



## **How the new county parking fees will be invested**

*Public safety, roads, parking, pedestrian paths and restrooms will benefit the community*  
(image attached)

The year 2021 holds many anticipated changes for all of us, both large and small, one of which includes new parking fees for Pacific City. These fees were recommended in the 2019 Pacific City/Woods Parking Management Plan, which was developed from the 2016 Cape Kiwanda Master Plan. Both plans are a result of rigorous involvement by public advisory committees and professional experts in community safety, planning, engineering, and wayfinding.

With the imminent changes to how we park and access the county's outdoor areas, comes the question: why charge for parking? Here's why.

In January 2014, Tillamook County implemented a Transient Lodging Tax (TLT) that is applied to hotels, campgrounds, and short-term rentals; this tax was approved by county voters in the election of November 2013. By state law, 30 percent of TLT can be used by the municipality on programs of their choice. Tillamook County chose to apply the 30 percent to road maintenance because at that time, the county's roads were rated the worst in the state. Much repair work needed to be done.

The remaining 70 percent of the TLT must be used for tourism-related facilities and infrastructure and/or tourism promotion. Tillamook County uses a majority of that 70% for facilities grants and destination management projects (such as the Cape Kiwanda Master Plan). The County plans to use TLT to purchase the Jensen property in Pacific City.

Visit Tillamook Coast, a 501c6 destination marketing organization, receives a portion of the 70 percent as well. The organization uses it for developing wayfinding and trail mapping, providing marketing grants to businesses and nonprofits, workforce training, development of food, heritage and art trails, stewardship programs, local sponsorships, event management, matches to grants received (such as from Business Oregon), and promotion and messaging. Recently, funds were used to provide two beach wheelchairs in Pacific City for use by locals and visitors.

Property taxes help pay for emergency services, sheriff and public safety services, and road projects (via the road bond). Unfortunately, property tax and TLT revenues inadequately support the County's infrastructure needs as both tourism and full-time residency grows. Because Oregon does not have state sales tax, counties and cities must generate additional funding solutions.

Implementing parking fees is one way to bring in much-needed funds. The majority of fees will be paid by visitors that use local services, particularly in peak season when, according to the county sheriff's office, approximately 95 percent of first-responder calls are to help those visiting our many outdoor areas and local businesses. At \$10 per day, a comparable fee with the tourist towns along Highway 101 from Los Angeles to Tumwater, Washington, the revenues generated will help support the facilities and upgrades that South Tillamook County is currently lacking, as well as law enforcement services that are currently underfunded.

Within five years, the paid parking plan is conservatively projected to earn \$4.5 million in revenue. This revenue will support additional public safety, road projects, designated pedestrian and bicycle paths, new restrooms and changing stations, and informative wayfinding signage that supports the culture of our region and directs visitors to local businesses.

The parking fees will also help fund the Pacific City (PC) Shuttle, operated by the Tillamook County Transportation District. The PC Shuttle is a free service that runs during peak season, from Memorial Day through Labor Day, transporting residents and visitors around Pacific City, and helping reduce traffic congestion during the busy summer months. It has operated for two years, and during 2020 operated at full, safe distancing capacity.

Annual parking passes for the Cape Kiwanda parking lot are available for sale through Tillamook County Parks, 503-322-3522 ext. 1. The cost of an annual pass is \$55 per year with discounts available for people 65 and older, disabled veterans, and Oregon Trail Card holders. To maintain social distancing, all passes will be mailed directly to registrants.

For more information on the parking fees in Pacific City, please contact Rachel Hagerty, Tillamook County Chief of Staff, at [rhagerty@co.tillamook.or.us](mailto:rhagerty@co.tillamook.or.us). For all other parking fee inquiries, please contact JoAnn Woelfle, Director of County Parks, at [jwoelfle@co.tillamook.or.us](mailto:jwoelfle@co.tillamook.or.us). For more information on destination management in South Tillamook County, please visit our website at <https://tillamookcoast.com/southcounty/>.

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Tillamook Coast Visitors Association (dba Visit Tillamook Coast) is the destination management organization supporting the tourism industry in Tillamook County, Oregon. We focus on experiences based on our natural resources: stewardship; outdoor recreation, access and education; cultural heritage; and culinary/agritourism, which includes the North Coast Food Trail, named "best food trip" by the editors of *Sunset Magazine*. To plan your trip, go to [tillamookcoast.com](http://tillamookcoast.com) and [northcoastfoodtrail.com](http://northcoastfoodtrail.com)

[Image below]

# PACIFIC CITY PARKING FEES

How revenue from the new County fees will be invested

