Connecting Tourists and the Working Waterfront

Examples and Innovative tools from Oregon

Jamie Doyle, Mark Farley, Kaety Jacobson

The NEED

- Millions of people visit the Oregon coast annually (Inland Oregonians and from outside the state)
- Our research shows they know little about waterfront industries, they are interested/want to connect, and they have LOTS of questions

Our Goals

- Connect people to the waterfront in an educational way
- Make people feel safe and confident being at the waterfront
- Build support for Oregon’s Working Waterfronts and waterfront industries
- Use new approaches/technology to reach people

Tools and Approaches

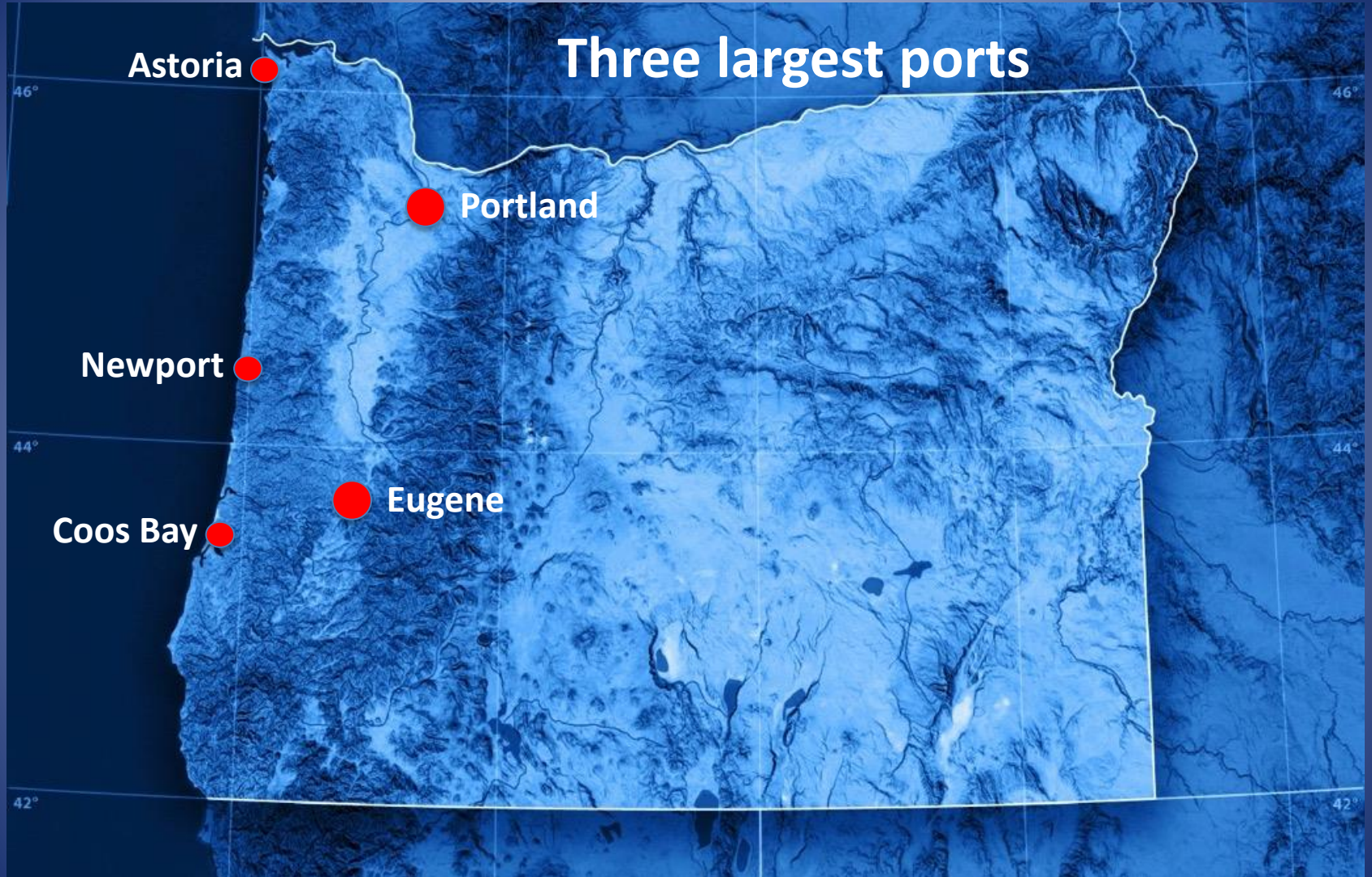
We'll cover a few today:

- Signage
- Dock-side docents
- Videos
- Buying Seafood
- Tours via apps and maps

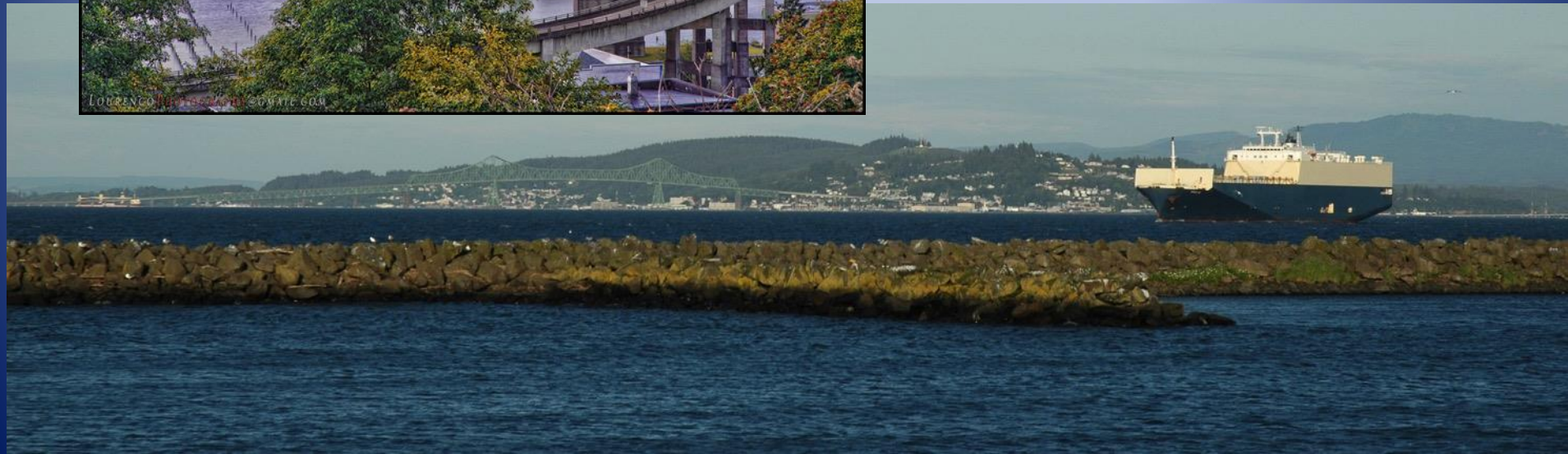
Oregon’s working waterfronts

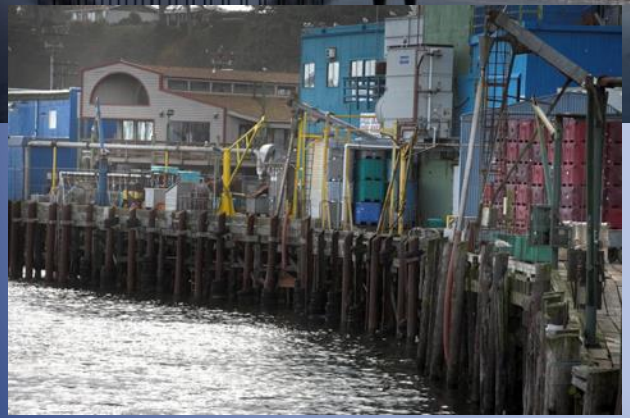
A brief introduction!

Three largest ports



LOURENCO





LIBRA

CHARLESTON
OREGON'S WORKING WATERFRONTS

Public/Tourist Access in Newport

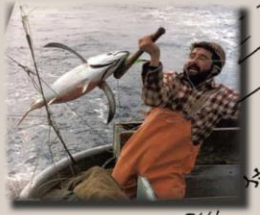
- Dock walks
- Port dock 1
- Direct buying seafood
- Shop on the dock

Newport's Commercial Fisheries

Albacore tuna usually arrive off the Oregon coast in the early summer, following the warm water current from Japan. To catch tuna, trollers tow artificial lures (jigs) on the surface of the water at speeds of three to six miles per hour. The fishermen will travel offshore 50 miles or more to find the tuna—a distance that forces boats to stay out several days.

Jim Haron photo provided by the Lincoln County Historical Society

A good day's catch might be 300 tuna with individual fish weighing up to 30 pounds. The catch is brought onboard, then bled and preserved at sea using ice or refrigeration.



Back at port, the fish are delivered to the seafood processor. The processor will either can the tuna, freeze it, or ship it fresh to seafood markets in the United States and overseas.

During the annual harvest from June through October many fishermen will sell albacore tuna to the public right off their boat. They will also can their own fish for retail sale, which is called microcanning. On average, Oregon fishermen catch 7.5 million dollars worth of albacore tuna every year.

Tuna Troller

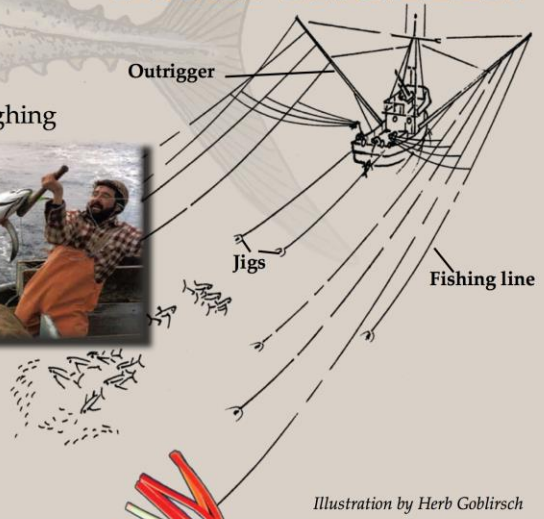


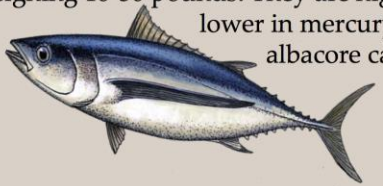
Illustration by Herb Goblirsch

Tuna Fishery Management

Albacore tuna are managed by many different countries. In the United States, the National Oceanic and Atmospheric Administration (NOAA) manages the commercial and recreational albacore tuna fisheries.

The Pacific albacore tuna troll fishery is certified as a sustainable fishery by the Marine Stewardship Council. Because tuna trolling targets fish found near the surface, and albacore rarely school with other species of large fish, bycatch is exceptionally low.

Albacore tuna, *Thunnus alalunga,* are highly migratory and travel in large schools. Fully grown they can weigh over 130 pounds. Albacore caught by Oregon fishermen are younger fish (3-5 years old) weighing 10-30 pounds. They are higher in omega-3 fatty acids and lower in mercury content than the large (older) albacore caught in the central Pacific Ocean.



Tuna jigs
Actual size = 6-8 inches

OREGON COAST AQUARIUM

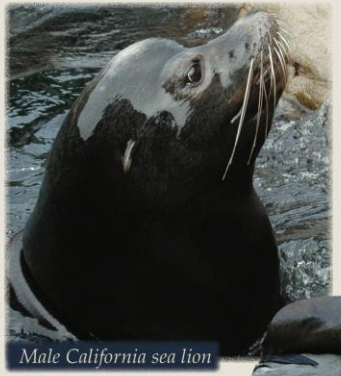
NEWPORT OREGON

Lincoln County OREGON

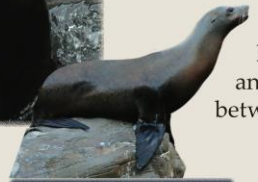
Sea Grant Oregon

California Sea Lions—Regular Newport Visitors

From late August through early June, visitors to the Newport Bayfront will regularly see adult and juvenile male California sea lions (*Zalophus californianus)* resting on the docks. Female sea lions stay in California waters year-round. During the summer months, male sea lions migrate south to join the females for the breeding season.



Male California sea lion



Female California sea lion

Sea lions are hard to ignore when they are on land – just follow the barking. Whether it's establishing territories during breeding season or competing for space on the dock, this noisy ruckus is one of the ways they communicate with each other.

Male sea lions grow to a length of eight feet and weigh up to 1,000 pounds. Female sea lions, by comparison, grow to a length of six feet and weigh 250 pounds. Feeding on a variety of fish, squid, and octopus, an adult sea lion will eat between 5-8% of its body weight everyday.

Marine Mammal Protection

California sea lions, like all marine mammals, are protected by the **Marine Mammal Protection Act**. If you see a marine mammal that appears "stranded" do not touch or move it. More often than not they have hauled themselves out of the water to rest. **Disturbing them or interacting with them is against the law.**

Photo by Jim Rice

You may notice that some of the sea lions are marked with a number or a tag. Researchers use these markings to track the animals and learn more about their feeding habits and migration patterns.

If you see a marine mammal that is being harassed, looks stranded, or is entangled, please contact the Oregon State Police 1-800-452-7888.

To learn more about sea lions, visit the Oregon Coast Aquarium or check out the Oregon Marine Mammal Stranding Network website at http://mmi.oregonstate.edu/ommsn.

OREGON COAST AQUARIUM

NEWPORT OREGON

Port of Newport

Lincoln County OREGON

Sea Grant Oregon

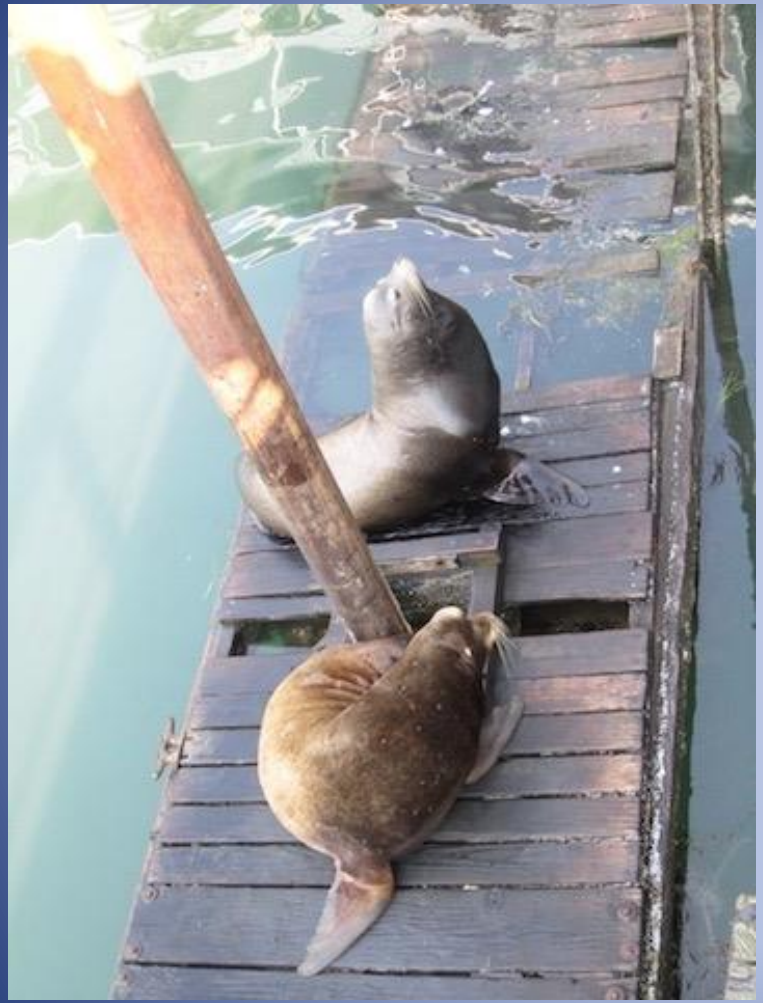
Working Waterfront Docent • Newport Oregon •

WELCOME
To Port Dock One!

A dynamic working waterfront where fishers, the public, and wildlife meet!

As you explore this unique area, here are a few things to keep in mind:

- Please do not let children sit or stand on the railing
- When fishing vessels are present, please allow them space to work
- California sea lions are federally protected under the Marine Mammal Protection Act. It is illegal to harm, harass, or feed them
- No spitting or throwing items at the wildlife or in the water
- This area is open daylight hours only
- No alcoholic beverages
- Crabbing is allowed when no vessels are present
- Be careful of your personal items when leaning over the rail
- Be aware of uneven or wet footing



What's Fresh and When?

Oregon Seafood Consumer Guide 2015

Salmon

	Coho	Chinook
North Coast *U.S. / Canada border to Cape Falcon*	July 1 to Sept. 22	June 1 to Sept. 22
Mid Coast *Cape Falcon to Humbug Mountain*	No Season	April 1 to Aug. 27 Sept. 2 to Sept. 30
South Coast *Humbug Mountain to OR / CA Border*	No Season	April 1 to Aug. 27

Pacific Halibut

June 24
July 8 and 22
Aug. 5 and 19
Sept. 2 and 16

These dates are only open until the quota has been reached for the year.

Dungeness Crab

Dec. 1, 2014 to Aug. 14, 2015

Dec. 1, 2015 to Aug. 14, 2016

Albacore Tuna

June to October
Depending on when species arrives

Pink Shrimp

April 1 to October 31, 2015

Lingcod, Rockfish, Sole, Flounder

Throughout the Year

Sea Grant Oregon

OSU Oregon State University

Please note: these are NOT RECREATIONAL harvest dates.
For more information contact Kaety.Jacobson@oregonstate.edu

Where can I buy that?

Where can I buy it from a fishermen?

How is that product caught?

Is that product sustainable?

Why isn't halibut available more often?

I'm scared of buying it off the docks- I don't know what to do!

DOCK SHOP

FREE!

Join us for an afternoon of local seafood buying. We will be visiting 3 commercial ports looking for fresh product to buy.

We will talk about what we fish for, what's in season, how we fish for it, vessel types, regulations, fishing practices, and sustainability.

JULY 10, 16, 22, 28

Walk begins at noon and lasts between one and two hours.

People interested in purchasing seafood should bring cash and a cooler with ice. Comfortable shoes with good traction is a must for everyone!

Please meet at this totally awesome location that Ruby needs to tell me about!

Questions?
Contact Ruby Moon.
541-265-6534 Ext 18
Ruby.Moon@oregonstate.edu

OSU Oregon State University

Sea Grant Oregon

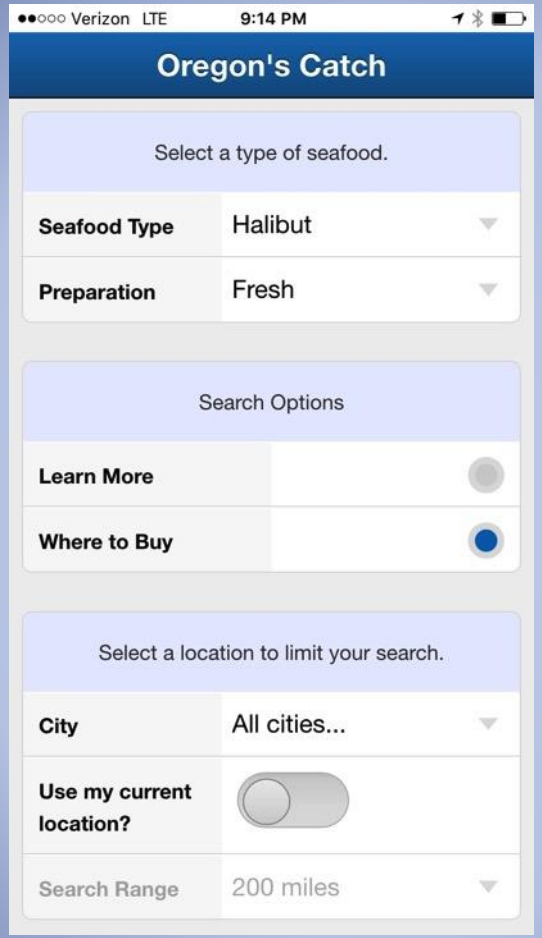
Oregon's Catch

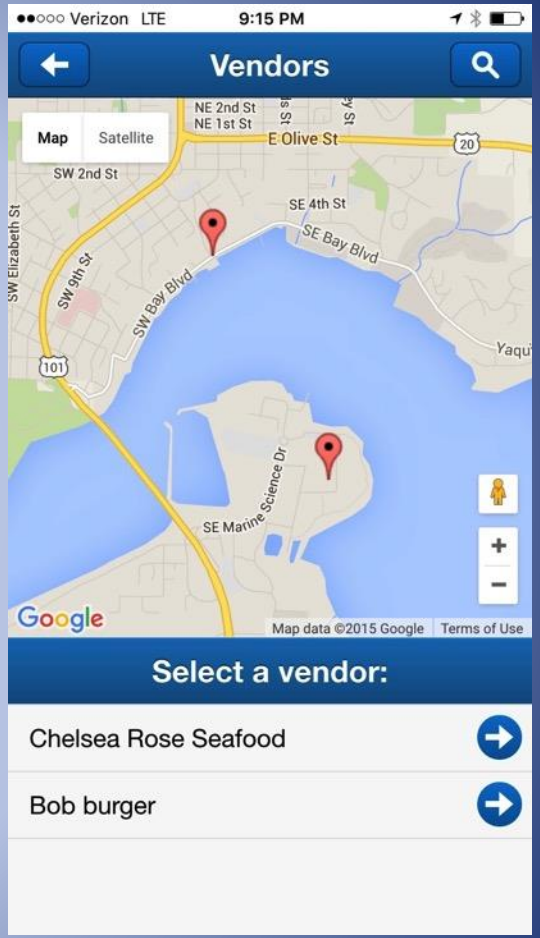
Developing an app for local seafood

Goals

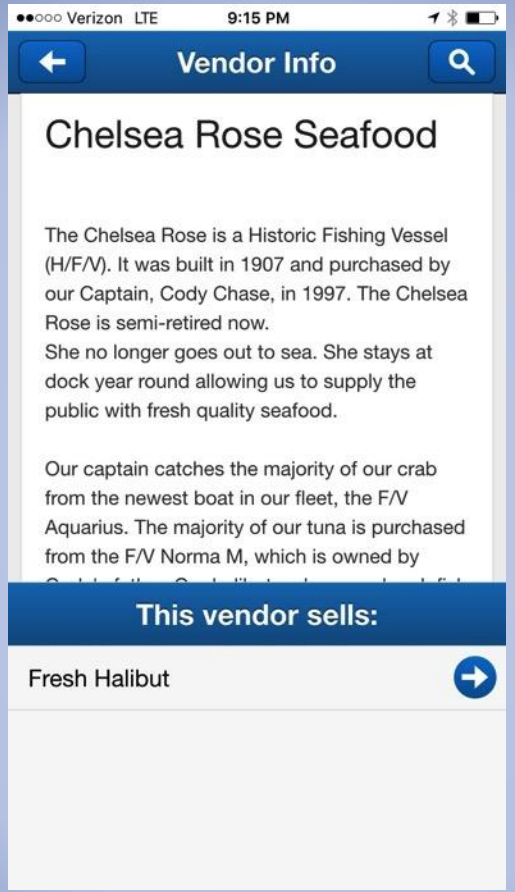
- Raise awareness of WHAT is local, move the conversation beyond tuna and salmon
- Education about fresh vs. frozen
- Create connections to the waterfront

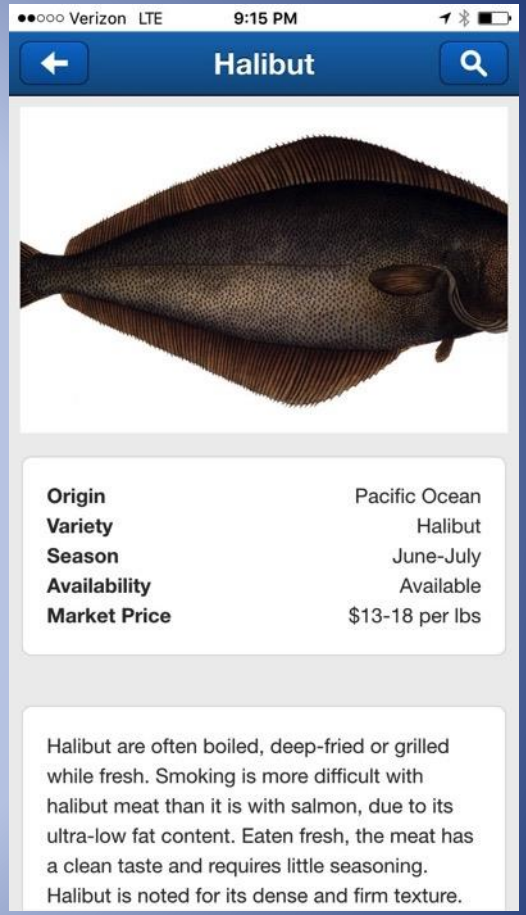
Oregon's Catch
Where and When to Buy Local Seafood
Sea Grant Oregon
Oregon State University


Verizon LTE 9:14 PM
Oregon's Catch
Select a type of seafood.
Seafood Type
Halibut
Preparation
Fresh
Search Options
Learn More
Where to Buy
Select a location to limit your search.
City
All cities...
Use my current location?
Search Range
200 miles


Verizon LTE 9:15 PM
Vendors
Map
Satellite
NE 2nd St
NE 1st St
E Olive St
SW 2nd St
SE 4th St
SE Bay Blvd
SW Elizabeth St
SW 9th St
SW Bay Blvd
SE Marine Science Dr
Google
Map data ©2015 Google
Terms of Use
Select a vendor:
Chelsea Rose Seafood
Bob burger

Oregon's Catch
Where and When to Buy Local Seafood
Sea Grant
Oregon
Oregon State
UNIVERSITY


Verizon LTE 9:15 PM
Vendor Info
Chelsea Rose Seafood
The Chelsea Rose is a Historic Fishing Vessel (H/F/V). It was built in 1907 and purchased by our Captain, Cody Chase, in 1997. The Chelsea Rose is semi-retired now.
She no longer goes out to sea. She stays at dock year round allowing us to supply the public with fresh quality seafood.
Our captain catches the majority of our crab from the newest boat in our fleet, the F/V Aquarius. The majority of our tuna is purchased from the F/V Norma M, which is owned by
This vendor sells:
Fresh Halibut


Verizon LTE 9:15 PM
Halibut
Origin Pacific Ocean
Variety Halibut
Season June-July
Availability Available
Market Price $13-18 per lbs
Halibut are often boiled, deep-fried or grilled while fresh. Smoking is more difficult with halibut meat than it is with salmon, due to its ultra-low fat content. Eaten fresh, the meat has a clean taste and requires little seasoning. Halibut is noted for its dense and firm texture.

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Oregon's Catch

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- Vendors
- Products
- Product Form and Packaging
- Product Education
- Video Library
- Image Library

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Oregon's Catch

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Product Education

Click on the item to edit it or add a New Item

- Albacore Tuna
- Butter Clam
- Chinook Salmon
- Clams (All except Razors)
- Cockles
- Coho Salmon
- Dungeness Crab
- Flat-Tipped Piddock Clam
- Gaper Clam

Lessons Learned (*thus far…)*

- This takes time to build! More time than expected
- Pilot testing a smaller area will hopefully help us work out the kinks
- People are VERY excited about this

Working Waterfront Tour: Coos Bay

Working Waterfronts of Oregon

The public wants to know *SO* many things:

“Where do all those logs go?”

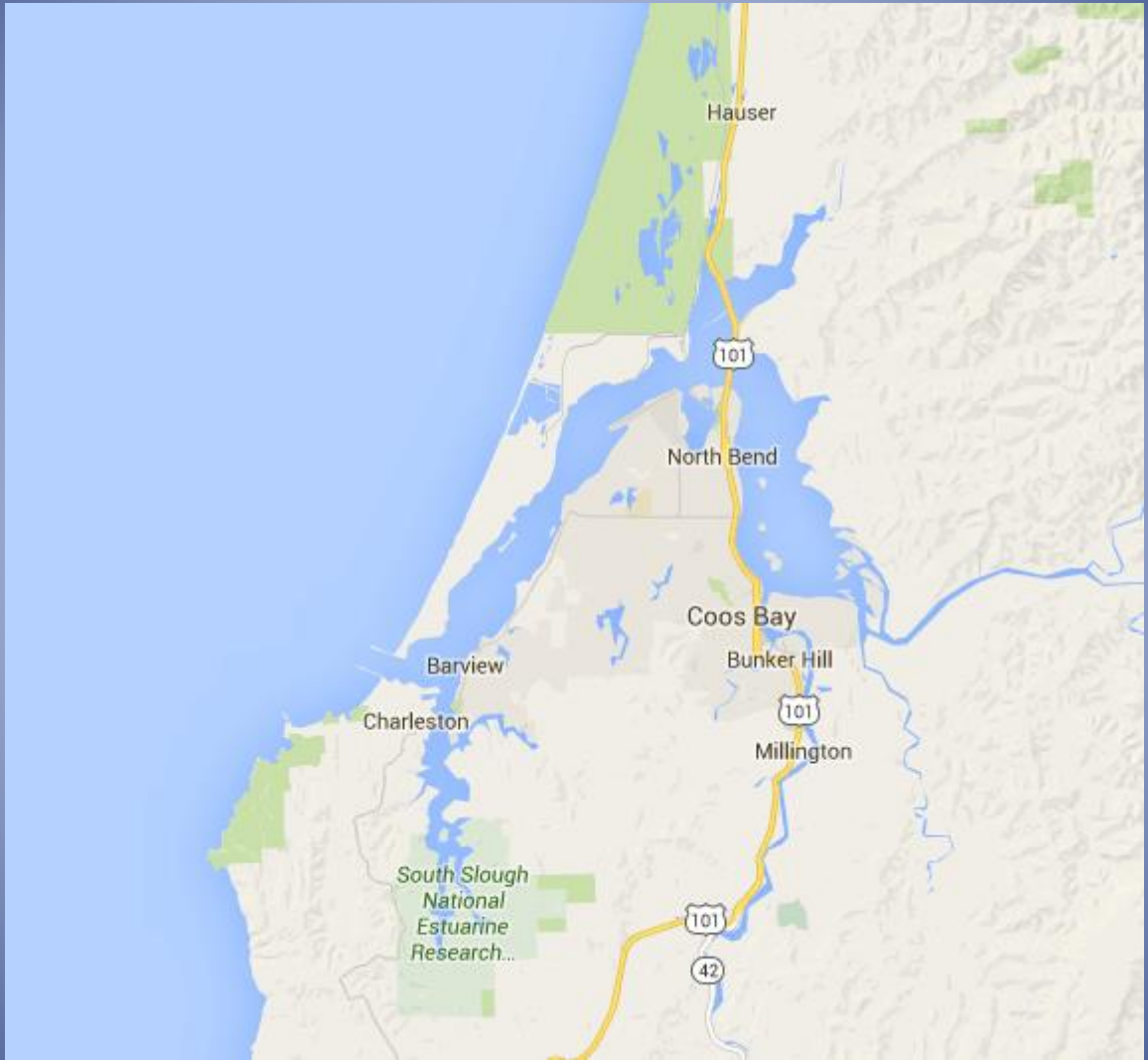
“What do the boats fish for?”

“What’s that smell?”

“What are those lights on the water at night?”

We're asking ourselves…

- *Can working waterfronts draw tourists?*
- *How can tourists gain access "behind the scenes"?*
- *Can we build public support and interest for Oregon's working waterfronts?*
- *Can we create connections between different Working Waterfront sectors?*
- *How can technology help?*
- Can we build a framework that can be added onto in the future?


Hauser
101
North Bend
Coos Bay
Bunker Hill
Barview
Charleston
101
Millington
South Slough
National
Estuarine
Research...
101
42

Can we get tourists “off” of 101?

Can Working Waterfronts draw tourists?

Working Waterfront Tour

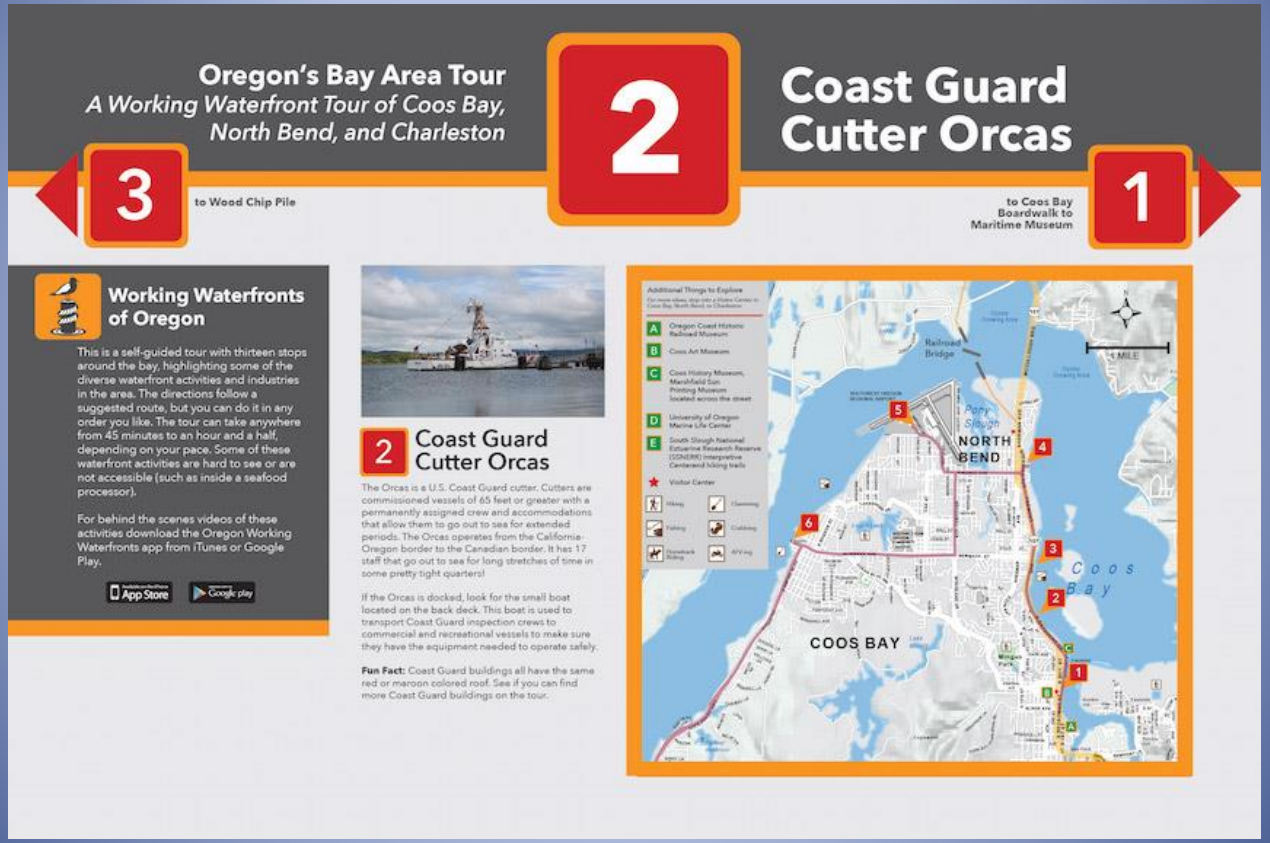
- 13 “stops”
- Diversity of Working Waterfront industries
- Behind-the-scenes access
- Paper map
- App

Paper Map

Oregon's Bay Area

Coos Bay • North Bend • Charleston

Signs at each “stop”



Oregon’s Bay Area Tour
A Working Waterfront Tour of Coos Bay, North Bend, and Charleston

2

Coast Guard Cutter Orcas

3 to Wood Chip Pile

to Coos Bay Boardwalk to Maritime Museum **1**

Working Waterfronts of Oregon

This is a self-guided tour with thirteen stops around the bay, highlighting some of the diverse waterfront activities and industries in the area. The directions follow a suggested route, but you can do it in any order you like. The tour can take anywhere from 45 minutes to an hour and a half, depending on your pace. Some of these waterfront activities are hard to see or are not accessible (such as inside a seafood processor).

For behind the scenes videos of these activities download the Oregon Working Waterfronts app from iTunes or Google Play.

App Store | Google play

2 Coast Guard Cutter Orcas

The Orcas is a U.S. Coast Guard cutter. Cutters are commissioned vessels of 65 feet or greater with a permanently assigned crew and accommodations that allow them to go out to sea for extended periods. The Orcas operates from the California-Oregon border to the Canadian border. It has 17 staff that go out to sea for long stretches of time in some pretty tight quarters!

If the Orcas is docked, look for the small boat located on the back deck. This boat is used to transport Coast Guard inspection crews to commercial and recreational vessels to make sure they have the equipment needed to operate safely.

Fun Fact: Coast Guard buildings all have the same red or maroon colored roof. See if you can find more Coast Guard buildings on the tour.

Additional Things to Explore

- A Oregon Coast Historic Railroad Museum
- B Coos Art Museum
- C Coos History Museum, Marshfield Sun Printing Museum located across the street
- D University of Oregon Marine Life Center
- E South Slough National Estuarine Research Reserve (SSNERR) Interpretive Centered hiking trails
- Visitor Center

Hiking, Clamming, Fishing, Crabbing, Horseback Riding, ATV Jeep

Railroad Bridge
1 MILE
Pony Slough
NORTH BEND
Coos Bay
COOS BAY
1 2 3 4 5 6

Oregon's
Working Waterfronts
A Tour of Coos Bay,
North Bend, and Charleston
Sea Grant
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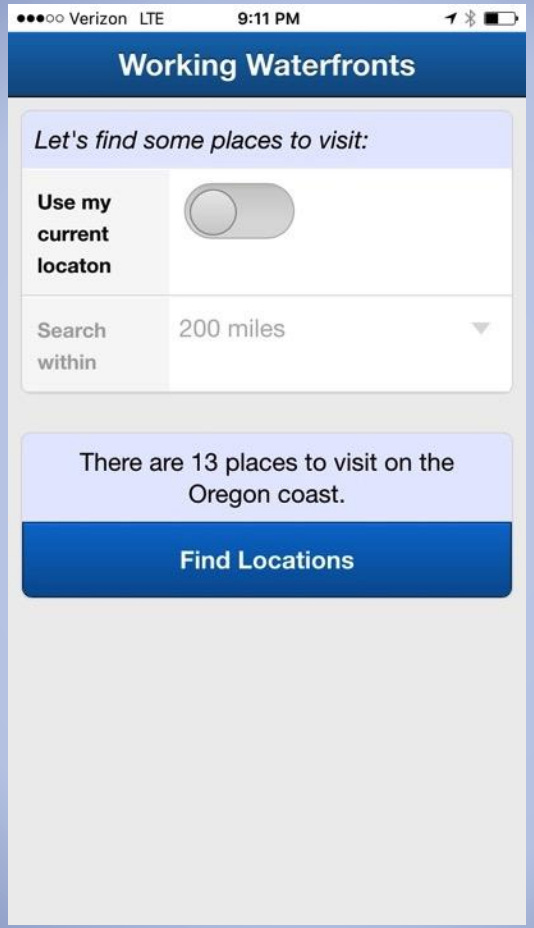
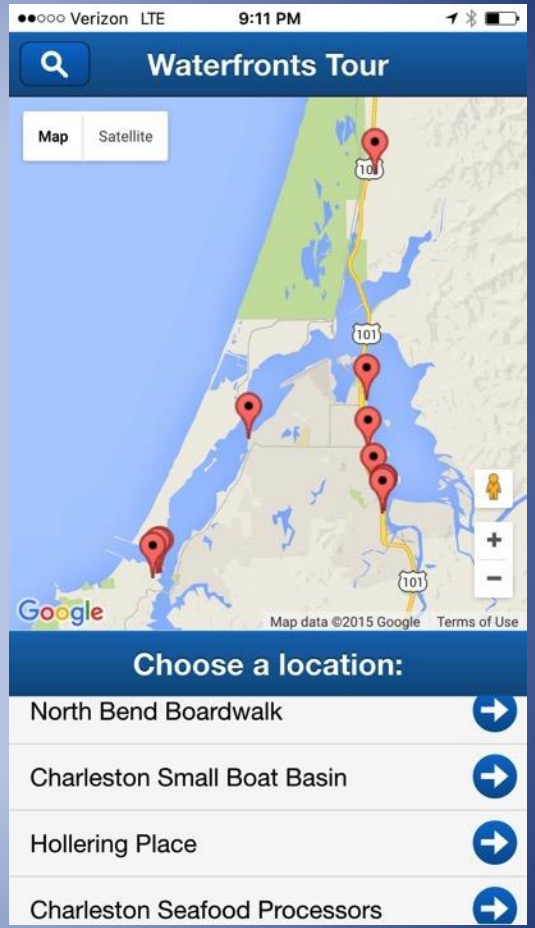
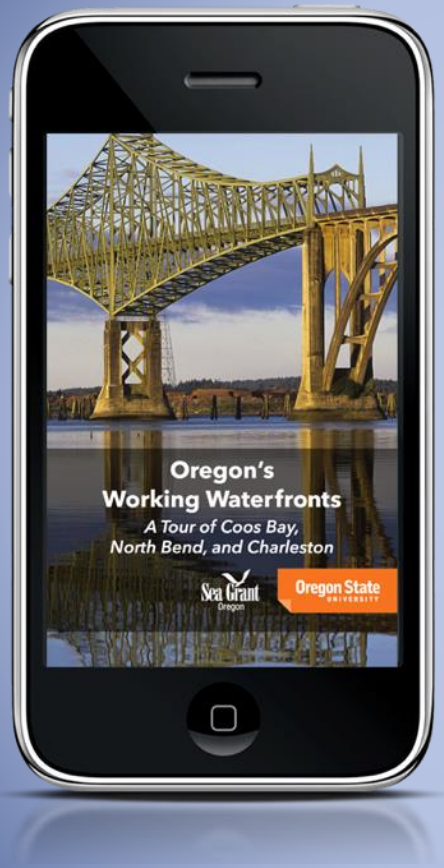

Verizon LTE 9:11 PM
Working Waterfronts
Let's find some places to visit:
Use my current locaton
Search within
200 miles
There are 13 places to visit on the Oregon coast.
Find Locations


Verizon LTE 9:11 PM
Waterfronts Tour
Map
Satellite
101
Google
Map data ©2015 Google
Terms of Use
Choose a location:
North Bend Boardwalk
Charleston Small Boat Basin
Hollering Place
Charleston Seafood Processors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A Tour of Coos Bay,
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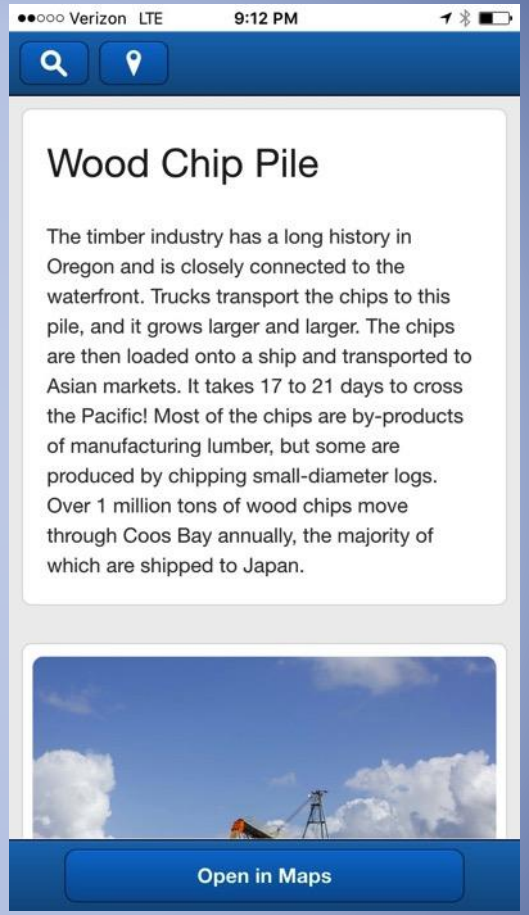
Sea Grant
Oregon
Oregon State
UNIVERSITY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9:12 PM
Wood Chip Pile
The timber industry has a long history in Oregon and is closely connected to the waterfront. Trucks transport the chips to this pile, and it grows larger and larger. The chips are then loaded onto a ship and transported to Asian markets. It takes 17 to 21 days to cross the Pacific! Most of the chips are by-products of manufacturing lumber, but some are produced by chipping small-diameter logs. Over 1 million tons of wood chips move through Coos Bay annually, the majority of which are shipped to Japan.
Open in Maps

WOOD CHIPS
OREGON'S WORKING WATERFRONTS

OYSTER GROWERS: HARVESTING

OREGON'S WORKING WATERFRONTS

OYSTER GROWERS: PROCESSING

OREGON'S WORKING WATERFRONTS

SHRIMP TRAWLER
OREGON'S WORKING WATERFRONTS

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Working Waterfronts

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- Categories
- Hazards
- Video Library
- Image Library

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Working Waterfronts

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Points Of Interest

Click on the item to edit it or add a New Item

Charleston Large Boat Basin

Description: Longliners fish using one (long) line with many hooks on it. Sablefish and halibut can be caught this way. Look for buckets with lots of hooks hanging off the rim.

Charleston Seafood Processors

Description: There are several seafood processors in Charleston, which process the many different kinds of seafood caught here, including pink shrimp, Dungeness crab, groundfish, albacore tuna, hagfish, and salmon. Another good location to watch fish being unloaded by seafood processors is at Stop 12.

Charleston Shipyard

Description: The shipyard is a place where boats are taken out of the water for maintenance. Some boats are there for a long time

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Alternative Name:

History*:

History:

Hagfish, or slime eels, are a very unique fishery. These animals, when disturbed, produce large amounts of slime. The fishing vessels have to be specially adapted to deal with this slime. Look for boats with large barrels with holes in them. Hagfish swim into the holes and get caught. Hagfish are a Korean

Facts*:

Fun Fact:

Excluder devices are special metal grates placed in a trawl net so that it only catches the target species (like pink shrimp) and allows other fish to escape (like rock fish).

Lessons Learned (thus far)

- Products, like the videos, have multiple uses
- The videos work for tourists and locals, people learn lots and ask questions
- Really positive response so far
- Excited to evaluate the tools