

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 third of four 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 well underway:

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

Executive Summary of DMA Activities - April 2023

Key Activities

1. Established a revised timeline, with ODOT lead, for initiation and delivery of the technical design.
2. Presented to the Merchant Association and Chamber of Commerce. Hosted the first of three community engagement sessions.
3. Initiated relationships with the Port of Tillamook Bay, Salmonberry Trail Foundation, Salmonberry Trail Intergovernmental Agency, which will lead to MoU with landowner and lease holders.

Findings & Milestones

1. Revised timeline keeps the project eligible for 2024 federal construction funds.
2. The project has widespread support from the business community. Parking space remains the top concern. Assumptions about the project's potential impacts have been influenced by the project's positioning as an 87-mile through hike that will increase visitation.
3. STIA has the primary lease for rail right of way in the project area. Scenic Railroad plans must be approved by the POTB and STIA.

Next Steps



Implications & Recommendations

The top three project priorities as of May 1:

1. **Project Management and Strategy:** Ongoing delay in technical design creates an opportunity for the city to expand planning footprint to include Pacific Ave. Feasibility assessment could result in opportunity for additional parking and Main St. enhancement.
2. **Community engagement:** Broad support creates opportunity to expand effort and dovetail with existing efforts. Project team will continue to reach out to residents and help lead outreach prior to the May 17 engagement.
3. **Stakeholder engagement:** City design priorities should be clearly articulated and documented leading into external stakeholder engagement. The project team will prioritize clarification of design parameters and decision making protocol with POTB, STIA, STF, and ODOT.

1. Project Management and Core Team Convening

The consultant and client met with the ODOT Region 2 lead for the Refinement Project. The project timeline had been further delayed. The new estimated delivery of the technical design document was December 2024. The city manager and consultant negotiated a revised date of June 2024, in order to meet the August/September deadline for federal construction funding. The ODOT team agreed to the revised timeline.

Project Management Deliverables and Key Activities - April 1-31, 2023

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 three more site visits in April

Site Visit 3 - CORB Priorities & In-Person Project Planning

Presentation to Chamber of Commerce. Eighteen members in attendance. Project team also visited crossing sites and document area via photo.

Site Visit 4 - In-Person Community Engagement Session

March 26, 6-8pm at City Hall. Hosted virtually on Zoom. Twenty-two attendees join in-person or online.

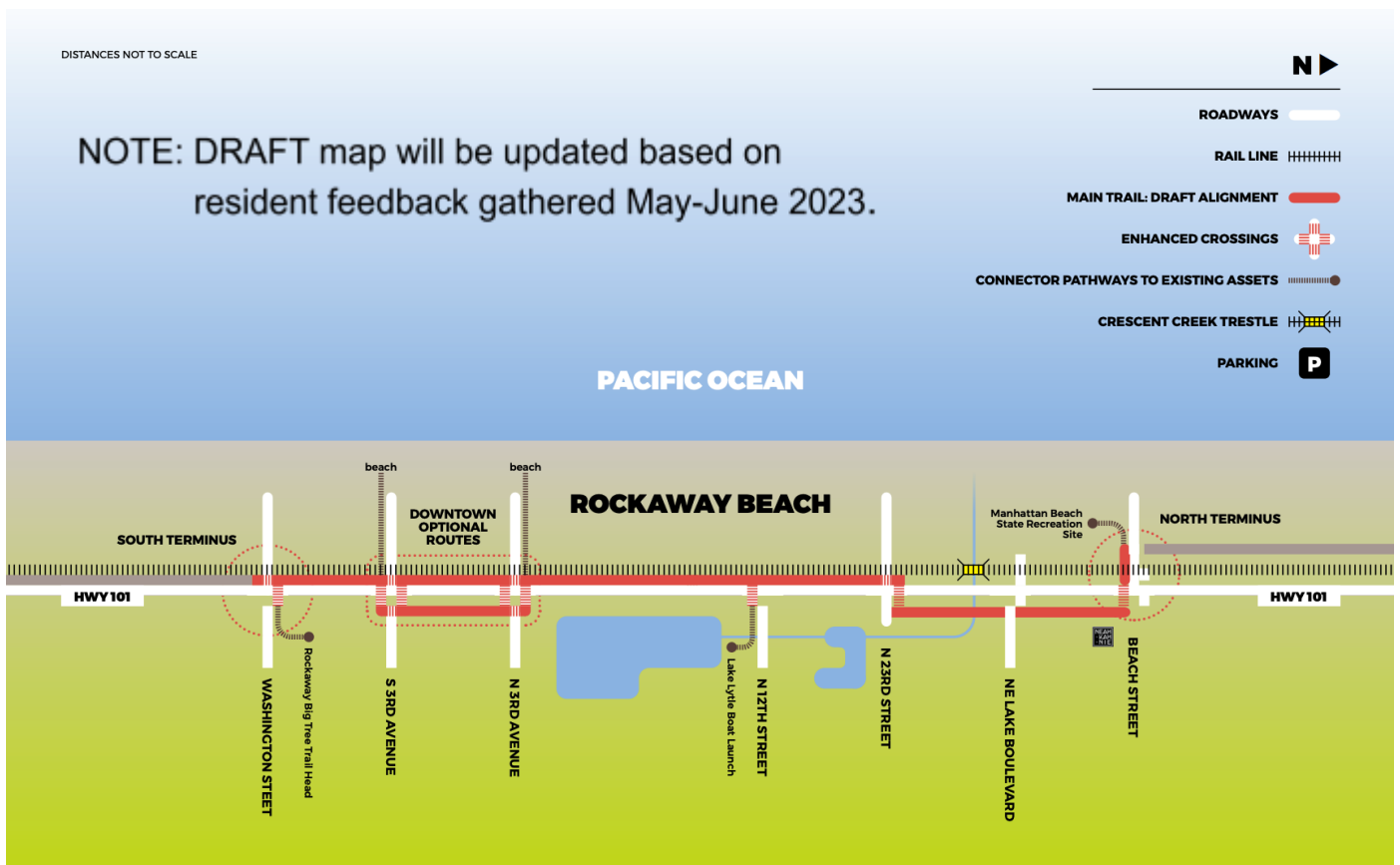
Site Visit 3 - Weekend visitor

Consultant visited downtown and the beach as a weekend visitor and to observe transportation use of the area.

Preliminary Project Map v7

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,

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 second outreach session is now scheduled for May 17, at City Hall from 6-8pm. The announcement for the session is included as an appendix to this report. The third session will be scheduled for mid June.

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 consultant team presented to the Merchant Association on April 10 and Chamber of Commerce on April 24.

The next two groups are the planning commission and school officials.

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

Phase I	April 1-30	May 1-31	Jun 1-30
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	Sched... ▾	Ongoing	Ongoing
Round 1 stakeholder group presentations	Comp... ▾		
Neah-Kah-Nie Interviews	Sched... ▾		
Information and Listening Session 2	Sched... ▾		
Round 2 stakeholder Group presentations	Pendi... ▾		
Planning commission	Pendi... ▾		

3. External Stakeholder Engagement

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	Scheduled ▾				
External stakeholder directory	In Progress ▾	March 13			
External stakeholder meetings	Scheduled ▾	Ongoing	–	–	Ongoing
External stakeholder Resource Map	In Progress ▾				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. April additions include photo resources from planning commissioner Bill Hassel, and the Emergency Response Plan.

Next Steps

Priorities for May include:

Project Management

- Explore feasibility of additional advanced work to expedite technical design and/or elevate city priorities and opportunities
- Begin development final deliverable, design memo

Community Engagement

- Promotion of Community Engagement session II
- Interviews with business owners/managers north and south of wayside
- Engage Tillamook County Wellness Association
- Distribute project survey through Tillamook County Pioneer

Stakeholder Engagement

- Schedule follow up engagements with STF/STIA/POTB
- Information sharing session with Tillamook County Commissioner

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						May 17		
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.