Wildlife's [page on viewing wildlife](#) in Oregon. The Oregon Department of Fish and Wildlife also has an [interactive wildlife viewing map](#) available for more trip ideas.





7

GARBAGE AND FOOD WASTE REMOVAL

FAST FACTS:

Relevant, bite-sized messaging that can be used across channels.

- Keeping Oregon's coast natural, wild and beautiful hinges on locals and visitors removing all of the food scraps and garbage they bring. If inspired, beachgoers are encouraged to pack out food scraps and garbage they find.
- Wildlife and native species thrive best when sticking to their own diet, free of human food scraps. Human food is detrimental to many species, and can even be deadly.
- Leaving any food unattended while enjoying the coast prompts the arrival of scavenging wildlife, such as rats, opossums, skunks, bears, raccoons and gulls as well as crows, jays and ravens (a group of scavenging birds known as corvids).

IMPACT 7: GARBAGE AND FOOD WASTE REMOVAL

- The presence of human food has attracted large populations of scavenging birds to places they didn't used to inhabit. Once there, they'll look around for other food, which often includes the eggs and chicks of other birds.
- Visitors are invited to help protect Oregon's unique wildlife. Unnatural, fatty human food can result in an increased number of predators, and can bring harm to native species. This phenomenon can affect coastal bird populations, such as the threatened Western Snowy Plover and the Marbled Murrelet.
- Leftover scraps can include plant-based leftovers too, such as pistachio shells, orange peels and apple cores, which are harmful since these types of food morsels aren't native to the coast.



IMPACT 7: GARBAGE AND FOOD WASTE REMOVAL

TIMING:

It's important to note that different audiences, whether they live at the coast or are planning their visit from elsewhere, will be in varying stages in the visitor and planning process for their next Oregon Coast outing. The timing information in this guide includes general recommendations based on seasonal occurrences impacting visitors, locals and wildlife on the Oregon Coast.

- **Prior to peak visitor season (April - May):** Visitors to the Oregon Coast don't intend to harm the wildlife and native species that call the coast home. Informing your audience about the importance of properly discarding all food scraps before peak season gives them the opportunity to prepare for their visit, bringing any necessary supplies such as a cooler to store food. It will also help visitors be on the lookout for disposal spots while enjoying their time at the coast.
- **During peak visitor season (June - September):** During the busy season, when more audiences are flocking to the coast, is a fitting time to reshare expectations of food disposal before visitors arrive to enjoy their visit. You may choose to relay recommendations on how to pack food for a day adventure, the locations of disposal spots along popular destinations and tips on local restaurants and dining locations for guests to dine at during their stay. Your audiences will appreciate this insightful knowledge from a local source, especially any recommendations on new places to dine at!
- **Year-round:** Garbage and food waste removal are issues that are present on the Oregon Coast year-round. Including reminders about expectations around garbage and food waste disposal kindly refreshes your audiences' memories, while inviting them to join the effort to help protect the wild coastal setting and natural wildlife.

IMPACT 7: GARBAGE AND FOOD WASTE REMOVAL

CHANNELS:

There are a variety of channels organizations and businesses can use to distribute information and messaging to their audiences, including social media, email, website copy, phone communication, signage, interaction with the media, maps and guides.

Social Media - Example Facebook post (During visitor peak season: June - September):

Packing a picnic for your adventure to the Oregon Coast this weekend? Make sure to dispose of all unwanted food waste and garbage! Leaving behind food scraps attracts scavenging species, who thrive best while sticking to their natural diet and can cause harm to other creatures.



Tip: Pack your snacks in a cooler or food-specific bag, which can be used to store all leftovers and garbage after you enjoy your scenic picnic.

Maps, Guides and Visitor Resources - Example Sign Blurb (Year-round resource):

Leaving food scraps and garbage behind can bring unwanted visitors to the Oregon Coast's beloved sites, and can throw off food chain balance. By packing out your garbage and leftovers, you're helping to protect coastal wildlife.

IMPACT 7: GARBAGE AND FOOD WASTE REMOVAL

OTHER TIPS:

Some other suggested Do's and Don'ts to keep in mind.

Language and Tone: Instead of telling Oregon Coast visitors what they can and can't do at the coast, using a welcoming and warm tone while sharing thought provoking information will shed light on the coast's natural treasures, encouraging respectful behavior from visitors and locals alike by bringing them into the fold.

When communicating with your audiences about a logistical topic such as food waste and removal, adding tips and information on recommended dining spots along the coast gives visitors insider tips to elevate their experience, while protecting coastal wildlife.

Images and Links: Sharing photos, especially of the Oregon Coast's wildlife and natural setting, will add personalization, depth and beauty to your messaging. Images should always be included with Facebook and Instagram posts, and including informative links is a great way to share additional information on social media and through email.

On Instagram, it's best to keep copy fairly brief. Tagging relevant organizations and adding subject-specific hashtags will also give more context and depth to your posts.

Maps, Guides and Visitor Resources: Physical resources need to be evergreen, as it's likely they may not be updated on a regular basis. Including short, informative content along with images and symbols will make the resource practical and easy to use.

Make sure any food disposal locations are accurate before adding to an evergreen, long-term resource.

IMPACT 7: GARBAGE AND FOOD WASTE REMOVAL

COMPREHENSIVE DEBRIS, GARBAGE AND FOOD WASTE REMOVAL MESSAGING:

An in-depth look into the overall situation. Snippets of any of the following can be lifted for messaging use.

WHAT'S GOING ON?

While spending a day on the Oregon Coast taking in the expansive views, dipping your toes in the chilly waves or going on a lengthy, refreshing hike, bringing a meal to enjoy in the outdoors will likely be part of your experience. When snacking at the Oregon Coast, it's important to recall that wildlife thrives best when sticking to a natural diet. Food management by the public, especially in campgrounds, day-use locations and picnic areas, is vital in order to help maintain the coast as a natural and pristine environment and to keep native species wild.

WHAT SHOULD I DO?

Locals and visitors to the coast who wish to keep Oregon's native species healthy should avoid enticing wildlife with food scraps and garbage. Leaving food behind encourages scavenging species such as rats, opossums, skunks, bears, raccoons, gulls, ravens, crows and jays to visit campsites, trails and picnic areas.

Feeding bears especially habituates them to depend on humans for food. If a bear learns to view people as food providers, they become dangerous because they expect that food can be gathered from and near people. Bears frequently spotted in campsites, on trails and near groups of people are at-risk of having to be euthanized for public safety. Avoiding leaving food scraps behind could potentially save a bear's life.

Crows, jays and ravens (a group of birds known as corvids) are so commonly seen in urban areas that it's easy to forget they are wild birds meant to forage for their own food. Corvids have quickly learned to associate humans with food because of our tendency to leave food scraps behind, and so we have attracted large populations of these scavengers to places they didn't used to inhabit. Once there, they'll look around for other food, which often includes the eggs and chicks of other birds.

Indulging in unnatural, fatty human food can lead to unexpected population increases in corvids and other predatory species, throwing off food chain balance. An increased number of predators will bring harm to other native species, and could potentially affect coastal bird populations, such as the threatened Western Snowy Plover and the Marbled Murrelet.

IMPACT 7: GARBAGE AND FOOD WASTE REMOVAL

HOW CAN I HELP?

To help prevent introducing corvids to threatened birds' nesting areas, and to avoid accidentally feeding bears and other native coastal species, visitors are urged not to leave any food scraps behind when they hike, camp or picnic. Leftover scraps can include plant-based leftovers too, such as pistachio shells, orange peels and apple cores, which are harmful since these types of food morsels aren't native to the coast. Visitors are also encouraged to remember to not leave food unattended in case of scavenging wildlife.



A close-up photograph of an Oregon Silverspot Butterfly perched on a white, spiky flower. The butterfly's wings are a vibrant orange-brown color, adorned with numerous white spots and markings. Its long, thin antennae are extended forward. The background is a soft, out-of-focus green, suggesting a natural meadow environment.

8

PROTECTING THE OREGON SILVERSPOT BUTTERFLY

FAST FACTS:

Relevant, bite-sized messaging that can be used across channels.

- As threatened species native to the Oregon Coast region, populations of the Oregon Silverspot Butterfly are declining due to habitat loss, with butterflies residing in only a few meadows near the Oregon Coast.
- The Oregon Silverspot Butterfly is a medium-sized, yellow and brown spotted butterfly, native to the Oregon Coast region.
- Oregon Silverspot Butterfly caterpillars survive on early blue violets, which are found on dunes and headlands along the coast.
- To help protect the threatened butterflies, hikers and nature enthusiasts should stay on designated trails. The butterflies and their larvae are at risk of being crushed.

IMPACT 8: PROTECTING THE OREGON SILVERSPOT BUTTERFLY

- Outdoor enthusiasts are encouraged to take photos instead of picking wildflowers as souvenirs during their coastal adventures, and to clean off their hiking boots post-adventure to avoid spreading any invasive weeds. These simple but impactful actions lead to habitat stability, which is essential for species such as the Oregon Silverspot Butterfly.
- To learn more about this special, threatened species, visit the [United States Department of Agriculture's page on the Oregon silverspot butterfly.](#)



IMPACT 8: PROTECTING THE OREGON SILVERSPOT BUTTERFLY

TIMING:

It's important to note that different audiences, whether they live at the coast or are planning their visit from elsewhere, will be in varying stages in the visitor and planning process for their next Oregon Coast outing. The timing information in this guide includes general recommendations based on seasonal occurrences impacting visitors, locals and wildlife on the Oregon Coast.

- **Prior to wildflower season (January - February):** Hikers embarking on an adventure along the Oregon Coast region's scenic trails might stray away from the path in order to get a better view of the beautiful wildflowers when in bloom (violets can bloom as early as February). Educating your audiences on how leaving designated trail paths can threaten species like the Oregon Silverspot Butterfly arms them with the information to be a part of Oregon's preservation efforts. Giving advance notice of when the Oregon Silverspot Butterfly caterpillars' life cycle begins, and the importance of preserving wildflowers as its food source, allows hikers to plan when they will visit Oregon's wildflower trails.
- **During wildflower season (February - September):** Sharing facts, images and information on the conservation effort to protect the beloved Oregon Silverspot Butterfly lets hikers know how to help the delicate and wondrous species thrive. Including reminders about avoiding meadow areas where wildflowers are found, gives hikers and visitors a heads up before embarking. Encourage hikers to take photos of the magnificent wildflowers instead of getting up too close.
- **Year-round:** Include reminders about ways to protect Oregon's threatened wildlife, such as the Oregon Silverspot Butterfly, into messaging around hiking and exploring the coast. Your audiences will appreciate your insight, and may be motivated to come see the wildlife along the Oregon Coast we are all aiming to protect.

IMPACT 8: PROTECTING THE OREGON SILVERSPOT BUTTERFLY

CHANNELS:

There are a variety of channels organizations and businesses can use to distribute information and messaging to their audiences, including social media, email, website copy, phone communication, signage, interaction with the media, maps and guides.

**Social media - Example Facebook post
(During peak season February - September):**

Did you know that the Oregon Silverspot Butterfly can only be found in a few of Oregon's coastal meadows? Help us protect this beautiful, threatened species by staying on hiking trails to save their habitats. If you're lucky, you might catch a glimpse of the delicate butterfly in early summer!



Maps, Guides and Visitor Resources - Example trailpost sign (Year-round resource):

Help us protect regional wildlife by refraining from venturing off designated paths. Your actions have the power to affect species such as the threatened Oregon Silverspot Butterfly, which can only be found in this area and is dependent on fragile meadow ecosystems. We thank you for your support in caring for Oregon's wildlife!

IMPACT 8: PROTECTING THE OREGON SILVERSPOT BUTTERFLY

OTHER TIPS:

Some other suggested Do’s and Don’ts to keep in mind.

Language and Tone: Instead of telling Oregon Coast visitors what they can and can’t do at the coast, using a welcoming and warm tone while sharing thought provoking information will shed light on the coast’s special species, encouraging respectful behavior from visitors and locals alike by bringing them into the fold.

When communicating with your audiences about an important effort, such as the conservation of the Oregon Silverspot Butterfly, include photos and facts about the species in order to give your audience a full snapshot of the impact of their actions.

Images and Links: Images and Links: Sharing photos, especially of the Oregon Coast’s wildlife and natural setting, will add personalization, depth and beauty to your messaging. Images should always be included with Facebook and Instagram posts, and including informative links is a great way to share additional information on social media and through email.

On Instagram, it’s best to keep copy fairly brief. Tagging relevant organizations and adding subject-specific hashtags will also give more context and depth to your posts.

Maps, Guides and Visitor Resources: Maps, Guides and Visitor Resources: Physical resources need to be evergreen, as it’s likely they may not be updated on a regular basis. Including short, informative content along with images and symbols will make the resource practical and easy to use.

IMPACT 8: PROTECTING THE OREGON SILVERSPOT BUTTERFLY

PROTECTING THE OREGON SILVERSPOT BUTTERFLY IMPACT MESSAGING:

An in-depth look into the overall situation. Snippets of any of the following can be lifted for messaging use.

WHAT'S GOING ON?

The Oregon Silverspot Butterfly is a medium-sized, yellow and brown spotted butterfly, native to the Oregon Coast region. They depend entirely on a limited number of flower species, such as early blue violets, for their survival.

The Oregon Silverspot Butterfly used to be found in California and Washington as well as Oregon, but because of loss of habitat, Oregon's very small population is all that's left of this once abundant species. Now, the Oregon Silverspot Butterfly is a threatened species that resides in only a few coastal meadows on the Oregon Coast. Those who value protecting the Oregon Coast as a beautiful home to a unique cast of native animals, plants and habitats are invited to become advocates for the Oregon Silverspot Butterflies.

WHAT SHOULD I DO?

As a threatened species, hikers can help the Oregon Silverspot Butterfly by staying on designated trails, allowing sensitive creatures, such as the Oregon Silverspot Butterfly, to thrive unaffected by human disturbances. Oregon

Silverspot Butterfly larvae are incredibly small (the size of Lincoln's nose on a penny). The vulnerable larvae are what will most likely be harmed or killed when people go off trail.

Various agencies and organizations are involved in efforts to restore coastal meadows to increase the likelihood that these threatened butterflies will survive. Besides staying on designated trails, especially in meadow areas, people can support the success of the Oregon Silverspot Butterfly and other native species by protecting wildflowers that are a source of food for silverspots and other pollinators. Nature enthusiasts are encouraged to take photos instead of picking flowers as souvenirs, and to clean off their hiking boots post-adventure to avoid spreading invasive weeds.

HOW CAN I HELP?

Hikers should always stay on designated trails, but it's increasingly important to do so in coastal meadow areas. Wandering in coastal meadows might inadvertently damage plants critical to the Oregon Silverspot Butterfly's success, or harm the hard-to-spot butterflies and larvae themselves.

If you see someone collecting butterflies, call Oregon State Police immediately at 800-442-0776. If calling from a cell phone, dial *677 first.

To learn more about this special, threatened species, visit the [United States Department of Agriculture's page on the Oregon silverspot butterfly](#).



9

HUNTING

FAST FACTS:

Relevant, bite-sized messaging that can be used across channels.

- For some, hunting is seen as a tradition, a way to experience Oregon's natural setting and a sustainable way to procure food. Oregon's tradition of hunting continues because of regulations that have been created around the habits and breeding cycles of the animals that are permitted for hunting.
- Funds from hunting licenses and excise taxes on hunting equipment in Oregon, including ammunition, help purchase and set aside millions of acres for wildlife.
- Oregon boasts a robust array of animals that are permitted for hunting, such as a wide selection of birds, waterfowl and turkey, as well as large game including deer, elk and even bear. Each type of animal has its own unique hunting timing guidelines, hunting restrictions and licensing processes.

IMPACT 9: HUNTING

- While hunting near the Oregon Coast, hunters must follow hunting regulations and pack out all trash and equipment.
- Hunters in Oregon must respect seasonal time frames and limits to help ensure wildlife populations are sustainable and stable.
- It's important for hunters to note where hunting is permitted, and what type of hunting is allowed in each area. Hunting is permissible in some state parks, but not in the vast majority of Oregon's state parks. Oregon's service and Bureau of Land Management lands are publicly-accessible areas where hunting is generally allowed. Those hunting must also respect private property in addition to all hunting regulations. For those interested in hunting within a state park, information on general park area rules can be found at the Oregon Secretary of State's [Division 10 page](#).
- Hunters need to have the correct required licences on-hand for the type of animals they are pursuing. Licensing costs will vary on the type of animal being hunted, and may also change on the hunter's age and if they are an in-state resident.
- Hunters can visit the Oregon Department of Fish and Wildlife's website at [MyODFW.com](#) for information on what animals are permitted for hunting by season, and where hunting can take place.
- The U.S. Fish and Wildlife Service also has unique pages for specific popular hunting areas, such as [Bandon Marsh](#), [Siletz Bay](#) and [Nestucca Bay](#).

IMPACT 9: HUNTING

TIMING:

Different audiences, whether they live at the coast or are planning their visit from elsewhere, will be in different stages in the visitor and planning process, so timing information in this guide are loose recommendations based on the occurrence of the seasonal impact on the Oregon Coast.

- **Prior to Specific Hunting Seasons:** Hunting seasons in Oregon depend on the animal being hunted. For example there's a liberal game bird hunting season open from approximately September to the end of January. Because hunting seasons vary so much for different animals, and can last months at a time, posting timely, relevant context for hunters and nature enthusiasts can help them prepare for the upcoming season.
- **During Specific Hunting Seasons and Year-Round:** Tips on safety, the types of game that can be hunted during a specific season and images of Oregon's gorgeous hunting surroundings will be useful for audiences interested in hunting. Hunting can be a polarizing topic, so if your business or organization is sharing messaging around hunting, make sure it's specific to your audience or broad enough (with nature imagery, not trophy imagery) to appeal to a general audience.



IMPACT 9: HUNTING

CHANNELS:

There are a variety of channels organizations and businesses can use to distribute information and messaging to their audiences, including social media, email, website copy, phone communication, signage, interaction with the media, maps and guides.

Social media - Example Twitter post **(Timing: Year-Round):**

Interested in going on a hunting trip near the Oregon Coast? There are plenty of destinations to explore and the opportunities to hunt different types of game. Visit MyODFW.com for info on what animals are permitted for hunting by season, and where hunting can take place.

Example Map and Guide Copy **(Timing: Year-Round):**

The areas indicated on this map in yellow are locations where hunting is permitted. As depicted here, hunting is permissible in some state parks, but not in the vast majority of Oregon's state parks. Make sure to exercise caution, and happy hunting!

OTHER TIPS:

Some other suggested Do's and Don'ts to keep in mind.

Language and Tone: Hunting can be a controversial topic. If you do decide to speak to your audiences about hunting, include content that is either highly specific (tips on regulations, hunting season for specific game, etc.), or make it general enough that it won't rub your audience the wrong way. Images of hunting trophies may not be appropriate for every channel and audience, so make sure imagery is of living animals or Oregon's natural scenery.

IMPACT 9: HUNTING

PROTECTING THE OREGON SILVERSPOT BUTTERFLY IMPACT MESSAGING:

An in-depth look into the overall situation. Snippets of any of the following can be lifted for messaging use.

WHAT'S GOING ON?

For some visitors and local residents, hunting is a tradition, a way to experience Oregon's natural setting and a sustainable way to procure food. Oregon boasts a robust array of animals that are permitted for hunting, such as a wide selection of birds, waterfowl and turkey, as well as large game including deer, elk and even bear. Each type of animal has its own unique hunting timing guidelines, hunting restrictions and licensing processes.

While hunting, participants are encouraged to keep in mind how their actions impact Oregon's wildlife and habitats as a whole, especially by following hunting regulations and packing out any trash or debris. Oregon's tradition of hunting continues because of regulations that have been conscientiously created around the habits and breeding cycles of the animals that are permitted for hunting. .

WHAT SHOULD I DO?

Hunters in Oregon must respect seasonal time frames and limits to help ensure wildlife populations are sustainable and stable. It's also important for hunters to note where hunting is permitted, and what type of hunting is allowed in each area. Hunting is permissible in some state parks, but not in the vast majority of Oregon's state parks .

Hunters need to have the correct required licences on-hand for the type of animals they are pursuing. Licensing costs will vary on the type of animal being hunted, and may also change on age and depending on if those hunting are in-state residents. For example, those hunting waterfowl must possess a Federal Duck Stamp, along with other state and federal requirements. Though waterfowl hunting is allowed in multiple areas along the Oregon Coast, it's important to note that it is not allowed in many national wildlife refuges. Waterfowl hunting is only allowed in three national wildlife refuges on the Oregon Coast: Siletz Bay, Nestucca Bay and Bandon Marsh.

It's crucial for hunters, and anyone exploring the Oregon Coast, to remember to pack out whatever supplies they have brought in, including shell casings, food scraps and trash, as all can harm wildlife and impact Oregon's scenic beauty.

IMPACT 9: HUNTING

HOW CAN I PREPARE?

Hunters must conduct research on licensing and seasonal hunting limits before embarking on any hunting trip. All guidelines determining where it is permissible to hunt, and what species and gender of animal are permitted to single out, must also be adhered to by state and federal law.

There are a number of helpful resources for planning and mapping out a hunting trip in Oregon. Hunters can visit the Oregon Department of Fish and Wildlife's website at [MyODFW.com](https://www.myodfw.com) for information on what animals are permitted for hunting by season, and where hunting can take place. The U.S. Fish and Wildlife Service also has unique pages for specific popular hunting areas, such as [Bandon Marsh](#), [Siletz Bay](#) and [Nestucca Bay](#). For those interested in hunting within a state park, information on general park area rules can be found at the Oregon Secretary of State's [Division 10 page](#).





10

REMOVAL OF NATURAL MINERALS, PLANTS AND BEACH DEBRIS

FAST FACTS:

Relevant, bite-sized messaging that can be used across channels.

- If every visitor to the Oregon Coast left with a memento, such as a rock, shell or plant, Oregon's beaches and surrounding forests would soon be stripped clean. Instead, people are invited to become stewards of Oregon's coast, enjoying time here without having to leave with a physical souvenir.
- Small quantities of driftwood, shells, agates and other non-living natural finds may be carefully taken from the beach for non-commercial, personal use.
- There are some sections of Oregon's shoreline where the collection of plants, animals and natural debris is either not permitted, or there are specific guidelines in place. Though there are areas on the coast where plants and debris can be harvested or taken, it's encouraged to do so with restraint and respect.

IMPACT 10: REMOVAL OF NATURAL MINERALS, PLANTS AND BEACH DEBRIS

- The unique stones at Cobble Beach at Yaquina Head were formed over the past 16 million years. Because it took so much time for the cobbles to form, visitors are asked to refrain from collecting the special stones found on Cobble Beach.
- Within State Parks, plant life and natural resources may not be picked, cut, removed or mutilated, though visitors to some State Parks may gather berries, fruits or mushrooms for personal consumption.
- As a rule to help protect the coast's vegetation, edible plants may only be collected in up to five-gallon quantities, per person, per day within state parks.
- Some collectable plants and items require a permit, and those permits may differ depending on the location, so visitors should review permit requirements prior to heading to the woods. The U.S. Department of Agriculture's page on [Special Forest Products](#) has helpful permitting information.
- As a reminder, anyone visiting the Oregon Coast, including those gathering beach and forest items, should be prepared to pack out whatever they pack in. Trash and food scraps left behind may also harm wildlife and impact scenery.
- As is the case with any activity on the Oregon Coast, all information posted on signage should be read and abided by, as there may be changing or specific guidelines for a given area.

IMPACT 10: REMOVAL OF NATURAL MINERALS, PLANTS AND BEACH DEBRIS

TIMING:

Different audiences, whether they live at the coast or are planning their visit from elsewhere, will be in different stages in the visitor and planning process, so timing information in this guide are loose recommendations based on the occurrence of the seasonal impact on the Oregon Coast.

- **Year-round:** Peak tourism months, from June through September, are of course when more people are visiting the coast, though this is really a year-round topic. It's always a great time to showcase the Oregon Coast's captivating animals, plants and minerals. Friendly, inclusive reminders can be integrated with messaging about restrictions for collecting beach treasures. It's also helpful to share specific tips and areas that are great for foraging and collecting, as well as permitted plants that can be picked, such as mushrooms and berries. This information will motivate visitors and locals to visit the coast and surrounding areas at different times throughout the year.
- **Prior to peak visitor season (May - June)** The Oregon Coast is flush with treasures, such as plants, shells, rocks and minerals, and driftwood, at all times of the year, but the risk of visitors leaving with a souvenir is elevated during the sunny summer and early fall months when tourism swells. To prepare for that influx in people, integrating messaging about what is permissible to collect on the Oregon Coast will help with education and inspiration during spring and early summer.
- **During peak visitor season (June - September):** If every visitor to the Oregon Coast, especially during peak tourist season, took a souvenir, Oregon's beaches would be stripped bare. Along with the do's and don'ts of collecting, giving your audience a whimsical glimpse of the types of plants, animals and minerals that can be found on the coast will keep their next coastal adventure top-of-mind.

IMPACT 10: REMOVAL OF NATURAL MINERALS, PLANTS AND BEACH DEBRIS

CHANNELS:

There are a variety of channels organizations and businesses can use to distribute information and messaging to their audiences, including social media, email, website copy, phone communication, signage, interaction with the media, maps and guides.

**Social media - Example Facebook Post
(Evergreen Timing):**

Collectors and gatherers know that the Oregon Coast and its surrounding forests boast a beautiful array of plants and beach treasures such as wild mushrooms, berries, agates and driftwood. If you plan on leaving the coast with collected items, remember to research permit



information and to practice moderation so visitors can enjoy the Oregon Coast’s natural surroundings for years to come.

**Example Maps and Guide Copy
(Evergreen Timing):**

Many forested areas along the Oregon Coast are popular destinations for gathering items such as mushrooms, berries and other edible plants. As a rule to help protect the coast’s vegetation, edible plants may only be collected in up to five-gallon quantities, per person, per day.

IMPACT 10: REMOVAL OF NATURAL MINERALS, PLANTS AND BEACH DEBRIS

OTHER TIPS:

Some other suggested Do's and Don'ts to keep in mind.

Language and Tone: Just because messaging is factual (such as information on the types of plants and objects that can be taken from the coast and guidelines on their collection), doesn't mean that it can't be filled with warm and friendly encouragement and motivation for audiences to come explore the coast. Maybe your organization or business has special ties to seasonal activities on the coast, such as mushroom hunting? Personalizing, educational messaging with ways your organization or business can help audiences experience new coastal activities and seasons may ultimately lead to an influx in visits and business.

Images and Links: Sharing photos of the specific plants, animals and objects on the coast will showcase the special and unique setting of the Oregon Coast, evoke imagination and interest, and tie your business or organization to your coastal surroundings. For social media, it's vital to share relevant and varied images along with every Facebook and Instagram post.

Maps, Guides and Visitor Resources: Physical resources need to be evergreen, as it's likely they may not be updated on a regular basis. Including short, informative content along with images and symbols will make the resource practical and easy to use.

IMPACT 10: REMOVAL OF NATURAL MINERALS, PLANTS AND BEACH DEBRIS

COMPREHENSIVE MESSAGING:

An in-depth look into the overall situation. Snippets of any of the following can be lifted for messaging use.

WHAT'S GOING ON?

The Oregon Coast's sweeping beauty, and the habitat it provides for numerous wildlife species, depends on people allowing the coast to stay wild. If every local and out-of-town visitor to the Oregon Coast left with a piece of coastal debris, such as a rock, shell or plant, Oregon's beaches and surrounding forests would soon be stripped clean. We invite nature lovers to become stewards of Oregon's coast, enjoying time here without having to leave with a physical souvenir that once was part of the natural landscape. Though there are areas on the coast where plants and debris can be harvested or taken, it's encouraged to do so with restraint and respect.

WHAT SHOULD I DO?

The Oregon Coast boasts a unique array of plants, minerals and animals, so it's no surprise enthusiasts visit the coast to harvest and collect these specialized items. However, it's key for coastal collectors to know where debris removal and plant harvesting is allowed along Oregon's coast.

Locations depend on the specific habitat and area visited, as well as what natural items are permitted for removal. Small quantities of driftwood, shells, agates and other non-living natural products may be taken from the beach as a souvenir for non-commercial, personal use. Collectors are asked to respect the nature of the coast as a life-giving habitat, and to carefully explore Oregon's beaches, rocky shores and tidepools. Removal of coastal plants, rocks, animals, shells, etc. may disturb sensitive habitats, so it's encouraged to practice restraint when collecting beach treasures, even in areas where it is permitted to do so.

There are some sections of Oregon's shoreline that have been designated to provide lasting protection for the resources and species found within them. For example, there are seven designated Oregon Marine Gardens that have been set aside for educational purposes. The collection of plants, natural debris and animals is not permitted in any Oregon Marine Garden area.

One of the seven Oregon Marine Garden areas is Cobble Beach at Yaquina Head. Though Cobble Beach is a popular spot to visit, many people don't know that the rounded stones were formed over the past 16 million years through an incredible geological phenomenon. This slow-going process began when the Yellowstone Hotspot erupted under Eastern Oregon and spewed hot lava westward, creating the headlands of the Oregon coastline. Over the past 16 million years, a chunk of rock occasionally falls from

IMPACT 10: REMOVAL OF NATURAL MINERALS, PLANTS AND BEACH DEBRIS

Oregon's seaside lava cliffs, dropping into the surf. Eventually that piece of rock will be tumbled and eroded from ocean currents, transforming it into pieces of round cobble. Because it took so much time for the cobbles to form, visitors are asked to refrain from collecting the special stones found on Cobble Beach.

There are other areas on the Oregon Coast where the collection of coastal debris is not permitted, or is limited. Oregon has various types of specially designated wildlife areas besides Marine Gardens, including Research Reserves, Habitat Refuges, Marine Protected Areas, Marine Reserves and National Wildlife Refuges. These areas all have specific guidelines available for coastal debris collection. As is the case with any activity on the Oregon Coast, all information posted on signage should be read and abided by, as there may be changing or specific guidelines for a given area.

Within State Parks, plant life and natural resources may not be picked, cut, removed or mutilated. Visitors may gather berries, fruits or mushrooms for personal consumption, but harvesting is not allowed in the formal garden area of Shore Acres. Additionally, some parks may restrict harvesting in overnight camping and other park areas. The Siuslaw National Forest is a popular place where mushroom gathering, firewood cutting, salal harvesting and the collection of other forest products are permitted for both personal or commercial use. As a rule to help protect the coast's vegetation, edible

plants may only be collected in up to five-gallon quantities, per person, per day.

HOW CAN I HELP?

If you would like to collect plants and debris, such as rocks, shells, wood, etc., from the coast, we recommend conducting research ahead of time on the types of plants, animals and items that can be removed in the area you are planning to visit. Some collectable plants and items require a permit, so visitors should review permit requirements prior to heading to the woods. The United States Department of Agriculture's page on [Special Forest Products](#) contains helpful permitting information.

The Oregon Department of Fish and Wildlife manages specific wildlife areas, such as the Marine Gardens, Research Reserves, Habitat Refuges, Marine Protected Areas and Marine Reserves, where debris collection is either restricted or not permitted. More information can be found on the [Oregon Marine Reserves' website](#).

As a reminder, anyone visiting the Oregon Coast, including those gathering beach and forest items, should be prepared to pack out whatever human-made debris they pack in. Trash and food scraps left behind may also harm wildlife and impact scenery.

A man wearing a blue and white cap and waders is fishing in a river. He is holding a fishing rod and reel, and a fish is visible in the water. The background shows a dense forest of tall trees.

11

FISHING, CLAMMING AND CRABBING

FAST FACTS:

Relevant, bite-sized messaging that can be used across channels.

- Crabbing, clamming and fishing are all popular activities at the Oregon Coast. In order to keep marine creatures and habitats healthy and plentiful, existing regulations outline the ways enthusiasts and professionals can fish, clam and crab safely and in accordance to seasonal breeding patterns and numbers.
- As physical, technical activities, crabbing, clamming and fishing require the correct gear and licensing. Enthusiasts should conduct necessary research and outreach beforehand for information regarding weather patterns, permissible dates, size regulations and daily possession limits. Up-to-date regulations can be found at the Oregon Department of Fish and Wildlife's page at [MyODFW.com](https://www.myodfw.com).
- While enjoying beach time, it's essential to remember that the ocean can be unpredictable, especially during the stormy winter and fall months. Even on calm days, sneaker waves can surprise unsuspecting people, potentially

IMPACT 11: FISHING, CLAMMING AND CRABBING

injuring or sweeping them out to sea. Refrain from turning your back on the ocean at any point while on the beach.

- Crabbing and clamming can be dangerous if there is a toxin the creatures have ingested. Check the shellfish safety hotline (800-448-2474) or visit the [Oregon Department of Agriculture's website](#) to ensure that there is not a toxin-related closure.
- Crabbing is a year-round activity on the Oregon Coast! Smaller bays and estuaries with more freshwater boast great crabbing from late summer to early fall, while larger bays have the best year-round opportunities. Crabs forage for food during extreme high or extreme low tides, presenting the best times for crabbing. The Oregon Department of Fish and Wildlife also has an accessible [online guide](#) for crabbing in Oregon.
- Only male Dungeness crabs should be kept to support the species' growth and breeding. To identify the gender, examine the crab's abdominal flap on its belly. Male crabs have a thin, triangular flap while the female flap is round and short.
- Steer clear of areas with populations of seals or sea lions so they won't interfere with your crab bait and traps. It's harmful for marine mammals to depend on human food, and they can be dangerous in close proximity to people.
- Eelgrass is a plant that's an important habitat for crustaceans. Choosing to crab in areas without sensitive eelgrass will keep blooms healthy and undisturbed.
- Only harvest the number of Razor Clams you plan on taking home because they won't survive being reburied. Consequently, Razor Clam seekers must take the first fifteen clams they harvest, regardless of size or condition.
- Clammers should fill in their clam holes once they are done for the day to protect the clam's environment and to avoid leaving trip hazards for others.
- Any fish that will be released, such as Wild Steelhead, shouldn't be removed from the water for handling or photos because it increases the risk of injury or death for the fish.

IMPACT 11: FISHING, CLAMMING AND CRABBING

- It is encouraged for fishermen to clean their boats and gear after every trip out. The introduction of aquatic invasive species is a big concern, and there has been an increased presence of certain invasive species, such as the New Zealand Mud Snail and Quagga mussel, identified at monitoring sites in Tillamook County.
- Fishermen may opt to use long-leader gear to target abundant, midwater species like yellowtail and canary rockfish while avoiding bottom-dwelling species like yelloweye and black rockfish.
- For bottom-dwellers, fishermen must have an approved descending device for releasing fish at substantial depths so that they have a better chance of survival.
- Discarded fishing line and tackle is dangerous to wildlife and spoils the coast's natural scenery. Collection stations are available for discarded fishing supplies at designated fishing areas, located at boat ramps and streambank access sites.
- If you don't have a boat of your own to fish for ocean salmon or halibut, consider a charter. Charter fleet options are available in ports along the coast.
- The best jetty and surf fishing is right after peak high tide. Just another reason to check tidal patterns before visiting the coast!
- It is unsafe and illegal to climb Oregon's coastal islands and sea stacks altogether, and to engage in any sort of fishing or animal harvesting there.
- Fishermen are encouraged to check in with The U.S. Fish and Wildlife Service frequently at 1-800-344-WILD or by accessing their [online guide](#). It's also a great idea to check out [MyODFW.com](https://www.myodfw.com) for salmon, steelhead and bottom fishing regulations, and to remember that refuge fishing programs change frequently.

IMPACT 11: FISHING, CLAMMING AND CRABBING

TIMING:

Different audiences, whether they live at the coast or are planning their visit from elsewhere, will be in different stages in the visitor and planning process, so timing information in this guide are loose recommendations based on the occurrence of the seasonal impact on the Oregon Coast.

- **Year-round:** Clamming, crabbing and fishing are year-round activities on the Oregon Coast. General messaging about these popular coastal activities is always relevant, though the timing for specific species and types of clamming, crabbing and fishing will depend on the season.
- **Prior and During:** If you want to present more technical, useful and factual messaging about clamming, crabbing and fish, consider making references and recommendations to seasonal opportunities. You can share this messaging just prior to the upcoming season, or during.
- **Spring (March - May):** Depending on tide and surf conditions, clamming and crabbing areas are open all along the Oregon coast during the spring. However, after heavy rains, the influx of fresh water into bays and estuaries can temporarily chase crab into the saltier ocean waters. Fishing for marine fish such as halibut, salmon and bottom fish is an option whenever the weather is permitting, but the spring season is when some of the best lingcod and surf perch fishing is available.
- **Summer (June - August):** Bay clams are most abundant during summer. It's important to note that razor clamming is not permitted on some beaches during summer and early fall so that the young clams have a chance to develop. Summer is also not the prime season for harvesting male crabs, as they are undergoing the molting process and will have less meat. Of course summer is a great time to explore the coast, and to enjoy a fishing experience.
- **Fall (September - November):** Because the crab have had a chance to grow and develop, fall provides some of the best crabbing on the Oregon Coast. Areas with brackish water, such as smaller bays and estuaries providing fresh water, are great crabbing choices from late summer to early fall. However, ocean crabbing is closed mid-October through the end of November.
- **Winter (December - February):** For those willing to brave cold winter weather, clamming is an option as a winter activity on the coast, though participants are asked to be mindful of stormy weather and tumultuous oceans. Because of swelling freshwater in coastal bays and estuaries, which drive crabs to deeper ocean water, winter crabbing is best in larger bays.

IMPACT 11: FISHING, CLAMMING AND CRABBING

CHANNELS:

There are a variety of channels organizations and businesses can use to distribute information and messaging to their audiences, including social media, email, website copy, phone communication, signage, interaction with the media, maps and guides.

Social media - Example Twitter post **(Timing: Year-Round):**

Curious about trying your hand at crabbing or clamming on the Oregon Coast? The Oregon Department of Fish and Wildlife has you covered. Check out their comprehensive guide on crabbing and clamming before embarking on your next coastal adventure! myodfw.com/crabbing-clamming

Example Email Copy **(Timing: September-November):**

One of our favorite parts of being in business near Oregon's gorgeous coastline are the copious outdoor activities available, including fishing, clamming and crabbing. If you're curious about tips and tricks for any of these activities, let us know! Right now is the perfect time to go crabbing because the crab have had a chance to grow and develop during the summer. Smaller bays and estuaries providing fresh water are great crabbing choices for the season. However, ocean crabbing is closed mid-October through the end of November. Questions? Pop by our front desk for recommendations, maps and information.

IMPACT 11: FISHING, CLAMMING AND CRABBING

OTHER TIPS:

Some other suggested Do's and Don'ts to keep in mind.

Language and Tone: Instead of telling Oregon Coast visitors what they can and can't do at the coast, using a welcoming and warm tone while sharing thought provoking information will shed light on the coast's natural treasures, encouraging respectful behavior from visitors and locals alike by bringing them into the fold.

There is a lot to know about fishing, crabbing and clamming, as well as other activities on the Oregon Coast. Some of the messaging you share with your audiences can be centered around ways to enjoy those activities, but you can also point visitors to great local restaurants boasting fresh seafood, or simply share facts about the species of fish, clam and crab found on the coast. Mixing up the information, messaging and tone will keep your content fresh and relevant for everyone.

Images and Links: Sharing photos, especially of the Oregon Coast's wildlife and natural setting, will add personalization, depth and beauty to your messaging. Images should always be included with Facebook and Instagram posts, and including informative links is a great way to share additional information on social media and through email.

Email Messaging: Being creative about ways your business or organization is linked to popular coastal activities such as crabbing, fishing and clamming will have audiences associating your business with those activities. For example, if you're running a coffee shop, consider sharing information about a nearby popular crabbing location. Or, invite customers to come get their coffee before starting their days. Email is a great place to get personal with your customers because they have likely signed up to be on your mailing list, or are planning on visiting your business or organization soon.

IMPACT 11: FISHING, CLAMMING AND CRABBING

COMPREHENSIVE MESSAGING:

An in-depth look into the overall situation. Snippets of any of the following can be lifted for messaging use.

WHAT'S GOING ON?

The Oregon Coast is known for its bounty of fish, clams and crabs, among other species of marine creatures, that are coveted by professional and recreational seekers of local seafood. When visiting the Oregon Coast, guests may want to take part in harvesting the edible marine creatures native to Oregon. Harvesting Oregon's sea creatures is an age-old activity, and a way to experience the coast in an active, participatory way, with the potential of going home with the freshest seafood possible.

In order to keep the Oregon Coast's marine creatures healthy and plentiful, existing guidelines outline the ways enthusiasts and professionals can fish, clam and crab safely and in accordance to seasonal breeding patterns and numbers. These regulations are in place to ensure that Oregon's wildlife will continue to exist for generations to come.

WHAT SHOULD I DO?

Safety First

While clamming, crabbing or fishing, it's essential to remember that the ocean can be unpredictable and unsafe, especially during the stormy winter and fall months. Each year avoidable, and sometimes tragic, incidents occur on the Oregon Coast when people decide to go crabbing, clamming or fishing on stormy days, or aren't paying close attention to wave and tidal patterns. Refrain from turning your back on the ocean at any point while on the beach. Even on relatively calm days, sneaker waves can surprise unsuspecting people, potentially injuring or sweeping them out to sea. Savvy beachgoers know to skip clamming, crabbing and fishing during rough seas because that's when the ocean can be dangerous and unpredictable.

It is unsafe and illegal to climb Oregon's coastal islands and seastacks altogether, and to engage in any sort of fishing or animal harvesting there. These islands are protected year-round by the United States Fish and Wildlife Service as safe habitats for seabirds and marine mammals. They are closed for public use at all times.

Clamming and Crabbing

Crabbing and clamming enthusiasts on the Oregon Coast wishing to enjoy a safe time without causing undue harm to natural species and habitats make sure to obtain correct licencing and abide by regulations. These guidelines outline where crabbing and clamming is permitted.

IMPACT 11: FISHING, CLAMMING AND CRABBING

Razor Clams, a native species to the Pacific Northwest, are a prized food source found on the coast. When digging for and harvesting Razor Clams, remember to be mindful to only harvest the number of Razor Clams you plan on taking home, as the clams won't survive being reburied after they are dug up from the sand. Consequently, Razor Clam seekers must take the first fifteen clams they harvest, regardless of size or condition. Bay clamming enthusiasts know to fill in their clam holes once clamming is finished to protect the clam's environment and to avoid leaving trip hazards for others.

When crabbing, only male Dungeness crabs should be kept in order to help support the species' growth and breeding. To tell the difference between a male and female crab, examine the creature's abdominal flap found on its belly. Male crabs have a thin, triangular flap while the female flap is rounded and shorter. While crabbing, steer clear of areas with populations of seals or sea lions to lessen the chance of them stealing your crab bait and damaging traps. It's harmful for marine mammals to learn to depend on human food, and they can be dangerous and unpredictable in close proximity to people. Choosing to crab in areas without eelgrass will also help to keep the blooms of eelgrass, a sensitive plant that's an important habitat for crustaceans, healthy and undisturbed.

Fishing

Fishing is a year-round activity on the Oregon Coast, and so seasonal weather patterns and regulations should be researched and taken into consideration before embarking on any fishing expedition. Fishing regulations can also change frequently. Additionally, any fish that will be released, such as Wild Steelhead, should not be removed from the water for picture taking or handling because it increases the risk of injury or death for the fish.

Long-leader gear is fishing equipment first developed and tested in Oregon to target abundant, midwater species like yellowtail and canary rockfish while avoiding bottom-dwelling species like yelloweye and black rockfish. The long-gear system is set up with multiple fishing hooks on one line. These hooks are located between a terminal weight (anchoring the line) and a non-compressible float (bobbing at the ocean's surface). To use long-leader gear correctly, the terminal weight must sit at a minimum of 30 feet from the lowest hook on the line. The unusually long leader and float work together to ensure that the gear appeals to midwater fish, not bottom-dwellers. Those aiming to catch bottom-dwellers, must have an alternative descending device that's approved and safe for releasing fish at substantial depths so that the fish have a better chance of survival.

IMPACT 11: FISHING, CLAMMING AND CRABBING

Discarded fishing line and tackle can be dangerous to fish and wildlife, and spoil the Oregon Coast's natural scenery. Fishing line degrades very slowly, and if discarded, can entangle small animals and birds—especially waterfowl. Some tackle, such as lead weights, can be toxic to animals when ingested. Discarded line and tackle can also present a safety hazard to other fishermen, boaters and recreationalists. There are collection stations for discarded fishing supplies and debris at designated fishing areas across the state, located at boat ramps and streambank access sites, where materials collected are reused, recycled or properly disposed of.

HOW CAN I PREPARE?

Crabbing, clamming and fishing are all physical and technical activities that require the correct gear and licensing. Enthusiasts should conduct necessary research and outreach beforehand for information regarding permissible dates, size regulations and daily possession limits. Up-to-date regulations can be found at the Oregon Department of Fish and Wildlife's page at [MyODFW.com](https://myodfw.com).

Crabbing and clamming can be dangerous if there is a toxin the creatures have ingested. Check the shellfish safety hotline (800-448-2474) or visit the [Oregon Department of Agriculture's website](https://www.oregon.gov/ODA/Pages/default.aspx) before crabbing or clamming on the coast to ensure that there is not a toxin-related closure. The Oregon

Department of Fish and Wildlife also has an accessible [online guide for crabbing in Oregon](#).

Fishermen are encouraged to check in with The United States Fish and Wildlife Service frequently at 1-800-344-WILD, though their office is closed on federal holidays. Fishing guidelines can be accessed online at the United States Fish and Wildlife Service's [Fishing page](#).

Long-leader fishing is relatively new in Oregon, so be on the lookout for more information and guidelines pertaining to using long-leader gear, including a possible video livestream and news release from the Oregon Department of Fish and Wildlife.

12

THE COST OF LEFT BEHIND GARBAGE AND DEBRIS

FAST FACTS:

Relevant, bite-sized messaging that can be used across channels.

- When taking in the gorgeous setting of the Oregon Coast, the experience can be diminished if garbage and human-made debris have been left behind by previous visitors. Oregon's wildlife and natural habitats are also at-risk from human-made debris littering Oregon's beaches.
- Human-made garbage and debris of all sorts show up on the coastline year-round and should be removed. If possible, pick it up and pack it out, even if you weren't the person responsible for it, wherever you are along the beautiful Oregon coast.
- Common and devastating impacts of human-made debris on wildlife are digestion and entanglement resulting in injury, illness, suffocation, starvation and even death for wildlife, especially seabirds and marine mammals.

IMPACT 12: THE COST OF LEFT BEHIND GARBAGE AND DEBRIS

- Garbage can scour, break, smother and damage important marine habitats, including reefs and kelp forests. Many of these habitats serve as the basis of marine ecosystems, and are critical to the survival of a multitude of species.
- If a marine organism attaches to a man-made object, it can travel hundreds of miles and land on a shoreline where it is a non-native. Invasive species can have a devastating impact on fisheries and local ecosystems, and are costly to eradicate.
- If you are fishing, discard line and tackle in a designated trash can, or pack it out to dispose of later. There are collection stations for discarded fishing supplies and debris at designated fishing areas across the state, located at boat ramps and streambank access sites. Local volunteers, including conservation and fishing groups, maintain these stations, and the materials collected are reused, recycled or properly disposed of.
- Human-made marine debris is also an eyesore along Oregon's shoreline. It degrades the beauty of the coastal environment and, in many cases, may cause economic loss if an area is a popular tourist destination.

TIMING:

Different audiences, whether they live at the coast or are planning their visit from elsewhere, will be in different stages in the visitor and planning process, so timing information in this guide are loose recommendations based on the occurrence of the seasonal impact on the Oregon Coast.

- **Year-round:** Instead of sprinkling in dry reminders about how people should leave no trace behind, incorporating educational context on how garbage negatively impacts coastal habitats, landscapes and communities will be more likely to empower and inspire people to take beach cleanup seriously.
- **During peak visitor season (June - September):** People leaving behind garbage and miscellaneous items on the coast is a year-round concern. However, sunny summer months draw more visitors, fisherman and outdoor enthusiasts, along with their garbage. It's the ideal time to reach out to your audience and community about the importance of coming together to keep the Oregon coastline as natural and pristine as possible.

IMPACT 12: THE COST OF LEFT BEHIND GARBAGE AND DEBRIS

CHANNELS:

There are a variety of channels organizations and businesses can use to distribute information and messaging to their audiences, including social media, email, website copy, phone communication, signage, interaction with the media, maps and guides.

Social media - Example Facebook post **(During visitor peak season: June - September):**

Planning your next fishing trip to the Oregon Coast? We're excited to see you! Remember to pack out any equipment you bring with you on your adventure. Leftover supplies and garbage can harm vital marine habitats, including reefs and kelp forests. Many of these habitats serve as the basis of marine ecosystems, and are critical to the survival of a multitude of species, including fish!



Example Signage Copy **(Timing: Year-Round):**

Fishing? Remember to discard line, tackle and other supplies in a designated trash can, or pack it out to dispose of later. There are also collection stations for discarded fishing supplies at allotted fishing areas. Thank you for helping keep the Oregon Coast's natural habitats clean and healthy!

IMPACT 12: THE COST OF LEFT BEHIND GARBAGE AND DEBRIS

OTHER TIPS:

Some other suggested Do's and Don'ts to keep in mind.

Language and Tone: Instead of telling Oregon Coast visitors what they can and can't do at the coast, using a welcoming and warm tone while sharing thought provoking information will shed light on the coast's natural treasures, encouraging respectful behavior from visitors and locals alike by bringing them into the fold.

The issue of visitors and residents leaving behind garbage along the coast is a year-round challenge. Demonstrating how garbage and debris impacts the coastal environment, wildlife and communities through textured examples should inspire audiences to think more about their personal impact. To vary content, and make it light and enjoyable to read, you can highlight different coastal activities and add specific corresponding reminders regarding beach cleanliness.

Images and Links: Sharing photos, especially of the Oregon Coast's wildlife and natural setting, will add personalization, depth and beauty to your messaging. Images should always be included with Facebook and Instagram posts, and including informative links is a great way to share additional information on social media and through email.

Sharing vibrant, colorful images of coastal wildlife and habitats should motivate visitors to leave no trace behind. You can even share facts and information on how specific species and environments have been impacted by man-made objects.

Maps, Guides and Visitor Resources: Physical resources need to be evergreen, as it's likely they may not be updated on a regular basis. Including short, informative content along with images and symbols will make the resource practical and easy to use.

IMPACT 12: THE COST OF LEFT BEHIND GARBAGE AND DEBRIS

COMPREHENSIVE MESSAGING:

An in-depth look into the overall situation. Snippets of any of the following can be lifted for messaging use.

WHAT'S GOING ON?

When taking in the gorgeous setting of the Oregon Coast, the experience can be diminished if garbage and human-made debris have been left behind by previous visitors. Oregon's wildlife and natural habitats are also at-risk from human-made debris littering Oregon's beaches.

Common and devastating impacts of human-made debris on wildlife are digestion and entanglement. Frequently found debris include derelict nets, ropes, fishing line and gear, packing bands, rubber bands, balloons and six-pack rings, among many others. These items can be mistaken for food and ingested by marine wildlife, severely impacting (and potentially killing) seabirds and marine mammals, including whales. Many discarded items can easily wrap around marine life, entangling the animal. Entanglement in human-made debris can lead to injury, illness, suffocation, starvation and even death.

Human-made debris can scour, break, smother and damage important marine habitats, including reefs and kelp forests. Many of these habitats

serve as the basis of marine ecosystems, and are critical to the survival of a multitude of species. If a marine organism attaches to debris, it can travel hundreds of miles and land on a shoreline where it is a non-native. Invasive species can have a devastating impact on fisheries and local ecosystems, and are costly to eradicate.

WHAT SHOULD I DO?

Those onboard with protecting Oregon's coastal habitats know to pack out all supplies, food, trash and gear that they packed in, leaving no human traces behind. People wishing to further care for coastal lands may choose to remove human-made debris found on the beach to benefit the overall coastal scenery, wildlife and the next visitors. The act of packing out human-made debris from the coast has life-saving potential for Oregon's wildlife.

If you are fishing, discard line and tackle in a designated trash can, or pack it out to dispose of later. There are collection stations for discarded fishing supplies and debris at designated fishing areas across the state, located at boat ramps and streambank access sites. Local volunteers, including conservation and fishing groups, maintain these stations, and the materials collected are reused, recycled or properly disposed of.

Human-made marine debris is also an eyesore along Oregon's shoreline. It degrades the beauty of the coastal environment and, in many cases, may

IMPACT 12: THE COST OF LEFT BEHIND GARBAGE AND DEBRIS

cause economic loss if an area is a popular tourist destination. Refraining from discarding trash and debris on the beach, as well as picking up any items you may find, has a positive ripple effect on coastal habitats, species and communities.

HOW CAN I HELP?

Human-made debris of all sorts, including fishing gear such as rubber strips, line and floats, wash up on the coastline year-round and should be removed. If possible, pick it up and pack it out, even if you weren't the person responsible for it, wherever you are along the beautiful Oregon coast.

If you're interested in learning more about the impact of debris digestion on seabirds, check out Nature.com's article, [A quantitative analysis linking seabird mortality and marine debris ingestion](#), linking debris ingestion with an increased seabird mortality rate.



A person in a black wetsuit is standing in the ocean, holding a white surfboard. The person is looking down at the surfboard. The ocean is dark blue with white foam from the waves. The sky is blue with white clouds.

13

BEACH SAFETY

FAST FACTS:

Relevant, bite-sized messaging that can be used across channels.

- The Oregon coast offers world-renowned views, hikes and outdoor activities, but unlike some coastlines, ours can be unpredictable and even dangerous at times. Even on relatively calm days, ocean patterns, waves and currents can quickly change, so it's important to stay alert while experiencing the coast.
- Check weather patterns, tide schedules and fire restrictions before exploring the coast. More tips can be found at [Oregon State Park's Beach Exploration Page](#).
- Storms can occur year-round at the coast, but they are especially common in the winter. Those wishing to spend time on the beach are asked to exercise common sense and caution during stormy weather, and to consider staying home on more risky, stormy days.

IMPACT 13: BEACH SAFETY

- Sneaker waves are forceful waves that can suddenly roll onto Oregon's beaches carrying anything in its path out to sea, so keep an eye on the surf and make sure small children are within arms reach. A good rule to follow is never to turn your back on the ocean. They are a common occurrence from October to April in Oregon.
- Those surfing, swimming or walking close to the ocean should also look out for signs of rip currents, which can be unpredictable and powerful. It's also helpful to know the tidal predictions for that day.
- Oregon Coast visitors should take the time to carefully navigate the often rough and slippery coastal terrain, and to refrain from climbing on driftwood logs, rocks and jetties.
- For safety, avoid standing close to the edge or below cliffs, as coastal cliffs are susceptible to erosion and large portions of earth or rocks could crumble free.
- Beach campfires may be started on open sand, away from driftwood or vegetation. People are asked to use water, not sand, to extinguish fires by pouring water around the base of the firepit, instead of directly on hot coals.



IMPACT 13: BEACH SAFETY

TIMING:

Different audiences, whether they live at the coast or are planning their visit from elsewhere, will be in different stages in the visitor and planning process, so timing information in this guide are loose recommendations based on the occurrence of the seasonal impact on the Oregon Coast.

- **Prior to peak storm season (October):** Though weather and tide patterns can always change on the Oregon Coast, the winter months are definitely the most tumultuous. To prepare for the stormy months ahead, you may want to share cautionary messaging about navigating the coast during the winter. This messaging doesn't need to be negative! It can be mixed in with language painting the picture of how a winter visit to the coast boasts fewer crowds, and often thrilling storms.
- **During peak storm season (November - March):** Providing messaging about ways to experience the coast during what are traditionally off months, such going crabbing or clamming, lighting a bonfire, taking advantage of discounted activities and lodging, peaceful beach walks,

and storm watching, can easily be mixed in with ways to enjoy the Oregon Coast safely—even during inclement weather.

- **Year-round:** Beach safety is a pressing issue no matter the time of year. During busy summer months, tips and advice will always be relevant. You can include content on the best places and times to participate in beach activities (the more personalized the better) while integrating content on safety. During more popular tourist times, consider highlighting general swimming, surfing and ocean safety, as well as reminders about safely navigating beaches with the often rough and slippery terrain.

IMPACT 13: BEACH SAFETY

CHANNELS:

There are a variety of channels organizations and businesses can use to distribute information and messaging to their audiences, including social media, email, website copy, phone communication, signage, interaction with the media, maps and guides.

Social media - Example Twitter Post

(Timing during off-season: November - March):

A winter trip to the Oregon Coast means fewer crowds, great crabbing, and some seriously thrilling storm watching. Of course stormy weather can mean unpredictable ocean behavior, so remember to never turn your back on the ocean while you enjoy your winter trip to the beach.

Example Email Copy

(Timing during peak tourist season: June - September)

Greetings!

We are so excited to be hosting you at the beautiful Oregon Coast in the upcoming week. With opportunities for beach walks and hiking, bonfires, crabbing, clamming, fishing, surfing, or just taking in the picturesque views, the list of outdoor activities is basically never ending.

As you explore and experience what all that Oregon's beaches have to offer during your visit, remember to practice ocean safety. Sneaker waves are forceful waves that can suddenly roll onto Oregon's beaches year-round, carrying anything in its path out to sea, so keep an eye on the surf and make sure small children are within arms reach. Those surfing, swimming or walking close to the ocean should also look out for signs of rip currents, which can be unpredictable and powerful. It's also helpful to know the tidal predictions for that day.

No need to be fearful, just careful! We hope you have a wonderful experience with us, and on the coast. Please let us know if you have any questions or would like personal recommendations and tips.

IMPACT 13: BEACH SAFETY

OTHER TIPS:

Some other suggested Do's and Don'ts to keep in mind.

Language and Tone: Connect cautionary language with specific activities on the beach, such as hiking, surfing, swimming, etc. A few simple tips, such as remembering to not turn your back on the ocean, should be enough of a reminder without inciting negativity or fear.



IMPACT 13: BEACH SAFETY

COMPREHENSIVE MESSAGING:

An in-depth look into the overall situation. Snippets of any of the following can be lifted for messaging use.

WHAT'S GOING ON?

Visitors and residents of the Oregon coast enjoy world-renowned ocean views, strolls and outdoor activities, but unlike some coastlines, ours can be unpredictable and even dangerous at times. In the winter months, coastal storms and ocean current patterns can be particularly tumultuous. Sneaker waves are forceful waves that can suddenly roll onto Oregon's beaches and carry anything in its path out to sea. They are a common occurrence from October to April in Oregon. Even on relatively calm days, ocean patterns, waves and currents can quickly change, so it's important to stay alert while experiencing the coast.

The Oregon Coast's rugged beauty is thanks to the fact coastal lands have been left mostly undisturbed by people. This means that natural ocean debris, rocks and logs are scattered across Oregon's coastline. Visitors traversing coastal terrain will need to tread carefully and be on the lookout for any natural hazards or barricades.

WHAT SHOULD I DO?

It's possible to have a great time on the coast while practicing sound judgment and safety. A good rule to follow is never to turn your back on the ocean. Dangerous, and even deadly, sneaker waves can sweep high up the coastline, so keep an eye on the surf and make sure small children are within arms reach. Those surfing, swimming or walking close to the ocean should also look out for signs of rip currents, which can be unpredictable and powerful. It's also helpful to know the tidal predictions for that day, so those wishing to explore tidepools can do so during low tide, and all visitors can be aware of incoming tides for safety and planning purposes.

Storms can occur year-round at the coast, but they are especially common in the winter, bringing large waves and washed up debris to Oregon's beaches. Those wishing to spend time on the beach are asked to exercise common sense and caution during stormy weather, and to consider staying home on more risky, stormy days.

Oregon Coast visitors should take the time to carefully navigate the often rough and slippery coastal terrain, and to refrain from climbing on driftwood logs, rocks and jetties. For safety, avoid standing close to the edge or below cliffs, as coastal cliffs are susceptible to erosion and large portions of earth or rocks could crumble free. Beach campfires may be started on open sand,

IMPACT 13: BEACH SAFETY

away from driftwood or vegetation. People are asked to use water, not sand, to extinguish fires by pouring water around the base of the firepit, instead of directly on hot coals.

HOW CAN I PREPARE?

Check weather patterns, tide schedules and fire restrictions before exploring the coast. More safety tips, advice and resources can be found at Oregon State Park's [Beach Exploration Page](#).





14

DRONE USE

FAST FACTS:

Relevant, bite-sized messaging that can be used across channels.

- Oregon's coast is a continuous draw for local and traveling visitors, photographers and nature enthusiasts. It's no surprise that visitors are using the latest drone technology to digitally capture the full grandness of the Oregon Coast. However, drones can easily harass, disturb and affect wildlife, scenery and fellow visitors. It's important that laws are abided by, and that respect and restraint are practiced when using drones on the coast.
- Yes, unmanned aerial systems, commonly referred to as drones, are allowed on the Oregon coast! But, before bringing one along, make sure to research all applicable state and federal laws.
- It's illegal to affect and harass wildlife with drones on the Oregon Coast. Drone operators are asked to launch their device at least 100

IMPACT 14: DRONE USE

meters, equivalent to just over a typical city block, from any wildlife along the coast. Coastal regulations also forbid hunting or fishing with the help of drones.

- To help protect Oregon's islands, recreational use of unmanned aircraft is prohibited at Oregon Islands National Wildlife Refuge and on all refuge lands, including Oregon Coast islands and sea stacks. Drones also shouldn't take off from, land in or be operated from congressionally designated wilderness areas along the coast. These restrictions are in place to protect Oregon's native species and because visitors seek these places for undisturbed solitude and quiet.
- Park staff may limit drone use in state parks at different times of year to protect specific natural, cultural, scenic or recreational resources in a park property.



IMPACT 14: DRONE USE

TIMING:

Different audiences, whether they live at the coast or are planning their visit from elsewhere, will be in different stages in the visitor and planning process, so timing information in this guide are loose recommendations based on the occurrence of the seasonal impact on the Oregon Coast.

- **Prior to peak visitor season (April - May):** As peak season along the Oregon Coast approaches, more audiences begin planning their outdoor adventures, which might include the activity of flying drones. By integrating some tips on using drones into messaging, guides and emails, visitors bringing drones can properly prepare, so they can safely and legally use their drone to capture the breathtaking Oregon's breathtaking coastal landscape through dramatic aerial shots.
- **During peak visitor season (June - September)::** As visitors flock to the coast for days of summer fun, drone usage increases. Promoting recommendations and regulations for safely using drones along the coast is welcomed content for audiences.
- **Year-round:** As Oregon offers remarkable coastal views throughout the year, drone usage messaging is evergreen content, and can be included along with recommendations on areas that visitors can safely use drones. Sharing drone photography and best practices may even spark an interest for a future Oregon Coast visit.

IMPACT 14: DRONE USE

CHANNELS:

There are a variety of channels organizations and businesses can use to distribute information and messaging to their audiences, including social media, email, website copy, phone communication, signage, interaction with the media, maps and guides.

Social media - Example Facebook post (During visitor peak season: June - September):

Now that's what we call a beautiful sunset and a stunning aerial shot! Drones are allowed at the Oregon Coast, but make sure to research regulations and protocol beforehand. We encourage checking out the Federal Aviation Administration's page on overall drone safety before taking off. <https://www.faa.gov/uas/>



Maps, Guides and Visitor Resources - Example sign blurb (Year-round resource):

Attention photographers and drone enthusiasts! Unmanned aerial systems (or drones) are permitted for use along Oregon's spectacular coast, but users must follow all state and federal laws. To protect Oregon's wildlife, please do not fly drones near our native birds, seals, or any animal. Happy flying!

IMPACT 14: DRONE USE

OTHER TIPS:

Some other suggested Do's and Don'ts to keep in mind.

Language and Tone: Instead of telling Oregon Coast visitors what they can and can't do at the coast, using a welcoming and warm tone while sharing thought provoking information will shed light on the coast's natural treasures, encouraging respectful behavior from visitors and locals alike by bringing them into the fold.

When communicating with your audiences about an important topic such as drone usage, adding tips and information on protecting coastal wildlife and recommendations on areas legal for drone usage can help elevate your content while adding insightful and meaningful context for visitors planning an adventure to the coast.

Images and Links: Sharing photos, especially of the Oregon Coast's wildlife and natural setting, will add personalization, depth and beauty to your messaging. Images should always be included with Facebook and Instagram posts, and including informative links is a great way to share additional information on social media and through email.

On Instagram, it's best to keep copy fairly brief. Tagging relevant organizations and adding subject-specific hashtags will also give more context and depth to your posts.

Maps, Guides and Visitor Resources: Physical resources need to be evergreen, as it's likely they may not be updated on a regular basis. Including short, informative content along with images and symbols will make the resource practical and easy to use.

IMPACT 14: DRONE USE

COMPREHENSIVE MESSAGING:

An in-depth look into the overall situation. Snippets of any of the following can be lifted for messaging use.

WHAT'S GOING ON?

With the gorgeous combination of rolling waves, expansive sandy beaches, towering sea stacks and plentiful wildlife, the Oregon Coast is a striking setting. Oregon's coast is a continuous draw for local and traveling visitors, photographers and nature enthusiasts. It's no surprise that visitors are using the latest technology to digitally capture the full grandness of the Oregon Coast.

Operating unmanned aerial systems (UAS), commonly referred to as drones, has become immensely popular on the coast because of the flying machines' ability to obtain unparalleled shots of Oregon's landscapes and wildlife. As generally small and highly maneuverable tools, drones are capable of accessing areas traditionally off limits to casual observers. Drones possess enormous potential in a wide array of scientific and artistic applications, but the private use of drones can detrimentally affect our coastal environment if their operators aren't informed and careful. Though drones are allowed on the Oregon Coast, they have the potential to disturb other visitors and coastal wildlife, so it's necessary for drone users to understand coastal regulations and protocol before using them.

WHAT SHOULD I DO?

Drones are notorious for startling nesting bird colonies on offshore islands and causing resting seals and sea lions to flee for the water. Flying drones near wildlife can cause stress for the animals, potentially leading to significant harm or even death, so it's illegal to harass, wildlife with (or without) drones on the Oregon Coast. Illegal harassment may include unintentionally disturbing coastal animals, so it's important to stay alert and watchful while exploring the coast. It's especially key for drones to avoid approaching animals and birds vertically, and to refrain from pursuing or disturbing wildlife during the stages of breeding, nesting and rearing of young, as it could cause significant negative effects on multiple generations of animals. Consequently, drone operators are asked to launch their device at least 100 meters, equivalent to just over a typical city block, from wildlife.

Coastal regulations also forbid hunting or fishing with the help of drones. These restrictions include using drones to locate, scout and track fish or wildlife, as drones provide human users an unethical advantage while hunting and fishing. During Western Snowy Plover nesting season, spanning March through September, drones aren't permitted on designated plover beaches, as they disturb nesting birds. Threatened species, like the Western Snowy Plover, as well as ecologically sensitive areas along the coast, have the potential to be disproportionately affected by drone flights.

IMPACT 14: DRONE USE

Drones should always be flown according to Federal Aviation Administration regulations and privacy laws. For instance, drones should only be flown below 400 feet, remain clear of surrounding obstacles, stay at least 5 miles from an airport or backcountry airstrip, and steer clear of populated and noise-sensitive areas—such as campgrounds, trail heads and visitor centers. Following these regulations and laws helps protect the creatures that call the Oregon Coast home, and allows other visitors to enjoy the coast in peace.

Drones are generally permitted for use throughout the Oregon Coast, with a few exceptions. Those flying drones around Oregon State Parks and beaches should be aware of and follow all state and federal laws. At times, park staff may limit operators who are in a state park from launching or landing drones to protect specific natural, cultural, scenic or recreational resources in a park property. In addition, recreational use of unmanned aircraft is prohibited at Oregon Islands National Wildlife Refuge and on all refuge lands throughout the United States, including Oregon Coast island and sea stacks. Drone operators should be aware that if an operator stands beyond refuge boundaries and flies the device over refuge land, fines can still be levied if the drone is observed disturbing wildlife.

Drones shouldn't take off from, land in or be operated from congressionally designated wilderness areas, including forested areas around Cape Perpetua and Yaquina Head, for wildlife concerns and because visitors seek these

places for undisturbed solitude and quiet. They are also not permitted to fly in areas that have temporary flight restrictions in place, such as wildfire zones.

HOW CAN I HELP?

Visitors to the coast operating drones should have an idea of the Oregon Coast's sanctioned drone behavior before using their equipment. While flying a drone on the Oregon Coast, operators are encouraged to practice common sense and safety to avoid damaging natural formations, such as Oregon's sea stacks, and to steer clear of disturbing other visitors and coastal wildlife.

For more information on operating unmanned aerial systems throughout the country, visit the [Federal Aviation Administration's UAS page](#).

In addition, drone enthusiasts can reach out to Oregon State Parks for further information, questions or concerns regarding drone use on the Oregon Coast at 503-986-0707.



15

DOGS ON THE COAST

FAST FACTS:

Relevant, bite-sized messaging that can be used across channels.

- We know that the Oregon Coast isn't just a special place for people, it's also a beloved destination for our furry canine companions. Yes, dogs, and other domestic pets such as horses, are allowed at the coast! Owners are encouraged to research pet-friendly guidelines before heading out.
- There are several dog-free areas along the coast in protection of pets, coastal wildlife and visitors. These areas include: Nestucca Bay, Siletz Bay or Oregon Islands National Wildlife Refuges.
- Dogs are not required to be on leash in all areas, but dogs that are off leash should reliably respond to voice commands. Owners must also always carry a leash and be ready and able to leash up their dogs if necessary. Dogs should be leashed within state parks, and in any area where wildlife reside to avoid disturbing the native creatures.

IMPACT 15: DOGS ON THE COAST

- In order to protect the seals that rest along the coast, dogs should never approach adult seals or seal pups, for the safety of both the dog and the seal.
- During Western Snowy Plover nesting season, spanning from March 15th through September 15th, dogs are not permitted on designated plover beaches as they may inadvertently disturb the nesting birds.
- Visitors planning on bringing their dog on their next coastal adventure may want to check out Oregon State Park's ["Pawsitive" info pages](#), which include answers to frequently asked questions about dogs on the Oregon Coast.
- Pet owners should also research how wildlife regulations, such as protections around the Western Snowy Plover nesting cycles, might impact their trip. The [Oregon State Park's seasonal beach restriction page](#) is a recommended resource!



IMPACT 15: DOGS ON THE COAST

TIMING:

Different audiences, whether they live at the coast or are planning their visit from elsewhere, will be in different stages in the visitor and planning process, so timing information in this guide are loose recommendations based on the occurrence of the seasonal impact on the Oregon Coast.

- **Prior to peak visitor season (January - February):** During the off-season of traveling, sharing messaging about dogs is helpful for audiences planning spring or summer trips. From including recommendations on dog-friendly spots along the coast, to the importance of not bringing dogs to designated plover beaches during nesting season, these relevant, helpful insights will be valuable to visitors and their four-legged friends.
- **During peak visitor season (March - September):** The spring and summer months, which is also the nesting season for the threatened Western Snowy Plovers, is the perfect time to provide visitors with information on dog policies and regulations while giving a friendly reminder to residents. As visitors (and dogs) flock to the coast

during sun-filled days, sharing safety tips for canine visitors to avoid interacting with wildlife is useful content for all.

- **Year-round:** Visitors head to the coast with their dogs during every season to experience the wonders of Oregon's coastline. Integrating messaging and tips on how dog owners can have an enjoyable experience at the coast with any materials is a helpful reminder for people to keep their furry companion in mind while planning their upcoming adventure. Plus, who doesn't love a photo of a joyful dog on the beach?

IMPACT 15: DOGS ON THE COAST

CHANNELS:

There are a variety of channels organizations and businesses can use to distribute information and messaging to their audiences, including social media, email, website copy, phone communication, signage, interaction with the media, maps and guides.

Social media - Example Instagram post

(During visitor peak season: June - September):

The coast is the perfect place to bring your favorite furry friends! Before heading out, we recommend checking if your coastal destination allows dogs. Don't forget to bring a leash for a guaranteed day of fun for your dog! #dogsatthebeach #oregoncoast #dogadventures #dogsoutside #beachdays



Example Email Copy

(Timing During peak season: Mid-April - June):

Planning a family trip (dogs included!) to the coast this month? You aren't alone! As the days get sunnier along the coast, an escape to Oregon's renowned beaches is the perfect choice. However, if you're bringing a four-legged friend, there's a few things to keep in mind.

In order to keep Oregon Coast's beaches pristine, it's essential that all owners keep their dogs leashed within state parks and areas home to wildlife to ensure that Oregon's native species, such as birds and baby seals, remain safe and undisturbed. Dogs can be a threat to vulnerable species, such as the Western Snowy Plover which nests from March through September. Make sure to check if your planned coastal spot is home to Western Snowy Plovers, as dogs are not permitted on plover beaches.

For more tips, we recommend checking Oregon State Park's [Pawsitive page](#) to help plan for an enjoyable dog-friendly beach trip.

We look forward to seeing you, dog in tow, very soon!

IMPACT 15: DOGS ON THE COAST

OTHER TIPS:

Some other suggested Do's and Don'ts to keep in mind.

Language and Tone: Instead of telling Oregon Coast visitors what they can and can't do at the coast, using a welcoming and warm tone while sharing thought provoking information will shed light on the coast's natural treasures, encouraging respectful behavior from visitors and locals alike by bringing them into the fold.

When communicating with your audiences about an informational topic such as regulations for dogs on the coast, adding tips and information on the importance of protecting coastal wildlife can add value to your content while adding insightful and meaningful context for dog owners.

Images and Links: Sharing photos, especially of the Oregon Coast's wildlife and natural setting, will add personalization, depth and beauty to your messaging. Images should always be included with Facebook and Instagram posts, and including informative links is a great way to share additional information on social media and through email.

On Instagram, it's best to keep copy fairly brief. Tagging relevant organizations and adding subject-specific hashtags will also give more context and depth to your posts.

Tip: Include dog photos to capture your audience's attention when sending out dog related information in emails, social posts or newsletters.

Maps, Guides and Visitor Resources: Physical resources need to be evergreen, as it's likely they may not be updated on a regular basis. Including short, informative content along with images and symbols will make the resource practical and easy to use.

IMPACT 15: DOGS ON THE COAST

COMPREHENSIVE MESSAGING:

An in-depth look into the overall situation. Snippets of any of the following can be lifted for messaging use.

WHAT'S GOING ON?

The Oregon Coast isn't just a special place for people, it's also a beloved destination for our furry canine companions. Seeing the coast through a dog's eyes, a vast beachscape with tantalizing smells, curious creatures and rolling waves, can even help revitalize a personal love and appreciation for Oregon's coastline. Going for a beach walk, dog in tow, is a pleasure that Oregonians and visitors alike can all enjoy. No one knows a dog better than its owner, so owners are asked to exercise caution with their pets, and to make decisions according to their dog's unique personality and behavior.

WHAT SHOULD I DO?

It's necessary for pet owners to abide by the Oregon Coast's guidelines on dog behavior in order to keep the coastal land wild, natural and intact for generations of people and pups to come. Domestic animals, like dogs and horses, are generally welcome on Oregon's beaches, though there are several dog-free areas along the coast. For the protection of the pets

themselves, coastal wildlife and visitors, pets are not permitted at Nestucca Bay, Siletz Bay or Oregon Islands National Wildlife Refuges. In dog-friendly areas, dogs should be within sight and responsive to commands. Pet owners must also remove their animal's waste and carry a leash.

People who love to watch their dogs joyously run on the beach will be happy to know that off-leashed dogs are welcome at the Oregon Coast, but dogs that are off leash should reliably respond to voice commands. Owners are also asked to be aware of existing leash regulations. Dogs should be leashed within state parks, and in any area where there is wildlife, to avoid disturbing the Oregon Coast's native creatures. Owners with off-leash dogs should have a leash ready at all times to prevent their pet from potentially harassing marine wildlife or other visitors. As people and pets head down to the beach together, owners are encouraged to read all access signs, as some beaches may require leashes for individual safety reasons.

It's especially important to never allow a dog to approach adult seals or seal pups. These interactions can bring the seals confusion and harm. Interacting with large wildlife species is also a safety concern for dogs because unpredictable marine animals could potentially injure or kill them.

Dogs are a safety concern for small wildlife species that can be easily threatened and injured. They can cause serious harm to birds, especially

IMPACT 15: DOGS ON THE COAST

during spring and summer nesting season if they are allowed to disturb the nests or chicks. During Western Snowy Plover nesting season, spanning from March through September, dogs are not permitted on designated plover beaches as they may inadvertently disturb nesting birds. Western Snowy Plover are a threatened species, and require an undisturbed habitat to nest and raise their young. Dogs can also cause stress to plover, and other species of coastal birds, during the winter season when they are roosting. With that in mind, dogs should never be allowed to chase the birds on the beach.

HOW CAN I HELP?

Dogs are welcome to join their owners on a trip to the Oregon Coast. Before em(bark)ing on a coastal visit, dog-in-tow, visitors may want to check out Oregon State Park [“Pawsitive” info](#) pages, which include answers to dog-related frequently asked questions.

Dog owners can also research Western Snowy Plover nesting cycles, and how those regulations could affect a coastal outing with their pet, at the [Oregon State Park’s seasonal beach restriction page](#).



THANK YOU

For more information please email
director@thepeoplescoast.com
with any questions or comments.