

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

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## 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.

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## 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.

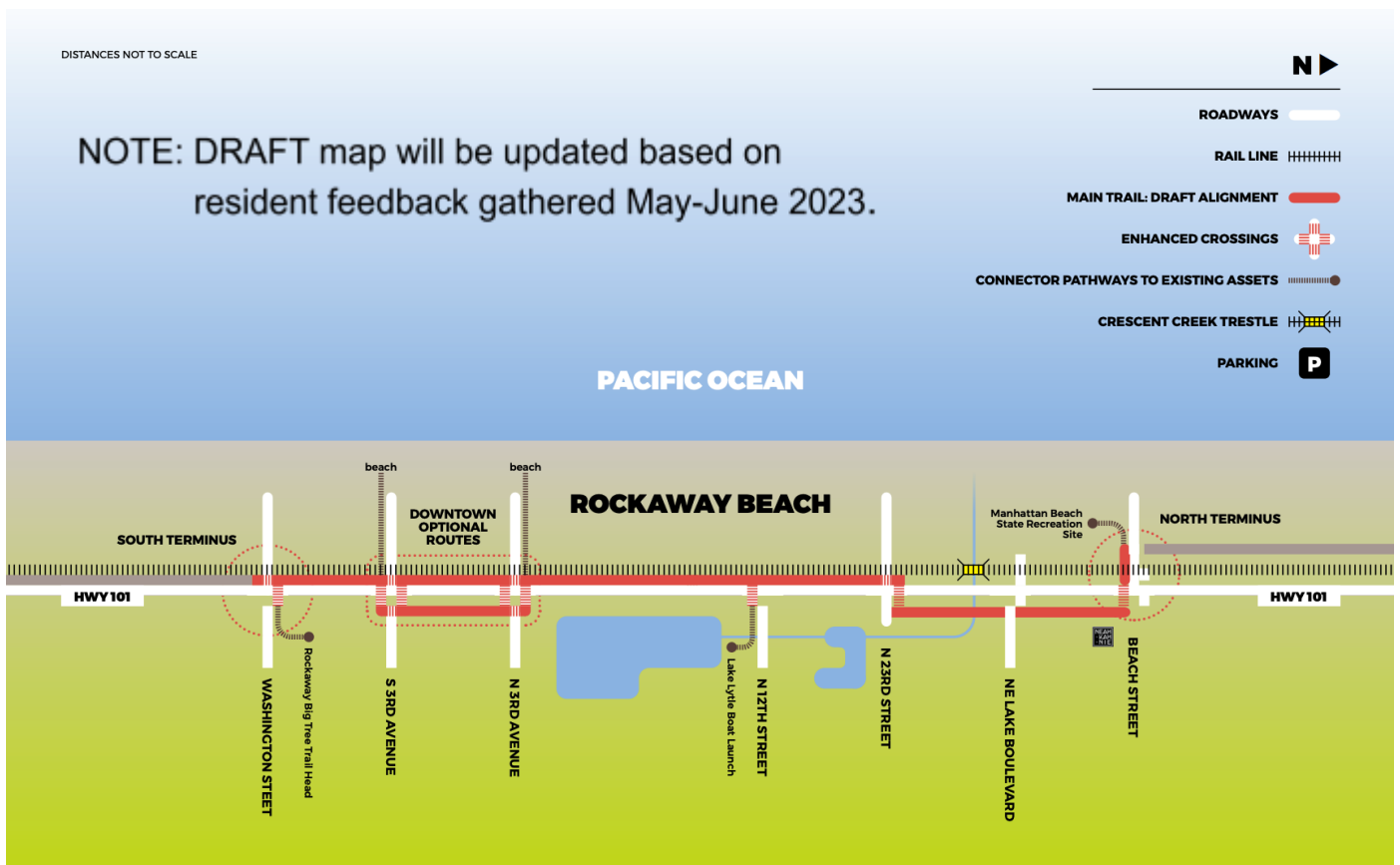
### Site Visit 3 - Weekend visitor

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: <a href="#">Engagement plan</a>                      | 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**

| <b>Phase I</b>                            | <b>Feb 15-28</b> | <b>Mar 1-14</b> | <b>Mar 15-31</b> |                   |                    |                  |                  |                   |
|---|------------------|-----------------|------------------|-------------------|--------------------|------------------|------------------|-------------------|
| 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           |                   |                    |                  |                  |                   |
| <b>Phase II</b>                           |                  |                 |                  | <b>April 1-14</b> | <b>April 15-30</b> | <b>May 1-14</b>  |                  |                   |
| 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           |                  |                   |
| <b>Phase III</b>                          |                  |                 |                  |                   |                    | <b>May 15-31</b> | <b>June 1-15</b> | <b>June 15-30</b> |
| 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.