Developed by members of the Cape Meares community

Cape Meares Community Association

and facilitated by Tillamook Coast Visitors Association

August 2023



Cape Meares Community Plan



WHAT IS A COMMUNITY/ DESTINATION MANAGEMENT PLAN?

People who live in Cape Meares 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. Their work is in this document, prioritized by the community members that took part in the workshops, either in person or on Zoom.

Please note: The plan is considered a living document. As other issues or desires for improvements arise, it can be updated.





What is the process?

Workshops were held at the Community Center, and facilitated by Nan Devlin and Dan Haag of Tillamook Coast Visitors Association, with help from Nicole Steen.

Approximately 20-25 people attended each meeting, either in-person or by Zoom.

Workshop #1: What is community planning, and how does it pertain to destination management and use of lodging tax. 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. Discussion centered on more detail of each asset, and added more ideas to each category

Workshop #3: Initiatives presented with What, Why, Who Leads, How, Challenges and Funding. Community provided more detailed information.

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

Revised draft delivered to Cape Meares Community Association.

| 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 8% 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 | Any NEW/increased lodging tax 30% goes to general budget 70% tourism facilities and/or promotions | Most cities raise lodging tax to 9% County implements 10% tax Jan. 1, 2014 1/10 th of 10% total room tax to county Unincorporated areas send full 10% to county | | | | | |
| Manzanita, Wheeler, Rockaway Beach, Garibaldi and Tillamook. | 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 and administration; 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. Uses the 30% for road 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."
 NOTE: 'Other improved real property' can mean parking lots, public bathrooms, beach access, wayfinding, trail development, parks, etc.



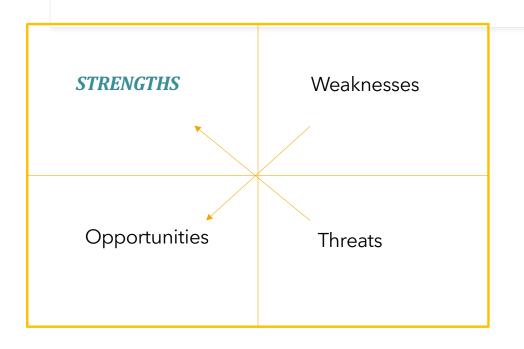
Workshop #1

What do you value about Cape Meares?

- Semi-isolation ("Nobody here")
- Non-commercial
- Away from Hwy 101
- Travel by foot no major traffic
- Quiet and private
- Oregon Coast as it used to be
- Safety for kids
- Great spot to be a kid
- Not a go-to place for visitors (like Pacific City)
- Natural beauty
- No driving on beach
- Close to town for amenities and services
- Beach is usually quiet
- Easy to "get away" from people
- Community activities 4th of July parade, potlucks
- Family-like, no governing body
- Sense of community, looking out for each other
- Sunday gatherings at community center
- Small town feel, social connections
- Spit, ocean, lake, forest
- Crabbing and fishing
- Surrounded by old growth forest
- Elk, birds, other wildlife
- Hiking/walking

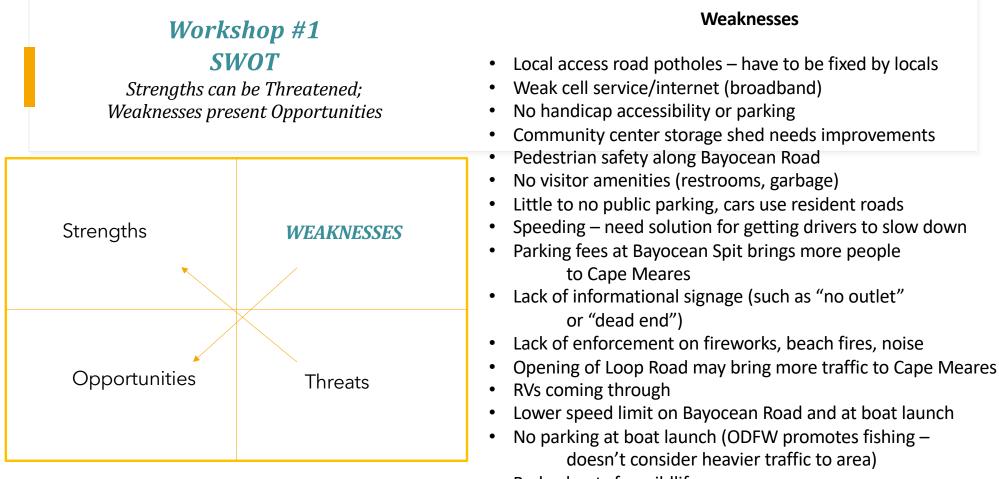
Workshop #1 SWOT

Strengths can be Threatened; Weaknesses present Opportunities



Strengths

- Community Center has organizational strength (heart of community)
- Good disaster planning/preparation group
- Commitment to community by both full- and part-time residents
- Fire truck/EMT/Volunteers
- Diversity of skills and backgrounds
- Peaceful contrast to urban living
- Plethora of inspiration for artists
- Community of dark skies (lack of bright lighting on houses)
- Migrating birds, elk herds, wildlife presence
- Fishing/crabbing/kayaking
- Informative community communications (email newsletter, Me/we, NextDoor)
- Truly know your neighbors, help each other, share with each other, depend on each other
- Sense of history here
- Educational programs (tsunamis, ODFW, etc.)



Bad culverts for wildlife passage

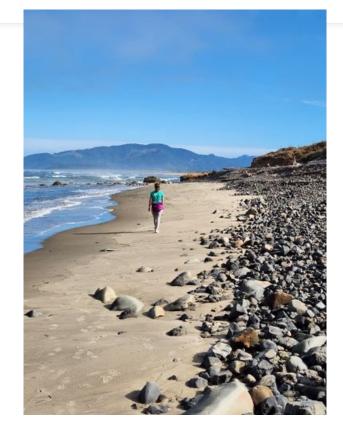
Opportunities Workshop #1 David's Chair (storage shed needs improvement first) **SWOT** Develop management plan for lake (invasive species removal, etc.) Culvert assessment *Strengths can be Threatened;* Signage messaging enforcement (no fires, blinking light messaging) Weaknesses present Opportunities Pad for bench and handicap parking at beach access Fire station Partner with county for pothole filling materials Reduce speed signage ٠ Upgrade Community Center shed, gravel floor ٠ Weaknesses Upgrade cell/internet service – repeaters, "GETX" • Strengths Year-round trash pickup for visitors ٠ **Recycling receptacles** ٠ Additional parking (include handicap space) Public restroom – Partner with STRs to provide local info Part-time enforcement of STRs Speed reduction at boat launch **OPPORTUNITIES** Threats Add 3-way stop at Loop Road, Bayocean/dike roads Outreach on recreation opportunities other than Cape Meares Improve communications outside Cape Meares, ٠ especially for disasters/storms Community satellite phone

- Underground power lines
- Neighborhood Watch partner with county law enforcement

Workshop #1 **Threats SWOT** Exposure to natural disasters – faraway from necessary services *Strengths can be Threatened;* Landslides along Bayocean Road Weaknesses present Opportunities Very limited ambulance/clinic/hospital care (county wide) Silt and invasive species in Cape Meares Lake, wetlands Opening of Loop Road may bring more visitors (no capacity for more visitors) Illegal camping and fires Vandalism (signage cut down and tossed in lake) Weaknesses Strengths Hard to identify who is renting homes (illegal hotels? No permits?) Financial stability of continued use of community center (is it sustainable?) Land on spit converted to campground and/or commercialized Beach safety for families, kids Tides reaching inland more and more – inundation? Neighborhood hunting (not in residential area) **Opportunities** Oregon Coast Trail diversion – could bring more visitors, no capacity **THREATS** Public use of community forest Motorized bikes in forest and on beach – what are the rules? Failing septic systems .

Workshop #1

What do we want?



Desired Assets

- More enforcement (get specifics)
- Keep dark skies
- Improve communications ability
- Build on tsunami preparation
- Well maintained garbage and recycling systems
- Fix shed
- Fire station
- Handicap access parking
- Aquatic passage culverts
- Develop plan for maintaining roads and fixing potholes
- Speed control (speed bumps or other solutions)
- Address prioritization of parking and restrooms
- Dedicated pedestrian lane on Bayocean Road, to lake and beach
- Signage of all kinds

Goal: clarify and discuss in more detail



Community Center Plan for financial resilience Upgrade shed and gravel floor (store David's Chair)

Public Safety

Pedestrian lane on Bayocean Road, from lake to beach Fire station Create three-way stop at Bayocean and Loop Road intersection "Reduce speed" signage Neighborhood Watch program – partner with county law enforcement Community satellite phone Improve on county communications outside Cape Meares for disasters/storms Speed reduction at boat launch Speed reduction on local roads Neighborhood hunting (not in residential areas)

Goal: clarify and discuss in more detail



Enforcement

Illegal camping Beach fires Reduce vandalism – signs demolished and thrown in lake Enforcement on STRs – really rented or squatters?

Livability Maintain dark skies Encourage Bayocean as the key destination

Infrastructure

Prevent or reduce chance of landslides on Bayocean Road Underground power lines Upgrade cell/internet service – repeaters. GETX Culvert Assessment Make voice known if Bayocean is converted to campground or commercialized Plan to deal with inundation of tides as they reach farther inland Failing septic systems

Goal: clarify and discuss in more detail



Roads

Work with county on sourcing pothole materials Develop plan for maintaining roads Speed reduction

Accessibility

ADA parking area Bench at beach access Get a David's Chair

Parking Add parking spaces, with ADA Lack of parking at Cape Meares Lake – can be dangerous.

Outdoor Recreation

Oregon Coast Trail diversion – capacity needs? Public use of community forest – enforcement/messaging Motorized bikes in forest and beach – what are the rules/messaging

Goal: clarify and discuss in more detail



Natural Resources

Management plan for Cape Meares Lake (silt, invasive species, etc.) Make ODFW aware of lack of parking when promoting fishing on Cape Meares Lake Migrating wildlife and birds – messaging about this?

Communications/Messaging/Signage

Create messaging for STRs – safety, fire bans, etc. Beach signage safety for families, kids Improve communications ability – need details Signage needs – develop specifics Dead end, no outlet, residential area signage No RV parking Historical interpretive signage

Amenities

Public restroom ADA parking Enhanced garbage and recycling services Dog poop station

Cape Meares Workshop #3:

Clarify categories and projects



NOTE: During the workshops, the community made decisions about which values, SWOT issues, and assets would be included in the plan.

After a rough draft of plan was presented to the community during Workshop #3, attendees provided additional details on projects. Not all projects were deemed a priority at this time.

Those projects highlighted in yellow can be funded through varying TLT funds, either from the city, state, county or Tillamook Coast Visitors Association.

COMMUNITY CENTER

AMENITIES

COMMUNITY EDUCATION

PEDESTRIAN SAFETY

ACCESSIBILITY

PUBLIC SAFETY

ENFORCEMENT

INFRASTRUCTURE

ROADS

NATURAL RESOURCES

OUTDOOR RECREATION

COMMUNICATIONS, MESSAGING AND SIGNAGE

Project Categories Refined DETERMINED AT WORKSHOP #3 (Held July 29, 2023)



Community and Destination Management Plan August 2023



Developed in partnership with Tillamook Coast Visitors Association

| Commu | Community and Destination Management Planning Process | | | | | | | |
|---------------------------------------|---|--|--|--|--|--|--|--|
| Meeting | Date | Activities | | | | | | |
| Information meeting | May 20, 2023 | Goals of the community/destination management process, how the process works, the deliverables | | | | | | |
| Workshop #1 | July 17, 2023 | Values; strengths, weaknesses, opportunities, threats (SWOT); desired assets/projects | | | | | | |
| Workshop #2 | July 9, 2023 | Deeper dive into projects/categories | | | | | | |
| Workshop #3 | July 29, 2023 | Clarification on categories; Why, Who, How, Challenges, Funding, Priorities of each project | | | | | | |
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| 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 |
| CMCA | Cape Meares Community Association |
| TCVA | Tillamook Coast Visitors Association |
| TLT | Transient Lodging Tax |
| ODFW | Oregon Department of Fish and Wildlife |
| OPRD | Oregon Parks and Recreation |
| ODOT | Oregon Department of Transportation |
| "yellow highlights" | May qualify for TLT funding |

| What | Why | Who Leads | How | Challenges | Funding | S/M/L/Priority |
|---|--|-----------|--|--|---------|----------------|
| Develop plan for financial resilience; upgrade shed and gravel floor | Current plan needs review; ensure sustainable financial plan in place; fund for long-term maintenance | CMCA | Assess current financial plan for long-term sustainability Develop new fund for maintenance Determine if community center will benefit from solar panels Research historical status of community center building Get estimate on shed repairs and cost of materials and labor. | Financial security and resiliency for the long- term | N/A | Short-term |

| ACCESSIBILITY (Values: Sense of Place and Community Engagement) | | | | | | | | | |
|---|---|--|---|--|---|----------------|--|--|--|
| What | Why | Who Leads | How | Challenges | Funding | S/M/L/Priority | | | |
| Bench on Pacific | Bench is not accessible; needs clear path for those with mobility issues | County public works or OPRD, with request from CMCA | Clear and level ground for easier access on Pacific Use appropriate materials to ease access | Scheduling – county is under-staffed | County Public Works Cost of gravel or bricks | Short-term | | | |

| What | Why | Who Leads | How | Challenges | Funding | S/M/L/Priority |
|--|---|---|---|--|---|----------------|
| Encourage "dark skies" practices | Community prefers the stars and moon to bright lights | СМСА | Encourage residents (full- and part-time) to place downward, shielded lighting Encourage STRs to do the same; county may be able to help with new ordinance rules Maintain spirit of community, not mandates | Enforcement of STRs | • Cost of information brochure (TCVA can help fund) | Short-term |
| Garbage/ recycling services | Community wants it; stewardship program | County waste management with CMCA | Recycling updates coming to the state, effective July 1, 2025 Get prepared and educated about changes (ask county waste management dept for updates) Create a community recycling center; volunteers take to county recycling center; new state programs will include a recyclables pick-up schedule Ask Master Recyclers to conduct a class | Garbage left on beach; locals pick It up – where to dispose of it? How does OPRD help in this effort? | Needed for larger recycling carts; new recycling rules may result in carts being provided OPRD provide funding or supplies for daily beach cleanups? | Short-term |
| Fireproofing property | Need prevention education | CMCA action team with fire district trainer | As fire chief or other expert to conduct community info meeting Provide education materials to homeowners on value of being proactive on fire prevention | • Not everyone will do it! | • Cost of information brochure (TCVA can help fund) | |

| What | Why | Who Leads | How | Challenges | Funding | S/M/L/Priority |
|--|--|--|--|---|--|----------------|
| Pedestrian lane on Bayocean Road from lake to beach | Pedestrian safety on very narrow road; dangerous to walk or bike | CMCA. working with county public works | Offer alternative parking at Bayocean near fishing dock Add signs or road painting –'Watch for Pedestrians' Summer traffic lighted sign warning of pedestrians and bikes on road (short-term visuals) Place traffic mirrors on sharp corners Recommend to ODOT and county that pedestrian safety is high priority as county-wide transportation systems plan is revised Painted crosswalks to alert drivers | County public works schedules and funds | County Public Works; possibly from a Bike Path fund | Medium-term |
| Reduce speed nessaging | People ignore speed limit; dangerous on narrow roads in area | County public works | Paint "slow down" on road at various points Help county determine where on the road the warning is painted Place 25 MPH speed signs at eye level 3-way stop sign at Cape Meares Loop Road (county confirmed) "Residential Area" signage | County public works schedules and funds | County Public Works ODOT | Short-term |

| What | Why | Who Leads | How | Challenges | Funding | S/M/L/ Priority |
|---|---|---|--|--|---|--------------------------|
| Fire station in Cape Meares | Need for a permanent fire station in Cape Meares, above tsunami zone | CMCA and Tillamook Fire District | Research possible locations Must be above 30 feet in elevation Use the fire station as a triage center in emergencies Is there a building that can be donated for the purpose that meets criteria of being above tsunami zone Develop contingency plan if current fire station becomes unavailable | Tillamook Fire District is underfunded; may not be able to add a satellite station Current station house is privately owned; a new owner may not allow it to continue access County lacking money for funding Possible private donors? Cape Meares residents? | Difficult to fund | Long-term |
| Communications during emergencies | In case power, internet, cell signals out | Cape Meares Emergency Preparedness Committee | "Text Out" phone option with satellite device (Garman) Neighborhood captains manage phones 5G networks will soon be standard | • 5G networks may not be available in rural areas for some time | Seek an emergency management grant. | Short- to medium term |

| What | Why | Who Leads | How | Challenges | Funding | S/M/L/ Priority |
|--------------------------------|--|---|--|--|---|---------------------------|
| Develop information plan | Keep residents and visitors informed | CMCA and TCVA | Work with CMCA committee on Good Neighbor window clings and brochures CMCA adds information to website | Ensuring all residents and 2nd homeowners have the info STRs have info | TCVA can fund "Good Neighbor" signs/clings for community homes and near beach | Short-term |
| Illegal camping | May be on private property, or in forests where trash and waste is left | Locals report illegal camping; CMCA and TCVA for info pieces | Encourage reporting to OPRD and/or sheriff's office Phone number or website for community members to report Post "no trespassing signs" near areas of activity Entry sign to Cape Meares: "no overnight camping" Place rules information/link on Cape Meares community website | Beware of approaching campers; may not be safe OPRD allows camping on beach, but not within sight of homes. | TCVA can fund "Good Neighbor" signs/clings for community homes and near beach | Short-term and Ongoing |
| Beach fires | Can create fires in forests, dunes or residential areas | Locals report unsafe fires, or fires during burn bans; CMCA and TCVA for info pieces | Report to fire district, OPRD, etc. Communicate burn ban dates Post sign banning "50 feet from dune" "not on driftwood" Know the rules – beach fires OK at what distance Place rules information/link on Cape Meares community website | People will build fires anyway, but may not know the safety rules | TCVA can fund "Good Neighbor" signs/clings for community homes and near beach | Short-term and Ongoing |
| STRs | Community safety; are they rented or squatters | Locals report issues to STR agencies or hotline; CMCA and TCVA for info pieces | Call new hotline or STR owner/manager: 503-850-0402. Publish hotline number on Cape Meares community website County needs to enforce signage on STRs with contact info Monitor and advocate for enforcement on STR owners | 31 permits, not all active Some homes without permits or on Air BnB with no local oversight | TCVA can fund "Good Neighbor" signs/clings for community homes and STRs | Short-term and Ongoing |

| What | Why | Who Leads | How | Challenges | Funding | S/M/L/Priority |
|---|--|---|---|---|---|---------------------------|
| Fireworks | Banned, but still happens; can cause fires; scares animals | Locals report see/hear illegal fireworks; CMCA and TCVA for info pieces | Call 911 Include information on community website "what to do" Hire a security firm on 4th of July days | Sheriff's office may not respond – July 4th a busy week | Can county fund security teams? Who else can fund? | Short-term and Ongoing |
| Motorized vehicles on beach and trails | Not allowed except in Tierra del Mar | OPRD; citizens who witness it | Call sheriff or OPRD - Have sign stating "no motorized vehicles, motorcycles or bikes" List types of vehicles not allowed on beach, link on local website | Will sheriff or OPRD be able to respond? | TCVA can fund "Good Neighbor" signs/clings for community homes and near beach | Short-term and Ongoing |
| Visitor Impact | Problems of trash, porta- potties, parking | CMCA | Develop process and plan for community to manage impact | Current trash receptacles are seasonal Are receptacles in the right spot? Different views on managing trash – more receptacles, more trash? Or fewer receptacles, more trash on ground? | Can county pick- up trash more frequently in summer? County enforces STR garbage rules? May need funding for professional mediation of issues | Ongoing |

| What | Why | Who Leads | How | Challenges | Funding | S/M/L/Priority |
|-----------------------|--|-------------------------|--|---|--|----------------|
| Septic tanks | Aging systems; STR usage; no enforcement of faulty systems | CMCA | Educate on impact of water usage and water quality Educate on septic maintenance Provide community with information on qualifying for septic improvement funds – on website or with flyer | Finding funds for those who don't qualify for grants Homeowners unwilling to make improvements | Grants – research what is available | Long-term |
| Culvert Assessment | Facilities not maintained | CMCA | Discuss with County Public Works (Chris Laity and Jasper Lind) Discuss with Oregon Fish and Wildlife (erosion protection) Ask Salmon Superhighway and TEP to assess Part of Cape Meares Watershed Management Plan | Getting action Getting funding – Salmon Superhighway relies on donations | County; Tillamook Estuaries Partnership? | Long-term |
| Fix potholes | Local access roads in bad shape | Community volunteers | Create map of roads and potholes needing filled Do a community pothole filling day If materials needed, contact County public works Ask county to deliver materials near potholes | Be sure to communicate with neighbors of repair schedule | County Public Works | Ongoing |

| NATURAL RESOURCES (Value: Sense of Place) | | | | | | | | | | |
|---|---|-----------|--|-----------------------|---|------------------------|--|--|--|--|
| What | Why | Who Leads | How | Challenges | Funding | S/M/L/ Priority | | | | |
| Cape Meares Lake Management Plan | Long-term health of lake and wetlands | CMCA | Explore making this effort an Oregon Solutions project | How to implement plan | Various sources, from state, region or county TLT facilities grant | Short-term | | | | |
| Plan | | | | | facilities grant | | | | | |

| What | Why | Who Leads | How | Challenges | Funding | S/M/L/ Priority |
|--|---|--|---|---|--|------------------------|
| Protection of wildlife | Stewardship; No hunting in neighborhoods; no duck hunting on roads | Community members report incidents | Call State Police (include phone number or link on signs/clings for homes and on community website Game wardens help enforce | People still approach wildlife, often with bad resultsBow/arrow or shotgun only is allowed on spit | Include state police number on community cling/signage (TCVA funds) | Ongoing |
| ODFW publicizing fishing in Cape Meares | Parking is an issue, makes roads unsafe for pedestrians and drivers | CMCA | Make list of issues/concerns and suggest solutions Communicate issues with ODFW prior to stocking Place "sandwich boards" or lighted traffic stands during stocking dates | Will ODFW make changes? | TCVA can fund signs, such as no RVs in front of dock on lake; county has lighted traffic stands | Ongoing |

| What | Why | Who Leads | How | Challenges | Funding | S/M/L/Priority |
|---|---|------------------|---|--|--|---------------------|
| Develop community action plan, based on shared values | Provides blueprint to guide decisions | CMCA | Develop statement of values Once developed, get buy-in from community Use it to inform discussion/decisions CMCA adopts action plan based on community plan Solicit members for action teams | Place on community website, make known to new residents Will community members volunteer? | N/A | Short-term |
| Local Signage | Communicate safety, history, stewardship, rules | CMCA and TCVA | Schedule wayfinding meeting with TCVA Safety – beware of logs, King tides, native peoples' story No RVs, No Turn-Around, No Outlet, Dead End No commercial services, residential area Community flyer/window cling with important numbers/links "Pack it in, pack it out" – Leave No Trace messaging "Welcome - Residential Area" | Determining sign locations | TCVA funds community signage; TCVA working with Leave No Trace group on messaging | Short-term |
| Three-way stop sign at Loop Road | Direct drivers toward Lighthouse and Three Capes Loop | ODOT, county | • Work with Chris Laity, ODOT rep, | | ODOT with county direction | Short-term DONE! |