

Community & Destination Management Plan

Rockaway Beach - 2023-24

*Putting forth ideas and projects
through community-based planning*



WHAT IS A COMMUNITY/ DESTINATION MANAGEMENT PLAN?

People who live in Rockaway Beach have a desire to make the place they call home even better. The community/destination management planning process captures their ideas about what improvements could be made that increase livability, safety and community engagement, now and for generations to come – for both residents and visitors. Their work is in this document, discussed by the community members that took part in the workshops, either in person or on Zoom.

A man and a woman, both wearing dark blue aprons over light-colored shirts, are smiling and holding a long, dark grey sign. The sign has the words "ROCKAWAY BEACH OR" written in white, hand-drawn, uppercase letters. They are standing in what appears to be a workshop or a community center, with various decorative items and a whiteboard visible in the background.

ROCKAWAY BEACH OR

OVER THREE WORKSHOPS in 2023

***The community came together to
determine projects needed/
desired in Rockaway Beach***

***Tillamook Coast Visitors Association
facilitated the workshops and helped
determine which projects can be
fully or partially funded by the
transient lodging tax, whether state
or county.***



*How lodging tax can be
used in Oregon,
Tillamook County and
Oceanside*

and

*Defining sustainable
tourism and destination
management*



TLT HISTORY and USE

Prior to 2003	After July 1, 2003	January 1, 2014
City room tax goes to general budget	Any rise in room tax subject to state law of 70/30 split	Tillamook County 10% transient lodging tax; cities raise their tax to 9%
Cities had up to 5% tax	Pre-2003 city lodging tax Continues to go to city's general fund	Pre-2003 city lodging tax Continues to go to city's general fund
All lodging tax prior to 2003 goes to a city's general fund – most cities in Tillamook County had a room tax in place by the 1990s, including Manzanita, Wheeler, Rockaway Beach, Garibaldi and Tillamook.	Any NEW/increased lodging tax 30% goes to general budget 70% tourism facilities and/or promotions	Most cities raise their lodging tax to 9% County implements 10% tax Jan. 1, 2014 1/10 th of 10% total room tax goes to county Unincorporated areas send full 10% to county
	State adds 1.0% lodging tax, goes to Travel Oregon	1.5% state increase - Travel Oregon
		All county TLT collections: 70/30 split. 30% to roads; 70% tourism facilities AND/OR promotions.

HOW LODGING TAX CAN BE USED

70/30 split established in 2003

ORS 320.300 – 320.365

https://oregon.public.law/statutes/ors_320.300

In 2012/13, the county's roads were rated worst in the state. Tillamook County put the lodging tax to a ballot. Voters approved. The 30% is used for repairs and improvements on county roads.

30% to general budget or to specific use
70% must be used for the following:

- **Convention center**
- **Conference center**
- **Visitor center/Tourism information center**
- **Tourism agency (destination agency)**
- **Operation of the above**
- **Tourism promotion**, including conducting strategic planning and research necessary to stimulate future tourism development
- **Tourism-related facility, defined as:**
 - **“Other improved real property that has a useful life of 10 or more years** and has a substantial purpose of supporting tourism or accommodating tourist activities.”

‘Other improved real property’ can mean parking lots, public bathrooms, beach access, wayfinding, trail development, parks, etc.



***Sustainable tourism serves
-people -place -profit***

To support sustainable tourism*
you must ask three questions
of all actions taken on behalf of
tourism:

1. Does this serve the community as well as visitors (people)?

2. Does this respect the environment and culture (place)?

3. Does this create year-round economic vitality (profit)?

* Defined by United Nations World Tourism Organization and the Global Sustainable Tourism Council



What is DESTINATION MANAGEMENT?

“A process that involves coordinated actions aimed to control the economic, socio-cultural and environmental dimensions of a specific tourism territory.”

Destination management* puts sustainable tourism into practice.

Above all, **destination management is a community effort**, carried out by local municipalities, tourism organizations, community members, and other tourism stakeholders in partnership, following principles of good governance.

* Defined by United Nations World Tourism Organization and the Global Sustainable Tourism Council



THE PROCESS

Workshop #1: Workshop activities: values of the community; SWOT (strengths, weaknesses, opportunities and threats); desired assets.

Workshop #2: Information from Workshop #1 is organized by initiatives (categories), each with desired assets, and informed by the SWOT. Activities: Discussion centered on more detail of each asset, and added more ideas to each category

Workshop #3: Initiatives presented with Why, Who Leads, How, Challenges, Funding, Priority. Activities: Community provided more detailed information, and determined if short, medium or long term projects.

Draft for review: Based on information added in Workshop #3, initiatives are presented for review to the Oceanside community.

Revised draft delivered to City of Rockaway Beach community for approval.

Community and Destination Management Planning Process

Meeting	Date	Activities
Information meeting	Sept. 18, 2023	Goals of the community/destination management process, how the process works, the deliverables
Workshop #1	October 2, 2023	Values; strengths, weaknesses, opportunities, threats (SWOT); desired assets/projects
Workshop #2	October 23, 2023	Deeper dive into projects/categories
Workshop #3	December 4, 2023	Clarification on categories; Why, Who, How, Challenges, Funding, Priorities of each project
City sends survey to community for prioritization	January/February	Community has time to respond to 70% TRT projects
City reviews plan priorities and responses	February	City staff reviews survey results
Plan presented to community	March	Presented at city council meeting - considered a living document

Terms	Definition
Short-term projects	1-3 years to complete
Medium-term projects	3-6 years to complete
Long-term projects	6-10 years to complete
TCVA	Tillamook Coast Visitors Association
TLT	Transient Lodging Tax (County)
TRT	Transient Room Tax (City)
OPRD	Oregon Parks and Recreation

Workshop #1

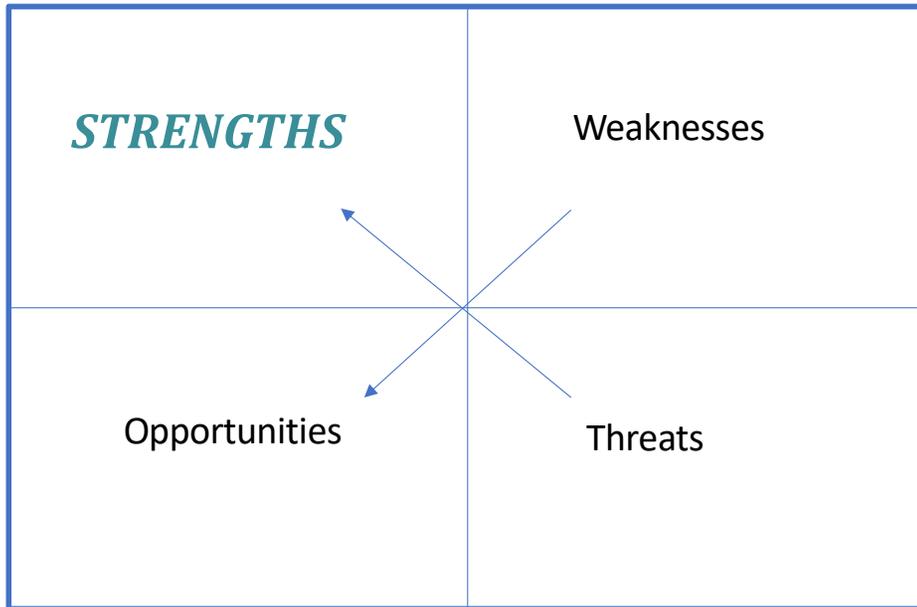


What do you value about Rockaway Beach?

- Sense of community
- Weather
- “Best of everything”
- Clean – no tent cities
- Homeless issues are limited
- Big beach
- Abundance of outdoor recreation
- Biking opportunities
- Good school district
- Close to hospital and healthcare services
- Good birdwatching – birds of prey
- Walkability
- Lots of volunteer opportunities
- Affordable housing (compared to other coastal towns)
- Walk to beach, lake and forests
- Long-term local nonprofits
- City and state parks
- Balance of busy peak season, slower off-season
- Livability – space between houses
- Beach, fishing, kayaking, rockhounding, horses
- Nature preserve
- Bakery, grocery stores, shops (antiques) restaurants

SWOT (Workshop #1)

*Strengths can be Threatened;
Weaknesses present Opportunities*

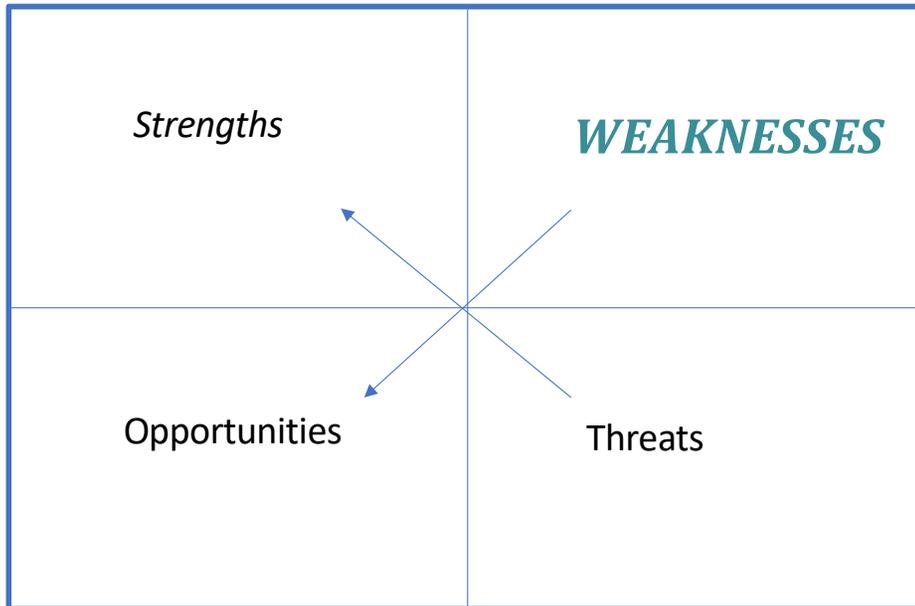


STRENGTHS

- Three parks
- Volunteership is strong
- Easy access via Hwy 101
- Mom and Pop businesses
- New city center restaurants (The Roastery & Tie Breaker
- Oregon Coast Scenic Railroad
- Visitors Center/Red Caboose
- Surrounded by natural resources
- Walkability
- Access to healthcare
- Local fire station
- Accessibility to people in public services
- Public access to outdoors (not private restrictions)
- Public Works Dept.
- City staff
- Crises bring community together
- Largest concentration of visitor businesses in the county
- Economy based in visitors – support with many hotels and STRs

SWOT (Workshop #1)

*Strengths can be Threatened;
Weaknesses present Opportunities*

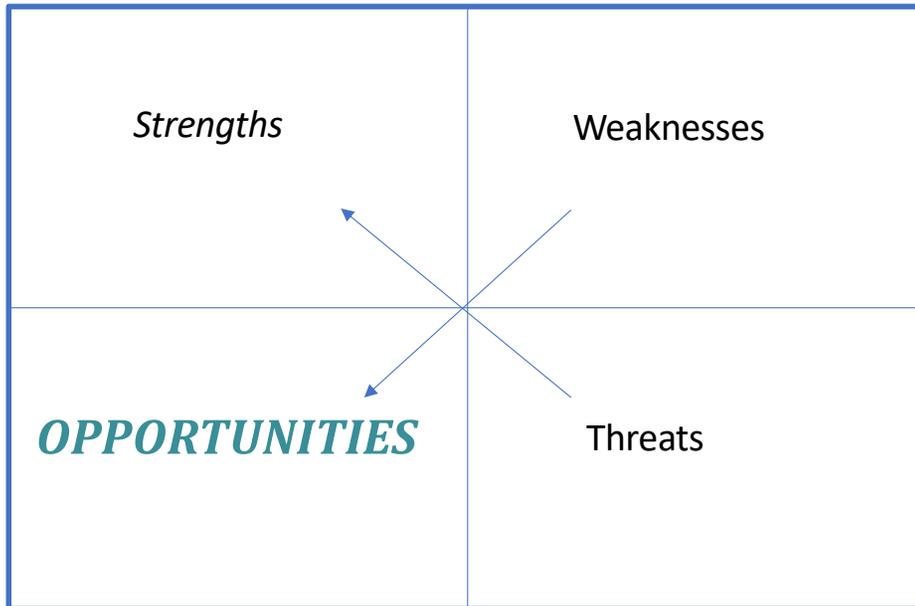


WEAKNESSES

- Hwy 101 through Rockaway
- Lack of building/signage standards in heart of town
- 3 weed stores including one in heart of town
- Lack of indoor recreational options, especially for kids
- Lack of ADA beach access and ADA rooms
- No emergency connection during power outages
- Tourism thrives but \$\$ do not fund many services
- Need better internet coverage
- Hwy 101 only access for big trucks (no bypass route)
- Many side roads have potholes
- Lack of enforcement on illegal camping and fires
- Emergency services limited
- Dogs are often not leashed, or run loose
- No recycle center
- Lack of workforce for local businesses
- Affordable rental homes for long-term renters (often get changed to STRs)
- Lack of workforce housing
- Large Short-term rental companies are replacing locally owned agencies
- Basketball court in need of repair
- Manzanita/Nehalem Bay/Wheeler better positioned on historical preservation, beautification & indoor rec options

SWOT (Workshop #1)

*Strengths can be Threatened;
Weaknesses present Opportunities*

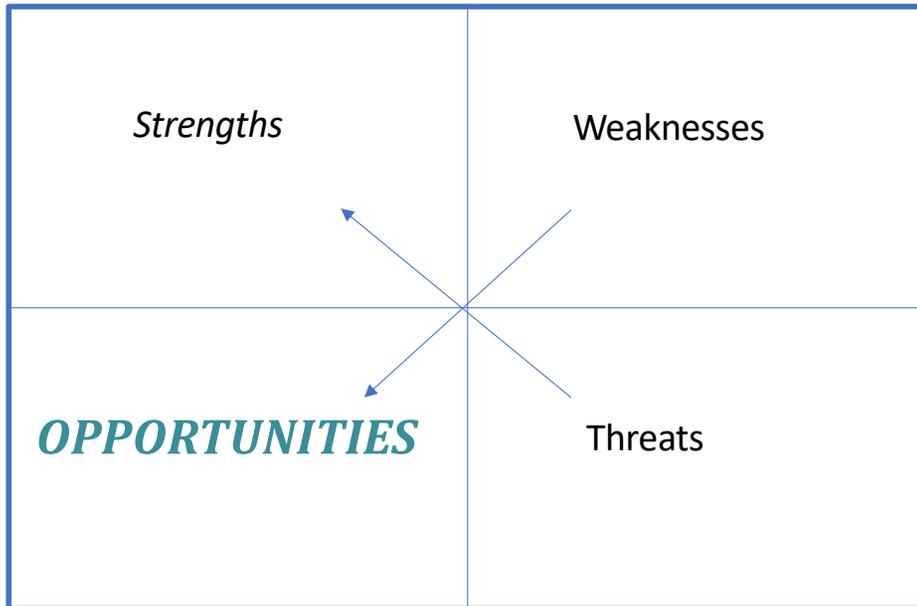


OPPORTUNITIES

- Holiday lighting for events
- Expand to include nationwide tourism marketing
- Improved code enforcement, such as for trash
- Market to birdwatchers
- Market to hunters
- Use lodging tax for emergency services and facilities
- Improve bike trail access along transmission lines
- Create festivals for niche markets (Kite festival is an example)
- Create an educational and cultural center (science, history, etc)
- Lake Lytle opportunity for year-round economic impact – new dock, ADA kayak launcher, fishing area, concession stand (food truck?)
- Improve wayside
- Dark skies initiative
- Kids' indoor activity space
- Trolley in summer and for events to ease traffic congestion
- Develop strong history & culture of tourism

SWOT (Workshop #1)

*Strengths can be Threatened;
Weaknesses present Opportunities*

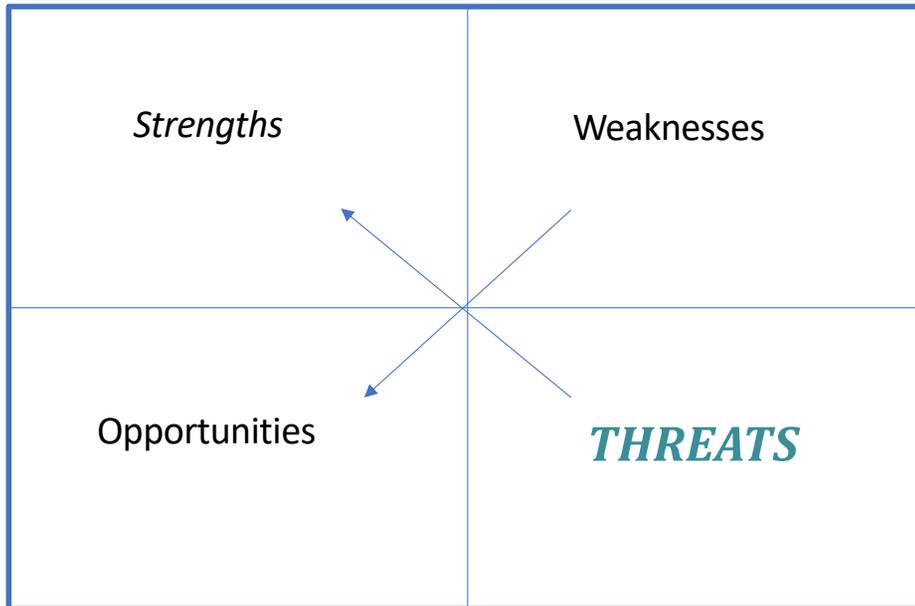


OPPORTUNITIES

- Highlight Main street historical buildings
- Convert empty US Bank building into a culture/education center
- Wayside- more opportunity for phase 2 inclusions
- Improve beach access points, add accessibility solutions
- Connect “back street” access
- Customer service training
- Road improvements
- Develop large property area at Phyllis Baker Park
- Improve basketball court
- Increase shoulder season visitation
- Target visitors (need more discussion on this one)
- Improve emergency preparedness
- Reinstate Park and Recreation department
- Develop or convert spaces for venues and activities
- Equip buildings for activities
- Improve interior of community center
- Collaborate with agencies/form a partnership to improve venues and activities

SWOT (Workshop #1)

*Strengths can be Threatened;
Weaknesses present Opportunities*



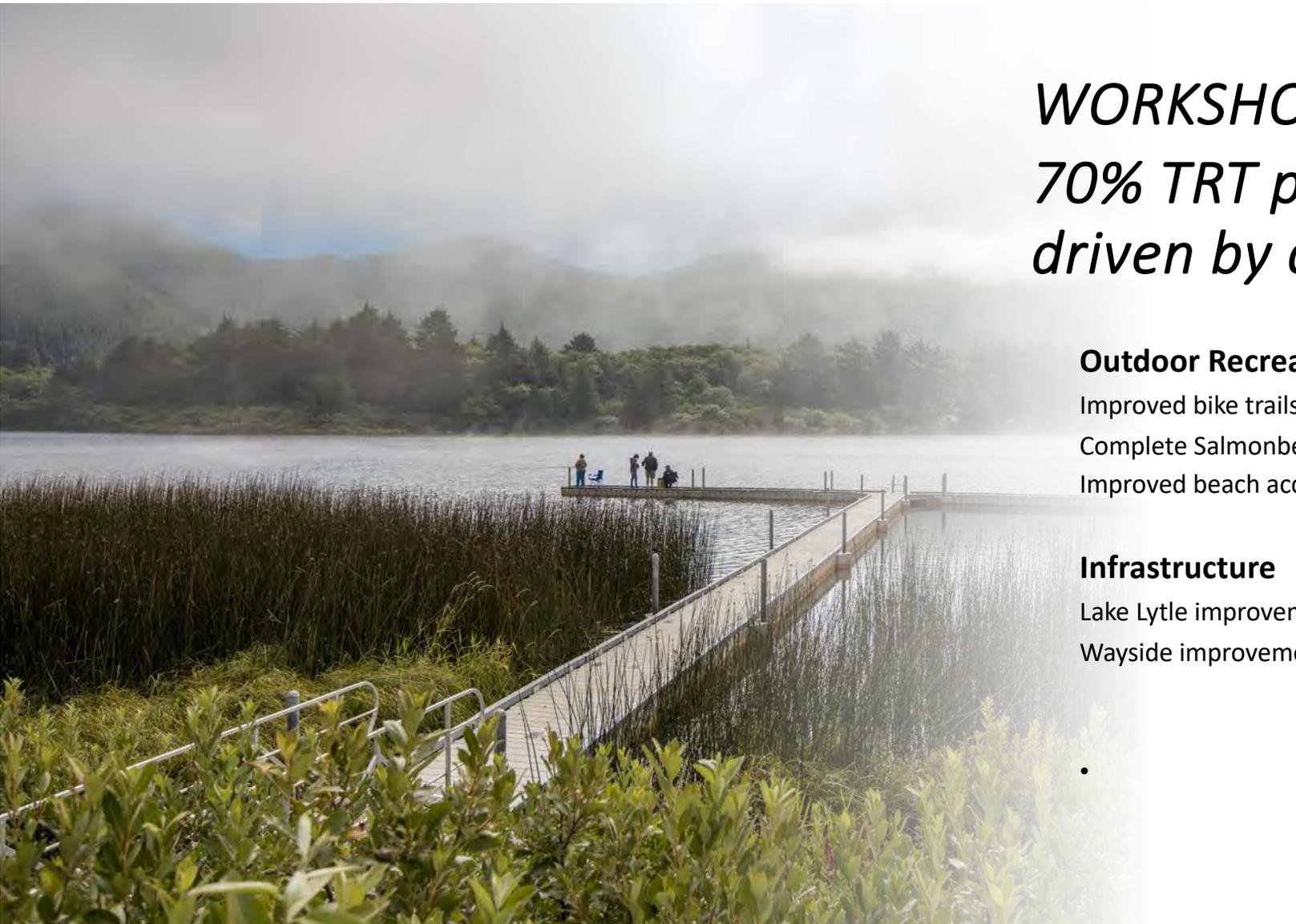
THREATS

- Natural disaster
- Lack of funding for infrastructure/emergency services/other needs
- Competition for tourist dollars: Manzanita, Nehalem, Wheeler said to be in a better position in several areas
- City dependent on tourism dollars
- Overtourism – city overwhelmed in peak season
- Lack of business staffing
- Rising housing prices may be unaffordable to live here
- Return of a pandemic
- Higher inflation
- Recession
- Lack of trades workers
- Lack of project leaders
- Turnover of staff



WORKSHOP #1 DESIRED ASSETS

- Create Ocean Awareness program/signage to prevent tragic accidents
- Incorporate Twin Rocks and Nedonna areas (cost vs benefits)
- Community College satellite campus
- Salmonberry Trail coastal section
- Create a hub in the heart of town: Upgrade buildings, zoning aligns with sustainable tourism, future focus, historic photo murals, new murals, revitalize empty buildings (US Bank), history/culture museum
- Beautification and historic preservation of Rockaway Beach
- Develop a walking tour
- Designate camping area for homeless
- Seek grant opportunities for workforce to buy homes
- Bank or credit union in the community
- Accessible food pantry (Wheeler is limiting for seniors and those with disabilities)
- A place for people with disabilities and limited outings opportunities to meet and do activities on a quarterly or more basis*
- Resource center for those in need. This could have a food pantry and clothing help.
- Access to a computer and internet to help people apply for Social Security benefits and food stamps. The closest place to get help is in Tillamook. Help with employment and resource information.



WORKSHOP #2

70% TRT projects, driven by city

Outdoor Recreation

Improved bike trails along transmission line
Complete Salmonberry Trail amenities plan
Improved beach access

Infrastructure

Lake Lytle improvements
Wayside improvements

-



WORKSHOP #2
70% and or pre-2003 TRT projects

Community Development

Summer trolley

Improve cultural and arts offerings (promote year-round

Historic photo murals

Ocean awareness program

Off-season tourism marketing

Caring for our Coast signage

WORKSHOP #2

City-Driven projects dependent on budget



Phyllis Baker Park improvements
Purchase property next to Phyllis Baker Park
ADA at hotels, entrances, roll-in showers
Improve interior of Community Center
Use TRT for emergency management
Homeless camping area
Beautification and preservation
Incorporate Twin Rocks and Nedonna Beach
Restore Parks and Rec dept.

WORKSHOP #2

Community-Driven Projects



- Accessible food pantry
- Place for those with disabilities to take part in social activities
- Indoor spaces for kids' activities
- Workforce housing
- Improved internet access
- Fill potholes on and local access county roads
- Illegal camping and fires
- Dogs off leash
- Go Bags available to visitors
- Services during power outages
- Improve emergency services awareness
- Encourage dark skies practices
- Trash, recycling and composting services
- Trash enforcement at STRs
- Back-street connectivity (community pathways)
- Workforce training (trades, tourism)
- Revitalize empty buildings

WORKSHOP #3

- *Plans were discussed at more length, and additional information was provided on the majority of the suggested plans.*
- *The categories were better defined, and presented to the city council for review and survey to the community.*
- **Please note:** *The plan is considered a living document. As other issues or desires for improvements arise, it can be updated.*



NEXT STEPS

- *City will review community/destination management worksheets, and determine which ones will be prioritized through a community survey.*
- *Once prioritized, plan can be presented to the city council for approval.*
- *TCVA suggests choosing three top priority projects to be completed within a year.*
- **Please note:** *The plan is considered a living document. As other issues or desires for improvements arise, it can be updated.*



Community & Destination Management Plan: Draft Jan. 2024

(70% TRT PROJECTS)

PROJECTS ELIBIGLE FOR 70% TRT FUNDING: OUTDOOR RECREATION						
What	Why	Who Leads	How	Challenges	Funding	S/M/L Term
Improve bike trails along transmission lines	Create year-round trail bike accessibility for locals and visitors	City/ public works with volunteers	<ul style="list-style-type: none"> Assess needs of trail improvement Ensure public access agreement in place with Stimson Make access to trails more public – how to get permit Contract with Trailkeepers of Oregon or another volunteer group to maintain trail Install safety and access information signs Work with local bike enthusiast undertaking this project 	<ul style="list-style-type: none"> Make users aware of use permits, safety, through website, map, signage, etc. -Is access available from Lake Lytle? -Recreational Immunity issue may impact access -No solid plan in place yet; more info needed; use survey to gather info 	<ul style="list-style-type: none"> City TRT Qualifies for county TLT facilities grant 	Medium term
Complete Salmonberry Trail amenities in cooperation with coastal cities	Create year-round trail bike/hike accessibility for locals and visitors	City, working with TCVA and STIA Foundation	<ul style="list-style-type: none"> Continue to assess needs of trail improvement and needed amenities: bike racks, repair stations, bathrooms, etc. Ensure public access agreement in place with POTB Contract with Trailkeepers of Oregon or another volunteer group to maintain trail Install safety and access information signs Promote trail when ready 	<ul style="list-style-type: none"> Important to work/collaborate with other Tillamook County cities along the Salmonberry Trail so as not to compete for same funding sources -Planning underway; two phases 	<ul style="list-style-type: none"> City TRT County TLT facilities grant State and Travel Oregon project grants 	Short term
Beach access improvements	Improve ability for all to easily and safely access beach	City, working with OPRD	<ul style="list-style-type: none"> Ensure public access agreement in place with POTB Contract with Trailkeepers of Oregon or another volunteer group to maintain trail Install safety and access information signs Use appropriate materials City already working on beach access plan; expect ramp installed by Summer 2024 	<ul style="list-style-type: none"> -May not be able to meet everyone's needs to access, but a vast majority of those with mobility issues or disabilities. -Would Public Works be charged with maintenance – do they have the staff to do so? -Recreational immunity issue impacts beach access 	<ul style="list-style-type: none"> City TRT Qualifies for county TLT facilities grant Qualifies for OPRD grants Travel Oregon project grants 	Medium-term

PROJECTS ELIBIGLE FOR 70% TRT FUNDING: INFRASTRUCTURE

What	Why	Who Leads	How	Challenges	Funding	S/M/L/Priority
Lake Lytle improvements	City will manage park as of January 1, 2024; wants new dock, fishing spot, Ada kayak launch	City (planning now underway)	<ul style="list-style-type: none"> • Planning commission continue to work on improvement plans, cost estimates materials to ease access • Kayak Tillamook can be possible kayak-access partner • Summer concessions, such as food truck, if use increases substantially 	May not meet all needs for all people, but amenities can be greatly improved	<ul style="list-style-type: none"> • City TRT • County tourism facilities grant • Travel Oregon “medium” project grants (not available every year) • Marine Board grants • OPRD grants 	Short term
Wayside improvements	Better parking, uneven gravel, room for art installation	City	<ul style="list-style-type: none"> • Planning now underway for access and restrooms • Include memorial paver wall • Chamber received Travel Oregon grant, includes 2 electric wheelchairs and storage unit 	Possibly have to undertake improvements in summer, disrupting available parking	<ul style="list-style-type: none"> • City TRT • County tourism facilities grant • Travel Oregon project grants (not available every year) 	Short term

Community & Destination Management Plan: Draft Jan. 2024

(70% and Pre-2003 TRT PROJECTS)

PROJECTS ELIBIGLE FOR 70% AND Pre-2003 TRT FUNDING: TOURISM DEVELOPMENT AND MANAGEMENT						
What	Why	Who Leads	How	Challenges	Funding	S/M/L/Priority
Summer trolley	Reduce summer traffic congestion	City and Tillamook County Transportation District	<ul style="list-style-type: none"> • Work with TCTD on funding and availability/purchase of trolley • Availability of trolley is moving slowly, but budgeted for two 	<ul style="list-style-type: none"> • Serious TCTD driver shortage 	<ul style="list-style-type: none"> • City TRT and TCTD funding 	Short term
Improve cultural and arts offerings; do cultural marketing year-round	Rockaway Beach does not have a cultural hub; lots of good stories and art to share	City, TCVA or related nonprofit	<ul style="list-style-type: none"> • Work with community members on cultural ideas • TCVA can do this through Rockaway’s marketing contract • Prioritize projects • Outreach to other cultural organizations • Plan for historic photo murals • Many stories and photos – create image bank • Pattern after “Wayback When-Days” Facebook pages done by Nehalem Valley Historical Society • Identify historic properties • Use social media to share stories 	<ul style="list-style-type: none"> • Collaborating with other cultural/historical nonprofits – most are focused on their mission • Finding a place to house a cultural & arts center (long-term) 	<ul style="list-style-type: none"> • Once a plan is in place, TRT can be used for marketing of cultural programs • TCVA marketing grants fund cultural programs • Grants – research what is available, such as OPRD Heritage grants 	Ongoing Cultural center is long-term plan
Historic photo murals on buildings	Create awareness of culture/history	City/TCVA	<ul style="list-style-type: none"> • Determine best buildings to showcase photo murals • Determine photos to use • Work with PSI to create design and apply 	Budget timing for TCVA	<ul style="list-style-type: none"> • City and/or TCVA wayfinding budget 	Mid-term

Ocean Awareness Program	Educating residents and visitors – stewardship focus	Nonprofit, such as TEP or WEBS, Fire Dept has information	<ul style="list-style-type: none"> Review how other groups do these programs, such as Cannon Beach Haystack Rock and Surfrider programs Get input from TEP and WEBS on best practices Involve local ocean/beach experts Involve OPRD Work with Fire Dept on information Can include King Tides warnings, Riptides, etc. 	<ul style="list-style-type: none"> Will require active, reliable volunteers Will require extensive planning and educational training/scripts 	<ul style="list-style-type: none"> City TRT used for marketing TCVA grant or sponsorship 	Ongoing
Off-season tourism marketing	Increase year-round revenue for businesses and city TRT	RB Business Association, TCVA marketing for RB	<ul style="list-style-type: none"> TCVA's marketing for Rockaway Beach focuses on shoulder and off-season tourism, and also focuses on it county wide Businesses can collaborate on off-season marketing efforts Off-season festivals and other events would help efforts 	<ul style="list-style-type: none"> Business collaboration, as each business owner is so busy doing operations 	<ul style="list-style-type: none"> Seek community sponsorships Businesses can apply for Rockaway or TCVA marketing grants 	Ongoing
Caring for our Coast signage	Sustainability, stewardship messaging	TCVA	<ul style="list-style-type: none"> Determine signage location Use QR code to TCVA website page 	N/A	TCVA	

Community and Destination Management Plan: DRAFT Jan. 2024

(CITY-DRIVEN PROJECTS, DEPENDING ON BUDGET PLANNING)

CITY BUDGET PROJECTS: ELIGIBLE FOR OTHER CITY TRT OR GENERAL FUNDS						
What	Why	Who Leads	How	Challenges	Funding	S/M/L
Phyllis Baker Park improvements	Improve on and expand facilities	City	<ul style="list-style-type: none"> Add directional signage to park Improve basketball court – needs repairs Develop all-season walking track Construct skate park Preserve forest and wetlands to the north of the existing park boundary, with similar to the Old Growth Cedar boardwalk 	Create and/or expand on city plan for park	<ul style="list-style-type: none"> City TRT County tourism facilities grant if use is intended for visitors 	Long term; basketball court repairs could be short-term
Purchase property next to Phyllis Baker Park	Expand park amenities, perhaps an event building	City	<ul style="list-style-type: none"> Feasibility study needs done, what amenities needed or wanted Get community input 	Owner not willing to sell at this time	<ul style="list-style-type: none"> City TRT County tourism facilities grant if for visitor use 	Long term
ADA at hotels: entrances, rooms, roll-in showers	One hotel has 3 rooms with ADA access, no roll-in showers	City	<ul style="list-style-type: none"> Continue with façade/facilities improvement grants to encourage Lodging owners to adapt rooms 	Lodging properties may need to invest matching funds	Other: <ul style="list-style-type: none"> Federal, Travel Oregon or state grants 	Ongoing
Improve interior of Community Center (city owned)	Make it more conducive for events, weddings, etc.	City	<ul style="list-style-type: none"> Develop design for interior improvements (re-do bathroom, appliances appropriate for event catering, new furniture) Get estimates on improvement costs City schedules improvements WiFi needed 	Finding a construction company! Most are overbooked and short-handed	<ul style="list-style-type: none"> City, TRT County tourism facilities grant if use is intended for visitors 	Long-term

What	Why	Who Leads	How	Challenges	Funding	S/M/L
Use TRT for emergency management	Underfunded	City budget committee	<ul style="list-style-type: none"> • Use TRT from prior to 2003 or unrestricted 30% TRT • Increase TRT by 1 or 2 points, use the additional unrestricted 30% as earmarked for emergency preparedness • Fire department hired new emergency management position, currently ramping up activities 	City council needs to approve use from unrestricted TRT funds	<ul style="list-style-type: none"> • May be grants available, but research required 	Short term
Homeless camping area	Homelessness is increasing in Tillamook County	Volunteers and collaboration with nonprofits and city planning	<ul style="list-style-type: none"> • City work with CARE or other local human services organizations, perhaps expand services to Rockaway 	<ul style="list-style-type: none"> • Planning Commission needs to study options/needs • Where is available land • Who will manage campsite • Land Use issues 	<ul style="list-style-type: none"> • Grants/state funds focused on community needs • Private donations and fundraising 	Short-term
Beautification & preservation	Regroup or establish new committee	Volunteer committee working with city	<ul style="list-style-type: none"> • Lay groundwork for new committee through city • Create plan – statement of work • Community garden is a possibility • Recruit members and volunteers 	<ul style="list-style-type: none"> • No current historic ordinances for preservation • No current tree ordinances 	Beautification can possibly qualify for RB marketing grant or community grant if committee is formally created	Short-term
Incorporate Twin Rocks and Nedonna Beach	Improves services to those areas; increases tax base of RB	Planning commission and city council	<ul style="list-style-type: none"> • Conduct feasibility study to determine benefits • Hold public hearings and community meetings • Requires strategic communications • Requires ballot measure 	Might be tough convincing residents in those areas that costs of living won't go up to a point not worth the benefits	<ul style="list-style-type: none"> • Time spent by city 	Long-term
Restore parks & Rec dept.	Some community members request it	City council	<ul style="list-style-type: none"> • City has to have budget to add a department 	<ul style="list-style-type: none"> -Not in future planning - Can community nonprofit manage park and rec activities 	<ul style="list-style-type: none"> • None available at this time through city 	Long-term

Community and Destination Management Plan: Draft, Jan. 2024

(COMMUNITY-DRIVEN PROJECTS: “CHAMPIONS NEEDED”)

OTHER FUNDING - PROJECTS DIRECTED BY AGENCIES, NONPROFITS, VOLUNTEERS: ACCESSIBILITY						
What	Why	Who Leads	How	Challenges	Funding	S/M/L/Priority
Accessible food pantry	Closest pantry is Wheeler; Lion’s Club offers some help; St. Mary’s provides senior meals	Volunteers and collaboration with nonprofits; private citizen may partner with Lion’s Club on creating a food pantry	<ul style="list-style-type: none"> Contact county health and human services Work with CARE, perhaps expand services to Rockaway Work with Tillamook branch of Oregon Food Bank Provide shuttle service to Tillamook or Wheeler once or twice a month for those in need Work with St. Mary’s – can it be used as a food pantry? Work with property owner with land next to Lion’s Club building that can partner with a commercial kitchen and pantry 	May not meet all needs for all people, but can be improved	<ul style="list-style-type: none"> Grants focused on community needs, such as USDA and food banks Private donations and fundraising 	Short to Medium term
Place for people with disabilities to take part in social activities	Limited services available in Rockaway.	Nonprofit with volunteers	<ul style="list-style-type: none"> Community center has ramp, but no ADA restrooms Volunteers need to drive people to community center, lead activities such as chair exercises, card games, other socialization Partner with county’s NW Senior Disability Services 	Might be nonprofit funds available from state agencies or private foundations, such as The Ford Family Foundation or Spirit Mountain Community	<ul style="list-style-type: none"> Grants focused on community needs Private donations and fundraising 	Medium-term
Indoor spaces for kids’ activities	Limited services available in Rockaway.	Nonprofit volunteers	<ul style="list-style-type: none"> Volunteers drive people to community center for activities such as chair exercises, card games, other socialization Create activities at Phyllis Baker Park 	Might be nonprofit funds available from state agencies or private foundations, such as The Ford Family Foundation or Spirit Mountain Community	<ul style="list-style-type: none"> Grants focused on community needs Private donations and fundraising 	Medium to long term
Workforce housing	Serious lack of housing for workers – housing prices are high	Planning commission, working with county and state housing commissions	<ul style="list-style-type: none"> Long-term consideration and planning Work with state or county housing programs and funding Focus on “missing middle” housing – smaller homes, duplexes, tri-plexes, condos and apartment buildings Stay informed on Senate Bill 406 City updating zoning code 	<ul style="list-style-type: none"> Long-term planning required Low profits to developers – with high-interest costs Land costs and development fees are also very high 	Might be housing funds available from state that don’t require building section 8-type housing only	Long-term

OTHER FUNDING - PROJECTS DIRECTED BY AGENCIES, NONPROFITS, VOLUNTEERS: INFRASTRUCTURE

What	Why	Who Leads	How	Challenges	Funding	S/M/L/Priority
Improved internet access	County-wide issue, nearly 30% without	City, working closely with county and businesses	<ul style="list-style-type: none"> County has received broadband investments from several sources Make it known to county that Rockaway Beach areas need it Reach out to county's state legislators for support and funding 	May be areas where access is long-term issue	<ul style="list-style-type: none"> Check with county on access to broadband funds 	Medium to Long term
Fill potholes on county and local access roads	Lots of potholes, especially along beachside	City requests it to county public works dept.	<ul style="list-style-type: none"> Map areas needing fixing Present to Chris Laity and roads advisory committee 	Sometimes road repairs many months or years off	<ul style="list-style-type: none"> County roads dept. 	Medium term

OTHER FUNDING - PROJECTS DIRECTED BY AGENCIES, NONPROFITS, VOLUNTEERS: COMMUNITY SAFETY

What	Why	Who Leads	How	Challenges	Funding	S/M/L/Priority
Illegal camping and fires	Safety	Community members – complaint driven	<ul style="list-style-type: none"> When illegal fires discovered (on dunes, or during burn bans), call local fire department Illegal camping, call Tillamook County Sheriff's Office (local deputies are assigned to Rockaway Beach) 	<ul style="list-style-type: none"> See something, say something For safety, don't approach individual, contact agency 	N/A	Ongoing
Dogs off leash	Required	City and OPRD – leash law in place	<ul style="list-style-type: none"> Report to city? Or OPRD Need more signage on dog rules 	People ignore it	N/A	Ongoing

OTHER FUNDING - PROJECTS REQUIRING COLLABORATION BY AGENCIES, NONPROFITS, VOLUNTEERS: EMERGENCY PREPAREDNESS						
What	Why	Who Leads	How	Challenges	Funding	S/M/L/Priority
Go Bags available to visitors	In case of natural disaster, such as sudden fires or earthquake/ tsunami	Emergency Volunteer Group that meets once a month in city hall	<ul style="list-style-type: none"> • Research grant funding to get Go Bags • Find place for storage; need to be out of danger zone to store possibly hundreds of bags 	<ul style="list-style-type: none"> • If placed in hotels, are often stolen • Go Bags are close to \$99 each 	Grants (FEMA, Red Cross?)	Ongoing
Services during power outages	Vulnerable residents	Emergency Volunteer Group	<ul style="list-style-type: none"> • City hall is a designated emergency shelter during outages; may need signage • Contact state officials – share info about emergency situations with community • City hall has generators • Tower has 3-hour back-up power • Consider neighborhood captains with “Text Out” phone option with satellite device (Garman) 	<ul style="list-style-type: none"> • Setting up satellite communications system • Communicating to community about city hall as an emergency site • 5G networks may not be available in rural areas for some time 	Grants (FEMA, Red Cross?)	Ongoing
Improve emergency services awareness	City needs plan	Emergency Volunteer Group, working with city	<ul style="list-style-type: none"> • Emergency group working on action plan, part of larger emergency plan 	<ul style="list-style-type: none"> • When plan done, requires strategic communication to residents and businesses 	Grants (FEMA, Red Cross?)	Ongoing

OTHER FUNDING - PROJECTS REQUIRING COLLABORATION BY AGENCIES, NONPROFITS, VOLUNTEERS: SUSTAINABILITY						
What	Why	Who Leads	How	Challenges	Funding	S/M/L/Priority
Encourage “dark skies” practices	Community prefers the stars and moon to bright lights , safer for migrating birds, create stargazing programs, viewing of bio-luminescence viewing	TCVA will do a Dark Skies study	<ul style="list-style-type: none"> Encourage residents (full- and part-time) to place downward, shielded lighting Encourage STRs to do the same; city may be able to help through new ordinance rules Maintain spirit of community, not mandates If adopted, can encourage more off-season tourism Tillamook People’s Utility District has solutions for streetlights 	<ul style="list-style-type: none"> Enforcement – this is probably a volunteer effort on homeowners’ part 	<ul style="list-style-type: none"> Cost of information brochure (TCVA can help fund) 	
Trash and Recycling services, composting	Community wants it; stewardship program	County waste management OPRD for trash on beach	<ul style="list-style-type: none"> Recycling updates coming to the state, effective July 1, 2025 Get prepared and educated about changes (ask county waste management dept for updates) Ask Master Recyclers to conduct a class in recycling and composting Determine if more trash receptacles needed (public works) 	<ul style="list-style-type: none"> Garbage left on beach; locals often pick it up – where to dispose of it? How does OPRD help in this effort? 	<ul style="list-style-type: none"> Trash rates will go up for all homeowners and businesses in 2025 	
Trash enforcement at STRs	Required to get permit?	City?	<ul style="list-style-type: none"> Report to city? 	People still leave or improperly dispose of trash	N/A	Ongoing
Back Street connectivity (community pathways)	Safer walking than being on Hwy 101	Planning commission works with community group	<ul style="list-style-type: none"> Determine connective pathways – which streets? Determine any access issues, such as crossing private property If areas on private property, develop agreement with owners 	<ul style="list-style-type: none"> Private property owners make not want liability risk of walkers get injured 	<ul style="list-style-type: none"> Donations or volunteer help to keep pathways accessible 	

OTHER FUNDING - PROJECTS REQUIRING COLLABORATION BY AGENCIES, NONPROFITS, VOLUNTEERS: BUSINESS DEVELOPMENT						
What	Why	Who Leads	How	Challenges	Funding	S/M/L/Priority
Workforce training (tourism, trades)	Staff shortages, particularly in tourism in Rockaway Beach; trades lacking workers	TCVA and TBCC; school district	<ul style="list-style-type: none"> • TCVA is collaborating with NW Oregon Works and Oregon Hospitality Foundation on a Pro-Start program for high school students – front line, culinary, hospitality management • TCVA conducts Guest Service Gold training on request – nationally certified program • TBCC has several trades programs and scholarships • Neahkahnie School District offers business classes • Local businesses do a ‘career day’ at the high school 	<ul style="list-style-type: none"> • Businesses aware of available programs? • Are local students taking jobs in city or county? Or leaving? • Lack of workforce housing for those moving to city and county for work. 	TCVA budget an grants for training TBCC – some scholarships.	Medium-term
Revitalize empty buildings	Empty buildings can cast a shadow on economic vitality	Investors, business owners, nonprofits	<ul style="list-style-type: none"> • Nonprofit showing interest in US Bank building • Create an economic “red carpet” team to show possible structures to buyers, investors 	Many empty buildings: house next to US Bank, small diner in middle of town, those across from St. Mary’s	Private investment most likely	Medium-term