



CITY OF ROCKAWAY BEACH

STRATEGIC PLAN UPDATE

October 9, 2024



SSW CONSULTING

Presentation Overview

1. Strategic Plan Goals, Process, + Project Timeline
2. Engagement Updates
3. Mission, Vision, Values, + Goals Preview
4. Next Steps

PROJECT GOALS + TIMELINE



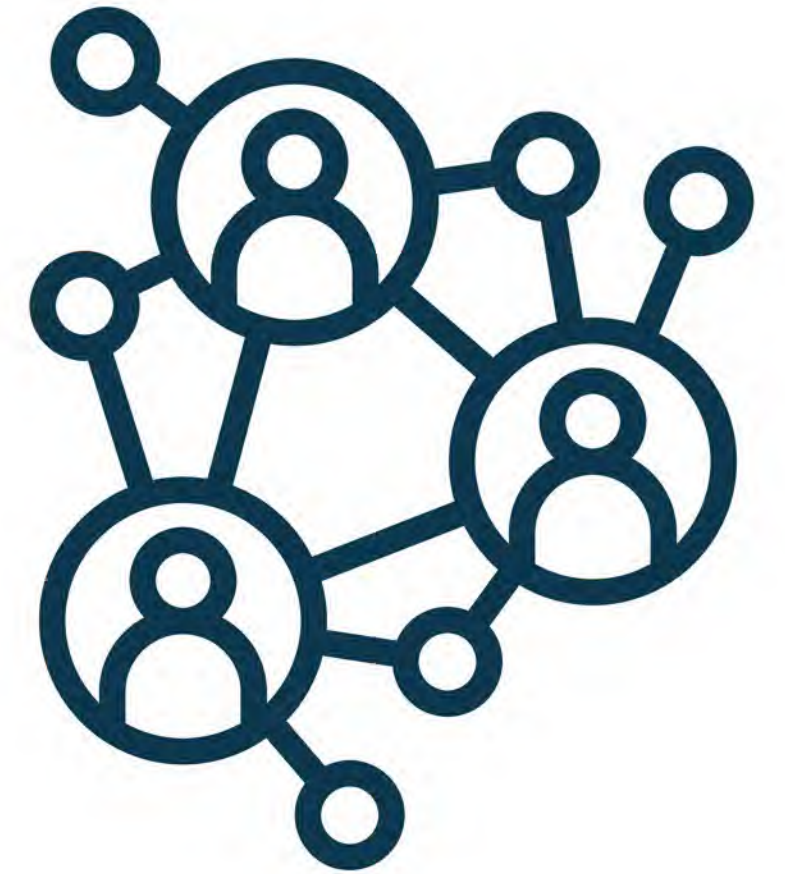
- Develop a five-year vision and strategic plan for the community
- Identify the values that will guide the organization in achieving the vision and supporting the mission.
- Build a cohesive team amongst the organization and Council that is aligned around shared five-year goals.
- Conduct inclusive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



Strategic Plan Timeline

ENGAGEMENT UPDATES

- Community Survey - 638 responses
- Staff Survey - 14 responses
- Community leader interviews - 9 interviews
- Community group presentations - 3 presentations
- **Community Open House - September 18**
- **Economy Focus Group - September 19**



STRATEGIC PLAN FRAMEWORK

- **Mission:** Our purpose, why we exist
- **Vision:** Our desired future state in the next 5 years
- **Values:** What will guide us in carrying out our mission
- **Goal Focus Areas:** These goals will align with our mission and advance the vision
- **Actions:** The tactics that will advance each goal area

DRAFT MISSION STATEMENT

ORGANIZATIONAL PURPOSE/WHY WE EXIST...

- Mission Themes:
 - Protect the community and environment so people can enjoy the city and beach safely (clean water, traffic safety, fire/safety calls for service, tsunami preparedness, etc.)
 - Be a supportive partner and resource to support economic vitality
 - Support a connected and collaborative community where there is harmony and appreciation among full-time residents and tourists

Provide services that support a safe coastal community fostering economic vitality, collaboration, and harmony among residents and visitors alike.

DRAFT VISION STATEMENT

OUR DESIRED FUTURE STATE/ASPIRATION FOR THE NEXT 5 YEARS

- Vision Themes:
 - Beach is accessible with amenities for all
 - People can easily and safely move around town
 - Downtown is a distinct, attractive destination with diverse array of local businesses
 - Thriving economy year-round supporting the needs of tourists and residents
 - Diverse housing options available
 - Connected, friendly, and collaborative community
 - City infrastructure is well-maintained and safe
 - Tourists and residents appreciate and respect the small town character and enjoy Rockaway in harmony with one another

A vibrant coastal community with small-town charm where residents and visitors can safely live, grow, explore, and connect year-round.

Small Town, Big Welcome – Stay, Play, Belong

DRAFT VALUES

GUIDE THE CITY'S WORK + SERVE AS THE LENS THROUGH WHICH SERVICES ARE PROVIDED

- **Collaboration:** We build strong relationships and partnerships with staff, Council, and community partners to achieve our shared goals.
- **Service:** We're dedicated to the safety and well-being of our residents and visitors.
- **Stewardship:** We are stewards of our community using resources wisely and embracing innovation while also proactively caring for our natural resources.
- **Transparency:** We're committed to honesty and accountability, ensuring that everyone has access to information and is treated fairly.

GOAL AREAS

1. Public Safety
2. Economy
3. Transportation + Infrastructure
4. Community Engagement + Connection
5. Good Governance



GOAL 1: PUBLIC SAFETY

Outcomes:

- Rockaway Beach is an accessible + welcoming community
- People who live and visit here are safe
- We are prepared for emergency response

GOAL 2: ECONOMY

Outcomes:

- Year-round economic vitality
- Attract new and retain existing businesses
- Increase diversity of housing options

GOAL 3: TRANSPORTATION + INFRASTRUCTURE

Outcomes:

- Safe + reliable infrastructure
- Fund expanded infrastructure
- Preserve the natural environment

GOAL 4: COMMUNITY CONNECTION + ENGAGEMENT

Outcomes:

- Expand recreation opportunities
- Engaged community

GOAL 5: GOOD GOVERNANCE

Outcomes:

- Effective and efficient government

Next Steps

1. Finalize the draft Strategic Plan
2. Open Community Review - October 25
3. Present the final draft to City Council - November 13

Q+A



SSW CONSULTING

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644 N. State Street, Ste.1, Lake Oswego, OR 97034

PHONE

503.305.5067

EMAIL

hello@SSW-consulting.com

October 9, 2024

Rockaway Beach
City Council
Meeting





Appeal Hearing – Rescheduled

- Appeal Hearing on Land Use Appeal No. 24-1
- To be held on Wednesday, November 20, 2024 at 6:00 p.m.
- Dedicated to Hearing only



October 3, 2024

Honorable Charles McNeilly, Mayor
City of Rockaway Beach
PO Box 5
Rockaway Beach, OR 97136

RE: Award for Safe Drinking Water Revolving Loan Fund, Forest Management Planning & Appraisal for the Jetty Creek Watershed, Project Number U25006, 10/1/2024

Dear Mayor McNeilly:

Congratulations on your successful application for the above-referenced project. Enclosed please find a summary showing the funding amount and special terms and conditions of the award. The financing contract will contain the full terms and conditions of your award and will be sent to you for proper signatures. Please note that the legal obligations for funding and for reimbursement of project expenses are subject to execution of the contract.

The project must comply with all applicable state laws, regulations and procurement requirements. As a reminder, you must provide copies of all solicitations at least 10 days before advertising, and all draft contracts at least 10 days before signing.

We encourage you to offer appropriate media opportunities to help build public awareness of your project's purposes and benefits. Please notify us of any event celebrating your project. As always, we are available to answer questions that may arise during the implementation of your project. If you need assistance, please contact me at 971-382-2359 or by email at Melinda.Hautala@biz.oregon.gov.

Sincerely,

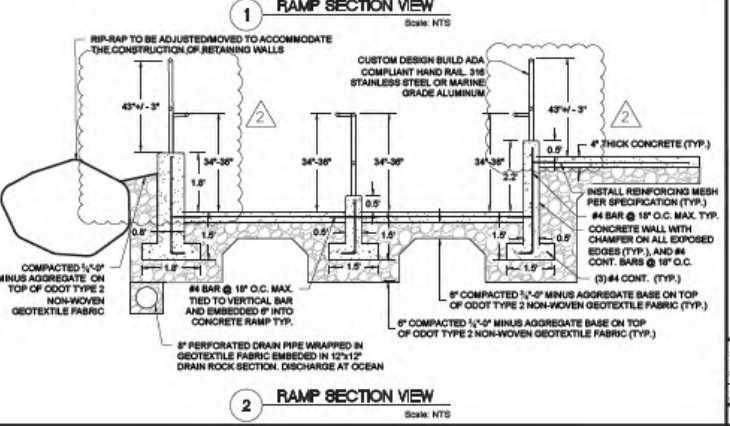
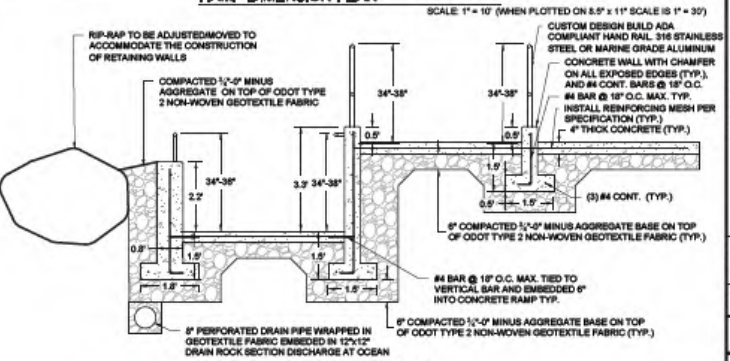
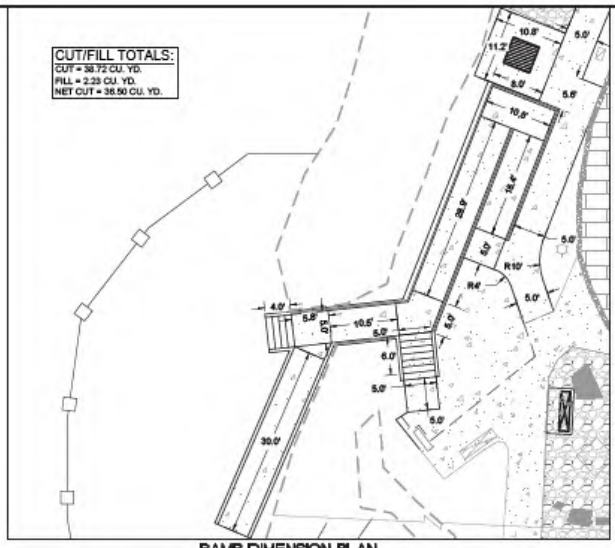
Melinda Hautala

Melinda Hautala, Regional Project Manager
Business Oregon

c: Luke Shepard, City Manager
Melanie Olson, Regional Development Officer
Adam DeSemples, OR Health Authority
Representative Cyrus Javadi
Senator Suzanne Weber

Grant Award – Jetty Creek

- Award Letter received October 3
- Project U25006: Award of \$70,000
 - Develop Forest Stewardship Plan (DEQ)
 - Property Appraisal
 - Community Engagement
 - Other Due Diligence/Mapping (NCLC)
- Awaiting Financing Contract



H B H ENGINEERS
 501 E First Street
 Newberg, Oregon 97132
 CONSULTING 503.554.9553 • fax 503.537.9554
 email: mail@hbh-engineers.com

Designed By: MCCJ
 Checked By: MCCJ
 Date: 7/18/2024
 Scale: 1" = 10'

REV	DATE	DESCRIPTION
1	17/17/2024	ADDED: EX. NON-ADJ. TO: RE. PERIODIC - 1. SANIT. RIDING
2	17/18/2024	ADJUSTED: HORIZONTAL BEHIT
3	17/18/2024	ADDED: NOTES

WAYSIDE BEACH ACCESS IMPROVEMENTS
 ROCKAWAY BEACH, OREGON
 RAMP DIMENSION AND GRADING PLAN

DATE: 7/18/2024
 SCALE: 1" = 10'
 2015-009.23

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 now underway!
- Completion on track for early November

Wayside Beach Access

- Ramp and Stair Beach Access





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Meets ADA Hi/Lo requirements

MULTI-USER BOTTLE FILLER – FRONT APPROACH WITH DRINKING FOUNTAINS FOR ADULTS

CWBF-3FA-HC-SAH

The Willoughby CWBF-3FA-HC-SAH Stainless Steel, Front Approach Outdoor Bottle Filler with Adult ADA Hi/Lo compliant Drinking Fountains is a vandal-resistant, multi-user fixture for use in parks and recreational environments. [Read more](#)

This product is estimated to ship within 8-10 weeks.



q

SINGLE- OR MULTI-USER SHOWER – ADA COMPLIANT

WODS-ADA

The Willoughby WODS-ADA Series Stainless Steel ADA-Compliant Outdoor Shower is a vandal-resistant, single- or multi-user fixture for use in parks and recreational environments. [Read more](#)

This product is estimated to ship within 8-10 weeks.

"*" indicates required fields

Build a Fixture



q

SINGLE- OR MULTI-USER FOOT SHOWER

WODFS

The Willoughby WODFS Series Stainless Steel Outdoor Foot Shower is a premium-quality, single- or multi-user outdoor foot washing station. The vandal-resistant pushbuttons make it a perfect fit for public spaces like parks, playgrounds, and other recreational areas. [Read more](#)

This product is estimated to ship within 8-10 weeks.

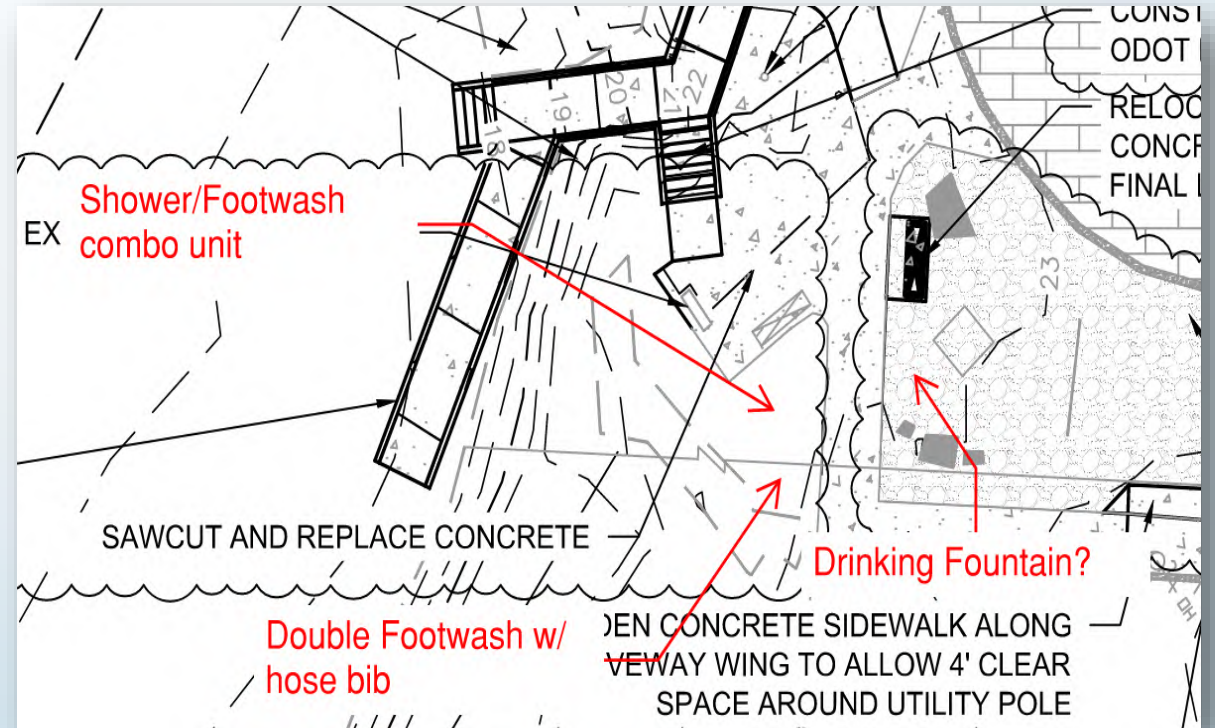
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Build a Fixture

Base Price *

Wayside Beach Access

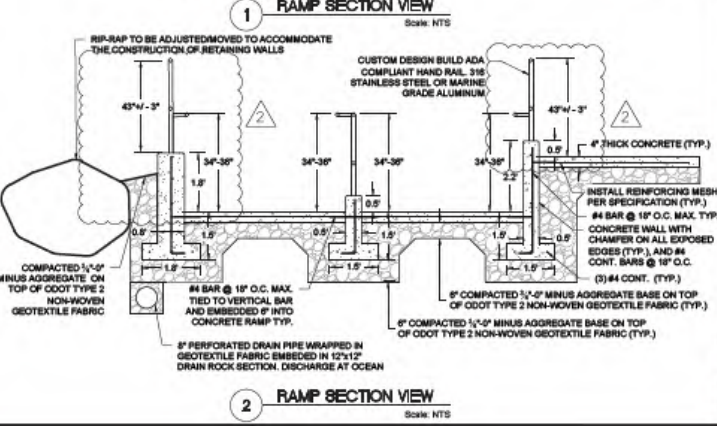
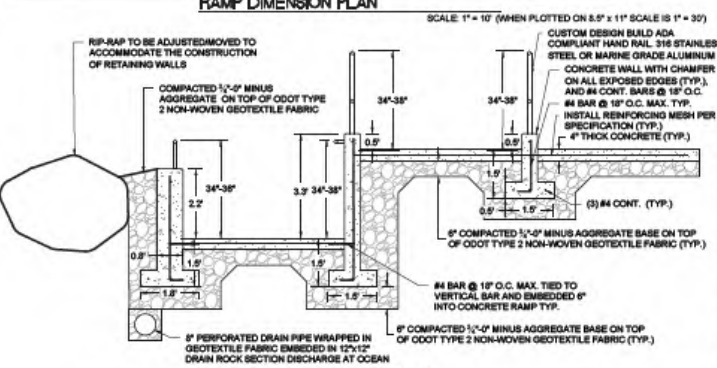
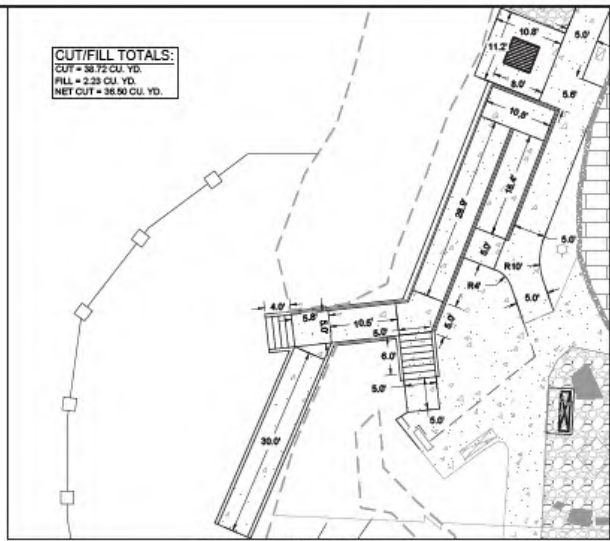
- New Fountain/foot washing stations



Wayside Beach Access

- Power to sign/lighting





REGISTERED PROFESSIONAL ENGINEER
WHO NEEDS
CREAK
 H B H
 501 E First Street
 Newberg, Oregon 97132
 CONSULTING 503.554.9553 or fax 503.537-9554
 ENGINEERS email: mail@hbh-engineers.com

Designed By: MCC Checked By: MCC
 Drawn By: MCC
 Scale: 1" = 10' (WHEN PLOTTED ON 8.5" x 11" SCALE IS 1" = 30')
 Date: 7/18/2024
 Project: WAYSIDE BEACH ACCESS IMPROVEMENTS
 Location: ROCKAWAY BEACH, OREGON
 Title: RAMP DIMENSION AND GRADING PLAN
 Sheet No: 5 of 8
 Date: 7/18/2024
 Project No: 2015-009.23

REV	DATE	DESCRIPTION
1	1/17/2024	ADDED: EX. NON-ADJ. TO: 1E. HEIGHT = 4' SARKIT ADJ.ING
2	1/18/2024	ADJUSTED: HEIGHT, BEHT
3	1/18/2024	ADDED: NOTES

Wayside Beach Access

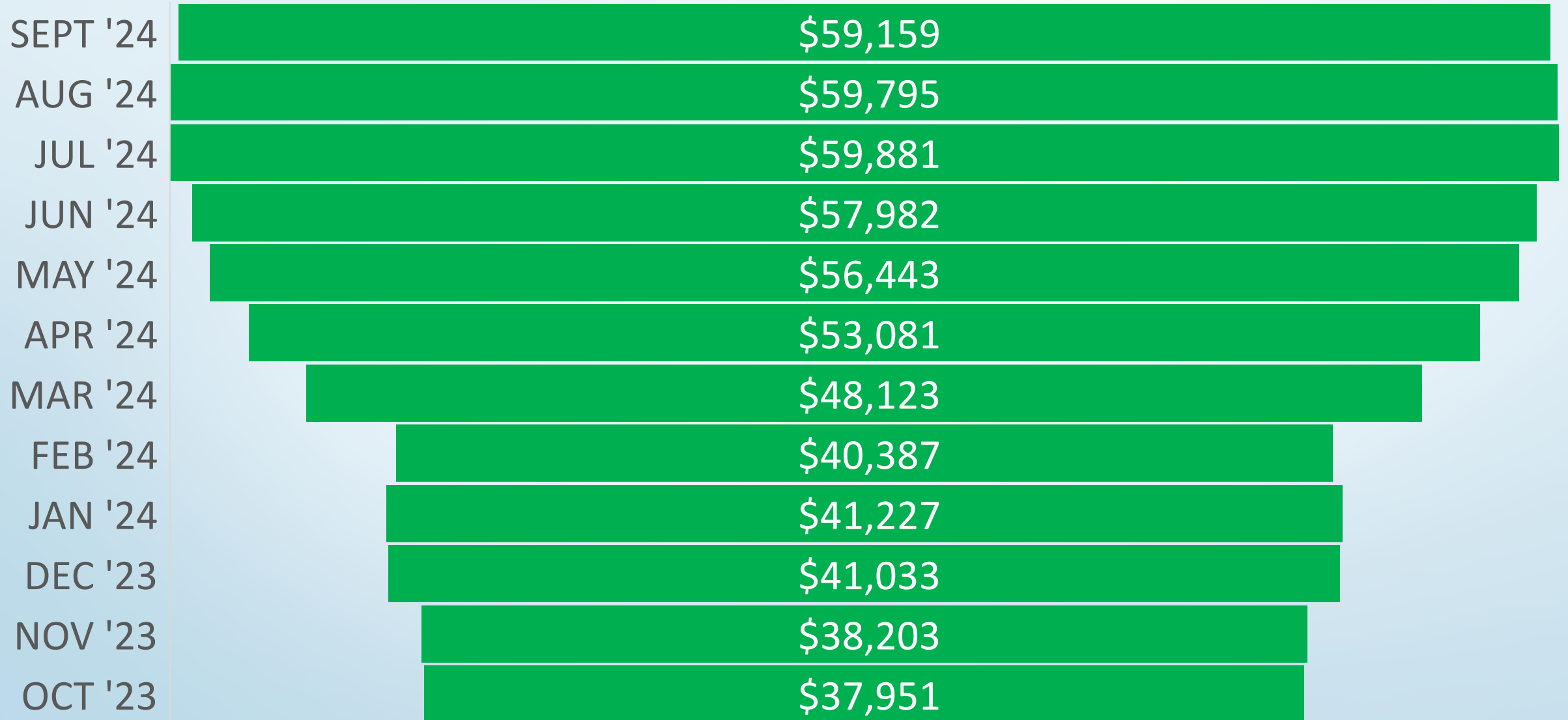
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- Construction Contract awarded to Advanced Excavation \$245,600
 - Ramp and Stair Beach Access
 - New Sidewalks/Accessible tables along beach frontage
 - Additional ADA Restroom Parking Spot
 - New Fountain/foot washing stations
- Construction Underway!
- Completion on track for early November



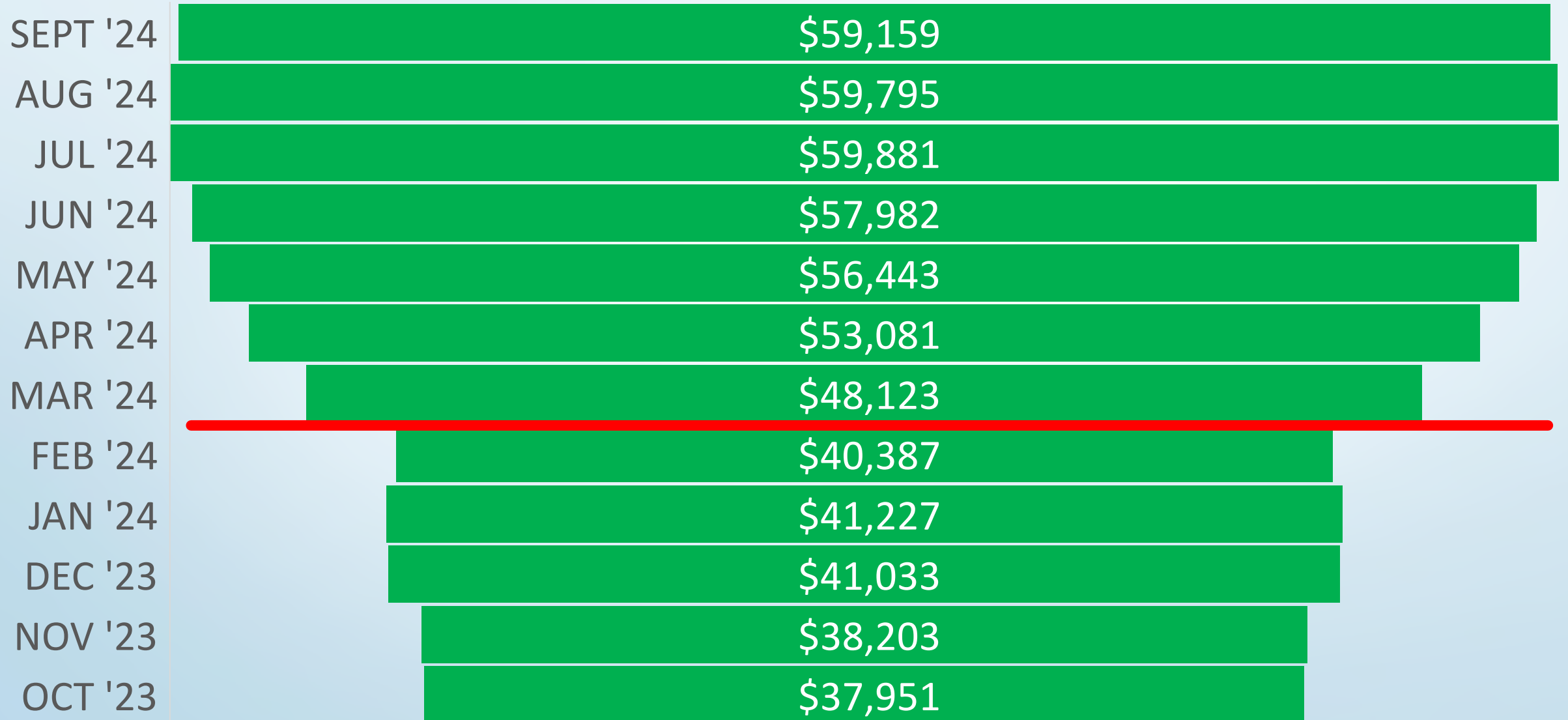
Staff Highlight

- Marni Johnston, Finance Director
- Hired full-time in July 2024 (part-time March)
- First Quarterly Financial Report
- Report Highlight: Maximizing Dividend Yields
 - Cash Management Update: Streamlined AR/AP process, Monthly to daily reconciliations

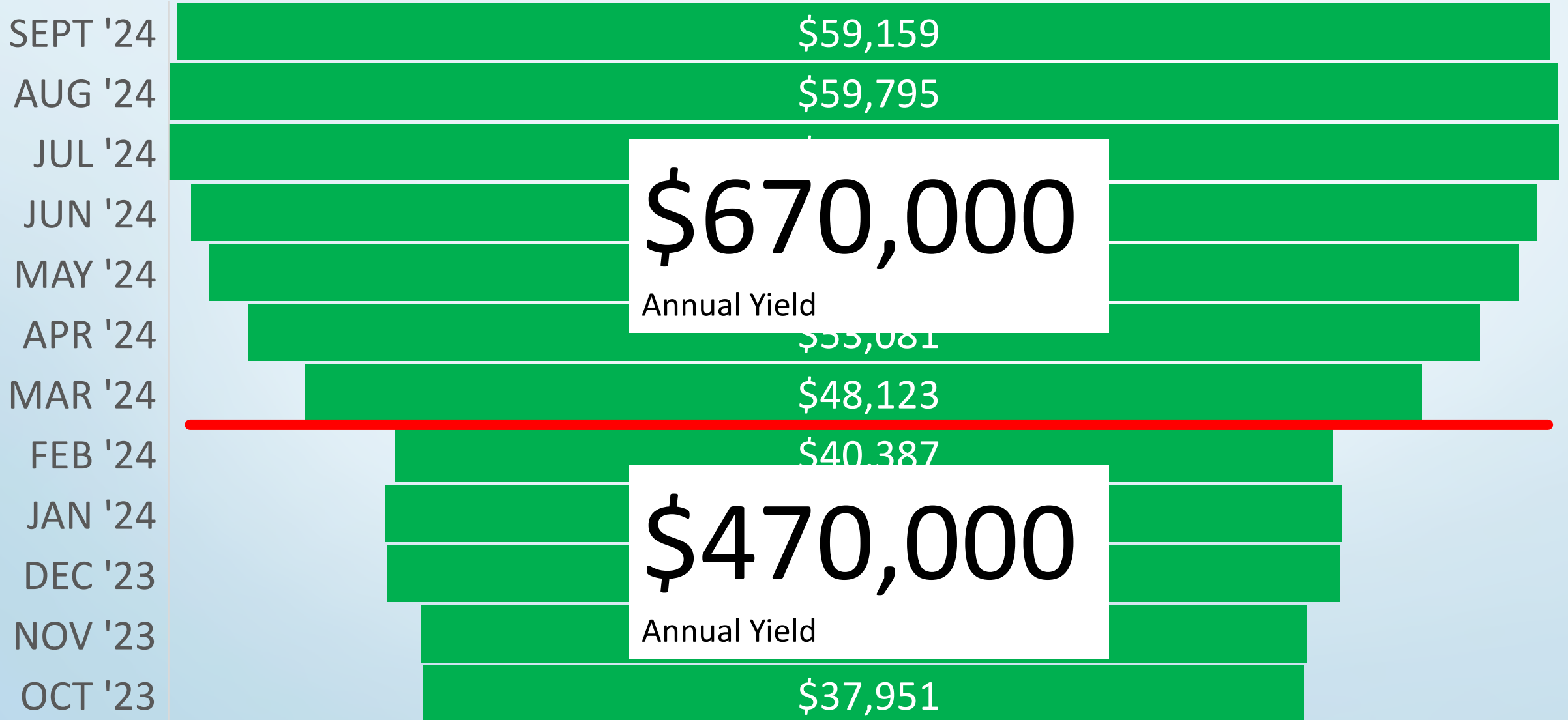
Monthly Dividend Yields



Monthly Dividend Yields



Monthly Dividend Yields





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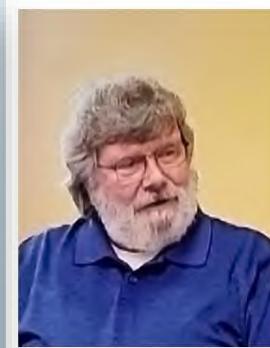
Mayor
Charles McNeilly



Council President
Penny Cheek



Council Position 1
Mary McGinnis



Council Position 2
Tom Martine



Council Position 3
Kristine Hayes



Council Position 4
Alesia Franken

Public Meetings: October and November



- Oct. 9 City Council Workshop and Regular Meeting
- Oct. 10 SPDDAC Meeting
- Oct. 17 Planning Commission Meeting
- Oct. 28 Town Hall - FEMA Biological Opinion
- Nov. 13 City Council Workshop and Regular Meeting
- Nov. 20 SPDDAC Meeting
- Nov. 20 Quasi-Judicial Hearing
- Nov. 21 Planning Commission Meeting

October 9, 2024

Rockaway Beach
City Council
Meeting



City's Finances

- FEMA BiOp Information Meeting
 - Sarah Absher
 - Tillamook County Community Development
- October 28 at 5:30 pm
- Rockaway Beach City Hall



Cedar Wetlands Nature Preserve



Welcome to Rockaway Beach

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.

Speed Limits

Rockaway Beach is a popular destination, and many people walk along the sidewalks, roadways and cross streets. Be mindful of posted speed limits and watch for pedestrians and bicyclists.

Garbage and Litter

Rockaway Beach provides several trash cans along Highway 101, at the wayside, and at trails and parks. Do not leave litter on the beaches, trails, streets or parks. Remember if you pack it in, pack it out.

Quiet Time

Quiet time hours throughout the city are 10 p.m. to 7 a.m. Keep noise levels down, especially around hot tubs and fire pits. Please be a good neighbor and respect privacy.

For more information

Contact Rockaway Beach Fire Department
Non-Emergency Number: 503-374-0618.

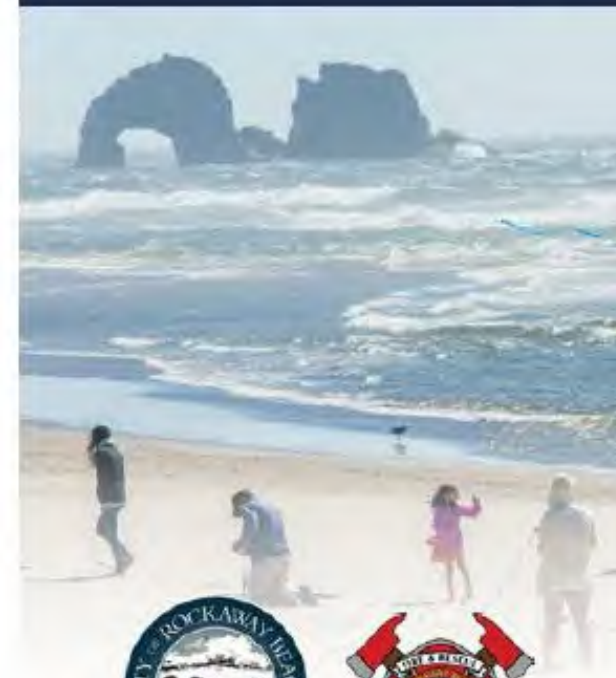
For emergencies, call 911.



visitrockawaybeach.org

ROCKAWAY BEACH FIRE RESCUE

PUBLIC SAFETY INFORMATION
AND
GOOD NEIGHBOR TIPS



Fires

The Oregon State Parks and Recreation Department, which controls our beaches, prohibits driftwood in beach fires. Bring your own kindling and wood, or buy from a local vendor. Fires must be on dry sand and at least 50 feet away from vegetation or driftwood. Check burn restrictions at corb.us/fire-department before starting an open fire. All fires must be fully extinguished with water prior to leaving the beach.

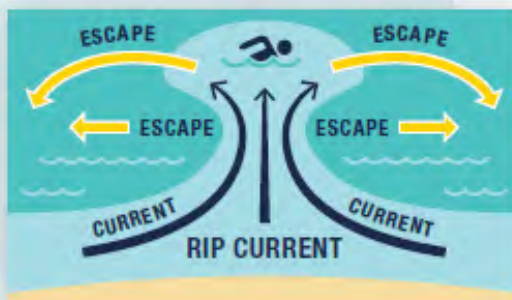
Emergency Preparedness and Tsunami Directions

The Tsunami Evacuation Map is posted in front of City Hall on Highway 101, across the street from the Fire Department, as well as at the beach wayside. If an emergency, such as an earthquake or tsunami warning occurs, follow these steps:

- Protect yourself – drop, cover, hold – until the earthquake is over
- Move quickly inland to high ground and away from low-lying coastal areas
- Go on foot if at all possible
- **DO NOT** pack or delay
- **DO NOT** return to shore
- Wait for an “all clear” from local officials before returning to low-lying areas

Riptides

Riptides are strong currents of water that rush out to sea and can take swimmers with it. They can form on any beach that has breaking waves. Riptides will have dark muddy water and be very choppy. You might see foam and other debris floating out to sea. If you are ever caught in a rip current, don't panic. Relax, and swim parallel to the beach. Don't try to fight it. If you have trouble swimming, tread water and call for help.



Scan to watch video from National Ocean Service



Scan for more information about emergency preparedness

Sneaker Waves

Sneaker waves are powerful ocean waves that often appear with no warning after long periods of quiet surf and much smaller waves, with lulls that can last for 10 to 20 minutes. They are often caused by offshore storm systems. The wave surges up the beach and can roll and lift even extremely heavy logs, knocking people off and pinning them under the log. It only takes a few inches of water to lift or roll a log weighing hundreds of pounds. Sneaker waves are the main reason to never turn your back on the ocean. Always be aware of strong waves that don't seem to stop. Turn and run!



King Tides

King tides occur in winter and can be amazing to watch, but from a distance only. Find a spot above the action away from the beach and off the cliff's edge. Check and be familiar with the tide tables for the area you're visiting. Be aware that beaches often become entirely covered with water during high tides or storm surges. **Avoid climbing or playing on or around logs on the beach.** For more information: oregonkingtides.net

Wildlife

The Oregon Coast has abundant wildlife. Stay a safe distance, do not approach or feed them, and keep your pets away for safety.

Pets

Always keep your pet leashed unless you are in a clearly defined off-leash area. It is your responsibility to pick up after your pets, whether on the beach, trails, streets, or in parks.

Parking

Rockaway Beach has several parking areas throughout the town: at the beach wayside, alongside the railroad tracks in designated areas, at Anchor Park next to the playground and fire department, and along the street in the downtown corridor. Do not block driveways.

EMERGENCY RESOURCES

911

If you are having an emergency and need POLICE, FIRE, or EMERGENCY MEDICAL SERVICES, please call 9-1-1 Immediately.

Non-Emergency

Non-Emergency Dispatch

Tillamook County (Rockaway Beach)

📞 503-815-1911

Emergency Alerts

➔ Sign-up for: NIXEL alerts

Text zip code 97136 to 88877 for mobile alerts

Tillamook County Emergency Management

➔ tillamookcounty.gov/emergency-management

📞 503-842-3412

Medical

Oregon Poison Control

📞 1-800-222-1222

Adventist Health Tillamook Hospital

1000 3rd St., Tillamook

📞 503-842-4444

Urgent Care: Adventist Health

10445 Neahkahnie Creek Rd., Manzanita

📞 503-368-6224

Nehalem Bay Health Center & Pharmacy

230 Rowe St., Wheeler

📞 800-368-5182



FIRE DEPARTMENT, 24-hours: 503-374-1752

Electricity

Tillamook People's Utility District

📞 503-842-2535

Emergency After Hours

📞 503-842-2122

Short-Term Rentals

Information, Ordinance and Reporting

➔ corb.us/vacation-rental-information

Animals

Oregon Department of Fish and Wildlife

Tillamook County Local Field Office

An injured or dead animal on the beach, cougar sighting, or aggressive bear

📞 503-842-2741 - Option 0

Tillamook County Animal Control

📞 503-842-2522

Animal Rescue by the Sea (Dogs and Cats)

📞 503-358-7719

Other

Travel: Trip-Check

➔ tripcheck.com

📞 511 toll-free within Oregon

📞 1-800-977-ODOT (1-800-977-6368)

Recycling: Manzanita Transfer Station

34995 Necarney City Rd., Manzanita



HELP

SAFE

October 9, 2024

Rockaway Beach
City Council
Meeting

