



Rockaway Beach Marketing Report: December 2020  
Prepared by Nan Devlin, Visit Tillamook Coast

### Website

#### See attached report

- 89.8% of visitors to website were new visitors
- top 3 pages visited: Lodging, restaurants, things to do
- December website engagement up 25% over November; up 15% over Dec. 2019
- Visitors by cities (top 10): Portland, Seattle, San Francisco, Beaverton, Boise, Vancouver, Oregon City, Fresno, Happy Valley, Hillsboro

### Social media

#### See attached report

- Large engagement and reach on post about beach wheelchairs: 15,540 reach, 1,468 engagements, 570 shares

### Paid Print

#### See attached stories

- Oregon Coast Today – two-page story on “winter escapes” in Rockaway Beach, plus Rockaway logo on cover. Distributed as special insert in Portland Tribune editions (Pamplin Media) and Boise Weekly – total reach: 86,000
- Willamette Living: two page winter adventure spread – was printed prior to Police Museum move. Total reach: 30,000

### Earned media

#### See attached story

- Via Magazine – North Coast Adventures story – Rockaway Beach mention in Shellfish Adventures story

### Other print story

#### See attached story

- Not tourism related, but possibly have an impact those who may be thinking of relocating here: ProPublica/Oregon Public Broadcasting/Oregonian investigative story on clear cutting impact on drinking water resources on the north coast (Wheeler, Arch Cape, Rockaway Beach, Oceanside)

### Upcoming:

- Two-page story in Willamette Living Jan/Feb issue on spring break adventures.
- Digital marketing (March, April, May: e-newsletters/digital ads in ParentMap (Seattle region)
- OCVA and TO visitor guides ads (published in spring)

# oregon coast **TODAY** WINTER 2021



## Make tracks to the coast

By the time you read these words, we will be on the cusp of making it through 2020 — a year that is sure to go down as one of the most challenging in recent history.

It has been a long slog, but there is light at the end of the tunnel and, as you plan for what you and your family will do once life begins to return to normal, we hope you will consider a trip to the Oregon Coast.

Offering a warm welcome to visitors is something of a specialty here, a place where people have sought rest and relaxation since the dawn of the automobile age. And, as if the lure of the crashing ocean, sandy beaches and trail-strewn forests wasn't enough, our local business owners have banded together to offer more than \$1,100 worth of prizes in the Great Oregon Coast Giveaway.

To enter, use your phone to scan the QR code on any of the participating business profiles throughout this magazine (or click on the giveaway tab at [www.oregoncoasttoday.com](http://www.oregoncoasttoday.com)). Select the prizes you are interested in winning and cross your fingers. We'll pick the winners on Jan. 31, giving you another reason to head west.

Stay safe.

**Patrick Alexander**

owner & publisher

## A note on masks

The profiles in this magazine feature businesses that have supported Oregon Coast TODAY for many years. Some of the profiles use photos from our archives, showing the owners without masks, while others use new photos, showing people masked up.

All of our featured businesses follow state protocols for masking and social distancing, alongside various other measures to help keep patrons safe.

*publisher*

**PATRICK ALEXANDER**

[palexander@oregoncoasttoday.com](mailto:palexander@oregoncoasttoday.com)

*marketing representative*

**LARAYNE HIGGINS**

[lyaeger@oregoncoasttoday.com](mailto:lyaeger@oregoncoasttoday.com)

*contributors*

**GRETCHEN AMMERMAN**

**MICHAEL EDWARDS**

*on the cover*

**Merkel the dog explores  
Lincoln City's beaches**

*published by*

**OCT Media Company**

**PO Box 962**

**Lincoln City, OR 97367**

**541-921-0413**

Copyright © 2020

**Boise distribution sponsored  
by**

**ROCKAWAY BEACH**  
OREGON

*small town. big beach.*



# Taking a big breather at Rockaway Beach

With its seven miles of wide sand coastline, it's no wonder Rockaway Beach on the north Oregon Coast is such a popular destination. One visit and you'll understand why families have been flocking to this little beach town for more than a century. While many people see the beach as the perfect kite-flying destination, the place offers so much more, year-round. And it's the perfect antidote to a year filled with anxiety.

## Go for a nature walk — or sit

There isn't a better time to get outside on the north Oregon Coast than right now. In winter, the crisp bare branches in the forest make bird watching easier. With better visibility, familiar forests can become completely new and unexplored kingdoms. Give the Wetlands Cedar Preserve a try for an easy, all-accessible stroll. This cedar-plank walk through wetlands leads you to the grand dame of Rockaway Beach: the 1,200-year-old cedar tree. Watch a video about it on the home page of [www.visitrockawaybeach.org](http://www.visitrockawaybeach.org)

Maybe you'd just like to sit and enjoy nature. Lake Lytle is the place for you. It has a roomy dock, perfect for both fishing and meditating. It's also the perfect, calm body of water for kayaking or canoeing.

Of course, a walk on the beach is always a great idea. If it's stormy, stay away from logs and waves. Instead walk closer to shore or on a coastline trail and, above all, never turn your back on the waves. Our little secret: winter can be one of the most magical times of the year.

## Ride the Oregon Coast Scenic Railroad

Riding the rails in a historic train, pulled by a restored steam engine, not only provides a view of the coast like no other, it's a step back in time. The Oregon Coast Scenic Railroad is the opportunity to sit back, take in the experience of leisurely moving along the bay, ocean and wetlands on the Oregon Coast, wave at passers-by, and listen for the train whistle at crossings. Catch the train in Rockaway Beach or nearby Garibaldi for a 90-minute round trip. If the weather cooperates, sit in the open-air car, and take

in the fragrance of forests and ocean air. Watch a video about the Oregon Coast Scenic Railroad at [www.youtube.com/c/TillamookcoastOR/videos](http://www.youtube.com/c/TillamookcoastOR/videos)

## Capture the perfect sunset

Winter sunsets just happen to be the best around at Rockaway Beach. The evenings are much cooler, so be sure to bundle up in a good coat or even bring a blanket and steaming cup of apple cider with you. Then, settle in for a spectacular showcase of colors, textures, and lights.

While you're there, take in the view of Twin Rocks, the Loch Ness monster-shaped formation just offshore. Formed by a large lava flow perhaps millions of years ago, Twin Rocks was once a single rock, but ocean waves gradually got their way, and the rock, at least above the water, turned into two. Twin Rocks is now a landmark — maybe we should call them an "oceanmark" — and one of the most photographed icons of the Oregon Coast.



## Visit a local ghost, enjoy a local meal

Locals know that one restaurant in town has a little bit of a ghost problem. Fortunately, he's a friendly ghost (most of the time). If you haven't heard yet, legend has it that Grumpy's

Cafe is inhabited by a ghost that the staff calls Roger. He's not always around, but you can see his effects now and then if you're lucky.

If ghost-watching makes you extra hungry, there are lots of options in Rockaway Beach. In addition to Grumpy's, the Sand Dollar Restaurant features fresh seafood and a full bar, overlooking the beach. There's also Old Oregon Smokehouse, Upper Crust Pizza, Lakeside Hideaway, Sunrise Café, Beach Bite and the throwback bar, Rick's Roadhouse. And don't forget Pronto Pup — you can't miss it. There's a giant pronto pup on the roof.

## Downtown, where the lights and shops are bright

One of the most fun things to do in winter in Rockaway Beach is to go shopping and antiquing. Think of all the perfect treasures waiting to be found. We have several suggestions: Simply Charming, The Little

Crow, Troxel's Gems and Jewelry, Etcetera, Beach Crafter's, Trash & Treasures, Flamingo Jim's, Little White Church Antiques and, at the south end of town, Warehouse 10. Just be sure to give yourself plenty of time because there is so much to see — in fact, you may need a few days to explore all the stores.

## Ride a fat tire bike, go metal detecting, or follow the Yellow Brick Road

The ocean brings treasures in the winter — and you never know what shiny metal discovery is just an inch below the sand. The best way to uncover those little gifts from the waves is with a metal detector. Bring your own or rent one at metal detector from Troxel's Gem and Jewelry store (Victor Troxel is also a rockhound, so bring your agates to the store. He can identify them for you.)

Troxel also rents fat tire bikes for riding on the beach. The store is on Highway 101, right across from the beach wayside in the center of town. Not only that, Troxel built a charming mini golf course based on the Wizard of Oz's yellow brick road. It's a fun way to spend an hour or so putting around the road. Golf clubs are also available at Troxel's shop.

## Have a lazy day reading books and drinking apple cider

Check out a book from the Rockaway Beach Library, located at 120 N Coral Street and settle in for a cozy afternoon reading with a cup of hot chocolate. What could be better than that? The library is open for 'express service' from noon to 5 pm each weekday. During COVID safety restrictions, patrons are asked to keep their visits to 15 minutes or less.

If you want to browse in the one of the state's best independent bookstores, drive north about 15 miles to Manzanita and find your nirvana at Cloud & Leaf bookstore. We promise, you'll walk out with a shelf's worth of great reads.

For more information and to plan your trip, go to [www.visitrockawaybeach.org](http://www.visitrockawaybeach.org)





# via

JANUARY+FEBRUARY 2021

The long road back to traveling 14

How to be a nicer driver 34

Deciphering new car tech 40



## Land of plenty

Berries, hazelnuts, salmon, and  
more: The foods of Oregon 24





# 8

## Shellfish

**CLOCKWISE FROM TOP:** Measuring the catch off Rockaway Beach; a bowl of chowder at Buttercup in Nehalem; Happy Dragon's stir-fried crab with chile sauce.

ence." We rent crab pots to fling from the weathered dock into Nehalem Bay, then lounge in big Adirondack chairs by the fire pit overlooking the water, sipping cans of Astoria's Buoy Beer Co. while we wait to pull up our skittering treasures. You can also skip the grunt work and buy a live crab or two from the Kelly's staff. Either way, the crew will steam your crustaceans on-site. I defy you to find a more delicious way to spend an afternoon than cracking shells and nibbling tender crabmeat.

In Portland, seasonal Dungeness dishes abound. Standouts include the decadent crab toast drizzled with heady saffron hollandaise at seafood charmer Jacqueline in the Clinton neighborhood (closed at press time but may reopen in the spring) and the spicy, wonderfully messy stir-fried crab with chile sauce at Happy Dragon Chinese Restaurant. (The latter comes with wet wipes.)

Who makes the best clam chowder on the coast? Some partisans vouch for the broth-y, butter-pooled bowls at Depoe Bay oldster Gracie's Sea Hag, while others swoon for the chunky razor-clam soup at Nehalem's Buttercup. They're both great, but these days my money is on the ultra-luxe stunner at sedate Georgie's Beachside Grill in Newport: It's dangerously creamy, scented with bacon and fennel, and plump with clams and diced spuds in every bite—so rich you want to eat it over linguine. "It may seem like there's too many clams in the chowder," says chef Alfredo Betanzo. "But no, no, no. This is what we like." ●

KELLY CLARKE is the former editor in chief of *Portland Monthly* magazine.



### IF YOU GO

Call ahead to confirm the status of any place you plan to visit and consult the latest travel information at [AAA.com/covid](https://www.aaa.com/covid). If you choose not to travel right now, save this article for when you feel comfortable doing so again.

Want to get into a heated argument around these parts? Try telling a local that East Coast lobster tastes better than Dungeness crab. Oregonians—including me—are emphatic in their love for our hunky native crustacean, with its meaty claws and distinctively sweet, firm, brine-kissed flesh. Heck, Oregon crab boats average a harvest of 16 million pounds a year, making crab the most valuable commercial fishery haul in the state.

When out-of-towners visit, I'll often use that as an excuse to head to Kelly's Brighton Marina on Oregon's north coast to indulge in what I call the "full Dungeness experi-





# WINTER ADVENTURE GUIDE to the Oregon Coast

With seven miles of sandy beach and unlimited fun, Rockaway Beach on the north Oregon Coast is a favorite getaway for generations of families. Easy to get to, and with lots of lodging options, it's the place to make family memories and traditions.

**\*\* COVID-19 SAFETY GUIDELINES will be in place. Please wear a mask indoors and maintain safe distancing rules. \*\***



## Geocaching

Part outdoor adventure, part scavenger hunt, geocaching is a great family experience. Find out how to join the treasure hunt at [geocaching.com](https://geocaching.com) and get started on the fun. Here's one family's story:

→ [tillamookcoast.com/geocaching-treasure-hunt/](https://tillamookcoast.com/geocaching-treasure-hunt/)



## Shopping

Rockaway Beach is filled with wonderful shops and restaurants. You'll find that special treasure, ice cream flavor, favorite bakery and delicious seafood.

→ [visitrockawaybeach.org/rockaway-beach-shopping](https://visitrockawaybeach.org/rockaway-beach-shopping)



## Oregon Scenic Railroad

Ride the rails along the coastline from Rockaway Beach to Garibaldi and back again. From Thanksgiving to Christmas, Santa and Mrs. Claus join the train for the Candy Cane Express.

→ [oregoncoastscenic.org](https://oregoncoastscenic.org)



## Clamming & Crabbing

The tastiest seafood is the kind you catch yourself. All you need are the right tools and a proper license, easily available in Rockaway Beach and at local marinas. Toss a crab ring off a dock, or get a shovel and dig!

→ [visitrockawaybeach.org/outdoor](https://visitrockawaybeach.org/outdoor)



## Old Growth Cedar Wetlands Trail

The oldest resident in Rockaway Beach is a mammoth Western Red Cedar. At 49 feet in circumference, it is also among Oregon's largest trees. An easy, ADA-friendly trail leads through a wetlands preserve to the famous tree.

→ [visitrockawaybeach.org/old-growth-cedar-wetlands-preserve](https://visitrockawaybeach.org/old-growth-cedar-wetlands-preserve)



## International Police Museum

Discover the history and stories of law enforcement and investigation in this unique museum in downtown Rockaway.

→ [internationalpolicemuseum.org](https://internationalpolicemuseum.org)

Plan your trip at:  
**VisitRockawayBeach.org**



# ROCKAWAY BEACH

OREGON

## Trend Report

December 2020

# Executive Summary



## Here are the highlights:

A plugin was added called WPMU Dev which will help speed up the website. It will manage image sizes, and a variety of backend tasks that should increase the speed of the site. I will be contacting Canvas Host to see what they can do to increase their server speed as this is the biggest problem right now. The speed of your website is critical to increasing the rankings.

### December 2020 compared to November 2020\*

- Sessions are up 25%
- Users are up 24%
- Pages per session are down 8%
- Avg Session Duration is down 19%
- Organic is up 23%
- Direct is down 2%
- Referral is up 50%
- Paid is up 37%

### December 2020 compared to December 2019\*

- Sessions are up 15%
- Users are up 14%
- Pages per session are down 19%
- Avg Session Duration is up 14%
- Organic is up 63%
- Direct is down 25%
- Social is down 86%
- Referral is up 1400%
- Paid is down 15%

\*Traffic numbers are compiled with spam traffic removed.



response interactive



# Executive Summary



**More highlights:**

## **AdWords Compared to Last Month**

- Clicks are up 17%
- AdWords impressions are up 5%
- Click-through rate increased 11%
- Spend is down 12%



ROCKAWAY BEACH  
OREGON

# Analytics





December 2020



response interactive



# Trend Report

											
<a href="https://visitrockawaybeach.org/">https://visitrockawaybeach.org/</a>			2020			2020			2020		
Stats			October			November			December		
Website			09/23 to 10/22			10/23 to 11/22			11/23 to 12/22		
All visitors			373	26.54%		472	25.00%		590		
Google			170	28.24%		218	29.82%		283		
Live/Bing			15	73.33%		26	-30.77%		18		
Yahoo			16	-31.25%		11	9.09%		12		
Inbound links*			116	0.86%		117	10.26%		129		
Visits from keyphrase search			206	26.21%		260	23.46%		321		
Average Session Duration (in seconds)			275	-3.70%		265	-19.46%		214		
Pages per Session			4.07	-16.71%		3.39	-7.67%		3.13		
Google Ads											
Clicks			-	na		423	17.26%		496		
Impressions			0	na		6,627	5.43%		6,987		
Click-Through Rate			0.00%	na		6.38%	11.29%		7.10%		
Avg CPC			\$0.00	na		\$0.97	-24.74%		\$0.73		
Avg. Position			na	∞		na	na		na		
Total Cost			\$0.00	NA		\$410.65	-12.10%		\$360.96		

Numbers have increased since we turned on Google Ads.

If you compare “All Visitors” for December with “Total Clicks” for Google Ads, it appears that most traffic came from Google Ads. This is not the case.

The reason it looks this way is that spam traffic has been removed from the “All Visitors” report, but not from the Google Ads report.

Overall traffic increased 25% from November and search traffic increased 23%.

Inbound links increased to 129 (10%).

People visited a little over three pages and stayed about 4 minutes per visit on average.

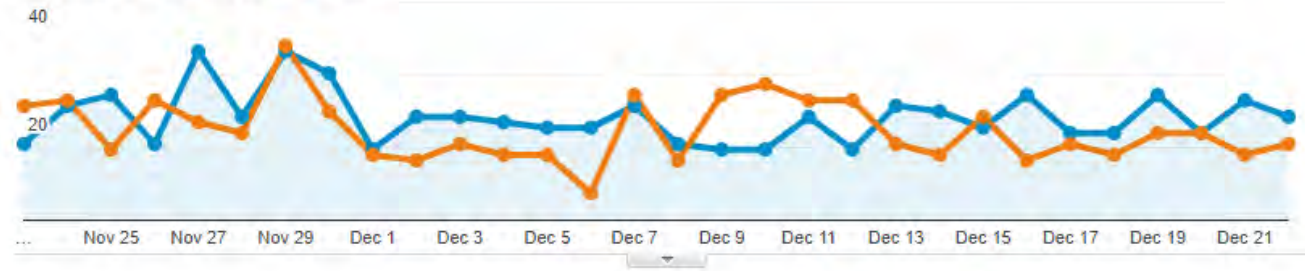
(See next slide for comparison to last December.)



# Audience Overview

Nov 23, 2020 - Dec 22, 2020: Users

Nov 23, 2019 - Dec 22, 2019: Users



Users

Referral Spam Removed 1...

**13.93%**

548 vs 481



New Users

Referral Spam Removed 1...

**16.03%**

514 vs 443



Sessions

Referral Spam Removed 1...

**15.46%**

590 vs 511



Number of Sessions per User

Referral Spam Removed 1...

**1.34%**

1.08 vs 1.06



Pageviews

Referral Spam Removed 1...

**-6.01%**

1,846 vs 1,964



Pages / Session

Referral Spam Removed 1...

**-18.59%**

3.13 vs 3.84



Avg. Session Duration

Referral Spam Removed 1...

**-14.29%**

00:03:56 vs 00:04:36



Bounce Rate

Referral Spam Removed 1...

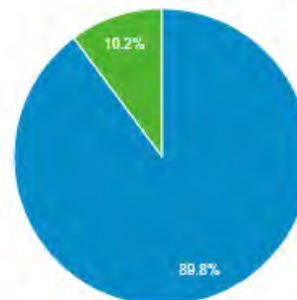
**0.00%**

0.00% vs 0.00%

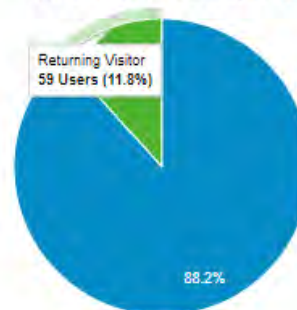


New Visitor Returning Visitor

Nov 23, 2020 - Dec 22, 2020



Nov 23, 2019 - Dec 22, 2019



Good News!

When comparing last December to this December, the number of sessions have increased 15%.

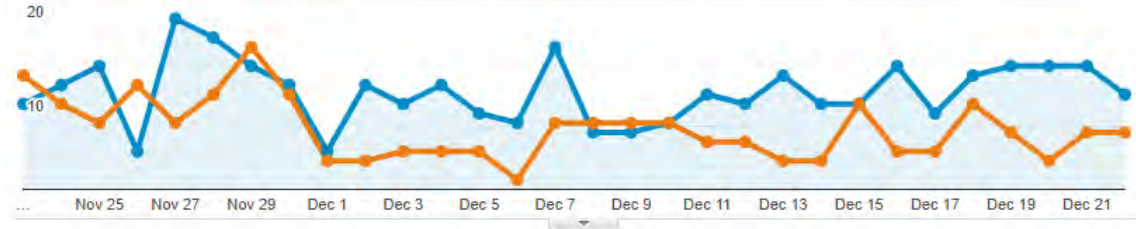
Average Session Duration decreased from 4:36 minutes to 3:56 minutes and pages per session decreased slightly from 3.84 to 3.13 pages.



# Search Traffic Overview

Nov 23, 2020 - Dec 22, 2020: ● Users

Nov 23, 2019 - Dec 22, 2019: ● Users



Primary Dimension: [Keyword](#) [Source](#) [Landing Page](#) [Other](#)

Secondary dimension		Sort Type: Default		advanced		
Source		Acquisition			Behavior	
		Users	New Users	Sessions	Bounce Rate	Pages / Session
Referral Spam Removed 11/02/2018		62.70% <span style="color: green;">▲</span> 301 vs 185	73.91% <span style="color: green;">▲</span> 280 vs 161	63.78% <span style="color: green;">▲</span> 321 vs 196	0.00% 0.00% vs 0.00%	17.62% <span style="color: red;">▼</span> 3.01 vs 3.65
1. google						
	Nov 23, 2020 - Dec 22, 2020	265 (87.75%)	245 (87.50%)	283 (88.16%)	0.00%	2.94
	Nov 23, 2019 - Dec 22, 2019	154 (83.24%)	135 (83.85%)	163 (83.16%)	0.00%	3.45
	% Change	72.08%	81.48%	73.62%	0.00%	-14.63%
2. bing						
	Nov 23, 2020 - Dec 22, 2020	18 (5.96%)	16 (5.71%)	18 (5.61%)	0.00%	3.83
	Nov 23, 2019 - Dec 22, 2019	13 (7.03%)	10 (6.21%)	13 (6.63%)	0.00%	3.38
	% Change	38.46%	60.00%	38.46%	0.00%	13.26%
3. yahoo						
	Nov 23, 2020 - Dec 22, 2020	12 (3.97%)	12 (4.29%)	13 (4.05%)	0.00%	2.54
	Nov 23, 2019 - Dec 22, 2019	13 (7.03%)	12 (7.45%)	15 (7.65%)	0.00%	5.93
	% Change	-7.69%	0.00%	-13.33%	0.00%	-57.22%

When comparing last December to this December, the number of organic search sessions have increased about 64%.

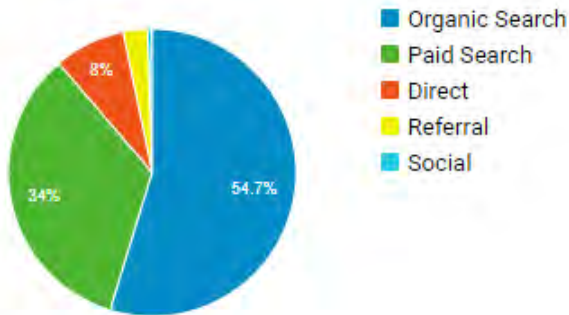
Pages per session dropped about 18% and Avg. Session duration dropped about 17%.



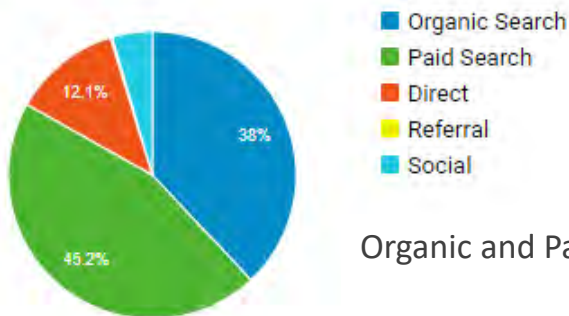
# Channel Mix

## Top Channels

Nov 23, 2020 - Dec 22, 2020



Nov 23, 2019 - Dec 22, 2019



Acquisition				Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Referral Spam ...	13.93% <span>↑</span>	16.03% <span>↑</span>	15.46% <span>↑</span>	0.00%	18.59% <span>↓</span>	14.29% <span>↓</span>
1 Organic Search	62.70% <span>↑</span>			0.00%		
2 Paid Search	15.00% <span>↓</span>			0.00%		
3 Direct	25.42% <span>↓</span>			0.00%		
4 Referral	1,400.00% <span>↑</span>			0.00%		
5 Social	86.36% <span>↓</span>			0.00%		











Organic and Paid are the top traffic drivers. These two channels make up 89% of all user traffic.

The paid search spend is \$18 per day or \$558 per month. Which means we did not use our full budget. The spend was \$361.00. This will change as we move into the coming months.

Organic traffic increased about 63%, Paid decreased 15% from last year and Referral increased 1400%, while social traffic decreased 86%.



# Top 10 Pages Visited

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
<b>Referral Spam Removed 11/02/2018</b>	<b>1,846</b> % of Total: 54.94% (3,360)	<b>1,209</b> % of Total: 44.40% (2,723)	<b>00:01:51</b> Avg for View: 00:01:51 (0.00%)	<b>590</b> % of Total: 28.04% (2,104)	<b>0.00%</b> Avg for View: 71.96% (-100.00%)
1. / 	<b>279</b> (15.11%)	<b>145</b> (11.99%)	00:02:06	<b>129</b> (21.86%)	0.00%
2. /rockaway-beach-lodging-guide/ 	<b>222</b> (12.03%)	<b>134</b> (11.08%)	00:01:31	<b>112</b> (18.98%)	0.00%
3. /restaurants/grumpys-cafe/ 	<b>97</b> (5.25%)	<b>47</b> (3.89%)	00:02:38	<b>46</b> (7.80%)	0.00%
4. /things-to-do/ 	<b>90</b> (4.88%)	<b>65</b> (5.38%)	00:01:25	<b>38</b> (6.44%)	0.00%
5. /rockaway-beach-restaurants/ 	<b>88</b> (4.77%)	<b>54</b> (4.47%)	00:01:07	<b>11</b> (1.86%)	0.00%
6. /old-growth-cedar-wetlands-preserve/ 	<b>53</b> (2.87%)	<b>29</b> (2.40%)	00:02:44	<b>25</b> (4.24%)	0.00%
7. /rockaway-beach-shopping/ 	<b>52</b> (2.82%)	<b>35</b> (2.89%)	00:01:19	<b>10</b> (1.69%)	0.00%
8. /outdoor/ 	<b>50</b> (2.71%)	<b>45</b> (3.72%)	00:02:39	<b>5</b> (0.85%)	0.00%
9. /lodging-guide-hotels-motels/ 	<b>47</b> (2.55%)	<b>34</b> (2.81%)	00:01:54	<b>10</b> (1.69%)	0.00%
10. /comes-trees-go-big-go-home/ 	<b>38</b> (2.06%)	<b>22</b> (1.82%)	00:03:54	<b>19</b> (3.22%)	0.00%

The Home Page received the most traffic, followed by the Lodging guide. Guide pages continue to do quite well (outlined in orange).



# Visitors by Top 10 Cities

City ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
<b>Referral Spam Removed 11/02/2018</b>	<b>548</b> % of Total: 29.72% (1,844)	<b>514</b> % of Total: 28.34% (1,814)	<b>590</b> % of Total: 28.04% (2,104)	<b>0.00%</b> Avg for View: 71.96% (-100.00%)	<b>3.13</b> Avg for View: 1.60 (95.92%)	<b>00:03:56</b> Avg for View: 00:01:06 (256.61%)
1. Portland	105 (18.99%)	97 (18.87%)	109 (18.47%)	0.00%	2.83	00:02:51
2. Tillamook	56 (10.13%)	49 (9.53%)	60 (10.17%)	0.00%	2.68	00:03:45
3. Seattle	26 (4.70%)	26 (5.06%)	26 (4.41%)	0.00%	2.65	00:02:53
4. San Francisco	18 (3.25%)	18 (3.50%)	18 (3.05%)	0.00%	2.22	00:02:47
5. Beaverton	16 (2.89%)	15 (2.92%)	16 (2.71%)	0.00%	2.94	00:03:18
6. Rockaway Beach	14 (2.53%)	11 (2.14%)	14 (2.37%)	0.00%	3.71	00:03:29
7. (not set)	13 (2.35%)	13 (2.53%)	14 (2.37%)	0.00%	3.57	00:03:20
8. Boise	12 (2.17%)	12 (2.33%)	12 (2.03%)	0.00%	4.83	00:08:11
9. Vancouver	12 (2.17%)	12 (2.33%)	13 (2.20%)	0.00%	2.85	00:03:02
10. Oregon City	9 (1.63%)	8 (1.56%)	9 (1.53%)	0.00%	3.44	00:05:22
11. Fresno	8 (1.45%)	7 (1.36%)	8 (1.36%)	0.00%	2.50	00:06:12
12. Happy Valley	7 (1.27%)	6 (1.17%)	12 (2.03%)	0.00%	5.83	00:14:52
13. Ichalkaranji	7 (1.27%)	6 (1.17%)	14 (2.37%)	0.00%	3.64	00:08:16
14. Hillsboro	6 (1.08%)	6 (1.17%)	6 (1.02%)	0.00%	3.17	00:03:40

Most traffic comes from Portland, followed by Seattle and then San Francisco.

The cities crossed out are the cities that were requested to be excluded, except Ichalkarani which is in India.

Ichalkarani was excluded because is my developer.



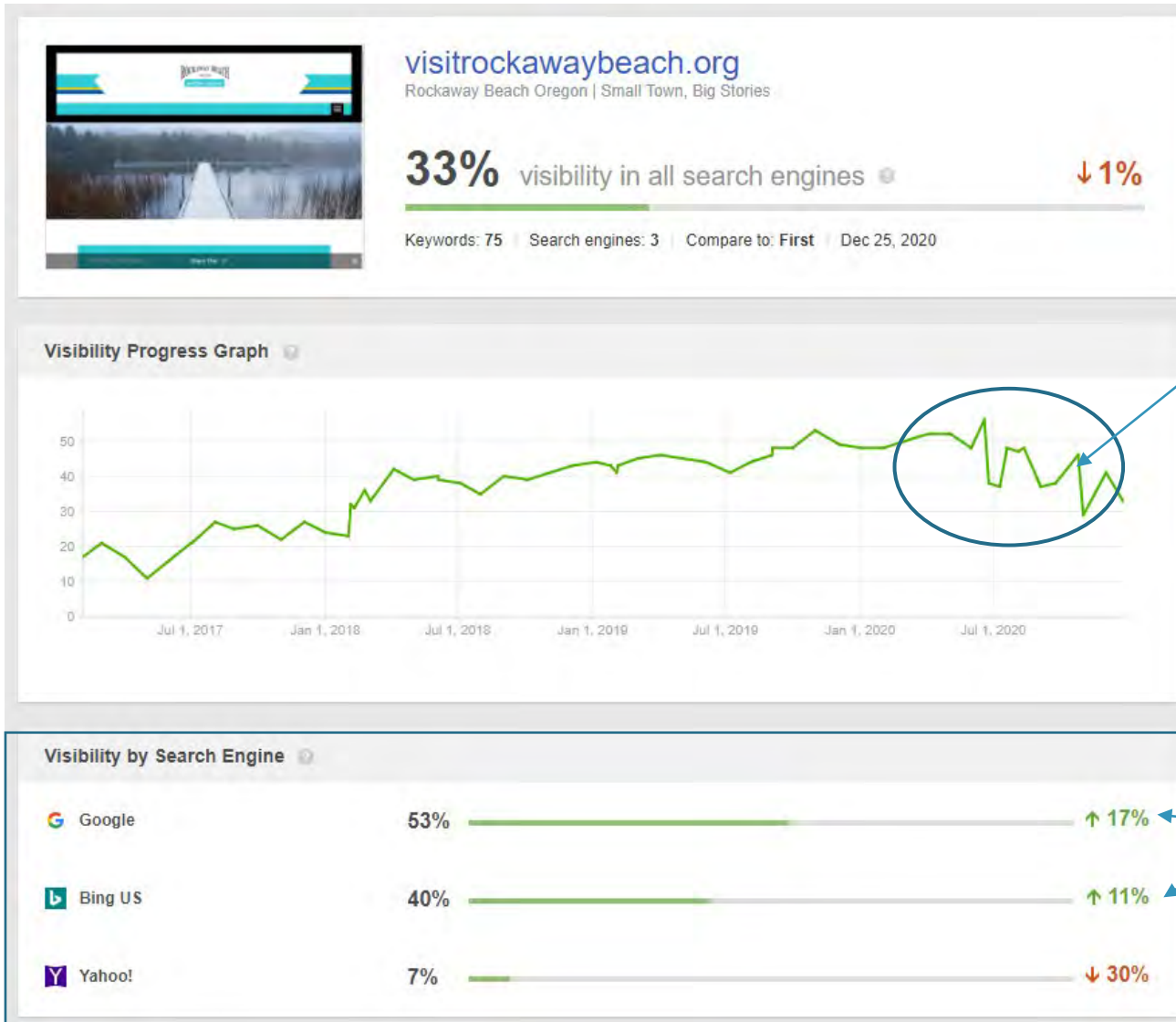
# Top Referral Traffic

Source ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
Referral Spam Removed 11/02/2018	15 % of Total: 0.81% (1,844)	14 % of Total: 0.77% (1,814)	15 % of Total: 0.71% (2,104)	0.00% Avg for View: 71.96% (-100.00%)	5.00 Avg for View: 1.60 (213.10%)	00:08:29 Avg for View: 00:01:06 (667.68%)
1. <a href="#">visittheoregoncoast.com</a>	11 (73.33%)	10 (71.43%)	11 (73.33%)	0.00%	5.27	00:10:32
2. <a href="#">en.m.wikipedia.org</a>	2 (13.33%)	2 (14.29%)	2 (13.33%)	0.00%	5.00	00:02:48
3. <a href="#">search.earthlink.net</a>	1 (6.67%)	1 (7.14%)	1 (6.67%)	0.00%	2.00	00:00:17
4. <a href="#">yahoo.com</a>	1 (6.67%)	1 (7.14%)	1 (6.67%)	0.00%	5.00	00:05:23

Referral sites dropped to two from the last report. The last two URLs, which is crossed out, are search engines.





# Keyword Rankings Summary





# Tracked Keywords in Google Top 10

#	Keyword	Organic T...	Googl... ▲	Yahoo! Rank	Bing US Rank
1	Rockaway Beach Oregon directions	30	1	Not in top 50	3
2	Rockaway Beach Access	6	1	2	1
3	visitrockawaybeach.org	0	 Site1	Not in top 50	1
4	Rockaway Beach blog	N/A	1	Not in top 50	1
5	North end Rockaway Beach	N/A	1	Not in top 50	2
6	Rockaway Beach annual events	N/A	1	Not in top 50	1
7	Rockaway Beach south end	N/A	1	Not in top 50	1
8	Beach Combing Rockaway Beach	N/A	1	Not in top 50	1
9	rockaway beach in oregon	182	 I1(4)	Not in top 50	 Images 1(1)
10	Rockaway Beach Wayside	8	2	Not in top 50	1
11	Rockaway Beach Campgrounds	N/A	2	Not in top 50	1
12	Beach Safety for Dogs Rockaway Beach	N/A	2	Not in top 50	1
13	where is rockaway beach oregon	1	3	Not in top 50	Not in top 50
14	whale watching rockaway beach oregon	0	3	Not in top 50	 Images 5(1)
15	rockaway beach oregon things to do	0	4	Not in top 50	 Images 3(3)
16	Rockaway Beach Shopping	N/A	4	Not in top 50	4
17	things to do in rockaway beach oregon	3	5	 Images 1(3)	 Images 1(3)
18	things to do rockaway beach oregon	2	5	Not in top 50	4
19	what to do in rockaway beach oregon	1	5	Not in top 50	 Images 1(2)
20	RV PARKS NEAR ROCKAWAY BEACH	N/A	5	Not in top 50	1
21	Beach Safety for Dogs oregon	N/A	5	Not in top 50	2
22	rockaway beach or	98	6	Not in top 50	Not in top 50
23	rockaway beach ore	86	6	Not in top 50	Not in top 50

Top 10 Rankings in Google dropped from 35 to 34 keywords from last month.



The column outlined in green shows what position the phrase shows up on Google.

In September, Yahoo traffic dropped off the map. I researched this issue and thought the problem was have fixed. We are beginning to see a very small recovery in Yahoo traffic this month (Outlined in red).

I need to look into the Yahoo situation further.

See next slide.

# Tracked Keywords in Google Top 10

#	Keyword	Organic T...	Googl... ^	Yahoo! Rank	Bing US Rank
26	rockaway beach activities	0	6	Not in top 50	 Imag5(1)
27	Manhattan Beach Oregon	12	7	6	5
28	rockaway beach oregon restaurants	4	7	Not in top 50	5
29	Rockaway Beach RV Parks	N/A	7	Not in top 50	5
30	rockaway beach oregon	61	8	Not in top 50	5
31	rockaway beach oregon hotels	3	9	6	Not in top 50
32	Kite Flying Tips	3	9	Not in top 50	 Imag5(4)
33	places to stay in rockaway beach oregon	0	9	Not in top 50	Not in top 50
34	Beach Combing oregon	N/A	9	13	7

Continued from previous page.



# Top Organic Keyword Clicks

Query	↓ Clicks	Impressions
grumpys cafe	157	600
rockaway beach oregon	98	21,465
grumpy's cafe	82	267
grumpys rockaway beach	43	110
rockaway beach, oregon upcoming events	42	176
things to do in rockaway beach oregon	40	626
breakfast near me	36	443
things to do in rockaway beach, oregon	28	357
rockaway beach	27	8,214
rockaway big tree trailhead	26	307
flamingo jims	25	771
grumpys cafe rockaway beach	22	56
grumpys	20	86
rockaway beach cedar wetlands preserve	19	679

Query	↓ Clicks	Impressions
things to do near rockaway beach oregon	18	190
rockaway beach fires	17	37
rockaway beach restaurants	16	1,868
restaurants near me	16	1,465
rockaway beach bonfire	16	42
ocean rogue inn	15	473
twin rocks oregon	14	893
visit rockaway beach	14	177
twin rocks motel	13	1,073
rockaway big tree	13	56
rockaway beach clamming	13	36
rockaway oregon	12	1,131
cedar wetlands preserve	12	287
seaview condominiums	12	253
breakfast rockaway beach	12	158

A scenic photograph of Rockaway Beach, Oregon. In the foreground, there are tall, golden-brown dune grasses. The middle ground shows a sandy beach with a few people walking. The ocean is dark blue with white-capped waves breaking. In the distance, two prominent sea stacks are visible: one with a natural rock arch and another tall, craggy rock. The sky is filled with heavy, grey clouds, suggesting an overcast day.

ROCKAWAY BEACH  
OREGON

# Paid Search Summary



response interactive



# Paid Search

Clicks ▾

496

Impressions ▾

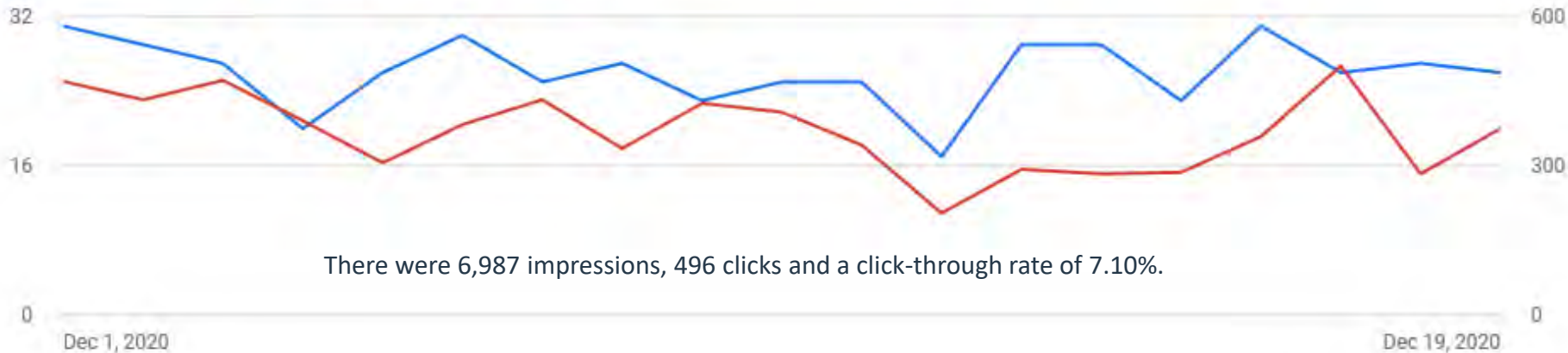
6.99K

Avg. CPC

\$0.73

Cost

\$361



Google Ads			
Clicks	423	17.26%	496
Impressions	6,627	5.43%	6,987
Click-Through Rate	6.38%	11.29%	7.10%
Avg CPC	\$0.97	-24.74%	\$0.73
Avg. Position	na	na	na
Total Cost	\$410.65	-12.10%	\$360.96

As you can see in the table to the left, Clicks. Impressions and the click-through rate increased and the avg cost per click and overall cost decreased.



# response interactive

Colleen Wright

[www.responseinteractive.com](http://www.responseinteractive.com)

(503) 908-1849

[cwright@responseim.com](mailto:cwright@responseim.com)

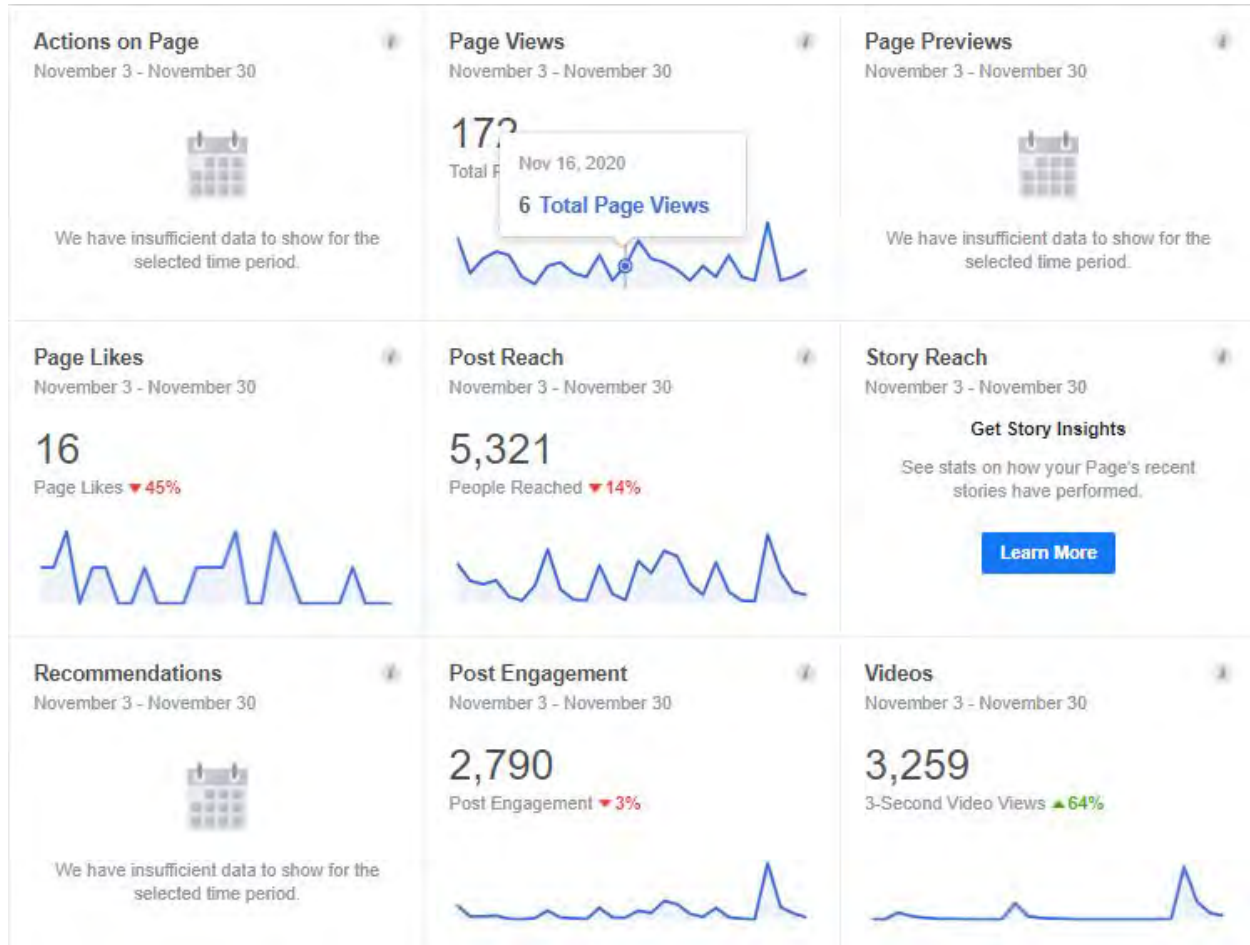





## Visit Rockaway Beach Social Media December Month-End Report

**Facebook:** 7,919 Total Likes

### Overview:




### Most Engaging Post:

**Rockaway Beach**  
Published by Nan Devlin [?] · December 23 at 3:22 PM · 🌐

Today, Visit Tillamook Coast announced the donation of four new beach wheelchairs for use by locals and visitors while in Manzanita, Rockaway Beach and Pacific City. This is part of their equity to outdoor access program, but simply put, here on the coast, we want people of all abilities to enjoy being on the beach.

To reserve a beach wheelchair while in Rockaway Beach call or text 541-418-2842 or email [rockawayrocks@gmail.com](mailto:rockawayrocks@gmail.com)



#### Performance for Your Post

**15,540** People Reached

**1,468** Reactions, Comments & Shares ↗

<b>845</b> Like	<b>275</b> On Post	<b>570</b> On Shares
<b>348</b> Love	<b>130</b> On Post	<b>218</b> On Shares
<b>1</b> Haha	<b>0</b> On Post	<b>1</b> On Shares
<b>12</b> Wow	<b>3</b> On Post	<b>9</b> On Shares
<b>128</b> Comments	<b>34</b> On Post	<b>94</b> On Shares
<b>138</b> Shares	<b>138</b> On Post	<b>0</b> On Shares

**496** Post Clicks

<b>26</b> Photo Views	<b>0</b> Link Clicks ↗	<b>470</b> Other Clicks ↗
--------------------------	---------------------------	------------------------------

**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

### December Highlights:

- Posted 21 times in December 2020
- Nine of those posts reached over 1,000 people

**Instagram:** 783 Followers

### December Highlights:

- Posted 3 times in December
- Posted using unique and popular hashtags
- Shared other Rockaway Beach accounts via stories

### January Goals:

- Send a newsletter: New Year's Adventures in Rockaway Beach
- Write a Business profile on RB Little Store
- Utilize Facebook live



## [The Cutting](#)

Timber Tax Cuts Cost Oregon Towns Billions. Then Polluted Water Drove Up the Price.

Rural communities in Oregon paid millions of dollars for clean, safe drinking water because the state didn't protect their watersheds from logging-related contamination.

by Tony Schick, ProPublica, Oregon Public Broadcasting, and Rob Davis, [The Oregonian/OregonLive](#) Dec. 31, 2020, 8 p.m. EST

<https://www.propublica.org/article/timber-water-oregon>



The 400 residents of Wheeler, Oregon, where muddy logging runoff filled the town's reservoirs. (Brooke Herbert/The Oregonian)

On a damp night in November 2019, dozens of residents packed into the local firehouse in Corbett, Oregon, a town about 30 miles outside of Portland. Water manager Jeff Busto told the crowd that logging had devastated a creek that provided part of the town's drinking water supply.

A timber company had clear-cut thousands of trees along the creek, leaving only a thin strip standing between the town's drinking water and recently flattened land strewn with debris. A single row of trees was left on either side to protect it from mud, herbicides and summer sun. After many of those trees were bowled over by wind, the creek flow dropped so low that the town could no longer get water.

As a result, Corbett now had only one creek supplying drinking water for more than 3,000 residents. If a wildfire or more logging compromised the remaining creek, the town's taps could run dry in as little as three days, Busto said.

"I'm really seriously concerned about the future of this community," Busto told the crowd. "There are places all over the world that lose their water source and they lose their town. If you guys don't have water coming out of your tap, you're not going to be able to live here."



An aerial view of clear-cuts near the south fork of Gordon Creek, one of two water sources for Corbett, Oregon. (Google Earth)

In rainy Oregon, communities tap a network of streams and creeks to supply millions of residents with cold, clean water. The problem is that the land surrounding drinking water streams is, in many cases, owned not by the towns or the residents who drink the water, but by private timber companies that [are now logging more intensively than ever](#), cutting trees on a more rapid cycle and spraying herbicides to kill other plants that compete with replanted seedlings for sunlight.

In the past two decades, Oregon environmental regulators identified industrial logging as a risk to more than 170 public water systems, listing clear-cutting, road building and pesticide spraying as potential sources of contamination.

Timber companies have successfully fought to keep Oregon's laws more lenient than neighboring states, lobbying lawmakers and the public through opinion campaigns to burnish the industry's reputation. Oregon legislators have failed to change logging laws that state regulators, scientists and the federal government say are insufficient to protect clean water, leaving small towns with millions of dollars in additional costs, an investigation by Oregon Public Broadcasting, The Oregonian/OregonLive and ProPublica found.



Many of those communities are in Oregon counties already bearing the brunt of timber tax cuts, which cost the state nearly \$3 billion in revenue that would have been largely used to fund schools and local governments.

Lawmakers and forestry officials have joined timber executives in defending current environmental laws, saying they protect communities without unnecessarily burdening one of Oregon's most important industries. But they have ignored the costs to communities that say they are powerless to protect their most critical resource: water.

More than two dozen communities have had at least 40% of the forests around drinking water sources cut down in the past 20 years, according to an analysis by the news organizations.

In Corbett, the town has started excavation work to find a new water supply. Residents will have to help pay the \$2.2 million cost. In Wheeler, the investment in a new water system happened 16 years ago, but residents of the former mill town on the coast are still paying off the \$1.1 million debt.

"It is absolutely ridiculous that we have to fight for our right to clear water in the face of giant corporations coming in and basically having no accountability," said Stevie Burden, former mayor of Wheeler. "And the responsibility for it ends up in these really tiny little municipalities and water districts that can't afford to shoulder the cost."



Stevie

Burden, the former mayor of Wheeler. (Brooke Herbert/The Oregonian)

A spokeswoman for the Oregon Forest & Industries Council, a lobbying organization, said the state has robust and effective rules.

“Oregonians should feel confident forest practices strongly protect their drinking water,” Sara Duncan, the spokeswoman, said in an email.

Duncan pointed to pollution monitoring data from the Oregon Department of Environmental Quality that found public and private forests provide the cleanest water in the state. The government agency says the data is not an appropriate metric because it is too imprecise to measure the effectiveness of Oregon’s logging rules.

Recent research funded by the industry also challenges the council’s claim. This year, Oregon State University released two studies which found logging can cause long-lasting water shortages and pollute drinking water with herbicides and dirt. A [March study](#) examining timber practices over a 60-year period found that water levels in streams surrounded by industrial timber plantations dropped by more than 50% compared with older forests.

A research report released in June concluded that logging increases sediment runoff into streams, which can lead to higher costs for water treatment plants and create cancer-causing byproducts when towns use chemicals to disinfect dirtier water. A survey included in the research showed logging was the top concern for water managers.

“The community gets strapped with a very large debt when they have to build these treatment plants,” said Sheree Stewart, who retired in 2019 after 28 years in drinking water protection with the state agency.

More than 30 communities have contacted the Department of Environmental Quality with concerns about logging near their drinking water sources in the past 20 years. Emails obtained by the news organizations show that in 2002 Stewart flagged to her agency’s leadership a pattern of logging practices that were damaging water supplies.

She said little has changed.

“If we could have done a better job of protecting some of these smaller watersheds, perhaps we could have saved these communities a lot of money,” Stewart said. “I’d like to think that we could have saved some money for future generations.”

### **“Boils Down to Influence”**

Oregon, the nation’s biggest lumber producer, has for decades allowed timber companies to leave fewer trees than neighboring states to protect streams and rivers from pollution.

Every tree left behind is lost money.

Each West Coast state varies stream protection rules based on the size of the stream, its geography and whether it provides drinking water or a habitat for fish.

In Washington, the smallest buffer allowed on a stream that provides drinking water is 50 feet from either bank, and the state requires that additional trees be left behind up to 200 feet from the



water. California forbids cutting within 30 feet. The state also requires at least half the tree canopy to remain after logging within 100 feet of stream banks.

In Oregon, the minimum no-cut buffer is 20 feet. The state's stream buffers for drinking water are smaller than for fish.

After Corbett was clear-cut in 2017, Busto raised concerns with the Department of Environmental Quality about the thin layer of trees required by the state, saying the 20 feet that was left along portions of the creek simply was not enough to protect his town's water supply.

Regulators there said he had no recourse. Since the companies were following state law, the town had only two choices: seek voluntary concessions from timber companies the next time or get the law changed.

Jim Frank, owner of Frank Lumber, which logged the area, said his company has a good relationship with the Corbett Water District and would take its concerns into consideration when planning future cuts along its water source.

"Do we go beyond what the rules are? Probably not," he said. "I guess if the watershed wanted us to put bigger buffers in they could pay us the value for that stuff, and we could let it sit there."

Frank said his company, which employs 150 people in rural Lyons, couldn't afford to leave additional trees behind, especially now after losing millions of dollars worth of timber in Oregon's Labor Day wildfires.

"We try to be good neighbors. Sometimes it works," Frank said. "We do put our faith in what the regulations are. We didn't write them. We just follow them."

In 1991, the year Oregon lawmakers began cutting taxes for the timber industry and created a public agency that has lobbied for industrial logging, the Legislature also passed laws shielding timber owners from being found in violation of regulations that govern water quality, so long as logging is done in "good faith" according to the state's best practices.

Current and former regulators say rather than acting to prevent problems, the Legislature has set an unreasonably high scientific threshold that first requires proof a hazard exists.

"In environmental protection, we often approach things with a precautionary principle, acting in a way that protects public health, that protects the environment," said Richard Whitman, head of the Department of Environmental Quality. "We've lost that."



Clear-cut forests in western Oregon. (Brooke Herbert/The Oregonian)

Unlike Washington's Department of Ecology, the Oregon Department of Environmental Quality does not have the statutory authority to set rules to limit pollution caused by logging.

The Oregon Legislature reserved that power for state forestry officials, who are also charged with promoting the industry. The state forester, Peter Daugherty, [has denied any direct connection exists](#) between clear-cutting and polluted drinking water.

Daugherty said while recent research from Oregon State University found a connection between logging and increases in muddy water, it did not provide direct evidence that logging causes problems for drinking water.

Water managers around the state say they've seen striking increases in muddy water, after logging operations. In Yachats, on Oregon's central coast, water treatment plant operator Rick McClung said so much mud washed downhill after logging there that he had to stop using one of his two water sources for two years. He said the problem wasn't helped when the landowner didn't replant, which is required by state law. "He just logged and left," McClung said.

The state Forestry Department found the company in violation of Oregon's replanting requirement in 2015. Five years later, the state still hasn't collected a \$14,000 fine, less than it would've cost to replant. The agency said it had been slowed down by staff turnover and busy wildfire seasons. The company could not be reached for comment.

Scientists and regulators have long faulted Oregon's failure to protect water quality from the effects of logging.

During 20 years with the U.S. Environmental Protection Agency, leading a team overseeing forestry pollution in Oregon, Teresa Kubo noticed a familiar pattern: Scientists would determine



Oregon's rules weren't protecting water quality. Recommendations would be made, then watered down to the most incremental of changes by the time the state adopted them.

Since 2016, the National Oceanic and Atmospheric Administration and the EPA have denied Oregon \$1.2 million in annual funding after determining that state logging rules don't do enough to control pollution from logging roads and high-risk landslides or protect small streams with fish.

But after becoming the only state to lose out on nearly \$5 million in funding, lawmakers and forestry officials have not addressed the shortcomings federal regulators identified in Oregon law.

"The timber industry is extremely influential in Oregon," Kubo said. "It just boils down to influence, the politics and economics."



Logging near Wheeler. (Brooke Herbert/The Oregonian)

In June, the Oregon Legislature passed a law that imposed restrictions on timber companies spraying pesticides from helicopters within 300 feet of homes, schools and drinking water. The measure, which had the blessing of the timber industry, came after timber companies and environmental groups agreed to negotiate in 2021 what could be the biggest changes to Oregon's logging laws in decades.

The effort focuses not on drinking water but habitat conservation for salmon and other protected species. The two sides have pledged to have an agreement in place by the end of 2021. It remains unclear whether they will find common ground.

Even if those rules are strengthened, risks will continue for towns trying to protect their drinking water unless they are able to purchase the watershed or find some other way to slow the rate of logging, said Whitman, the state's top environmental regulator.

If timber companies log entire watersheds as they have on the Oregon Coast, simply leaving a few more trees along creeksides won't be enough, he said.

"It's not going to avoid some of the effects that these drinking water providers are seeing," he said. "You're going to see some landslides. You're going to see more sedimentation. And most importantly, you're going to see streams dry up in the late summer and early fall because you don't have that tree cover."

## **In Debt for Clean Water**

The tap water in Arch Cape, on Oregon's rocky north coast, violated federal drinking water standards again and again while the forests around its supply were logged, forcing the town to spend \$1 million in 2010 on a new treatment plant.

The town sits in Clatsop County, which has lost an estimated \$170 million in revenue to timber tax cuts since 1991. Phil Chick, the district water manager, said the treatment plant upgrade raised annual bills by \$40. But it was merely a reaction to the problem, he said, not a long-term solution.

The water district plans a 2021 tax levy that will cost roughly \$2,300 per home for its 300 customers, part of a \$5.5 million effort to buy the forests around its drinking water source.

Arch Cape still plans to log the forest, Chick said, but under far more rigorous standards than Oregon requires, with no use of herbicides.

If the effort to purchase the land fails, Chick said he worries about the future of the forest, "because we're not sure who could come in and buy it. We don't know who our neighbor is going to be."

Other towns haven't been able to afford what Arch Cape is attempting. In Corbett, Busto said purchasing private timberlands was far too expensive.

In Wheeler, where private timber companies owned 98% of the land around the water supply, Burden said she would've loved to have bought and protected part of the forest. But the town of 428 residents struggles just to keep a handful of city staff members employed.

"You looked at the budget; there's so little in it that we barely get by," said Burden, who served five terms as mayor of Wheeler before retiring this year.





The town of Wheeler overlooks the Nehalem Bay. (Brooke Herbert/The Oregonian)

When federal rules required Wheeler to filter its drinking water, the city decided it would be cheaper and more reliable to drill wells than to treat the creek water off industrial timberlands. Then in 2001, debris from logging on a nearby ridge rapidly filled the town's reservoirs with silt and gravel, sending the town scrambling to get a new water system.

Wheeler has been paying off a \$1.1 million debt from its water project for nearly 20 years.

Burden said the debt handcuffed the town budget. Wheeler has no money to replace its aging stormwater pipes and drainages to handle wind and rain storms on the Oregon Coast, which scientists predict will become more frequent and severe because of climate change.

In 2015, the city flooded so badly the post office closed for seven months. City officials said the flooding was exacerbated not just by their aging stormwater system, but by runoff from logging above the town.

Since Burden's first stint as mayor in the 1990s, nearly 90% of the forests surrounding Wheeler have been logged.

Residents continue to complain of [drift from aerial spraying](#) and heavy [sediment pollution into Nehalem Bay](#), home to clams, Dungeness crab and runs of chinook and coho salmon.

Burden said she used to attend Oregon Board of Forestry meetings to advocate for issues that included conserving forestland to help Wheeler's tourism and recreation economy. She eventually gave up, tired of the little progress she'd made with the seven-member panel.

“I knew there was just nothing to be gained for a little town like mine,” she said.

## **For One Company, a Small Town Caused a Big Stir**



Clear-cutting in December near **Rockaway Beach's Jetty Creek**, where 90% of the watershed has been logged in the last 20 years. Portland-based Stimson Lumber is now clearing some of the remaining older trees. (Courtesy of Trygve Steen)

In **Rockaway Beach**, one of three towns in Oregon where industrial timber companies own all the land around its water supply, almost every tree has been cut in the last 20 years, except for a few dozen acres.

In December, Portland-based Stimson Lumber sent loggers for many of the remaining trees, despite protests from residents who have fought to protect their drinking water from industrial logging.

“I am dismayed that they intend to take another 55 acres, even after all the public attention,” said Nancy Webster, a retired social worker who lives in the area.

**Few Oregon communities have drawn statewide attention to logging like Rockaway Beach, a town of about 1,300 on the North Coast.**

In 2010, Webster and other residents there began receiving warnings about carcinogenic byproducts in their tap water, created when the city used chlorine to disinfect muddy water. They pointed to the barren hillsides above town, saying runoff from clear-cuts had polluted the creek where they get their water. Stimson, one of two companies that owns the majority of the watershed, has said the town's water issues were unrelated to logging.

As Stimson began logging in another coastal watershed, which supplies drinking water to the nearby town of Oceanside, the company tried to mitigate the public relations damage from a



citizen group that Webster formed. Several Oceanside residents joined Webster's group. They questioned whether the cut there could be done safely.

Statewide environmental groups had seized on the Rockaway Beach complaints and were threatening to turn to the ballot to stop Stimson and other timber companies from using helicopters to spray herbicides statewide, which would remove a critical tool used to prime large stretches of clear-cut land for replanting.

One group, Oregon Wild, early in 2018 wrapped Portland buses and a MAX light-rail train in full-sized advertisements showing recently logged lands on the Oregon Coast, including one clear-cut near Arch Cape, where Stimson had logged. "Welcome to Oregon Home of the Clear-Cut," the advertisements said.

The timber industry knew the idea of banning herbicides had traction. A year earlier, environmental advocates narrowly passed an initiative to ban aerial spraying in coastal Lincoln County. An internal 2018 poll, obtained by OPB, The Oregonian/OregonLive and ProPublica, found a majority of coastal voters supported a ban, including those with family members employed in the industry.

Stimson, which supplies two-by-fours to Home Depots across the country, in February 2018 hired a public relations company, Quinn Thomas. The firm had proposed a \$12,000 monthly retainer to improve Stimson's image and win back public trust in Tillamook County, where Stimson has one of its six mills and almost a fifth of its 600,000 acres of timberland. Documents obtained by the news organizations show the firm said the campaign would help counter activist narratives in Tillamook County, home to Rockaway Beach.

The public relations company's strategic plan set a goal to build Stimson's brand and "thwart negative claims against Stimson's forestry practices, such as efforts to ban aerial spray and clear cutting," the documents show. The public relations company did not respond to an emailed request for comment.



Wall Street investment funds took control of Oregon's private forests. Now, wealthy timber corporations reap the benefits of tax cuts that have cost rural counties billions.

Andrew Miller, Stimson's CEO, said his company wanted to share details about its forestry and sawmill operations with the community.

"Our opponents communicate their views aggressively, usually based on presumptions with a transparent anti-forestry objective," Miller said in an email.

In internal documents, Quinn Thomas urged Stimson to get noticed for doing good things to help repair the damage to its reputation that came after its cutting in Rockaway Beach.

"Unfortunately, the critical role of Stimson has been suppressed by activists and community groups scrutinizing minute phases of the 45-year lifecycle of your forests," the company's communications plan said.

Quinn Thomas suggested that Stimson target coastal water managers with "influencer engagement" efforts after focus groups showed they were more trusted than timber companies.

The firm called for Stimson to increase awareness of its philanthropic giving to Habitat for Humanity, a Tillamook County domestic violence shelter and local sports teams, including a planned donation of wrestling mats. The consultant said the donations would help create trust with parents, women and new retirees and recommended targeting the community through Stimson's Facebook page.

Three months later, Tillamook High School's wrestling team, the Cheesemakers, opened its season with a win in a tournament sponsored by Stimson Lumber, wrestling on mats the company helped buy. Stimson shared photos from the event on its Facebook page, congratulating the team for winning.

Efforts to ban aerial spray and limit clear-cutting have not reached voters statewide. Environmental groups withdrew a set of ballot initiatives, including one that would have effectively banned aerial spraying, as part of a deal with timber companies to negotiate new logging rules.

Meanwhile, Stimson has continued logging and spraying around Oceanside and **Rockaway Beach**.

Residents of those highly scrutinized towns have secured some additional voluntary protections from Stimson, including bigger no-cut buffers around creeks and advanced notice of spraying so they can take samples and pull from stored water instead of the creeks.

A state water quality regulator who visited the Oceanside site praised the Stimson field work, according to a 2019 memo.

But, he said, even if the added protections helped reduce the impacts from a single clear-cut, more logging within a short time frame would probably damage the watershed.

### **“Corbett Got Forgotten”**

In early December, two weeks into his job as Corbett's new water manager, Tom Edwards drove to the creek that had been logged. He said he was so startled by what he saw that he realized Corbett would need more than its \$2 million well project to be assured of its long-term drinking water security.

Edwards emailed the Oregon Department of Environmental Quality. He wanted to know whether the state could help the town buy the land around Corbett's water sources.

A few miles away, Portland's Bull Run Watershed is surrounded by untouched forests, which are off-limits to the public to protect water quality. Edwards said he didn't understand how Corbett's water supply could be so unprotected.

“It's like Corbett got forgotten,” Edwards said.

The department said the town could apply for two state grant programs that have distributed hundreds of millions in federal dollars. It gave no assurances.

One program doesn't fund drinking water projects unless the community can prove it also reduces other pollution. The second program has funded just two land purchases, which have helped keep drinking water clean for a total of 120 people.



Edwards worries about the district's lack of control over its watershed. Its well is two years away from being ready, if the town finds enough water underground. The tree-strewed creek still isn't being used. In the meantime, Corbett is getting water off a single creek.

"It's scary," he said. "That's the source of water for the whole town."

[Lylla Younes](#) contributed reporting.