

Luke Shepard
citymanager@CORB.us
City Manager
City of Rockaway Beach
PO Box 5, Rockaway Beach, Oregon 97136
503.374.1752

Executive Summary of Progress

This summary covers work delivery on the Community Paths Refinement - Phase I scope of work for the City of Rockaway Beach in March 2023. It accompanies the March Community Paths report, the Landscape Assessment, and Community Engagement Plan as well as a preliminary map and collateral for the first information and listening session. The [scope of work](#) includes three components, all of which are underway:

- Project management,
- Community engagement, and
- Stakeholder engagement.

The city's investment in community engagement and project support creates an opportunity to advance the project despite ongoing external delays. Three variables influence an enhanced approach:

1. The ODOT timeline for technical design is delayed until late summer, which allows the consultant team to facilitate more in-depth preliminary design to frame technical design
2. The Port of Tillamook Bay (POTB), the Oregon Coast Scenic Railroad (OCSR), the Salmonberry Trail Intergovernmental Agency (STIA) have lease agreements that may limit the city's influence on design
3. City priorities are clearly articulated and will be vetted with residents to assess alignment

Landscape Assessment - Executive Summary of Findings

The assessment provides a snapshot of four areas most critical to the project's success:

1. Mobilization of resources for technical design, which is administered by and dependent on Oregon Department of Transportation (ODOT)
2. Construction funding and feasibility in the near/mid-term, which are also dependent on ODOT timelines and budgets
3. Resident sentiment about the proposed path
4. External stakeholder support/constraints related to construction funding and the city's priorities for the path's design.



Key Takeaway	Insight	Recommendation
1. ODOT-led technical design is delayed. Current est. late summer 2023	<ul style="list-style-type: none"> ➤ Groundwork & capacity will ease strain on ODOT resources, expedite technical design ➤ State-wide delays create a bottleneck of similar “refinement” projects. 	<ul style="list-style-type: none"> ➤ Identify and deliver on tasks that reduce pain points for ODOT & make it an easier win ➤ Use extended timeline to identify city priorities and non-negotiables
2.a. Timelines for 2024 construction funding are on track 2.b. Available funding is expected to drop 85% after 2024	<ul style="list-style-type: none"> ➤ Projects that don't complete “refinement”/design before 2024 cycle opens ineligible for construction funds ➤ 2024 construction proposals will compete for ~\$40mm compared to ~\$6mm in 2026 	<ul style="list-style-type: none"> ➤ Facilitate an efficient design process <ul style="list-style-type: none"> ○ Clarify city's non-negotiables ○ Uncover & address barriers ○ Offer capacity ➤ Investment in design as needed to be eligible for 2024 construction funds
2. The city's (leadership and resident) priorities must be vetted for feasibility and should inform a go/no go decision	<ul style="list-style-type: none"> ➤ Physical constraints will require compromise from multiple stakeholder groups or derail the project 	<ul style="list-style-type: none"> ➤ Delineate “must have” and “want to have” to frame technical design before technical scope of work is developed
3. External stakeholders may outweigh some local priorities for the path's design	<ul style="list-style-type: none"> ➤ Decision making hierarchy needs to be clarified. Bias for local input is yet to be established 	<ul style="list-style-type: none"> ➤ Clarify decision making authority on STIA & OCSR lease agreements relative to city's influence on design
NOTE: takeaways related to resident sentiment/community engagement are preliminary and will be vetted throughout project		

Community Engagement Plan & Delivery

The plan is designed to respond to the city's mandate to:

- Create transparency by documenting outreach and feedback
- Incentivize and uncover design solutions that serve multiple interests
- Minimize conflict by setting realistic expectations about what is feasible given the physical, environmental, and financial constraints and addressing misinformation, if any
- Improve the engagement process by adding new audiences, channels, and messaging based on recommendations from the community.

The engagement plan has four components. Each component will be implemented concurrently throughout implementation of the plan.

1. Outreach
2. Listening
3. Documenting and Archiving
4. Refinement

The consultant team is interviewing city leadership and local business leaders leading up to the first community information and listening session scheduled for [Apr 26, 2023](#).

Deliverables for March include:

- A project page is live on the CORB website. Registration and feedback forms are available for the event and resident input
- Two preliminary project maps
- Community information and listening session flier

The March report, Landscape Assessment, Community Engagement plan, preliminary map, and community session flier are included below.

Luke Shepard
citymanager@corb.or.us
City Manager
City of Rockaway Beach
PO Box 5, Rockaway Beach, Oregon 97136
503.374.1752

Prepared by:
Jon-Paul Bowles, Principal
Destination Management Advisors
jonpaul@destinationmanagementadvisors.com

Statement of Work

This is the second of five monthly reports on Destination Management Advisors' delivery on the Community Paths Refinement - Phase I scope of work for the City of Rockaway Beach. The [scope of work](#) includes three components, all of which are underway:

1. Project management,
2. Community engagement, and
3. Stakeholder engagement.

1. Project Management and Core Team Convening

Project management includes convening and facilitating internal and external stakeholders to deliver on the path design.

DMA has increased capacity for mapping and design in response to the external delays uncovered during the landscape assessment. The shift will allow the project team to advance preliminary design concepts in order to frame technical design with the city's priorities, and expedite technical design once it begins.

Implication & Recommendation

The top three project priorities as of April 1:

1. Gauge resident sentiment
2. Assess feasibility of city priorities related to technical constraints and leaseholders priorities
3. Refine preliminary path design based on resident sentiment and city priorities
4. Determine feasibility based on external constraints and non-negotiable design elements

Consultant and client lead have agreed to reallocate resources anticipated for Core Team management to additional mapping and preliminary design services.



Project Management Deliverables and Key Activities - March 7-31, 2023

Landscape Assessment

The addition of a landscape assessment was requested by Rockaway city council. It provides visibility into external timelines and constraints, informs decisions about how to best adapt the work plan and fosters ongoing alignment between the city and consultant team. It also contributes to leadership's mandate for transparency and accountability.

Assessment Report & Recommendations

The initial scope of work assumed that the Oregon Department of Transportation (ODOT), the agency administering the Community Path Refinement funds and technical design, would initiate their work between April-June 2023. The ODOT led technical design is now expected to begin late summer 2023. The start date was initially set for summer 2022.

The 2024 construction grant cycle will not be delayed. Community Paths construction funds are projected to drop from a high of ~\$38mm in 2024 to ~\$6mm in 2026. Path design must be complete¹ to be eligible for construction funds.

Assessment Insights

Assessment findings have meaningfully informed the project team's approach in four ways:

1. Increased consultant resource on mapping and preliminary design
2. Prioritized clarity on decision making authority relative to external stakeholders
3. Affirmed funding strategy and urgency for refinement work despite external delays
4. Increased the timeline for community engagement relative to initiation of technical design, which allows the project team to execute a more deliberate approach oriented specifically toward city priorities.

Site Visit

The consultant team made two site visits between March 7-31.

Site Visit 1 - CORB Priorities & In-Person Project Planning

The first site visit focused on the specific points of interest relevant to the city's top four priorities and an in person meeting to discuss findings and recommendations emerging from the landscape assessment.

Site Visit 2 - In-Person Interviews & Surface Treatment

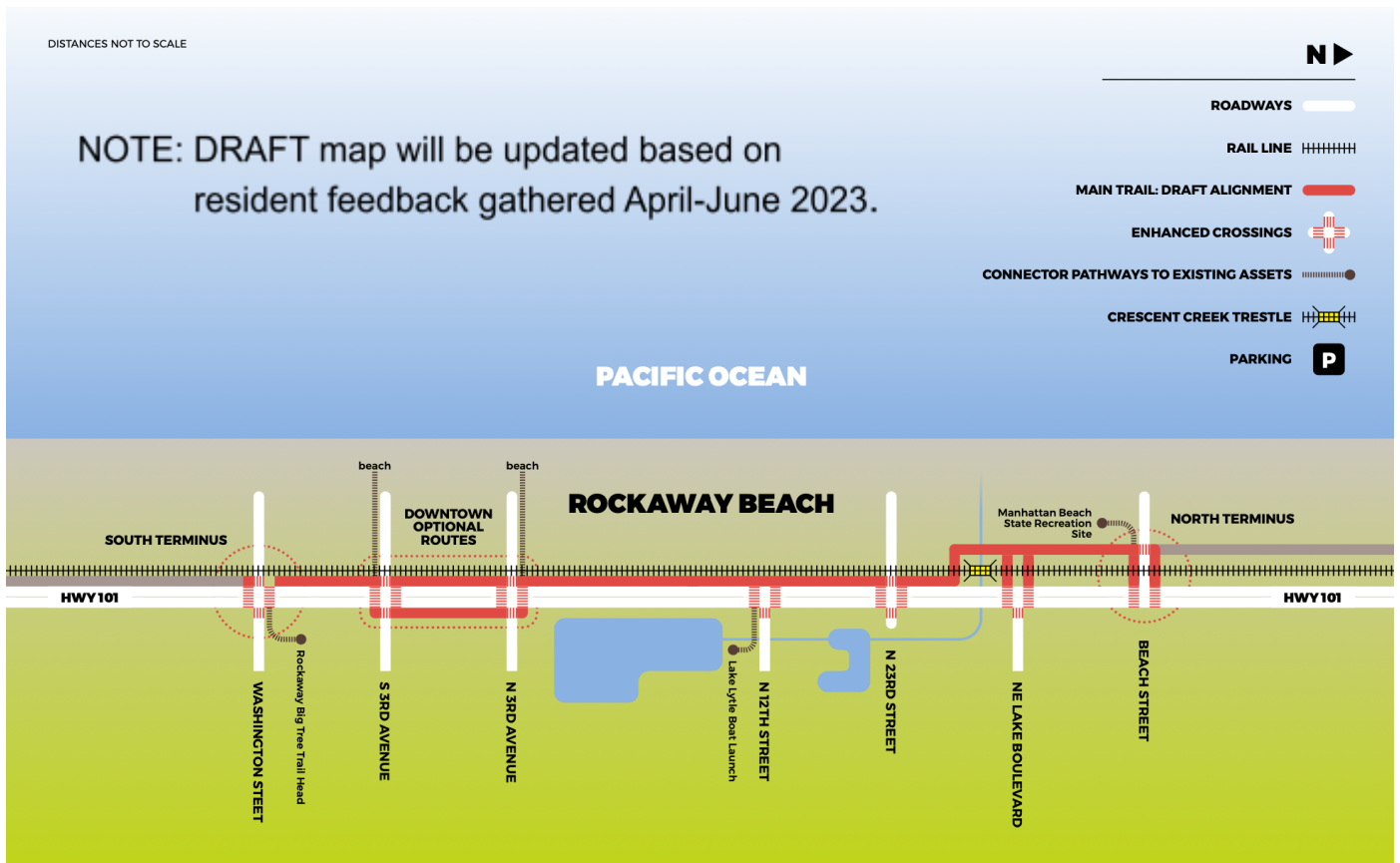
The second visit focused on in-person interviews with the mayor and city council members. It also included site visits of surface types that may be considered in the design in addition to pavement.

¹ ODOT term 'refinement' roughly equivalent to industry standard of 30% design

Preliminary Project Map

A physical and digital map that identifies CORB design priorities:

- Path alignment that facilitates user engagement with downtown Rockaway Beach
- Enhanced crossings
- Connectivity to public assets including the boardwalk, Lake Lytle, downtown beach access, Manhattan Beach State Park, and others
- City access to the Crescent Creek Trestle to remove debris to avoid flooding in residential areas.



Funding Strategy

The bottleneck in administering the ODOT Refinement projects may reduce the number of projects eligible for construction funds in 2024. Projects with ODOT approved Refinement reports (“shovel ready”) prior to the 2024 grant cycle are significantly more likely to receive funding for two reasons. First, Community Paths construction funding will peak around \$38mm in 2024 before falling 85% to ~\$6mm in 2026. Second, the pool of applications for 2024 construction funds will almost certainly be larger in 2026 and include projects that were ineligible due to state-wide planning delays.

Assumptions leading into the project largely proved correct. ODOT delays were anticipated though more optimistic than the revised late summer timeline uncovered during the assessment.

In short, CORB investment in an efficient design process will position the city to apply for construction funds in 2024 while more funds are available and fewer projects eligible.

2. Community Engagement

Community engagement includes four components: outreach, listening, documenting, and refining. The project team has created and deployed tools for each component. Each component will be implemented concurrently throughout implementation of the plan.

Outreach began in mid-March with one on one interviews with city leadership, publication of the project page on the city’s website, and select external stakeholder outreach.

Community Engagement Plan

Initiated in March, the plan will be updated throughout the project lifecycle to reflect new opportunities as they emerge.

Project web page

The project web page is live on the city website. The url is <https://corb.us/salmonberry-trail-project/>.

Community Information and Listening Sessions

The first outreach session is now scheduled for **Apr 16, 2023** at City Hall from 6-8pm. The announcement for the session is included as an appendix to this report. The second session will be scheduled for mid-late May.

Community Engagement by Stakeholder Group

Local business owners and managers are a priority for community outreach, especially given the project’s potential impact on access via parking and other modes of transportation. The consultant team is using two sets of criteria to engage a cross-section of the business community. The first is based on location (downtown businesses, and businesses north or south of downtown). The second is by association with existing local businesses networks, including the Merchant Association, the chamber of commerce, and unaffiliated.

The consultant team is scheduled to present to the Merchant Association and Chamber of Commerce at their April 10 meetings.

Engagement Tools, Collateral, and Meetings (Phase I Only)

Phase I	Feb 15-28	Mar 1-14	Mar 15-31
Benchmark: Engagement plan	Comp... ▾		
Messaging document	Comp... ▾	Mar 10	

Workshop announcements, registration forms, and flier published	Comp... ▾	Mar 13
CORB web page	Comp... ▾	Mar 17
Gatekeeper interviews	In Pro... ▾	Ongoing Ongoing
Press release	In Pro... ▾	Mar 31

3. External Stakeholder Engagement

The Landscape Assessment helped uncover two project imperatives related to external stakeholders. The first is to clarify the influence and decision making authority CORB has on specific design elements relative to the Oregon Coast Scenic Railroad (OCSR) and Salmonberry Trail Intergovernmental Agency (STIA). Both OCSR and STIA hold lease agreements with the Port of Tillamook Bay (POTB).

These three external stakeholders have a significant impact on the path’s design parameters. The project team recommends increasing focus on clarifying if and how the city’s design priorities will be impacted.

The project team is prioritizing this work and deepening preliminary design mapping, which will elevate city priorities and expedite parameters of a new agreement between CORB and STIA/POTB.

		March	April	May	June
Benchmark: Stakeholder 360 Report	Pending ▾				
External stakeholder directory	In Progress ▾	March 13			
External stakeholder meetings	In Progress ▾	Ongoing	-	-	Ongoing
External stakeholder Resource Map	Pending ▾				June 19
CORB web page	Complete ▾				Mar 17

Project Administration & Adjustments

Amendments Tracker

The shift in focus from supporting project management of the technical design team to mapping and preliminary design work does not require a contract amendment. Client and consultant will revisit resource allocation within the existing scope of work each month.

Resource Library

The project resource library includes several local, county, coastal, and state-wide planning documents. The Landscape Assessment includes a description of key planning resources and maps relevant to the Consultant's work.

Next Steps

Priorities for April include:

1. One on one interviews with school officials and other community leaders - ongoing
2. Press release to promote the project page and feedback form

Community Engagement Timeline Targets, Benchmarks, and Milestones

Phase I	Feb 15-28	Mar 1-14	Mar 15-31					
Benchmark: Engagement plan delivered		Mar 14						
Messaging document		Mar 10						
CORB web page			Mar 17					
Online feedback form			Mar 17					
Gatekeeper interviews		Ongoing	Ongoing					
Press release 1			Mar 31					
Phase II				April 1-14	April 15-30	May 1-14		
Benchmark: Resident sentiment report								
Chamber Info & Listening Session				April 10				
Merchant Assoc Info & Listening Session				April 10				
Messaging 2.0				April 14				
Community Info & Listening Session 1					April 26			
Press release II					April 21			
Gathering II						TBD		
Phase III						May 15-31	June 1-15	June 15-30
Benchmark: Refinement MEMO delivered								June 15
Focus groups						May 17	June 1	
Decision making protocol								
Draft resident sentiment report delivered							June 15	

The next monthly report will be submitted on Monday, May 1 for the Wednesday, May 10 city council meeting.

Luke Shepard
citymanager@CORB.us
City Manager
City of Rockaway Beach
PO Box 5, Rockaway Beach, Oregon 97136
503.374.1752

Landscape Assessment

This document was created for the City of Rockaway Beach (CORB) by Destination Management Advisors (DMA). It is intended to create visibility into external timelines and constraints related to the community path design, inform decisions about how to best adapt the work plan and foster ongoing alignment between the city and consultant team, and deliver on the city's mandate for transparency and accountability.

The assessment provides a snapshot of four areas most critical to the project's success:

1. Mobilization of resources for technical design, which is administered by and dependent on Oregon Department of Transportation (ODOT)
2. Construction funding and feasibility in the near/mid-term, which are also dependent on ODOT timelines and budgets
3. Resident sentiment about the proposed path
4. External stakeholder support/constraints related to construction funding and the city's priorities for the path's design.

The assessment is informed by conversations with city councilors, Oregon Department of Transportation staff, and other external stakeholders, as well as a review of related planning documents and two site visits. Findings will help the CORB/DMA project team strategically invest in activities that amplify Rockaway's influence on the path's design, assess the likelihood of CORB priorities being included in the final design, and internal alignment. These actions will result in an informed go/no go decision and a highly competitive proposal for construction funding in 2024 should the city choose to pursue it.



Executive Summary of Findings

The city's investment in community engagement and project support creates an opportunity to advance the project despite ongoing external delays. Community engagement remains central to the scope of work.

Aspirations for increased pedestrian and cycling infrastructure in Rockaway, and a safe route to school, will be measured against potential trade-offs related to CORB priorities. Specifically, potential loss of any parking space downtown and uncertainty about the influence of POTB lease holders on design elements present the highest risk.

Key Takeaway	Insight	Recommendation
1. ODOT-led technical design is delayed. Current est. late summer 2023	<ul style="list-style-type: none"> ➤ Groundwork & capacity will ease strain on ODOT resources, expedite technical design ➤ State-wide delays create a bottleneck of similar "refinement" projects. 	<ul style="list-style-type: none"> ➤ Identify and deliver on tasks that reduce pain points for ODOT & make it an easier win ➤ Use extended timeline to identify city priorities and non-negotiables
2.a. Timelines for 2024 construction funding are on track 2.b. Available funding is expected to drop 85% after 2024	<ul style="list-style-type: none"> ➤ Projects that don't complete "refinement"/design before 2024 cycle opens ineligible for construction funds ➤ 2024 construction proposals will compete for ~\$40mm compared to ~\$6mm in 2026 	<ul style="list-style-type: none"> ➤ Facilitate an efficient design process <ul style="list-style-type: none"> ○ Clarify city's non-negotiables ○ Uncover & address barriers ○ Offer capacity ➤ Investment in design as needed to be eligible for 2024 construction funds
2. The city's (leadership and resident) priorities must be vetted for feasibility and should inform a go/no go decision	<ul style="list-style-type: none"> ➤ Physical constraints will require compromise from multiple stakeholder groups or derail the project 	<ul style="list-style-type: none"> ➤ Delineate "must have" and "want to have" to frame technical design before technical scope of work is developed
3. External stakeholders may outweigh some local priorities for the path's design	<ul style="list-style-type: none"> ➤ Decision making hierarchy needs to be clarified. Bias for local input is yet to be established 	<ul style="list-style-type: none"> ➤ Clarify decision making authority on STIA & OCSR lease agreements relative to city's influence on design
NOTE: takeaways related to resident sentiment/community engagement are preliminary and will be vetted throughout project		

City of Rockaway Beach

Community Paths Refinement - Phase I

Landscape Assessment

Mar 27, 2023

Implications on Scope of Work

The project team should focus on creating conditions that enable an efficient technical design process that is framed by the city's priorities and focused on feasibility within those parameters. This elevates the importance of surfacing potential design constraints from external agencies, especially the Port of Tillamook Bay (POTB) which owns the rail right of way that the path would occupy, the Salmonberry Trail Intergovernmental Agency (STIA), and Oregon Coast Scenic Railroad (OCSR) both of which hold leases for on right of way throughout Rockaway Beach.

This may allow for more creative design solutions that address seemingly competing positions about the path's alignment and overall design.

ODOT hopes to begin technical design by late summer 2023. The initial expected timeline was fall 2021. A confluence of external factors, including the rapid influx of federal funds, inflation, and federal administrative requirements have contributed to the delays. However, the timeline for the 2024 funding cycle remains intact. In short, the path's design must be managed efficiently in order for the project to be eligible for construction in 2024. After 2024, the program budget is expected to fall around 85%.

Community Paths Program

Community Paths is an ODOT administered program that awards funds for active transportation projects. The program funds two types of active transportation projects: design, which the program refers to as "refinement", and construction. The Rockaway Community Path Refinement project was awarded in the program's first year, 2020. New funding cycles occur every other year. Projects are not eligible for construction funds until they have submitted an ODOT approved design document.

The inaugural state-wide budget for 2020 was approximately \$6mm. Due to an influx of federal funding approved in response to the COVID-19 pandemic the program budget rose to ~\$30mm in 2022 and is expected to peak in 2023 around \$38mm. ODOT staff expect the CP budget to fall back to 2020 levels by 2026.

Priorities for the City of Rockaway Beach

Rockaway's city leadership has outlined clear priorities for the path's design and the community engagement process. The first priority is to complete the design phase in time to apply for construction funding in late summer/fall 2024. Top priorities also include:

Process

1. Transparency. The project team will deliver a community engagement plan and process that creates opportunities for residents to share their priorities, concerns, and aspirations related to the path's design.
2. Continuity. The project will be framed in the considerable work that has already been done and vetted, including several CORB, county, regional, and state-wide plans referenced below.
3. Accountability. Recommendations on specific design elements will acknowledge counter-perspectives and the considerations that influence the consultant team's final recommendation in the Design Memo.

Design

1. The path's alignment increases connectivity within the community while enhancing local business opportunity and increasing access to Neah-Kah-Nie schools.
2. Enhanced street crossings create a safer, more enjoyable experience for residents and users so that east-west connectivity is enhanced throughout Rockaway Beach.
3. Connectivity to attractions east and west of US 101.
4. City access to the Crescent Ck Trestle to remove debris that causes seasonal flooding in residential areas.

Oregon Community Paths Project

This grant program is dedicated to helping communities create and maintain connections through multi use paths. The Oregon Department of Transportation (ODOT) will use monies from the state Multimodal Active Transportation fund and federal Transportation Alternatives Program fund for this program. Our goal is to complement existing active transportation programs in communities across the state.

Oregon Community Paths, or OCP, will fund grants for project development, construction, reconstruction, major resurfacing or other improvements of multi use paths that improve access and safety for people walking and bicycling. The 2022 solicitation for projects will begin August 1, 2022.

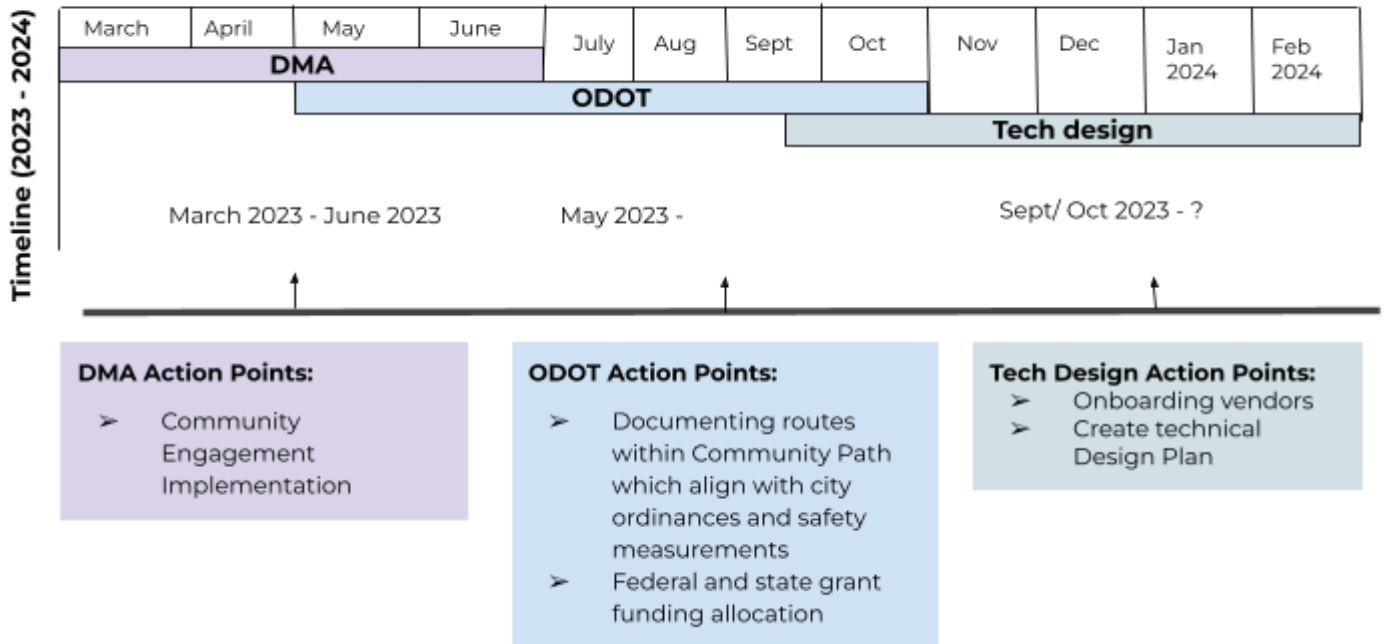
Date Created: November 2022

Lead Entity: Oregon Department of Transportation

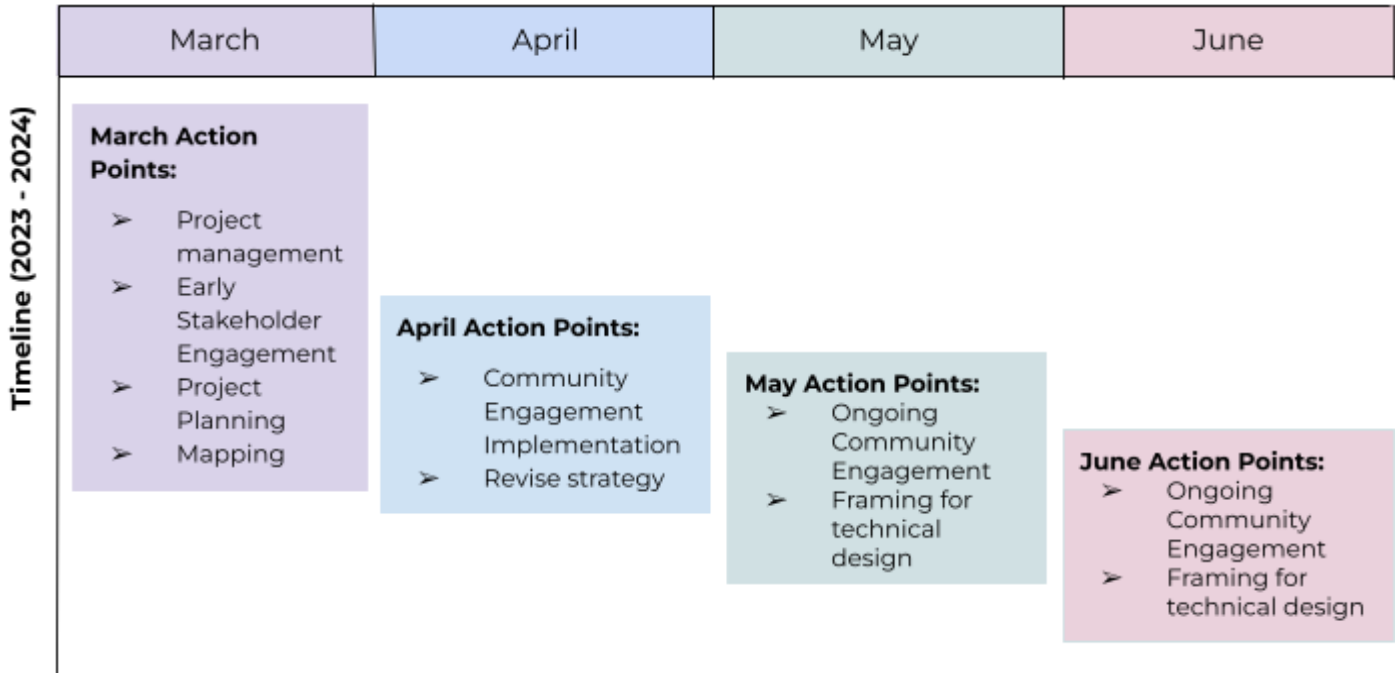
Principal stakeholders: City of Rockaway Beach

Timeline

Community Paths Project



DMA Internal Timeline



Existing Plans

Overview

Various plans target transportation and downtown improvements. The plans anticipate improving the active transportation infrastructure and downtown mobility. They are listed below and incorporated into ongoing planning for Community Path design in Rockaway Beach.

City of Rockaway Beach Comprehensive Plan

The City of Rockaway enjoys a beautiful beachside setting on the north Oregon coast. Throughout the years the town’s choice location has been the main reason for its growth and development. As Oregon’s population and rate of tourism increases, the pressures of growth will increase for Rockaway and other coastal resorts. If this growth assumes haphazard patterns, unnecessary burdens on public facilities and incompatible uses of land will be inevitable. Comprehensive planning gives the community control over these types of problems before they

occur. According to Oregon law, a comprehensive plan includes maps and policy statements, linking those factors that affect land use. This plan establishes such policies, in keeping with the Statewide Planning Goals originally adopted in 1974-5 by the Oregon Land Conservation and Development Commission. The Statewide Planning Goals have been amended substantially over the years, and most have corresponding administrative rules.

Date Created: 2007

Lead Entity: City of Rockaway Beach

Principal stakeholders: ODOT, Local businesses, federal grant agencies.

Safe Routes to School

The Neah-Kah-Nie Middle and High School Safe Routes to School (SRTS) Plan lays the foundation for the schools, Neah-Kah-Nie School District, City of Rockaway Beach, Oregon Department of Transportation (ODOT), and wider community to work together on reducing barriers for students walking and biking to school. This Plan includes recommendations for both short and long-term construction improvements, as well as ideas for education and engagement events to promote healthy, active lifestyles. Several infrastructure improvements are potential candidates for the ODOT SRTS Competitive Grant Program. Members of the school community, including administration, teachers, parents, and students, can host education and engagement activities to make walking or biking to school easier and more enjoyable. See Index A for related maps.

Date Created: February 2020

Lead Entity: Oregon Department of Transportation (ODOT) and Alta Planning

Principal stakeholders: City of Rockaway Beach, Neah-Kah-Nie School District

Oregon Coast Bike Route

Oregon has been supporting bicycling since 1971 by developing bikeways throughout the state. Thousands of bicyclists enjoy the natural beauty of the Oregon Coast Bike Route annually. For the most part, it follows US Highway 101 as a shoulder bikeway. In several areas, the route departs from the main highway and follows county roads and city streets. These sections are closer to the ocean, are more scenic, and have lower traffic volumes and slower traffic speeds. The total length of the signed bike route is 370 miles (595 km). It can be lengthened to 380 miles (610 km) by taking the alternate Three Capes Scenic Route. On average, most cyclists take six to eight days to tour the coast, by cycling 50 to 65 miles (80 to 105 km) per day. See Index B and C for related maps.

Date Created: November 2018

Lead Entity: Oregon Department of Transportation: Pedestrian and Bicycle Program

Principal stakeholders: Oregon coastal communities

Salmonberry Trail Coast Section Report

The Salmonberry Trail is the proposed trail following the rail corridor formerly owned by Southern Pacific Railroad with the intent of revitalization for outdoor use. This area has a rich history, an outstanding scenic context and has the potential to connect urban and rural Oregon while tapping into a wide network of existing recreation trails and parks, educational opportunities and heritage sites. This will create strong economic opportunities for Northwest Oregon and help revitalize communities along the rail corridor, including Banks, Timber and the small towns along the coast from Wheeler to Tillamook. It will also define a new trail for active, human-powered transportation, from the urban population of the Willamette Valley through the wild wooded Coast Range to the beaches and farms of Tillamook County. See Index D and E for related maps.

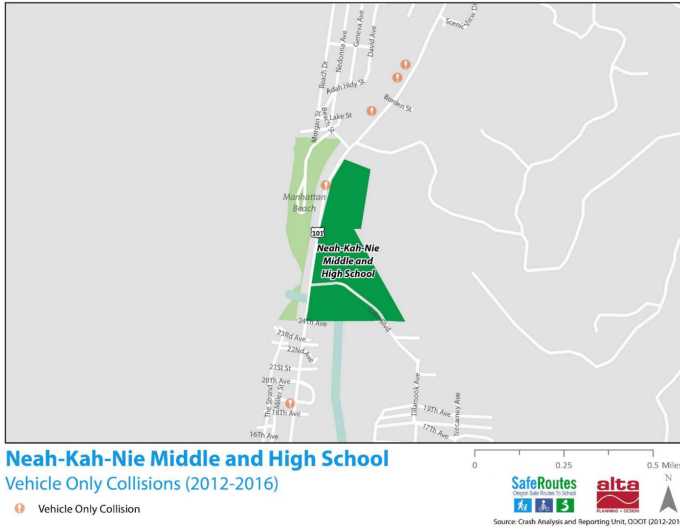
Date Created: February 2017

Lead Entity: Oregon Parks and Recreation Department

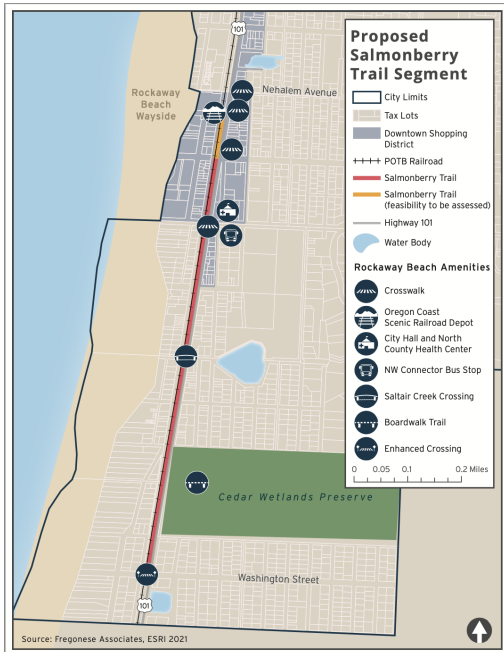
Principal stakeholders: Oregon coastal communities. Cycle Oregon.

Related Maps

Figure 2: Vehicle Only Crashes near Neah-Kah-Nie Middle and High Schools



Index A (Source: Safe Routes to Schools, Final Plan, 2020)



Index C (Preliminary map submitted in Community Path proposal in 2021)

1. ASTORIA TO PACIFIC CITY 93 MILES

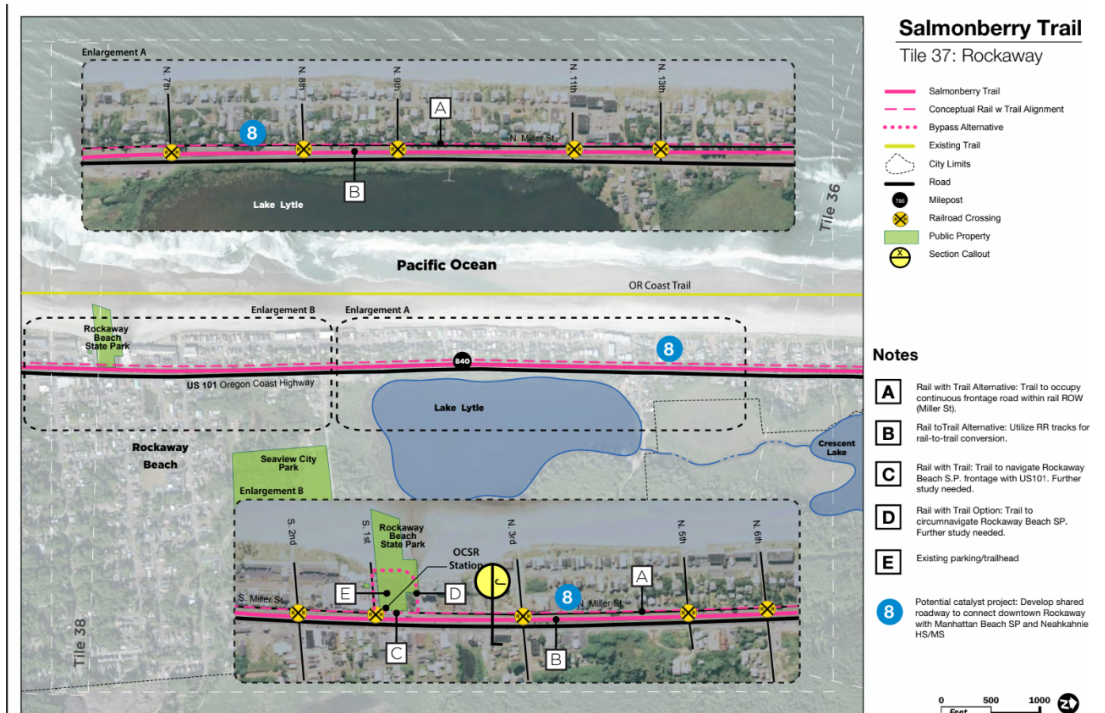


Index B (Source: ODOT, Bike Route North Coast, 2020)

LAST MAP THAT IS PRESENT HERE → UNABLE TO CONVERT TO AN .PNG



Index D (Source: Salmonberry Trail Coast Segment Report, 2017)



Index E (Source: ODOT, Salmonberry Trail Concept Plan, 2017)

Acronym Directory

Acronym	Definition
CORB	City of Rockaway Beach
DEQ	Department of Environmental Quality
DMA	Destination Management Advisors
OCBR	Oregon Coast Bike Route
OCP	Oregon Community Paths Project
OCT	Oregon Coast Trail
ODLCD	Department of Land Conservation and Development
ODOT	Oregon Department of Transportation
OPRD	Oregon Parks and Recreation Department
PIP	Project Identification Program
SRTS	Safe Routes to Schools

Luke Shepard
citymanager@corb.us
City Manager
City of Rockaway Beach
PO Box 5, Rockaway Beach, Oregon 97136
503.374.1752

Community Engagement Plan

Purpose

The purpose of this community engagement plan is to help ensure that the path's design best serves residents of Rockaway Beach.

Outcomes

Executing the engagement plan will:

- Create transparency by documenting outreach and feedback
- Incentivize and uncover design solutions that serve multiple interests
- Minimize conflict by setting realistic expectations about what is feasible given the physical, environmental, and financial constraints and addressing misinformation, if any
- Improve the engagement process by adding new audiences, channels, and messaging based on recommendations from the community.

Deliverables

Community engagement deliverables will create an archive that can be made publicly available on the city's website. The archive will encourage continuity into the construction phase, which will last until at least 2026-2027.

Primary deliverable

- A community sentiment and engagement report, which will be included in the Refinement Design MEMO and as a stand alone document.

Supporting deliverables

- Record of competing / mutually exclusive design preferences



- Documentation of decision making process for design recommendations with conflicting community input
 - A directory of contacts and event attendees
 - Database of electronically submitted feedback
 - Presentations and outreach material
 - Recommendations for ongoing community engagement
-

Rockaway Beach Community Engagement Components

The engagement plan has four components. Each component will be implemented concurrently throughout implementation of the plan.

Outreach

The project team will share information about the project, design considerations, and process with audiences that represent a cross-section of Rockaway Beach residents. Information will be shared through multiple channels, including the CORB website, Tillamook Headlight Herald, social media, public gatherings, one on one conversations, and presentations to local constituent groups. A messaging document will provide concise and consistent language about the Community Path Refinement Project.

Listening

Feedback from community members and leaders will be recorded then collated to distill common concerns, identify opportunities, and priorities for specific elements of the path's design. The project team will provide contact information and be available for additional questions and comments throughout the project lifecycle. A feedback form will be live on the city's website. Feedback submitted via online form will be housed in a database and periodically summarized to refine the engagement process.

Documenting and Archiving

Meetings, gatherings, listening sessions, feedback via online form, and resident sentiment shared on specific social media posts will be cataloged and archived

Refinement

Community feedback will be used to improve the engagement process and content. New audiences and channels will be identified for Phases II and III. Messaging will be refined to address the common themes that emerge in Phase I.

Phasing

Phase I (Feb 15-March 31)

The first phase of engagement is to create the engagement plan and tools that will be deployed. Tools include a project web page, updated map, online feedback form, CRM/directory, and messaging document. It also includes one on one conversations with local leadership, messaging and content. Identify audiences and channels.

Outreach

Provide general information about the project to the public via social media, CORB website, and public meetings as well as presentations and one on one conversations with elected officials and local leaders, school officials,, and local business owners. Host first public gathering.

Listening

Identify and document emerging concerns, opportunities, and potential misinformation. Use insights to create categories for general design considerations and specific design elements.

Documenting and Archiving

Create an online form to capture and archive public input submitted via CORB web page. Create a database to house public feedback and summary meeting notes. Create and populate the directory of target audiences and individuals for one on one outreach.

Phase II (April 1-May 15)

Share design elements and constraints as they emerge from the core technical design team and solicit high level feedback from target audiences.

Outreach

Continue outreach as described in Phase I. Target new audiences, especially under-represented communities. Host second public gathering.

Listening

Continue listening activities from Phase I. Track ongoing community feedback in categories established in Phase I. Track the number of stakeholder inputs associated with each category.

Documenting and Archiving

Continue activities from Phase I. Collate and summarize feedback submitted via online forms. Draft resident sentiment report and priority design considerations. Identify and vet themes related to disparate resident perspectives, consensus priorities, and specific aspects of design as they emerge.

Phase III (May 15-June 30)

Target specific audiences and channels for input into specific design elements such as parking and access points. Host smaller gatherings with constituent groups that will be impacted by specific design decisions. Finalize community engagement deliverables.

Outreach

Continue outreach as described in Phases I & II. Update messaging based on technical design elements emerging from the core team and share via existing channels.

Listening

Continue listening activities. Document and socialize design elements that have the largest disparity in resident sentiment. Finalize recommendations.

Documenting and Archiving

Finalize resident sentiment and engagement report. Document decision making process for final recommendations. Create recommendations for future community engagement for the path.

Phase I	Feb 15-28	Mar 1-14	Mar 15-31						
Benchmark: Engagement plan delivered									
March city council report		Mar 8							
Messaging document		Mar 10							
CORB web page			Mar 17						
Gatekeeper interviews		Mar 13 thru	Mar 30						
Press release 1			Mar 17						
Gathering/workshop 1			Mar 29						
Recurring project team meetings		Mar 6	Mar 20						
Phase II				April 1-14	April 15-30	May 1-14			
Benchmark: Resident sentiment report									
April city council report & presentation				April 12					
Messaging 2.0				April 14					
Press release II					April 21				
Gathering/workshop II					April 26				
May city council report						May 10			
Recurring project team meetings				April 3	April 17	May 1			
Phase III							May 15-31	June 1-15	June 15-30
Benchmark: Refinement MEMO delivered									June 15
Focus groups							May 17	June 1	
June city council report & presentation								June 14	
Decision making protocol								June 16	
Draft resident sentiment report delivered								June 15	

City of Rockaway Beach

Community Paths Refinement - Phase I

Recurring project team meetings

Outreach Plan

Mar 7, 2023

May 15

June 5

June 19

DISTANCES NOT TO SCALE



ROADWAYS 

RAIL LINE 

MAIN TRAIL: DRAFT ALIGNMENT 

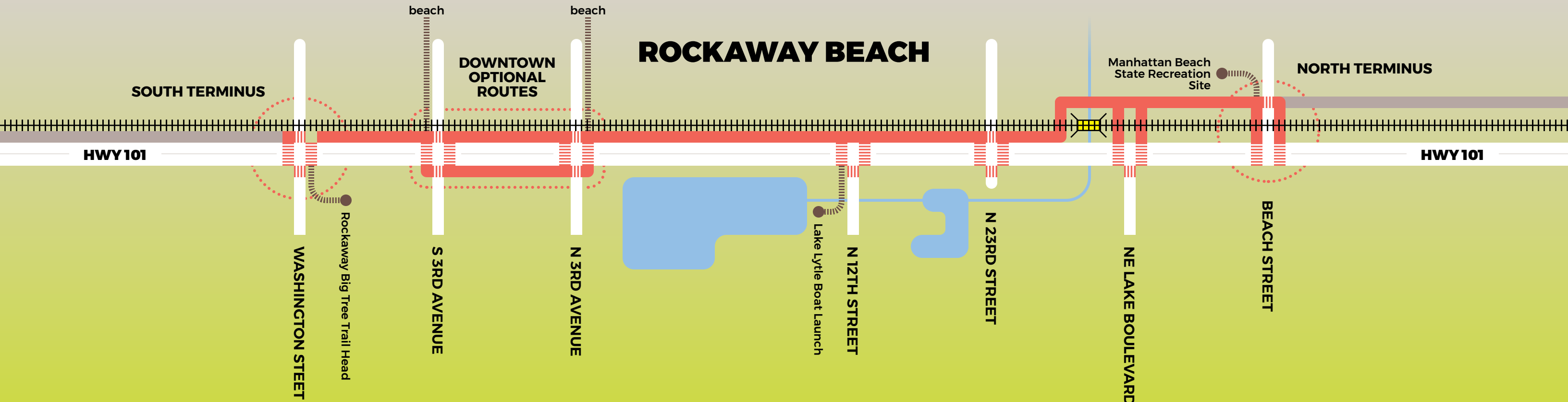
ENHANCED CROSSINGS 

CONNECTOR PATHWAYS TO EXISTING ASSETS 

CRESCENT CREEK TRESTLE 

PARKING 

PACIFIC OCEAN



WE WANT TO HEAR FROM YOU!

Residents of Rockaway Beach and Neah-Kah-Nie High and Middle School community members are invited to learn about the Rockaway Pedestrian and Cycling Path and share input.

ROCKAWAY BEACH CITY HALL

276 US-101, Rockaway Beach, OR 97136

INFORMATION AND LISTENING SESSION ON:

APRIL 26, 2023, 6-8PM

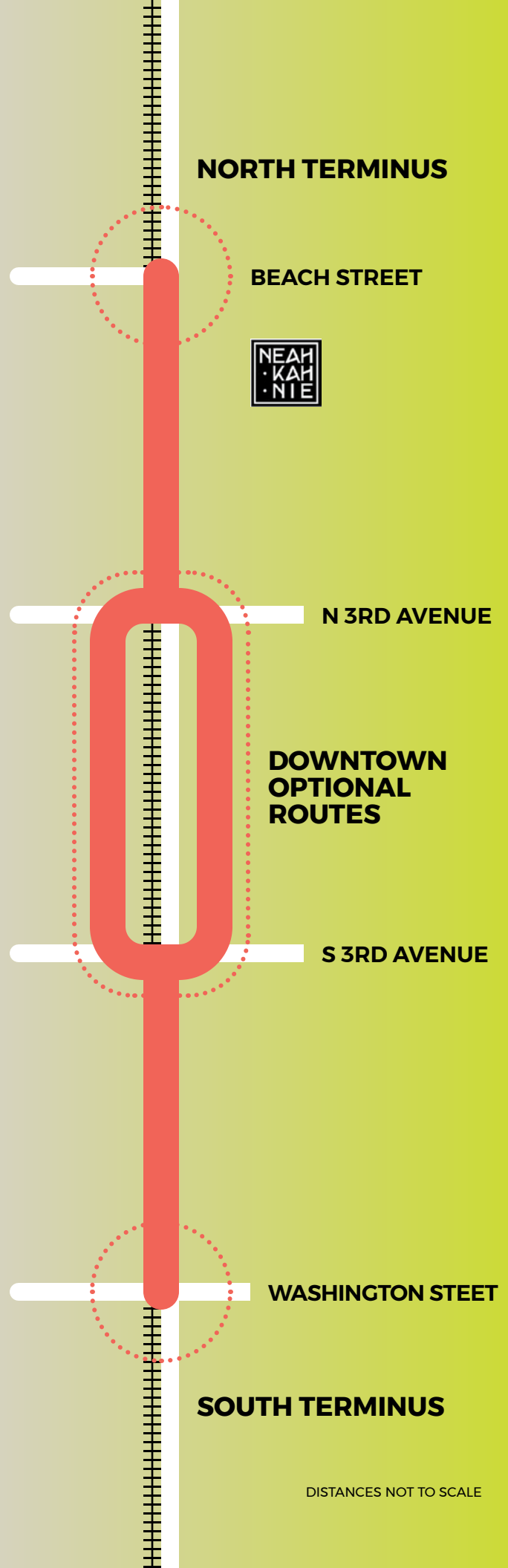
The City of Rockaway Beach was awarded funding for the design of a cycling and pedestrian path from Washington St to Neah-Kah-Nie High and Middle Schools. This technical design phase will begin late summer/early fall 2023.

City leadership wants to hear from residents, nearby community members, and Neah-Kah-Nie High and Middle School students, staff, and parents before technical design is underway.

The project team is hosting a series of community workshops and listening sessions. The first two are scheduled for March 29 and April 29. Additional sessions will be scheduled throughout the spring/early summer 2023.

FOR MORE INFORMATION, OR TO REGISTER FOR A WORKSHOP VISIT:

CORB.US/SALMONBERRY-TRAIL-PROJECT



DISTANCES NOT TO SCALE