

PARKING MANAGEMENT SOLUTIONS FOR PACIFIC CITY | WOODS DURING 2021 PEAK SEASON

THE WHAT, THE WHEN AND THE WHY

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Just in: the 2021 Q1 Transient Lodging Tax (TLT) revenue collected by Tillamook County reports 135% increase from 2020 Q1 and even still a 108% increase from 2019 Q1 (pre-COVID 19). Visitors are coming to Tillamook County, staying for longer periods of time, and "peak season" is expanding its range. Local grocery stores, gas stations, maintenance and supply stores, short-term rentals, and other small businesses are profiting from this growth. The County is actively and conscientiously counteracting this increased demand on infrastructure, built facilities, and population management with a thoughtful and measured long-term master plan. This column focuses on the strategies developed for South Tillamook County.

Tillamook County adopted the Pacific City | Woods Parking Management Plan (PMP) in October 2019 to merge the recommended elements of the 2016 Cape Kiwanda Master Plan into a comprehensive guiding document for implementation. The PMP is a phased approach, spanning the next twenty years, and was set up to create a separate and symbiotic revenue stream to the TLT to mitigate the demands of South County's growing visitors. By March 2020, a Parking Advisory Committee (PAC) was born from the PMP, meeting monthly (with more frequent meetings in the summer) to discuss strategies for implementation and create opportunities for a successful approach.

Big things have already happened in South County with designated TLT and PMP dollars, but some might question, "Why not more and why not sooner?" Here is why:

The BIG things:

- The purchase of Faye Jensen's 6-acre oceanfront property this spring 2021 – once developed, will provide an opportunity for additional parking beyond the Cape Kiwanda (CK) lot and will help to disperse crowds and drive more visitors towards downtown local businesses. The property was purchased with TLT funds.
- Installation of pay stations at the CK lot and the PC Turnaround – the projected revenues from these pay stations will be spent on the strategies outlined in the PMP and Cape Kiwanda Master Plan.

In the next 1-5 years, the County will develop and build-out its major assets in PC|Woods:

The County has multiple assets in Pacific City | Woods that will disperse crowds; improve traffic circulation; stimulate the local business economy; and facilities that will service the needs of visitors and locals.

- Prioritization of these County Assets: The eight (8) strategies of the Master Plan / PMP, which now include the Jensen Property, deserve a coordinated and well executed plan that anticipates South County's growth over the next twenty plus years. The culminated design of these strategies will result in an integrated system of County assets to make Pacific City | Woods a resilient community that can afford the demands of its visitors and also support and protect its natural areas and local population. Through a public request for proposal (RFP) released in early 2021, the County has engaged and is currently in contract negotiations with a consultant team of engineers and architects to prioritize and design the Pacific City | Woods County Assets. These strategies include:

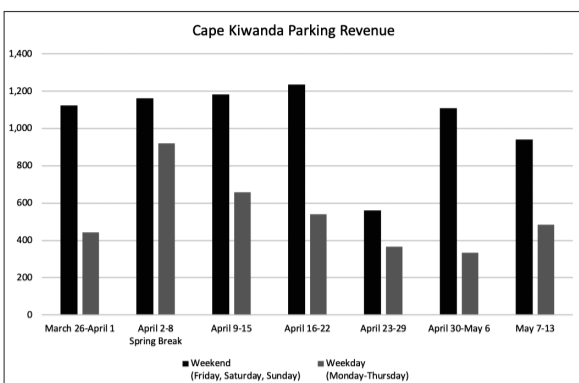
1. Reconstructing the Cape Kiwanda Parking Lot
2. Replacing the Cape Kiwanda Parking Lot Restrooms
3. Upgrading the Cape Kiwanda Parking Lot Garbage and Recycling Facilities
4. Constructing the Cape Kiwanda Drive Multi Use Path
5. Relocating Webb Park
6. Improving parking shuttle services
7. Completing development of the Nestucca Valley Community Alliance (NVCA) Lot
8. Developing the Jensen Property

The County is excited to engage with the community in an inclusive public process. The Scope of Work within the RFP outlines multiple town halls for community input and idea generation.

Parking Management Solutions that are in place for Peak Season 2021:

While the results of the RFP are carefully being designed and rolled out, Tillamook County and the Pacific City | Woods PAC are diligently working to bring temporary solutions for this summer's high demand. They have completed the following projects from the Master Plan and the PMP and are continuously adding components as more funding and construction timing allows:

- The free PC Parking Shuttle, operated by the Tillamook County Transportation District, ran for its second year during summer 2020 with uninterrupted demand despite COVID 19. For summer 2021, the PC Shuttle hours of operation will be increased by 33%; adding a day of service every week, a longer season from Memorial Weekend through Labor Day, an



The Cape Kiwanda Parking Lot and PC Turnaround Pay Stations have been generating steady and predictable revenue since installation in March 2021.

additional shuttle bus to increase frequency of stops, and extended routes that now include Tierra del Mar all the way to north to Sitka Sedge and south through Pacific City ending at Roger Avenue.

- A 2020 Trash compactor and recycling program was implemented at the Cape Kiwanda (CK) lot. In 2021, the program increased capacity and frequency of trash collection by upgrading from a 1-1/2 yd to a 4 yd container and collecting trash three (3) times per week starting earlier in the year versus just peak season.
- In addition to the two pay stations at CK Lot and PC Turnaround, installed in March 2021, a second pay station is being added to the CK lot as well as security cameras and signage.
- Parking Ambassadors for the CK Lot will be added summer of 2021. Through both paid and volunteer ambassadors, the parking lot will be patrolled during high-traffic hours to encourage folks to purchase parking passes and also to serve as a resource for information on overflow parking and other areas of interest in the surrounding area in an attempt to disperse crowds.
- Temporary Digital Signage is being placed at the CK Lot, PC Turnaround, Tierra del Mar, and Neskowin during summer 2021 to help direct traffic and provide safety messages for the areas.
- A "How to get around resource" will be distributed to visitors, directing them to overflow parking lots and RV / Trailer parking to the Sunset Drive Boat Launch.
- The Pacific City Wayfinding Plan for Phase I Brooten Road was officially approved in 2020. Anticipating funding approval, fabrication and installation of signage will begin in the fall of 2021.

The parking management efforts outlined in this article are many, with varying durations of implementation and coordination. Each plays a critical role and interacts with the other in a meaningful way that once complete will provide Pacific City | Woods with a well-managed plan to keep the community safe, beautiful, and thriving.

We will be sharing South County destination management news each month in the Pacific City Sun. The topics covered and uncovered in this monthly column are written with an objective to illuminate the critical role of destination management for South Tillamook County. Below are key definitions.

Sustainable tourism can be defined by three words: people, place and profit. It is tourism that takes full account for its social and environmental impacts, as well as current and future economic benefits. The goal of sustainable tourism is to ensure that development is a positive experience for both local residents and the visitors. For South County locals, this means enjoying a thriving community; jobs for hundreds of people; places to gather and connect with neighbors; and protection of natural resources, all with an emphasis on minimal impact and a call for stewardship.

That's the ideal, of course, but it requires commitment from municipalities, the tourism industry and the community to make responsible decisions that protect people, place and profit. And it takes an understanding from the visitors that sustainable tourism is important to the community.

Sustainable tourism leads to the definition of **destination management**: it is about coordinating actions with the goal of controlling the economic, socio-cultural and environmental dimensions of a specific tourism region, which is carried out by local authorities and tourism stakeholders in partnership, following principles of good governance. It considers all the elements that make up a tourism destination, including local residents, businesses, attractions, amenities, access and messaging.

Destination management does not mean inviting more visitors – it means effectively managing those who have already arrived.

For more updates, please visit the website at <https://tillamookcoast.com/southcounty> and our Facebook page: South County Destination Management.

Questions? Contact Brook Wyntergreen at brook@tillamookcoast.com