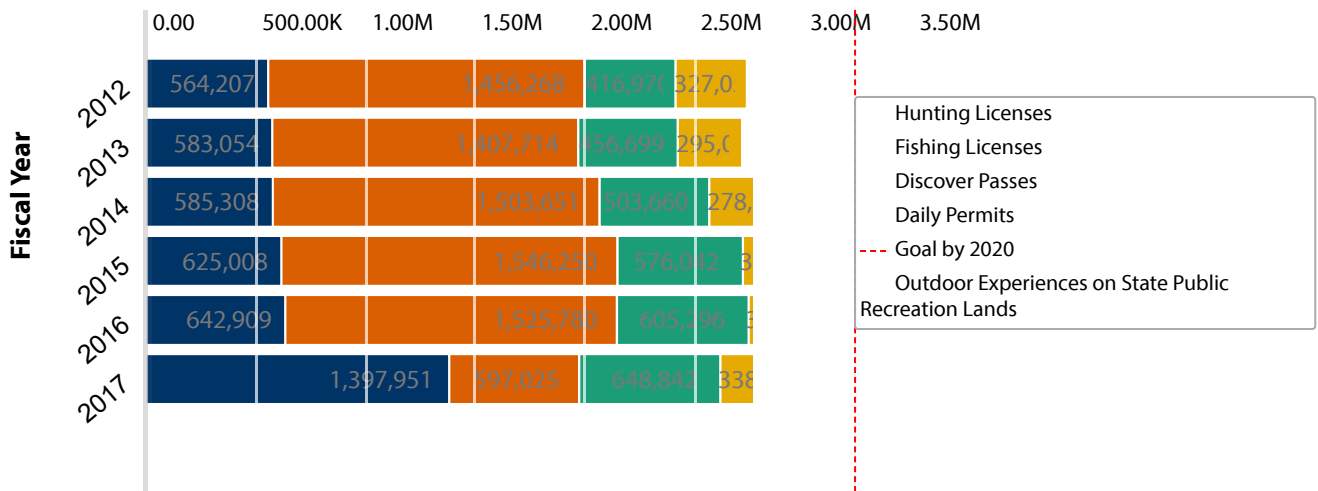


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### 4.3: Increase participation in outdoor recreation experiences on state public recreation lands and waters from 3.097 million in 2016 to 3.242 million outdoor licenses and permits sold by FY 2020

Number of Licenses/Passes/ Permits Sold



[Explore the data](#)

## Where to get more information?

[Governor's Results Review presentation - September 13th, 2016](#)

## Why is this a priority?

Washingtonians love to be outside. They participate in outdoor recreation on average about 56 days a year. Increasing public access and use of state recreation lands is a priority intended to enhance personal health, create and sustain a healthy environment and build healthy local and state economies. It is widely accepted that active outdoor recreation provides physical and mental health benefits, boosts the immune system, helps to prevent obesity and diminishes risk of disease, while increasing life expectancy. Meanwhile, recent economic studies show that outdoor recreation in Washington state directly supports 199,000 direct & indirect jobs in this state, accounts for \$21.6 billion in consumer spending, and generates \$2 billion in local and state

taxes. The amount of direct jobs created is comparable to those created by the tech industry and the aerospace industry in Washington (2014, *Economic Analysis of Outdoor Recreation in Washington State*).

Washington offers a large number of quality outdoor recreation activities:

- Washington State Parks offer something for everyone. Hikers, bicyclists, boaters, rock climbers, horseback riders, surfers, skiers and active winter recreationists find many great recreation options in the state park system. Campers, picnickers, birders, and other visitors find parks a healthy and affordable way to explore and enjoy nature, create memories and connect with the state's rich historical and cultural heritage through interpretive centers, events and exhibits.
- Washington Department of Fish and Wildlife offers thousands of acres of natural areas for hunting or wildlife viewing and public access to shorelines and lakes for fishing.
- The Washington Department of Natural Resource lands offer a variety of outdoor recreational experiences including hiking, hunting, fishing, off-road vehicle (ORV) riding, mountain biking, and boating.

## How are we doing?

Access to Washington State's public recreation lands are represented by sales of Discover Pass and daily access permits, hunting and fishing licenses issued. Hunting and fishing licenses issued data is collected monthly by the Washington Department of Fish and Wildlife for this measure. Discover Pass and daily permit sales are reported from the agencies (Departments of Fish and Wildlife, Licensing and State Parks) that issue them and this data is reported monthly to State Parks. Discover Pass and daily permits sold in fiscal year 2016 indicate an increase of 1.5% increase over sales from the previous fiscal year. The increase in both hunting and fishing licenses and Discover Pass and daily permits is a result of expanded availability and better marketing of the passes and permits. The goal is to sustain this level of sales and to increase them by continuing to provide excellent outdoor recreational experiences to the public.



## What are we working on?

- To ensure success and continued support for the Discover Pass program, the three state natural resource agencies continue to work together to ensure that the Discover Pass program provides the best product for recreational visitors who use state-managed recreation lands.

- State Parks is working to expand our use of purchasing machines in parks so more people can buy the Discover Pass onsite, using a credit or debit card.
- The Washington Department of Fish and Wildlife is continuing marketing efforts and developing combined hunting and fishing licenses to further encourage participation. They are also implementing a summer recreation marketing campaign to increase participation of campers and boaters in fishing.
- To ensure overnight camping experiences are increasing in Washington, State Parks has improved campgrounds by improving electrical utilities, improving restrooms, and adding new cabins and yurts at a variety of its parks.

## How can you help?

Please plan to visit a state park or public recreation area and enjoy these incredible public recreation opportunities. You can show your support for this effort by annually purchasing a \$30 Discover Pass that will allow you to visit your state park or favorite public fishing area whenever you want! Keep tabs on the hunting prospects on the WDFW "Fish Washington" web sites prior to important season openings or announcements.

*Learn the latest about public recreation lands from the following state natural resource agencies' web sites:*

<http://www.parks.wa.us/> **Washington State Park information**

<http://www.wdfw.wa.gov/> **Washington Department of Fish and Wildlife**

<http://www.wa.gov/fishing/washington/> **Fish Washington**

<http://www.dnr.wa.gov/> **Department of Natural Resources**

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**Action Plan:**

Problem / Opportunity	Strategies	Task	Due Date
87% of fishing and hunting licenses sold by 700 statewide dealers; 6,500 clerks selling our products	Improve customer knowledge of opportunities	Promote upgrades from single licenses to combination licenses	<b>Status</b> Active
<b>Measure #</b> 4.3.		<b>Expected Results</b> Improved combination license sales	
<b>Partner</b> Statewide dealers/clerks			

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Problem / Opportunity	Strategies	Task	Due Date
Better inform Washingtonians of fish and wildlife recreational opportunities	Improve web-based information/access.	Expand and improve the "Fish Washington" and "Go Hunt" websites	<b>Status</b> Active
<b>Measure #</b>		<b>Expected Results</b>	

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