



CITY OF ROCKAWAY BEACH

STRATEGIC PLAN ENGAGEMENT SUMMARY

September 11, 2024



SSW CONSULTING

Presentation Overview

1. Strategic Plan Goals, Process, + Project Timeline
2. Engagement Results
3. Next Steps



ROCKAWAY BEACH PROJECT GOALS



- Develop a five-year vision and strategic plan for the community
- Identify the values that will guide the organization in achieving the vision and supporting the mission.
- Build a cohesive team amongst the organization and Council that is aligned around shared five- year goals.
- Conduct inclusive community engagement to inform the development of the plan and build support for implementation.



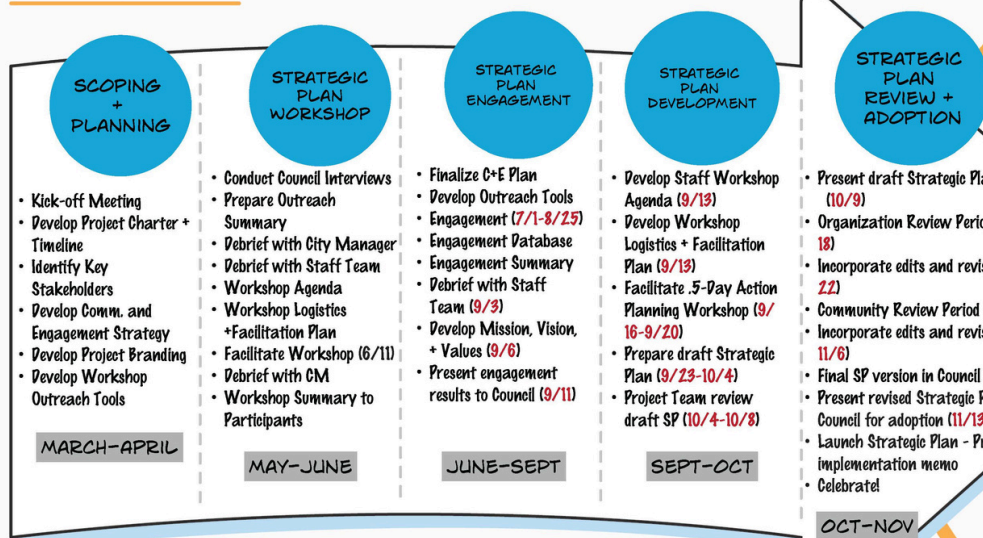
CITY OF ROCKAWAY BEACH STRATEGIC PLAN

GAMEPLAN REV. 7/11/24

TEAM/ RESOURCES

- Luke Shepard, City Manager
- Melissa Thompson, City Recorder
- Mary, City Planner
- City Council
- Community
- City Staff

STAGES/TASKS



- Background information:
- Summary of current projects
 - Comp Plan (2009, needs update)
 - List of master plans and documents
 - Branding/ style guide + logo
 - Retreat roster - Council + staff

TARGET

PRIMARY OBJECTIVES

Develop a five-year vision and strategic plan for the community

Identify the values that will guide the organization in achieving the vision and supporting the mission

Build a cohesive team amongst the organization and Council that is aligned around shared five-year goals

Conduct inclusive community engagement to inform the development of the plan and build support for implementation

OTHER OBJECTIVES



Engagement Summary

1. Engagement Tools
2. Survey Demographics
3. Community Engagement Themes
4. Staff Engagement Themes



ENGAGEMENT TOOLS

- Community Survey - 638 responses
- Staff Survey - 14 responses
- Community leader interviews - 9 interviews
- Community group presentations - 3 presentations



SURVEY DEMOGRAPHICS

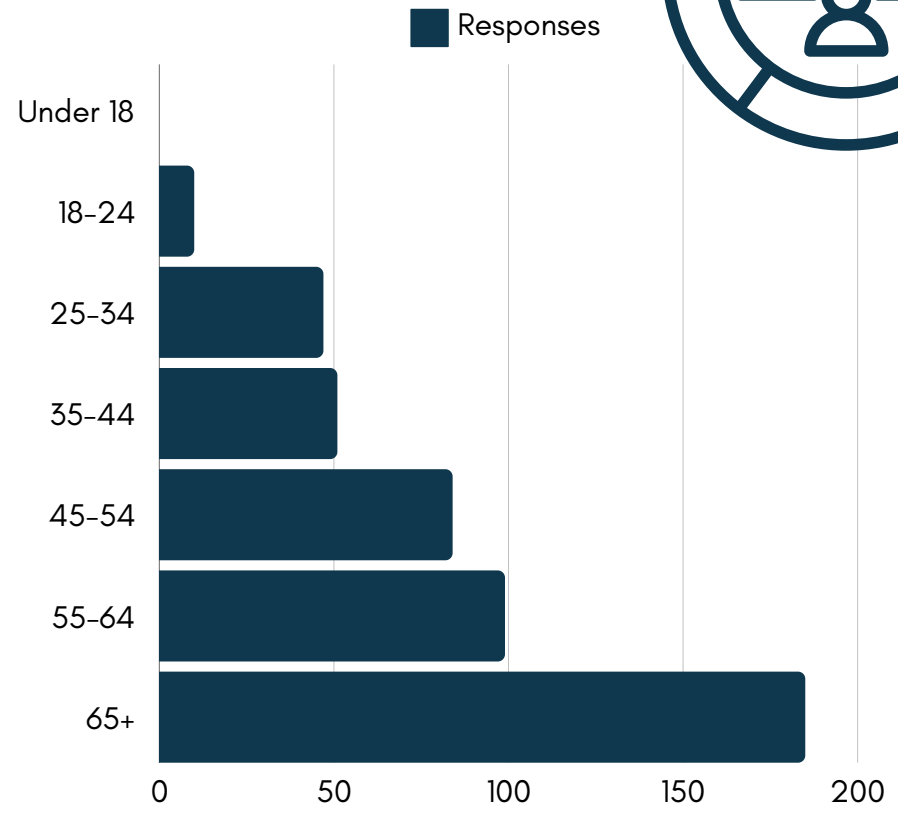
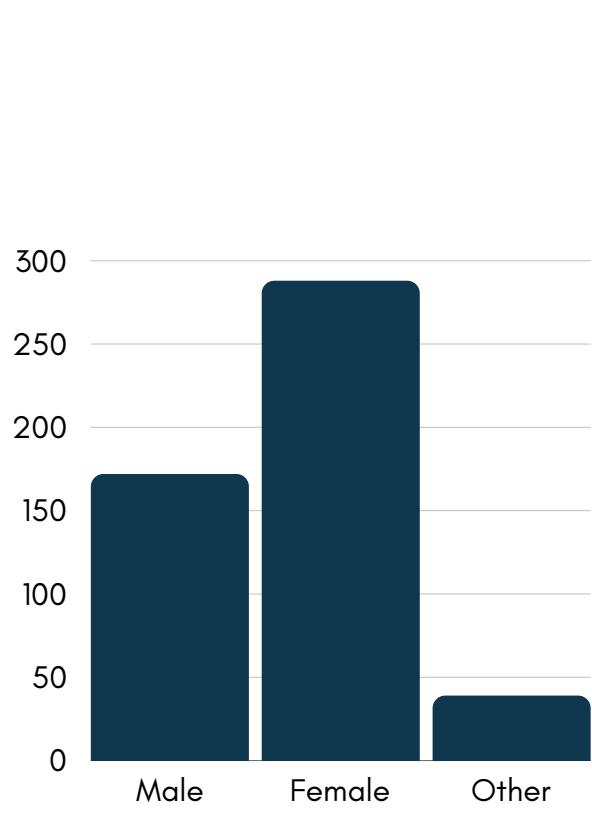


Responses	#	%
Community Members	432	68%
Visitors	204	32%
Did not disclose	2	0.3%
Total	638	

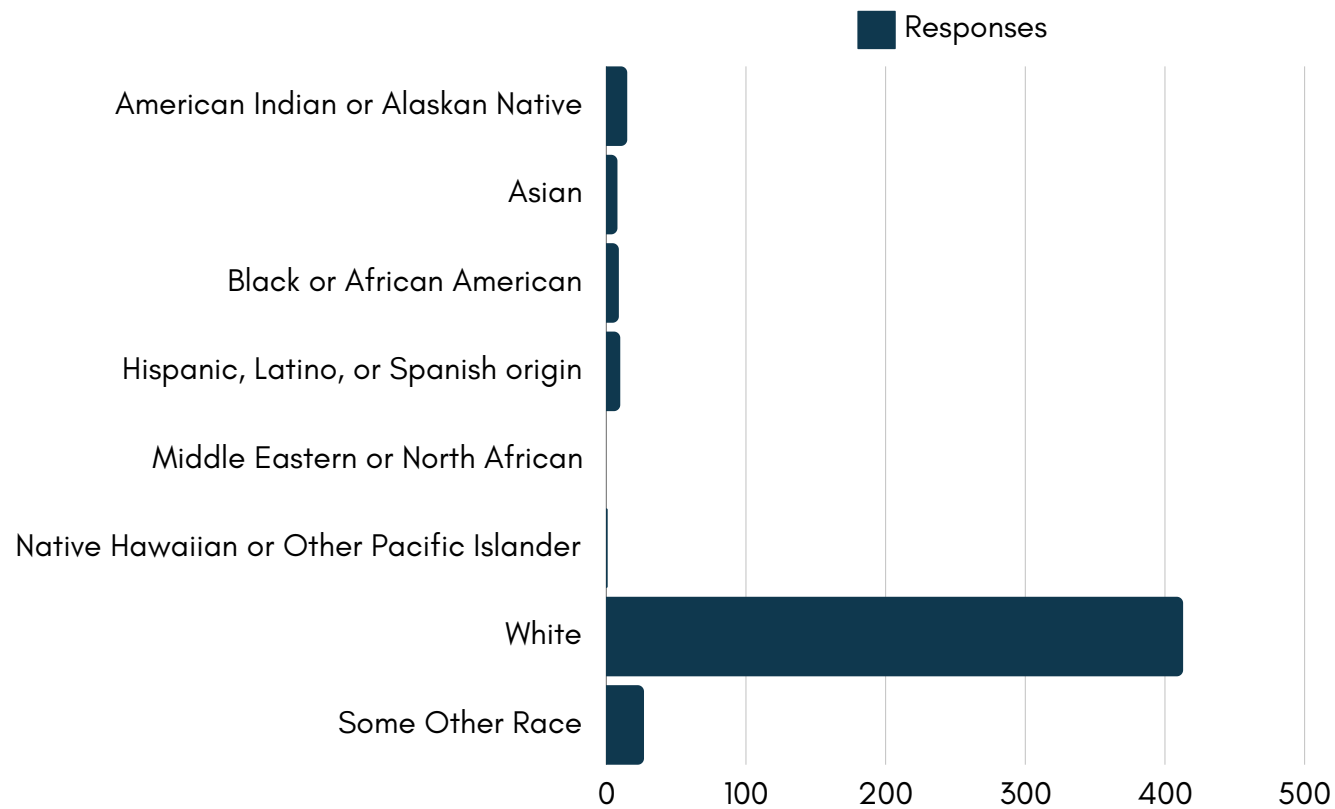
★ 30% response rate of total Rockaway Beach residential population*

** 2022 population: 1,458
(American Community Survey, U.S. Census Bureau)*

SURVEY DEMOGRAPHICS



SURVEY DEMOGRAPHICS



COMMUNITY ENGAGEMENT FOCUS AREAS



- Economy
- Housing
- Transportation + Mobility
- Infrastructure
- Community Safety
- Recreation/Tourism
- Community Engagement + Connection

ECONOMY THEMES

- More restaurants, retail, food trucks
- Small business support to make it easier to start a business and keep it open year-round (tax incentives, grants, small/no-interest loans, marketing/advertising, quicker permit processing)
- Support tourism
- Resource businesses (grocery store, gas station, bank, pharmacy, hardware, etc.)
- Beautification (address dilapidated buildings, hire a code enforcement officer, flags/signs, etc.)
- Mediate the misunderstandings or conflict within the business community
- Workforce housing



HOUSING THEMES

- Affordable workforce housing needed to support economy (building incentives, ADUs, shared housing, apartments (reference to Giribaldi))
- Limit short-term rentals
 - Impacts small town character and connection among residents
 - Reduces housing available for full-time residents
- Building/Rental codes enforcement to maintain attractive neighborhoods, control height of new development



TRANSPORTATION + MOBILITY THEMES

- Street repair and maintenance
- More crosswalks and safe pedestrian/cycling pathways
- Improve flow of traffic (alternatives to 101 to keep it for beach access in summer)
- Slower speed limit/Speed reduction (101, 2nd street)
- Safer access to/from 101
- No passing zones in town
- Lights along 101
- Parking enforcement (blocked driveways, handicap spaces, etc.)
- More parking (beach access, old growth cedar trail)



INFRASTRUCTURE THEMES

- Clean water
- Preserve watershed
- Wastewater system
- Address winter flooding/storm water management
- Preserve natural environment



COMMUNITY SAFETY THEMES

- Return city police department for better response, more enforcement, improved safety
- Limit fireworks
- Tsunami/Natural disaster preparedness
- Increased EMS support during tourism season



RECREATION/TOURISM THEMES



- Improve beach access (more access points, ADA accessible, Wayside)
- Enhance and add beach amenities (volleyball net, beach events, dances, etc.)
- More youth/family friendly activities/places
- Improve Lake Lytle area (bathrooms, trails, equipment rentals, etc.)
- Bring back Parks and Recreation Department
- More nature/walking/biking areas and paths
- Community Center/Recreation Center with programs for all ages
- Indoor swimming pool
- Tennis courts, pickle ball courts
- Beautification of downtown businesses
- Dog (leash/scoop laws, create a dog beach)

COMMUNITY ENGAGEMENT + CONNECTION THEMES



- Build community to keep small town feel (opportunities/places to connect)
- Community events
- More town halls
- Create a community gathering space
- Address the division among community groups
- Promote harmony between full-time residents and visitors

STAFF OUTREACH THEMES

- Highly effective, cohesive team with strong communication and collaboration
- Additional staffing needed to meet needs of growing community
 - Need is citywide
 - Multiple requests for a code enforcement officer
- Professional development and training opportunities to advance skills and expertise
- Repair and maintain infrastructure
- Business development and improvements to downtown area
- Increased schedule flexibility and paid time off benefit



Next Steps

1. Strategic Plan Open House - September 18th
2. Strategic Plan Focus Group - September 19th
 - a. Economy Focus Group - 9:00 am at City Hall
3. Staff Action Planning Workshop - September 23rd
4. Next Update to City Council - October 9th



Q+A



SSW CONSULTING

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September 11, 2024

Rockaway Beach
City Council
Meeting





Public Hearing

- Public Hearing on Proposed Ordinance 2024-04
- Updates Code of Ordinances Chapter 31 related to the Planning Commission
- Clarifies the powers, duties and memberships of the Planning Commission (last amended in 2010)
- Approved by the Planning Commission in March 2024

Ordinance 2024-04

Timeline to Enact ORD. 2024-04

- *Planning Commission Meeting 2/15/24*
- *Planning Commission Meeting 3/21/24*
- *City Council Workshop 7/17/24*
- *City Council Workshop 8/14/24*
- *City Council Meeting 9/12/24*
- *Tentative Adoption Schedule*
 - Public Hearing – Tonight
 - First and Second Reading – Tonight
 - Adoption - Tonight
 - Effective Date – October 11, 2024

CITY OF ROCKAWAY BEACH, OREGON
ORDINANCE NO. 2024-04

AN ORDINANCE AMENDING CITY OF ROCKAWAY BEACH CODE OF
ORDINANCES CHAPTER 31 RELATED TO THE PLANNING COMMISSION

RECITALS:

1. The City Council finds that updates to Rockaway Beach Code Chapter 31 are needed to clarify the powers, duties, and membership of the Planning Commission.
2. On March 21, 2024, the Rockaway Beach Planning Commission approved a new proposed Planning Commission ordinance, and recommend it to the City Council for adoption.

Now, therefore, the City of Rockaway Beach ordains as follows:

Section 1. The City of Rockaway Beach Code of Ordinances Section 31.01 is hereby amended, in total, as follows:

§ 31.01 PLANNING COMMISSION.

- A. *Establishment.* The Rockaway Beach Planning Commission is established, and shall have the authority and responsibility provided by this code and state law.
- B. *Duties and powers.* The Planning Commission is the appointed citizen body that provides recommendations to the City Council on land use policies; makes land use decisions on planning applications; and provides a public forum for ascertaining community values, visioning, and strategic thinking on long range planning. The Planning Commission shall have the following duties:
 1. Review and act on land use applications and appeals of land use decisions within its jurisdiction pursuant to applicable law.
 2. Periodically review the Comprehensive Plan, as prioritized by the City Council through its goal setting process or as otherwise directed by the City Council.
 3. Act as the Citizen Involvement Committee within the City of Rockaway Beach Urban Growth Boundary. As directed by the City Council, this role may include working with stakeholder groups or citizen advisory committees, to help inform refinement and other land use plans, and facilitating community engagement on land use issues with groups such as neighborhood associations or coalitions.
 4. Make recommendations to the City Council on Type IV legislative land use actions.
- C. *Membership.*
 1. The Rockaway Beach Planning Commission shall consist of seven voting members. The Commission members shall be appointed by the City Council.



Public Hearing

- Public Hearing on Proposed Ordinance 2024-07
- Creates a new code chapter 97
- Provides Authority and Procedures for city to obtain Administrative Warrants
- Admin Warrants are often needed to carry out nuisance abatements on private property
- Admin Warrants issued by Tillamook County Justice Court

Ordinance 2024-07

Timeline to Enact ORD. 2024-07

- *City Council Workshop 7/17/24*
- *City Council Workshop 8/14/24*
- *City Council Meeting 9/11/24*
- *Tentative Adoption Schedule*
 - Public Hearing – Tonight
 - First and Second Reading – Tonight
 - Adoption - Tonight
 - Effective Date – October 11, 2024

CITY OF ROCKAWAY BEACH, OREGON

ORDINANCE NO. 2024-07

AN ORDINANCE PROVIDING AUTHORITY AND PROCEDURES FOR ADMINISTRATIVE WARRANTS AND CREATING A NEW CODE CHAPTER 97

RECITALS:

1. The City Council seeks to establish authority and procedures for issuing administrative warrants.

Now, therefore, the City of Rockaway Beach ordains as follows:

Section 1. The City of Rockaway Beach Code of Ordinances is hereby amended to add a new Chapter 97 as follows:

CHAPTER 97: ADMINISTRATIVE WARRANTS

97.01 SHORT TITLE AND PURPOSE.

This chapter sets forth the procedures for obtaining an administrative warrant for purposes of enforcing the Rockaway Beach Code. It may be cited as the Rockaway Beach Administrative Warrants Chapter.

97.02 DEFINITIONS.

ADMINISTRATIVE WARRANT. A court order authorizing entry onto property for purposes of conducting an administrative search, inspection or investigation, or authorizing an administrative seizure of property or abatement of a nuisance as authorized by the Code. It does not include an arrest, search or other warrant arising from commission or prosecution of a crime.

CITY OFFICER. A Tillamook County Sheriff or Deputy, or any city employee authorized by the City Manager or Council to enforce the Rockaway Beach Code.

97.03 ENTRY ONTO PROPERTY.

Whenever a city officer requires entry to property for purposes of inspections pursuant to this Code, a city officer has probable cause to believe there has been a violation of the Code or that a nuisance or dangerous condition exists, or City Council or City Manager has ordered the removal or abatement of an identified nuisance, the city officer may enter upon a site or structure for the purpose of investigation or abatement subject to one or more of the following:

RESOLUTION NO. 2024-41

A RESOLUTION ADJUSTING APPROPRIATIONS FOR THE
2024-2025 FISCAL YEAR BUDGET

WHEREAS, the 2024-2025 Fiscal Year Budget was duly authorized and adopted by Resolution on June 12, 2024; and

WHEREAS, ORS 294.463 provides that transfers of appropriations may be made within a fund when authorized by ordinance or resolution of the governing body of a municipal corporation; and

WHEREAS, the contingency transfer does not exceed 15%, and may therefore be carried through resolution; and

WHEREAS, a transfer within the General Fund from Contingency to the Administration Department (City Hall Operations GL account 6830) is necessary due to unanticipated expenditures related to the need for sound amplification in public meetings.

NOW, THEREFORE, BE IT RESOLVED THAT

Section 1. The City Council of the City of Rockaway Beach hereby authorizes appropriation transfers to the 2024-2025 Fiscal Year Budget as follows:

General Fund	Original	Increase	Decrease	Revised
Contingency	\$ 333,848		\$ 6,000	\$ 329,848
Administration Department.	\$ 769,960	\$ 6,000		\$ 775,960

Section 2. This Resolution shall be effective immediately upon adoption.

**APPROVED AND ADOPTED BY THE CITY COUNCIL THE 11th DAY OF
SEPTEMBER 2024.**

APPROVED

Charles McNeilly, Mayor

ATTEST

Melissa Thompson, City Recorder

Resolution 2024-41

Adjusting Budget Appropriations

- Transferers \$6,000 out of contingency
- Funds utilized to add microphones and speakers in Council Chambers and Conference room
- In-person meeting attendees' reported difficulty in hearing proceedings
- Project not anticipated during budget process



August 14, 2024

Rockaway Beach City Council
City of Rockaway Beach
276 Hwy 101
Rockaway Beach, OR 97136

**Re: Appeal of Findings, Conclusions, and Final Order in Case File # PUD 24-1,
Nedonna Wave Planned Unit Development Application, dated August 1, 2024**

Decision Sought to be Reviewed

A decision of the Planning Commission may be appealed to the City Council by a party to the hearing by filing an appeal pursuant to Rockaway Beach Zoning Ordinance 11.070(2)-(3). The Oregon Shores Conservation Coalition ("Oregon Shores") is filing this appeal to oppose the Planning Commission's decision, dated August 1, 2024, approving Applicant's request to modify the approved final plan for Planned Unit Development Application #SPUD-07-19, allowing Applicant to create two lots instead of one lot at the north end of Jackson Street, identified as lots 21 and 22 on the plans submitted with the Application; and to create four lots instead of three lots at the northeast corner of Kittiwake Drive and Riley Street, identified as lots 13, 14, 15 and 16 on the plan submitted with the Application.

Statement of Interest

Oregon Shores is a non-profit organization, with members in Rockaway Beach, that works to protect Oregon's coastal environment and employ Oregon's land use planning system to its best possible effect in preserving coastal communities. Oregon Shores opposes approval for Nedonna Development LLC's proposed second phase of a planned unit development first permitted in 2008 (PUD #24-1, 2N1020AB, Tax Lots 10200, 10400, and 10,500). Oregon Shores was a party to the initial proceedings, submitting two comments to the Planning Commission below. This appeal is based on the following issues that Oregon Shores also raised in the proceedings below:

A. The original 2008 approval of the plan for this development has expired.

Scope of Review Determination Land Use Appeal #24-1

- August 2 - Planning Commission issued a partial approval of Planned Unit Development Application #24-1 Nedonna Wave Phase 2
- August 14 - Planning Commission decision appealed, Land Use Appeal #24-1
- Appeals on Planning Commission decisions are heard by the City Council
- City Council must first determine scope of review, before conducting appeal proceedings



August 14, 2024

Rockaway Beach City Council
City of Rockaway Beach
276 Hwy 101
Rockaway Beach, OR 97136

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Scope of Review

Council must choose one of the following:

1. Restricted to existing record/No new testimony or evidence
2. Restricted to existing record/ Some new testimony or evidence
3. A *de novo* hearing. Start over, all new hearing
4. Remand back the Planning Commission

City of Rockaway Beach
City Council Executive Session



Date: Wednesday, September 11, 2024
Location: Rockaway Beach City Hall, 276 Hwy 101 - Civic Facility

RECORD OF EXECUTIVE SESSION

NOT FOR PUBLIC DISCLOSURE - ANY ENCLOSED DOCUMENTS ARE CONFIDENTIAL

Meeting held pursuant to the following ORS:

- | | | |
|-------------------------------------|---------------|--|
| <input type="checkbox"/> | 192.660(2)(a) | Employment of Public Officers, Employees and Agents |
| <input type="checkbox"/> | 192.660(2)(b) | Discipline of Public Officers and Employees |
| <input type="checkbox"/> | 192.660(2)(d) | Labor Negotiator Consultations |
| <input type="checkbox"/> | 192.660(2)(e) | Real Property Transactions |
| <input type="checkbox"/> | 192.660(2)(f) | Exempt Public Records |
| <input type="checkbox"/> | 192.660(2)(g) | Trade Negotiations |
| <input checked="" type="checkbox"/> | 192.660(2)(h) | Legal Counsel |
| <input type="checkbox"/> | 192.660(2)(i) | Performance Evaluations of Public Officers and Employees |
| <input type="checkbox"/> | 192.660(2)(j) | Public Investments |

Called to Order at: _____ Adjourned at: _____

Present:

Mayor: Charles McNeilly
Councilors: Penny Cheek, Mary McGinnis, Tom Martine, Kristine Hayes, Alesia Franken

Excused:

Staff: Luke Shepard, City Manager; Melissa Thompson, City Recorder

Legal Counsel: Truman Stone, Local Government Law Group

Consultants:

Other:

Subject: Pursuant to ORS 192.660(2)(h) to consult with counsel concerning the legal rights and duties of a public body with regard to current litigation or litigation likely to be filed. This executive session will include discussion of pursuit of attorney fees against relators in Case No. 24CV37762.

Form Completed by: Melissa Thompson, City Recorder

Executive Session

- The Rockaway Beach City Council will hold Executive session to consult with counsel concerning the legal rights and duties of a public body with regard to current litigation or litigation likely to be filed.
- This executive session will include discussion of pursuit of attorney fees against relators in Case No. 24CV37762.
- Standard Practice allowed under ORS 192.660(2)(h).
- This session is closed to the public. No final action will be taken in this closed session. If a decision needs to be made, it will be done when the open session resumes.

RESOLUTION NO. 2024-40

A RESOLUTION APPROVING A MEMORANDUM OF UNDERSTANDING WITH DAVID'S CHAIR OUTDOOR MOBILITY SYSTEMS

WHEREAS, David's Chair Outdoor Mobility Systems ("DC") is a non-profit public benefit corporation with a mission to provide people with mobility challenges the use of electric all-terrain track chairs offering freedom and independence to get outdoors and experience terrain and conditions that would otherwise be unavailable to them free of charge; and

WHEREAS, the City of Rockaway Beach and DC seek to define through a Memorandum of Understanding (MOU) to memorialize their understanding that DC intends to provide an electric all-terrain track chair to the community of Rockaway Beach, Oregon for loan and use by residence and visitors who reserve their usage through a website managed by DC; and

WHEREAS, the MOU identifies the objectives, shared understanding, and roles and responsibilities of the members of the City and DC.

NOW, THEREFORE, BE IT RESOLVED THAT

Section 1. The City of Rockaway Beach City Council hereby approves the Memorandum of Understanding with David's Chair Outdoor Mobility Systems, attached as Exhibit A.

Section 2. This Resolution shall be effective immediately upon adoption.

APPROVED AND ADOPTED BY THE CITY COUNCIL THE 14th DAY OF AUGUST 2024.

APPROVED

Charles McNeilly, Mayor

ATTEST

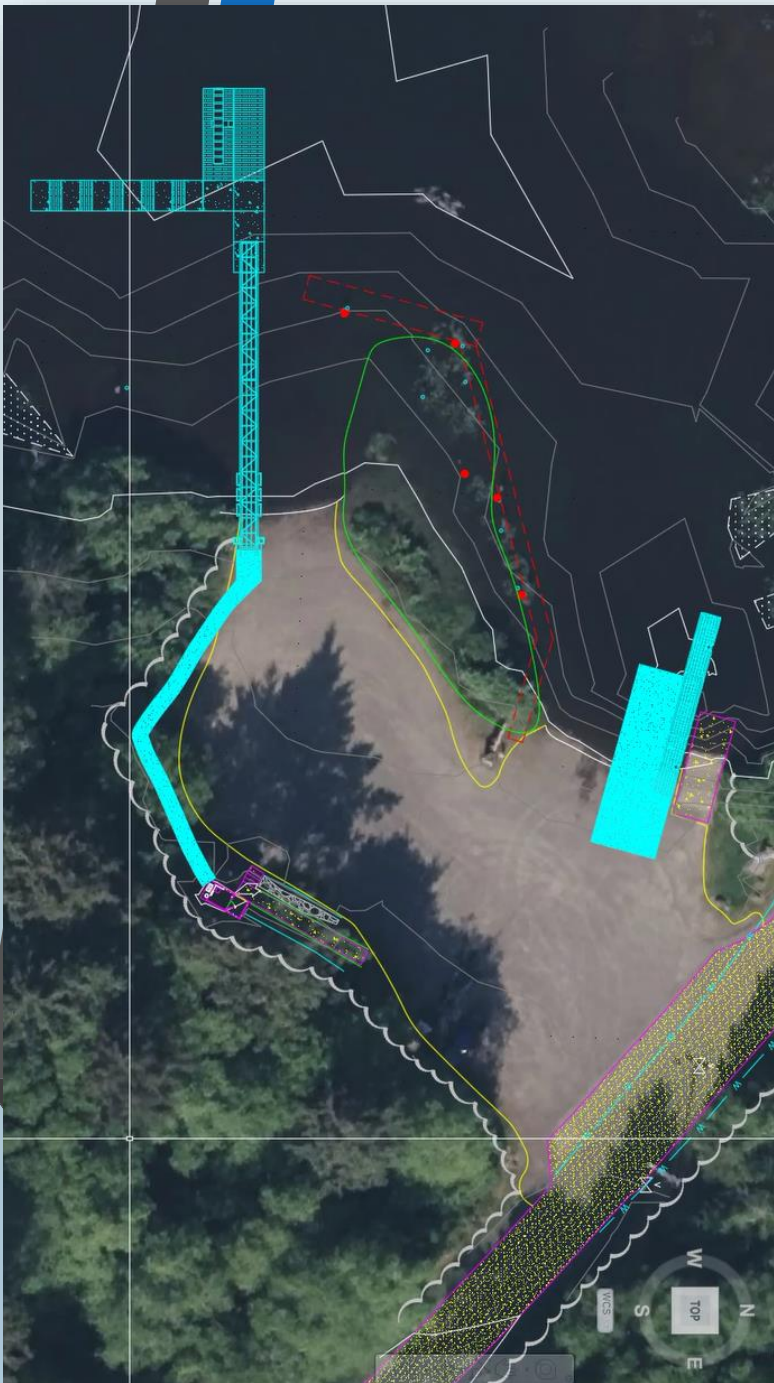
Melissa Thompson, City Recorder

Consideration of Pursuit of Attorney Fees

- After Executive Session discussion, the Council will reconvene.
- Council will consider taking action regarding whether or not to pursue attorney's fees against relators who filed a legal action against the City that was decided in the City's favor.
- As of August 31, City's legal fees have exceeded \$20,000.00

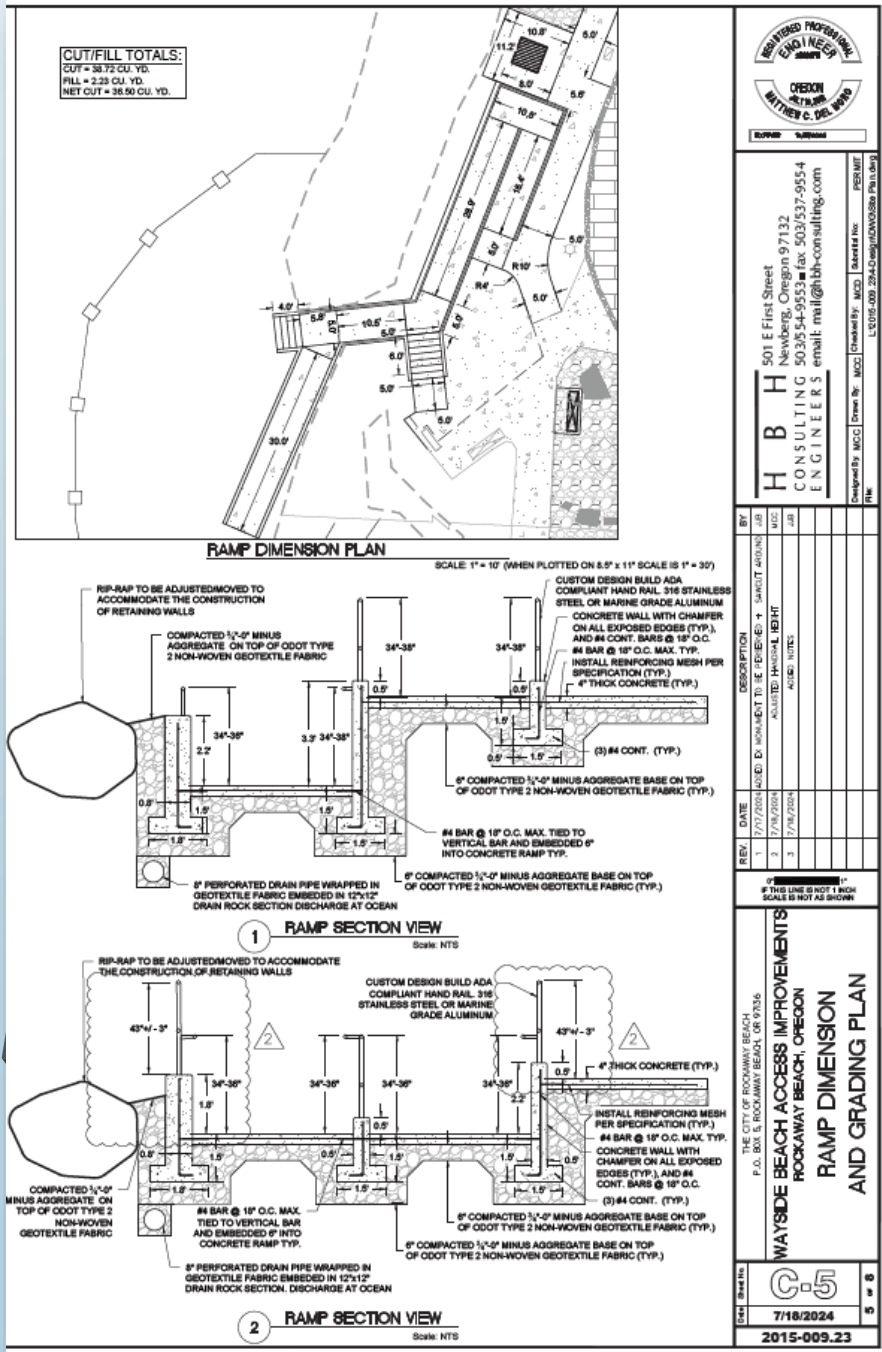
Lake Lytle Improvements

- Restrooms/Parking and Utilities
 - OPRD funding of \$435,000
 - Floodplain Development Permit/Building Permit/Archeological Study
 - Construction in 2025
- In-water Features
 - OMB Funding (apply in 2025)
 - In-water survey and preliminary concept completed
 - Community feedback – SP Open house, Survey
 - To include mitigation and restoration work
- Aquatic weed management
 - WMREP Funding (apply in January 2025)
 - Focus on Eurasian Watermilfoil



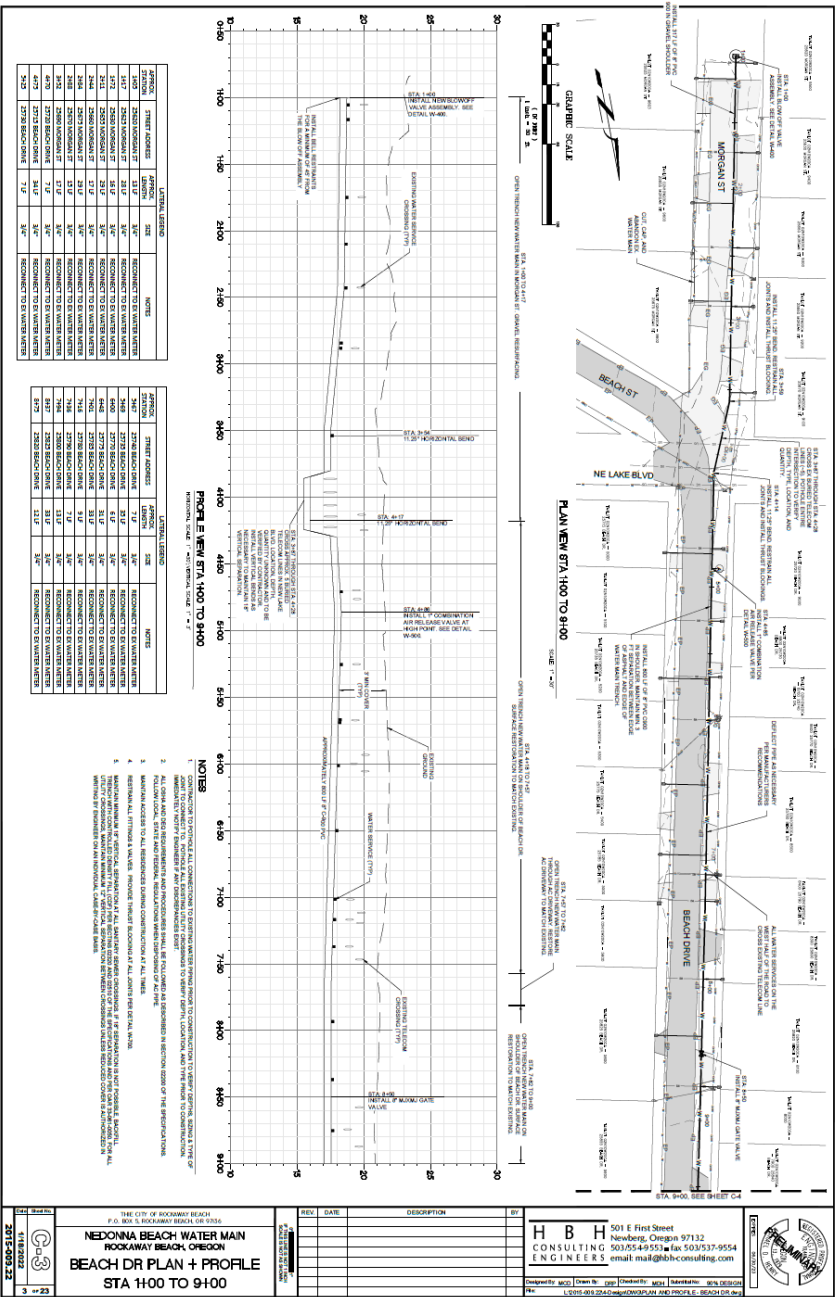
Wayside Beach Access

- Wayside Beach Access
- Construction Contract awarded to Advanced Excavation \$245,600
 - Ramp and Stair Beach Access
 - New Sidewalks/Accessible tables along beach frontage
 - Additional ADA Restroom Parking Spot
 - New Fountain/foot washing stations
- Construction to begin September 23, 2024

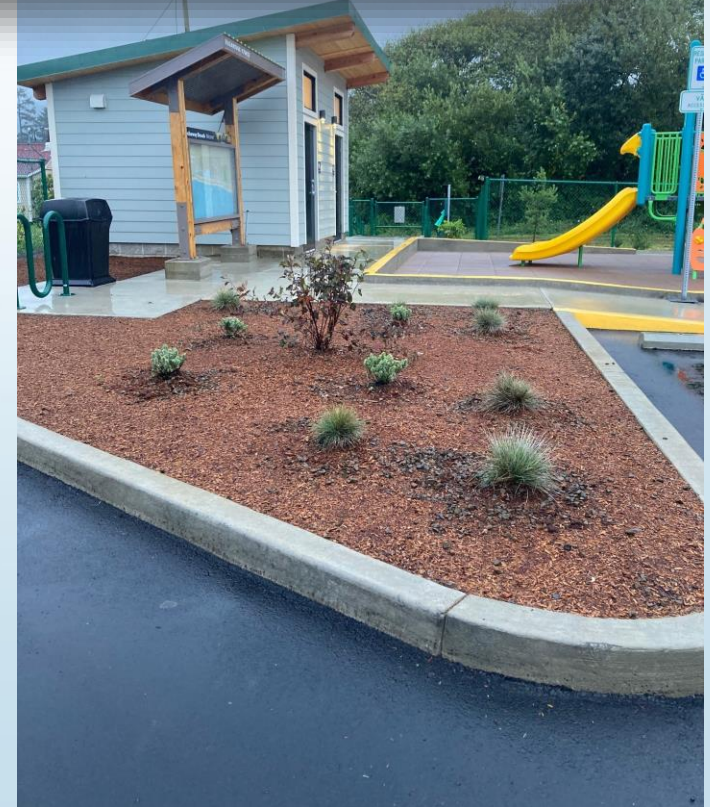


Nedonna Beach Water System Improvements

- Project to replace steel and asbestos concrete pipe along Beach Drive, Nedonna Avenue, and Geneva Avenue with C900 PVC or HDPE pipe.
- August 2nd - Awarded Safe Drinking Water Revolving Loan Funding for final design and construction
 - SDWRLF Loan: \$1,342,279
 - SDWRLF Forgivable: \$1,463,276
 - Rate and Term: 2.69%, 30yrs
- Business Oregon to prepare final financing contract for city review and Council Approval
- Spring 2025 Project







Public Meetings: September and October



- Sept. 11 City Council Workshop and Regular Meeting
- Sept. 12 Sourcewater Protection Plan Town Hall
- Sept. 18 Strategic Plan Open House
- Sept. 19 Planning Commission Meeting
- *Sept. 30 EPA Grant Town Hall – Tentative*
- Oct. 9 City Council Workshop and Regular Meeting
- Mid-Oct. SPDDAC Meeting
- Oct. 17 Planning Commission Meeting

Staff Highlight

- Melissa Thompson, City Recorder
- Chairs the Oregon Association of Municipal Recordors (OAMR) Internet Committee
- 2024 OAMR Conference – September 24-27
- Co-host Session: “To AI or not to AI?”
- Artificial Intelligence in local government, best practices, implementation, safety etc.



September 11, 2024

Rockaway Beach
City Council
Meeting



Rockaway Beach
City Council is
currently meeting
in Executive
Session



The regular session will resume after
the Executive Session adjourns.

visitrockawaybeach.org

HANDLE

SMALL BAG
12 3/4" H x 10" W x 5" D

HANDLE

GREAT FINDS
HAPPINESS

ROCKAWAY BEACH
OREGON
small town, big beach.

ROCKAWAY BEACH
OREGON
small town, big beach.

GREAT FINDS

QR code
on sides of bag:
visitrockawaybeach.org



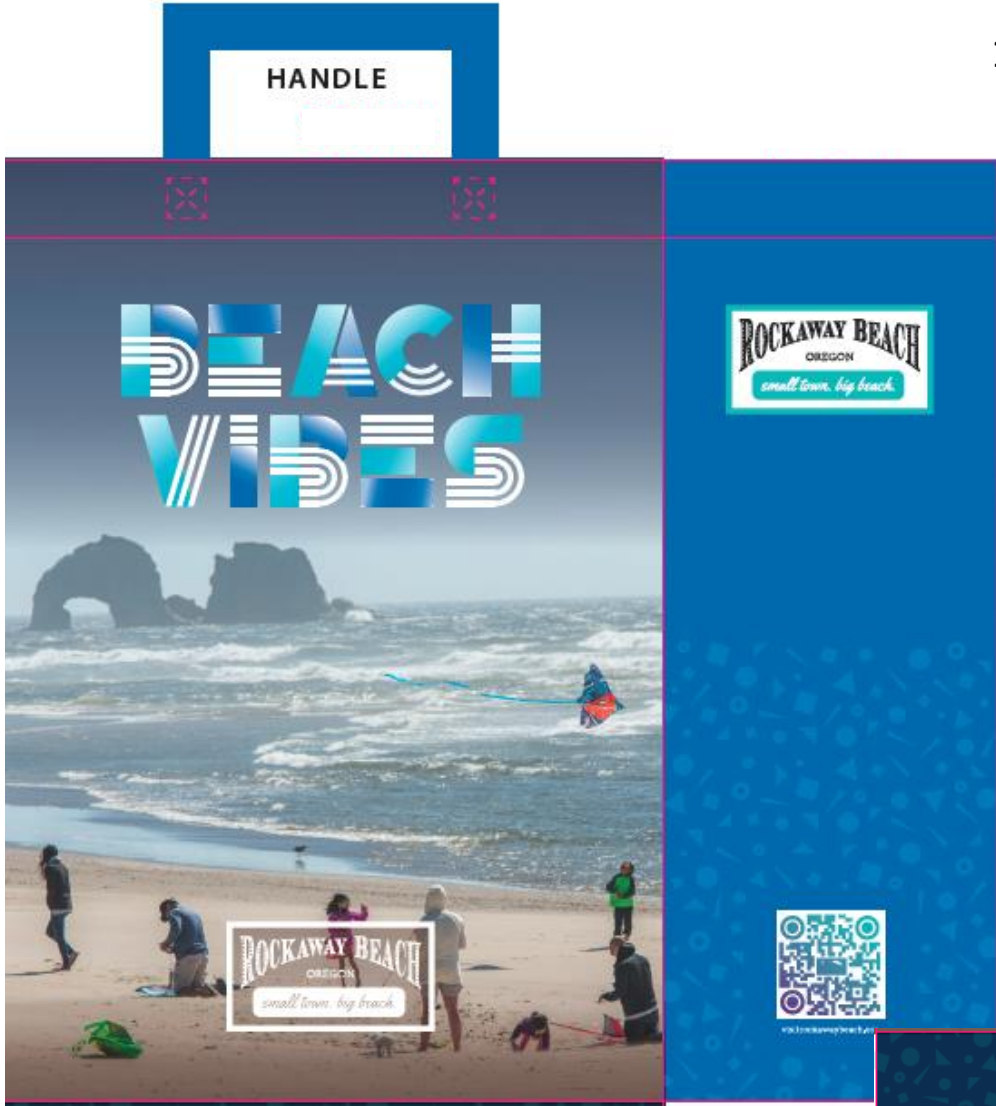
ROCKAWAY BEACH
OREGON
small town, big beach.

Warning: Contents may include unusual
and rare items, treasures coated with sand,
or treats that inhibit restraint.

Bottom of the bag

*Warning: Contents may include unusual
and rare items, treasures coated with
sand, or treats that inhibit restraint.*

LARGE BAG
16”H x 113/4”W x 6”D



QR code
on sides of bag:
visitrockawaybeach.org

Keep a steady hand on this bag at all times.
There be treasure ahead.



Bottom of the bag
*Keep a steady hand on this bag at all times.
There be treasures ahead.*

September 11, 2024

Rockaway Beach
City Council
Meeting

