

STRATEGIC ADVISORY GROUP



COAST LIKE A LOCAL
GIVE WILDLIFE SPACE
SPRING 2025 REPORT

INTRODUCTION TO THE STRATEGIC ADVISORY GROUP

The Strategic Advisory Group is one unified table that regularly convenes representation from coastal natural resource agencies (OPRD, ODFW, USFS, USFWS, ODF, ODOT, NOAA) to share information, resources and develop unified strategies, tactics and messaging aimed at reducing the impacts of visitation on natural resources while also promoting public safety.

These natural resource agencies help OCVA identify which visitor impacts to focus on according to the following criteria:

1. Relevant across multiple agencies who are all experiencing similar impacts.
2. Concrete, documented impacts, not theoretical or potential impacts.
3. Chronic, long-term impacts and can be reasonably expected to occur each season.
4. Reasonably determined to be caused by visitors and not local residents of the area.
5. Have immediately apparent ways of dealing with the impact via strategic messaging.

For more information, please visit our [website](#).



CAMPAIGN OBJECTIVE

Encourage visitors to exercise caution around wildlife and give animals space by keeping a distance and keeping dogs leashed.

CAMPAIGN CONTRIBUTIONS

| Agency | \$ Amount |
|---|------------------|
| Oregon Coast Visitors Association (OCVA) In-Kind | \$2,500 |
| Oregon Coast Visitors Association (OCVA) In-Kind | \$1,000 |
| Total Amount: | \$3,500 |

TACTICS

The primary campaign strategy was the audio ad. The messaging was supported through our social and industry channels, and increased social media reach with the remaining budget.

Audio Ad – \$2,000

- One 30-second ad delivered in English and Spanish to all coastal zipcodes
- 50,000 ads delivered, including video

50,000 ads delivered

109,000 impressions

Series of 5 social media posts + boosts – \$500

- “Coast Like a Local” branded social media posts appeared on @thepeoplescoast on Facebook and Instagram
- Boosted posts targeted to outdoor recreation enthusiasts in all coastal zipcodes

**76k total reach
3,000+ clicks**

***Facebook had highest rate of interaction**

OCVA In-Kind donation – \$1,000

- OCVA industry newsletter sponsored story – 1,674 subscribers, targeted to regional and state tourism industry partners
 - Posted to OCVA’s industry news page
- Campaign set up + design and admin

[View all social media posts and assets here.](#)

[View the industry story here.](#)

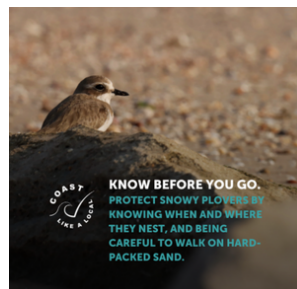
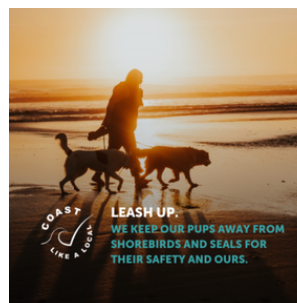
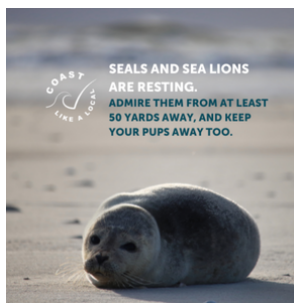
KEY MESSAGES

Audio



The Oregon Coast is wild in ways you might not expect. Locals know that sharing this rugged landscape means giving wildlife plenty of room. At the beach, we admire seals and sea lions from at least 100 yards away, and know to look out for signs of nesting snowy plovers on dry sand. In coastal meadows, we stay on trails to protect the rare Oregon silverspot butterfly. And Elk may seem calm, but they're unpredictable—we always keep our distance. Coast Like a Local by giving wildlife space. Learn more at [Visit the Oregon Coast dot com slash coast like a local.](#)

Social



Spring is a special time on the Oregon Coast—not just for visitors, but for wildlife, too. Locals know that this is the season when shorebirds migrate, Snowy Plovers nest, and seal pups rest on the sand. With all this activity, giving wildlife space is more important than ever.

The best way to Coast Like a Local is to admire from a distance, and to keep dogs away, too.

This month, we're sharing simple tips to explore responsibly, just like locals do. Help us spread the word and follow along to learn how to Coast Like Local!