

A scenic photograph of a coastal landscape. In the background, a lighthouse sits atop a rocky cliff. The middle ground is dominated by large, white-capped waves crashing against a dark, craggy cliffside. The foreground shows a sandy beach with some sparse vegetation and a person walking on the right. The sky is overcast with soft, grey clouds. The text is overlaid in white, sans-serif font.

# NORTH COAST TOURISM STUDIO

## VISITOR TRANSPORTATION FOR HIGH-USE DESTINATIONS

TRAVEL



OREGON

October 17, 2018



WELCOME!!

TRAVEL  OREGON



**WELCOME and INTRODUCTIONS**

# NORTH COAST STEERING COMMITTEE

- Astoria-Warrenton Chamber of Commerce
- Cannery Pier Hotel + Spa
- Cannon Beach Chamber of Commerce
- City of Cannon Beach
- City of Seaside Visitor's Bureau
- Clatsop Economic Development Resources
- Community Supported Fishery
- Friends of Cape Falcon Marine Reserve
- Manzanita Visitor Center
- National Park Service
- North Coast Land Conservancy in Seaside
- Oregon Coast Visitors Association
- Oregon Department of Forestry
- Oregon Department of Transportation
- Oregon Parks and Recreation Department
- Pacific City + Nestucca Valley Chamber of Commerce
- Pelican Brewing
- Regional Solutions
- Sunset Empire Transportation District
- Tillamook Area Chamber of Commerce
- Tillamook County Transportation District
- Tillamook Estuaries Partnership
- Visit Tillamook Coast

# STATEMENT OF INTENT

The North Coast Tourism Studio Steering Committee believes the immediate focus must include strategies that aim to achieve systemic change and deliver innovative solutions aimed to:

- Preserve and enhance the natural and cultural resources of the region while offering high-quality experiences.
- Encourage stewardship best practices by visitors and the industry.
- Integrate cultural heritage into the visitor experience, authentically and respectfully.
- Reduce congestion during peak seasons and in high-use areas.
- Spread the seasonality of visitation.
- Spread the positive economic benefits of tourism throughout the region and maximize the integration with other key economic drivers including fisheries, forestry, agriculture and main street retail.
- Increase local understanding and appreciation of the value of tourism, and the contribution it makes to the local economy.
- Capitalize upon the array of visionary projects already underway to bolster momentum and ensure this region remains a unique destination.

# OREGON TOURISM STUDIO PROCESS

## PRE-STUDIO

PROGRAM DESIGN  
& OUTREACH

STEERING  
COMMITTEE

4-6 MONTHS

## STUDIO

WORKSHOPS & EVENTS

GREATER COMMUNITY

3-4 MONTHS

## POST-STUDIO

ACTION TEAMS  
EXECUTE  
PRIORITY STRATEGIES

STEERING COMMITTEE  
+ ACTION TEAMS

6-12 MONTHS







# NORTH COAST STUDIO WORKSHOP + EVENTS

- SEPT 25** SUMMIT  
Networking Event
- OCT 16** DESTINATION STEWARDSHIP - Networking  
**OCT 17** VISITOR TRANSPORTATION - Workshop
- NOV 13** OUTDOOR REC – Networking Event  
**NOV 14** OUTDOOR REC – Workshop
- DEC 4** CULTURAL HERITAGE – Networking Event  
**DEC 5** CULTURAL HERITAGE – Workshop
- JAN 15** VISITOR COMMUNICATIONS– Workshop  
**JAN 16** TEAMING FOR ACTION – Workshop  
Community Celebration Event

# DEFINING THE CHALLENGE



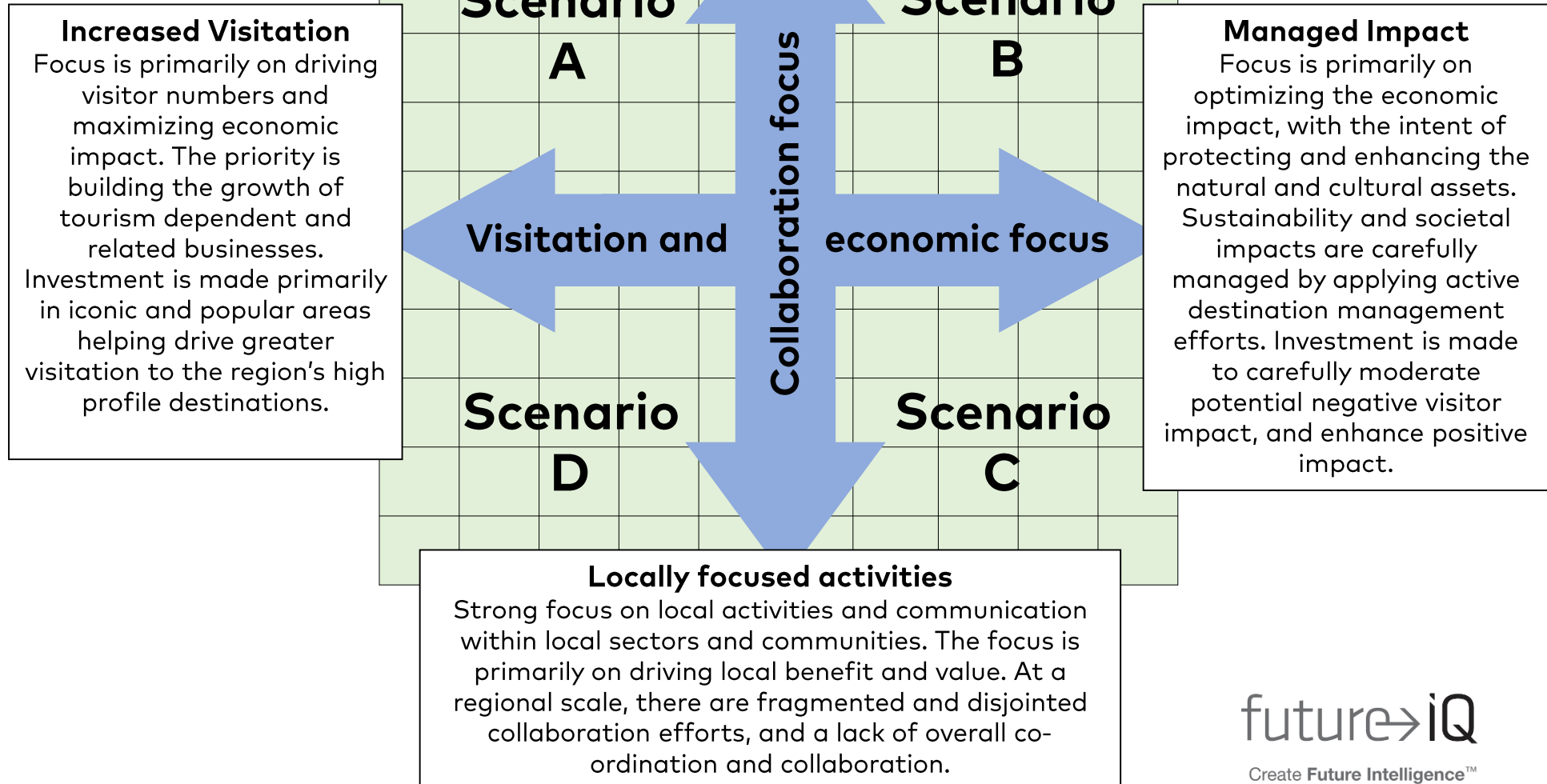
# The growth paradox: can tourism ever be sustainable?



'Travellers tend to arrive in increasing numbers and flock to the same locations'

Image: REUTERS/Stringer

# Plausible Scenario Matrix 2030





# Plausible Scenario Matrix 2030

## NORTH COAST TOURISM SUMMIT - SCENARIO DEVELOPMENT FRAMEWORK

**Increased Visitation**  
Focus is primarily on driving visitor numbers and maximizing economic impact. The priority is building the growth of tourism dependent and related businesses. Investment is made primarily in iconic and popular areas helping drive greater visitation to the region's high profile destinations.

**Shared Identity Crisis**

**North Coast United**

**Visitation and**

**economic focus**

**Collaboration focus**

**Rise and Fall: Chaos on the North Coast**

**Keep it Beautiful, Keep it local**

**Managed Impact**  
Focus is primarily on optimizing the economic impact, with the intent of protecting and enhancing the natural and cultural assets. Sustainability and societal impacts are carefully managed by applying active destination management efforts. Investment is made to carefully moderate potential negative visitor impact, and enhance positive impact.

**Locally focused activities**  
Strong focus on local activities and communication within local sectors and communities. The focus is primarily on driving local benefit and value. At a regional scale, there are fragmented and disjointed collaboration efforts, and a lack of overall coordination and collaboration.

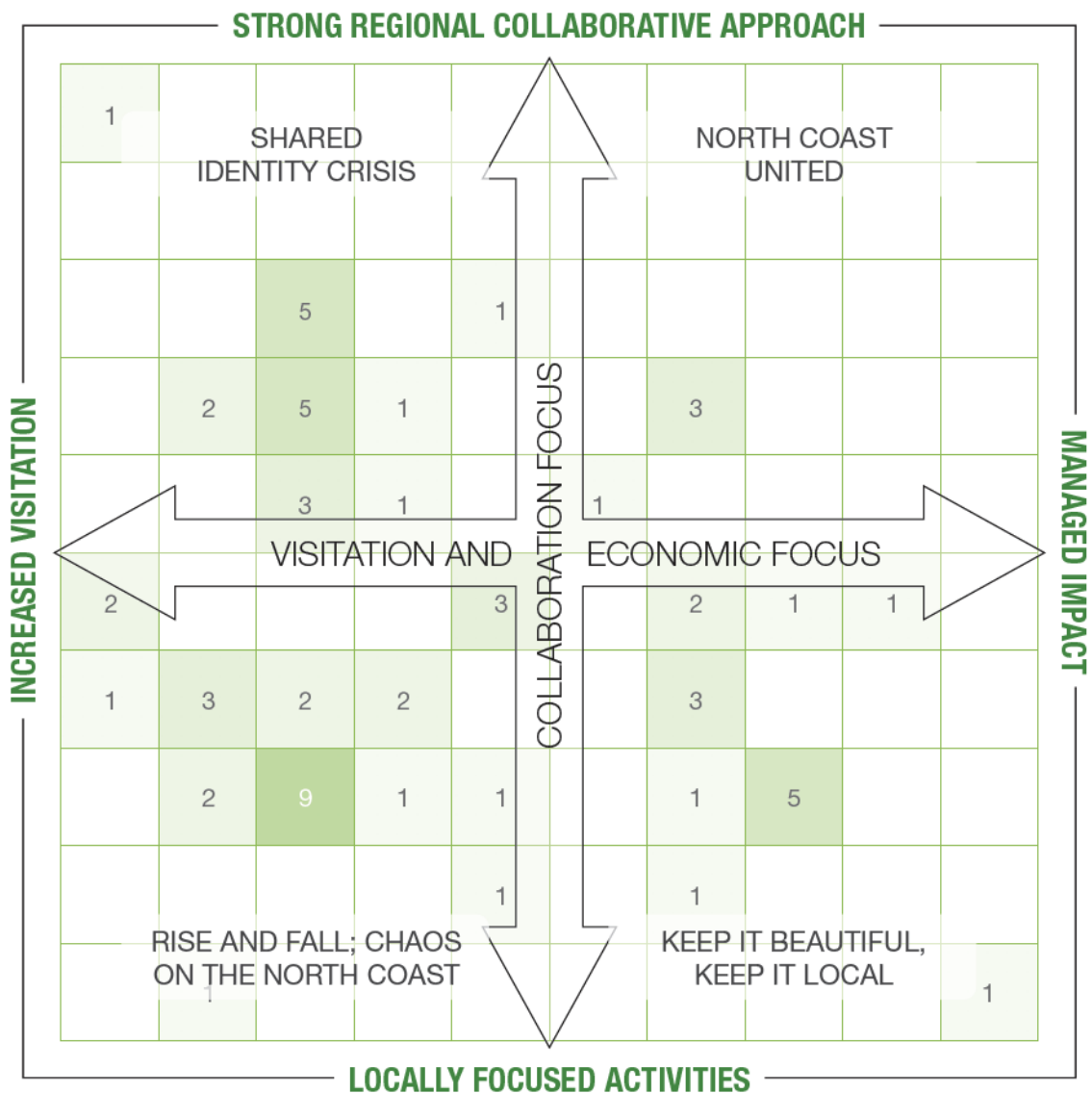
future*→*iQ

Create Future Intelligence™



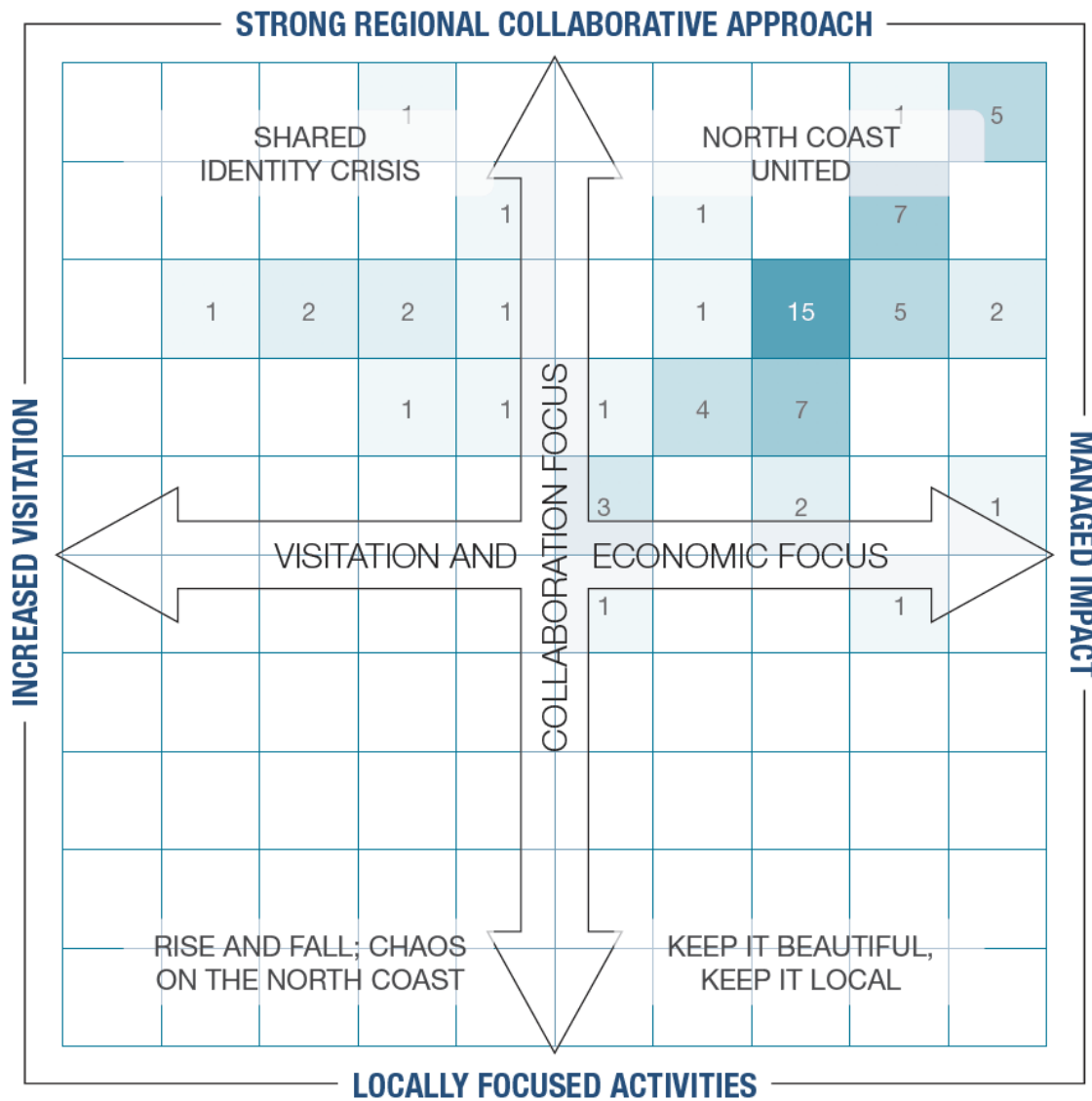
# NORTH COAST TOURISM SUMMIT - SCENARIO DEVELOPMENT FRAMEWORK

EXPECTED FUTURE – 2030



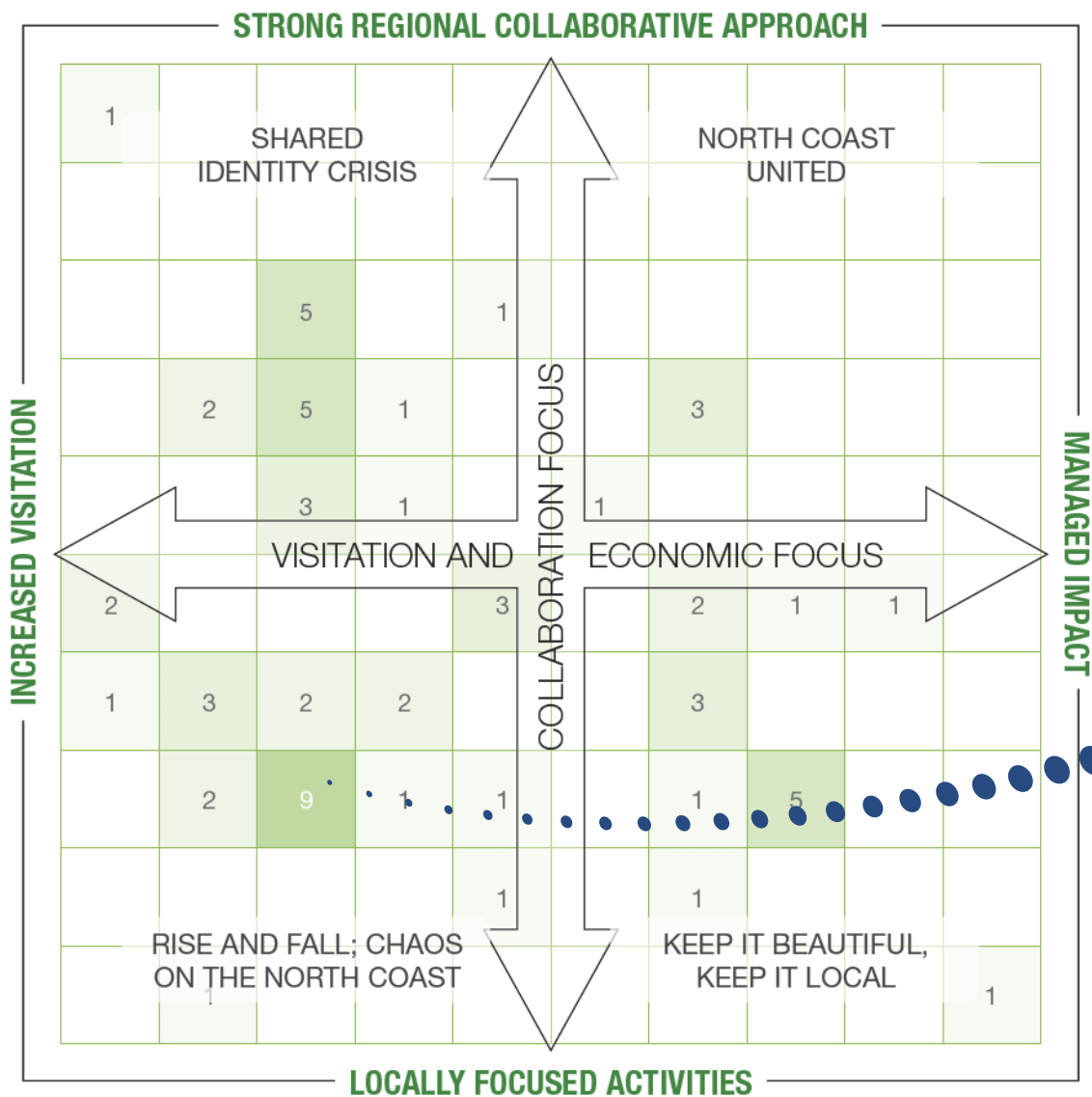
# NORTH COAST TOURISM SUMMIT - SCENARIO DEVELOPMENT FRAMEWORK

PREFERRED FUTURE – 2030



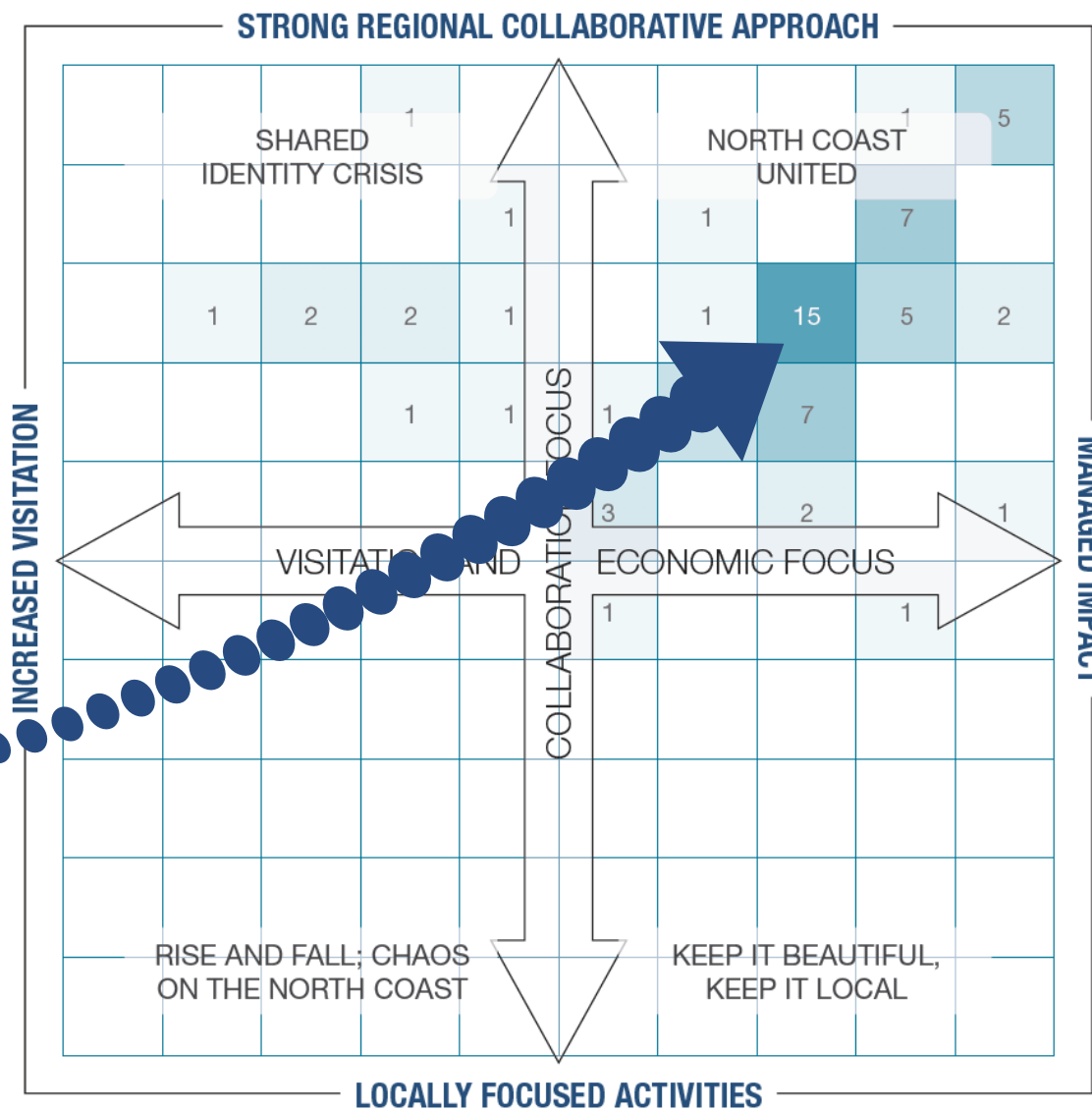
# NORTH COAST TOURISM SUMMIT - SCENARIO DEVELOPMENT FRAMEWORK

EXPECTED FUTURE – 2030



# NORTH COAST TOURISM SUMMIT - SCENARIO DEVELOPMENT FRAMEWORK

PREFERRED FUTURE – 2030



# BEST PRACTICES



# Transportation Options

## Michelle Poyourow

# Overview of Oregon Congestion Management

Ken Shonkwiler, ODOT

# Integrated systems – Highlights of NZ and Gorge Case studies

Kristin Dahl, VP Destination  
Development



# Muir Woods National Monument

Susan Law, Program Manager,  
Western Federal Lands Highway  
Division, FHWA

**EXPERT ROUNDTABLES**

**DEEP DIVE INTO BEST PRACTICE**



# **BREAKOUT GROUPS**

**1. TRANSPORT OPTIONS**

**2. OVERVIEW OF OREGON CONGESTION MANAGEMENT**

**3. MUIR WOODS NATIONAL MONUMENT**

**4. INTEGRATED SYSTEMS – NZ and GORGE**



# BREAKOUT GROUP INSTRUCTIONS

## TIMELINE

- DEEP DIVE ON CASE STUDY / TOPIC (15 MINUTES)
- DISCUSS and IDENTIFY KEY LESSONS and SOLUTIONS for NORTH COAST (5 MIN)

# BREAKOUT GROUP REPORT OUT

1. TRANSPORT OPTIONS
2. OVERVIEW OF OREGON CONGESTION MANAGEMENT
3. MUIR WOODS NATIONAL MONUMENT
4. INTEGRATED SYSTEMS – NZ and GORGE

**NETWORKING  
BREAK!!!**



# Regional Transportation – understanding the layers of transportation



# North Coast - Overview of transportation system and long range planning

Ken Shonkwiler, Senior Region Planner, ODOT

# OREGON COAST BIKE ROUTE PLAN

Jenna Berman, Region 2, Active Transportation  
Liaison

# **SCENIC BYWAY**

Sandra Hikari, Tourism and Scenic Byway Program Manager, ODOT

# **THE OREGON COAST TRAIL**

**Robin Wilcox, Oregon Parks and Recreation Department**



# **NORTHWEST CONNECTOR**

**Jeff Hazen, The Northwest Oregon Transportation Alliance**

**EXPERT ROUNDTABLES**

**DEEP DIVE INTO LAYERS**



# **BREAKOUT GROUPS**

- 1. OVERVIEW and LONG RANGE PLANNING**
- 2. OREGON COAST BIKE ROUTE PLAN**
- 3. SCENIC BYWAY**
- 4. OREGON COAST TRAIL**
- 5. SUNSET EMPIRE TRANSPORTATION DISTRICT**

# BREAKOUT GROUP INSTRUCTIONS

## TIMELINE

- DEEP DIVE INTO LAYER (15 MINUTES)
- DISCUSS and IDENTIFY KEY LESSONS and SOLUTIONS for NORTH COAST (10 MIN)



# BREAKOUT GROUP REPORT OUT

1. OVERVIEW and LONG RANGE PLANNING
2. OREGON COAST BIKE ROUTE PLAN
3. SCENIC BYWAY
4. OREGON COAST TRAIL
5. SUNSET EMPIRE TRANSPORTATION DISTRICT



**LUNCH BREAK**

# **LOCAL SOLUTIONS – examples and sharing local initiatives**

**LOCAL TRANSPORTATION OPTIONS**  
**MICHELLE POYOUROW**



**WATER TRANSPORTATION OPTIONS**  
**MARCUS HINZ**

# COMMUNITY EXAMPLES

# NETWORKING BREAK



# **ACTION PLANNING**

**Weaving together the layers of transport**



**ROUNDTABLES ACTION PLANNING**

**LOCAL and REGIONAL SOLUTIONS**



# BREAKOUT GROUPS

## 1. SOLUTION DEVELOPMENT



# NEXT STEPS







A wide-angle photograph of a beach at sunset. The sky transitions from a deep blue at the top to a warm orange and yellow near the horizon where the sun is setting. The ocean is filled with gentle waves, and the sandy beach in the foreground shows some dark rocks. The cliffs on either side are silhouetted against the bright sky.

**NEXT STEPS**





# LOCAL INNOVATORS

# BREAKOUT GROUP INSTRUCTIONS

## TIMELINE

- DEFINE THE ISSUE (5 MINUTES)
- LOCAL EXAMPLES OF SOLUTIONS BEING APPLIED OR TESTED (5 MIN)
- BRAINSTORM IDEAS, STRATEGIC SOLUTIONS AND ACTIONS (20 MIN)
- PRIORITIZE IDEAS AND ACTIONS (5 MIN)

# **BREAKOUT GROUP REPORT OUT**

**1. LEADERSHIP NETWORK**

**2. TRANSPORTATION SOLUTIONS**

**3. VISITOR COMMUNICATIONS TO ENCOURAGE STEWARDSHIP**

**4. PROTECT NATURAL WONDERS**

**5. INSPIRE STEWARDSHIP BEST PRACTICES**

**6. PROMOTE THE VALUE OF TOURISM**



A wide-angle photograph of a coastal scene. On the left, a tall, rugged rock cliff face descends to a narrow, dirt path. Two cyclists are riding along this path, moving away from the viewer. The cyclist in front is wearing a green shirt and a white helmet, while the second cyclist is in a grey shirt and a black helmet. The path is bordered by large, dark, mossy rocks that lead down to the ocean. The sea is a deep blue-grey with white-capped waves breaking against the shore. In the distance, a forested coastline follows the curve of the land under a sky filled with soft, grey clouds. The word "BREAK" is superimposed in large, white, sans-serif capital letters across the middle of the image, positioned over the ocean and the distant shore.

**BREAK**



An aerial photograph of a wide, sandy beach. A tidal stream flows through the center of the beach, creating intricate patterns in the sand. Two people are riding bicycles along the beach, positioned in the middle ground. The ocean is visible in the background under a clear blue sky.

# DISCUSSION & REFLECTION



A scenic coastal landscape featuring large, rugged rock formations. The ocean waves are crashing against the shore, creating white foam. Two people are visible near the water's edge, one standing and one sitting on a bicycle. The sky is clear and blue. The text "THANK YOU" is overlaid in the center of the image.

THANK YOU



# NORTH COAST STUDIO WORKSHOPS + EVENTS

## CORE

- Community Tourism Visioning & Planning
- *Electives*
- Tourism Marketing & Communications
- Action Team Development

## ELECTIVES

- Outdoor Recreation & Adventure Travel
- Bicycle Tourism
- Culinary & Agritourism
- Cultural Heritage
- Critical Destination Management issues





## DISCUSSION 1

- What will success look like if we do this right on the North Coast?





## DISCUSSION 2

- What needs to happen in order to make this an even better world class destination?



**WHERE WE'RE AT**  
**THE PROCESS**





