

DATE: May 11, 2026
TO: Salmonberry Trail Foundation
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SUBJECT: Economic Benefits of Salmonberry Trail Investments

Introduction and Summary

The Salmonberry Trail Foundation (STF) has connected countless individuals and organizations over the past few years in a concerted effort to build community and state support for implementing a visionary Rails-to-Trails system across Oregon's northern Coast Range, connecting people from Tillamook to the Portland Metro Area and beyond. When complete, the 82-mile proposed Salmonberry Trail will provide a new continuous recreation corridor, with several vital links creating safe non-motorized connections between schools, shopping, and services along Oregon's Coast. Trail investments would also restore valuable coastal and riparian ecosystems and protect and tell stories from Oregon's history through rail infrastructure and timber settlements deep in the Coast Range.

Statewide planning efforts have formally recognized the Salmonberry Trail as a vital component of the future of outdoor recreation in Oregon. In 2023, the trail was selected as one of only fifteen trails included in the Oregon Signature Trails Inventory, giving it priority status for state investment. Oregon recognizes Salmonberry's potential to provide access to the State's iconic landscapes, support regional economic growth, and serve as critical transportation and recreation connection infrastructure between communities. Since 2023, dedicated volunteers have cleared vegetation from 9.2 miles of trail and the STF has undertaken rail salvage on the western side of the planning area from Buxton to Banks. In July 2025, the community of Wheeler broke ground on the Salmonberry Trail's first major segment on the Coast. Blackberry clearing and gravel application continued through March 2025 in the Wheeler segment of the trail.

With this progress and mounting support, the Salmonberry Trail Foundation is moving forward on trail design, engineering, and construction in phases, and is seeking funding to maintain momentum and accelerate progress. Assembling sufficient financial resources, trail operating agreements, and permits to construct the entire trail remains a long-term goal. In the near term, each trail segment presents an opportunity to build the case for incremental investment: every trail link has the potential to provide local economic and community benefits that will yield dividends immediately, even as the STF is building out the larger vision. Some of these benefits are measurable in terms of new dollars and cost savings reaching small communities; many of the benefits are reflected in quality-of-life improvements for residents that for some can be as or more valuable as money in the pocket.

The purpose of this memo is to describe and quantify where possible the economic benefits of investing in the Salmonberry Trail. The potential benefits are wide-ranging and well-documented in an array of studies that link recreation generally, and rails-to-trails specifically, to a variety of positive outcomes related to economic development, health and safety, and other improvements that enhance value or save money. These are briefly described in Exhibit 1 and expanded upon with specific relevance to the Coastal segments of the Salmonberry Trail throughout this memo. This information is intended to provide a foundation for more detailed economic analysis in the future as conceptual plans solidify, and more robust data are needed to demonstrate the value that trail investments would produce.

Exhibit 1. Summary of Economic Outcomes Associated with Trail Investments

*Note: **Economic benefits** reflect changes in social welfare (including non-market values), while **economic impacts** reflect changes in economic activity (e.g., spending, jobs, and income).*

ECONOMIC BENEFITS	DESCRIPTION	MEASURE OF VALUE
Recreational Enjoyment (Use Value)	Value users receive from recreation above what they pay to access the trail (consumer surplus).	\$23/trip for local trail walking \$114/trip for non-local walks \$72/trip for trail jogging \$123/trip for trail bicycling
Physical Health Improvements	Reduced incidence of chronic disease and premature mortality from increased physical activity.	Cost of Illness Savings: \$3-\$4.50 per walk/hike trip Productivity Gains
Mental Health Improvements	Improvements in mental well-being, including reduced stress, anxiety, and depression.	Avoided Healthcare Costs Productivity Gains
Public Safety Improvements	Reduced risk of collisions and injuries due to separation from vehicle traffic.	Reduced cost of injury, loss of life, and accident response
Property Value Gains	Proximity to trails and amenity enhancements related to trail investments can increase values for residential and commercial properties.	Increases may accrue within 0.2 mi., up to 2 mi. from trail access
Environmental Improvements	Ecosystem restoration from trail improvements (e.g., riparian habitat, reduced erosion, vegetation); Reduced emissions and pollution from commuting trips.	Improved habitat and water quality value \$124 per CO ₂ e reduced
Quality of Life and Social Capital	“Second Paycheck” benefits for attracting and retaining residents, opportunities for placemaking and social/community cohesion.	In-Migration, Social well-being



ECONOMIC IMPACTS	DESCRIPTION	MEASURE OF VALUE
Tourism Spending	Spending on local goods and services from visitors traveling to use the trail from elsewhere.	Net new spending from non-local visitors; \$77/day of hiking \$53/day of bicycling
Local Jobs and Income	Jobs and income supported by tourism-related spending.	Number of Jobs Wages and Income
Construction Spending, Jobs, and Income	Trail construction funding that otherwise would not be invested in regional infrastructure would support construction jobs and income.	Number of Jobs Wages and Income

Source: ECONorthwest, with data from the following sources:

Recreational Enjoyment: Rosenberger, R.S. 2023. Total Net Economic Value from Residents' Outdoor Recreation Participation in Oregon. 2025-2029 Oregon Statewide Comprehensive Outdoor Recreation Plan Supporting Documentation. Retrieved from <https://www.oregon.gov/oprd/PRP/Documents/SCORP-2023-Total-Net-Economic-Value-Resident-Outdoor-Recreation-Oregon.pdf>; The Oregon Parks & Recreation Department. n.d. 2025-2029 SCORP Plan. https://www.oregon.gov/oprd/PRP/Documents/SCORP_2025%E2%80%9329_FINAL.pdf.

Physical and Mental Health Improvements: Rosenberger, R.S. 2023. Health Benefits Estimates for Oregonians from Their Outdoor Recreation Participation in Oregon. 2025-2029 Oregon Statewide Comprehensive Outdoor Recreation Plan Supporting Documentation. Retrieved from <https://www.oregon.gov/oprd/PRP/Documents/SCORP-2023-Health-Benefits-Estimates-Oregonians.pdf>; Matteson, Cory. 2020. "How Trails and Outdoor Access Provide Important Mental Health Benefits." Rails to Trails Conservancy, September 2. <https://www.railstotrails.org/trailblog/how-trails-and-outdoor-access-provide-important-mental-health-benefits/>; Perrins, S. and G. Bratman. 2019. Health Benefits of Contact with Nature. Retrieved from <https://rco.wa.gov/wp-content/uploads/2020/01/HealthBenefitsofNature.pdf>
Property Value Gains: Crompton, J. and S. Nicholls. 2019. "The Impact of Greenways and Trails on Proximate Property Values: An Updated Review." Journal of Park and Recreation Administration. Vol 37, Issue 3, Fall. PP 89-109.; Shenandoah Valley Rail Trail Study. 2021. Virginia Department of Transportation Staunton District Planning. <https://www.dcr.virginia.gov/recreational-planning/document/SD7-Property-Valuation.pdf>.

Environmental Improvements: Huntley, John and Junlei Chen. "Analysis of Carbon Emission Reductions in Build Back America" 2022. Penn Wharton Budget Model. <https://budgetmodel.wharton.upenn.edu/p/2022-03-28-analysis-of-carbon-emission-reductions-in-build-back-america/>. In \$2026.

Quality of Life and Social Capital: Otts, J.A. 2015. The Money Tree: Does the Intertwine Create Jobs? Metro and the Intertwine Alliance. Retrieved from https://www.theintertwine.org/sites/default/files/the_money_tree_copy.pdf

Economic Outcomes of the Complete Trail Vision

When complete, the Salmonberry Trail would create a continuous recreational corridor across the Coast Range, connecting coastal communities in Tillamook County to the Portland Metro area and the Willamette Valley. Through connections to other regional trails, it would also extend access through the Columbia River Gorge and beyond.



The Valley trail segment (the eastern end) would connect to both the existing Banks-Vernonia Trail and the proposed Council Creek Regional Trail, linking directly to Hillsboro and the Portland Metro "Intertwine" trail network. This connectivity aligns with Metro's vision of an 800-mile regional trail system, for which the Salmonberry Trail is considered a key catalyst.

More broadly, the trail is envisioned as part of the "Infinity Loop"—a long-term, statewide concept that would link the Coast Range to Mt. Hood and the Columbia River Gorge. Within this system, the Salmonberry Trail would serve as the western anchor of a large-scale regional loop.

The Salmonberry Trail, once completed, would be one of the longest Rails-to-Trails trail system in the state of Oregon, following the Oregon, California, and Eastern (OC&E) Woods Line State Trail, a 100-mile trail built on the old railbed of the OC&E Railroad. More importantly, its value is amplified by its connections to a broader and growing network of regional trails. These interconnections position the Salmonberry Trail not as a standalone asset, but as part of an integrated system that expands travel options, lengthens visitor stays, and increases its ability to attract regional and out-of-state users.

The trail's route, featuring historic railroad bridges and trestles and traversing areas inaccessible to motor vehicles, offers a distinctive way to experience Oregon's coastal forests and timber-town history. This combination of network connectivity and unique experience strengthens its appeal to visitors from outside the region, bringing new tourism dollars to communities along the corridor.

Evidence from comparable rail-trail systems illustrates how this level of connectivity and destination appeal translates into economic outcomes. The Great Allegheny Passage (GAP), a 328-mile trail connecting Pittsburgh, Pennsylvania, and Cumberland, Maryland¹ demonstrates the scale of potential impact. Since its completion in 2013, investment in the GAP has helped catalyze 65 new businesses supporting 270 jobs and generates an estimated \$50 million in annual economic activity, compared to roughly \$80 million to construct costs.²

Examples at a smaller scale, more comparable to segments of the Salmonberry Trail, show similar patterns. The 28-mile Swamp Rabbit Trail in Greenville, South Carolina, has helped spur downtown investment and influenced nearby businesses to add amenities for trail users, such as public restrooms. Many of these businesses report that trail users make up a substantial share of their customers, and nearby Walmart reported a 300 percent increase in bicycle sales following trail's opening.³

¹ Trail Towns: Rails to Trails Conservancy. n.d. *Trail Towns*. Accessed April 2, 2026. <https://www.railstotrails.org/trail-building-toolbox/trail-towns/>.

² Pitt gazette: Jones, Diana Nelson. 2013. "Riders Hit Trail as Last Link in Great Allegheny Passage Opens." *Pittsburgh Post-Gazette*, June 15. <https://www.post-gazette.com/local/city/2013/06/15/riders-hit-trail-as-last-link-in-great-allegheny-passage-opens/stories/201306150133>.

³ Beard, E., 2011. "Hop Around Town: Greenville's Swamp Rabbit Trail is Jumping with Activity." *Parks & Recreation* (Vol. 46. Issue 6).



Additional evidence comes from the 34-mile Virginia Creeper Rail-Trail in Virginia. A detailed economic study found that trail visitors spend about \$2.1 million annually, supporting approximately 28 jobs. The same study reported direct local spending from trail tourism ranging from nearly \$700,000 to \$1.5 million across comparable trails in Iowa, Florida, and California.⁴

Economic Outcomes of the Tillamook County Trail Segments

Near-term opportunities to develop segments of the Salmonberry Trail in Tillamook County would generate a range of positive economic outcomes for residents, businesses, and local communities. Because these segments are located within and between developed areas along Highway 101, the trail could also improve to public safety and expand non-motorized transportation options where few currently exist.

Research suggests that improved accessibility and safety can encourage more residents to travel by bicycle or on foot instead of by vehicle, leading to increased physical activity and associated mental and physical health benefits.^{5, 6} These benefits would complement the recreational value that residents and visitors derive from trail investments. These opportunities align with priorities identified in Oregon's Statewide Comprehensive Outdoor Recreation Plan (SCORP), which highlights **trails connecting adjacent communities** and **expanded accessibility for people with disabilities** (e.g., trails suitable for hand cycles or trail chairs) as top recreational development priorities in Tillamook County. Investments in Salmonberry Trail segments in Tillamook County would help advance both priorities.

Economic Outcomes of Trail Investments

This section provides an overview of the economic outcomes of trail investments, highlighting data from the economic literature. It distinguishes between two related concepts: **economic benefits** and **economic impacts**. Economic benefits reflect changes in welfare or well-being for individuals and communities, while economic impacts capture changes in economic activity, including trail-related spending and the jobs and incomes that spending supports. Both are important components of the overall value of trail investments.

⁴ Bowker, J.M., J.C. Bergstrom, and J. Gill. 2007. "Estimating the economic value and impacts of recreation trails: a case study of the Virginia Creeper Rail Trail." *Tourism Economics* 13 (2): 241-260.

⁵ Rosenberger, R.S. 2023. *Health Benefits Estimates for Oregonians from Their Outdoor Recreation Participation in Oregon*. 2025-2029 Oregon Statewide Comprehensive Outdoor Recreation Plan Supporting Documentation. Retrieved from <https://www.oregon.gov/oprd/PRP/Documents/SCORP-2023-Health-Benefits-Estimates-Oregonians.pdf>; Perrins, S. and G. Bratman. 2019. *Health Benefits of Contact with Nature*. Retrieved from <https://rco.wa.gov/wp-content/uploads/2020/01/HealthBenefitsofNature.pdf>

⁶ Gore, Ross, Christopher J. Lynch, Craig A. Jordan, Andrew Collins, R. Michael Robinson, Gabrielle Fuller, Pearson Ames, Prateek Keerthi, and Yash Kandukuri. 2022. "Estimating the health effects of adding bicycle and pedestrian paths at the census tract level: multiple model comparison." *JMIR public health and surveillance* 8, no. 8: e37379.



Economic Benefits

Economic benefits measure net increases in social welfare or well-being. These are often expressed in monetary terms but may also include non-market values that are difficult to quantify or monetize, either because they are challenging to measure or they are not directly reflected in market transactions.

Recreation Use Value

A baseline understanding of recreation value in Oregon helps contextualize the potential value generated by use of the Salmonberry Trail. Recreation use value is often measured as “consumer surplus,” or the net benefit a user receives from an activity beyond what they pay or are willing to pay to participate.

In Oregon, recreationists on public lands experience an average consumer surplus of about \$72 per person per day.^{7,8} Oregon’s SCORP further estimates the net economic value of different trail-based recreation. Within their home communities, users value walking, jogging, and cycling on paved paths or nature trails (separated from streets and sidewalks) at approximately \$23, \$72, and \$123 per trip, respectively.⁹ People who travel outside their community (i.e., tourists) to walk or hike on similar trails report substantially higher values—about \$114 per trip. The SCORP analysis found no significant difference between local and visitor values for bicycling and jogging.

Estimating the total net economic value of recreational use for the future Salmonberry Trail would require an understanding of the expected use by activity type (e.g., walking, jogging, bicycling). Use depends on several factors, including the distribution of nearby populations and distance to trail access points, the availability of comparable trail experiences, and the overall desirability of the trail experience.

Studies of recreation supply and demand in western Oregon conducted for the Oregon Department of Forestry (ODF) and Bureau of Land Management (BLM) along with findings from Oregon’s most recent SCORP, indicate that trail investments are a high priority in northwestern Oregon. In Tillamook County, these investments are needed to better meet both current and future demand. For example, Oregon’s SCORP identifies “trails connecting adjacent communities” as the top close-to-home recreation investment priority in Tillamook County, and highlights “accessibility and opportunities for people with disabilities” (e.g., trails

⁷ Values inflated to 2025 dollars using the CPI.

⁸ Rosenberger, Randall S., Eric M. White, Jeffrey D. Kline, and Claire Cvitanovich. 2017. “Recreation Economic Values for Estimating Outdoor Recreation Economic Benefits from the National Forest System.” *Gen. Tech. Rep. PNW-GTR-957*. Portland, OR: U.S. Department of Agriculture, Forest Service, Pacific Northwest Research Station. 33 p. 957. <https://doi.org/10.2737/PNW-GTR-957>.

⁹ Rosenberger, R.S. 2023. *Total Net Economic Value from Residents’ Outdoor Recreation Participation in Oregon. 2025-2029 Oregon Statewide Comprehensive Outdoor Recreation Plan Supporting Documentation*. Retrieved from <https://www.oregon.gov/oprd/PRP/Documents/SCORP-2023-Total-Net-Economic-Value-Resident-Outdoor-Recreation-Oregon.pdf>



suitable for hand cycles or trail chairs) as the top dispersed-area priority. Investments in Salmonberry Trail segments in Tillamook County would help advance both priorities.

In Exhibit 2, a range of recreation use values can be estimated using visitation data from comparable Pacific Northwest trails (e.g., Banks–Vernonia Trail, Columbia Plateau Trail, and the Hertz Trail at Lake Whatcom), combined with per trip recreation use values from SCORP.

Exhibit 2. Illustrative Annual Recreation Use Value for Comparable Trails and Trail Segments

TRAIL	VISITATION ESTIMATES	MEASURE OF USE VALUE ¹⁰	ANNUAL USE VALUE (\$Millions)
Banks-Vernonia Trail (22.5 Mi)	109,050 to 136,205 annual trail visits ¹¹	\$23-\$123/trip	\$2.5 to \$16.8
Columbia Plateau Trail (130 Mi)	188,065 to 221,789 annual trail visits ¹²	\$23-\$123/trip	\$4.3 to \$27.3
Lake Whatcom Hertz Trail (8 Mi)	184,978 annual trail visits ¹³	\$23-\$123/trip	\$4.3 to \$22.8

Note: Annual trail visits and day use visits represent data from 2021-2025 for Banks-Vernonia and Columbia Plateau Trails. Lake Whatcom-Hertz Trail value is from 2023. Use value estimates reflect all walking on the low end and all biking on the high end.

The lower end of this range reflects scenarios in which most users are local coastal residents engaging in lower-value activities such as walking—conditions that may apply to some trail segments. Under these assumptions, total annual recreation use value is estimated at approximately \$2.5 million with lower visitation and \$4.3 million with higher visitation. At the upper end, if trail use is dominated by higher-value activities such as bicycling, annual recreation use value could range from approximately \$16.8 to \$27.3 million.

Physical Health Improvements

A growing body of literature shows that recreational trails generate measurable physical health improvements that result in direct healthcare cost savings and increased productivity outcomes. The primary mechanism for this economic effect is that trails make it easier for people to walk and bike, which reduces chronic disease and lowers medical spending. Rail-trails are particularly suited for promoting physical activity because they tend to be linear and

¹⁰ Rosenberger, R.S. 2023. *Total Net Economic Value from Residents’ Outdoor Recreation Participation in Oregon. 2025-2029 Oregon Statewide Comprehensive Outdoor Recreation Plan Supporting Documentation.* Retrieved from <https://www.oregon.gov/oprd/PRP/Documents/SCORP-2023-Total-Net-Economic-Value-Resident-Outdoor-Recreation-Oregon.pdf>

¹¹ Hundley, Chas. “Banks-Vernonia Trail, Stub Stewart see fewer visitors in 2025.” *News in the Grove*. February 13, 2026. <https://www.newsinthegrove.com/banks-vernonia-trail-stub-stewart-see-fewer-visitors-in-2025-2/>

¹² Washington State Parks. “Visitation Reports.” 2021-2025. *Washington State Parks Strategic Planning, Projects, & Public Input.* <https://parks.wa.gov/about/strategic-planning-projects-public-input/reports-studies/visitation-reports>.

¹³ Whatcom County Washington. 2023. “Park & Trail Visitation.” *Parks and Recreation.* <https://www.whatcomcounty.us/3733/Visitation>.



connected, encouraging longer trips; they are separated from traffic and have lower grades, which makes them safer and easier for users of all abilities and ages to access. Higher activity levels are tied directly to lower rates of obesity, type 2 diabetes, cardiovascular disease, and high blood pressure. Oregon's SCORP estimates that the state's "Cost of Illness" savings generated from trail-based recreation total \$945 million annually, which is roughly 32 percent of the total health savings derived from all outdoor recreation activities. The cost of illness savings associated with walking on paved paths or nature trails in the local community is almost \$3 per trip (or user occasion). The benefit arising from walking or hiking on non-local paved paths and nature trails is about \$4.50 per trip. These values are likely underestimated because they only account for morbidity costs associated with illness, not avoided deaths.¹⁴

While all forms of trail-based recreation may produce this effect, trails that offer local commuting options may induce more frequent use and higher levels of effect for local populations. This is directly relevant to the Salmonberry Trail's coastal segments because Tillamook County and Rockaway Beach face high rates of physical inactivity and heart disease. In fact, the Rockaway Beach region sees heart disease rates in the 95th percentile nationwide for individuals over the age of 18.¹⁵ The SCORP identifies Tillamook County as a "Physical Activity Priority County" which means that it has disproportionately lower participation rates in recreation types that have relatively higher cost of illness savings per user occasion. The trail investments have a high potential to induce meaningful physical health benefits for Tillamook County's population and generate economic benefits through reduced healthcare costs.¹⁶

As the risk of chronic disease declines and healthcare spending decreases, human productivity increases. Healthier populations have fewer sick days and can be more productive in the endeavors they engage in.

Mental Health Improvements

Access to trails, green space, and nature offers a multitude of mental health benefits ranging from improved social cohesion to stress relief. Self-rated wellness is reported higher by regular trail users, along with reported better sleep quality and mood.¹⁷ Spending more time

¹⁴ Rosenberger, R.S. 2023. *Health Benefits Estimates for Oregonians from Their Outdoor Recreation Participation in Oregon*. 2025-2029 Oregon Statewide Comprehensive Outdoor Recreation Plan Supporting Documentation. Retrieved from <https://www.oregon.gov/oprd/PRP/Documents/SCORP-2023-Health-Benefits-Estimates-Oregonians.pdf>

¹⁵ Climate and Economic Justice Screening Tool. n.d. "Climate and Economic Justice Screening Tool." Accessed April 2, 2026. <https://public-environmental-data-partners.github.io/j40-cejst-2/en/#8.17/45.412/-123.26>.

¹⁶ The Oregon Parks & Recreation Department. n.d. *2025-2029 SCORP Plan*. https://www.oregon.gov/oprd/PRP/Documents/SCORP_2025%E2%80%932029_FINAL.pdf.

¹⁷ Smiley, Abbas, William Ramos, Layne Elliott, and Stephen Wolter. 2020. "Comparing the Trail Users with Trail Non-Users on Physical Activity, Sleep, Mood and Well-Being Index." *International Journal of Environmental Research and Public Health* 17 (17). <https://doi.org/10.3390/ijerph17176225>.



in nature is also known to lead to improved stress responses.¹⁸ For example, one study found that the prevalence of depression was 42 percent lower for people who walked at least 7,500 steps per day.¹⁹ These mental health improvements lead to healthcare cost savings through lower utilization (e.g., fewer doctor visits, prescriptions for anxiety/depression, better managed ADHD symptoms). As with physical health benefits, the economic benefits of improved mental health manifest in higher productivity as well.

Public Safety Improvements

Trails can serve as safe and controlled transportation routes to school, work, or within a community. When walkers are exposed to highway shoulders or high-speed vehicle traffic, their risk of mortality increases from potential accidents. Additionally, the greater the foot traffic volume in a corridor, the more eyes there are, which can reduce crime and trespassing.

The economic benefits of these improvements manifest in several ways: through avoided deaths and avoided cost of treatment from injuries, and through avoided public safety response costs.²⁰ The potential reduced public safety costs are of interest in Tillamook County, where the Oregon SCORP identified a priority need for law enforcement officers. Tillamook County faces long-term challenges for adequately funding public safety arising from declining revenues from external sources, such as timber payments to counties. Investing in safe, dedicated pedestrian and bicycle corridors could potentially reduce incidences requiring public safety response.

Property Value Gains

Trails for walking, jogging, or hiking can positively impact local property values and are highly sought-after community amenities, and trails are often seen as a boon to homeowners²¹ as well as businesses looking to attract and retain employees. Economic studies of trails consistently show that nearby trails increase property values, however the effects can be highly localized and sensitive to context. In general, residences near a trail typically sell for more than comparables not near a trail, with the greatest positive effects for property within a quarter mile of a trail, and in urbanized areas. Effects are often lower or non-existent in rural contexts. The price premium measured in studies is small but positive, generally between 3

¹⁸ Matteson, Cory. 2020. "How Trails and Outdoor Access Provide Important Mental Health Benefits." *Rails to Trails Conservancy*, September 2. <https://www.railstotrails.org/trailblog/how-trails-and-outdoor-access-provide-important-mental-health-benefits/>.

¹⁹ Bizzozero-Peroni B, Díaz-Goñi V, Jiménez-López E, et al. Daily step count and depression in adults: a systematic review and meta-analysis. *JAMA Netw Open*. 2024;7(12):e2451208. doi:10.1001/jamanetworkopen.2024.51208

²⁰ Pucher, John, and Ralph Buehler. "Safer cycling through improved infrastructure." *American Journal of Public Health* 106, no. 12 (2016): 2089-2091; Marshall, Wesley E., and Nicholas N. Ferencsik. 2019. "Why cities with high bicycling rates are safer for all road users." *Journal of Transport & Health* 13. 100539.

²¹ What Home Buyers Really Want: Rose Quint. 2021. "What Home Buyers Really Want." *National Association of Home Builders*, March. <https://www.nahb.org/-/media/NAHB/news-and-economics/docs/housing-economics-plus/special-studies/2021/special-study-what-home-buyers-really-want-march-2021.pdf>.



and 5 percent.²² Importantly, evidence from statistical analysis of trails and property values and survey-based methods have consistently found that trails rarely reduce property values, and “fears that there will be negative repercussions...are likely to be without merit.”²³

Environmental Improvements

The conservation and protection of greenspace provide a range of environmental benefits, including improved air quality, protection of plant and animal species, and low-impact opportunities for people to engage with and enjoy nature. A key advantage of trails’ linear form is their ability to follow natural landscape contours, helping preserve ecosystems while linking fragmented habitats.²⁴

Rail-trails can offer additional environmental benefits. Many former rail corridors, often located along waterways, experience ongoing issues such as habitat degradation and erosion. Converting these corridors into trails creates opportunities to address these conditions and improve ecosystem integrity. These improvements can generate economic benefits through enhanced habitat and water quality, as well as reduced costs for managing invasive species.

Trail corridors that protect and enhance vegetation coverage, particularly in urban areas, can also reduce urban heat retention, improve local amenity value, and reduce cooling costs for nearby properties. In addition, trails that improve local access and commuting options can encourage shifts away from vehicle travel, reducing vehicle miles traveled and associated emissions. Each ton of CO₂ reduced is estimated to generate about \$124 in social benefits through avoided carbon costs.²⁵

Quality of Life, Social Cohesion, and Cultural Value

Community access to a local trail system creates intangible economic benefits related to quality of life, social connection and cohesion, and in some cases place-making, cultural meaning, and educational value. These effects are difficult to quantify but broadly experienced as positive outcomes of trail investments.²⁶ Trails can be places where people connect, come together for social purpose, and build community. Trail stewardship

²² Lindsey, Greg, Yunlei Qi, Torsha Bhattacharya, and Tracy Loh. 2021. “Neighborhood change and gentrification near three urban trails.” *Findings*; Crompton, J. and S. Nicholls. 2019. “The Impact of Greenways and Trails on Proximate Property Values: An Updated Review.” *Journal of Park and Recreation Administration*. Vol 37, Issue 3, Fall. PP 89-109.

²³ Crompton, J.L. and S. Nicholls. 2019. “The Impact of Greenways and Trails on Proximate Property Values: An Updated Review.” *Journal of Park and Recreation Administration*. 37 (3): 89-109. Retrieved from

²⁴ Rails to Trails Conservancy. n.d. “Benefits of Trails.” *Rails to Trails Conservancy*. Accessed April 2, 2026. <https://www.railstotrails.org/benefits-of-trails/>.

²⁵ Huntley, John and Junlei Chen. “Analysis of Carbon Emission Reductions in Build Back America” 2022. *Penn Wharton Budget Model*. <https://budgetmodel.wharton.upenn.edu/p/2022-03-28-analysis-of-carbon-emission-reductions-in-build-back-america/>. In \$2026.

²⁶ Shafer, C. Scott, Bong Koo Lee, and Shawn Turner. 2000. “A Tale of Three Greenway Trails: User Perceptions Related to Quality of Life.” *Landscape and Urban Planning* 49 (3): 163–78. [https://doi.org/10.1016/S0169-2046\(00\)00057-8](https://doi.org/10.1016/S0169-2046(00)00057-8).



organizations support trail infrastructure and create social capital that reinforces relationships among individuals and organizations within a community, leading to greater cohesion and well-being. Trails that offer opportunities for cultural and historical interpretation bring richness and meaning to a place, helping communities tell their stories and reinforce connection to place, landscape, and tradition.

Trails improve quality of life in many ways already captured in the benefits described above, for example improved mental and physical health, and the opportunity people have to engage in recreation they enjoy for free or a nominal travel cost. These intangible elements of quality of life can translate into measurable economic benefits and shape the trajectory of a regional economy through the concept of a “second paycheck.” In this concept workers enjoy the benefits of natural and built amenities of a location, but businesses do not need to pay for those benefits, so overall welfare of the workforce and perceived compensation increases at no impact to a firm’s expenses. Research suggests that quality of life is an important factor in businesses and workers location-choice decisions.²⁷ Labor dependent industries that are knowledge-focused, such as technology companies, research and development facilities, corporate headquarters, finance, and professional services, have been found to prioritize quality of life when choosing where to locate and expand.²⁸

Economic Impacts

These effects arise from two sources: short-term infusions of spending during construction that otherwise would not have been spent in the area (e.g., supported by state or federal funding awarded to the project); and ongoing spending from new tourism activity catalyzed by trail investments. In each case, it is important to identify as clearly as possible that the spending would not have otherwise occurred in the community or region *but for the trail*.

Tourism Spending, Jobs, and Income

While consumer surplus measures the net benefit an individual gets from an activity above what they spent or were willing to spend to participate, trail-related spending is the total amount visitors spend on gear, transportation, food, lodging, or other goods and services needed for and related to the trail. In Tillamook County, recreation trip-related spending for all types of recreation was \$731 million in 2022, which supported over 8,500 jobs.²⁹ On average in Oregon, a day of hiking is associated with \$77 in local spending, while a day of bicycling on paved paths or nature trails generated \$53 in local spending.³⁰ This spending—

²⁷ George Mason University Center for Regional Analysis. 2018. “Promoting Parks and Recreation’s Role in Economic Development.” National Recreation and Park Association.

²⁸ Reilly, C.J. and Renski, H. (2008). “Place and Prosperity: Quality of Place as an Economic Driver.” *Maine Policy Review*, 17(1),12-25.

²⁹ Mackey, E., Cousins, K., 2024. “Economic Analysis of Outdoor Recreation in Oregon: 2022 Update.” *Earth Economics*.

³⁰ Mackey, E., Cousins, K., 2024. “Economic Analysis of Outdoor Recreation in Oregon: 2022 Update.” *Earth Economics*.



especially by out-of-town visitors—can be the foundation of economic development and private investment in a community.

Evidence from case studies of rail-trails across the country demonstrates that public trail investments often catalyze private investment in infrastructure and amenities surrounding trail corridors that in turn increase the attractiveness of the trail as a destination for tourists. Estimates of annual visitor spending on trips to use trails similar in scale to the coastal segments of the Salmonberry Trail are on the order of \$1 to \$2 million, with larger trail systems generating up to \$50 million per year in visitor spending across multiple connected communities.³¹ This spending supports jobs, generates tax revenues to fund public services, and builds wealth in local, often rural communities.

In Tillamook County specifically, developing the Salmonberry Trail presents the opportunity to incentivize private investment and business recruitment in the outdoor recreation and tourism sectors, to the extent that the trail attracts new visitors or induces visitors who would have come anyway to stay longer or spend more money than they otherwise would have. Where the trail connects destinations and creates new, safer pathways through coastal communities, it could increase foot traffic to local shops and restaurants that visitors may otherwise not have discovered or patronized. Like other communities that are nearby rail-trails elsewhere in the country, the trail may create new business opportunities for bike rentals, food vendors, or other businesses directly catering to trail visitors.³²

Construction Spending, Jobs, and Income

In the short-run, trail construction can be an economic engine for local communities. This happens when trail projects attract significant funding from state, federal, and sometimes private sources that wouldn't otherwise have been invested in the community. Spending on construction equipment, materials, and labor can benefit local businesses. When trail construction happens in phases over time, it can create a longer-term pipeline of contract opportunities for local contractors.

Benefits of Salmonberry Trail Segment Investments

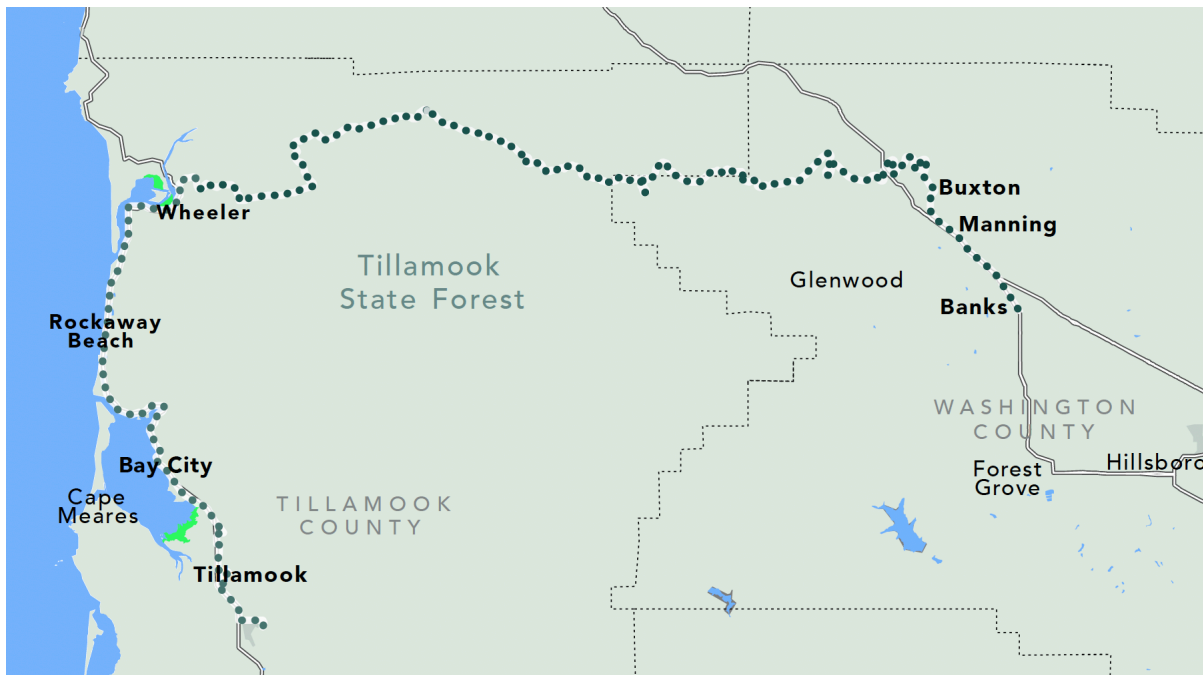
Exhibit 3 shows the proposed segments of the Salmonberry Trail. The following sections describe the high-level categories of potential benefits of each segment, with specific focus on the segments in Tillamook County.

³¹ Bowker, J.M., J.C. Bergstrom, and J. Gill. 2007. "Estimating the economic value and impacts of recreation trails: a case study of the Virginia Creeper Rail Trail." *Tourism Economics* 13 (2): 241-260.

³² Angulo, Carolina A. 2021. "Cultivating Economic Development Along Urban Trails in Athens-Clarke County." Master's thesis, University of Georgia. <https://doi.org/10.1080/01441647.2021.1912849>.



Exhibit 3: Map of the Salmonberry Trail



Source: Salmonberry Trail Foundation, ECONorthwest

Tillamook County

Tillamook County's population as of 2023 was 27,471, which is 0.65 percent of the population of the state of Oregon.³³ Despite making up a relatively small share of the State's population, the region draws 2.5 million tourists each year, many of whom participate in outdoor recreation in forests, rivers, and along the coast.³⁴ Visitors to Tillamook County drawn by its natural amenities generate economic spillover by staying in local lodging, purchasing food and groceries, and patronizing retail businesses. The trail would create an opportunity to extend these benefits to smaller communities, encouraging visitation to towns that might otherwise receive limited tourist traffic.

The Tillamook County Transportation System Plan has a goal to "provide a complete interconnected system of bicycle and/or pedestrian facilities to serve commuters, transit users, and recreational users."³⁵ The County is underway in preparing its updated Transportation Plan, and the community has emphasized a desire for shared-used paths to

³³ U.S. Census Bureau, "Total Population," American Community Survey, ACS 1-Year Estimates Detailed Tables, Table B01003, accessed on April 2, 2026, <https://data.census.gov/table/ACSDT1Y2022.B01003?q=>.

³⁴ A Fair Share for Tourism Political Action Committee, "Letters of Support for Measure 29-183," n.d. https://www.tillamookcountypioneer.net/wp-content/uploads/2025/04/mfbell_flyer_17x11_v2.pdf.

³⁵ Tillamook County. No Date. Transportation System Plan. Retrieved from <https://www2.co.tillamook.or.us/gov/pw/Documents/TSP.pdf>

create a safer environment and better address conflicts between vehicles, pedestrians, and cyclists near beaches and parks.³⁶

The Salmonberry Trail is positioned to deliver multi-use, safer transportation and recreation routes throughout Tillamook County that would be responsive to the community's expressed desires. Use of these paths would generate both near-term economic effects and longer-term benefits for Tillamook County's coastal communities. Individual trail segments serve as case studies to illustrate how the economic benefits and impacts described in the previous section may materialize locally.

This section does not attempt a comprehensive quantification of economic, health, safety, or community outcomes. Instead, it highlights areas where benefits are most likely to occur and, where possible, characterizes their potential scale to inform the case for investment.

This summary draws in part from work conducted by the STF and its partners in support of federal funding applications, which require benefit-cost analysis to justify construction investments.³⁷

Wheeler Segment

The northern portion of the Coast Segment of the Salmonberry Trail includes approximately 0.75 miles within the city of Wheeler. This segment aligns with Wheeler's economic goals, which emphasize revitalizing the downtown area and creating a local trail system that serves both residents and visitors.

As a potential trailhead and access point, Wheeler is well positioned to capture a share of the tourism revenue generated by the trail. Visitors beginning or ending their trips here would create opportunities for local businesses that cater to trail users, particularly tourists.

In addition to its economic benefits, the trail would address existing safety and access challenges. Residents currently use the rail corridor informally, often walking along the tracks, and there is no safe north-south non-motorized route in the area. The trail would provide a safer alternative, including improved access for children traveling to and from school bus stops, who do not currently use designated crossings.

The Wheeler Transportation System Plan (TSP) notes that routing the new trail through downtown would enable several needed railroad safety improvements.³⁸ Where the trail requires users to transition onto the reconfigured Highway 101 shoulder, proposed upgrades—such as dedicated signage—would improve safety for cyclists and pedestrians.

³⁶ Tillamook County. No Date. Transportation Plan. Retrieved from <https://tillamook-tsp-deagis.hub.arcgis.com/pages/what-you-told-us>

³⁷ ECONorthwest did not produce these estimates but is reporting the information here as a readily available source of information that STF has already developed to help tell the economic story.

³⁸ Fehr & Peers. 2023. *Nehalem Bay TSP Volume 4: Wheeler TSP*. <https://www.cityofwheeleror.gov/media/7551>.



Additional public safety benefits are identified in plans for the Wheeler waterfront, including the Safer Waterfront Crossing. This improvement would introduce controlled at-grade bicycle and pedestrian crossings, supported by new crosswalks, signage, and pavement markings in key locations, such as near the Wheeler on the Bay Lodge.

These safety improvements would also enhance accessibility for a wider range of users. This is particularly important given Wheeler's population of about 450 residents, with a median age of approximately 55. Improved safety, connectivity, and access are expected to encourage some residents to shift trips from driving to walking or bicycling. These mode shifts generate measurable health, environmental, and safety benefits.

Port of Tillamook Bay Segment

The City of Tillamook's Parks and Recreation Plan indicates that the City's transportation network lacks connectivity for pedestrians and bicycles in many areas, leaving these users to share the roadway, often where it is not designed to safely accommodate shared use.³⁹ This proposed segment would provide connectivity for commuters, residents, and visitors reaching from the Tillamook Creamery to the north, to the Tillamook Airport at the southern terminus. This extended reach connects popular tourist attractions, employment centers, and community facilities, and would provide an alternative route through town avoiding shared roadway and safety concerns along 101. By providing a safe route for commuting and transportation, this segment would potentially increase the number of people traveling day-to-day by non-motorized options, leading to physical and mental health benefits. It could also encourage tourists to stay in the City of Tillamook for longer, creating more opportunities for spending and increasing the economic impacts of an average visit.

The Port of Tillamook Bay has an opportunity to generate revenue by salvaging abandoned railroad infrastructure, such as tracks in segments where rail service is not expected to return. Proceeds from salvage could be directed to the Port's general operating fund or reinvested in trail development. If left in place, these materials may corrode over time and lose their salvage value, representing foregone revenue.

Developing a multi-use trail in inactive rail segments would also help return the corridor to a state of good repair. Following the 2007 storm, which caused approximately \$80 million in damage, investments in drainage, berm stabilization, and debris removal could be incorporated into trail development, without requiring the full cost of restoring heavy-rail service.

The trail would also provide direct access to Port facilities. Its southern terminus connects to the Port-owned Tillamook Airport and Industrial Park, offering a safe, non-motorized transportation option for employees and visitors.

³⁹ City of Tillamook. 2013. *Tillamook Parks and Recreation Master Plan*.



Rockaway Beach Segment

In areas such as Rockaway Beach, the trail would reduce household transportation burdens by providing a free, safe, and active transportation alternative to driving or navigating unsafe walking and bicycling conditions. The Rockaway Beach segment is also located within a U.S. Department of Housing and Urban Development (HUD) Opportunity Zone, indicating economic distress. Introducing a high-value tourism asset in this area would support long-term employment in tourism, recreation, maintenance, and hospitality.⁴⁰

Safety improvements are a key component of the Rockaway Beach segment. Planned installations of Rectangular Rapid Flashing Beacons (RRFBs) at critical highway crossings have been shown to reduce pedestrian-involved crashes by up to 47 percent.⁴¹ Based on the safety effects of these interventions elsewhere and using federal guidance to quantify benefits, Salmonberry Trail Foundation estimates that over the first 20 years of operation, these safety improvements could reduce bicycle and pedestrian collisions and avoid approximately \$40 million in costs associated with accident, injury, and loss of life. Over the same period, the trail is expected to reduce regional vehicle miles traveled (VMT) by about 300,000 miles, contributing to lower congestion, reduced air pollution, and a reduced risk of traffic accidents.

NEAH-KAH-NIE MIDDLE AND HIGH SCHOOLS

Active transportation is a core component of Oregon's Safe Routes to School program. Currently, cyclists and pedestrians traveling between coastal communities often rely on Highway 101, which presents safety challenges due to sharp curves, mixed traffic, high traffic speeds, and limited pedestrian infrastructure. Students traveling to local middle and high schools frequently walk or bike along this corridor because of the lack of safe, dedicated alternative routes.

Developing the trail within the existing rail corridor would provide a separated, non-motorized route away from vehicle traffic. A key benefit of this segment of the Salmonberry Trail is the potential to substantially improve safety for local youth by offering a dedicated and secure route for daily travel, as well as an accessible space for physical activity for students at Neah-Kah-Nie Middle and High School.⁴²

⁴⁰ U.S. Department of Housing and Urban Development. n.d. "Opportunity Zones | [HUD.Gov](https://www.hud.gov/opportunity-zones) / U.S. Department of Housing and Urban Development (HUD)." Accessed April 2, 2026. <https://www.hud.gov/opportunity-zones>.

⁴¹ Fitzpatrick, K., M. Brewer, R. Avelar, and T. Lindheimer. 2016 "Will You Stop for Me? Roadway Design and Traffic Control Device Influences on Drivers Yielding to Pedestrians in a Crosswalk with a Rectangular Rapid-Flashing Beacon." Report No. TTI-CTS-0010. *Texas A&M Transportation Institute, College Station, Texas*. <https://static.tti.tamu.edu/tti.tamu.edu/documents/TTI-CTS-0010.pdf>

⁴² Oregon Department of Transportation. 2020. "Neah-Kah-Nie Middle and High School Safe Routes to School Plan." <https://oregonsaferoutes.org/wp-content/uploads/2025/07/SRTS-Plan-Rockaway-Beach.pdf>.



Washington County

The western extent of the Salmonberry Trail lies in Washington County, where it is positioned to connect with the regional trail network serving the Portland Metropolitan area. This segment is readily accessible approximately 2.5 million residents and 12 million annual visitors, representing a substantial and concentrated source of demand.

Catalyst Loop, Manning to L.L. Stub Stewart State Park Segment

The segment connecting Manning to L.L. Stub Stewart State Park serves as a critical recreational link. By connecting the existing trails within the park and the Banks-Vernonia Trail, it creates a continuous loop that supports active transportation and outdoor recreation. This connection meets local demand immediately, without requiring completion of the full 82-mile corridor.

Compared to other segments of the Salmonberry Trail, the Catalyst Loop is relatively cost-effective. This existing rail right-of-way minimizes the need complex engineering, many trestles remain in good condition, and the project leverages established trail infrastructure within the State Park. The segment also functions as an eastern gateway to the Salmonberry Trail and connects directly to the highly used Banks-Vernonia Trail, which sees 109,000 to 136,000 annual trail visits as shown in Exhibit 2. Local businesses, including a nearby bike rental shop, estimate that more than 3,000 people use the Banks-Vernonia Trail on a typical weekend.⁴³ The Catalyst Loop is expected to capture a portion of this demand, particularly from the Portland metro area, supporting consistent foot and bicycle traffic for the local outdoor economy.

In addition to visitor use, the trail is likely to serve employees of some of Washington County's and Oregon's largest employers, including Intel, Nike, and Columbia Sportswear. This proximity expands the trail's role as both a recreational and active transportation asset.

The segment also strengthens connections to the region's rural and agricultural economy. Nearby businesses—including Public Coast Farms, Rice's Horses, and Wingham Farms—would benefit from improved visibility and access, creating new opportunities for agritourism and visitor spending along the corridor.

The Catalyst Loop would deliver health and recreation benefits earlier than other segments through a phased approach. Phase 1 would establish a soft-surface path for hiking and gravel biking. Phase 2 add a 10-foot-wide ADA-compliant paved multi-use path, and Phase 3 would introduce an 8-foot-wide parallel equestrian trail.

The segment also improves safety and access across natural and built features. Existing railroad trestles would be converted into trail bridges to provide safe crossings over

⁴³ Salmonberry Trail Foundation. 2022. Catalyst Loop Trail Project Refinement Report. *Prepared by Parametrix.*



waterways such as the West Fork Dairy Creek. At-grade crossings, such as those at NW Fisher Road and local farm driveways, would include safety features like pedestrian-scale stop controls to limit vehicle access to the trail.

Conclusion

The Salmonberry Trail represents a significant opportunity to deliver economic, health, environmental, and community benefits across northwest Oregon. Full implementation would generate a wide range of outcomes, with benefits varying in scale and function along the corridor. Some segments will primarily serve visitors, while others will improve transportation safety, expand access to physical activity, and support local businesses in economically distressed communities. As a result, both the beneficiaries and the distribution of benefits will vary across the corridor.

The trail's cross-regional connections would elevate the broader network into one of the nation's premier destination trail systems—attracting visitors from across the country and abroad and generating substantial tourism spending. At the same time, the rail corridor's cultural and historical assets present an opportunity to tell an important chapter of Oregon's history in an immersive, place-based way.

Failing to invest in the trail would forgo these benefits while allowing existing challenges to persist and intensify. In Tillamook County, where residents face higher health risks and economic vulnerability, limited safe and accessible infrastructure constrains opportunities for physical activity and contributes to higher health care costs. Limited non-motorized transportation options also require households to rely on more expensive travel modes and increase safety risks, placing additional strain on public safety systems.

Without investment, the corridor's defining infrastructure—67 trestles, five bridges, and 10 tunnels—will continue to deteriorate. This degradation increases environmental and public safety risks and raises future development costs, potentially to the point where the project is no longer feasible. Overall, the benefits of the Salmonberry Trail are broad, widely distributed, and of statewide significance. Investing now offers an opportunity to preserve critical infrastructure, improve health and safety outcomes, support economic resilience, and create a world-class recreational asset for future generations.



Technical Addendum

This addendum provides more detailed explanations of how the values presented in Exhibit 1 are derived.

Recreational Enjoyment (Use Value)

Recreation use value, also called consumer surplus, is the extra value people get from using a trail beyond what they actually pay to use it. In the paper's method, this value is calculated by first estimating how much one person values one day of an activity, such as walking, hiking, running, or biking on a trail. The study does this by using results from many past outdoor recreation studies and a statistical model that adjusts the values for activity type, region, and other factors. Then, that dollar value per person per activity day is multiplied by the total number of activity days, meaning the total number of times people used trails during the year. For example, if trail walking is valued at a certain dollar amount per activity day, and people use trails many millions of times, the total recreation use value is the value per day times the number of trail-use days. This measures the benefit people receive from access to trails, not how much money they spend on gas, food, gear, or hotels.

The values used to apply to the Salmonberry Trail come from a study completed for Oregon's State Comprehensive Outdoor Recreation Plan (SCORP) in 2023.⁴⁴ More details about the methodology and findings of the study are provided in the supporting documentation paper at the citation.

Physical Health Improvements (Reduced Cost of Illness)

The per-trip reduced cost of illness for trail use estimates how trail activities help people avoid future health care costs. The study these estimates come from are derived using the Outdoor Recreation Health Impacts Estimator, which starts with survey data on how many people use trails, how often they use them, and how long they are active each time. Each trail activity is also given a MET value, which shows how hard the activity is on the body. The model then estimates how this physical activity lowers the risk of eight long-term illnesses, including heart disease, stroke, diabetes, depression, dementia, and some cancers. Those reduced illness risks are turned into dollars using cost-of-illness savings, which include avoided medical treatment costs and avoided lost productivity.

⁴⁴ Rosenberger, R.S. 2023. Total Net Economic Value from Residents' Outdoor Recreation Participation in Oregon. 2025-2029 Oregon Statewide Comprehensive Outdoor Recreation Plan Supporting Documentation. Retrieved from <https://www.oregon.gov/oprd/PRP/Documents/SCORP-2023-Total-Net-Economic-Value-Resident-Outdoor-Recreation-Oregon.pdf>



The values used to apply to the Salmonberry Trail come from a study completed for Oregon's State Comprehensive Outdoor Recreation Plan (SCORP) in 2023.⁴⁵ More details about the methodology and findings of the study are provided in the supporting documentation paper at the citation. The report shows that close-to-home trail and path activities like walking, jogging, and biking create a large share of these health savings.

Economic Impacts (Tourism Spending, Jobs, and Income)

Trail economic impact data come from a study Earth Economics completed focused on Outdoor Recreation in Oregon in 2022.⁴⁶ Economic Impacts are estimated by looking at how many recreation days people spend on trails and how much they spend during those trips. The study counts both local users and visitors, then separates visitors into people traveling less than 50 miles and people traveling 50 miles or more, because visitors from farther away bring “new” money into local economies. Spending includes trip costs like gas, food, lodging, parking, guide fees, and recreation fees, plus related spending on gear, equipment, and apparel. The study then multiplies the number of recreation days by average spending per day to estimate total spending. Finally, it uses an input-output model called IMPLAN to estimate how that spending supports jobs, wages, taxes, and other business activity as dollars move through the economy.

⁴⁵ Rosenberger, R.S. 2023. Health Benefits Estimates for Oregonians from Their Outdoor Recreation Participation in Oregon. 2025-2029 Oregon Statewide Comprehensive Outdoor Recreation Plan Supporting Documentation. Retrieved from <https://www.oregon.gov/oprd/PRP/Documents/SCORP-2023-Health-Benefits-Estimates-Oregonians.pdf>

⁴⁶ Mackey, E., Cousins, K., 2024. “Economic Analysis of Outdoor Recreation in Oregon: 2022 Update.” Earth Economics.

