



NETWORK REPORT FALL 2020 TO FALL 2022

NORTH COAST TOURISM
MANAGEMENT NETWORK

INTRODUCTION

WHAT THE NETWORK DOES

The North Coast Tourism Management Network (NCTMN) enhances healthy, collaborative, sustainable relationships between coastal visitors, residents, and the environment.

We champion the value of tourism for our local economies while striving to minimize negative impacts of visitation and help guests become excellent stewards of the coast we call home.

We assist tourism organizations, industry stakeholders, and network participants to increase the economic, social and environmental benefits of tourism in the region.

We connect Tillamook and Clatsop counties through projects and conversations that bridge our region and overcome funding restrictions that limit individual organizations' impacts.

HISTORY

HOW THE NETWORK WAS FORMED

The North Coast Tourism Management Network emerged from the North Coast Destination Management Studio, a Travel Oregon program that facilitated region-wide conversations about destination management and sustainable tourism. The network was launched in January 2019 at the conclusion of the studio process, and continues to bring local stakeholders together across county lines for the good of the entire North Coast.

STRUCTURE

HOW THE NETWORK IS ORGANIZED

- A **core team** of advisors from key partner organizations gives leadership and direction to the network and provides financial support and oversight.
- A **network manager** coordinates the network's activities and regularly convenes the network and its teams virtually and in person.
- Four **action teams** from across partner organizations work on long-term destination management priorities.
- Responsive, pop-up **project teams** tackle immediate challenges facing communities through short-term destination management solutions.

CORE TEAM

WHO WE ARE

- **Karen Olson**, NCTMN Network Manager
- **Julie Hurliman**, Tillamook Coast Visitors Association
- **Jim Paino**, Cannon Beach Chamber of Commerce
- **David Reid**, Astoria-Warrenton Chamber of Commerce
- **Jeremy Strober**, Heartfelt Hospitality
- **Arica Sears**, Oregon Coast Visitors Association
- **Alexa Carey**, Travel Oregon

FUNDING PARTNERS

- Astoria-Warrenton Area Chamber of Commerce
- Cannon Beach Chamber of Commerce
- Oregon Coast Visitors Association
- Seaside Visitors Bureau
- Tillamook Coast Visitors Association
- Travel Oregon

COMMUNITY PARTNERS

- City of Seaside
- Clatsop County Board of Commissioners
- Clatsop Economic Development Resources
- Friends of Netarts Bay WEBS
- Lower Nehalem Community Trust
- Manzanita Visitors Center
- National Park Service
- North Coast Land Conservancy / Cape Falcon Marine Reserve
- Oregon Department of Forestry
- Oregon Department of Transportation
- Oregon Parks and Recreation Department
- Pacific City-Nestucca Valley Chamber of Commerce
- Regional Solutions
- Seaside Chamber of Commerce
- SOLVE
- Sunset Empire Transportation District
- Tillamook Area Chamber of Commerce
- Tillamook County Transportation District
- Tillamook Estuaries Partnership
- Trailkeepers of Oregon

ONGOING PRIORITIES

IMPROVE & DIVERSIFY TRANSPORTATION OPTIONS

- **Purpose:** Encourage visitors to use alternate transportation to and among coastal communities, decreasing congestion and increasing sustainability
- **Impact:** Develop incentives and outreach to reduce peak season traffic, especially along Highway 101
- **Action team lead:** Kathy Kleczek, kathy@ridethebus.org

ENHANCE OUTDOOR RECREATION EXPERIENCES

- **Purpose:** Encourage safety and stewardship practices on the North Coast and offer options to reduce congestion at popular locations
- **Impact:** Support trailhead, beach, and tidepool ambassadors programs on the North Coast and mapping of outdoor recreation assets
- **Action team lead:** Arica Sears, icom@thepeoplescoast.com

ENCOURAGE STEWARDSHIP PRACTICES

- **Purpose:** Educate residents and visitors about stewardship practices, encouraging care for sensitive natural resources and landscapes
- **Impact:** Amplify stewardship messages throughout the visitor lifecycle: before, during, and after guests travel to the coast
- **Action team lead:** Arica Sears, icom@thepeoplescoast.com

CHAMPION THE VALUE OF TOURISM

- **Purpose:** Communicate the economic value and opportunity for positive impact of tourism for North Coast communities
- **Impact:** Promote the value of destination management and stewardship for the North Coast, strengthening communities and the environment
- **Action team lead:** Karen Olson, northcoastmanager@thepeoplescoast.com

2020-2022 PRIORITIES

CONGESTION: TRAILS, TRAILHEADS, PARKING AREAS

- **Factors:** outdoor enthusiasm, indoor restrictions, fewer shared rides, increased visitation
- **Challenges:** unsafe parking, full parking lots, overused trailheads
- **Opportunities:** advocate for car-free travel, complete GIS mapping of underused recreation resources, investigate feasibility of parking lot cameras, direct visitors to less well-known recreation sites

STEWARDSHIP: TRASH, HUMAN & PET WASTE, OUTDOOR BEHAVIOR

- **Factors:** closed facilities, increased visitation, more takeout meals, novice outdoor recreationalists
- **Challenges:** additional garbage, inappropriate waste disposal, poor outdoor etiquette
- **Opportunities:** communicate stewardship behavior expectations, incentivize beach cleanups, map public restroom availability

RESILIENCE: PUBLIC HEALTH GUIDANCE, WORKFORCE CHALLENGES

- **Factors:** Covid-19 pandemic, affordable housing crisis
- **Challenges:** business restrictions, staffing shortages, driver shortages, supply chain disruption, workforce housing shortage
- **Opportunities:** messaging, training, and resources to support small businesses and frontline workers

NETWORK PROJECTS

STEWARDSHIP MESSAGING CAMPAIGN & TOOLKIT

- **Purpose:** Communicate stewardship guidelines in key impact areas to visitors before, during, and after their trip
- **Impact:** Help visitors appreciate and protect sensitive coastal habitat and steward natural resources
- **Learn more:** tinyurl.com/mun8bnkk (English) and tinyurl.com/mr2taewm (Spanish)



Sample copy:

On the Oregon Coast, you'll have a lot of choices for local food. And while a spare french fry or some left behind peanut shells may not seem like much, their impact goes beyond one animal.

These leftovers attract scavengers, who once here, often harm vulnerable seabird eggs and chicks. By packing out all your food, you're helping keep the local ecosystem in balance.



Sample copy:

Staying on the beaten path helps keep you safe.

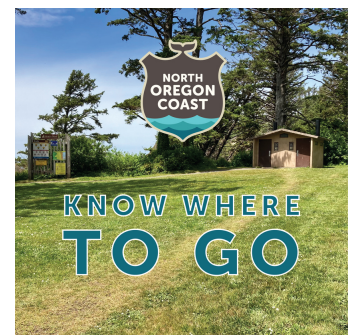
But it also protects what you can't see, like the Oregon silverspot butterfly. This endangered species develops in low lying plants, which are easily trampled.

Do your part by sticking to designated trails.

NETWORK PROJECTS

PUBLIC RESTROOMS CAMPAIGN & TOOLKIT

- **Purpose:** Map and share locations, hours, and accessibility information for every public restroom on the North Coast
- **Impact:** Public restrooms map viewed 14,732 times and counting
- **Learn more:** tinyurl.com/mwhhbb6n



NETWORK PROJECTS

CAR-FREE TRANSPORTATION OPTIONS CAMPAIGN & TOOLKIT

- **Purpose:** Encourage car-free travel to and within the North Coast
- **Impact:** Share car-free transportation rack cards in English and Spanish, and a car-free web page and social tiles for the North Coast region as well as Astoria/Warrenton, Seaside, Cannon Beach, Manzanita, and Pacific City.
- **Learn more:** tinyurl.com/24j6hm49

TRANSPORTE PÚBLICO A LA COSTA DE OREGÓN

Planee su viaje sin auto a Manzanita

¿Quiere llevar su bicicleta?

Todos los autobuses de las rutas NW Connector y POINT están equipados con portabicicletas o con espacio para guardarlas.

Cómo llegar

- El servicio de autobuses POINT**
Llega a la costa de Oregon dos veces al día, con paradas en Cannon Beach, Seaside y Astoria.
oregon-point.com
- NW Connector**
Tome la Ruta 5 de The Wave de Portland a Tillamook, y luego conecte con la Ruta 3 de The Wave.
nworegontransit.org
- Parada de autobús de Laneda Ave**
La parada de autobús de Manzanita en Laneda Ave y S 5th Street ofrece conexiones a Cannon Beach, Tillamook y Pacific City.



NORTH COAST TOURISM MGMT. NETWORK



RED DE ADMINISTRACIÓN TURÍSTICA



EXPLORE

Region

Astoria
Cannon Beach
Manzanita
Pacific City
Seaside

EXPLORE THE NORTH COAST OF OREGON CAR-FREE!

The NW Connector includes Sunset Empire Transportation District (SETD) and Tillamook County Transportation District (The Wave) and covers much of the northwest coast of Oregon. NW Connector and the POINT Intercity buses connect to towns up and down the coastline and allow you to enjoy your time at some of Oregon's most stunning coastal towns without the stress of driving or parking.



Visit NW Connector's website for trip-planning tools including maps, schedules, and service updates.

GETTING HERE

FROM PORTLAND (UNION STATION)

- **NorthWest POINT** connects Portland, Beaverton, and Hillsboro to the coast through Cannon Beach, Seaside, and Astoria.
- **NW Connector (SETD) Lower Columbia Connector** connects Portland, Rainier, and St. Helens to Astoria. From Astoria, you can hop on a number of bus routes to get you where you need to go.
- **NW Connector (The Wave) Route 5** connects Portland, Beaverton, and Hillsboro to the coast through Tillamook. From Tillamook, you can visit Oceanside, Pacific City, Manzanita, and more!

FROM SALEM (DOWNTOWN TRANSIT CENTER)

- **NW Connector (The Wave) Route 60X** connects Salem and Grand Ronde to the coast through Lincoln City. From Lincoln City, head north to Pacific City, Tillamook, and Oceanside.

GETTING AROUND THE COAST

VISITING THE BEACH

OREGON COAST BY BIKE

INTERCITY BUS INFORMATION

NETWORK PROJECTS

VOLUNTEERING CAMPAIGN & TOOLKIT

- **Purpose:** Share opportunities for visitors to support local stewardship-focused nonprofits through volunteering
- **Impact:** Collect visitor-appropriate volunteer opportunities in one place and share them through social media and a printable PDF
- **Learn more:** tinyurl.com/4wdwrcyf

North Coast Tourism Management Network

VOLUNTEER OPPORTUNITIES

CoastWatch // engage Oregonians in stewardship of their shoreline // oregonshores.org/coastwatch

Haystack Rock Awareness Program // protect intertidal and bird life of the Marine Garden and National Wildlife Refuge at Haystack Rock Cannon Beach, Ore. // ci.cannon-beach.or.us/hrap

Lower Nehalem Community Trust // conserve and restore natural lands and diverse habitats in the Nehalem, Ore. region // nehalemtrust.org/volunteer

Netarts Bay WEBS // build a community of environmental stewards around the Netarts Bay watershed and the areas between Cape Meares and Cape Lookout // netartsbaywebs.org/volunteer

North Coast Land Conservancy / Cape Falcon Marine Reserve // conserve and connect the landscape of the Oregon Coast from the Columbia River to North Lincoln County // ncltrust.org/volunteer/form

Sea Turtles Forever // conserve marine turtles and protect their nesting and foraging habitats; remove marine microplastic debris // seaturtlesforever.org/sea-turtles-forever/volunteer

Seaside Visitors Bureau / Coffee for Clean Beaches // remove beach debris and keep the beach clean; earn rewards to redeem at local coffee shops // seasideor.com/beachcoins

SOLVE // bring Oregonians together to improve our environment and build a legacy of stewardship; clean up litter, remove invasive species, and plant native trees // solveoregon.org/volunteer-sign-up

Surfrider Foundation // protect the world's ocean, waves and beaches, for all people, through a network of activists, local chapters, and clubs // surfrider.org/volunteer

Tillamook Estuaries Partnership // conserve and restore Tillamook County's estuaries and watersheds through restoration, monitoring, education and outreach // tbnep.org/volunteer-opportunities.php

Trailkeepers of Oregon // protect and enhance the Oregon hiking experience through trail maintenance and advocacy // trailkeepersforegon.org/events + trailkeepersforegon.org/trailambassadors



SUSTAINABLE TOURISM

GET AWAY GIVE BACK

Come stay, fall in love, & make a difference



North Coast Tourism
Management Network

VISIT + VOLUNTEER

Sustainable tourism on Oregon's North Coast



North Coast Tourism
Management Network

NETWORK PROJECTS

MONTHLY GATHERINGS: SUSTAINABLE TOURISM FOCUS

- **Purpose:** Gather North Coast tourism, business, local government, stewardship, and community members and partners to discuss and learn about topics in sustainable tourism
- **Impact:** Connect partners and share positive impact that sustainable tourism practices can have on North Coast communities
- **Learn more:** vimeo.com/user120867459

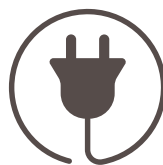


JANUARY 2022

Sustainable Tourism

Serena Bishop

Gordon, *Visit Bend*



MAY 2022

Electric Vehicle

Charging Infrastructure

Jillian DiMedio, *ODOT*



FEBRUARY 2022

Volunteering + Tourism

North Coast Partners



JUNE 2022

Transportation Options

Kathy Kleczek, *NW*

Transportation Options

Jenna Berman, *ODOT*



MARCH 2022

Sustainable + Safe Events

Nancy Zavada, *Meet Green*

Bobbi Price, *Newport*

Chamber of Commerce

David Reid, *Astoria -*

Warrenton Chamber of

Commerce



AUGUST 2022

Improving Accessibility

Caroline Wuebben,

Columbia River Maritime Museum

Dan Haag, *TCVA*

Natalie Ferraro,

Trailkeepers of Oregon

NETWORK PROJECTS

NORTH COAST FIELD TRIPS

- **Purpose:** Gather North Coast tourism, business, local government, stewardship, and community members and partners to network while experiencing local sustainable tourism opportunities together
- **Impact:** Generate sharable content and learn how to communicate these opportunities to visitors
- **Learn more:** northcoastmanager@thepeoplescoast.com



APRIL 2022

Coffee for Clean Beaches, Seaside

Experienced Seaside's new stewardship program. Picked up beach debris, then stopped by the Seaside Visitors Bureau and debriefed at Seaside Coffee Roasters.



JULY 2022

Haystack Rock Awareness Program, Cannon Beach

Learned about HRAP's work helping visitors appreciate, respect, and steward the intertidal and bird life of the Haystack Rock marine garden and wildlife refuge.



AUGUST 2022

Pacific City Free Shuttle, Pacific City

Visited the Kiawanda Community Center, then traveled the free shuttle route on Molly the Trolley to experience car-free transportation and congestion solutions.

NETWORK PROJECTS

ORDER TAKEOUT CAMPAIGN & TOOLKIT

- **Purpose:** Encourage locals and visitors to order takeout meals from local restaurants during indoor dining closures
- **Impact:** Increase community support and economic impact during a difficult season for restaurant businesses
- **Learn more:** tinyurl.com/yjtacp8m



Sample copy:

Anybody else take their coffee with a splash of sea spray? When you order a cup of joe to-go from a local café or coffee roaster you're helping to save North Coast businesses and jobs. Cheers to that!

GET INVOLVED

HOW CAN YOU SUPPORT NCTMN AND SUSTAINABLE TOURISM?

- **Stay informed.** Join our [email list](#) or Basecamp group; follow us on [Facebook](#) or visit our [webpage](#).
- **Field trip with us.** You are welcome at any of our North Coast field trips.
- **Attend a network gathering.** Come learn with us and bring a friend.
- **Join an action team.** Help work toward sustainable North Coast tourism.
- **Join a project team.** Help address a specific, immediate need.



NORTH COAST TOURISM MANAGEMENT NETWORK