

4

THE OUTDOORS

4 steps in 4 years to ensure the future of conservation and outdoor recreation in Minnesota



Outdoor Recreation Endorsement

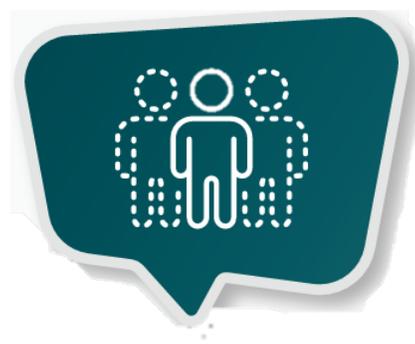
Sarah Strommen | DNR Commissioner

Ben Bergey | DNR Region 1 Director

The issues



A lack of investment in conservation and outdoor recreation stresses the resources that Minnesotans value.



There is a lack of shared stewardship and shared responsibility for conservation actions and recreation resources.



Funding restrictions and a lack of predictability limit the ability to successfully meet conservation and outdoor recreation goals.



There is not a single, “silver bullet” solution that will address the systemic challenges we face.

4 Steps in 4 Years



**OPTIMIZE THE USE OF
CURRENT FUNDING**



**EXPLORE USE AND
APPLICATION OF FEES**



**INCREASE OPPORTUNITIES
FOR DIRECT SUPPORT**



**SECURE STABLE AND
PREDICTABLE BASE AND
OPERATIONAL FUNDING**

Developing solutions together with Minnesotans

- Vision developed through collaboration with numerous stakeholders
- In-person workshops and online engagement helped create potential solutions

What is the outdoor recreation endorsement model?

The outdoor recreation endorsement model is a simple way for Minnesotans to support the DNR's recreation and conservation work across the outdoor recreation system while also gaining lower-cost access to state parks and recreation areas.



How does it work?

The decision to purchase is part of the annual vehicle registration process, which ensures we reach a large majority of Minnesota households.

Participation is as simple as checking a single box during an existing financial transaction.

money order (payable to the State of Michigan) in the return envelope.

<input type="checkbox"/>	Tab renewal fee	\$225
<input type="checkbox"/>	Tab renewal fee + Recreation Passport	\$239

Pay by **May 02, 2024** or add a \$10 late fee to your selection.

Are you late in your payment? Yes No

Did your address change? Yes (see back) No

DL13026 J
self-service station ↑

Example of a simple check-off for the Michigan Recreation Passport

Key benefits of the model

For Minnesotans:

- Significantly lower cost than existing annual state park permits
- Easier and more convenient to purchase
- No need to apply and remove windshield stickers
- Supports the maintenance of Minnesota's impressive outdoor recreation system

For Minnesota's outdoor recreation system:

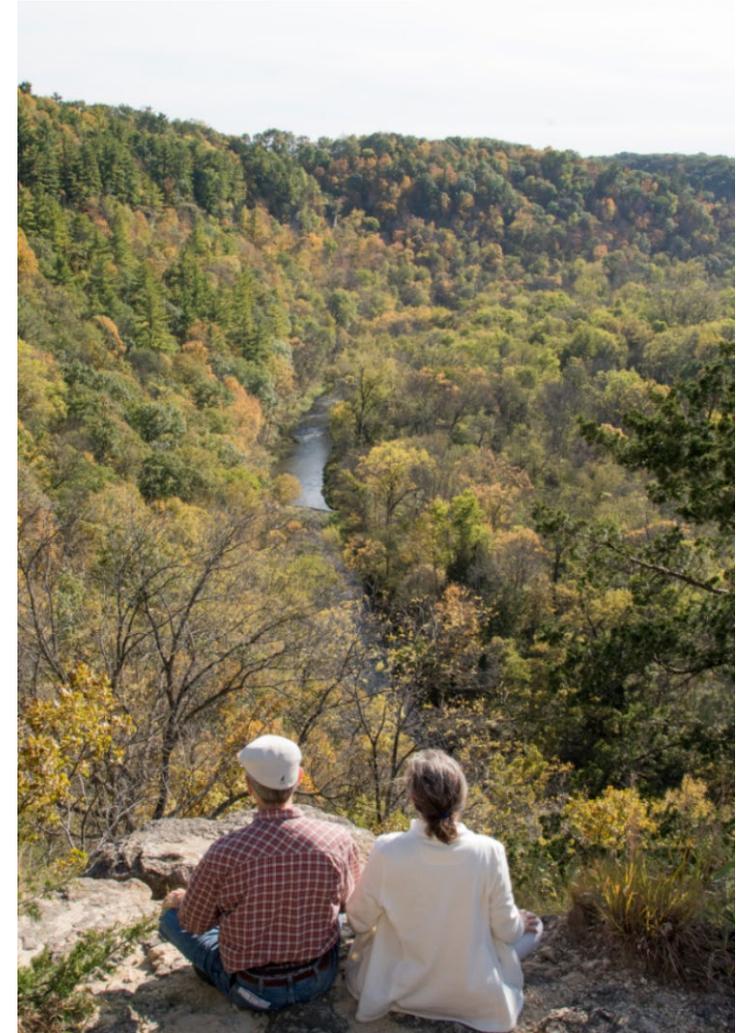
- Provides a stable and reliable base of funding that grows with participation
- Has shown potential to provide steady support not only for state parks, trails, and recreation areas, but also for the conservation and management of the broader state outdoor recreation system.

Creating a “Minnesota model”

What will make this model successful in MN?

Key takeaways from other states’ experiences:

- Attractive pricing to encourage broad participation;
- Integrating the transaction into the vehicle registration and renewal process in a way that makes it easy and convenient to participate; and
- Clear communication about the benefits of the pass or endorsement to build long-term public trust and support.



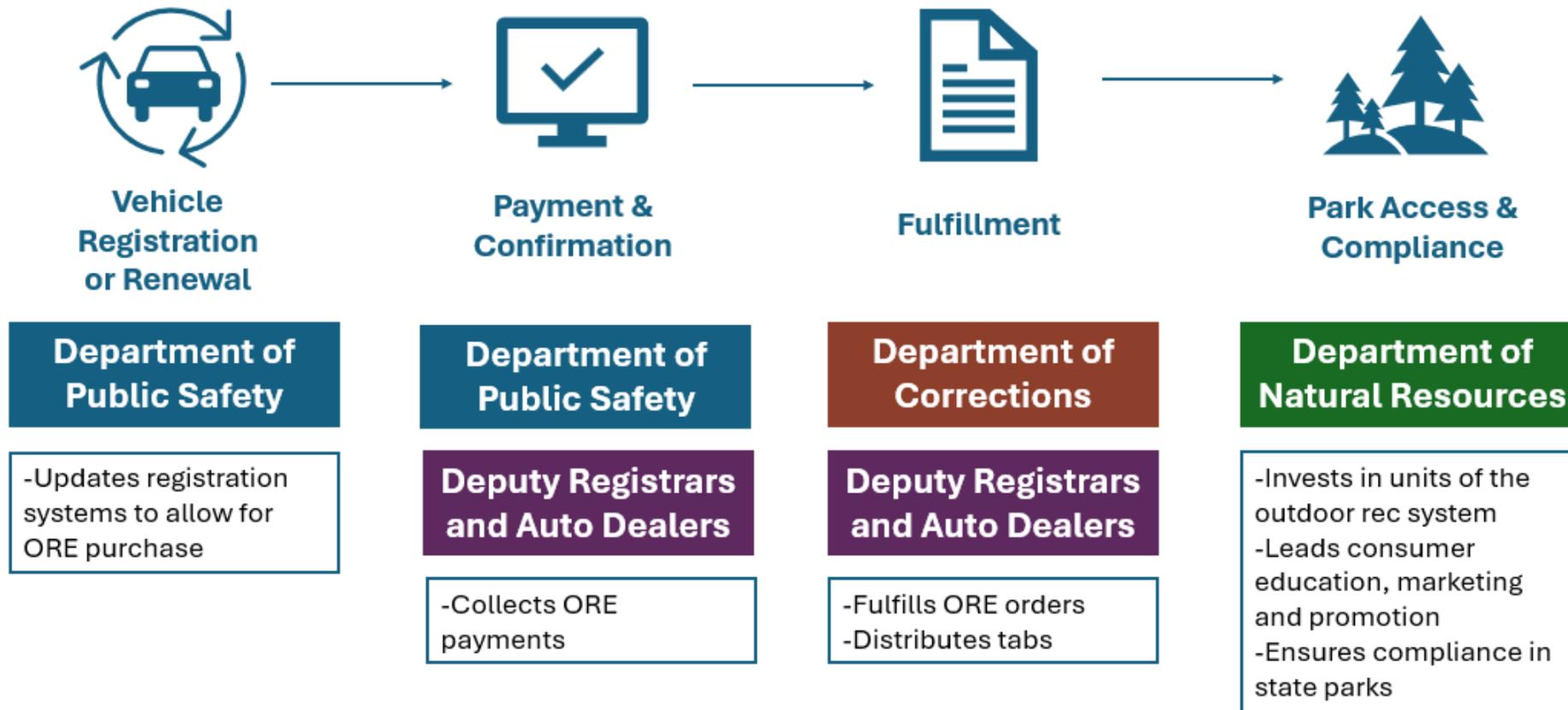
Proposed purchase options

- Outdoor recreation endorsement (ORE)- opt-in with vehicle registration
- On-site endorsement- purchased at a state park or recreation area, DNR license center, or through the DNR's website.
- Non-resident state park vehicle permit- daily and annual permit options for visitors with out-of-state license plates.
- Other options- retain existing discount and free park permit programs.

Proposed pricing structure

Product Type	Year 1	Year 3	Year 5
Outdoor recreation endorsement (ORE)	\$15	\$17	\$19
On-site ORE	\$27	\$29	\$31
Non-resident daily permit	\$15	\$15	\$15
Non-resident annual permit	\$45	\$45	\$45

Agency roles and responsibilities



ORE revenue projections

	Year 1	Year 3	Year 5	Year 10
ORE Price	\$15	\$17	\$19	\$19
Participation Rate	9%	14%	20%	29%
Total Revenue (million \$)	\$11.9	\$16.9	\$23.7	\$31.7

Priorities for use of ORE revenues



1. Replace & augment existing vehicle permit revenue to the state parks system
2. Investment in the outdoor recreation system, including maintenance, visitor services, conservation efforts, and enforcement efforts that benefit all outdoor recreation system lands
3. Administration and sale of the ORE

Thank you!