AUTHENTICATED
U.S. GOVERNMENT
INFORMATION
GPO

OUTDOOR RECREATION: VAST IMPACT OF THE GREAT OUTDOORS

HEARING

BEFORE THE

SUBCOMMITTEE ON DIGITAL COMMERCE AND CONSUMER PROTECTION

OF THE

COMMITTEE ON ENERGY AND COMMERCE

HOUSE OF REPRESENTATIVES

ONE HUNDRED FIFTEENTH CONGRESS

FIRST SESSION

APRIL 27, 2017

Serial No. 115–27



Printed for the use of the Committee on Energy and Commerce
energycommerce.house.gov

U.S. GOVERNMENT PUBLISHING OFFICE
26–025 PDF WASHINGTON : 2018

COMMITTEE ON ENERGY AND COMMERCE

GREG WALDEN, Oregon
Chairman

JOE BARTON, Texas
Vice Chairman
FRED UPTON, Michigan
JOHN SHIMKUS, Illinois
TIM MURPHY, Pennsylvania
MICHAEL C. BURGESS, Texas
MARSHA BLACKBURN, Tennessee
STEVE SCALISE, Louisiana
ROBERT E. LATTA, Ohio
CATHY MCMORRIS RODGERS, Washington
GREGG HARPER, Mississippi
LEONARD LANCE, New Jersey
BRETT GUTHRIE, Kentucky
PETE OLSON, Texas
DAVID B. MCKINLEY, West Virginia
ADAM KINZINGER, Illinois
H. MORGAN GRIFFITH, Virginia
GUS M. BILIRAKIS, Florida
BILL JOHNSON, Ohio
BILLY LONG, Missouri
LARRY BUCSHON, Indiana
BILL FLORES, Texas
SUSAN W. BROOKS, Indiana
MARKWAYNE MULLIN, Oklahoma
RICHARD HUDSON, North Carolina
CHRIS COLLINS, New York
KEVIN CRAMER, North Dakota
TIM WALBERG, Michigan
MIMI WALTERS, California
RYAN A. COSTELLO, Pennsylvania
EARL L. "BUDDY" CARTER, Georgia

FRANK PALLONE, JR., New Jersey
Ranking Member
BOBBY L. RUSH, Illinois
ANNA G. ESHOO, California
ELIOT L. ENGEL, New York
GENE GREEN, Texas
DIANA DEGETTE, Colorado
MICHAEL F. DOYLE, Pennsylvania
JANICE D. SCHAKOWSKY, Illinois
G.K. BUTTERFIELD, North Carolina
DORIS O. MATSUI, California
KATHY CASTOR, Florida
JOHN P. SARBANES, Maryland
JERRY MCNERNEY, California
PETER WELCH, Vermont
BEN RAY LUJAN, New Mexico
PAUL TONKO, New York
YVETTE D. CLARKE, New York
DAVID LOEBSACK, Iowa
KURT SCHRADER, Oregon
JOSEPH P. KENNEDY, III, Massachusetts
TONY CÁRDENAS, California
RAUL RUIZ, California
SCOTT H. PETERS, California
DEBBIE DINGELL, Michigan

SUBCOMMITTEE ON DIGITAL COMMERCE AND CONSUMER PROTECTION

ROBERT E. LATTA, Ohio
Chairman

GREGG HARPER, Mississippi
Vice Chairman
FRED UPTON, Michigan
MICHAEL C. BURGESS, Texas
LEONARD LANCE, New Jersey
BRETT GUTHRIE, Kentucky
DAVID B. MCKINLEY, West Virgina
ADAM KINZINGER, Illinois
GUS M. BILIRAKIS, Florida
LARRY BUCSHON, Indiana
MARKWAYNE MULLIN, Oklahoma
MIMI WALTERS, California
RYAN A. COSTELLO, Pennsylvania
GREG WALDEN, Oregon *(ex officio)*

JANICE D. SCHAKOWSKY, Illinois
Ranking Member
BEN RAY LUJÁN, New Mexico
YVETTE D. CLARKE, New York
TONY CÁRDENAS, California
DEBBIE DINGELL, Michigan
DORIS O. MATSUI, California
PETER WELCH, Vermont
JOSEPH P. KENNEDY, III, Massachusetts
GENE GREEN, Texas
FRANK PALLONE, JR., New Jersey *(ex officio)*

C O N T E N T S

Page

Hon. Robert E. Latta, a Representative in Congress from the State of Ohio, opening statement 1
Prepared statement 3
Hon. Janice D. Schakowsky, a Representative in Congress from the State of Illinois, opening statement 4
Hon. Frank Pallone, Jr., a Representative in Congress from the State of New Jersey, opening statement 6
Prepared statement 7
Hon. Greg Walden, a Representative in Congress from the State of Oregon, prepared statement 72

WITNESSES

Hon. Donald S. Beyer, Jr., a Representative in Congress from the Commonwealth of Virginia 8
Prepared statement 10
Amy Roberts, Executive Director, Outdoor Industry Association 13
Prepared statement 16
Ginger Mihalik, Executive Director, Baltimore Chesapeake Bay Outward Bound School, Outward Bound 23
Prepared statement 25
Jeffrey Tooze, Vice President, Global Customs & Trade, Columbia Sportswear Company 37
Prepared statement 39
Marc Berejka, Director of Government & Community Affairs, Recreational Equipment, Inc. 41
Prepared statement 43
Jeremy Jones, Founder and President, Protect Our Winters 45
Prepared statement 47
James Landers, Vice President of Government Affairs, Recreation Vehicle Industry Association 50
Prepared statement 52

SUBMITTED MATERIAL

Outdoor Industry Climate Declaration, submitted by Ms. Schakowsky 73
Letter of April 25, 2017, from Fred Ferguson, Vice President, Government and Industry Relations, Vista Outdoor, to Mr. Latta, submitted by Mr. Harper 74
Letter of April 26, 2017, from Wayne Allard, Vice President, Government Relations, American Motorcyclist Association, to Mr. Latta and Ms. Schakowsky, submitted by Mr. Harper 76
Statement of Business Backs Low-Carbon USA, submitted by Ms. Schakowsky 78
Fact sheet, "EPA's Clean Power Plan, Climate Change and Outdoor Recreation," Environmental Protection Agency, submitted by Ms. Schakowsky 88

OUTDOOR RECREATION: VAST IMPACT OF THE GREAT OUTDOORS

THURSDAY, APRIL 27, 2017

HOUSE OF REPRESENTATIVES,
SUBCOMMITTEE ON DIGITAL COMMERCE AND CONSUMER PROTECTION,
COMMITTEE ON ENERGY AND COMMERCE,
Washington, DC.

The subcommittee met, pursuant to call, at 10:05 a.m., in Room 2123, Rayburn House Office Building, Hon. Robert Latta (chairman of the subcommittee) presiding.

Members present: Representatives Latta, Harper, Upton, Burgess, Lance, Guthrie, McKinley, Bilirakis, Bucshon, Costello, Schakowsky, Dingell, Matsui, Welch, Green, and Pallone (ex officio).

Staff present: Zach Dareshori, Staff Assistant; Blair Ellis, Press Secretary/Digital Coordinator; Melissa Froelich, Counsel, Digital Commerce and Consumer Protection; Giulia Giannangeli, Legislative Clerk, Digital Commerce and Consumer Protection/Communications and Technology; Alex Miller, Video Production Aide and Press Assistant; Paul Nagle, Chief Counsel, Digital Commerce and Consumer Protection; Mark Ratner, Policy Coordinator; Olivia Trusty, Professional Staff Member, Digital Commerce and Consumer Protection; Madeline Vey, Policy Coordinator, Digital Commerce and Consumer Protection; Hamlin Wade, Special Advisor for External Affairs; Everett Winnick, Director of Information Technology; Michelle Ash, Minority Chief Counsel, Digital Commerce and Consumer Protection; Jeff Carroll, Minority Staff Director; Jacqueline Cohen, Minority Senior Counsel; David Cwiertny, Minority Energy/Environment Fellow; Jean Fruci, Minority Policy Advisor, Energy and Environment; Lisa Goldman, Minority Counsel; Caroline Paris-Behr, Minority Policy Analyst; and Matt Schumacher, Minority Deputy Press Secretary and Digital Director.

Mr. LATTA. Well, good morning. And I would like to call the Subcommittee on Digital Commerce and Consumer Protection to order, and I appreciate all of our witnesses that will be testifying today before the committee. And at this time, the Chair now recognizes himself for 5 minutes for an opening statement.

OPENING STATEMENT OF HON. ROBERT E. LATTA, A REPRESENTATIVE IN CONGRESS FROM THE STATE OF OHIO

And again, good morning, and welcome to the subcommittee. And today the subcommittee hearing is on the outdoor recreation industry.

As a current member and former chairman of the Congressional Sportsmen's Caucus as well as someone who passionately enjoys all outdoor recreation has to offer, I am very excited to explore the industry with you today. The outdoor recreation industry is both diverse and far-reaching spanning many of the traditional major U.S. economic sectors and at the core of the industry is the American consumer.

The outdoor recreation industry thrives when Americans are engaged, and now more than ever we are seeing more Americans getting involved. Every year, millions of Americans across the country go outside and enjoy the great outdoors. Whether they are camping, fishing, hiking, hunting, or enjoying many of the other pastimes outdoor recreation has to offer, Americans are actively engaged.

Increasingly, more and more Americans are prioritizing outdoor recreation and in doing so helping grow the industry. Vast contributions made by the outdoor recreation to the overall U.S. economy reflect this trend. Americans spend $887 billion in outdoor recreation annually in helping to create 7.6 million jobs and generate almost $125 billion in Federal, State, and local tax revenue.

In my home State of Ohio where residents come to enjoy the Ottawa National Wildlife Refuge, the Magee Marsh Wildlife Area, and other public destinations near our beautiful Lake Erie, we have also seen significant economic benefits outdoor recreation has to offer. Over 53 percent of all Ohioans participate in outdoor recreation each year. With approximately 17.4 billion spent by consumers in this industry, outdoor recreation helps create almost 200,000 jobs and 5.1 billion in wages and salaries alone in Ohio.

In recognition of the outdoor recreation industry's growing influence, Congress passed the Outdoor Recreation Jobs and Economic Impact Act last year. Under this law, the Department of Commerce in consultation with Federal agencies will analyze outdoor recreation's contributions to the Nation's gross domestic product.

Through this analysis all the economic activity generated by manufacturers, retailers, service providers, and thousands of other businesses supporting the outdoor recreation across the country will be quantified and incorporated into an annual Federal assessment of the national economy. As a result, the policymakers and stakeholders alike will have the necessary information to make critical decisions that will allow this industry to thrive for generations to come.

In addition to economic output, outdoor recreation offers many other benefits. Outdoor recreation helps Americans get fit and lead healthy lives. Whether it be hiking, trail running, rafting, or the like, outdoor recreation offers Americans many opportunities to get outside and be active. Recent studies also suggest that investments in outdoor recreation may help reduce crime and improve education throughout our communities.

Another example of the positive impact outdoor recreation has on our communities that I am excited to hear about today is Outward Bound's veteran program. Outward Bound combines outdoor group adventures such as canoeing and hiking with facilitated therapeutic sessions designed to help build self-confidence, pride, trust,

and communication skills that help veterans readjust upon their return.

Today as we gather to discuss the outdoor recreation industry, I look forward to hearing from our witnesses on how outdoor recreation is driving investment, creating jobs, and promoting innovation and working to establish more enjoyable consumer experiences through outdoor activities. For many States and communities, outdoor recreation is the cornerstone of economic activity. It creates jobs and generates revenue and spurs vital investments. Our goal is to continue that progress and ensure that the outdoor recreation industry remains a strong pillar in the United States economy.

[The prepared statement of Mr. Latta follows:]

PREPARED STATEMENT OF HON. ROBERT E. LATTA

Good morning and welcome to the Digital Commerce and Consumer Protection subcommittee hearing on the outdoor recreation industry. As a current member and former chairman of the Congressional Sportsmen's Caucus, as well as someone who passionately enjoys all that outdoor recreation has to offer, I am very excited to explore this industry with you all today. The outdoor recreation industry is both diverse and far reaching, spanning many of the traditional major U.S. economic sectors— and at the core of this industry is the American consumer. The outdoor recreation industry thrives when Americans are engaged and now more than ever we are seeing Americans get involved.

Every year, millions of Americans across the country go outside and enjoy the great outdoors. Whether they are camping, fishing, hiking or enjoying many of the other pastimes outdoor recreation has to offer, Americans are actively engaged. Increasingly, more and more Americans are prioritizing outdoor recreation and, in doing so, helping grow this industry. The vast contributions made by outdoor recreation to the overall U.S. economy reflect this trend. Americans spend $887 billion in outdoor recreation annually helping create 7.6 million jobs and generating almost $125 billion in Federal, State, and local tax revenue.

My home State of Ohio, where residents come together to enjoy the Ottawa National Wildlife Refuge, Magee Marsh Wildlife Area and other public destinations near the beautiful Lake Erie, has also seen the significant economic benefits outdoor recreation has to offer. Over 53% of all Ohioans participate in outdoor recreation each year. With approximately $17.4 billion spent by consumers in this industry, outdoor recreation helps create almost 200,000 jobs and $5.1 billion in wages and salaries in Ohio alone.

In recognition of the outdoor recreation industry's growing influence, Congress passed the Outdoor Recreation Jobs and Economic Impact Act last year. Under this law, the Department of Commerce, in consultation with other Federal agencies, will analyze outdoor recreation's contributions to the Nation's gross domestic product. Through this analysis, all of the economic activity generated by manufacturers, retailers, service providers, and the thousands of other businesses supporting outdoor recreation across the country will be quantified and incorporated into an annual, Federal assessment of the national economy. As a result, policymakers and stakeholders alike will have the necessary information to make critical decisions that will allow this industry to thrive for generations to come.

In addition to economic output, outdoor recreation offers many other benefits. Outdoor recreation helps Americans get fit and lead healthy lives. Whether it be hiking, trail running, rafting or the like, outdoor recreation offers Americans many opportunities to get outside and be active. Recent studies also suggest that investments in outdoor recreation may help reduce crime and improve education throughout our communities. Another example of the positive impact outdoor recreation has on our communities that I am excited to hear about today is Outward Bound's veteran program. Outward Bound combines outdoor group adventures, such as canoeing and hiking, with facilitated therapeutic sessions designed to build self-confidence, pride, trust and communication skills that help veterans readjust upon their return.

Today as we gather to discuss the outdoor recreation industry, I look forward to hearing from our witnesses on how outdoor recreation is driving investment, creating jobs, promoting innovation, and working to establish more enjoyable consumer experiences through outdoor activities. For many States and communities, outdoor recreation is the cornerstone of economic activity. It creates jobs, generates revenue,

and spurs vital investments. Our goal is to continue that progress and ensure that the outdoor recreation industry remains a strong pillar in the U.S. economy.

Mr. LATTA. And at this time, I have about a minute left, are there any Members on our side that would like the remainder? The gentleman from Indiana is recognized.

Mr. BUCSHON. Thank you, Mr. Chairman. I would just like to comment on the State of Indiana. Obviously this industry is very important to our State, specifically the RV industry in the northern part of our State, and I am pleased to see that last year was the best year that that industry has had since the late 1970s. So I appreciate the hearing and look forward to the testimony. I yield back.

Mr. LATTA. Thank you very much. The gentleman yields back, and I yield back the balance of my time. And at this time I would like to recognize the gentlelady from Illinois, the ranking member of the subcommittee, for 5 minutes.

OPENING STATEMENT OF HON. JANICE D. SCHAKOWSKY, A REPRESENTATIVE IN CONGRESS FROM THE STATE OF ILLINOIS

Ms. SCHAKOWSKY. Thank you, Mr. Chairman. First, let me welcome our colleague, Don Beyer, who is not only the sponsor of the bill that we passed last year, the Outdoor Rec Act, but also the co-chair of the Safe Climate Caucus, and appreciate you being here.

Let me just add, Mr. Mullin, I recreate in Indiana. I have a house on the lake, so it is not just RVs, but it is a wonderful place in Michigan City.

The outdoor recreation industry is an important part of our economy, and outdoor activities are enjoyed by 144 million Americans every year. Outdoor recreation in the United States thrives because of our tremendous natural resources and diverse landscape. But our natural wonders are under threat from a changing climate and destructive policies that we have seen by this administration and this Congress.

Climate change is already having a noticeable impact. In Chicago, we had a snow drought this winter. There was not a single flake of snow in January or February. If we don't act now, winter will become a thing of the past. That means fewer people enjoy winter sports and fewer sales for the outdoor recreation industry.

And summer will be worse too. When summers become too hot that discourages Americans from leaving air-conditioned buildings to experience the great outdoors. The actions of the Trump administration and Republicans in Congress are putting outdoor recreation at further risk. President Trump has moved to dismantle the Clean Power Plan to reduce carbon pollution from our power plants. Republicans in the House of Representatives voted to undo limits on methane emissions from drilling on public lands. Instead of investing in the green economy of the future, they are trying to reverse the progress we have already made.

Where leadership from the President is lacking, the private sector is stepping up. Those working in the outdoor recreation industry know the real economic impact of our changing climate and they have been leaders in the fight against global climate change. In November, REI and Columbia joined 1,000 other companies on

a letter to President Trump calling for implementation of the historic Paris climate agreement. That letter stated, quote, "Failure to build a low-carbon economy puts American prosperity at risk. But the right action now will create jobs and boost U.S. competitiveness."

The success of the outdoor recreation industry relies on protecting the outdoors starting with our public lands. Yesterday, the Trump administration took first steps to undermine protection for our public lands. I joined with Democratic colleagues on the Energy and Commerce Committee and the Natural Resources Committee to call on the Department of the Interior to explain its review of the Antiquities Act. I hope our Republican colleagues will join us in efforts to make sure that our public lands remain protected.

I want to thank all of our witnesses for your work to promote outdoor recreation and to protect our environment, and I look forward to hearing from you as we work to ensure that future generations can enjoy America's unparalleled outdoor spaces.

I have a minute left. I don't know if anyone would like it. Yes, Congresswoman Dingell, I yield to you.

Mrs. DINGELL. Thank you, Ranking Member Schakowsky. Outdoor recreation is not only a driver for Michigan's economy it is a way of life. In my State, everyone heads up north to go camping, skiing, fishing, or John Dingell's case, hunting. But I can tell you it wasn't always like that. To give you one example, from 1946 to 1948, 5.9 million gallons of oil products were released annually into the Detroit River. It was one of the most polluted rivers in the country.

Pollution was killing thousands of water fowl every year and threatening the local walleye and perch population. It was a drag on the economy. Today, the river is now home to the Detroit River International Wildlife Refuge, our country's only international refuge. The refuge is a huge driver of our local economy and is home to 30 species of waterfowl, 117 kinds of fish, and over 300 species of birds, a huge turnaround in the not-so-distant past.

I mentioned the walleye population that was threatened. Today, the river is part of the Walleye Capital of the World with anglers from across the country coming to the region. It didn't happen by accident. It happened because we passed laws like the Clean Water Act, the Clean Air Act, the Endangered Species Act, established the Land and Water Conservation Fund, and dedicated significant resources to cleaning up our air and our water.

As we discuss the impact of our outdoor recreation on our economy, I hope the committee will remember the story of the Detroit River and will protect the Clean Water Act and will strongly support Federal investments in cleanup and conservation. It not only helps our environment, it helps our economy as well. Thank you, Mr. Chairman.

Ms. SCHAKOWSKY. And I yield back.

Mr. LATTA. Thank you very much. The gentlelady yields back. And at this time, the chairman of the full committee, the gentleman from Oregon, is not here, but when he arrives we will recognize him for his opening statement. And at this time, the Chair will recognize for 5 minutes the gentleman from New Jersey, the ranking member of the full committee, for 5 minutes.

OPENING STATEMENT OF HON. FRANK PALLONE, JR., A REPRESENTATIVE IN CONGRESS FROM THE STATE OF NEW JERSEY

Mr. PALLONE. Thank you, Mr. Chairman. Today's hearing is on the effect of outdoor recreation on the U.S. economy. It is an opportunity to celebrate outdoor recreation. Nothing gets families clamoring to be outdoors more than a day at the beach. And in my district with the beautiful beaches of Monmouth County, tourism was up more than five percent in 2016 due to the great weather we had last summer.

When tourism increases, our local economy thrives. This hearing also gives us the opportunity to highlight the clear link between the economy and environmental stewardship. Supporting outdoor recreation means taking meaningful action to protect the environment. If we don't take care of our environment the benefits of outdoor recreation to the economy and to the American people will vanish.

Severe weather events are increasing, having devastating effects on communities across the country. Superstorm Sandy wrecked shore towns in New Jersey and badly hurt our economy. The storm caused catastrophic property damage, destructive shoreline erosion, and many deaths. Temperatures are increasing and precipitation patterns are changing. Not only does this affect ski and snowboarding resorts, it leads to water shortages and increases the risk of fires. It also means more heat advisories and air quality warnings, forcing more people to stay indoors and avoid outdoor activities.

We are also seeing an increase in vector-borne diseases like Zika, as mosquitoes and ticks migrate northward, increasing health risks and again giving people a reason to stay inside.

So at the same time, as we pay tribute to outdoor recreation's positive effects on our economy we would be remiss if we did not acknowledge existing environmental concerns, including climate change, and consider how recent Federal policy initiatives could exacerbate those concerns. It is hard to know where to start.

Just yesterday, President Trump issued an executive order instructing a review of national monument designations as an attack on the Bears Ears and Grand Staircase-Escalante National Monument designations by Presidents Obama and Clinton and perhaps others. This attack comes despite the fact that counties with protected lands have faster economic growth than those without such protections. Therefore, also yesterday, my colleagues and I wrote to the Interior Secretary seeking to ensure protection of these vital national lands.

Then there is the Trump administration and Republican efforts to slash funding for the EPA, the Department of Interior, and other Federal agencies that have a mission to keep our water and air clean and Federal lands protected and open to the public. Republicans are also attempting to rollback efforts to curb carbon pollution, exit the Paris agreement, privatize public lands, and allow coal production and oil and gas drilling in national parks.

Concerns also have been raised over the decline in international visitors to the United States in response to the administration's travel ban. Thirty five percent of international visitors go to na-

tional parks and monuments while in the United States. The administration's actions can seriously harm tourism and the outdoor recreation economy.

If we want the outdoor recreation industry to thrive we must protect the land, water, and wildlife resources that are the foundations of outdoor activities. The outdoor recreation economy is dependent on funding for protection of and access to public lands and waters.

So while I was pleased that this committee was able to pass the Outdoor Recreation Act last Congress, which elevated the issue of outdoor recreation and gave it the bipartisan support it deserves, I want to stress that there is more work to be done. Damage to the environment leads to damage to outdoor recreation hurting the U.S. economy, so let's work to address the changing climate and protect our shoreline, streams, and Federal lands. Thank you. And I don't think anybody else wants my time, so I yield back.

[The prepared statement of Mr. Pallone follows:]

PREPARED STATEMENT OF HON. FRANK PALLONE, JR.

Mr. Chairman, today's hearing is on the effect of outdoor recreation on the U.S. economy. It is an opportunity to celebrate outdoor recreation. Nothing gets families clamoring to be outdoors more than a day at the beach. And in my district, with the beautiful beaches in Monmouth County, tourism was up more than 5 percent in 2016 due to the great weather we had last summer. When tourism increases, our local economy thrives, especially in more rural areas.

This hearing also gives us the opportunity to highlight the clear link between the economy and environmental stewardship. Supporting outdoor recreation means taking meaningful action to protect the environment. If we do not take care of our environment, the benefits of outdoor recreation to the economy, and to the American people, will vanish.

Severe weather events are increasing, having devastating effects on communities across the country. Superstorm Sandy wrecked shore towns in New Jersey and badly hurt our economy. The storm caused catastrophic property damage, destructive shoreline erosion, and many deaths.

Temperatures are increasing and precipitation patterns are changing. Not only does this affect ski and snowboarding resorts, it leads to water shortages and increases the risk of fires. It also means more heat advisories and air quality warnings, forcing more people to stay indoors and avoid outdoor activities. We are also seeing an increase in vector-borne diseases like Zika as mosquitos and ticks migrate northward, increasing health risks and again giving people a reason to stay inside.

So at the same time as we pay tribute to outdoor recreation's positive effects on our economy, we would be remiss if we did not acknowledge existing environmental concerns—including climate change—and consider how recent Federal policy initiatives could exacerbate those concerns.

It is hard to know where to start. Just yesterday, President Trump issued an executive order instructing a review of national monument designations as an attack on the Bears Ears and Grand Staircase-Escalante National Monument designations by Presidents Obama and Clinton, and perhaps others. This attack comes despite the fact that counties with protected lands have faster economic growth than those without such protections. Therefore, also yesterday, my colleagues and I wrote Interior Secretary Ryan Zinke seeking to ensure protection of these vital national lands.

Then there is the Trump administration and Republican efforts to slash funding for the Environmental Protection Agency, the Department of the Interior, and other Federal agencies that have a mission to keep our water and air clean and Federal lands protected and open to the public. Republicans are also attempting to roll back efforts to curb carbon pollution, exit the Paris Agreement, privatize public lands, and allow coal production and oil and gas drilling in national parks.

Concerns also have been raised over the decline in international visitors to the United States in response to the administration's travel ban. Thirty-five percent of international visitors go to national parks and monuments while in the U.S. The administration's actions can seriously harm tourism and the outdoor recreation economy.

If we want the outdoor recreation industry to thrive, we must protect the land, water, and wildlife resources that are the foundations of outdoor activities. The outdoor recreation economy is dependent on funding for, protection of, and access to public lands and waters.

So while I was pleased that this committee was able to pass the Outdoor Rec Act last Congress, which elevated the issue of outdoor recreation and gave it the bipartisan support it deserves, I want to stress that there is more work to be done. Damage to the environment leads to damage to outdoor recreation, hurting the U.S. economy. Let's work to address the changing climate and protect our shorelines, streams, and Federal lands. Thank you.

Mr. LATTA. Well, thank you. The gentleman yields back the balance of his time, and that will conclude the Member opening statements. The Chair would like to remind all Members that, pursuant to committee rules, all Members' opening statements will be made part of the record.

Again, I want to thank our witnesses for being with us today and taking the time to testify before the subcommittee. Today's hearing will consist of two panels. Our first witness panel for today's hearing will include the Honorable Don Beyer, who is the Representative from Virginia's 8th District. The gentleman will not be answering questions today from the subcommittee.

The second panel of witnesses will have the opportunity to give opening statements followed by a round of questions from the committee members. Once we conclude with the opening statement on the first panel, we will take a brief recess for the second panel to be seated. We appreciate you all being with us today, and at this time the gentleman from Virginia's 8th District is now recognized for 5 minutes to give an opening statement. Good morning.

STATEMENT OF HON. DONALD S. BEYER, JR., A REPRESENTATIVE IN CONGRESS FROM THE COMMONWEALTH OF VIRGINIA

Mr. BEYER. Good morning. Thank you, Subcommittee Chairman Latta, Ranking Member Schakowsky, for holding this hearing and for inviting me to be here to give testimony on this really important outdoor recreation. No one ever said the great indoors. John Muir said, "Everybody needs beauty as well as bread, places to play in and pray in, where nature may heal and give strength to body and soul." So beyond their impact on our hearts or minds, our outdoors are powerful economic drivers that give rise to a vast outdoor economy. I have had a long relationship with this outdoor economy.

I am glad, Mr. Chairman, you mentioned Outward Bound. I am a 1971 January graduate of Outward Bound in the White Mountains of New Hampshire. I lost 33 pounds in 26 days eating everything I could find. I started section hiking the Appalachian Trail in 2002. I was always going to through hike it, but I decided the happy marriage was more important than through hiking the AT. But I am up to 1,481 miles right now, so as long as you guys keep the calendars and the voting schedule OK, I will finish in 2020. My legs—and then I started the Pacific Crest Trail and the Continental Divide Trail.

So people like me—the hikers, bikers, climbers, skiers, snowboarders, RV owners, paddle boarders—we spend billions each year getting outside. To reiterate, Chairman, your numbers: $887

billion in spending, $124 billion in tax revenue, and almost 8 million jobs. And our policies towards public lands should reflect this tremendous economic success.

So with Representatives Dave Reichert, Peter Welch, Cathy McMorris Rodgers, and I on the House side, and Senators Gardner and Shaheen on the Senate, we recognized this impact when we introduced the Outdoor Rec Act. Incorporating data on such a sizeable share of the economy will ensure that we adopt policies which will help foster growth and prosperity. You know, without this data we are left to wonder about say the Appalachian Trail's contributions to the GDP.

So back to the napkin math. A good pack goes for at least $200, a good sleeping bag another $200, an inexpensive one-person tent $75, durable hiking shoes around $120—although mine was much higher—a good headlamp $27, pack liner 45, Swiss Army knife $16, trekking pole $70. We will let Jeremy talk about how much a good snowboard costs. None of this will even account for clothing, food, basic first aid, cooking supplies, a sleeping pad, or all the technical weather gear.

Over 2,200 miles, a through hiker on the Appalachian Trail will eat at countless small-town diners, delis, coffee shops, Pizza Huts, even rent the occasional room for a night off the trail. And you multiply that times 2,700 successful through hikers a year and you are talking about literally billions of dollars. And though the trail itself is very long, this is just to look at one small portion of our outdoor economy.

Mr. Chairman and Ranking Member, I believe in the importance of data and measurements. As a businessman you can't manage what you don't measure, and Werner Heisenberg pointed out that anything that we measure we change. So these numbers if we quantify them, it enables us to enact responsible public policy to grow our economy, create jobs, and foster appreciation and enjoyment of our great outdoors. So this is what the Outdoor Rec Act accomplishes by getting the Bureau of Economic Analysis at the Department of Commerce to quantify the value of the outdoor recreation economy.

So from the green vistas of the Shenandoah National Park, the boulder fields up on Mount Washington and the ankle-breaking routes on the Hundred-Mile Wilderness in Maine, which I traversed last summer, this Nation has been blessed with majestic national bounty. But our public lands are much more than beautiful parks. They are also a source of health both physical and financial and they are an economic engine that must continue to grow.

So again, thanks for allowing me to testify on the importance of outdoor recreation. I have raised four kids and now two grandkids on the simple ethic that no child should be left inside. And I know you have a wonderful panel of witnesses who can reinforce why it is so important for us to pay attention to this enormous economic sector. Mr. Chairman and Ranking Member, thank you.

[The prepared statement of Mr. Beyer follows:]

Beyer Testimony for E&C Subcommittee Hearing on Outdoor Recreation

Thank you Subcommittee Chairman Latta and Ranking Member Schakowsky for holding this hearing and for allowing me to be here to give testimony on the importance of outdoor recreation.

It was John Muir who recognized the importance and beauty of our public lands when he said, "Everybody needs beauty as well as bread, places to play in and pray in, where nature may heal and give strength to body and soul."

Beyond their impact on our hearts and minds, our public lands are also powerful economic drivers that give rise to a vast outdoor economy.

I have had a long relationship with the outdoor recreation economy.

Some of you may know that I began section hiking the AT when I was Lt. Governor of Virginia.

My legs and our House voting schedule willing, I will finish in 2020.

Then it's on to the PCT and maybe one day the Continental Divide Trail.

People like me, the hikers, bikers, skiers, paddle boarders and the like spend billions each year getting outside – to the tune of $887 million in spending, $124 billion in tax revenue, and supporting nearly 8 million jobs.

Our policies toward public lands should reflect this tremendous economic success.

Representatives Reichert, Welch, and Cathy McMorris Rodgers, and I on the House side and our companions Senators Gardner and Shaheen - recognized this impact when we introduced the Outdoor REC Act.

Incorporating data on such a sizeable share of the economy will ensure that we adopt policies which help to foster growth and prosperity.

Without this data, we are left to wonder about the Appalachian Trail's contributions to our GDP, but we can try with some back-of-the-napkin math.

A proper pack goes for around $200; a good sleeping bag is another $200; an inexpensive one-person tent at REI right now is $75; and durable hiking shoes start around $120 but can easily go much higher.

What about a headlamp ($27 minimum)? Or even a pack liner ($45), Swiss Army Knife ($16), or trekking poles ($70)?

None of this will even account for your clothing, food, basic first aid, cooking supplies, a sleeping pad for the more comfort-minded, or any sort of technical weather gear.

Over 2,200 miles, a through-hiker stops to eat at countless small-town diners, delis, and coffee shops and even rents the occasional room for a night off the trail.

Now multiply that over the 2,700 successful through-hikes a year, and the thousands more who pursue more modest distances, and you begin to understand.

Though the trail itself is very long, this is just a look at one small portion of the outdoor economy.

I always talk about the importance of data and measurements – I believe that the way to make change is to measure something.

These numbers must be quantified if we are to enact responsible public policy to grow our economy, create jobs, and foster appreciation and enjoyment of our great outdoors.

That is what the Outdoor Recreation Act accomplished by getting the Bureau of Economic Analysis at the Department of Commerce to quantify the value of the outdoor recreation economy.

From the green vistas of the AT and Shenandoah National Park, the boulder fields above Mount Washington, and ankle breaking roots in the 100 Mile Wilderness, this nation has been blessed with a majestic natural bounty.

But our public lands are much more than beautiful parks, trails, slopes, and climbs: they are a source of health, both physical and financial.

They are an economic engine that we must continue to grow.

So again, thanks for the honor of allowing me to testify on the importance of outdoor recreation.

I know you have a wonderful panel of witnesses who can reinforce why it's so important for us to pay attention to this important economic sector.

Mr. LATTA. Well, I want to thank the gentleman for his testimony today. And as you rattled off all the different things and the costs, I will need you to probably talk to my wife to explain what our credit card bill looks like sometimes when I am out buying and why I need it. But I want to thank you again for your testimony and for your love of the outdoors. So thanks for being with us today.

At this time, that will conclude our first panel, and at this time I would like to ask for our second panel to come up to be seated and we will just take a quick recess as they get their seats.

[Recess.]

Mr. LATTA. Well, thanks very much and welcome back. Thank you again for your patience and for all of the time for you being with us today. We now move into our second panel for today's hearing. Each witness will be given 5 minutes for an opening statement followed by a round of questions from our Members.

For our second panel we have the following witnesses: Ms. Amy Roberts, executive director of the Outdoor Industry Association; Ms. Ginger Mihalik, executive director of the Baltimore Chesapeake Bay Outward Bound School at Outward Bound; Mr. Jeffrey Tooze, the vice president of Global Customs & Trade at Columbia Sportswear; Mr. Marc—I hope I pronounce your last name correctly, is it "Bur-hay-kay"?—Berejka, director of Government and Community Affairs at REI; Mr. Jeremy Jones, founder and president at Protect Our Winters; and Mr. James Landers, vice president of Government Affairs at the Recreation Vehicle Industry Association. Again we appreciate you all being here today.

And we will begin our panel with Ms. Roberts and you are now recognized for 5 minutes for your opening statements. And you will see a yellow light comes on, that is the 30-second light, and the red is at the 5-minute mark. But thanks again for being with us today.

STATEMENTS OF AMY ROBERTS, EXECUTIVE DIRECTOR, OUTDOOR INDUSTRY ASSOCIATION; GINGER MIHALIK, EXECUTIVE DIRECTOR, BALTIMORE CHESAPEAKE BAY OUTWARD BOUND SCHOOL, OUTWARD BOUND; JEFFREY TOOZE, VICE PRESIDENT, GLOBAL CUSTOMS & TRADE, COLUMBIA SPORTSWEAR COMPANY; MARC BEREJKA, DIRECTOR OF GOVERNMENT & COMMUNITY AFFAIRS, RECREATIONAL EQUIPMENT, INC.; JEREMY JONES, FOUNDER AND PRESIDENT, PROTECT OUR WINTERS; AND JAMES LANDERS, VICE PRESIDENT OF GOVERNMENT AFFAIRS, RECREATION VEHICLE INDUSTRY ASSOCIATION

STATEMENT OF AMY ROBERTS

Ms. ROBERTS. Thank you, Mr. Chairman and members of the committee, for calling this hearing today and highlighting the important role of the outdoor recreation industry and America's great outdoors on the United States economy. Outdoor Industry Association is the national trade association for suppliers, manufacturers, and retailers and we have more than 1,200 members nationwide.

Many Members of Congress are familiar with our 2012 Outdoor Recreation Economy Report and those numbers have become the gold standard for measuring outdoor recreation's impact on the

U.S. economy. Our new economic report released just 2 days ago shows a very strong and growing sector that is critical to America's economic well- being and the livelihood of Americans. Our 2017 report shows that outdoor recreation contributes $887 billion in consumer spending annually. This means that Americans spend more on outdoor recreation than on pharmaceuticals and gas and fuels combined.

7.6 million American jobs depend on outdoor recreation. More American workers are employed by outdoor recreation than by computer technology, construction, finance, or insurance. As a multidimensional economic sector, outdoor recreation fuels employment in other sectors such as manufacturing, finance, retail, transportation, food service, tourism and travel.

Demand for advanced outdoor technical apparel, footwear, and equipment drives innovation and entrepreneurism. It creates jobs for highly skilled workers in diverse fields. The outdoor industry also contributes a combined 125 billion every year in taxes, 60 billion in local and State and 65 billion in Federal tax dollars. Unfortunately, outdoor recreation assets reap very little of that through reinvestment back into our shared public lands and waters, the infrastructure needed for the outdoor recreation economy.

Businesses in our industry are no different from businesses in other sectors. They rely on certainty that they can have access to adequate infrastructure to plan their investments and grow jobs. The outdoor activities that the outdoor industry represents are as diverse as the companies who make up our industry. From hiking, hunting, fishing, skiing, biking, surfing, paddling, ATV and offroading to snowmobiling, camping, boating, climbing, and horseback riding, there is an outdoor activity for everyone.

The growth in our sector makes sense and our annual Outdoor Foundation Participation Report shows that outdoor recreation participation grew, adding 1.6 million participants from 2015 to 2016. The report also shows that half of all Americans participated in at least one outdoor recreational activity in 2016. So that equates to 144 million participants who went on a total of 11 billion outdoor outings and that is a lot of hiking boots and water bottles.

Our public lands and waters belong to every American and they are the foundation of our outdoor recreation economy. Preserving access is imperative to enhancing the industry's economic and social impact and ensuring that every American's ability to get outside whether close to home or on a weekend adventure.

In order to ensure the growth and success of the outdoor recreation economy, policymakers must protect America's public lands and waters. These assets are foundational to our sector. We ask you to invest in local and Federal recreation infrastructure and programs to ensure all Americans have access to public lands and waters, and to promote outdoor recreation as part of a public health policy and national economic discussions.

Your committee has been integral in the Outdoor Recreation Jobs and Economic Impact Act, which passed last year with bipartisan support by unanimous vote, and I think that is something to note that this is a very bipartisan industry. We hope that this official Government data will shed light on business and land management policies that can help us continue our trend of growth and success.

I want to thank the committee on behalf of the outdoor industry, as the bipartisan REC Act is the first step to elevating awareness about the impact of the outdoor recreation economy. It underscores the imperative for leaders and lawmakers to protect and invest in policies that grow their infrastructure on which outdoor recreation economy is built. Thank you for your time and attention to our growing industry.

[The prepared statement of Ms. Roberts follows:]

Outdoor Recreation: Vast Impact of the Great Outdoors

Committee on Energy and Commerce
Subcommittee on Digital Commerce and Consumer Protection
Thursday, April 27, 2017; 2123 Rayburn House Office Building

Amy Roberts, Executive Director, Outdoor Industry Association

Congressman Robert Latta, Chairman, Subcommittee on Digital Commerce and Consumer Protection

Congresswoman Janice Schakowsky, Ranking Member, Subcommittee on Digital Commerce and Consumer Protection

Thank you, Mr. Chairman and members of the committee, for calling this hearing today and highlighting the important role of the outdoor recreation industry and America's great outdoors on the United States economy. This hearing is truly groundbreaking for our industry, partners and congressional champions. Outdoor recreation drives commerce and is among our nation's largest economic sectors, representing the lifeblood of thousands of American communities and providing livelihoods for millions of Americans.

Outdoor Industry Association (OIA) is the national trade association for suppliers, manufacturers and retailers in the $887 billion outdoor recreation industry, with more than 1200 members nationwide. The outdoor industry supports more than 7.6 million American jobs and makes other significant contributions toward the goal of healthy communities and healthy economies across the United States.

Many members of Congress are familiar with our 2012 Outdoor Recreation Economy report which found that the industry contributes $646 billion in consumer spending, 6.1 million

American jobs and a combined $80 billion in U.S. tax dollars.

While those numbers have been used as the gold standard for measuring outdoor recreation's impact on the United States economy by elected officials from both parties and at all levels of government, our new economic report released just two days ago shows a very strong and growing sector that is critical to America's economic well-being and the livelihoods of Americans.

Our 2017 report shows that outdoor recreation contributes $887 billion in consumer spending annually. This means that Americans spend more on outdoor recreation than on pharmaceuticals and gas and fuels combined. In fact, the impact of outdoor recreation on America's economy is almost as big as that of hospital care.

7.6 million American jobs depend on outdoor recreation. More American workers are employed by outdoor recreation than by computer technology, construction, finance or insurance. More Americans are directly employed by hunting and fishing than oil and gas extraction. From park rangers to land planners, form manufacturers to designers and from fly fishing guides to retail sales associates, outdoor recreation provides jobs across the skill spectrum. These jobs, predominantly based in rural communities, strengthen local economies. Many small businesses—including more than 5,000 outfitters and guiding companies—benefit from proximity and access to national forests. The outdoor sector employs people who want to work in the field, in the lab, on the road, in the office and everywhere in between.

The United States is globally recognized as the leader in outdoor recreation. As a multi-dimensional economic sector, outdoor recreation fuels employment in other sectors, such as

manufacturing, finance, retail, transportation, food service, tourism and travel. Career opportunities exist far beyond guiding and outfitting services and lodging and park services. The outdoor recreation industry employs product developers, small and large retailers and other professionals. Demand for advanced outdoor technical apparel, footwear and equipment drives innovation and entrepreneurism. It creates jobs for highly skilled workers in diverse fields such as technology, product design, manufacturing, sustainability and global commerce.

Further, America's natural landscapes and waterways are among our nation's greatest attractions for international visitors and for the recruitment and retention of American businesses, workers and their families. Corporations and businesses of all types are attracted to the quality of life that results from access to well-maintained green spaces and interconnected trails as a key tool for recruiting and retaining highly skilled workers and entrepreneurs that create many American jobs in both urban and rural communities.

The outdoor industry also contributes a combined $125 billion every year in taxes, from $60 billion in local and state and $65 billion in federal tax dollars. Unfortunately, outdoor recreation assets reap very little of that through reinvestment back into our shared public lands and waters—the infrastructure needed for the recreation economy. Businesses in our industry are no different from businesses in other sectors. They rely on certainty that they can have access to adequate infrastructure to plan their investments and grow jobs.

These numbers may seem a bit staggering to those unfamiliar with the outdoor recreation economy. We are a relatively new industry made up of thousands of companies in every corner of the country and in every aspect of the supply chain. Our members represent manufacturers,

suppliers and distributors, retailers, guides and outfitters, nonprofits and universities—from one-door mom-and-pop shops to global Fortune 500 companies.

Despite the size of our industry, we are unique; while there are several well-recognized brands in the outdoor industry, you might not be able to name the 10 largest outdoor companies off the top of your head. You can, however, probably think of a bike store in your neighborhood, the local fly-fishing shop, an outdoor retailer down the street or the brand that makes your favorite rain jacket. The outdoor industry is made up of all of these businesses and is an integral part of our American life.

The outdoor activities that the outdoor industry represents are as diverse as the companies who make up the industry. From hiking, hunting, fishing, skiing, biking, surfing, paddling, ATV and off-roading to snowmobiling, camping, boating, climbing and horseback riding to simply going for a walk around your neighborhood, there is an outdoor activity for everyone. Outdoor products are found in every part of the country, from rural and "gateway" communities to the biggest cities in the world. And although most of our businesses are small and local, the impact of our industry is global.

We are still a relatively young industry, with many brands founded within the last several decades and new entrepreneurial startups coming online every day. Many outdoor businesses are only one generation removed from their founders, yet our industry has been growing at a rapid pace and has recently achieved higher visibility as more people embrace the outdoor lifestyle and as elected officials recognize the economic force of the outdoor industry and increasingly

support our issues.

The growth in our sector makes sense, and our annual Outdoor Foundation Participation Report shows that outdoor recreation participation grew, adding 1.6 million participants from 2015 to 2016. The report also shows that half of all Americans participated in at least one outdoor recreational activity in 2016. That equates to 144 million participants, who went on a total of 11 billion outdoor outings. That's a lot of hiking boots and water bottles.

The industry makes our nation's economy stronger, but it also represents the entrepreneurial spirit that makes America so great. It is helping Americans live healthy and active lifestyles and enjoy our shared national heritage—our public lands and waters. America's lands and waters embody the American spirit. Investments in outdoor recreation on public lands and waters earn compounding returns in the form of healthier communities, healthier economies and healthier people. From our national parks to local green spaces, from alpine lakes to transcontinental rivers, America's outdoor recreation assets are its citizens' common trust.

Our public lands and waterways belong to every American, and they are the foundation of our outdoor recreation economy. They hold the promise of prosperity and well-being. It is as much our responsibility to invest in them as it is our right to enjoy them. Preserving access is imperative to enhancing the industry's economic and social impact. Access ensures every American's ability to get outside where jobs, health and communities thrive.

In order to ensure the growth and success of the outdoor recreation economy, policymakers must:

1. Protect America's public lands and waters, assets that are the foundation of our sector.

2. Invest in local and federal recreation infrastructure and programs to ensure all Americans have access to public lands and waters.
3. Promote outdoor recreation as part of public health policy and national economic discussions.

Your committee has already been integral in the Outdoor Recreation Jobs and Economic Impact (REC) Act, which passed last year with bipartisan, unanimous support and which will help the federal government and state and local policymakers fully understand the important contributions that outdoor recreation makes to the U.S. economy. This important law directs the government for the first time to recognize and assess outdoor recreation as a unique sector of U.S. gross domestic product. We hope that this official government data will shed light on business and land management policies that can help us continue our trend of growth and success.

I want to thank the committee on behalf of the outdoor industry, as the bipartisan REC Act is an important first step in elevating awareness about the impact of the outdoor recreation economy. However, it also underscores the imperative for leaders and lawmakers to protect and invest in policies that grow the infrastructure on which the outdoor recreation economy is built.

Outdoor recreation is the economy of the 21st century. Outdoor recreation is something a majority of Americans embrace that crosses demographic boundaries and brings with it diverse, high-paying and highly sought after jobs for American workers.

Time and time again across the country, when leaders invest in outdoor recreation, the result is healthier communities and healthier economies. The continued dynamic growth of the outdoor

recreation economy is inarguable evidence of its contribution to the nation's social and economic growth. Together, and with your help, we must invest in the outdoors—today, tomorrow and for generations to come.

[redacted]

Amy Roberts
Executive Director
Outdoor Industry Association

Mr. LATTA. Thank you very much, and Ms. Mihalik, you are recognized for 5 minutes.

STATEMENT OF GINGER MIHALIK

Ms. MIHALIK. Thank you, Chairman Latta and Ranking Member Schakowsky, for holding this hearing today, and good morning to all of the members of the committee. It is an honor to be before you today. My name is Ginger Mihalik and I am proud to represent Outward Bound USA at this hearing.

For over 75 years, Outward Bound has educated thousands of students in outdoor classrooms across the United States. I am proud to serve as the executive director of the Baltimore Chesapeake Bay Outward Bound School which is but one of 11 schools. We use the wilderness to provide unparalleled opportunities for discovery, personal growth, self-reliance, teamwork, and compassion. This, paired with our proven curriculum, produces remarkable documented results, strength of character, ability to lead, and a desire to serve.

Outward Bound schools in Colorado, California, Maine, Maryland, Massachusetts, Minnesota, Nebraska, New York, North Carolina, Oregon, and Pennsylvania use the power of these amazing places to serve over 40,000 students a year. The programs in each of these schools all teach students to be compassionate, resilient leaders that are equipped with the skills needed to improve themselves and our world.

Outward Bound schools design programs to respond to the needs of their specific community and the needs of the times. For example, locally, my school responded to violence between police and youth. Nationally, Outward Bound has designed a program specifically to address the needs of veterans returning home.

For many veterans, returning home can be as stressful as shipping out. Although they are safely removed from the dangers of war, they are also removed from the routine, the sense of purpose, and the camaraderie that their years of service provided. Experience in conflict zones can cause veterans to lose touch with their skills, to lose confidence in themselves, and to disengage from the families and communities that welcome them home.

Our weeklong Outward Bound Veterans expeditions provide a unique setting with physical and mental challenges which create a sense of purpose and accomplishment while building trust in other members of the expedition. In 2016, we were able to take 553 veterans on 47 wilderness expeditions which included everything from rafting in Oregon to backpacking and rock climbing on the Appalachian Trail to dog sledding in Minnesota.

Over the course of each trip, veterans work in a group to overcome shared obstacles and achieve shared goals in a non-combat setting which helps to build the skills and connections needed to transition back to life at home. Results of a recent study at the University of Texas showed that our veterans program helps to increase overall mental health, interpersonal relations, resilience, sense of purpose, and greater interest in personal growth. Many returning veterans are reticent to seek help through traditional mental health avenues and Outward Bound Veterans has proven to be an effective therapeutic alternative.

We at Outward Bound share a belief with this subcommittee. Outdoor recreation provides a space for self-discovery. I have witnessed truly remarkable transformations happen among our students in the outdoors. I have watched an inner city youth view the horizon for the first time. I have watched grown men cry at the beauty of a wilderness sunrise. And I have witnessed a veteran who had lost his legs in war find himself and his ability to lead again at the stern of a canoe on the Potomac River.

As a double amputee he lost his confidence in what he was able to do and believed that he could never complete an expedition. Once in his canoe he soared. He was the strongest paddler, he quickly found his rhythm in the boat, he had the support of his crew on land, and he ultimately found the confidence he had lost. These experiences are powerful and are impossible to recreate in any other place than the outdoors.

Thank you again, Chairman Latta and Ranking Member Schakowsky, for the invitation to be here today. I look forward to answering any questions.

[The prepared statement of Ms. Mihalik follows:]

Testimony of Ginger Mihalik

Outward Bound

Executive Director, Baltimore Chesapeake Bay Outward Bound School

on

"Outdoor Recreation: Vast Impact of the Great Outdoors"

before the

U.S. House of Representatives Committee on Energy and Commerce

Subcommittee on Digital Commerce and Consumer Protection

April 27, 2017



GINGER MIHALIK, OUTWARD BOUND **APRIL 27, 2017**

Summary of Key Points

- Outward Bound USA is playing a key role in recognizing the power of the wilderness as a classroom and a catalyst for economic and educational growth and opportunity for students of all ages and backgrounds.
- Outward Bound provides a wilderness program model for Veterans which helps to increase overall mental health, interpersonal relations, resilience, sense of purpose, and greater interest in personal growth. Together we believe these qualities can help reintegrate Veterans into productive civilian lives. We have partnerships with the VA's Brain Trust and Veterans Centers across the country to both be a resource for Veterans and provide our Veterans with a stronger framework to support positive civilian reentry.
- Outward Bound recognizes the opportunity to provide a profoundly healing experience relevant to the lives of young people coping with the death of a loved one. Outward Bound for Grieving Teens connects young people and together they build off a shared foundation and learn coping and support skills to set them up for success.
- Outward Bound has a national reach to over 40,000 students annually and a network of more than 1 million alumni. These participants have experienced Outward Bound and are positioned to become advocates for and economic drivers in the outdoor industry.
- Numerous studies and research on the Outward Bound model prove that participants report positive growth in areas such as leadership, service, and confidence. We believe these outcomes run parallel to markers of success long-term in areas of economic gains such as employability and in overall personal and professional growth.
- Outward Bound provides scholarships to more than 6,000 students each year: in 2016, we granted more than $7 million in funds. These funds allow us to provide the Outward Bound experience to many underserved communities across the country, bringing our core values of Character, Leadership, and Service to youth in need.

Written Testimony of Ginger Mihalik of Baltimore Chesapeake Bay Outward Bound School

Thank you, Chairman Latta and Ranking Member Schakowsky for holding this hearing today, and good morning to all the members of the committee. It is an honor to be before you today. My name is Ginger Mihalik and I am the Executive Director of the Baltimore Chesapeake Bay Outward Bound School. My school is one of the 11 regional schools in the national Outward Bound network. Today I'm proud to represent Outward Bound USA, and the work we do across the country to fulfill our mission of changing lives through challenge and discovery. At Outward Bound, we use the wilderness classroom to provide unparalleled opportunities for discovery, personal growth, self-reliance, teamwork, and compassion. We believe that physically and mentally challenging experiences, when facilitated by trained professionals in a safe and supportive environment, can help students discover and develop their strength of character, ability to lead, and desire to serve. We believe that reflection is as important as action in developing skills and learning from experience. We respect the diverse capabilities and talents of each individual and are dedicated to helping all students discover their true potential.
Since its founding in 1941, Outward Bound has served individuals of all ages and backgrounds through challenging learning expeditions focused on character development, leadership and service. Outward Bound is the leading outdoor education and experiential learning nonprofit. I believe we share a belief with this subcommittee that outdoor recreation can teach a set of values including compassion, integrity, excellence, inclusion, and diversity.

Our national network of regional schools delivers programs which include Outward Bound Veterans, Outward Bound Classic Wilderness Courses, In-schools Programs, , and Outward Bound for Grieving Teens – and serve people from all age ranges, economic communities, and backgrounds. We've issued charters to 11 expeditionary learning schools in Colorado, California, Maine, Maryland, Massachusetts, Minnesota, Nebraska, New York, North Carolina, Oregon, and Pennsylvania. NYC Outward Bound Schools also works with many New York City

public schools to deliver customized programs around the themes of team-building and character/leadership development.

Through Outward Bound experiences, students learn important skills and values that they will take with them for the rest of their lives. Our programs aim to:

- Provide engaging relevant, sequential experiences that promote skill mastery and incorporate reflection and transference.
- Promote learning from success as well as failure.
- Use unfamiliar settings to impel students into mentally, emotionally, and physically demanding experiences.
- Create a supportive environment that fosters physical and emotional safety, and a caring and positive group culture.
- Help students develop **Character**, demonstrating increased self-confidence and self-actualization, as well as compassion toward others.
- Build **Leadership** skills, demonstrating the ability to set goals, and inspire and guide others to achieve them.
- Develop students' ability to collaborate, communicate, solve problems and resolve conflicts effectively.
- Create an environment of **Service**, demonstrating social and environmental responsibility, and actively engaging in service to others.

OUTWARD BOUND VETERANS

Outward Bound offers 6-7 day wilderness courses at no cost to 600 veterans per year returning from recent conflict zones. Since 1983, we have helped thousands of returning service members and military veterans readjust to life at home through the healing power of the wilderness and by reinforcing the gratification, confidence, and self-worth that comes with

working within a group. These courses build the skills necessary to successfully return to life after service.

Wilderness activities are used as metaphors for daily life experiences in the pursuit of individual and group excellence, illuminating how the support and collaboration needed to meet goals can positively impact participants' interactions with others at home. Whether whitewater rafting, backcountry mountaineering, kayaking, or sailing, expeditions center on teamwork and challenge. Instructors present sequential activities that gradually increase in both physical and emotional challenge while transferring leadership over to the veteran participants. They emphasize camaraderie and shared life experiences through facilitated conversations about challenges veterans face transitioning to civilian life. Outward Bound Veterans expeditions provide the sense of purpose, trust in one another, and physical challenge that our service men and women experienced in the military. As they work as a group to overcome shared obstacles and achieve shared goals in a non-combat wilderness setting, many veteran participants say they feel more "at home" than they have in all their time back on U.S. soil.

For many veterans, returning home can be as disorienting and stressful as shipping out. Although they are safely removed from the dangers of war, they are also removed from the routine, the sense of purpose, and camaraderie that their years in the service provided. Experiences in conflict zones can cause veterans to lose touch with their skills, to lose confidence in themselves, and to disengage from the very families, communities, and businesses that welcome them home. For those veterans who suffer from post-traumatic stress, psychological injuries, and debilitating depression, the return home may be the greatest challenge of all. These men and women possess a wealth of highly valued leadership, teamwork, and problem-solving skills coupled with a strong sense of service and community.

Suicides among both active service members and veterans continue to rise each year, and have tragically reached historic and unprecedented numbers. Among service members and

veterans who have returned from conflict zones, there is extensive evidence of depression, drug and alcohol abuse, failed marriages, and unemployment. The results of a recent study at University of Texas show that the Outward Bound Veterans treatment model helps to increase overall mental health, interpersonal relations, resilience, sense of purpose, and greater interest in personal growth. Many returning veterans are reticent to seek help through traditional mental health avenues, and Outward Bound Veterans has proven to be a therapeutic alternative.

The demographics of our students mirror that of the military as a whole. In 2016, we served 553 participants on 47 veterans' specific courses in wilderness areas spread throughout the country. 15% were female and 85% were male. Of our students, just over 40% were actively seeking treatment for mental health challenges directly related to their service (21% PTS, 14% Depression, 5% Adjustment Disorder.) On average, 92% of participants are post-9/11 veterans.

We are also evaluating how our Veterans program can work with the existing and expanded framework of the VA and Veterans Centers across the country: in early 2017, we completed a whitepaper highlighting our successful findings with a program with the Vet Center in Bakersfield, CA and the VA in Austin. Our paper proposes a national pilot program for an additional 1,500 veterans over the next two years.

"My Outward Bound experience probably saved my life." – Michael, US Army, Afghanistan Veteran, one year after

OUTWARD BOUND SCHOOL PROGRAMS

Several Outward Bound schools across the country offer in-school programs for underserved urban youth teaching Outward Bound's core curriculum of leadership skills, teamwork, and personal values through hands-on experiential learning. Many Outward Bound schools combine in-school activities with outdoor programs, building on classroom teachings and reinforcing academic content in a hands-on approach using the natural world to connect academic learning

with the social and emotional skills necessary for success in school, in their communities, and in life.

The expeditionary learning model pioneered by Outward Bound is an active, collaborative, and interdisciplinary teaching method that values character development as much as academic achievement. We use learning strategies that spark student motivation and engagement through active roles in the classroom. We develop a culture of learning and teamwork that brings lessons to life and empowers students to be creative, engaged members of a group.

High achievement is defined as more than just high test scores; it also includes strength of character and the contribution that student makes to their community. It includes the ability to think critically, to analyze and synthesize information, to communicate effectively, and to engage and serve the community. It also includes self-discipline, compassion, and integrity. Students receive encouragement to stretch beyond preconceived limits and achieve greater success as an individual and as part of a team.

Teachers participate in ongoing training and professional development, allowing them to share best practices with their peers. The highly personalized nature of the expeditionary learning model allows each teacher to customize their own curriculum to their strengths and passions, enlivening the classroom and helping teachers connect more deeply with students. Teachers also have access to online tools for developing and sharing curriculum, and they participate in local and national seminars and conferences.

We work with schools to develop custom programs to fit their students' needs. All our programs, whether an hour a week at a partner public school or daily work at one of our expeditionary learning schools, focus on traditional Outward Bound values of character, leadership, and teambuilding. Programs may start in the classroom with activities structured around a discipline or learning outcome and then move to an outdoor component in a city park or wilderness area.

The structure of the program differs from school to school, but all schools offer scholarship support to underserved youth, giving those most in need the opportunity to experience life-changing Outward Bound courses. We serve approximately 25,000 students across the country annually through our in-school programs, with most students from underserved communities.

Skills learned through our renowned leadership development programs prepare students to overcome challenges in daily life, in school, and in potentially dangerous neighborhoods so that they can focus on graduating from high school, attending college and entering the workforce. Students also learn to appreciate and respect the environment through Outward Bound courses.

POLICE YOUTH CHALLENGE

Since 2008, Baltimore Chesapeake Bay Outward Bound School has been working with the Baltimore Police Department and Baltimore City youth to shift negative perceptions they have about each other by pairing them in programming designed to break down barriers and reduce stereotypes. The results of a Johns Hopkins Bloomberg School of Public Health study (2012-2015), funded by the Office of Juvenile Justice and Delinquency Prevention, showed that the program is effective in: reducing implicit and explicit bias, reducing social distance, reducing stereotypes leading to a change in behaviors based on internal motivation, increasing self-efficacy and conflict resolution skills, and producing consistent improved classroom behavior. After the unrest in April 2015, Outward Bound worked closely with the Baltimore Police Department to expand the program's reach to serve every active duty officer, school resource officer, police trainees and Command staff.

SCHOLARSHIPS

Outward Bound believes that every student, regardless of ability to pay, should have the opportunity to participate in an Outward Bound course. Thanks to generous donations from

alumni, parents, corporations, foundations and others, Outward Bound's network of regional schools provides financial aid and scholarships to more than 6,000 students each year.
In 2015, Outward Bound USA and its regional Outward Bound Schools granted close to $6 million in scholarship funding and direct student tuition support. These funds allow us to provide the life-changing Outward Bound experience to many underserved communities across the country, bringing Outward Bound's core values of Character, Leadership, and Service to youth in need.

Outward Bound graduates learn to believe in themselves and to dream big. Through all the challenges that arise on an expedition, they discover that they can do more than they ever thought possible. They return to school, work, or home prepared to serve and committed to lead.

OUTWARD BOUND GRIEVING TEENS

Outward Bound for Grieving Teens is a special program that takes grieving teens and young adults aged 14 - 24 on our outdoor wilderness expeditions. By combining the personal growth methodologies of Outward Bound with a support model that honors the griever, we deliver an intensely profound healing experience relevant to the lives of young people coping with the death of a loved one.
Statistics show that 1.2 million children between the ages of 12 and 17 are grieving the death of one or more parents, and 4.5 million college students have experienced the death of a family member or friend within the last one to two years. Studies also show that children who experience the death of a loved one are two to three times more likely to suffer from depression in their adult years. Only one in seven Americans who lose a parent or sibling before the age of 20 learn to cope with childhood bereavement through programs offered like Outward Bound for Grieving Teens.

Whether it's climbing majestic mountains, rappelling down granite cliffs, or navigating across lakes and through forests, participants discover the strength within to face the challenges ahead. During a transformational seven-day wilderness adventure, participants experience powerful grief work activities woven into the context of the traditional Outward Bound curriculum. This adventure includes hiking, backpacking, or canoeing and a personal challenge day like rock climbing or high ropes. This program is not intended to be counseling or therapy. It is an environment where youth can connect and build supportive relationships with peers going through similar challenges in life. At its essence, it is a wilderness experience combined with grief processing and support activities to learn coping skills and to build an ongoing supportive peer network.

EVALUATION, MEASUREMENT, AND OUTCOMES

Throughout our history, Outward Bound has been studied, evaluated and analyzed by hundreds of academics and research professionals. We evaluate our progress through a continued commitment to both qualitative and quantitative research. For courses 5 days or longer, all students complete a course end evaluation. Students receive questionnaires at three separate times— one week prior to course start, one-week post course, and the third data point is taken one to two months post course. That schedule is anticipated to continue.

Progress is measured through continued research utilizing consistent methodology. The vast majority of participants report that Outward Bound has a positive impact on them in areas such as leadership, service and confidence.

Outward Bound Veterans contracted with the University of Texas in 2012 to complete an in-depth research study with the goal of better understanding the program's impact on veterans. The overall significant results show that the Outward Bound Veterans treatment model helps increase overall mental health, interpersonal relations, resilience, sense of purpose, and greater interest in personal growth, relating to their emotions, and seeking help.

Veterans' anxiety and depression symptoms on average improved by 8.2% and 7.4% respectively. Sense of social connection increased on average by 10% and loneliness decreased by 10.6%. Emotional restriction decreased on average by 13%, attitudes towards seeking psychological help increased by 10%, confidence to use resources to promote personal growth increased by 12.6%, and interest in gaining insight about themselves increased by 19.7%. These results suggest that Outward Bound Veterans provides both interpersonal and intrapersonal benefits for Veterans. This is significant considering the increasing rates of mental health issues among Veterans, particularly issues related to reintegration adjustment, depression, and anxiety/post-traumatic stress. Interpersonal factors, such as loneliness and sense of social connection, and mental health factors, such as depression and post-traumatic stress, are considered critical predictive factors of suicidal ideation.

Additional Outward Bound Research and Program Evaluation

In 2016, Outward Bound, in partnership with the S.D. Bechtel Jr. Foundation, began a long-range project on assessing outcomes of Outward Bound programs nationwide and also began to assess potential ways to invest in the quality and retention of our educators. The research component of this special project culled all regional research studies of Outward Bound programs nationwide conducted at institutions like the Susan Crown Exchange, Johns Hopkins, and the Angela Duckworth Lab. It will inform possible next steps in research and the impact and efficacy of Outward Bound's unique approach to teaching and character education.

As part of an ongoing effort to monitor and improve safety, Outward Bound programs are regularly reviewed and audited by both internal and external teams to proactively identify and assess potential hazards as well as areas of commendation. Outward Bound has been a leader in wilderness safety and risk management for 50 years and is a co-presenter of the annual Wilderness Risk Management Conference. This national conference brings together outdoor industry leaders to learn and collaborate with each other to advance safety and risk management in the outdoor education and wilderness adventure community.

Outward Bound instructors are experienced and qualified outdoor professionals committed to their students' well-being through their values, judgment, words, and actions. They are certified as Wilderness First Responders, Wilderness Advanced First Aiders, or the equivalent and meet all Outward Bound, local, state, and federal requirements for their positions. Outward Bound staff are trained to identify, assess, and approach risk as a learning tool, to be managed but not eliminated, with the goal of providing Outward Bound students with the opportunity to gain insights and perspectives into their own and their crew's capabilities that are unavailable anywhere else. Since 1962 over 650,000 students have participated in Outward Bound programs in cities, mountains, deserts, rivers, and oceans. Over the years, and throughout a wide variety of activities, Outward Bound has maintained an excellent safety record.

Looking ahead, there are many opportunities to be leveraged for growth of our students and our economy. Today's society faces challenges: declining economies, high unemployment, low wages, and an erosion of confidence and trust in traditional institutions requires that all of us work together to overcome these challenges. More than ever before, we must find innovative ways to education our youth and instill a sense of purpose, confidence, compassion and a desire to make a positive difference in the world. Now is a time of opportunity, a time to meet the demand for educational experiences that empower and motivate students of every age and background.

Thank you again, Chairman Latta and Ranking Member Schakowsky for the invitation to be here today. I look forward to answering any questions.

Mr. LATTA. Thank you very much. And again thanks for being with us today. And Mr. Tooze, you are recognized for 5 minutes for your opening statement.

STATEMENT OF JEFFREY TOOZE

Mr. TOOZE. Chairman Latta, Ranking Member Schakowsky, and members of the subcommittee, thank you for this opportunity to testify on matters of importance to the 142 million Americans who recreate outdoors each year and the compelling numbers that you have already shared with us and Amy shared as well from the updated Outdoor Recreation Economy Report released just a couple days ago.

I am proud to be here today on behalf of Columbia Sportswear Company, based in the beautiful Pacific Northwest and in the great State of Oregon. I currently serve as vice president of Global Customs and Trade and have been with the company for over 16 years.

Columbia Sportswear Company is a true American business success story that parallels the evolution of outdoor recreation as a vital and integral part of American culture and America's economy. What began in 1938 as a small company purchased by a family that had just immigrated from Nazi Germany, it has grown to become a global leader in the outdoor recreation industry with $2.4 billion in annual sales and supporting over 4,200 jobs across 38 States and an additional 2,300 jobs across the globe. In 2016, the company ranked number 882 on the Fortune 1000, and next year the company will celebrate its 20th anniversary as a publicly traded company.

While most people are very familiar with our Columbia Sportswear flagship brand, many are less aware that the company's brand portfolio also includes Mountain Hardwear, SOREL, and prAna. Each of our brands targets specific consumer segments within the outdoor recreation industry. Columbia Sportswear Company's rich heritage features storylines of immigration, entrepreneurship, innovation, and perseverance.

Today, the company's four brands and respective 4,200 hard-working American employees pursue a single, unified mission: We connect active people with their passions. We do that by designing innovative performance apparel, footwear, and accessories that enable people to enjoy the endless variety of healthy outdoor recreational activities available across this great Nation and in any climate, any weather, and any day of the year.

We also support the efforts of more than 400 nonprofits around the country that are working to improve access to outdoor spaces and preserve the natural beauty of our parks, trails, and wetlands, so that they will be there for the next generations to enjoy. We pride ourselves on designing products that deliver real performance benefits and at accessible prices that put them within reach of consumers at all income levels.

However, unlike many of the other 90 countries where our products are sold, the United States assesses among the highest import tariffs on our categories of products making them more expensive for U.S. consumers than they would otherwise need to be, and also stifling innovation of new, highly technical and high performance products and hampering our ability to keep our prices within the

reach of the broadest consumer base possible. In fact, U.S. duty rates on our products typically range from 7.1 percent to as high as 67½ percent with an overall industry average of approximately 15 percent.

These duties in the U.S. date back to the 1930s and are no longer relevant as means to protect manufacturing jobs that migrated to other countries more than 30 years ago. Yet to this day, the apparel and footwear industry and especially the outdoor industry pays a disproportionate share of the U.S. duties. For example, the amount of duties paid by Columbia Sportswear Company in 2016 ranked it 49th out of 375,000 U.S. importers. We would much rather rank 49 on the Fortune 1000.

We and all of the thousands of companies in the outdoor recreation industry are trying to expand the market of our products and promote increased outdoor recreation. But we are hindered by these high tariffs and in our ability to invest in more family-wage U.S. jobs such as product innovation, design, development, supply chain operations, digital commerce, marketing, finance, legal, human resources, and several other critical functions of our companies.

We encourage Congress to reevaluate and modernize the outdated and antiquated duty structure in order to bring current with today's global market realities and to help ease the unnecessary cost burden that is being borne by the outdoor recreation industry and American consumers. We are proud to be a leader in the outdoor recreation industry, an industry that embraces values that are foundational to America's heritage, its culture, and to ensuring a thriving future for all Americans.

I thank you for the opportunity to testify and I look forward to your questions.

[The prepared statement of Mr. Tooze follows:]

Outdoor Recreation: Vast Impact of the Great Outdoors

Committee on Energy and Commerce
Subcommittee on Digital Commerce and Consumer Protection
Thursday, April 27, 2017; 2123 Rayburn House Office Building

Jeffrey Tooze, Vice President of Global Customs & Trade, Columbia Sportswear Company

Congressman Robert Latta, Chairman, Subcommittee on Digital Commerce and Consumer Protection

Congresswoman Janice Schakowsky, Ranking Member, Subcommittee on Digital Commerce and Consumer Protection

Chairman Latta, Ranking Member Schakowsky, and members of the subcommittee - thank you for this opportunity to testify on matters of importance to the 142 million Americans who recreate outdoors each year, and to the thousands of companies that comprise the $887 billion U.S. Outdoor Recreation Industry, an industry that supports 7.6 million American jobs and pays $65.3 billion in federal taxes and $59.2 billion in state and local taxes.

I'm proud to be here today on behalf of Columbia Sportswear Company, based in the beautiful Pacific Northwest, in the great state of Oregon. I currently serve as Vice President of Global Customs and Trade and have been with the company for 16 years.

Columbia Sportswear Company is a true American business success story that parallels the evolution of outdoor recreation as a vital and integral part of American culture and America's economy.

What began in 1938 as a small hat company purchased by a family that had just immigrated from Nazi Germany has grown to become a global leader in the outdoor recreation industry with $2.4 billion in annual sales (including sales of $1.5 billion in the U.S.), supporting over 4,200 jobs across 38 states and an additional 2,300 jobs across the globe. In 2016, the company ranked number 882 on the Fortune 1000. Next year the company will celebrate its 20th anniversary as a publically traded company.

While most people are very familiar with our $1.9 billion Columbia Sportswear flagship brand, many are less aware that the company's brand portfolio has grown to include the SOREL, prAna, and Mountain Hardwear brands that collectively represent another $450 million in annual sales. Each of our four brands targets specific consumer segments within the outdoor recreation industry.

Columbia Sportswear Company's rich heritage features storylines of immigration, entrepreneurship, innovation and perseverance. Today, the company's four brands and 4,200 hard-working American employees pursue a single unified mission – We Connect Active People with Their Passions.

We do that by designing innovative performance apparel, footwear and accessories that enable people to enjoy the endless variety of healthy outdoor recreational activities available across this great nation

in any climate, any weather, and any day of the year. We also support the efforts of more than 400 non-profits around the country that are working to improve access to outdoor spaces, and preserve the natural beauty of our parks, trails and wetlands, so they will be there for the next generations to enjoy.

We pride ourselves on designing products that deliver real performance benefits at accessible prices that put them within reach of consumers at all income levels. The primary raw materials that go into our products include synthetic fabrics, natural down, leather, cotton, rubber and plastics, whose prices are set by global commodities markets and apply more or less equally to all of our global competitors.

However, unlike many of the other 90 countries where our products are sold, the United States assesses among the highest import tariffs on our categories of apparel, footwear and accessories, making them more expensive for U.S. consumers than they would otherwise need to be, stifling innovation of new, highly technical and high performance products and hampering our ability to keep our prices within reach of the broadest consumer base possible.

Many of those duties, which range from 7.1 percent to as high as 67.5 percent and average approximately 15 percent, date back to the 1930s and are no longer relevant as a means to protect manufacturing jobs that migrated to other countries more than 30 years ago. Yet to this day, the broad apparel and footwear industry and the especially the outdoor industry, pays a disproportionate share of U.S. duties. For example, the amount of duties paid by Columbia Sportswear Company in 2016 ranked it 49th out of 375,000 U.S. importers. We would much rather rank number 49 on the Fortune 1000.

We and all of the thousands of companies in the outdoor recreation industry are trying to expand the market for our products and promote increased outdoor recreation from people's backyards to the backcountry. But we are hindered by these high tariffs in our ability to invest in more family-wage U.S. jobs in product innovation and design, supply-chain operations, information technology, digital commerce, marketing, finance, legal, human resources and other critical functions of our companies.

We encourage Congress to reevaluate and modernize this outdated and antiquated duty structure to bring it current with today's global market realities and help ease the unnecessary cost burden that is being borne by the outdoor recreation industry and American consumers.

We are proud to be a leader in the Outdoor Recreation Industry, an industry that embraces values that are foundational to America's heritage, its culture, and to ensuring a thriving future for all Americans. I thank you for the opportunity to testify and I look forward to your questions.

Jeffrey Tooze
Vice President, Global Customs & Trade
Columbia Sportswear Company

Mr. LATTA. Well, thank you very much for your testimony. And Mr. Berejka, you are recognized for 5 minutes for your opening statement.

STATEMENT OF MARC BEREJKA

Mr. BEREJKA. Thank you. Chairman Latta, Ranking Member Schakowsky, members of the subcommittee, again thanks for the chance to testify on behalf of REI Co-op. I am proud to appear alongside my recreation industry colleagues and share the great news about our sector's economic impact.

REI was founded almost 80 years ago as a co-op in Seattle when 23 climbers came together to get good deals on climbing axes from Europe and other great gear. Today, REI has 145 stores in 36 States, plus over 16 million co-op members across the country. We buy gear and apparel from over 1,000 firms distributed across the United States and we get thousands more Americans into the outdoors with classes, outings, adventure travel trips.

If there are two thoughts I want to leave with you today they are these: First, the more we understand about the outdoor sector, the more we can create jobs and opportunity. Second, the outdoors significantly enhances all Americans' quality of live and contributes to a stronger America overall.

As a jumping off point on behalf of the co-op's members, let me profoundly thank the committee for passing the Outdoor Rec Act last year. It will ensure that the United States measures our sector's contributions with more authority and more detail. This law, this new law, is foundational to our path forward.

My industry colleagues have spoken to the latest economic assessment. I won't repeat those details. But let me say that in my experience, whenever we share this data, policymakers are hungry to learn how we can use the data for economic development. The outdoor sector has so many positive economic attributes. We are made up of thousands of main street and entrepreneurial businesses. We have prominent brands like REI, but the reality is our jobs are spread across businesses large and small. In rural towns it is often the case that recreation is the economic lifeblood.

We are also an innovative sector, and in this country we consider ourselves the hotbed of innovation and outdoor products across the globe. Back in Seattle, REI employs designers, specialists in materials science, specialists in advanced manufacturing. We also buy dozens of hot innovative products from those who are working on outdoor electronics, high-tech apparel, advanced camping gear.

We also run a sustainable business. In REI's own operations we work to minimize our environmental impact. Since the year 2008, we have grown revenue by 78 percent; over that entire period our energy consumption has gone up by less than 5 percent. We are also now 100 percent powered by renewable energy. We invest in nonprofits, volunteerism, consumer education to protect the public lands because healthy public lands are the infrastructure that our sector relies on.

Policymakers want to learn how to create these innovative, main street, entrepreneurial businesses. For instance, I know of economic development activities bubbling away in Arkansas, Oregon, Washington, and Utah; with data generated by the Rec Act we

should be able to develop our economy, our rec economy, even faster, so again thank you for your work on the legislation.

We also need to recognize the enormous spillover benefits of outdoor recreation. In some ways, you can think of our sector as adjacent to health care, but at the front end. An increasing body of science shows that time outdoors, whether it is exercising or just rejuvenating, it is good for you. It is low-cost preventive medicine. In some exciting research that REI has backed at Cal Berkeley, people are finding that time outdoors can mitigate PTSD symptoms in returning vets.

Our sector also fosters positive community development. We know that towns with great outdoor opportunities attract businesses, not just outdoor businesses but businesses of all types. We know that access to safe green spaces in cities makes neighborhoods more cohesive, strengthens the social fabric. We know that when more people walk and bike to jobs or to transit our transportation networks are more sustainable.

Lastly, the outdoors, we should be proud, is also part of healthy childhood development. There is an increasing body of research that shows that kids open their minds in unique ways when they have outdoor opportunities. All of these attributes in the long run contribute to a healthier economy, healthier people, healthier communities, and a stronger United States of America.

We have limited time here today, but REI looks forward to working with the committee. We are fond of saying that united, outside we are united. We look forward to working on these issues in that united spirit.

[The prepared statement of Mr. Berejka follows:]

Before the House Energy & Commerce Committee

Subcommittee on Digital Commerce & Consumer Protection

Hearing on

"Outdoor Recreation: Vast Impact of the Great Outdoors"

April 27, 2017

Testimony of

Marc Berejka

Recreational Equipment, Inc. (REI Co-op)

Director, Government & Community Affairs

Chairman Latta, Ranking Member Schakowsky, and members of the subcommittee.

Thank you for the chance to testify on behalf of REI Co-op. I'm proud to appear alongside my recreation-industry colleagues and share the great news about our sector's economic impact.

REI was founded almost 80 years ago as a co-op in Seattle – when 23 climbers came together to get good deals on climbing axes from Europe and other great gear. Today, REI has 145 stores in 36 states, plus over 16 million co-op members. We buy gear and apparel from over 1,000 companies from around the country. We get thousands of Americans into the outdoors via our own classes, outings and adventure travel trips.

If there are two thoughts I want to leave you with today, they are:

- First, the more we understand the outdoor sector, the more we can create jobs and opportunity;
- Second, the outdoors significantly enhances Americans' quality of life and contributes to a stronger America overall.

As a jumping off point – and on behalf of the Co-op's members – let me thank the committee for passing the OUTDOOR Rec Act last year. It will assure that the United States measures our sector's contributions with more authority and detail. The law is foundational to our shared path forward.

My industry colleagues have spoken to the latest economic assessment. I won't repeat the details. In my experience – when policymakers hear this data – they are hungry to learn how they can use it for economic development. The outdoor sector has many positive economic attributes:

- We are made up of thousands of Main Street businesses and entrepreneurs. We have prominent brands like REI, but the reality is our jobs are spread across businesses large and small. In rural towns, recreation is often the economic lifeblood.
- We are an innovative sector, and this country is the global hotbed of outdoor product innovation. Back in Seattle, we employ designers, as well as specialists in materials science and advanced manufacturing. We buy from dozens of other vendors high-tech camping gear, outdoor electronics and performance apparel.
- We also run sustainable businesses. In REI's own operations we work to minimize our environmental impact. Since 2008, we have grown revenue by 78% but limited growth in energy consumption to 4.5%. We are now 100% powered by renewable energy. We also invest in nonprofits, volunteerism and consumer-education to protect our public lands, because healthy public lands are the infrastructure our sector relies on.

Policymakers want to learn how to grow these innovative, Main Street, sustainable businesses. For instance, I know of economic development projects currently bubbling in Arkansas, Oregon, Utah and Washington. With data generated by the Rec Act, we should be able to move economic development along even faster. So again, thank you for your work on the legislation.

Then, there are the spillover benefits outdoor recreation generates.

- In some ways, our sector can be seen as adjacent to healthcare, but at the front end. An increasing body of science shows that time outdoors – exercising or rejuvenating – is good for you. It's low-cost preventative medicine. In some exciting REI-backed research, thought leaders at Cal Berkeley are finding that time outdoors can mitigate PTSD symptoms in our returning vets.
- Our sector also fosters positive community development. We know that towns with great outdoor opportunities attract a wider range of new businesses, both in the outdoor sector and beyond. We know that access to safe green spaces in cities, makes neighborhoods more cohesive, with a stronger social fabric. We know the more people walk and bike to jobs or transit, the more sustainable our transportation networks will be.
- The outdoors can even be part of childhood development. There is an increasing body of research that shows that kids open their minds in unique ways when they can explore and play outdoors.

All of these attributes, in the long run, contribute to a healthier economy, healthier people, healthier communities – and a stronger country.

We have limited time today, but REI looks forward to continuing the dialogue with this committee. At REI, we say, "a life outdoors is a life well lived." Together, we can make that a reality for more people, more communities, and more businesses.

At REI, we also know we can be more "United Outside." The outdoors is cherished and defended by America's leaders, left, right and center. We look forward to working with members of this committee with that united spirit in mind. Thank you.

Mr. LATTA. Thank you very much for your testimony today. And at this time the Chair recognizes Mr. Jones for 5 minutes for your opening statement. Thank you for being here.

STATEMENT OF JEREMY JONES

Mr. JONES. Good morning, Chairman Latta, Ranking Member Schakowsky, and members of the Subcommittee on Digital Commerce and Consumer Protection. My name is Jeremy Jones. I am a professional snowboarder and founder of Protect Our Winters, a nonprofit based in Colorado with over 150,000 members nationwide, and the founder of Jones Snowboards, a snowboard company with $8 million in annual sales.

Ten years ago, I founded Protect Our Winters because I have spent my life in the mountains and I have witnessed the impacts of climate change on our winters firsthand. Our mission is to engage and mobilize the snow sports industry to lead the fight against climate change.

The snow sports community deeply understands the threat that climate change poses on its future. Snowpack is now confined to the highest elevations and what should be falling as snow is in fact falling as rain. Our seasons are noticeably shorter. We understand that if we don't act to reduce greenhouse gas emissions we will see the end of winter as we know it. We are pleased that the Rec Act passed last year with unanimous bipartisan support, thank you.

Today I will speak to the importance of environmental protection to ensure a prosperous future for the outdoor recreation economy. As the climate continues to warm our winters, the snow sports industry is increasingly vulnerable. According to the Outdoor Industry Association's 2017 Outdoor Rec Economy Report, nationwide the snow sports industry generates 72 billion annually and supports 695,000 jobs. That means the snow sports industry is responsible for almost 70,000 more American jobs than our country's extractive industries.

Across the United States, average winter temperatures have warmed almost two degrees Fahrenheit since 1895 and that rate of warming has more than tripled since 1970. In the Sierra where I live, the snowpack is projected to decrease up to 70 percent by 2050. Ski resorts have lost over $1 billion in revenue and up to 27,000 jobs in low snowfall years the last decade. In recent seasons, 50 percent of resorts are both opening late and closing early. By 2010, 88 percent of resorts report utilizing snowmaking to supplement natural snow cover to stay in business which adds an additional 500,000 expense to their annual operations.

Unfortunately, climate change will decimate far more than the snow sports industry. Our snowpack will not be sufficient to keep stream temperatures low and warmer rivers will diminish fish habitat, making fishing difficult. In Montana, it is now prohibited to fly fish after 2:00 p.m. in the summer as the waters are too warm. This rule has devastated the fishing and guiding industry. Our rivers will have less water, reducing stream flow and making waters harder to navigate for kayaks and canoes.

These changes are already impacting rural economies nationwide and these are communities in places that you represent. From the Oregon Cascades to the headwaters of the Cheat River, from the

Sangre de Cristo Range to the shores of Lake Michigan, they rely on outdoor tourism for economic security.

I travel the world for my career. The climate change knows no borders; it is the same story everywhere. Early on, my career took me to Chamonix to ride the Vallee Blanche, a popular glacier run in France. In 1920, they built the train to take you back to town from the bottom of the glacier. As the glacier receded, they put in a chair lift to take you from the end of the glacier to the train.

When I first visited in 1990, it was a 20-minute hike from the end of the glacier to the chair lift. Today, it takes an hour to go from the end of the glacier to the chair lift to the train which takes you back to town. We know glaciers are receding, but this is occurring at an alarming rate. In the winter of 2010, I hiked up the grassy slopes of an old ski area in British Columbia with a friend. When I asked him why the resort wasn't open, he said, it just doesn't snow here anymore. He is 30 years old. He has seen winter diminish in his lifetime.

Now I call Truckee, California home. As the owner of a snowboard company, I run many small businesses that depend on a stable climate and snowy winters. With every inconsistent winter our community's economy suffers. Thanksgiving traditionally marked the start of winter. Tourists are now hesitant to make Christmas plans. This shortens our tourism season and the community from local outfitters to restaurants on Main Street to the resort employees pays the price. Snow is our currency.

Snowboarding has led me to a life outdoors. Just like farmers and fishermen I have observed these changes daily for the past 30 years. I am now a father. I constantly think about a world my son and daughter will grow up in. Climate change is changing places we play right now. In the future, what will these places look like for my kids? Will they experience a lifetime of snowy winters? I am deeply concerned about the future of outdoor recreation.

In this hearing's announcement, Chairman, you said you look forward to hearing how Congress can support the outdoor recreation economy's growth and viability. I respectfully request that you act on climate and mitigate greenhouse gas emissions to ensure the future and prosperity of outdoor recreation.

[The prepared statement of Mr. Jones follows:]

POW
PROTECT OUR WINTERS

April 27, 2017

Congressman Bob Latta
Chair, Subcommittee on Digital Commerce and Consumer Protection
2488 Rayburn House Office Building
Washington, DC 20515

Congresswoman Janice Schakowsky
Ranking Member, Subcommittee on Digital Commerce and Consumer Protection
2367 Rayburn House Office Building
Washington, DC 20515

RE: "Outdoor Recreation: Vast Impact of the Great Outdoors"

Good morning Chairman Latta, Ranking Member Schakowsky, and members of the Subcommittee on Digital Commerce and Consumer Protection. My name is Jeremy Jones, I am from Truckee, California. I am a professional snowboarder, the founder of Protect Our Winters, a non-profit based in Colorado with over 150,000 members nationwide, and the founder of Jones Snowboards, a snowboard company with $10 million in annual sales.

Ten years ago, I founded Protect Our Winters because I have spent my life in the mountains, and I have witnessed the impacts of climate change on our winters first-hand. POW's mission is to engage and mobilize the snowsports industry to lead the fight against climate change. The snowsports community deeply understands the threat that climate change poses on its future. Snowpack is confined to the highest elevations. What should be falling as snow is in fact falling as rain. Our seasons are noticeably shorter. We understand that if we don't act to reduce greenhouse gas emissions, we will see the end of winter as we know it.

We are very pleased that the REC Act passed last year with unanimous, bipartisan support—thank you. As a small business owner in the snowsports industry, I believe it is crucial for our government to understand outdoor recreation's impact when it comes to supporting jobs and economic growth.

I am present today to speak to the importance of environmental protection to ensure a prosperous future for the outdoor recreation economy. As the climate continues to warm our winters, the snowsports industry is increasingly vulnerable. According to the Outdoor Industry Association's 2017 Outdoor Recreation Economy Report, nationwide, the snowsports industry generates $72 billion annually and supports 695,000 jobs. That means, according to the Bureau of Labor Statistics, the snowsports industry is responsible for almost 70,000 more American jobs than our country's extractive industries. In 2012, Protect Our Winters contracted with the University of New Hampshire to produce an independent report to understand the economic cost to ski resorts in low snowfall years. I would like to share the data from that study with you today.

Across the United States, average winter temperatures have warmed almost two degrees Fahrenheit since 1895, and that rate of warming has more than tripled since 1970. In the Sierra, where I live, the



snowpack is projected to decrease up to 70% by 2050. The strongest winter warming trends have occurred in the northern half of the United States, where snow is an integral part of the economy.

Ski resorts have lost over one billion dollars in aggregated revenue between low and high snow fall years in the last decade. The corresponding impact on employment is a loss of up to 27,000 jobs. These values directly reflect the fact that in low snowfall years, states see up to 36% fewer skier visits. In recent seasons, 50% of resorts are both opening late and closing early. By 2010, 88% of resorts report utilizing snowmaking to supplement natural snow cover to stay in business, which adds an additional $500,000 expense to annual operations.

But unfortunately, climate change will decimate far more than just our winter tourism economy. We know that if snow continues to fall as rain, our ski areas will continue to struggle. But more so—the snowpack will not be sufficient to keep stream temperatures low, and warmer rivers will diminish fish habitat, making fishing difficult. Our rivers will have less water, reducing stream flow and making waters harder to navigate for kayaks and canoes. Rising temperatures will make it difficult to exercise outdoors, shortening our mountain biking, hiking, and trail running seasons. These changes are already impacting rural economies nationwide, and these are communities in places that you represent—from the Oregon Cascades to the headwaters of the Cheat River, from the Sangre de Cristo Range to the shores of Lake Michigan. They rely on outdoor tourism for economic security.

I recognize I just fired off a bunch of statistics. That's not all I came here to do. I traveled to Washington today to share my story with you:

I grew up on Cape Cod, and I went to high school in Maine. Winter has always been a big part of my life, and it has shaped who I am today. I have travelled the world for my career and climate change knows no borders. It's the same story everywhere.

Early on, my career took me to Chamonix to ride the Vallee Blanche. It's a popular run down a glacier. In 1920, they built a train to take you back to town at the bottom. Then, they put in a chairlift to take you from the end of the run to the train. When I first visited the Vallee Blanche, in 1990, it was a twenty-minute hike from the end of the glacier to the chairlift. Today, it takes an hour. We know glaciers are receding, but this is occurring at an alarming rate.

In 2007, I hiked up the grassy slopes of an old ski area in British Columbia with a friend. When I asked him why the resort wasn't open, he said "It just doesn't snow here anymore." He's 30 years old. He's seen winter diminish in his lifetime.

Now, I call Truckee, California home. As a rural mountain town dependent on tourism, Truckee depends on consistent snowfall. Each year, spring arrives earlier and earlier. This year, while we thankfully had snow at the highest elevations, we had rain throughout the winter at lower elevations that have always seen snow.

As the owner of a snowboard manufacturing company, I run one of the many small businesses in mountain towns that depend on a stable climate and snowy winters. With every inconsistent winter, our community's economy suffers. The ski resorts used to open on Thanksgiving; now, we're lucky if it's

POW
PROTECT OUR WINTERS

Christmas. This shortens our tourism season and my community—from the local outfitters and restaurants on Main Street to the resort employees—pays the price. Snow is our currency.

Snowboarding has led me to a life outdoors. Just like farmers and fishermen, I've observed these changes, daily, for the past 30 years. And now, I'm a father. I constantly think about the world my son and daughter will grow up in. Climate change is changing the places we play right now. In the future, what will these places look like for Mia and Cass? Will they experience a lifetime of snowy winters? I am deeply concerned about the future of outdoor recreation in the face of climate change.

In the press release to announce this hearing, Chairman Latta, you said you look forward to hearing first-hand from witnesses on how Congress can support the outdoor recreation economy's growth and viability. I respectfully request that you act on climate and mitigate greenhouse gas emissions to ensure the future and prosperity of outdoor recreation.

Sincerely,

[redacted]

Jeremy Jones
Founder and President
Protect Our Winters

Mr. LATTA. Mr. Jones, thank you very much for your testimony. And Mr. Landers, you are now recognized for 5 minutes for your opening statement.

STATEMENT OF JAMES LANDERS

Mr. LANDERS. Thank you. Batting cleanup today, yes, J. Landers. I am with the Recreation Vehicle Industry Association. That is the national trade association representing all recreation vehicles, from the big motor homes all the way down through the whole trailer system including the little pop-ups and the sliding campers that go in the back of a pickup truck.

So about a year and a half ago we did our first economic impact study and what we found we were really surprised. We, the RV industry, generates about $50 billion for the U.S. economy. In that process, we also discovered that we support about 290,000 jobs, and honestly, we are creating jobs faster than we can fill them. All right, think about that. Let me take you back a few years before that.

So during the Great Recession our industry got crushed. It is a disposable income product, so the unemployment rate in Elkhart, northern Indiana, was about 20 percent. I am happy to report that right now we are at about 3.1 percent which is virtual full employment. So as an example one of my biggest manufacturers, Thor Industries, they are expanding their capacity at four of their plants; more than that, now they are adding six new factories. Each factory is probably a hundred to 200 full-time, well-paying jobs. That is in northern Indiana, Idaho, Oregon, so various States around the country. And I can tell you they are not alone. There are plenty of other RV manufacturers and suppliers that are expanding.

So what is really fueling this growth? Several things. Retail and wholesale credit still readily available; interest rates are still very reasonable; consumer sentiment is solid; gas prices steady—that is nice. U.S. citizens have chosen now to stay home. They are not going abroad as much as they used to be, so staying home and visiting the iconic lands of our country, that is where we love to see that.

And the last part is the demand is from Baby Boomers. We know there are about 10,000 Baby Boomers retiring every day. And the other side of that is the Millennials. Who knew, right? The Millennials are looking at the convenience, the comfort, all of the amenities in these new RVs, whether it be a motor home or a trailer, and they are all about mobility and that is what we offer.

But we really do have some significant challenges. Our research shows that 89 percent of people buy an RV to go camping at some point. So of the 431,000 units that we put into the stream of commerce last year, that means about 383,000 want to go camping at some point and that is part of the problem. I can tell you now that the RV associated overnight stays in the national park system is declining.

In the early and mid- 80s, there were about 4.5 million RV related stays at the national campgrounds. We are down to about two million now, so it has been cut more than half. Why? The biggest reason, we have all heard about this in the news, infrastructure, right. The Federal land agencies haven't invested in their assets.

Campgrounds are in terrible shape, many of them. Marinas need work, the supply stores, the bathhouses, the bathing facilities, they all need attention. What we are really looking at is an Eisenhower-era campground system trying to provide needs for the 21st century recreation vehicle, and it is failing. It is just not working.

And as crazy as this sounds, the other big want that we have come to recognize is both Baby Boomers and Millennials want WiFi and broadband. I mean, even in the national parks, you spend the day out hiking and camping and walking, snowmobiling, you come back you want to connect, and especially the young Millennials. The other part of this is that the State campground system and the private campground system have invested in their facilities and so people are choosing to go to the State parks instead of the national parks and they are going to the private campgrounds because they can get the amenities.

So what are we going to do about this? Well, the recreation vehicle industry along with several other, about 13 to 18 other outdoor recreation trade associations formed a new trade group, a new coalition called the Outdoor Recreation Industry Roundtable, and this is the business side. Anything to do with outdoor recreation, it is in this coalition. And what do we want to do? Our charter is really to become a resource and a partner with the Federal agencies that deal with outdoor recreation.

We want to work with the agencies and Congress on three basic things: ensure reasonable access to all public lands; we want to establish a system of public-private partnerships, and specifically for us of course we are interested in modernizing and expanding the campgrounds; and we also want to encourage the departments to encourage a culture of yes, first, instead of well, maybe that is not really in my job description.

So to wrap up, the RV business is looking good. It is strong. All the indications look like 2017 is going to be even a better year, and we look forward to working with our fellow Outdoor Recreation Industry Roundtable partners to work with Federal agencies making sure that all outdoor recreation experiences are met and in fact exceeded. Thank you for your time.

[The prepared statement of Mr. Landers follows:]



"Outdoor Recreation: Vast Impact of the Great Outdoors"

Testimony of the Recreation Vehicle Industry Association

before the House Energy and Commerce Committee,

Digital Commerce and Consumer Protection Subcommittee

April 27, 2017

James Landers, Vice President of Government Affairs

The Recreation Vehicle Industry Association (RVIA) is the national trade association that represents the manufacturers of family camping vehicles, including motorhomes, travel trailers, fifth wheel travel trailers, folding camping trailers, park models and truck campers, collectively known as recreation vehicles (RVs), and their component part suppliers. RVIA's members produce approximately 98 percent of all RVs manufactured in the United States. A majority of these members are small business entities.

The RV industry has become an economic powerhouse and contributes $50 billion annually to the U.S. economy, as measured by RVs Move America, the economic impact study of the industry. A copy of the national level findings is attached as Appendix A to this testimony. On the interactive website, rvsmoveamerica.org, state and congressional district economic impact fact sheets are also available.

The RV industry currently supports 290,000 American workers and we're creating jobs faster than we can fill them. Our industry was hit hard during the "Great Recession" in 2008 and subsequently in 2009 posted our worst year since 1991. The unemployment rate in Elkhart, IN, where most RV manufacturing is centered, climbed to almost 20%.

However, I'm excited to report that we've come roaring back and are growing exponentially. In 2016, the RV industry posted its best year since the late 1970s with nearly 431,000 new RVs shipped, and the unemployment rate in Elkhart, IN has now dropped to 3.1%. Furthermore, we're already seeing significant growth in 2017!

So, what are the factors contributing to the significant growth of the RV Industry? First and foremost, the RV industry offers convenience, contemporary amenities, comfort, fun, adventure, and a chance to experience premier tailgating opportunities, exciting road trips, modern camping accommodations, family bonding and countless unforgettable memories.

We're engaging with current and potential RVers and recreation-minded individuals in new and unique ways through the industry's state-of-the-art Go RVing advertising campaign. We're promoting the RV and outdoor recreation lifestyle across digital and social media channels, as well as through conventional media outlets. Last year alone consumers engaged and interacted with 105 million total impressions with 763 thousand total followers creating 3.2 million Facebook video views, 13.3 million touches via Twitter and 900,000 interactions via Facebook Live events.

Other factors include: wholesale and retail lending is readily available; interest rates are low and consumer sentiment is solid; gas prices are reasonable; the desire of American citizens to stay in the U.S. and experience our iconic lands and waters versus going abroad; and demand from Baby Boomers retiring as well as demand from a diverse mix of Millennials and urban resident flocking towards the amenities and comforts the RV lifestyle provides.

RVIA, along with leaders of the top outdoor recreation trade associations, made an unprecedented move earlier this year to join forces in creating the Outdoor Recreation Industry Roundtable (ORIR). The Roundtable is comprised of America's leading outdoor recreation trade associations. Collectively, Roundtable members represent the thousands of U.S. businesses that

produce and provide equipment, gear, apparel, vehicles and services for the 142 million Americans who enjoy our nation's parks, waterways, and byways every year. The coalition spans outdoor recreational activities such as boating, fishing, hunting, camping, archery, shooting sports, trail sports, snow sports and powersports, and includes the various recreational vehicles, outdoor equipment, and clothing used to pursue these activities. ORIR is dedicated to:

- ensuring the primary drivers of the outdoor recreation economy across the U.S. are recognized;
- bolstering sustainable domestic job growth;
- changing the mindset of federal agencies so recreational access and visitor experience are prioritized;
- removing barriers that hinder private investment from being made on public lands and waters; and
- enacting the necessary policy reforms and collaborating with federal agencies to enable the outdoor recreation economy to reach its full potential.

But there are some challenges creating a bumpy road ahead for the RV industry.

Industry research shows that 89% of consumers purchase RVs to go camping. So that means 383,000 of the 431,000 RVs shipped JUST last year will roll up to many federal campgrounds this year, not counting the other 9 million RVers already traveling the country visiting the iconic lands and waters managed by the federal land agencies.

However, RV-associated stays within National Park Service campgrounds have declined from nearly 4.5 million overnights in the 1980s to less than 2 million overnight stays in 2013, which represents the worst year for RV overnight stays in National Park Service facilities in decades. This is occurring even though RV shipments and sales have grown dramatically, and state and private campgrounds are reporting significant increases in RV overnight stays.

Many campgrounds operated by federal agencies were constructed half a century ago and no longer meet the needs of the current and next generations of RVers. Campground modernization, particularly as it relates to RV camping, is needed throughout the federal campground system.

The RV industry and the Outdoor Recreation Industry Roundtable want to be a resource and partner with the Department of Interior, Department of Agriculture and other federal agencies to modernize campgrounds, streamline processes and offer suggestions to create additional revenue that can be used to address the backlogged maintenance and the deteriorating campground infrastructure.

The RV industry has outlined various factors that we believe have contributed to the drastic decline in RV overnight stays at National Park Service campgrounds which include, but are not limited to: a short camping seasons even though demand is high; the desire for RV camping sites far exceeds capacity in some locations; limiting access to where RVers can camp; a lack of amenities including broadband/Wi-Fi coverage, that current and next-generation RVers desire; in many instances the inability to reserve RV sites online hinders reservations; and small outdated RV sites can no longer accommodate modern RVs.

Removing barriers that prevent private companies from being able to invest in, modernize, and manage campgrounds is imperative. Public-private partnerships can be utilized more frequently as mechanisms -- many being budget neutral -- for increasing recreational access, addressing backlogged maintenance, and modernizing deteriorating assets.

For example:

- Campground operation is not an inherently federal responsibility and should be put out to bid to successful campground operators and concessionaires which will modernize assets, increase revenue, and provide a more enjoyable experience for all visitors.
- Contract length should be extended so concessionaires can amortize their investments.
- Approval process should be streamlined to less than 30 days so concessionaires can implement efficient and effective business decisions.
- Expanding broadband and wi-fi coverage, completely digitalizing the reservation and fee collection system, streamlining campground fee collection to prevent "honor system" revenue loss, allowing fee flexibility based upon site location and peak/non-peak season, extending the camping season based upon economic demand and weather, and capitalizing on revenues generated through RV camping will all greatly benefit federal campgrounds and the American people.

- The current process in place for registration is manual and inefficient. Having a system where an RVer can pick a campsite, reserve a campsite, pay for a campsite, and fill in all necessary information, so when they arrive to the campground all the staff has to do is simply scan a bar code and they capture all required information from the camper instantaneously and guarantee that payment has been processed is vital.
- Digital boards at the entrances to parks that show how many campsites are available will prevent campgrounds that have open sites from being shown as "full" on a hanging wooden board.
- No Department recreation asset that is simply lacking funding or behind in maintenance should be closed before a request for proposal has been submitted to the public to maintain, improve, or fund said asset. The public should have at least 60 calendar days to submit a proposal.
- A system is needed for the Department to be able to receive unsolicited proposals from for-profit companies, non-profits, volunteers, and individuals to rehabilitate, maintain, modernize, fund and/or expand existing or underutilized areas for improved visitor recreation experiences.

Ultimately, the RV industry and Outdoor Recreation Industry Roundtable are standing tall ready to partner with the Committee, Congress, the Department of Interior, Department of Agriculture and other federal agencies. We are committed to supplying innovative solutions and partnerships to advance our shared vision of increasing access to modern recreational opportunities and enjoyable experiences for all visitors on federal lands.

Mr. LATTA. Thank you very much for your testimony. I thank all of our witnesses for testifying before the subcommittee today, and I will recognize myself to begin the questions. And if I may, Ms. Roberts, I would like to start with a question to you.

First of all, interested in your testimony and all of the statistics that you quoted, especially how things have, really, the exponential number of changes like from 2012 for the industry of $646 billion and then that changing to, in just 5 years' time, to $887 billion, and also the $125 billion in taxes, and just on what we are looking at the industry has generated out there.

So I guess when you look at all this information, how does this information that we gather from the Outdoor Rec Act, how is that going to affect the industry as it moves forward and what do you think the role should be that we as policymakers should have then?

Ms. ROBERTS. Thank you for the question, Chairman Latta. The growth in the number between the 2012 report and the 2017 report really shows the growth in our industry over time. The other thing that occurred is that this report has really become the gold standard for how outdoor recreation is viewed and so we are always approached to add new activity categories, which we did in the report.

So, and then the other interesting bit of information is just that the sample size for this report was actually quite a lot bigger, 70 percent larger than in our 2012 report. And so looking ahead that is actually going to allow us to release data in the next 6 months that shows the economic impact, jobs created, taxes paid at the congressional district level, which I think will be very informative as local communities and as this body and Members of Congress think about how do you develop an outdoor recreation economy in your local community.

And for us that really means investing in outdoor recreation infrastructure, investing in public lands, ensuring that the facilities are there when Americans get outside to recreate that they have places to go. And I think that is both places to go near their homes so that outdoor recreation is a part of everyone's lives. Our goal is really to have an outdoor recreation opportunity within 10 minutes of everyone's homes as well as that people can aspire for the bigger adventures on the weekends.

So we really are looking for both local policymakers, State policymakers, and then the Federal Government to see our economy as a growth sector as uniquely American. These jobs are not easily outsourced. We are going to take advantage of our amazing natural resources that are here in the U.S. and as a way to drive opportunity for rural communities but also urban areas.

Mr. LATTA. Thank you.

Ms. Mihalik, if I could ask a couple of questions for you. Could you explain the program model that you use for Outward Bound to help our veterans and service members as they come back to their respective communities? And, really, I want to thank you for all that you are doing for our veterans out there. Thank you.

Ms. MIHALIK. Oh, you are welcome. Thank you for the question. So Outward Bound has a curriculum that has been developed since 1941 when Outward Bound was founded in Wales, came to the United States in Colorado in '67, and we have used the same model that entire time. It has evolved a little bit over time, but essen-

tially you are taking a group of people, and it could be veterans, it could be youth, it could be any adult, out into a wilderness setting and there is an intentional progression that the crew goes through in order to learn new skills.

With veterans it can be a little more unique. Our instructors receive a lot of additional training on how to deal with the issues that they are working through, but you take them through three phases of a course. There is training, main, final, where you are trying to teach them the skills that they are going to need out in real life but in a wilderness setting. Things like communication, how do you support each other; how do you ask for what you need? The veterans find as they are on these courses together they get to practice those skills in a setting that is familiar to them. It is much like being in a war setting. They are in the trenches with their crew, they get to work through those skills, and then they learn how to transfer them back to their day to day life.

Mr. LATTA. Thank you.

Ms. MIHALIK. Sure.

Mr. LATTA. And if I could turn to you, Mr. Berejka. In your testimony you mentioned that the outdoor recreation is an innovative sector. Can you highlight some of the innovations that come from this space and speak to the advancements in technologies that are being used to enhance outdoor recreation gear and apparel?

Mr. BEREJKA. Sure. In fact, my buddy Jeff, here, probably has an example on the chair. They have invented a water repellent jacket that uses recycled materials and that imposes limited harm on the environment. One of the things we are very conscientious of as we produce these products is not just how we assemble them but what their end of life is. And so REI awarded Columbia our first ever Root Award for inventing the most sustainable, water repellent jacket we have ever seen. That is just one example.

Mr. LATTA. Well, thank you very much. And my time has expired and at this time I will recognize the gentlelady from Illinois, the ranking member of the subcommittee, for 5 minutes.

Ms. SCHAKOWSKY. Thank you, Mr. Chairman. I want to take this opportunity, today is Take Your Daughters to Work Day, and I just wanted to introduce my adopted daughter for the day, Elena Tate. Stand up for 1 second, OK, Girls Inc., behind me, and also acknowledge Lizzy Carroll, who is here. Lizzy. Jeff Carroll, our chief of staff for the Democrats, his daughter. Thank you, Lizzy. Thank you, kids.

I also wanted to apologize, although he is not here, to Mr. Bucshon, who I called Mr. Mullin earlier, my colleague in Indiana, next to where I have a home and next to my district.

So let me talk a little bit about the environment—and I appreciate the emphasis on environment that we heard from everyone—from the standpoint very much of economics in our country which I think sometimes we don't think about. I was really interested in the statistics. Ms. Roberts and Mr. Jones talked a bit about that, all of you, really, about the contribution to our economy that is really dependent on our environment, and then concerns about the changing environment.

And so I want to turn to our witnesses, and I wanted to start—Mr.—now I am going to try it. I have "Bur-ah-ka."

Mr. BEREJKA. Bur-ay-ka.

Ms. SCHAKOWSKY. Bur-ay-ka, OK.

Mr. BEREJKA. It is a good Chicago Polish name.

Ms. SCHAKOWSKY. OK. I should know. Schakowsky, I should know that, but——

Mr. BEREJKA. Polish Lithuanian.

Ms. SCHAKOWSKY. Yes. So how concerned is your company, then, about the effect of climate change on the future stability and economic growth of the industry and your business in particular?

Mr. BEREJKA. I think REI Co-op identified climate change as a business risk probably 10 to 15 years ago. And so like the rest of the panelists, we are concerned that with the changing climate comes hotter, longer summers as well as shorter winters, and that can affect the economic vitality of the industry, for sure.

Ms. SCHAKOWSKY. Mr. Tooze, I wondered if you wanted to talk about that at all. I know you were talking about tariffs, and I want to talk about the climate.

Mr. TOOZE. Sure. Well, thank you. I appreciate that, Ranking Member. I think one way—ours is pretty easy, you know, we make products to adapt to all these changes. We produce in over 90 countries around the world and a multitude of climates, and we rely on the associations and whatnot to help address the things in a more macro level and then we make sure we protect our consumers.

We kind of have this—we keep our consumers warm, dry, cool, and protected, and then I think, you know, but we also have to align our values with our consumers. Marc was just talking about this jacket here which we have won lots of awards on, and it is actually waterproof-breathable, not just water resistant.

Ms. SCHAKOWSKY. Does it come in any other colors? Just asking, never mind.

Mr. TOOZE. It is actually made from 21 water bottles. It saved 13, one jacket saves 13 gallons of water because there is no dye using the process. It is PFC-free and it is still waterproof- breathable, very protective, and I think it is just a good—and it is recyclable. So it is a good showcase of what we try to do as a brand to adapt to that.

Ms. SCHAKOWSKY. Thank you. Many of the business leaders in our outdoor recreation industry recognize the threat of climate change, and since 2013 more than 1,000 companies have signed the climate declaration as a call to action. And Mr. Chairman, I would like to request unanimous consent to introduce a copy of this declaration for the record, including a list of the signatories from the outdoor industry.

Let me just say one sentence here that I thought I marked. There must be a coordinated effort to combat climate change with America taking the lead here at home. Leading is what we have always done and by working together, regardless of politics, we will do it again. And I know the Outdoor Industry Association is listed here and I am hopeful that—are all of you on this? I don't know. Anybody, oK.

I am just about out of time, but I did want to say to Mr. Jones, so are you concerned by efforts to slash funding for the Environmental Protection Agency, the Department of Interior, and other

Federal agencies with important missions regarding outdoor recreation?

Mr. JONES. It is incredibly disheartening. I feel like, you know, the EPA, for example, is a great example of an agency formed by a Republican with bipartisan support and to see this become a political issue, I think, has been a huge problem. And we are really at this 11th hour. We have the solutions and we just need to embrace them and we need bipartisan support to do that. And at a time when the EPA couldn't be more important, to see 15,000 jobs potentially get slashed is really scary.

Ms. SCHAKOWSKY. Thank you. I yield back.

Mr. LATTA. Thank you. And, without objection, the gentlelady's letter will be accepted for the record.

[The information appears at the conclusion of the hearing.]

Mr. LATTA. At this time the Chair recognizes the gentleman, the vice chairman from Mississippi, for 5 minutes for questions. Thank you.

Mr. HARPER. Thank you, Mr. Chairman. Thanks to each of you for being here. And this is such an important issue in every State, it is very important in my home State of Mississippi. We have some great homegrown success stories, companies such as Drake, and others like Longleaf and Mossy Oak that have really done a great job in this area for consumers. And Ms. Mihalik, I want to also thank you for the work with veterans. That is very important.

And for me, personally, as a parent of a child with special needs who is 27 and has intellectual disabilities, has Fragile X syndrome, this is an important area too for us. And so we look at ways and encourage you as we look at things how we make sure that they are included in your calculations on doing these things.

So at this time, Ms. Roberts, can I ask you a couple of questions if I may, what role do you believe that we play as policymakers to ensure continued growth and success of outdoor recreation?

Ms. ROBERTS. Thank you for the question, Mr. Vice Chairman. You know, I do really think it is, you know, a few things. One is ensuring that we keep our public lands public and so that they are accessible by all Americans and Americans have the opportunity to go out and enjoy our natural resources. I think it is funding, providing adequate funding for the land management agencies, so we do support full funding of the Land and Water Conservation Fund. And then adequate funding so that our lands are properly managed and that when Americans go out and they enjoy, whether it is to a national park, the BLM lands, Forest Service lands, they have an opportunity to have a great experience.

To Jeff's comments specific to really the business side, it really is looking at some of the outdated tariff codes and ensuring that our products are properly classified and that we do look at reducing tariffs on products that are no longer made in the U.S. so that consumers have the opportunity to access our products, our products remain affordable, and I do think that would help drive the innovation that Columbia Sportswear, REI, other companies are doing in terms of product innovation that is both on the sustainability side, some of the areas that Jeff talked about, as well as innovation around just our own operations. So those are some of the things that I feel Congress can do.

Mr. HARPER. Great, thank you very much. And Mr. Landers, I agree that having enjoyed traveling with friends on occasion in a motor coach or a motor home, it is great unless you are the driver. If you are getting to ride on one it is a great experience, great opportunity.

And the infrastructure issue is an important one that we face in this country, so are you seeing development, and I know your concern is the outdated infrastructure within our national parks and certainly State parks. Are you seeing development on the private side that is maybe compensating for that and accounting for any of the reduced numbers that you stated?

Mr. LANDERS. Yes, absolutely. I mean, when you think about a private campground that is an entrepreneur who has started that business, they are going to invest in that business to get bigger, get better. I would venture to say that almost every private campground has WiFi right now and has broadband. So, and if you shift to the States, we know that some States are investing heavily in their park system because it is a cash cow. It can be.

Mr. HARPER. Sure.

Mr. LANDERS. So yes, for the States that are doing the right thing, the privates are all over this, and unfortunately at the national level we need help.

Mr. HARPER. They need help.

Mr. LANDERS. They need help. They need attention.

Mr. HARPER. Right.

Mr. LANDERS. And really one of the biggest solutions, the potential solution is offering public-private partnerships where, you know, we can do things together at a faster pace.

Mr. HARPER. Thank you.

Mr. Berejka, if I could ask you. Did I come close on the pronunciation?

Mr. BEREJKA. You did. We are honing in on it.

Mr. HARPER. All right, that is close. We are in the right ZIP code.

Mr. BEREJKA. Yes, absolutely.

Mr. HARPER. In your testimony you touch on the spillover benefits of outdoor recreation. Can you explain the benefits American consumers and participants will see as well as how outdoor recreations help other economic sectors?

Mr. BEREJKA. Sure. To elaborate on a couple points in the testimony, one, like the folks at Outward Bound we are very excited about the health benefits of time outdoors and in particular time outdoors as it might address mental health needs. The research we are funding in California is looking at PTSD sufferers, and PTSD sufferers in particular enjoy enormous reductions in stress and anxiety from outdoor experiences.

I like to think of getting folks like PTSD sufferers access to more hiking and biking and fewer pills and treadmills. If the American taxpayers spend less on pills for PTSD sufferers and more on getting them hiking, we will all be better off.

Mr. HARPER. Thank you very much. I appreciate each of your testimony. I yield back.

Mr. LATTA. Thank you very much. The gentleman yields back and the Chair now recognizes the gentleman from New Jersey, the ranking member of the full committee, for 5 minutes.

Mr. PALLONE. Thank you, Mr. Chairman. I have a coastal district, so the outdoor recreation industry is very important to the communities I represent. So my questions are of Ms. Roberts. Your organization just released a report that highlights the role of beaches and beach-going activities for State and local economies. Could you just briefly share some of your findings on the economic role of the outdoor recreation industry for beach communities?

Ms. ROBERTS. Thank you for the question. As I mentioned earlier, one of the areas of growth in the report from the 2012 report to 2017 were really the water-based activities that we added. So we added sailing, surfing, other activities like that, and I think some of the reasons behind why we decided to add those activities has been the growth in those activities, the popularity of those activities.

The broadening, the crossover between some of the water-based sports in the past, I think one thing you have really seen is the growth of stand-up paddle. And so we are starting to see more accessibility into those types of water-based activities from the beginner to the more advanced surfing and that was the decision making behind our process in terms of adding those activities.

And I think the thing there as well is just as these communities along the oceans start to transition economies and think about, you know, how do you grow your economy in the 21st century, we are starting to see more and more communities invest in tourism and recreation infrastructure that support Americans coming to those areas to recreate.

Mr. PALLONE. Well, thank you. Now in my district we are fortunate to have the Gateway National Recreation Area which includes Sandy Hook, which is a seven- mile stretch of coastline that hosts over two million visitors to its public beaches every year. According to the National Park Service, Gateway National Recreation Area generated more than $247 million in economic output in 2016.

But the problem is the sea level is already rising at Sandy Hook and predictions call for as much as six feet of sea level rise by the end of the century. Modeling by the Union of Concerned Scientists shows that with that much rise most of Sandy Hook will flood every day, and that is just one example. So Ms. Roberts, what might the economic effects be for the outdoor recreation industry from rising sea levels and loss of coastline from climate change?

Ms. ROBERTS. Thank you. We are concerned about that and we do feel that Congress should take action to enact policy instruments that combat climate change. At the same time, we are working at the State and local level to talk with local policymakers, State legislatures about what can be done. So I think there is both enacting policy instruments that reduce carbon, and I think it is also incentivizing cleaner economies, solar, these other fewer carbon emission producing energy development. So those are things we are looking at.

I would say the other thing is that our industry is also doing its part in terms of our own operations. So whether or not that is producing more sustainable products, it is also thinking about our own operations as we transport product, as we build distribution centers. So the discussion within the outdoor industry is both how do

we reduce our own carbon footprint, but also how do we advocate for climate policies that transition our economy to a cleaner sector?

Mr. PALLONE. Well, thank you. Let me ask you one more question. Climate change is not the only threat to our natural environment and outdoor recreation. In the first 100 days of the Trump presidency we have seen numerous attacks on the environment that threaten public health, ecosystems, and the outdoor recreation industry. In February, President Trump signed the repeal the Stream Protection Rule and this rule had protected streams near surface coal mining operations, like mountaintop removal mines, from heavy metal contamination. What are some popular outdoor recreation activities that make use of rivers and streams, and can poor water quality impair those activities or make them less popular?

Ms. ROBERTS. Thank you. Yes, the activities that we have highlighted in our report would include any water-based activities, so it could be paddling, canoeing, and then of course fly fishing. So those are some of the activities that use streams and are dependent on clean waters.

Mr. PALLONE. All right. I mean, the rule that Trump repealed would have protected or restored nearly 6,000 miles of streams and 52,000 acres of forest over 2 decades, and those areas, in my opinion, have immeasurable ecological value and huge economic value as well. So thank you. I yield back.

Mr. LATTA. Thank you. The gentleman yields back and the Chair now recognizes the gentleman from Indiana for 5 minutes.

Mr. BUCSHON. Thank you, Mr. Chairman. Mr. Landers, in your testimony you said that in 2016 the RV industry and we talked before, has the best year since the late 1970s. So why do you think the industry had such a remarkable comeback and what do you kind of attribute that success to?

Mr. LANDERS. Thank you, Dr. Bucshon. Well, I elaborated on some of the points, the interest rates are low and—but, you know, one of the other portions that I didn't mention was the fact that we have a 20-year-old advertising program called Go RVing. And while it is focused on some television and video, we are now all over the social media platforms. And again, this is driving not only the Baby Boomers, but we are opening up all sorts of markets with the Hispanic market, with the African American market and the Millennials and the Gen Xers. So honestly, we cannot build recreation vehicles fast enough to satisfy the demand.

Mr. BUCSHON. So you think it is probably, really, a big cultural shift on most in thought process in the 1970s, I mean we had campers, and every weekend we went to the lake. But I haven't done that in my own life, I had other things to do, but maybe my kids are starting to do that, right? So maybe people are recognizing again the benefits of being out there and how enjoyable it is.

Mr. LANDERS. Right. When you look at the campers from back in the '70s and '80s to the ones now, I mean now you are pushing a button and virtually both entire walls can expand, so some of the campsites that are in the campgrounds are not wide enough any longer and some of the vehicles are longer so you need the pull-through sites instead of trying to back something in there.

I think that on the whole recreation vehicles now offer all of the conveniences that you have in your house. Some of these vehicles are extremely expensive, but most of them are really very affordable. And what we are finding is that more people are deciding to stay home. You know, if you went and you took a family of four and you flew somewhere you are paying for the airfare and then you are renting a car and then you are eating at a restaurant every day and you are staying at hotels and you have all that in a recreation vehicle.

Mr. BUCSHON. And leading into that then, are there any barriers, you know, governmental barriers or other things that you see in the future as it relates to whether it is technological advances or other things that you see that Washington, DC, can potentially be helpful to you all in your industry to further advance and expand your business?

Mr. LANDERS. You know, when you ask that because it was just last week we ended up having a meeting with NHTSA, because my own concern is the autonomous vehicle industry is moving along very quickly and I personally feel like we are going to be there before you know it and I didn't want the industry to get caught behind.

So invariably we get caught up in automobile, truck, bus, housing legislation regulations, but it is time for us to kind of get out a little bit further in front of, you know, everybody has this image of wouldn't it be fabulous to get in an RV and then preprogram it and then go in the back and have a sandwich and watch the game?

Mr. BUCSHON. That would be nice.

Mr. LANDERS. That would be nice. We are not quite there yet, but we are on the way, and we want to work with the Congress, with NHTSA, with everybody to make sure we have——

Mr. BUCSHON. Good. And that is appropriate. I am glad you said that because this subcommittee has been having some hearings on autonomous vehicles and so the inclusion of your industry in that overall discussion may be something that comes out of this hearing and I appreciate that. So Mr. Chairman, I yield back.

Mr. LATTA. Thank you very much. And the Chair now recognizes the lady from the Great Lakes State for 5 minutes.

Mrs. DINGELL. Thank you, Mr. Chairman. I have been on a camper. We lived in—and my best friend now, whose husband owns hockey teams and started—will only travel by recreational vehicle, and I am going to tell her I made that point today.

But Michigan has got over 200,000 snowmobile trail permits and expenditures on snowmobiling equipment which totals $235 million. We have more hunters than any other State, and Lord knows I am married to one of them—we don't agree on that one issue—and they contribute $304 million to local economies while hunting. That is a good thing. We have 3.9 million acres of State forest, 150 State forest campgrounds, thousands of miles of trails, 7,500 hundred miles of river, and hundreds of miles of Great Lakes shoreline. So we obviously agree with all of you and care deeply. Certain policies, we are worried about what is happening here in Washington though and how we make sure that we are not putting the outdoor tourism economy in jeopardy.

Ms. Roberts, in your testimony you state that protecting America's public lands and waters are essential to ensuring the growth and success of the outdoor recreation economy. Would you agree that investing in conservation programs such as the Great Lakes Restoration Initiative has a positive impact on jobs?

Ms. ROBERTS. Thank you for the question. Yes, we would agree with that.

Mrs. DINGELL. So the President's budget proposal looks to eliminate $300 million in spending on the GLRI. Would zeroing that out budget hurt us both economically and environmentally?

Ms. ROBERTS. We are concerned with proposed cuts to the Department of Interior and the Department of Ag, the Forest Service. Obviously we are interested in the Forest Service recreation. We would also encourage Congress to think about how we are currently funding wildfires and we think about changing that and there are several bills that have bipartisan support that would ensure that we don't take away from our recreational accounts to fund wildfires. So we do feel that adequate funding by Congress is important to helping our economy continue to grow.

Mrs. DINGELL. And could be hurt if we didn't.

Ms. ROBERTS. Yes.

Mrs. DINGELL. Thank you.

Mr. Jones, in your testimony you state that climate change will decimate not only your industry but other industries as snowpacks will not be sufficient to keep stream temperatures low. What can Congress do to help mitigate manmade climate change, and then I am going to get political and really say should we remain in the Paris agreement?

Mr. JONES. Yes. I mean, I guess to end where you, or start where you ended, I mean we need bipartisan support for real action on climate. We believe it is a jobs producer, acting on climate. To not be in the Paris agreement along with 195 other countries would be very bad.

So in short, I mean, our goal is to have real action from our elected officials to act on climate, and it is very hard to—I feel like we look really short-term right now, and we are behind and we are losing jobs because of it, and this issue is not going away. It is astonishing. I talked about this ski area in my testimony, in Canada where this guy had basically lost his ski area to climate change. It no longer snows, and that was 12 years ago. And I thought like, well, I don't have an issue in my town on that. We have never not been able to open. And we are just coming off of a 4-year drought where we virtually couldn't open the bottom of the mountain, so real definitive action on climate at a policy level would be huge.

Mrs. DINGELL. Thank you. I only have a few seconds.

So, Ms. Roberts, I am going to ask you about the Land and Water Conservation Fund which was created in the '60s, probably by somebody I know and loved, which has provided recreation access, secured key, wildlife habitat, and protected the very outdoor resources that we are talking about today—hunting, fishing, hiking.

Can you tell me what your companies are saying and how you view the connection between that key program and the economic contributions your industry makes, please, in 9 seconds?

Ms. ROBERTS. Sure. Thank you for the question. We had about 120 of our industry executives in town over the last couple days and advocating on behalf of the Land and Water Conservation Fund was a major effort and a major ask in all of those meetings.

Mrs. DINGELL. Thank you.

Mr. Chairman, I still want to tell you, my favorite thing when I want to escape from this place, which is more often lately, is floating down the river in the inner tube, which none of you talked about and I did every single day as a kid. And your parents would kill you for like going out on the buoy and waiting for the freighter and going in the wake. It was great.

Mr. LATTA. Well, thank you very much. The gentlelady yields back and the Chair now recognizes the gentleman from Pennsylvania for 5 minutes.

Mr. COSTELLO. Well, picking up where Mrs. Dingell went off, whether it is her floating down the river or a lot of people wanting to throw us all in the river, I think there is probably some similarities there. But disposing of the levity there, let me ask a question of the panel with a little bit of context.

Outdoor recreation is so diverse in scope and it means so much and I think that that is why it is so important to our country because people look at it and utilize it in many different ways. A good example in my district, the Schuylkill River National Heritage Area, for many years a portion of the Schuylkill River that runs through my district from Valley Forge National Park west towards the central part of the State had fallen victim to neglect.

But through efforts of dedicated community leaders and volunteers, the area was transformed. Today, that National Heritage Area generates nearly 590 million annually and supports over 6,000 jobs. The resurgence of the health of the Schuylkill River and the connected landscape is a core reason outdoor recreation is flourishing in communities in my district.

The commitment to revitalize the natural resources through the restoration of the Schuylkill River and the Schuylkill River Trail has given the region improved recreational assets and has been a trigger for economic development whether it is the free bike sharing program in the State of Pennsylvania, which was one of the first in the State, or kayak rental shops, fishing stores, restaurants, and hotels which have sprung up as a result.

There is a host of public policy considerations which I would like you to share with me as to what we need to focus on as policymakers. Community planning, infrastructure—we passed a water infrastructure bill, which I think is very critical. Certain environmental protections, Ms. Dingell mentioned the LWCF which I and many others are strong supporters of from a recreational resource perspective. Mr. Bucshon mentioned how technology is playing an increasing role in the outdoor recreational movement, the role of riparian corridor buffers.

And so here is my question. The multidimensional nature of outdoor recreation does fuel employment in a variety of sectors. Can you explain the positive ripple effects you see with the outdoor recreational industry as a catalyst for economic resurgence?

And secondly, we talk about leveraging public- private partnerships; that can mean many different things. But with respect to

your companies, organizations, and trade associations, how have you worked to employ this dual cooperation given the unique nature of the outdoor recreational opportunities in any given congressional district and what can we do to strengthen that? Related to that, what are the challenges that we face to make sure that we are providing an enhanced experience moving forward for all constituents? So I will keep it open-ended and ask all of you to just weigh in on that topic. Thanks.

Mr. LANDERS. Well, it sounds like there was an investment in the river and the surrounding areas and it has turned into a job-creating entity and an enjoyment for your local citizens. So what we are advocating as part of the Outdoor Recreation Industry Roundtable is that yes, these are assets and when invested in them it is a cash cow. It is a positive return. So we are trying to work with Interior and Agriculture to encourage them to work with us and generate some public- private partnership opportunities to get a better return.

So I would tell you one quick story that I heard over the last couple days. The Blue River in Colorado is part of the Forest Service campground inventory, and it was making money and it was great, but they ended up closing that whole campground because of the beetle kill. So instead of investing money to clear the trees that were causing potential danger they decided to close the whole thing.

So not only did they lose the revenue, they lost the ability to—they also said, "Oh, look, we have addressed part of the backlog by taking it off our books." So it was a double whammy. So investing in facilities and using public-private partnerships seems to be the way to go.

Mr. BEREJKA. I will weigh in here also on the importance of public-private partnerships. Jeff spoke to how Columbia supports hundreds of not-for-profits. REI likewise supports hundreds of not- for-profits. Some overlap there, but between the two companies, you know, we are probably north of 500 different not-for-profits that we support around the country. Those not-for-profits aren't just organizations they are people, and inside the organizations those people are extremely passionate about whether it is floating down a river or going on an RV trip.

And so those nonprofit leaders can often find—and it sounds like this was your experience on the Schuylkill—they can find the best places for people to recreate and then with their volunteerism sort of be that leading edge of recreation infrastructure. But once they are at the leading edge, there is a role for Government to come in and provide support for the infrastructure. I think all of us agree that recreation assets in today's day and age are infrastructure and it is an important role for Government to be there as you consider infrastructure packages to include outdoors as infrastructure.

Mr. COSTELLO. That is a good point. Thank you. Mr. Chairman, I yield back.

Mr. HARPER [presiding]. The gentleman yields back. The Chair now recognizes the gentleman from Texas, Mr. Green, for 5 minutes for questions.

Mr. GREEN. Thank you, Mr. Chairman. And I would like to thank both Chairman Latta and Ranking Member Schakowsky for holding today's hearing.

Outdoor recreation including hiking, fishing, hunting are quintessential American traditions and I am glad that we are taking time today to recognize the economic impact that this industry has and examine with our panel the benefits of the industry towards conservation. I have a very urban district in Houston, but all of us want to get out in the country because we are in a big city.

And my experience is I learned to hunt with my father-in-law and fish, and my son and I did the same thing. And if I could show it to you, my son and two of our grandsons in South Texas actually got an alligator last weekend, and it shows my two grandsons, one of them straddling the alligator. I just hope he didn't use my grandsons as bait. So outdoors is important, and in Texas come late November, early December, we see lots of RVs going to South Texas where my son and his family actually live. And there are a lot of winter Texans down there that enjoy the—so it is really important outdoor sports around the country, but particularly where I come from.

In the early part of last century, many wildlife species were dwindling in numbers around our country. And at the behest of the firearms industry, Congress imposed an excise tax on the sale of firearms and ammunition products known as the Pittman- Robertson Act. Since its enactment, $11 billion has been distributed to States for conservation and outdoor education under Pittman-Robertson, making the firearms industry the largest contributor to conservation and access. I bring this up because I am surprised how many people do not know that hunting and conservation go hand in hand.

And I would like to get a response from any of the panel on the Pittman- Robertson because Congress should be reauthorizing it. Anybody have a comment on it? No. Tell me about the ways your industry contributes to conservation efforts that most people don't about. I know REI obviously has a great record.

Mr. BEREJKA. I mean I could elaborate. Of those 300 organizations we support, the overwhelming majority are stewardship organizations that go into favorite places to recreate and they do the trail cleaning, they do the trail maintenance. They are the ones who are at the leading edge often of repairing infrastructure if it has fallen into disrepair.

Ms. MIHALIK. I will add that for Outward Bound one of the issues that we have struggled with when we open new course areas, so course areas anywhere, it could be a river or it could be a hiking trail where we want to take people, is often access. So we worked recently with the Chesapeake Conservancy to open a course on the Nanticoke River. There was not access to water. There was not access to campsites.

But this is an amazing river in Maryland that people should be able to explore, so we were able to establish partnerships with the Conservancy, which is a conservation organization, National Park Service, and our local Department of Natural Resources to all come together to be able to open that area, and now we take about 60 kids per year down that river.

Mr. GREEN. Anyone else? Going back to the example of Pittman-Robertson, one of the areas I have concern about is the aging demographic of sportsmen. If current trends continue, State wildlife agencies will not be able to rely on the same level of funding as older hunters hang up their hats and aren't replaced by younger hunters. As an industry and as a legislative body, what can we do to ensure that our children and grandchildren have the same access or expanded access to natural resources that we have grown up with?

Ms. ROBERTS. So as part of the outdoor industry's efforts we have a nonprofit called the Outdoor Foundation, and the Outdoor Foundation's mission is to encourage a new generation of youth to get outside and recreate and that includes all of the activities that we covered in our economic report. And so our industry has come together to fund nonprofits across the country who take kids outside.

And one key element that we found early on through really pilot and error is that the importance of mentorship and create an opportunity for that bond to form, whether it is in a family or it is just an older person who is experienced, whether in fishing, hunting, rock climbing, any sort of activity that takes a youth outside but repeatedly exposes the youth to that experience. That is how you build a lifelong love of these activities.

And so what we have done is really bring together all of the industry's resources and then spend time ensuring that these local groups that are on the ground take these kids outside. And I think that is the most effective way to ensure that we do have the next generation that loves the land but also loves these activities.

Mr. GREEN. Mr. Chairman, I know I am out of my time. But if I could give a commercial, I am the co-chair of the Congressional Sportsmen's Caucus along with my colleague Jeff Duncan from South Carolina, and we will soon be introducing the SHARE Act, the Sportsmen's Heritage and Recreational Enhancement Act, a compilation of a package of bills aimed at improving access to public lands and preserving and expanding sportsmen's issues. And I appreciate you letting me do the commercial.

Mr. HARPER. Very well-done commercial too, Mr. Green. Seeing there are no other Members here to ask questions for the panel, I want to thank each of you for taking time out of your busy schedule to be here and share your insights with us.

Before we conclude, I would like to include the following documents to be submitted for the record by unanimous consent: a letter from Vista Outdoor and a letter from AMA. Seeing no objection, those are admitted.

[The information appears at the conclusion of the hearing.]

Mr. HARPER. And pursuant to committee rules, I remind Members that they have 10 business days—I believe we may have something else we would like to submit for the record, and I will recognize the ranking member.

Ms. SCHAKOWSKY. Thank you. The Low-Carbon USA letter from U.S. businesses and an EPA fact sheet.

Mr. HARPER. And, without objection, those are admitted to the record.

[The information appears at the conclusion of the hearing.]

Mr. HARPER. And pursuant to committee rules, I remind Members that they have 10 business days to submit additional questions for the record and I ask that witnesses submit their responses within 10 business days upon receipt of any questions. Without objection, this hearing is adjourned.

[Whereupon, at 11:45 a.m., the subcommittee was adjourned.]

[Material submitted for inclusion in the record follows:]

PREPARED STATEMENT OF HON. GREG WALDEN

As the longest-standing committee on the Hill, Energy and Commerce has long sought to highlight industries and promote policies that will boost our economy and create more jobs. That is precisely why I am excited about the topic of our discussion today: the outdoor recreation industry. Increasingly, we are seeing the economic prowess of outdoor recreation and understanding how vital it is to a healthy American economy. In recent years, outdoor recreation has demonstrated its importance by injecting hundreds of billions of dollars into the U.S. economy and generating millions of jobs.

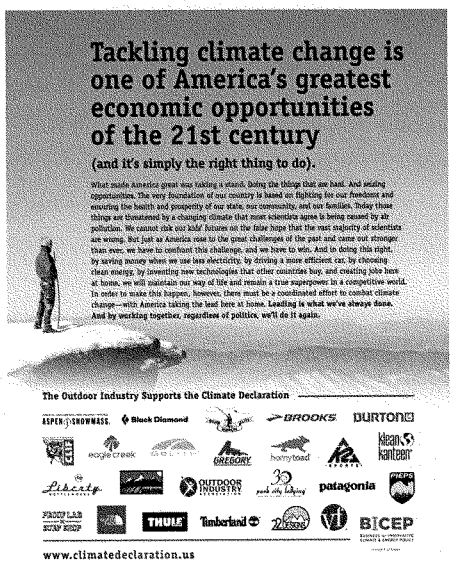
The outdoor recreation industry has quickly become one of our Nation's largest economic sectors. From manufacturing to retail and accommodation to transportation, outdoor recreation affects many major U.S. economic sectors. It's an industry that is truly driven by the American consumer. Every year millions of Americans spend their hard-earned dollars on everything from gear and vehicles to trips and travel. In fact, Americans spend about $185 billion on outdoor recreation gear and roughly $702 billion on everything from airfare and lodging to lift tickets and guided tours.

I'd like to highlight Columbia Sportswear and the RV Industry Association joining us among our panel today, as my home State of Oregon, and specifically my district, benefit greatly from both. Northwood Manufacturing and Keystone RV design develop and manufacture RVs, helping to create jobs and economic stability in Oregon's Second District. Columbia, which is headquartered in Oregon, helps supports folks across the Beaver State. I am happy to have you here with us today and thank you for your work back home.

Oregon is also home to some of our Nation's greatest public treasures. From Crater Lake National Park to the Columbia River Gorge and many other impressive public lands, Oregon offers an abundance of outdoor opportunities. Nearly 70% of all Oregon residents take advantage of these public lands and outdoor recreation opportunities annually. This high level of consumer engagement has resulted in almost 141,000 jobs and $4 billion in wages and salaries back home in Oregon alone.

As Chairman Latta indicated in his opening, the 114th Congress passed the Outdoor REC Act which ensures outdoor recreation will be counted as part of the U.S. GDP. The data provided through this effort will help inform policymakers about how outdoor recreation is quickly becoming a powerful economic engine on public lands. The data will also help to guide budget and investment decisions at every level of Government, including how to boost rural economies, attract out-of-State employers and visitors, and create sound policies that preserve public lands for future generations.

I look forward to exploring the economic and social benefits of outdoor recreation as well as any barriers that may stifle continued growth and success in this extremely important industry. I want to thank you all for being here with us today, and I look forward to hearing your testimony.


Tackling climate change is one of America's greatest economic opportunities of the 21st century
(and it's simply the right thing to do).
What made America great was taking a stand, doing the things that are hard. And seizing opportunities. The very foundation of our country is based on fighting for our freedoms and ensuring the health and prosperity of our state, our community, and our families. Today those things are threatened by a changing climate that most scientists agree is being caused by air pollution. We cannot risk our kids' futures on the false hope that the vast majority of scientists are wrong. But just as America rose to the great challenges of the past and came out stronger than ever, we have to confront this challenge, and we have to win. And in doing this right, by saving money when we use less electricity, by driving a more efficient car, by choosing clean energy, by inventing new technologies that other countries buy, and creating jobs here at home, we will maintain our way of life and remain a true superpower in a competitive world. In order to make this happen, however, there must be a coordinated effort to combat climate change—with America taking the lead here at home. Leading is what we've always done. And by working together, regardless of politics, we'll do it again.
The Outdoor Industry Supports the Climate Declaration
ASPEN SNOWMASS
Black Diamond
BROOKS
BURTON
eagle creek
GREGORY
hornytoad
klean kanteen
Liberty
OUTDOOR INDUSTRY ASSOCIATION
patagonia
PROFILE BUSH HOOP
THULE
Timberland
BICEP
www.climatedeclaration.us

VISTA
OUTDOOR

Fred Ferguson
VP, GOVERNMENT RELATIONS
fred.ferguson@vistaoutdoor.com
(571) 457-9082

April 25, 2017

The Honorable Bob Latta
Chairman
Subcommittee on Digital Commerce and Consumer Protection
2125 Rayburn House Office Building
Washington, D.C.
20515

Dear Chairman Latta:

Vista Outdoor strongly supports the upcoming Subcommittee hearing on *Outdoor Recreation: Vast Impact of the Great Outdoors*. The hearing will elevate the importance of outdoor recreation and inform Members of Congress as legislation that impacts outdoor recreation and outdoor policy is considered.

The outdoor recreation economy is rapidly expanding. According to the latest report from the Outdoor Industry Association, the outdoor economy generates $887 billion in annual consumer spending and employees 7.6 million Americans. The National Park Service continues to set attendance records as more people seek a unique outdoor adventure. And Congress – led by the Energy and Commerce Committee – recognized the importance of outdoor recreation with enactment of the Outdoor Recreation Jobs and Economic Impact Act (P.L. 114-249) during the 114th Congress.

The 115th Congress also has an opportunity to positively support the outdoor recreation economy. There are a variety of bipartisan bills that would increase access to federal lands, enhance federal land management, and support the health, integrity, and beauty of some of the nation's most scenic landscapes. While many of these bills fall outside of the jurisdiction of this Subcommittee, we implore the members to support advancement of these bipartisan measures as they are considered by the full House of Representatives.

As a leading designer, manufacturer, and marketer of outdoor sports and recreation products, Vista Outdoor understands first-hand the positive impacts of outdoor recreation. Our products help facilitate outdoor adventures through a range of products that include sporting ammunition and firearms, outdoor products, outdoor cooking solutions, outdoor sports optics, hydration systems, golf rangefinders, performance eyewear, action sports helmets and goggles, footwear and a variety of cycling accessories, stand up paddle boards and accessories.

Thank you for the opportunity to provide feedback for this important hearing. Vista Outdoor looks forward to working with the Subcommittee on crafting policies that enhance outdoor recreation and get more people into the great outdoors.

Sincerely,

[redacted]

Fred Ferguson
VP, Government and Industry Relations
Vista Outdoor

CC: The Honorable Janice Schakowsky, Ranking Member, Subcommittee on Digital Commerce and Consumer Protection
The Honorable Rob Bishop, Chairman, House Natural Resources Committee
The Honorable Raúl M. Grijalva, Ranking Member, House Natural Resources Committee

AMERICAN MOTORCYCLIST ASSOCIATION

April 26, 2017

The Honorable Robert Latta
Chairman
Subcommittee on Digital Commerce and Consumer Protection
2125 Rayburn House Office Building
Washington, D.C. 20515

The Honorable Janice Schakowsky
Ranking Member
Subcommittee on Digital Commerce and Consumer Protection
2322A Rayburn House Office Building
Washington, D.C. 20515

Dear Chairman and Ranking Member:

The American Motorcyclist Association applauds the Subcommittee on Digital Commerce and Consumer Protection for holding the hearing titled, "Outdoor Recreation: Vast Impact of the Great Outdoors." Responsible motorized recreation stimulates state and local economies with jobs and revenue.

Founded in 1924, the AMA is a 213,000-member nonprofit organization whose mission is to promote the motorcycle lifestyle and protect the future of motorcycling.

According to a report from Ohio University, motorized recreation and tourism in southeastern Ohio in 2008 generated nearly $1.4 million in direct spending, more than $1.8 million in total output, nearly $660,000 in total labor income and 26.26 full- and part-time jobs.

A 2012 report by the Western Governors' Association found Americans spend $256 billion on outdoor recreation in the U.S. West, employing 2.3 million people and generating $31 billion in federal, state and local taxes.

The Outdoor Industry Association found that national spending on outdoor recreation totals $887 billion annually. More specifically, a 2013 study by Southwick Associates estimated the economic impact of off-highway-vehicle recreation nationally to be $120 billion.

A study released by the Colorado Off-Highway Vehicle Coalition in December 2016 shows that the estimated economic contribution of summer and winter OHV recreation to the State of Colorado was $2.3 billion during the 2014-2015 season. That figure includes $1.8 billion in total annual sales, direct or indirect support of nearly 17,000 jobs and $671 million in labor income. The report also notes the recent increases in the popularity of motorized recreation in Colorado and expectations that it will continue to increase.

444 North Capitol Street, NW | Suite 837 | Washington, D.C. 20001
Phone (202) 220-1390 | Fax (202) 220-1399 | www.AmericanMotorcyclist.com | @AMA_Rights

Again, thank you for holding this important hearing. The AMA looks forward to working with you on all motorcycle-related issues before Congress.

Sincerely,

[redacted]

Wayne Allard
Vice President, Government Relations

BUSINESS BACKS LOW-CARBON USA

One thousand companies and investors have signed the Business Backs Low-Carbon USA statement since November 2016. Companies and investors wishing to add their name to the statement can do so by registering here. For media inquires, please contact: Peyton Fleming fleming@ceres.org or Melanie Gade melanie.gade@wwfus.org.

Dear President Trump, Members of the US Congress, and Global Leaders:

We, the undersigned members in the business and investor community of the United States, re-affirm our deep commitment to addressing climate change through the implementation of the historic Paris Climate Agreement.

We want the US economy to be energy efficient and powered by low-carbon energy. Cost-effective and innovative solutions can help us achieve these objectives. Failure to build a low-carbon economy puts American prosperity at risk. But the right action now will create jobs and boost US competitiveness. We pledge to do our part, in our own operations and beyond, to realize the Paris Agreement's commitment of a global economy that limits global temperature rise to well below 2 degrees Celsius.

We call on our elected US leaders to strongly support:

1	2	3
Continuation of low-carbon policies to allow the US to meet or exceed our promised national commitment and to increase our nation's future ambition	**Investment in the low carbon economy at home and abroad in order to give financial decision-makers clarity and boost the confidence of investors worldwide**	**Continued US participation in the Paris Agreement, in order to provide the long-term direction needed to keep global temperature rise below 2°C**

Implementing the Paris Agreement will enable and encourage businesses and investors to turn the billions of dollars in existing low-carbon investments into the trillions of dollars the world needs to bring clean energy and

prosperity to all.

We support leaders around the world as they seek to implement the Paris Agreement and leverage this historic opportunity to tackle climate change.

18 Rabbits, Inc.

22 Designs

2pp

3P Partners

3rd Rock Data

3Sisters Sustainable Management, LLC

475 High Performance Building Supply

900 Degrees Neapolitan Pizzeria

Abode Home Furnishings

Abt Electronics

Abundance Food Co-op

Acer America Corporation

Active Minds LLC

Addenda Capital

adidas Group

Adobe, Inc.

Adopt-A-watt

AdventureCORPS, Inc.

Aegis Renewable Energy

AGF Investments Inc.

Agrarian Ales

AjO

Akamai Technologies, Inc.

Aker Wade Power Technologies

Allagash Brewing Company

Allianz

Allumia

AlphaFlow, Inc.

Dominican Sisters of Hope

Dominican Sisters of Mission San Jose

Dominican Sisters of Peace

Dominican Sisters of San Rafael

Dominican Sisters of Sparkill

DoneGood

Donna M. Carr, M.D.

Dorothea Leicher NCpsyA

Douglas Elliman

Drew Maran Construction, Inc.

Ducoterra LLC

DuPage Psychological Associates

DuPont

Durango Compost Company

DynoForms

Eaglecrest Ski Area

Earth - Bread + Brewery LLC

Earth Essence

Earth Friendly Products (ECOS)

EarthKind Energy

Earthprints

Earthshade Natural Window Fashions

Ebates

eBay

Ecco Bella

Le Pain Quotidien

Leadership Team Sisters of St. Francis of Tiffin, OH

Leadershp Momentum

LEEDerGroup.com

Leisure Wheels Quadracycles

Leslie Lawton Connected Communications

Levi Strauss & Co.

Lex Machina

LifeSource Natural Foods

LifeWise Community

Liftopia, Inc.

LightWave Solar

Lin Industries, Inc.

Linear City Concepts

LiveNeighborly

Livingston Energy Innovations

LM Holder III FAIA

Locksley, Inc.

Long Wind Farm

Longhorn Solar

Lookout Pass Ski & Recreation Area

Los Angeles Cleantech Incubator

Lotus Foods, Inc.

Louis Berger

Lumenomics, Inc.

Luna & Larry's Coconut Bliss

Lutsen Mountains Corporation

Lyft

Sheng Ai International,LLC

Shift Advantage

Sidel Global Environmental

Sidel Systems USA Inc.

Siegel & Strain Architects

Sierra Club Foundation

Sierra Energy

Sierra Nevada Brewing Co.

Sierra Real Estate

Sigma Capital

Silicon Ranch Corporation

Simply Perfect Beauty

Sisters of Bon Secours USA

Sisters of Charity of Leavenworth

Sisters of Charity of New York

Sisters of Charity, BVM

Sisters of Saint Francis, Rochester, Minnesota

Sisters of Saint Joseph of Chestnut Hill, Philadelphia, PA

Sisters of St. Dominic of Caldwell

Sisters of St. Dominic, Racine, Wisconsin

Sisters of St. Francis of Philadelphia

Sisters of St. Joseph

Sisters of St. Joseph of Boston

Alta Ski Area
Altiz Orchard
Amalgamated Bank
Amber Kinetics
AMD
Ameresco, Inc.
American Licorice Co.
American Outdoor Products, Inc.
Amherst College
Amicus GBC, LLC
Anchor
Ankrom Moisan Architects
Annie Card Creative Services
Annie's, Inc.
Anthesis Group
Anthropocene Institute
Applied Sustainability Group
Appraccel
Appropriate Technology Group, LLC
Apricus Inc.
Aradia's Temple
Arapahoe Basin
Archer Capital Advisors
Argyle Brewing Company
Arjuna Capital
ARTEMIA Communications
Artemis Water Strategy
ArtforScience
As You Sow
Aslan Brewing Company LLC
Aspen Brewing Company
Aspen Skiing Company
Echo Credits
Echo Mountain
Eco Latch Systems, LLC
Eco-Products
Ecodeo
Ecogate
EcoPlum
ecoShuttle
Ecosystems Group, Inc
EcoTienda La Chiwinha
Ecotone Services, Inc
Edgewood Garden LLC
Eighty2degrees LLC
EILEEN FISHER
EKI Energy Services Limited
Eleek, Inc.
Elephants Delicatessen
Ellenzweig
Elloian Law
Emerge Interactive
Emerger Strategies
Emmy's Organics, Inc.
Empowerment Solar LLC
Endosys
Energy Optimizers, USA
EnergyWorks
Entercom Communications Corp.
Environment & Enterprise Strategies
EOS Climate
Epic Capital Wealth Management
Equal Exchange Inc
Equinox Consultancy LLC
Erin Austin Law
Eskew+Dumez+Ripple
Lynne Rudie Graphic Design
M.A. Mortenson Company
M&E Engineers
Macomb Food Cooperative
Macroclimate®
Magnetic Threads
Mammoth Mountain and June Mountain
Manhattan Holistic Chamber of Commerce
ManpowerGroup
marianne leone llc
Mars Incorporated
Martha's
Martin 4 Investments, LLC
Martin Rehearsal Studios
Maryknoll Sisters
Mazzetti + GBA
Melina/Hyland design group
Mennonite Education Agency
Mercatus, Inc.
Mercer Road Farm
Merck Family Fund
Mercury Press International
Mercy Health
Mercy Investment Services
Meridian Ecosystems, Inc.
Metropolitan Group
Metrus Energy
Michael W. Grainey Consulting LLC
Sisters of the Humility of Mary
Sisters of the Precious Blood
Sisters of the Presentation of the BVM
Sisters of the Sacred Heart of Mary WAP
Skanska USA Inc.
Skibutlers
Smarter Shift Inc.
SMMA
Snake River Brewing Co.
SNOCRU LLC
Snow Angel Capital
Snow King Mountain Resort
Snowbird Resort
Sol Coast Consulting & Design, LLC
SOL Economics
Sol Systems
SolAire Homebuilders
Solar Concierge
Solar Design Associates
SolarCity
Solberg MFG
Solitude Mountain Resort
Sonen Capital
soulhousesllc
South Salem Cycleworks
SouthStar Capital LLC
Spector & Associates
SPEEDILICIOUS LLC
Sphere-E
Spirit Filled Press
Spruce Finance
Square Organics
Squash Trucking

Assured Medical Billing, Inc

Astra Women's Business Alliance

Athena Sustainable Materials Institute

Athens Impact Investing

Athens Impact LLC: Socially Responsible Financial Services

Athens' Own

Auralites Inc.

Aurental Consulting

Autodesk, Inc.

Aveda

Avery and Sun

Avery Dennison

Axialent USA

Azzad Asset Management

B2B4ME

Baker Office Supply

Baldwin Brothers Inc.

Bambeco

Banán

Baroco Corporation

Barrett International Technology

Basic Solar & Renewables

Bath Natural Market

Bean Capers Inc.

Beanfields PBC

Beautycounter

Belay Technologies, Inc.

BELKIS Consulting, LLC

BELT

Ben & Jerry's Homemade, Inc.

Bent Paddle Brewing Co.

Espresso Parts LLC

Essex Timber Co. LLC

ETG book cafe

Ethical Bean Coffee

Ethical Markets Media Certified B Corp.

Etho Capital

ETM Solar Works

Eva Realty, LLC

Evari GIS Consulting

Everence & the Praxis Mutual Funds

Evolution Marketing

Exact Solar

Fairhaven Runners, Inc.

Faller Real Estate

Farmers Union, Inc

Feel Good Salsa LLC

Felician Sisters of North America Inc., Leadership Team

Fetzer Vineyards

Fiberactive Organics

Filtrine Mfg. Co.

First Affirmative Financial Network

Flink Energy Consulting

FOG Pharmaceuticals, Inc.

Fort George Brewery and Public House

Four Twenty Seven

Framework LLC

Franciscan Sisters of Allegany, NY

Franciscan Sisters of Perpetual Adoration

Fred Thomas Resort

Fremont Brewing

Friends Fiduciary Corporation

Microgrid Systems Laboratory

Midwest Capuchin Franciscans

Midwest Coalition for Responsible Investment

Mightybytes

migration.mobi

MilkCrate

MILLC

Millennium Microgrid

Miller/Howard Investments

MindEase Billing

Minerva Consulting

Mirova

Mission Cheese

MissionCTRL Communications (m^2c)

Mithun

Mobile Data Labs

Modavanti

Monadnock Food Co-op

Mondelēz International

Monsanto Company

Montanus Energy

Moore Capital Management

MooreBetterFood

Mount Bohemia

Mountain Gear, Inc.

Mountain High Resort

Mountain Mel's Essential Goods

Mountain Rider's Alliance, LLC

Mountain Rose Herbs

mphph design

mphpm design

Mrs. Green's World

Squaw Valley/Alpine Meadows Ski Resort, LLC

St. Louis Ceremonies

Staach Inc

Staples, Inc

Starbucks Coffee

Startworks Ventures, LLC

Starvation Alley Farms

State of Maryland Treasurer's Office

Sterner Insurance

Steve Harvey Law LLC

Stevens Pass Mountain Resort

Stitch

STOKE Certified

StoneWork Capital

Stonyfield

Strategic Carbon LLC

Strategic Imperatives Inc.

Strong Brewing Co.

Strugatz Ventures Inc.

StudentVox

Stumptown Coffee Roasters

Sugarbush Resort

Sundance Mountain Resort

SunEx Solar

Sungevity

Sunreps

Sunsprout Farms

SustainAbility

Sustainability and Impact Investing Group, Rockefeller Asset Management

Sustainability Roundtable Inc.

Bergsund DeLaney Architecture & Planning

Bespoken Corporate Communications

Big Dipper Wax Works Inc.

Big Kid Science

Big Path Capital

Biodico

Biogen, Inc

Biohabitats, Inc

BioJam Industrial Research & Development Global, Inc.

Bioroot Energy, Inc.

Biositu, LLC

Biosynthetic Technologies

Bisbee Food Co-op

BKW III, LLC

Black Oak Wind Farm

Blacklin Associates

Blackthorne S&D Consulting

Blogs for Brands

Blue Cross Blue Shield of Massachusetts

Blue Moon Wellness

Blue Mountain Solar Inc.

Blue Phoenix Media, Inc.

Blue Star Integrative Studio

Blueprint Public Affairs

Boardwalk Capital Management

Bonnaire Enterprises LLC

Bora Architects

Boreal Mountain Resort/Woodward Tahoe/Soda Springs Ski Resort

Future Energy Enterprises, LLC

Future Made

Gaia Herbs

Gale River Motel, LLC

Gap Inc.

Gara Landscapes, LLC

Garmentory Inc.

Gauthereau Group

GCI General Contractors

Geek Werks

Genentech, Inc.

General Mills, Inc.

Gerding Edlen Development

Gerry Fortin Rare Coins

Ginkgo Leaf Consulting

Gladstein, Neandross & Associates

Global Energy Inc.

Global Organics

Globetrans EC

GloryBee

GO Box

Going Beyond Sustainability

Good Company

Good Energy Guild

Good Neighbor Health Clinic

Goodmeetsworld

GPM Global

Grady Britton

Granlibakken Management Company

Great Green Content

Green Alliance

Green Canyon Apothecary

Mt. Hood Meadows

Mulago Foundation

mvWiFi, LLC

MyFlightbook

Namasté Solar

Nancy Deren Financial Counciling

National Co+op Grocers

National Foundry

National Latino Farmers & Ranchers Trade Assn

National Ski Areas Association

National Small Business Network

Native American Natural Foods

Natixis Asset Management

Natural Habitat Adventures

Natural Habitats

Natural Investments

Natural Logic

NEI Investments

Neighborhood Sun

Neil Kelly

Nettleton Strategies

New Belgium Brewing

New Century Productions, Inc.

New Horizon Financial Strategies

New Summit Investments

New York City Comptroller's Office

New York State Common Retirement Fund

Nia Global Solutions

Sustainability Solutions LLC

Sustainable Action Consulting PBC

Sustainable Business Consulting

Sustainable Capital

Sustainable Design Consulting, LLC

Sustainable Enterprises Media

Sustainable Food Trade Association

Sustainable Goods Corp

Sustainable Health Solutions, Inc.

Sustainable Insight Capital Management

Sustainable Island Products

Sustainable Manufacturing Consulting

Sustainable North Bay

SustainableBusiness.com

Sustainably Sexy

Sustrana

SVT Group

Swift Foundation

Sylvatex Inc

Symantec Corporation

Synapse International

T2 Energy

Tahoe Mountain Sports

Tall Oak Productions LLC

Taos Ski Valley, Inc.

Teak Media + Communication

Tech Networks of Bostoon

Techlaw

Borst Engineering & Construction LLC

Boston Common Asset Management

Boston Organics

Bowling Green LLC

Box Digital Media

Box Latch Products

BR+A Consulting Engineers

Breathe Deep

Brendshann Construction Co Inc

Brewery Vivant

Bright Common Architecture

Brit + Co

Broadside Bookshop

Brooks Sports

Buglet Solar Electric Installation

Bumbleride

Bump'n Grind

Bunk House at ZION Bed & Breakfast

Buoy Beer Company

Burness

Burton Snowboards

Burtt & Associates

Business Climate Leaders

Business Wisdom

ByFusion

C+C

CA Healthy Nail Salon Collaborative

CA Technologies

Cali Green Life

Califia Farms

California Clean Energy Fund

Green Century Capital Management

Green Concierge Travel

Green Faith

Green Hammer

Green Heron Tools, LLC

Green Ideals

Green Knight Environmental Inc.

Green Media Ventures

Green Pod LLC

Green Retirement

Green Star

Greenability

Greenbank Associates

GreenBeams, LLC

GREENPLAN Inc.

Greentown Labs

Greenvest/FWG

Hackensack Meridian Health

Hammerschlag & Co. LLC

Hanging Rock Animal Hospital, Inc.

Hannon Armstrong

Happy Family Brands

HarborWest Design

Harmony Acupuncture, LLC

Harvest Power LLC

Hasty Hickock, LICSW private practice

HeartPath Acupuncture, LLC

Hello!Lucky

Hemp Ace International LLC

Hempy's American Made Fine Hemp Goods

Nightshade Fine Gardening

NIKE

Nomadix

North Highland Worldwide Consulting

North Ridge Investment Management

North Sound Energy Remodel, LLC

North Star Coaching

NorthFork Financial, LLC

NorthStar Asset Management, Inc.

Northwest Coalition for Responsible Investment

NRG Energy, Inc.

Numi Organic Tea

nurx

Nutiva

Oasis Montana Inc.

Octagon Builders

Office of the General Treasurer of Rhode Island

OgreOgress productions

OhmConnect

OLAVIE

Old Bust Head Brewing Company

OM Properties, LLc

Omnidian, Inc.

On Belay Business Advisors Inc

Oregon State Treasurer

Organic India USA

Organic Valley

Organically Grown Company

Orion Renewable Energy Group

Technical Assurance

Terra Alpha Investments LLC

Terra Genesis International

Terramor Organic Home

Terrapin Bright Green

TerraShares

Tesla

Tetra Pak

Tevlin Strategic Communication

Thanksgiving Coffee Company

The Alchemist Brewery

The Ansar Law Firm

The Brainerd Foundation

The Carpe Diem Voice

The Dow Chemical Company

The George Gund Foundation

The Glass Man Professional Window Washing Company, Inc.

The Green Engineer, Inc.

The Green Suits, LLC

The Hartford

The Hivery

The Juice Box

The Lion Company, Inc.

The McKnight Foundation

The North Face

The Pension Boards - United Church of Christ, Inc.

The Pretenders

The Refill Shoppe, Inc.

The Ruskin Group

The Simply Co.

The Spotted Door

California Public Employees' Retirement System

California State Teachers Retirement System

Calvert Investments

Calypso Communications LLC

Cambridge Energy Advisors

Camp Encore/Coda

Campbell Soup Company

Cantabrigian Mechanics

Canyon Market

Cappello's

Captus Group LLC

Carbon Lighthouse

Care2

Carlsbad Feed Store

Carolina Biodiesel, LLC

Case Medical

Catalyst Paper Corporation

Catalyze Partners

CDI Meters, Inc.

CEO Pipe Organs/Golden Ponds Farm

Cerego

CEVG

Chambong Industries

Charge Across Town

Che Qualita Enterprises, Inc.

ChekFaxx Corporation

Cheryl Heinrichs Architecture

ChicoEco, Inc DBA ChicoBag Company

Henry and Marty Restaurant

Hewlett Packard Enterprise

Hey and Associates, Inc.

High Plains Architects, PC

Hilary's

Hilton

Historic Properties LLC

HJKessler Associates

Holiday Valley Resort

Hollender Sustainable Brands, LLC

Home Green Home

Horse & Dragon Brewing Company

House Kombucha

HP Inc.

Humanity, Inc

Hummingbird Wholesale

HydroCycle Engineering

HydroQuest

iBark

ICCR (Interfaith Center on Corporate Responsibility)

Ideal Energy Inc

IDEAS For Us

IKEA North America Services, LLC

Impact Bioenergy, Inc.

Impact Infrastructure, Inc.

Impact Investors

Impax Asset Management

Independence Solar

Independent Natural Food Retailers

Indigo Natural Marketing and Sales

Orly Zeewy Brand Architect

Oroeco

Our Earth Music, Inc.

Outdoor Industry Association

Outdoor Project

Outerknown

Outpost Natural Foods Co-op

Owens Business & Cnsltg., Llc.

Pacific Gas and Electric Company

Page

Paladino and Company

PaleoBOSS Lady

Papertide Publishing

Parenting Journey

Parnassus Investments

Patagonia

Pax World Funds

Payette

Pearson

PeopleSense Consulting

Pepper Sisters, Inc.

Perkins+Will

Personal Beast Inc.

Peter L Villa Fine Art

Pick My Solar

Pilotwear & Diecast Airplane

Pitchfork Communications

Planet Cents

PlanGreen

PLC Repair

Plum Organics

Portfolio Advisory Board, Adrian Dominican Sisters

The Stella Group, Ltd.

The Sustainability Group at Loring, Wolcott &Coolidge

The Tofurky Company

The Wei

Thinkshift Communications

thinkstep, Inc.

Third Partners

This Is Folly, LLC

Thornton Tomasetti

Three Corners Capital

Thriving Solar

Throwback Brewery

Tiburon Ventures, LLC

Tierra Vista

Tiffany & Co.

Timberland

Time Crunch Health & Fitness

Toad&Co

TopHatch

Traditional Medicinals

TransPower

TransUNImission, Inc

Trap Door Brewing

Travelcations

TRC

Treehouse Investments

TreeZero

Tri-State Coalition for Responsible Investment

Trillium Asset Management LLC

Trinity Health

Triple Ethos

TripZero

Triskele Collaborative

Choices Natural Market
Chosen Futures
Christopher Reynolds Foundation
Church Investment Group
City Brewery
Clarion Group Live, Inc.
Clean Agency
Clean Edge, Inc.
Clean Energy Collective
Clean Energy Investment Management
Clean Technology Partners, LLC
Clean Yield Asset Management
CleanCapital
Clear Blue Commercial
Clif Bar & Company
Climate Clean, Inc.
Climate Coach International, LLC
Climate First!
Climate Ready Solutions
Cloudability
Coelius Consulting
Coerver Analytics, LLC
Columbia Green Technologies
Columbia Sportswear Company
Communitas Financial Planning
Community Capital Management, Inc.
Compass Natural LLC
Compass(x) Strategy
Compression Institute
Comunicaciones Kokopele
Indosole
Indow
Infer Energy
Information Technology Industry Council
Innovative Power Systems
Inntopia
Inovateus Solar
INTEGRAL GROUP
Integrated Choices, LLC
Intel Corporation
IntelliparkUS, Inc.
Interdependent Web LLC
Interface
Interfaith Power and Light
Intersection
Intex Solutions, Inc.
iPlay
ISOS Group
iSpring
Itty Bitty Inn
J. Ottman Consulting
J&B Importers, Inc.
Jackson Hole EcoTour Adventures
Jackson Hole Mountain Resort
Jacoby Architects
Janji
Jantz Management LLC
Jazzie Beans LLC
Jefferson Veterinary Center
JF Pontzer, LLC
JGE Global LLC
Jilbert Winery
Jimbo's...Naturally!
Portland Consulting Group
Prairie Ventures, LLC
Presbyterian Church U.S.A.
Preserve
Priests of the Sacred Heart
Principled Investing LLC
Priority Veterinary Management Consultants
Prisere LLC
Product World USA
Professional Building Consultant Group
Projector.is, Inc.
PromptWorks, LLC
Proterra, Inc.
PTI Global Solutions
Pulp Pantry
Pure Strategies, Inc.
Queridomundo Creative
Quest
Quri
RADAR, Inc.
Re-Nuble, Inc.
ReachScale
REBBL, Inc.
Rebel Writer
Recreational Equipment, Inc.
Region VI Coalition for Responsible Investment and Sisters of the Humilityof Mary
ReGrained, Inc
ReGreen Inc.
RenewWest
Replenishing the Earth
RetroFuture Remodeling
Truce LLC
Truck Trike
Truth Box, Inc.
Tsoi/Kobus & Associates
Tuckerman & Co.
Turner Real Estate
Two Guys Trading Co.
Tzunum, Inc.
UltraCell Insulation
Unilever
Unitarian Universalist Association
Unitarian Universalist Service Committee (UUSC)
United Church Funds
United Natural Foods Inc.
Urban Fabrick, Inc.
Ursuline Sisters of Tildonk, U.S. Province
US Composting Council
US Green Building Council
Vail Resorts
Vans
Velasquez Family Coffee
Verde Brand Communications
Veris Wealth Partners
Veritas Technologies
Vermont Energy Investment Corporation
Vermont Smoke & Cure
Vert Asset Management
VF Corporation
Vibes
Vigilent
Vilicus Farms
Villa and Slack, LLC

Comverge

Confluence Sustainability

Congregation of Sisters of St. Agnes

Congregration of St. Joseph

Connecticut Retirement Plans and Trust Funds

CONTEMPL8 T-SHIRTS LLC

Content Creation Services

Continuum Industries, Inc

Convex Technologies Inc.

Cool Energy, Inc.

Cooper Spur Mountain Resort

Copper Mountain Ski Resort

Copyrose Marketing & Communications

Corn Board Manufacturing, Inc.

Cornerstone Capital Group

Cornucopia Community Advocates

COULSON

Craft Brew Alliance

Creative Facilitating and Coaching

Creekwood Energy Partners

Crossbow Strategies

Crystal Mountain

CTA Architects Engineers

Curren Media Group

Cyclone Energy Group

Dahlman Ranch, Inc.

Dana Investment Advisors

Jiminy Peak Mountain Resort, LLC

JJ McNeil Commercial

JLens Investor Network

JLL

JMJ Construction Group

Johnson & Johnson

Jonathan Rose Companies

Joule Energy

JoyWorks Comnuciations

JSA Financial Group

JTN Energy

Jupiter Aluminum

Just Business

Just in Time Direction

Justice Commission of the Sisters of the Presentation of the Blessed Virgin Mary, Aberdeen, SD

K2 Sports

Karen Beall, Inc.

Kayak Media

Keene Advisors

Keinomari Consulting

Kellogg Company

Kelly Services

KERBspace

Kimberton Whole Foods

King Arthur Flour

Kirksey Architecture

KL Felicitas Foundation

Klean Kanteen

Kleynimals

KLW Consulting Inc

Kostis Kosmos Inc.

Krull & Company

Kuity Corp.

Reynders, McVeigh Capital Management, LLC

Reynolds Foundation

Rio Grande Renewables, LLC

Riverina Natural Oils

Rivermoor Energy

RL Investments

Roanoke Mountain Adventures, LLC

Robert Bates Company

Rockford Brewing Company

Room & Board INC

Roots Realty

Royal DSM

RPM Bank

Ruffwear

Rune's Furniture and Carpet

Russian River Vineyards

Rutherford + Chekene

S CAP Consultancy

s2 Sustainability Consultants

Safari Energy

Salesforce.com

Sarah Mae Brown Consulting LLC

Saris Cycling Group

Sasaki Associates

Saunders Hotel Group

Savenia

Savii Group

Scentsational Scrubs

Schneider Electric

School Sisters of Notre Dame Cooperative Investment Fund

Village Capital

Vincent P. Calvano, LLC

Vinyasun

Violich Farms

Virgin

Virginia Mason Health System

Vision Realty & Management

VISIONS Service Adventures

Visual Stream Productions, Inc.

VMware

Vulcan Inc.

W.A. O'Leary Co.

Walden Asset Management

Walden International

Wall Law, LLC

Watermen Investments

webShine, LLC

Welch Village Ski Area, Inc

Wendel Rosen Black & Dean LLP

WeNeedaVacation.com, LLC

Wespath Benefits and Investments

Wetherby Asset Management

Whale's Tale

Whitney Inc.

Whole Earth Center

Wild Joe*s Coffee Spot

Wiltse Kitchen

Win Before Trial

Windham Mountain Resort

WindSoHy

Dana Lund Landscaping
Dannon Company, Inc.
Dansko Inc
Daughters of Charity, Province of St. Louise
DayQuest Life Cousnseling & Healthy-Mind Services
DBL Partners
Debra's Natural Gourmet
Decoding Sustainability with Matthew Yamatin
Deep Green Inc
Deer Valley Resort
Dehn Bloom Design
Della's LLC
Deschutes Brewery
Detour
DIESEL, A Bookstore
Dignity Health
Distance Learning Consulting
Do Good Investing, LLC
Domini Impact Investments LLC
KW Botanicals Inc.
L'Oreal USA
Lamey-Wellehan
Lancaster General Health
Law Office of Nancy D. Israel
Lawrence R. Jensen & Assoociates
Lazarus Financial Planning, LLC
School Sisters of St. Francis
SCIEFrameworks, LLC
Scoville Public Relations
Scrivo Communications
SEA Builders LLC
Sealed Air Corporation
Seamans Capital Management
Seattle City Light
Sefte Living
Seismic Brewing Company
SEIU Staff Fund
Sequent Management, Inc.
Servants of Mary
Seventh Generation
Seventh Generation CRI
Severn Consulting
SFMG
SharePower Responsible Investing, Inc.
SheerWind
Winkler Development Corporation
Wisp Resort
Woodsong Property Renovation Partners. LLC
Workday, Inc.
WorkTurbo
World Centric
Worthen Industries
WR Consulting, Inc.
Wynkoop Properties, LLC
Xylem Inc.
Yodsampa Consulting
YouCaring
Zaurie Zimmerman Associates, Inc.
Zenful Bites
Zero Waste Solutions
Zevin Asset Management
ZipPower

Signatories in bold >$100 million in annual revenues or >$5 billion in assets under management.

LEADING EXECUTIVES ARE CALLING FOR A LOW CARBON USA

"It is vital that the business community demonstrates its ongoing commitment to tackling climate change," said Barry Parkin, Chief Sustainability and Health and Wellbeing Officer at **Mars Incorporated**. "This is an important moment in global political and economic history, and we absolutely must come together to solve the immense challenges facing the planet. Climate change, water scarcity and deforestation are serious threats to our business and society."

United States Environmental Protection Agency

EPA's CLEAN POWER PLAN, CLIMATE CHANGE AND OUTDOOR RECREATION

Carbon pollution threatens the health of Americans and our environment. We are already seeing an increase in temperatures, extreme weather events, drought, flooding, and sea level rise in areas across the United States, and these impacts are expected to get worse as carbon pollution in our atmosphere increases. On August 3, 2015, the U.S. Environmental Protection Agency (EPA), as part of President Obama's Climate Action Plan, finalized a historic plan to cut carbon pollution from power plants – the largest source of carbon pollution in the United States. EPA's Clean Power Plan will maintain an affordable, reliable energy system, while cutting pollution and protecting public health and the environment now and for future generations.

IMPACTS OF CLIMATE CHANGE ON OUTDOOR RECREATION

Recreation is influenced by weather and climate. Climate change will alter the places where recreation, tourism, and leisure activities are best suited. Weather conditions that differ from historical patterns will pose a challenge for tourism that relies on predictable water and air temperatures, including boating, recreational fishing, diving, snorkeling, skiing, and other recreational activities.

Climate change will influence the distribution and composition of plants and animals across the United States. Fishing, bird watching, hunting, and other wildlife-related activities will be affected as habitats shift and relationships among species change. [National Climate Assessment, 2014]

Changes in precipitation and warmer weather will challenge tourism and recreation in many states. The West will be increasingly affected by drought, reduced stream flow, warmer weather, and a shorter snow season, influencing everything from the ski industry to lake and river recreation. In the West and Northeast, snow accumulation is expected to decrease, likely decreasing the number of days when recreational snow activities can take place, and potentially resulting in considerable job losses. [National Climate Assessment, 2014]

Coastal areas will be adversely affected by climate change impacts. Recreation and tourism along the coasts is the largest and fastest-growing sector of the U.S. service industry, accounting for 85% of the $700 billion annual tourism-related revenues. Coasts are expected to be affected by sea level rise, beach erosion, increased severity of storms, changes in the distribution of marine species, changes in wind patterns and wave heights, and, in some regions, increased coral bleaching and die-offs. In the United States, reported cases of seafood-borne illness from Vibrio bacteria increased by 116% between 1998 and 2012, due to higher

ocean temperatures which have enhanced the growth and range of this harmful bacteria. [National Climate Assessment, 2014]

Climate change threatens recreational freshwater fishing, which contributes significantly to local economies in many parts of the country. Most fish species thrive only in certain ranges of water temperature and stream flow conditions. Without considerable global action on climate change, a recent EPA analysis found that habitat suitable for cold-water fisheries (e.g., trout) could decline nationally by over 60% by 2100, and disappear almost entirely from Appalachia. [EPA, Climate Change in the United States: Benefits of Global Action, 2015]

THE CLEAN POWER PLAN: SIGNIFICANT CLIMATE AND PUBLIC HEALTH BENEFITS

The Clean Power Plan achieves significant reductions in carbon pollution from power plants while advancing clean energy innovation, development and deployment. It follows on and will help advance current trends in the power sector towards increased use of low- and no-carbon electricity generation and greater use of energy efficiency, in ways that will preserve affordability for consumers and continues U.S. leadership in addressing climate change. States and businesses have already charted a course toward cleaner, more efficient power, and the Clean Power Plan builds on their progress.

The transition to clean energy is happening faster than anticipated. This means carbon and air pollution are already decreasing, improving public health each and every year. The Clean Power Plan accelerates this momentum, putting us on pace to cut this dangerous pollution to historically low levels in the future. When the Clean Power Plan is fully in place in 2030, carbon pollution from the power sector will be 32 percent below 2005 levels, securing progress and making sure it continues.

The transition to cleaner sources of energy will better protect Americans from other harmful air pollution, too. By 2030, emissions of SO2 from power plants will be 90 percent lower compared to 2005 levels, and emissions of NOx will be 72 percent lower. Because these pollutants can create dangerous soot and smog, the historically low levels mean we will avoid thousands of premature deaths and have thousands fewer asthma attacks and hospitalizations in 2030 and every year beyond.

Within this larger context, the CPP itself is projected to contribute significant pollution reductions, resulting in important benefits.

The Clean Power Plan will:

- Cut hundreds of millions of tons of carbon pollution and hundreds of thousands of tons of harmful soot- and smog-forming particle pollution that makes people sick. Together

these reductions will result in significant near-term public health benefits, especially for the most vulnerable citizens.
    - From the soot and smog reductions alone, for every dollar invested through the Clean Power Plan—American families will see up to $4 in health benefits in 2030.
    - The Clean Power Plan will significantly improve health by avoiding each year:
        - Up to 3,600 premature deaths
        - Up to 1,700 heart attacks
        - 90,000 asthma attacks
        - 300,000 missed workdays and schooldays
- Put our nation on track to cut carbon pollution from the power sector by 32 percent by 2030 while maintaining electric system reliability and affordable electricity.
    - In addition to helping make our electric system cleaner, the Clean Power Plan will make electricity more affordable in the long run. EPA's analysis of impacts on electricity bills shows that Americans are expected to save over $80 annually on their utility bills by 2030.
- Reduce CO_2 emissions from power plants—an essential step towards reducing the impacts of climate change and providing a more certain future for our environment, our health and future generations.
    - By acting on climate now, we are fulfilling a moral obligation to our children and grandchildren to leave them with a healthier, more stable planet.
- Change the international dynamic and leverage international action. Climate change is a global challenge and requires global action. When the U.S. leads, other nations follow.

GET INVOLVED

Public engagement was essential throughout the development of the Clean Power Plan, and EPA will continue to engage with communities and the public during the rule's implementation. The EPA will also be conducting a robust outreach effort for communities throughout the comment period for the proposed federal plan.

To ensure opportunities for the public to continue to participate in decision making, EPA will be providing training and resources throughout the implementation process. EPA is also requiring that states demonstrate how they are actively engaging with communities in the formulation of state plans developed for the Clean Power Plan. To learn more please visit the Clean Power Plan Portal for Communities at www2.epa.gov/cleanpowerplan/clean-power-plan-toolbox-communities.

LEARN MORE

For more information on the Clean Power Plan, visit www.epa.gov/cleanpowerplan.



For tips on how you can reduce your carbon footprint, visit www.epa.gov/climatechange/wycd/.