

City Council Action Item Cover Sheet

March 7, 2018

Agenda Item:

Presentation – 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,

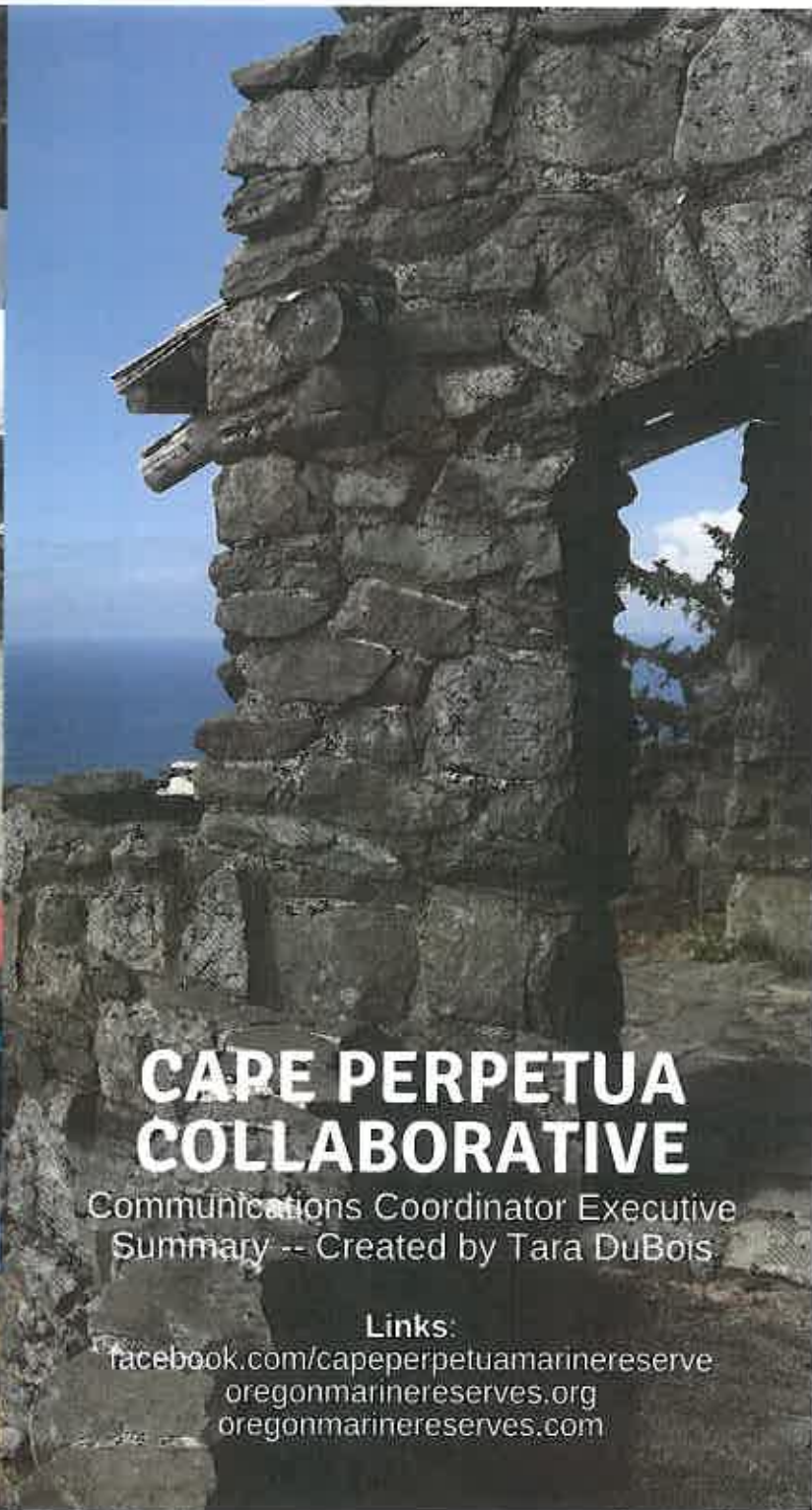


ON THE HORIZON

- 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



CAPE PERPETUA COLLABORATIVE

Communications Coordinator Executive Summary -- Created by Tara DuBois

Links:

facebook.com/capeperpetuamarinereserve
oregonmarinereserves.org
oregonmarinereserves.com

CAPE PERPETUA COLLABORATIVE

Communications Coordinator
Executive Summary

COMMUNICATIONS

Developed a Cape Perpetua Collaborative Communications Plan

SOCIAL MEDIA

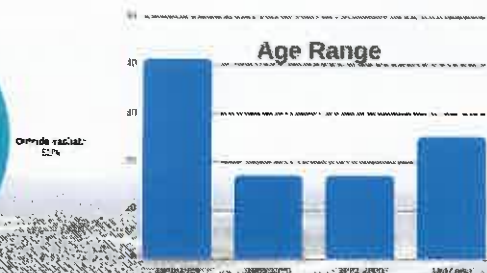
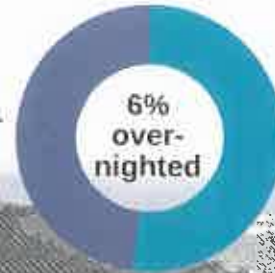
- Developed strategy for Cape Perpetua Marine Reserve Facebook page
- 11% organic growth

INTERCEPT SURVEYS

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BUSINESS OUTREACH

- Encouraging business development activities
- Conservation tourism & business patronage
- Received 1K from Sea Lion Cay
- Support citizen science



Volunteer App



55 Attendees
local repre

Field Trips



Assisted 6 field trips
Reaching 207 people

Speaker Series



17 presentations
312 attendees

