

## **City Council Action Item Cover Sheet**

April 4, 2018

### **Agenda Item:**

Ongoing Discussion of Cape Perpetua Collaborative Guiding Principles and Draft Support Letter

### **Question Before Council:**

The City of Yachats to acknowledge support of the Cape Perpetua Collaborative program.

### **Person/Group Initiating Request:**

Paul Engelmeyer

### **Item Summary/Background:**

Cape Perpetua Collaborative Guiding principles, Draft letter from the City of Yachats in support of the program, Summary brochure of Cape Perpetual Collaborative information



## Cape Perpetua Collaborative Guiding Principles

These principles guide all management tasks and activities carried out by partners through the Cape Perpetua Collaborative.

- **Engaging in Partnerships:** Agencies and other partners understand the importance and value that exists from communicating and working together and will strive to support one another through active communication and partnership.
  - **Leveraging Resources:** Agencies and other partners will seek opportunities to streamline efforts and leverage human and financial resources to advance management, monitoring, public engagement and enjoyment of *Cape Perpetua special management areas*\*.
  - **Ensuring Community Engagement:** Agencies and other partners understand the importance of building community and public confidence and understanding in management and monitoring efforts within *Cape Perpetua special management areas*\*. As such, agencies and other partners will be forthcoming, honest and open in communications about actions related to *Cape Perpetua special management*
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From: City of Yachats

To: Paul Engelmeyer

Subject: Letter in Support of Cape Perpetua Marine Reserve Collaborative -

To Whom It May Concern,

The City of Yachats would like to acknowledge our support of the Cape Perpetua Collaborative.

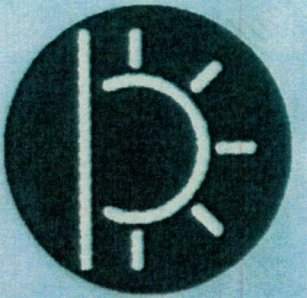
We have been supportive of the Cape Perpetua Communications Coordinator who has worked closely with the City and the USFS/Cape Perpetual Visitor Center, Oregon State Parks, Fish and Wildlife, and other managing agencies in the area to raise awareness and appreciation of the Cape Perpetual Marine Reserve/MPA area.

We believe it is essential that we work together to preserve the area's history and natural resources. We acknowledge that we have visitors from Oregon as well as all over world. This creates an opportunity to raise awareness of our local conservation efforts and issues. With many volunteers and docents from all these agencies as well as the State Park guests, working to ensure there is a clear educational message for them about what they are seeing as they walk these paths and why it is so important to preserve this area.

The Cape Perpetua Marine Reserve Collaborative will enhance and support all our efforts (government and private) to foster awareness, conservation, restoration, and stewardship along this beautiful Oregon coast line.

Sincerely,





## ON THE HORIZON

- Intercept survey report
- Business/hospitality packet
- Newsletter & additional communications
- Annual events (Land-Sea Symposium, Volunteer Appreciation, etc..)
- Upcoming summer season with citizen science opportunities, out door field trips, and more



## ADMINISTRATIVE

- Collaborative workshop: Declaration of Cooperative
- Additional funding: we were able to take initial 10K grand and triple that investment



## CAPE PERPETUA COLLABORATIVE

Communications Coordinator Executive  
Summary -- Created by Tara DuBois

Links:

[facebook.com/capeperpetuamarinereserve](https://facebook.com/capeperpetuamarinereserve)  
[oregonmarinereserves.org](https://oregonmarinereserves.org)  
[oregonmarinereserves.com](https://oregonmarinereserves.com)



# CAPE PERPETUA COLLABORATIVE

Communications Coordinator  
Executive Summary

## COMMUNICATIONS

Developed a Cape Perpetua Collaborative Communications Plan

## SOCIAL MEDIA

- Developed strategy for Cape Perpetua Marine Reserve Facebook page
- 11% organic growth

## INTERCEPT SURVEYS

- Completed pilot surveys
- Standardized schedule for 2018 with goal being 1000 surveys completed
- Create draft report after 600 completed surveys

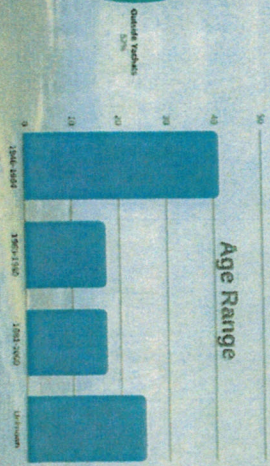
## BUSINESS OUTREACH

- Begun business outreach
- Developing a resource hospitality packet of local information and activities to reinforce conservation tourism & business patronage
- Received 1K from Sea Lion Caves to support citizen science



## EVENTS

### Land-Sea Symposium

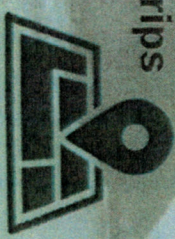


Volunteer App



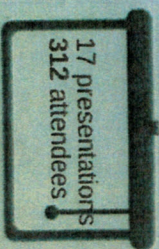
55 Attendees + state and local representatives

Field Trips



Assisted 6 field trips Reaching 207 people

Speaker Series



17 presentations 312 attendees

