The People's Coast

Public Access for Vibrant and Sustainable Oregon Coastal Economies

Proposal for NOAA Coastal Management Fellow, 2019 – 2021 NOAA Office for Coastal Management October 12th, 2018



Oregon Coastal Management Program

635 Capitol St. NE Suite 150 Salem, Oregon 97302 Phone: 503-373-0050 Fax: 503-378-5518

Patricia Snow, Program Manager

Background and Introduction

The state of Oregon has a unique array of coastal and estuarine environments including 362 miles of Pacific Ocean shore, 45 estuaries and many natural coastal lakes. The outer pacific coast consists of a variety of rocky shores and headlands backed by high forested bluffs and coastal plains made up of sandy beaches, dunes, lowlands and estuaries.

In 2017 Oregonians celebrated the 50th anniversary of the state's beach bill, a 1967 piece of legislation that declared ocean beaches to be public rights-of-way, thereby guaranteeing free use of Oregon's of ocean beaches. Although the law allowed the public to use the ocean beaches, it did not guarantee access to them. Senate Bill 100, passed in 1973, mandated that all cities and counties in Oregon prepare comprehensive plans that comply with 19 statewide planning goals. Among these goals are Goal 8 – Recreational needs, Goal 17 – Coastal Shorelands, and Goal 18 – Beaches and Dunes. Goal 17 in particular required that local governments inventory and plan for public access to coastal waters.

To assist local governments in the inventory process the Oregon Coastal Management Program (OCMP), in partnership with the Oregon Parks and Recreation Department (OPRD) funded an inventory of public access points published in 1990. The inventory documented all developed and undeveloped sites that provide physical or visual access to the ocean coastline, estuaries and coastal lakes. Each site was categorized by a number of variables, including development status, improvement level, experience level, property classification, and management responsibility. The OCMP has subsequently updated this inventory on a decadal cycle, such that snapshots now exist for 1990, 2000, and 2010. The program is now beginning preparations for the 2020 update. As with previous inventories, it is expected that the data collected will assist local governments in planning for public access needs and opportunities.

With the upcoming 2020 refresh of the coastal access inventory, Oregon has an opportunity to promote more vibrant and sustainable economies in coastal communities. The state's bountiful natural resources are cornerstone to our legacy, our identity, and our economy. We believe there are opportunities to implement new technologies such as mobile apps and an optimized coastal atlas website to get access and resource information to tourists and recreational users, and thereby deepen connections to concepts of coastal stewardship. These concepts are highly compatible with the goals of the Oregon Outdoor *Recreation Initiative* [1] a statewide effort to bring together businesses, agencies, land managers, conservation groups and recreational user groups around the goal of expanding access to outdoor recreation and increasing the economic impact and sustainability of Oregon's outdoor recreation economy.



[1] http://industry.traveloregon.com/industry-resources/product-development/outdoor-recreation-development/

Goals and Objectives

The Oregon Coastal Management Program is seeking a NOAA Coastal Management Fellow with an interest in shoreland management issues, a familiarity with GIS, experience with or interest in web site and app development, the ability to work well with complimentary projects, and the desire to make a difference in the management and use of Oregon's coast.

The goal of the project is to substantially improve the availability of public access information for planning efforts, and to encourage public enjoyment of and appreciation for all the wonderful attributes of the Oregon coast. This will in turn support the growth of vibrant and sustainable coastal economies, and foster stewardship for coastal ecosystems.

This proposal will support local, regional, and state planning efforts, but contains a creative element that allows for experimentation with new technologies to enhance public access information for recreational use of Oregon's coastal shorelines.



1990's era poster encouraging visits to the Oregon Coast

Examples of potential creative directions include creation of localized coastal access apps, including features such as ShoreZone photography, information about the local biology and geomorphology, learning activities and tours. These sorts of information-rich, presentations of access data will increasing opportunities for the public to experience, understand and appreciate coastal resources, and support the growth of more vibrant and sustainable coastal economies.

The specific objectives of the project are to:

- 1) Become familiar with existing public access data, and historic analyses of access information including any data gaps
- 2) Work with state and local planners to identify specific needs for publicly available information on public access and shoreline resources
- 3) Work creatively with partners to develop and implement an engaging and practical way to present this information in an array of possible outputs such as mobile apps, story maps, coastal atlas learning modules, and print-on-demand guides
- 4) Improve data sharing between agencies that collect public access information on more frequent time scales
- 5) Conduct an analysis of the access inventory information to produce a status and trends report on changes in public access back to 1990
- 6) Review information about public ownership and potential buy-out properties[2] that might allow for new or improved coastal access, or expand existing public lands

[2] Private properties with buildings that are within 5 years of becoming uninhabitable due to coastal erosion

Milestones and Outcomes

Activities	Time Period
 Orientation to the Oregon Coastal Management Program Introduction to key project partners at Oregon Parks and Recreation Department, Oregon Marine Board, Oregon Department of Environmental Quality Opportunities for field visits with OCMP and OPRD staff in order to become familiar with Oregon coast locales Attend the "Symposium by the Sea" conference for introduction to the Oregon coast GIS community Review historic access inventories and documents, and Become familiar with OCMP GIS data resources and tools available for the fellowship 	August 1 st , 2019 to September 30 th , 2019
 Conduct research on potential presentation options for public access information Accompany OCMP staff on inventory visits to North coast access locations Attend fall "all-coast" coastal management program network meeting Attend annual "State of the Coast" meeting Formation of fellowship advisory committee Work with mentor and advisory committee to develop a project strategy and work plan outlining specific tasks and products 	October 1 st , 2019 to December 30 th , 2019
 Work with state and local planners and resource managers to identify specific planning needs for public access information Learn about data sharing needs for public access information across Oregon state agencies Review and training on technologies for developing mobile friendly websites, apps and story maps Attend mid-Fellowship meeting and NOAA Social Coast Conference Accompany OCMP staff on inventory visits to south coast access locations 	January 1 st , 2020 to March 31 st , 2020
 Work creatively with advisory committee and partners to develop engaging and practical ways to present public access information in conjunction with relevant crosslinked references from Oregon ShoreZone and other sources Accompany OCMP staff on inventory visits to central coast access locations Attend north and south coast spring coastal management program network meetings 	April 1 st , 2020 to June 30 th , 2020

Activities	Time Period
 Clean-up data inventory products and produce preliminary web services Conduct preliminary analysis of public access status and trends Assemble complimentary assets such as photographs, graphics and related data Produce preliminary prototypes of mobile app templates and associated information products Present preliminary work at the "Symposium by the Sea" conference Assemble targeted list of non-profits and coastal tourism outlets for publicity and outreach partnerships 	July 1 st , 2020 to September 30 th , 2020
 Complete first operational mobile web app and story map for coastal tourism audiences Design template for print-on-demand coastal access guide Attend fall "all-coast" coastal management program network meeting Present preliminary work at annual "State of the Coast" meeting 	October 1 st , 2020 to December 30 th , 2020
 Build scripts to compile linkages between coastal access inventory data and complimentary information from coastal resource data sets such as Oregon ShoreZone Produce draft print-on-demand access guide PDF Attend Fellowship meeting and present work at NOAA Coastal Geotools Conference 	January 1 st , 2021 to March 31 st , 2021
 Build out production mobile web apps and story maps with full linkages to complimentary materials Produce final print-on-demand access guide PDF Present work products at north and south coast spring coastal management program network meetings Present work products at May 2021 Land Conservation and Development Commission Meeting 	April 1 st , 2021 to June 30 th , 2021
 Project wrap-up and evaluation 	July 1 st , 2021 to July 31 st , 2021

Project Description

The proposed project provides the opportunity for a two-year fellowship with the Oregon Coastal Management Program. This fellowship would enable coastal planners, resource managers, and the public to easily obtain engaging information on Oregon's publicly accessible coast and related ecosystems.

We would like to crosslink the comprehensive 2020 inventory of coastal public access with information about physical and biological resources derived from other geospatial data sets such as the Oregon ShoreZone project to encourage tourism and recreation of the Oregon coast. Information products from such interlinked resources can be output in both digital and traditional printed forms (see the Wisconsin Coastal Guide [3] and the California Coastal Access Guide [4] as examples from other states). It is hoped that the new inventory of coastal public access sites can be leveraged into products that enhance development and promotion of the coastal tourism economy, and encourage more visits to coastal communities, especially in areas that are not as well known.

The first component of the project is completion of an inventory of public access data for the Oregon coast, in conjunction with OCMP staff. A second component is to identify specific needs for access information from coastal planners and resource managers, and to identify potential linkages to other coastal data that could enhance the experience of a visitor to the Oregon coast. The third component is to work with partners to advance creative solutions to develop and implement an engaging and practical way of presenting this information to the public. This component may involve production of products such as localized mobile apps for public access, web maps and story maps on the Oregon Coastal Atlas, and even an option for a print-on-demand coastal access guide, as determined by audience needs. A fourth component is to work towards summarizing the state of public access and to improved data sharing between agencies that collect public access information, by assisting in the finalizing of a data sharing schema that meets the business needs of multiple agencies. A final component is an analysis of coastal access status & trends, and an option to investigate the potential for expanding coastal access opportunities through linkages with programs at FEMA and other partners.

[3] California Coastal Access Guide, 2014 <u>https://www.coastal.ca.gov/access/accessguide.html</u>
 [4] Wisconsin Coastal Guide <u>http://wisconsincoastalguide.org/maps/googlemapsapi.aspx</u>

Project Partners

A wide number of partner agencies have interests in the planning and management of public access to the coast, and thus will have a strong interest in the outcomes of the Fellowship project. Key partners include:

Oregon Parks and Recreation Department (OPRD): OPRD manages the ocean shore in support of its mission to provide and protect outstanding natural, scenic, cultural, historic and recreational sites for the enjoyment and education of present and future generations. As an agency, OPRD has specific jurisdiction over the area covered by the Beach Bill easement, and is charged with the protection and preservation of the recreation, scenic, and natural resource values found on Oregon's ocean shore.

Department of Land Conservation and Development (DLCD): DLCD is the statewide land use planning agency and oversees implementation of Statewide Planning Goals. Goal 17 - Coastal Shorelands, covers management of shoreland resources, among them public access. DLCD also facilitates the National Flood

Insurance Program in Oregon, and thus has an interest in possible synergies between properties at extreme risk of loss due to erosion and potential new or improved coastal access, or expanded coastal parklands.

Oregon Marine Board (OMB): OMB is the state entity that promotes use and enjoyment of waters of the state for a variety of boating activities. The board works to support the right of the public to navigate and use the waters of the state for boating, and utilizes a variety of management measures including education to protect public safety, property, water quality, and fish and wildlife resources.

Oregon Department of Environmental Quality (DEQ): DEQ has a stewardship role in protecting Oregon's shoreline from pollutants to maintain a healthy coastal ecosystem. Like other public health stewards, DEQ needs accurate information about how the public accesses and uses the coastal zone in order to focus our monitoring efforts, and to provide information to emergency response personnel who protect the coast from pollution threats such as cargo vessel incidents or spills from marinas and storm water outfalls.

Strategic Focus Areas

This proposal addresses elements of three of the strategic focus areas identified by NOAA for the 2019-2021 coastal management fellowship program, including:

Vibrant and sustainable Coastal Economies:

- Assist coastal decision makers in conserving active and passive recreational uses and in preparing for existing and emerging coastal and ocean uses by providing socioeconomic data, information, visualizations, technical assistance, funding and tools
- Build capacity of coastal states and communities to foster ecologically sustainable economic development and activities

The project will produce finalized access inventory products and an analysis of coastal public access sites status and trends. Making this data available supports coastal planning and recreation and tourism planning. The fellow will share lessons learned through this process with state, regional and national audiences.

Healthy Coastal Ecosystems:

- Increase and enhance opportunities for the public, students and teachers to experience, understand, and appreciate coastal resources and make informed environmental decisions
- Support coastal and ocean resource managers through data, information, tools, training, technical assistance, analysis and exchange of best practices to strengthen ecosystem policies, build capacity, and implement prioritized management efforts.

The project will develop mobile friendly web apps and print-on-demand coastal public access guides that promote coastal tourism and increased visitation, knowledge and understanding of Oregon coast public access sites.

Resilient Coastal Communities:

• Build capacity to pursue strategies such as hazard preparedness, mitigation, and post-hazard redevelopment planning by providing an integrated suite of data, information, training, technical assistance, cooperative funding, and policy tools to coastal communities

The project has an option to produce a list of potential buy-out properties that are within 5 years of becoming uninhabitable due to coastal erosion that might allow for new or improved coastal access, or

expand existing parklands. The access inventory will also be valuable for emergency access such as in the case of a coastal oil spill.

Fellow Mentoring

Where: The Fellowship project will be housed in the Portland field office of the Department of Land Conservation and Development. This office is two blocks from the Oregon Department of Environmental Quality, home office to the 2017-2019 NOAA Coastal Management fellow.

Who: The Fellow will be mentored by experienced Coastal staff: Tanya Haddad, Information Systems Specialist at the Oregon Coastal Management Program, will be the primary mentor and provide guidance on public access data, GIS resources and technical tools. Tanya maintains the Oregon Coastal Atlas webserver and leads the coastal and marine framework implementation team (FIT) for Oregon. The Fellow will confer periodically with the Coastal Program Manager Patty Snow, and an assembled fellowship advisory committee, participate in monthly Coastal staff meetings typically held in the main DLCD office in Salem, and participate in semi-annual coastal network meetings with program partners and local planners.

Value to Fellow: The fellow will be welcomed as a member of the Oregon Coastal Management Program staff, and will:

- Be expected to attend staff meetings and actively participate in discussions
- Be provided opportunities to join staff on field visits, at internal and external meetings and at a range of regional coastal events
- Have many opportunities to meet coastal specialists from local governments, other state and federal agencies, nonprofit groups and academic institutions
- Be provided with important sources of background information and the necessary technical resources and training to carry out the project
- Be encouraged to use initiative and creativity in developing the project
- Be encouraged to communicate about their work at both regional and national meetings

In addition, this project will provide the fellow with an excellent opportunity to:

- Complete a well-defined project that will significantly enhance public access to Oregon's coast
- Gain experience in combining the best of information technologies such as GIS and web delivery to support both public access and practical decision making needs
- Establish productive working relationships with a variety of coastal professionals
- Become familiar with Oregon coastal shoreline environments
- Expand knowledge and skills and gain experience working in a state coastal management program
- Spend two years working in a positive environment with opportunities to contribute to the direction of future work

Cost Share Description

The State of Oregon will contribute both in-kind services and a \$15,000 non-federal cash match. The Department of Land Conservation and Development will contribute \$7,500 from its general fund in each year of the fellowship. DLCD will also provide in-kind match in the form of work space, equipment, materials and

supplies, and support services at the Portland field office location. DLCD will provide access to a state vehicle and cover in-state travel related expenses.

A furnished computer work station and appropriate software will be provided, along with all necessary office supplies and materials for performing the work. Standard software employed by DLCD includes Microsoft Office, and ESRI and Adobe products. The agency is PC-based with each staff member having a desktop computer, as well as access to an equipment pool that includes laptops, printers, scanners, a projector, a digital camera, and a handheld GPS unit. Travel costs to in-state destinations in performance of the work program will be reimbursed by DLCD in accordance with the state travel rules. The work space, supplies and services, and travel support will be provided for the entire two-year period of the Fellowship. Because the Fellow will be part of the DLCD staff he or she will have equal access to all training offered to permanent staff as well as special training identified as needed.

References

California Coastal Access Guide, 2014 https://www.coastal.ca.gov/access/accessguide.html

FEMA Hazard Mitigation Assistance Grant Programs https://www.fema.gov/hazard-mitigation-assistance

Oregon Outdoor Recreation Initiative http://industry.traveloregon.com/industry-resources/product-development/outdoor-recreationdevelopment/

Ocean Beach Access Plan, 1988 https://www.oregon.gov/lcd/OCMP/Documents/Ocean Beach Access Plan 1988-08-16.pdf

Oregon Coastal Atlas https://www.coastalatlas.net/

Oregon ShoreZone https://www.oregonshorezone.info/

Statewide Planning Goal 17 – Coastal Shorelands https://www.oregon.gov/lcd/OP/Pages/Goal-17.aspx





Parks and Recreation Department 725 Summer St. NE, Suite C Salem, OR 97301-1271 (503) 986-0980 Fax (503) 986-0794

www.oregonstateparks.org



October 12th, 2018

Dear NOAA Grant Reviewer,

Please consider this letter as our department's support for the NOAA coastal management fellowship project proposal entitled: "The Peoples Coast: Public Access for Vibrant and Sustainable Oregon Coastal Economies." OPRD has a strong management role on the Oregon coast, as primary stewards of Oregon's 362-mile long Ocean Shore State Recreation Area and over seventy coastal state parks providing beach access points. These coastal parks welcome over 22 million visitors annually. The goals of the proposed activities by this fellowship project are directly in line with priority projects that have been identified by coastal resource managers and other partners in Oregon, including improving information about and providing public recreational access to the outdoors, including to Oregon's shoreline areas.

Partnering in this project will give us better tools to reach park and beach visitors and improve inter-agency communication. For example, our coastal interpretive and beach rangers will be able to take the information developed from this project and build it into their visitor contacts in Oregon State Parks and on the beach. Coordination between agencies on the various sets of information about coastal access will improve consistency and accuracy not only for public recreation but for rapid response and emergency situations.

We look forward to participating in the project and to receiving new and improved tools and information which will assist our department as we strive to provide and protect outstanding natural, scenic, cultural, historic and recreation sites for the enjoyment and education of present and future generations.

Sincerely,

Trevor Taylor Stewardship Manager



October 9, 2018

Margaret Allen, Fellowship Coordinator NOAA Coastal Services Center 2234 South Hobson Avenue Charleston, SC 29405

Re: NOAA Grant proposal

Dear Ms. Allen,

The Oregon Department of Environmental Quality (DEQ) is pleased to offer support for the NOAA Coastal Management Fellowship proposal of the Oregon Department of Land Conservation and Development's (DLCD) Coastal Management Program. The proposed project: *The People's Coast : Public Access for vibrant and sustainable Oregon coastal economies* should provide a challenging fellowship experience as well as an extremely valuable public product.

DEQ has a stewardship role in protecting Oregon's shoreline from pollutants for the protection of human health and to maintain a healthy coastal ecosystem that all Oregonians depend upon. Like other public health stewards, DEQ needs accurate information about how the public accesses and uses the coastal zone in order to focus our monitoring efforts, and to provide information to emergency response personnel who protect the coast from pollution threats such as cargo vessel incidents or spills from marinas and storm water outfalls. This project will fill an urgent need to update existing coastal access information, and identify areas threatened by erosion, to allow for more efficient and focused response to pollution threats.

We are excited about the potential uses of the information gathered from this proposed project and how it can be applied to actual work on the ground in protecting Oregon's shorelines.

We are happy to support this project both by this letter and by providing assistance with the geospatial data development, which compliments other work the department does on an ongoing basis. DEQ has very much appreciated the opportunity to partner with the Oregon Coastal Management Program on projects that support our common goals. We feel this project is very practical, focused, and greatly needed, and look forward to supporting this project, if selected.

We strongly urge you to support this effort. If you have any questions, please feel free to contact me at 503-229-5373 or by email at <u>pettit.don@deq.state.or.us</u>.

Sincerely,

Don Pettit, R.G. Emergency Preparedness Framework Data Lead for Oregon Senior Emergency Response Planner Emergency Response Program Oregon Department of Environmental Quality