

TOTAL SOLAR

E  LIPSE

The logo for Oregon State Parks is a shield-shaped emblem with a jagged, sun-like border. Inside the shield, the word "OREGON" is written at the top, "STATE PARKS" at the bottom, and a central illustration of a mountain range, a river, and a forest.

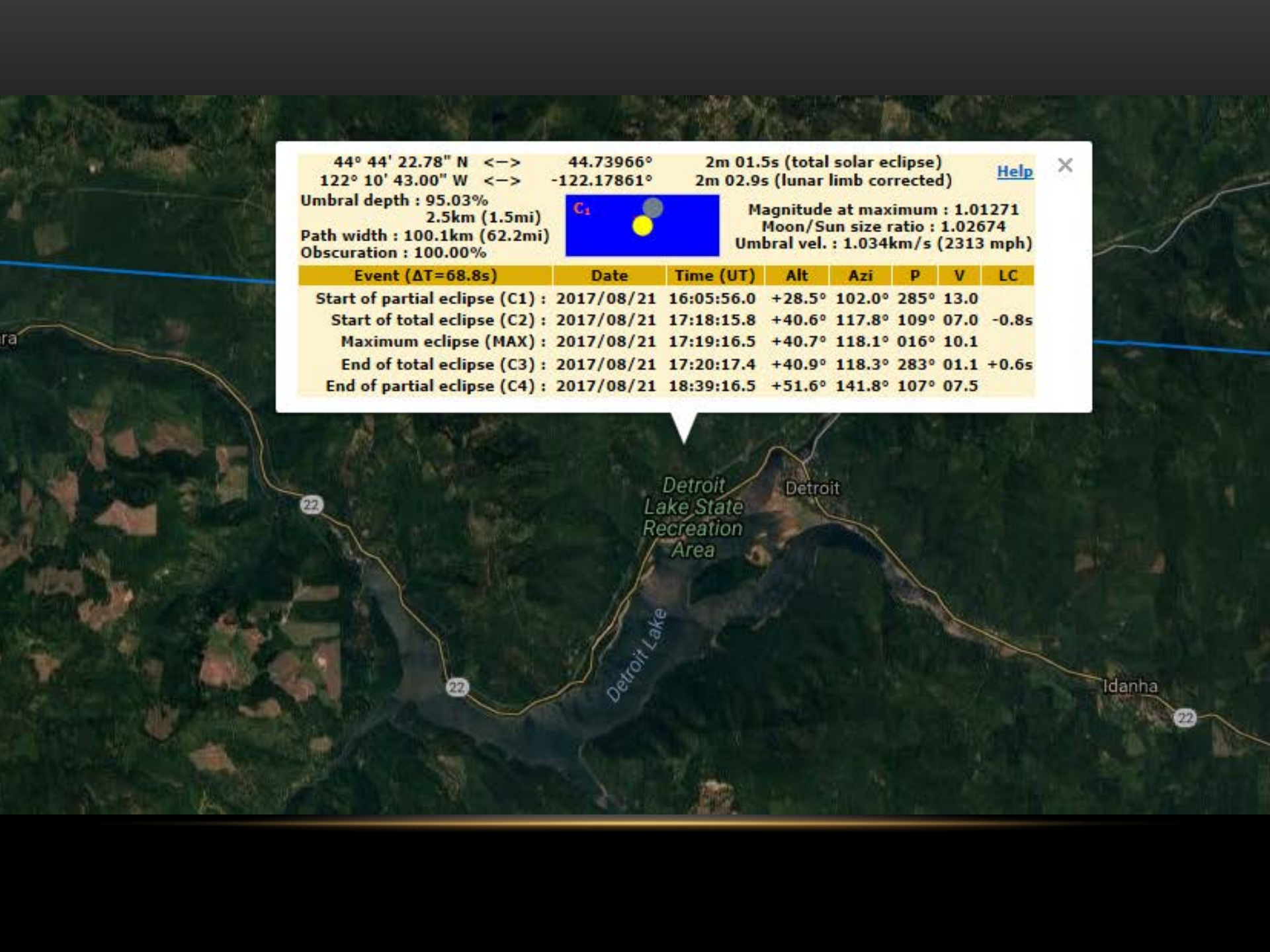
AUGUST 21 • 2017

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OREGON STATE PARKS

44° 44' 22.78" N <-> 44.73966° 2m 01.5s (total solar eclipse) [Help](#) ✕  
 122° 10' 43.00" W <-> -122.17861° 2m 02.9s (lunar limb corrected)  
 Umbral depth : 95.03%  
 2.5km (1.5mi)  Magnitude at maximum : 1.01271  
 Path width : 100.1km (62.2mi) Moon/Sun size ratio : 1.02674  
 Obscuration : 100.00% Umbral vel. : 1.034km/s (2313 mph)

Event ( $\Delta T=68.8s$ )	Date	Time (UT)	Alt	Azi	P	V	LC
Start of partial eclipse (C1)	2017/08/21	16:05:56.0	+28.5°	102.0°	285°	13.0	
Start of total eclipse (C2)	2017/08/21	17:18:15.8	+40.6°	117.8°	109°	07.0	-0.8s
Maximum eclipse (MAX)	2017/08/21	17:19:16.5	+40.7°	118.1°	016°	10.1	
End of total eclipse (C3)	2017/08/21	17:20:17.4	+40.9°	118.3°	283°	01.1	+0.6s
End of partial eclipse (C4)	2017/08/21	18:39:16.5	+51.6°	141.8°	107°	07.5	

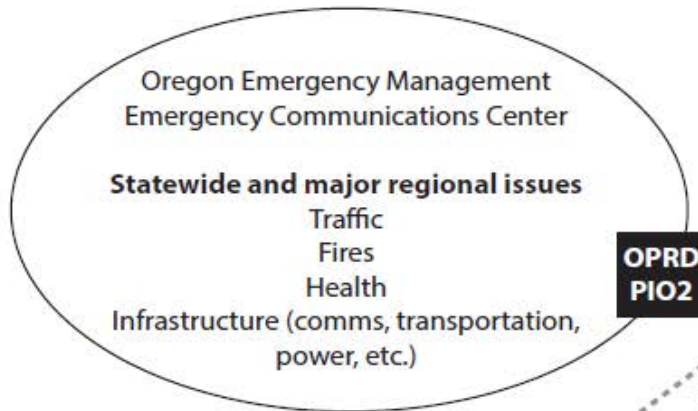


WE WERE

FULL !!!







**Goals**

1. Encourage safe, smooth visits.
2. Infuse sense of celebration among visitors and nonvisitors alike.
3. Deliver requests for changes to visitor behavior from OPRD internal comms.
4. Report emerging issues to OPRD internal comms.

**How**

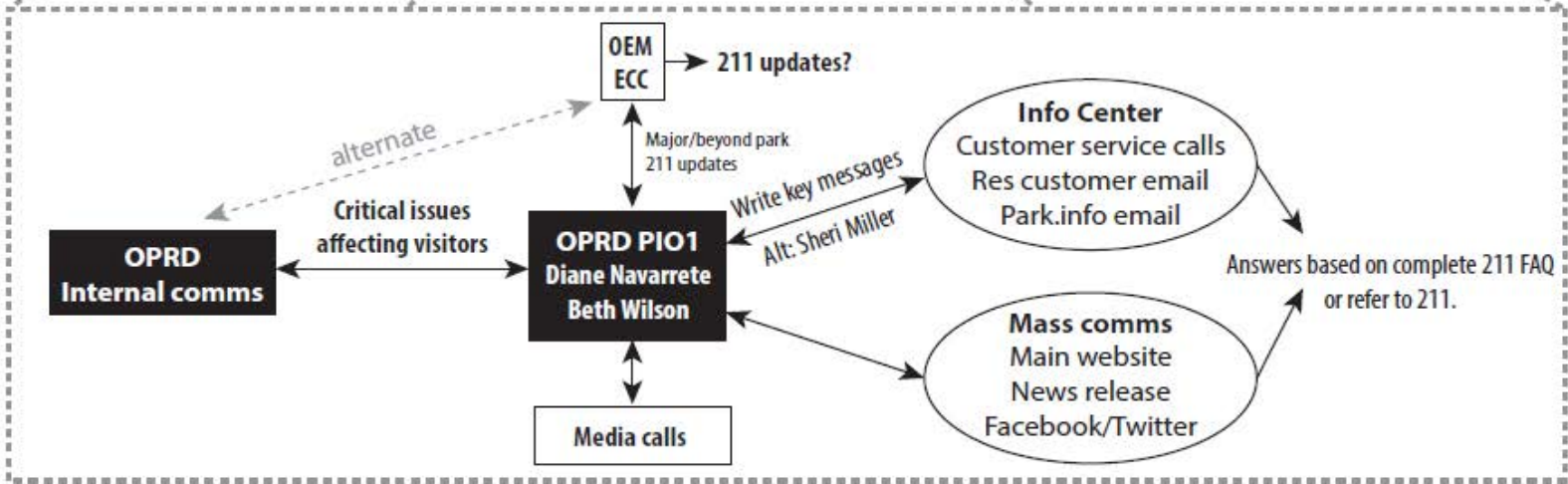
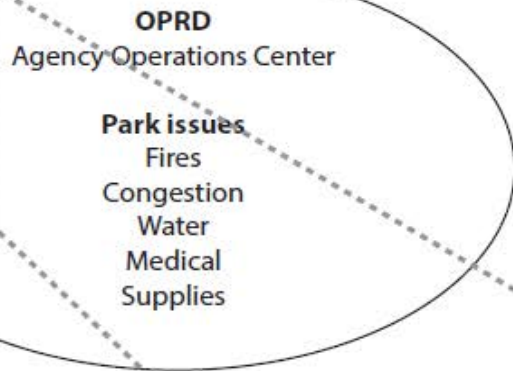
1. Timely, accurate, clear internal and external communication.
2. Accessible, jargon-free language.
3. Where appropriate, sparkle and have some fun.

**OPRD  
PIO2**

Updates, alerts  
alternate

**OPRD  
PIO1**

**OPRD  
internal comms**





# OREGON OFFICE OF EMERGENCY MANAGEMENT

## **Total Solar Eclipse** August 21, 2017

# **TALKING POINTS**

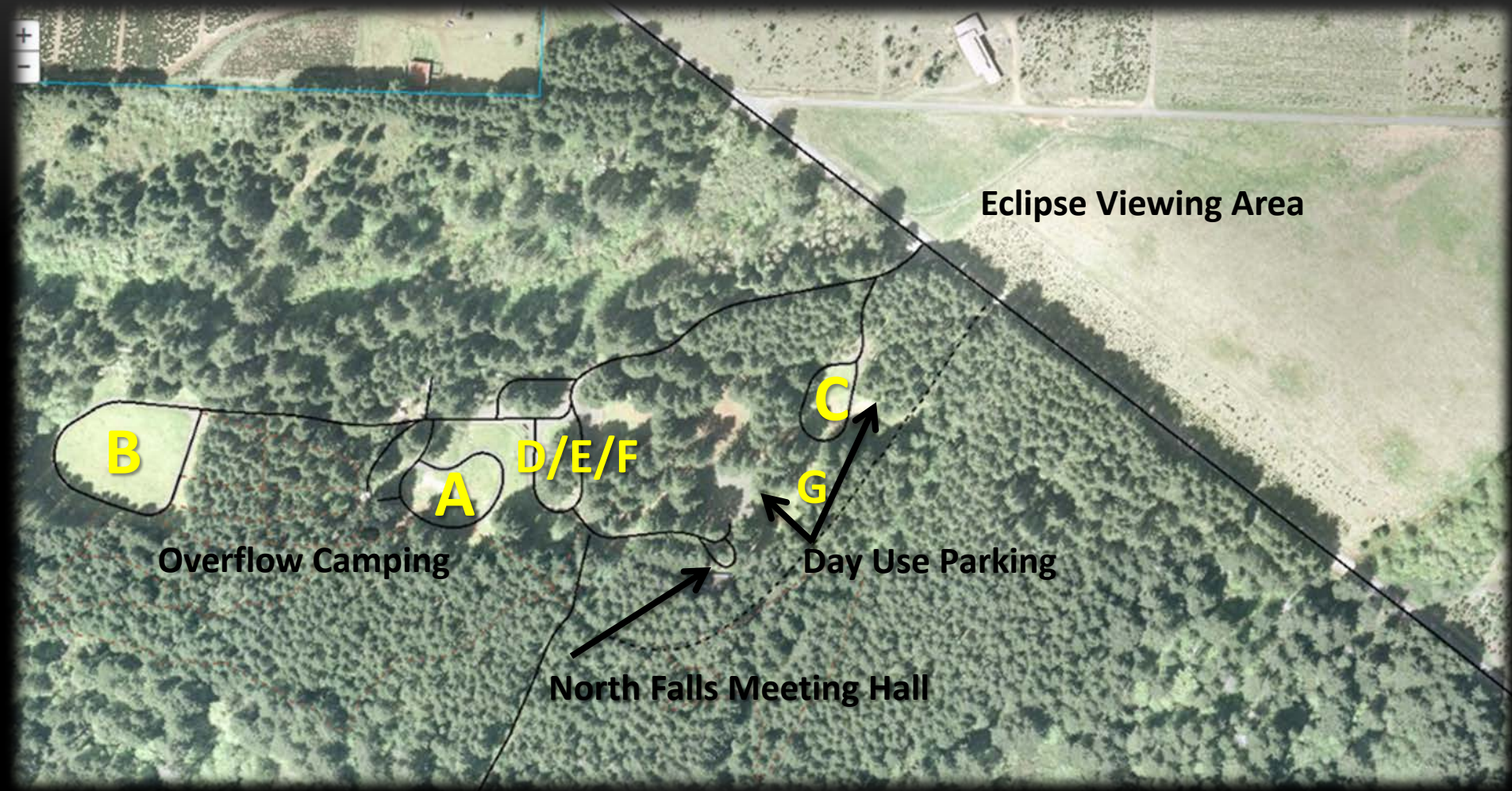
The following agency talking points were submitted by individual agencies and compiled by Oregon office of Emergency Management to further the Joint Information System mission of ensuring all pertinent state agencies are communicating unified messages to eclipse viewers/visitors as it pertains to public safety, security, disaster preparedness, disaster response and tourism.



Theme	Message	Strategy/platform
<b>Safety and trip planning</b>	No camping without reservations in state parks	Website/FB/Twitter Posters in parks
<b>Traffic, services</b>	Stock up. Arrive early. Stay put. Leave late. Leave no trace.	Website/FB Posters in parks
<b>Reservation holders</b>	First come-first serve: stay at least through the 21 <sup>st</sup>	Signs at these parks?
	Temporary camping: option to stay through 21 <sup>st</sup> (confirm)	Email reservation holders
	Alert Monday Aug. 21 arrivals.	Email reservation holders
<b>Day-use Areas and Rest Areas</b>	No staying overnight in rest areas; can't park when lot becomes full – coordinate with Travel Information Council, ODOT	Website/FB Posters in rest areas? Twitter
<b>Wildfire safety</b>	Fire safety – use Keep Oregon Green materials	Website/FB Posters in parks Twitter
<b>Coast</b>	Tides –High tide/no camping on beach	Website/FB Posters in parks Signs at beach entry points Twitter
<b>Eye protection</b>	Eye awareness, encourage people to bring own glasses	FB, Go Guide blog story Posters in parks
	When to wear glasses (partial, throughout state)	Interp programs in parks all summer



# OPRD DESIGNED OVER 1,000 NEW SITES STATEWIDE





# FINDING NEW USES FOR EXISTING SPACE



Group A



Group B



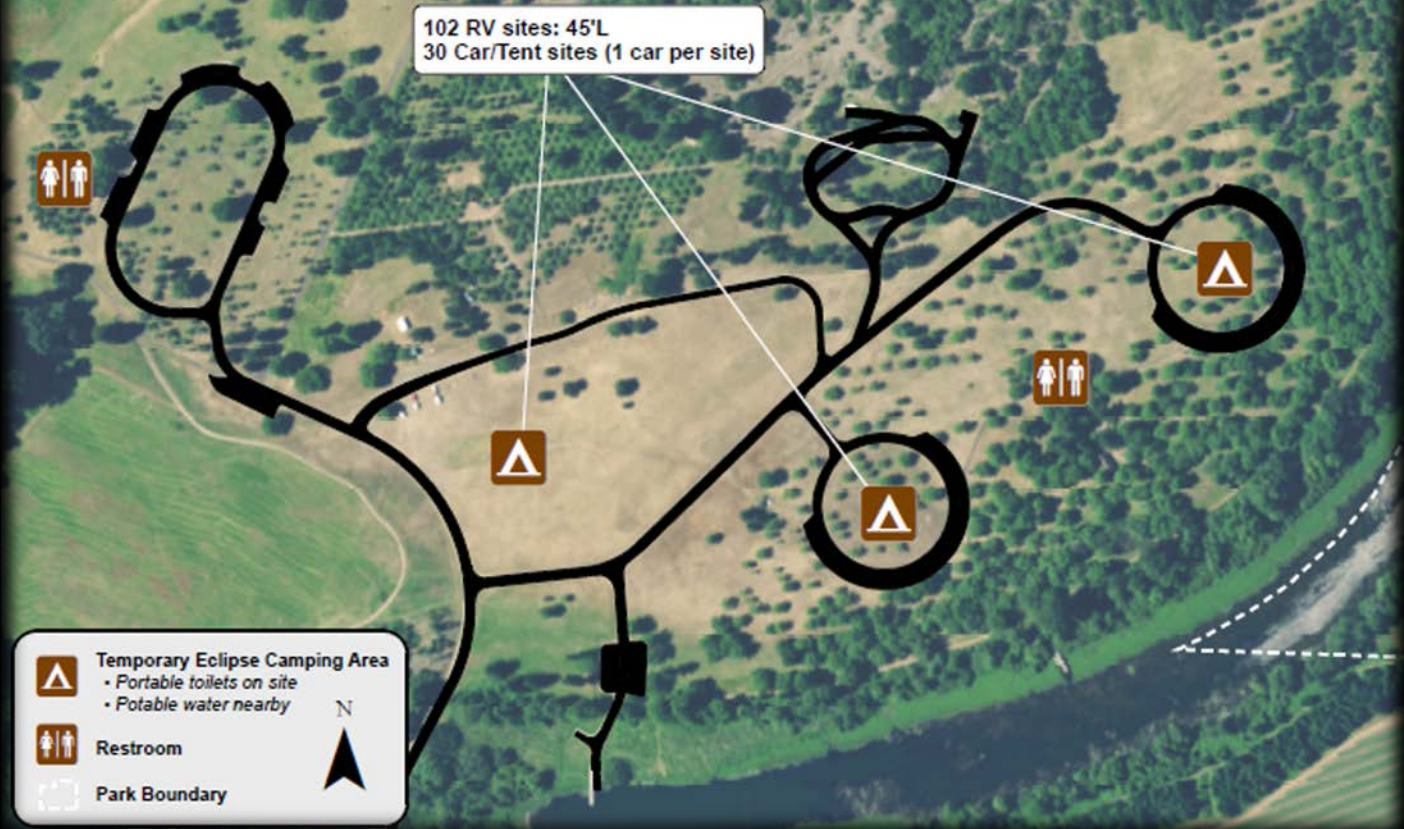
Group C



# SCOUTING THE VIEWING AREA



# Willamette Mission State Park



# Willamette Mission State Park



## Friday, August 18th

- 10:00am** **Discovery Table: Detroit History** **Visitor Deck**  
Stop by to casually learn about Detroit's railroad and logging history now under water.
- 2:00pm** **Solar Eclipse Photography** **Visitor Center Deck**  
Join eclipse chaser and photographer Marvin Nauman as he shows us the best way to photograph a solar eclipse. For all photographers and all cameras, including cell phones.
- 9:00pm** **Sharing Our Stories in the Sky** **F-Loop Field**  
Tonight, Astrophysicist and super massive black hole researcher, Dr. Jake, and his friend and colleague, Cina, will take us on the nighttime adventure of a lifetime! Bring your friends, bring your family, bring all of those questions about the universe you've been dying to ask, and bring your imagination!!

## Saturday, August 19th

- 10:00 am** **Sizing Up The Moon** **Visitor Center Deck**  
How can such a tiny moon block the light of our giant sun? Use play-dough to discover the size of the moon compared to the Earth, how far apart they are, and just how tricky it is to make a solar eclipse.
- 2:00 pm** **Camera Obscura Live Solar Display** **B-Loop Shore**  
Join Spencer Hughes of Ries Tripods as we learn about this 16th century method for photographing phases of a solar eclipse. This Eclipse "camera obscura" will be in a large tent that you enter to see and photograph the image projected on the tent floor. Bring your Camera for this neat even, after all... how often can you go inside a Camera to take a photo?
- 8:30 pm** **The Aurora Borealis & the Sun** **C-Loop Amphitheater**  
Famous Aurora Photographer Marvin Nauman will explain the mysteries of Auroras . We will learn about their relation to solar flares & solar winds, the interaction with a planet's magnetic fields, and why **they dance and change color.**

## Sunday, August 20th

- 3:00 pm** **Live Solar Displays with a special Telescope:**  
Dave Hutsell, retired Boeing Photographic Mgr. Shores out from Site B-4 See a real time Solar Powered Sun Camera display system using a 5 inch Celestron telescope with a DSLR streaming the live video to a 32 in video monitor. See special solar filters for the camera including a narrow band pass filters for IR and select bandwidth viewing... all powered by Solar Energy.
- 7:30 pm** **The Great American Eclipse** **C-Loop Amphitheater**  
Tonight we will show what makes this celestial event so special, where to look, and how to safely experience this lifetime event!  
**\* Bring a flashlight for your trip back to camp.**
- 8:30 pm** **The CATE Experiment** **C-Loop Amphitheater**  
Stick around and learn about how Detroit Lake State Park is becoming part of a nationwide scientific experiment. Robert McCown, PSU Astronomer, and Michael Meo, Astronomy historian, of the Citizen CATE (Continental-America Telescopic Eclipse) will explain this experiment sponsored by Kitt Peak and Microsoft and how they aim to capture images of the inner solar corona using a network of more than 60 telescopes operated by citizen scientists, high school groups and universities from across the path of totality and the nation.

## Monday, August 21st

- 10:17 am** **Totality!!!** **Detroit Lake Shoreline**  
The show begins at 9:05 am looking approx. 102 degrees to the East/Southeast and 28.5 degrees up with the first "bite" being taken out of the Sun. Join the nation in observing this lifetime event. At 10:17 when the Sun is completely blocked out, you may safely observe totality for one minute 59 seconds. You will see the corona and the chromosphere. Before or after this time, you **MUST** wear your certified solar viewing glasses.
- 11:30 am** **Eclipse Art** **Visitor Center Deck**  
You have seen a Total Solar Eclipse. Now join us and create art that will commemorate your amazing lifetime experience!





































**Looking Ahead...**

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## Step 1

Identify/  
**Engage**  
with  
groups  
that exist  
around  
you.

## Step 2

**Relate:**  
Invite them to  
the table,  
  
...or ask to join  
theirs.

## Step 3

**Adapt** your  
efforts to  
incorporate  
new  
knowledge.



# SYSTEM-WIDE RESULTS



## Household Income

<b>Low-income categories (Annual household income)</b>	<b>Oregon general population*</b>	<b>Day users</b>	<b>Overnight users</b>
Less than \$10,000	7%	6%	2%
\$10,000 - \$49,000	39%	31%	18%

- Day use areas are serving low-income households.

\* U.S. Census Bureau, 2015 American Community Survey 1-Year Estimates

# SYSTEM-WIDE RESULTS



## Race/ Ethnicity

<b>Race/ Ethnicity (Major population categories)</b>	<b>Oregon general population*</b>	<b>All park users</b>	<b>Day users</b>	<b>Overnight users</b>
White (Caucasian)	87.4%	88%	87%	92%
Hispanic/ Latino	12.8%	5%	6%	2%
Asian	4.5%	3%	3%	3%

- Two largest ethnic minorities are underrepresented, particularly Hispanic/ Latino overnight users.

\* 2016 US Census Quick Facts.



## EQUALITY VERSUS EQUITY



In the first image, it is assumed that everyone will benefit from the same supports. They are being treated equally.



In the second image, individuals are given different supports to make it possible for them to have equal access to the game. They are being treated equitably.



In the third image, all three can see the game without any supports or accommodations because the cause of the inequity was addressed. The systemic barrier has been removed.





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