

Cape Kiwanda Safety Steering Committee Report

Draft 20161018



Because of ongoing problems with risky visitor behavior and accidental injuries and deaths at Cape Kiwanda State Natural Area, the Oregon Parks and Recreation Department convened a work group in 2016 who reviewed the site and proposed changes to improve visitor safety. The group—local residents and businesspeople, county and state officials, and county and state elected leaders—collaborated on the ideas contained in this report, submitted for Oregon Parks and Recreation Department Director Lisa Sumption’s review.

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Background

Cape Kiwanda is a sandstone headland in southern Tillamook County. It is in equal measures stunningly beautiful, easily accessible, and deceptively fragile. The area is largely undeveloped and usually unstaffed. It is bordered on the south by a public beach popular with surfers, dory boats, picnickers, tidepoolers, and artists, and by the unincorporated community of Pacific City; to the north, by rural residences and the community of Tierra del Mar, also unincorporated..

The large sandstone formation that makes up the cape is unusual for the Oregon coast. The dramatic layered cliffs, rock towers, and sea caves draw tens of thousands of visitors every year. An estimated 18 million years old, it is battered by wind, rain and ocean waves, and is constantly eroding. It is falling to pieces daily, sloughing off in ways both small and large, and no one can truly know what it will do, or what it will look like, tomorrow.

The State of Oregon purchased the 185-acre parcel in 1973 from a private seller, who was motivated to shed the property following a spate of deaths the previous decade. After public discussion about balancing the natural beauty of the cape with the need to improve safety there, Oregon State Parks landed on a compromise, and fenced off the highest-risk areas—cliffs and a slippery, bowl-shaped tidal channel.

In the ensuing decades, overall safety at the cape improved despite the fact that visitors often ignore the fencing and signs. The cyclone fence itself fell victim to wind, water and drifting sand dunes. In 1996, the fence was rebuilt, using more durable cable-and-post materials, and moved to today's location.

Because not all accidental deaths are recorded in one place, data from the last 15-20 years are imperfect (see Appendix 1). Local first responders report that near-accidents and lesser injuries occur regularly. But in the two years from 2014-2016, six people died at or near Cape Kiwanda, mostly from falls onto rocks or into the ocean. Most of the deaths involve visitors in their late teens and early- to mid-20s.

A 2016 work group reviewed the site and proposed changes to improve visitor safety. The group—local residents and businesspeople, county and state officials, and county and state elected leaders—collaborated on the ideas that follow.

Safety group goals

1. Recommend changes that have a reasonable chance of improving safety or reducing risky behavior.
2. Recommend improvements. Identify the people whose support and effort are necessary to succeed.
3. Understand what is within the group's power to change, and recognize that some things—weather, the physical nature of Cape Kiwanda, larger social forces—are not. No matter what improvements occur at Cape Kiwanda, there will always be a chance visitors will be injured, sometimes fatally.

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Assumptions

1. Closing the property is unrealistic, because it would require the same kind of constant enforcement that eludes us now.
2. Many people are compelled by forces stronger than signs and fences—social pressures, the drive to be close to the ocean, individual daredevil tendencies—but ...
3. ... some people, especially new visitors, **will** be influenced by stronger, more direct warnings, delivered both at the park and online.
4. No one agency or person can improve safety at Cape Kiwanda.
5. Changes take time. Solutions must have enough funding and community support to endure for the years it will take to affect visitors' behavior.
6. The ultimate responsibility for safety rests with each individual, who does—or does not—choose to protect themselves, and the welfare of their friends and family.

Recommendations

1. Education

Outdoor recreation safety messages in schools should not focus only on Cape Kiwanda, although it is an instructive start. Messages need to instill a sense of self-preservation without extinguishing a love of adventure. Testing personal limits is a healthy part of human development. So, too is outdoor activity. It creates connections with the landscape and a sense of stewardship—values which can permanently enrich one's life.

- Recommendation 1.1: Create a partnership with the Department of Education to share outdoor safety education starting in mid-elementary school.
 - Target schools in the Lincoln/Tillamook/Marion county area initially to test effectiveness.
 - Expand to schools throughout Oregon.
 - Create modular & online teaching materials with easy access for teachers
 - Start with minimal and simple safety bullet points
- Recommendation 1.2: Craft a consistent outdoor recreation safety message and materials to be used by and through the school system.
 - Focus on overall outdoor recreation safety.
 - Include beach safety as one component, especially on the dangers posed by cliffs, waves, beach logs, tides, and rip currents.
 - Use existing federal, state, and local educational programs and products as jumping off points.
 - Revamp and update “Beach Safety” program.
 - Explore updating “Washed Away” video and program through Oregon Safe Life Program.

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- Assign OPRD staff—especially those who specialize in visitor outreach on the coast—to work on education piece from state park perspective. Collaborate with first responder groups and build on existing OPRD work products and ideas.
- Capitalize on OPRD beach rangers to coordinate any outdoor safety educational program for their sections of the coast.

2. Messages

Park visitors can be loosely divided into three groups: people who believe they are **familiar** with the site because they live in the area or visit often; those who are **new** to the landscape and are more like a typical tourist, and finally, those who intentionally seek the **challenge** or excitement of a wild or natural experience. Each type may ignore or misread seemingly obvious safety cues in different ways and for different reasons. For messages to be effective, they must be shaped and delivered with these differences in mind (see appendix 2).

- Recommendation 2.1: Craft messages to reach target groups:
 - Familiars: Distribute information locally -- through newspapers, online, by direct mail -- emphasizing the need to be good role models for people who are new to the Cape, and to make safety-minded decisions when serving as hosts for visiting families. They are generally familiar with the history of deaths and injuries in and around the property, and it is unlikely merely changing the language on signs will change their behavior.
 - New visitors: create stronger, more direct language on high-visibility signs. Use icons to reach non-English speakers.
 - Suggested content: cliff edges collapse without warning. Constantly changing conditions make dangerous falls likely. Strong wave action makes rescue difficult or impossible. Cold water can kill in minutes.
 - Distribute materials—posters, reusable illustrations, stickers, coasters, window clings—in local businesses. Design these products in concert with the Pacific City Chamber of Commerce.
 - See the site-specific section below for companion information about fences.
 - Challengers: as with people familiar with the site, there's no evidence linking warning signs with changing behavior. Some members of this group are likely influenced by friends, and fact that risk-taking behavior at Cape Kiwanda is glamorized on social media and through commercial photography. It may be possible to sap some of this attraction by emphasizing the personal costs friends and family suffer when a loved one is injured or dies. Most of this message would be delivered online. Since this is new territory, it should be developed more fully in cooperation with the target audience—mostly people in the late teens and early 20s, who represent most of the deaths at the park—and with help from psychologists specializing in risk-taking behavior.
 - Make information readily available to residents, businesses, park staff, and schools.

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- Recommendation 2.2: Respond to photos and videos shared online.
 - Monitor social media such as Instagram, Facebook, and other outlets for photos and videos that glamorize risky behavior.
 - Respond when possible to call out unsafe behaviors and promote safer alternatives.
- Recommendation 2.3: Increase control of commercial use.
 - Respond to commercial photographers who post photos of areas beyond the safety fence to remind them and their clients of the risks. Let photographers know their behavior encourages others to take unwarranted risks and is unacceptable.
 - Encourage and support commercial photographers who exercise their craft without exposing their clients to unsafe conditions.
 - If commercial photographers as a group don't seem to strongly promote safe behaviors voluntarily, consider requiring an Oregon Parks and Recreation Department Special Use Permit for all commercial photography, and include safety check-off for all participating photographers.
- Recommendation 2.4: Share products, messages, and results at Coastal Water Rescue Summit.
- Recommendation 2.5: Partner with local businesses and tourism promoters to deliver message through retail stores, equipment rental outlets, restaurants, and accommodations.
- Recommendation 2.6: Ask all media and businesses covering Cape Kiwanda, or displaying live web cams of the Cape, to include safety-themed graphics or messages.

3. Changes at the Site

- Signs
 - Recommendation 3.1: Create a new sign plan within and leading to Cape Kiwanda.
 - Orientation: make sure all highway and pedestrian wayfinding signs leading to Cape Kiwanda work together and are consistent.
 - Warnings: Place safety signs inside and adjacent to park in high and medium traffic locations. Use images and text on each sign to communicate hazards; see suggested language above. Use high-visibility materials.
 - Locations: If necessary, study fence-crossing behavior to identify best locations for signs.
- Human presence – In summer 2016, two state park staff and one county law enforcement deputy spent time observing behavior in the park, as part of a pilot project. Better coordination between agencies, and the presence of skilled, experienced state park rangers, may have contributed to an estimated 75% reduction in calls to Nestucca Fire and Rescue. Funding and positions to maintain this presence may not always be available, however.
 - Recommendation 3.2: Continue pilot project. Talk with visitors about the consequences of risky behavior. Make sure staff are well-versed in verbal persuasion techniques.

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- Prime visitor season – One seasonal park ranger to be on duty April to September. One park ranger assistant May to September.
- In the fall, winter, and early spring, regular year-round staff from the Cape Lookout office will patrol Cape Kiwanda on weekdays, plus holidays when possible.
- Tap into existing state park host and Partners-in-Parks volunteer programs to increase human presence year round.
- Recommendation 3.3: Form new partnerships and use existing state volunteer programs to increase the number of people delivering safety messages and educational information about the Cape. See more information in **Partnerships**, below.
- Funding is the biggest impediment to keeping a strong staff presence in the area. Tillamook County could pursue “special district” status to fund one or two more law enforcement officers. Pursue a share of the tourism-oriented county transient occupancy tax to fund a portion of staff costs.
- Consider working with geologists to forecast the highest erosion areas and predict future of the cape as a geological feature.
- Fences/warnings
 - Recommendation 3.4: increase access to popular viewpoints by moving the fence toward the ocean, especially on the south end of the property, as long as the move doesn’t jeopardize safety. Moving the fence line closer to natural attractions will give visitors better views and may reduce the number of people going to dramatically unsafe areas. Some unsafe areas will always be popular, however, and no matter where the fence is, some people will ignore it.
 - Recommendation 3.5: use technology, such as Quick Response codes, on signs and posters in and around the park, to reinforce safety messages. Quick Response codes are graphics that interact with software on some smart phones to display designated web pages, in this case displaying deeper safety information.
 - Recommendation 3.6: study opening alternative parking and accesses to the park, mainly on the north end, to give people safer oceanside experiences. This will involve longer-term work with Tillamook County, residents, and state park planners.
 - Recommendation 3.7: after improving access (Recommendation 3.4), consider temporary closures of key dangerous areas when conditions are especially risky, and cite people engaging in life-threatening behaviors.

4. Partnerships

Partnerships can help create and spread safety messages beyond the park. The exact nature of this outreach will be determined as consistent safety messages related to Cape Kiwanda and outdoor recreation in general are developed.

- Recommendation 4.1 Partnerships to strengthen and maintain:
 - Tillamook County: law enforcement at Cape Kiwanda, cooperation on park improvement and management, sign plan.

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- Pacific City Chamber of Commerce: local safety messages through retail businesses.
 - Pacific City area accommodation businesses, including 1000 Trails, Cape Kiwanda RV Park, rental condos: post consistent Cape Kiwanda safety messages.
 - Oregon Coast Visitor Association and Travel Oregon: incorporate beach safety and outdoor recreation safety messages into marketing materials.
 - Tribal government, businesses, and educational systems: deliver safety messages to potential visitors, and include new viewpoints into interpretive and educational materials.
 - Dorymen Association: deliver Cape Kiwanda and beach safety messages locally.
 - Oregon Life Safety Team: incorporate new outdoor recreation safety information into existing programs.
 - Oregon Department of Education: incorporate outdoor recreation safety education into curriculum.
 - Surfrider Chapter: deliver Cape Kiwanda safety messages locally.
- Recommendation 4.2: Partnerships to create
 - Partners In Parks: a local, self-organized volunteer group to help spread information and educate visitors about the Cape.
 - Outreach to commercial photographers: create culture of safety within this community; display and promote safe use of the Cape.
 - Mass media: ongoing message campaign to work in mentions of safe choices, and avoid showing images that glorify risky behaviors.

Ideas shelved

- Closing the park.
- Officially and permanently closing large areas of the park, resulting in the need for trespass citation and constant patrols.
- Installing barbed wire/razorwire fencing.

Next steps

1. OPRD Director reviews report (October 2016). Consults with Tillamook County.
2. County and OPRD leadership agree on actions, timing, and funding.
3. Convene second town hall in cooperation with Oregon Senator Arnie Roblan.
4. Monitor results. Funding may come and go; **long term change in attitudes** about acceptable ways to enjoy this park—enjoy any park—takes years.

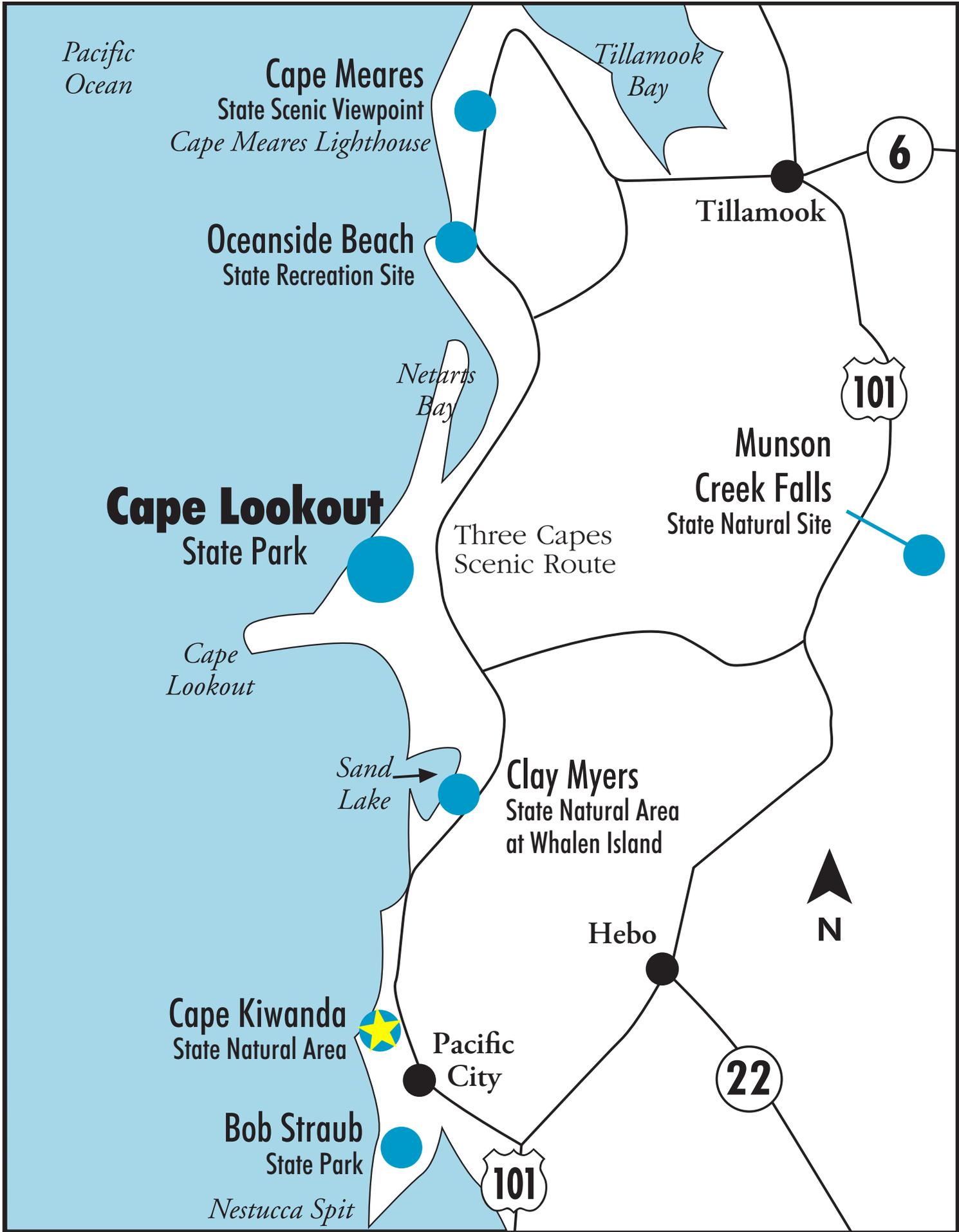
Appendix 1

Region map

Cape Kiwanda State Natural Area map

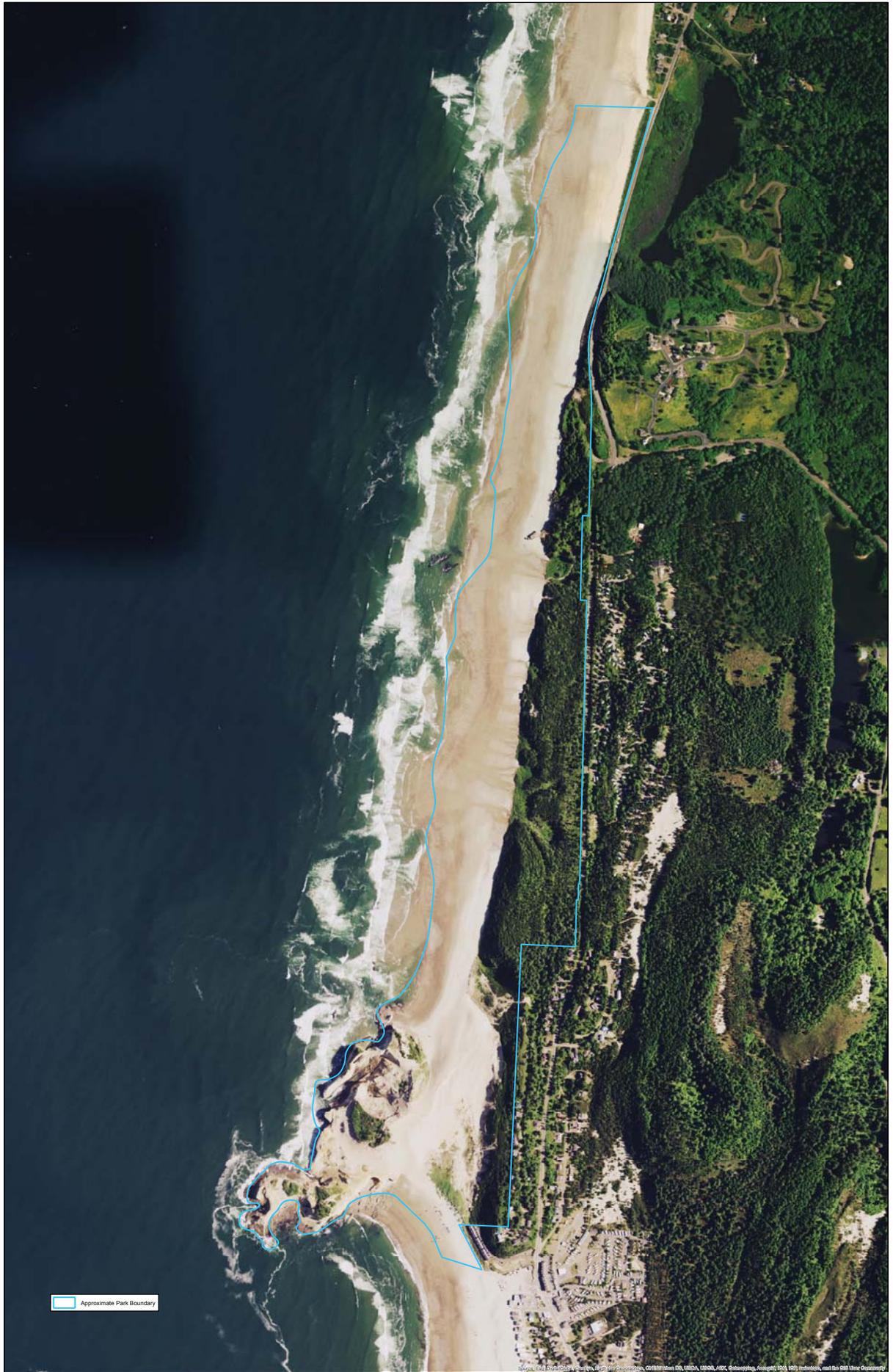
Photos of fence and signs

Archived news coverage of accidents



Cape Kiwanda Property Boundary

Oregon Parks & Recreation Dept.
725 Summer St. NE, Suite C
Salem OR, 97301



This product is for informational purposes and may not have been prepared for, or be suitable for, legal, engineering, or surveying purposes. Users of this information should review or consult the primary data and information sources to ascertain the usability of the information.

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NMOS-3889 3/7/2016
6/3/2016
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Fence and signs relocated in mid 1990s



Fence-respecting behavior



Fence violation behavior



Extending fence, Summer 2016



Girl dies in fall over cliff 1962

PACIFIC CITY, Ore. (AP) — Gayla Beth Greenwood, 14, Vancouver, Wash., fell to her death in the Pacific Ocean Saturday from 130-foot high Cape Kiwanda on the Oregon Coast.

Authorities said the girl went near the edge of the cliff, and the ground crumbled under her feet.

She apparently was killed outright. Her body was retrieved by two boatmen who put out into the surf.

Gayla, the daughter of Mr. and Mrs. Mike Greenwood, Vancou-

ver, Wash., was visiting the coast with a group of teenagers, led by Jack Potts, Portland.

Potts, who saw the girl fall, made his way down the cliff in a rescue attempt. Potts was picked up by the boatmen.

They are still talking about that drawing

Anguished letter prompts McCall to order 'death area' fenced off

SALEM (UPI) — In an unprecedented move the state is going to spend several thousand dollars fencing and posting signs on private property at Cape Kiwanda on the coast, where 11 persons have fallen to their death in the past 12 years.

Cape Kiwanda is just north of Pacific City in Tillamook County.

Gov. Tom McCall has ordered the State Highway Division to

make the installations, after receipt of an anguished letter from the father of a boy who, with a companion, fell to his death at the cape in June, 1969.

B. A. McPhillips, who owns the 300 acres surrounding the cape, said he cannot afford to fence it. McPhillips, who lives in McMinnville, is chairman of the Oregon Environmental Quality Commission.

David Talbot, director of state

parks, said temporary signs are now in place on the cape. About 300-400 feet of fencing will be put up. He said he hopes in a month or so. He estimated the entire project will cost "less than \$5,000."

Robert Davis, executive assistant to McCall, said there is no precedent for this type of expenditure on private property.

William J. McNicholas, business representative of Steam-

Fitters Union Local 235, Portland, said 11 young persons have died on the Cape Kiwanda cliffs in the past dozen years, including his young son and the boy's friend.

In 1969 McNicholas said he contacted McPhillips, the property owner, and asked him to place warning signs. McNicholas said the signs were never put up, so he wrote the governor.

McNicholas asked the governor to have the state buy the land, or to arrange to have it fenced and signs posted.

McCall immediately ordered the State Highway Division to obtain McPhillips' approval to place warning signs along the cliff.

McNicholas told the governor, "The untimely death of my son

has been ever present on my mind, and my great love for him prompts me to appeal to you as our governor and state leader to set in motion an activity that will prevent other people from being killed at Cape Kiwanda.

Since that letter, last September, an 18-year-old girl has fallen to her death at the same spot.

Feb 1972

Airman drowns

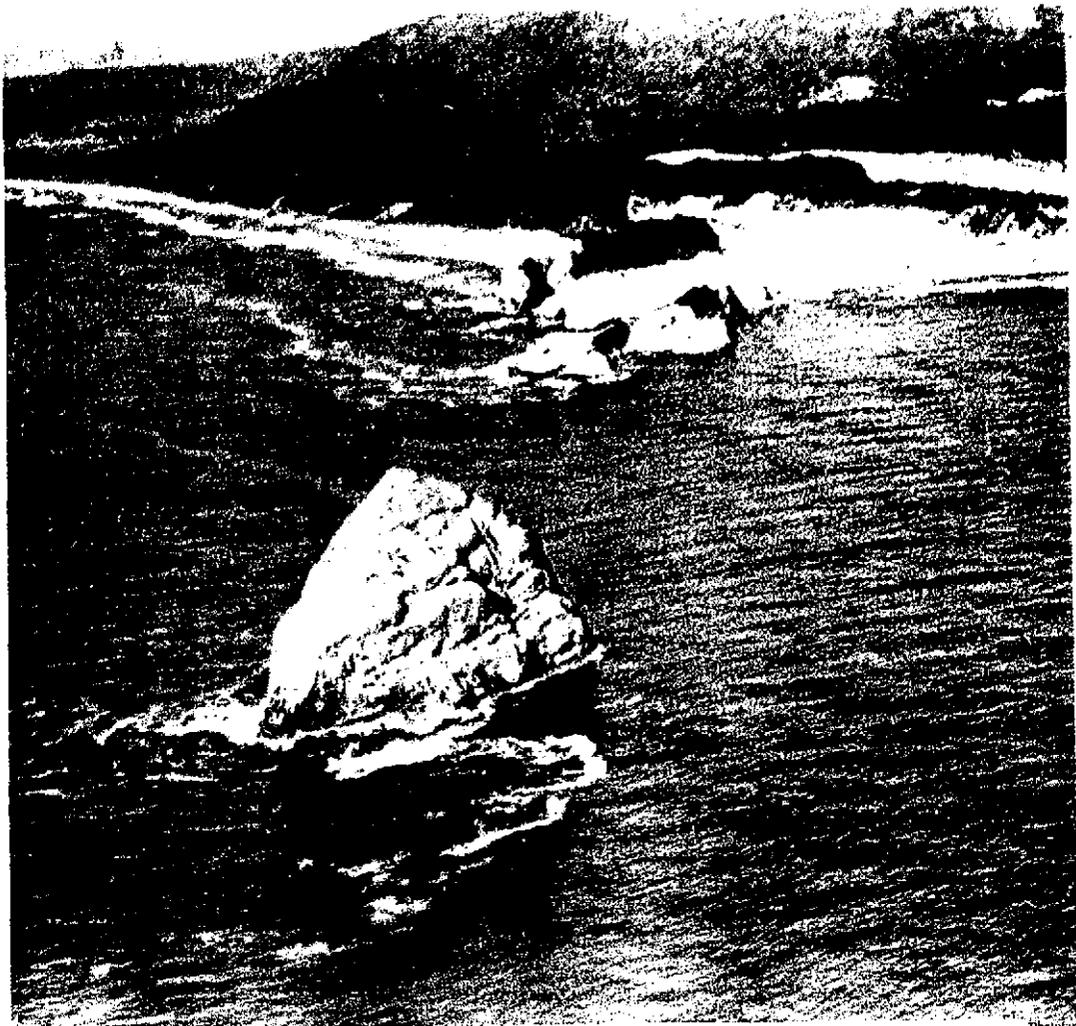
CAPE KIWANDA, Ore.

A 21-year-old airman stationed at Mt. Hebo air station was missing and presumed drowned in the Pacific Ocean Friday after he fell from Cape Kiwanda.

Tillamook County sheriff's deputies identified the missing man as George W. Johnson of Gladewater, Texas.

Officers said Johnson fell from Cape Kiwanda at approximately the same spot where several other persons have lost their footing and fallen to their deaths in the past year.

1973



Photofax

Oregon scenic area spared

Portland General Electric Co. announced it¹⁶ has decided not to buy the 702-acre Miles Lake site near Cape Kiwanda, Ore. Officials

said seismic tests indicated geological uncertainties canceled plans for nuclear plant consideration.

State to buy Cape Kiwanda

May
1973

SALEM (AP) - Cape Kiwanda, a nationally known landmark on the Oregon Coast, will be purchased by the state along with an adjacent two miles of beach frontage.

The announcement Tuesday ended two years of sporadic negotiations between the state and B. A. "Barney" McPhillips of McMinnville, whose family has owned the property for generations.

Federal funds from the Bureau of Recreation will be used to acquire the property for \$793,000.

Gov. Tom McCall said after learning of the purchase agreement, "This is the kind of solution we've been working for - one that . . . preserves for all time a magnificent piece of a precious heritage."

THE CAPE, a rugged headland in Tillamook County, often is described as the most photogenic spot on the coast.

Sen. William Holmstrom, D-Gearhart, and Rep. Phil Lang, D-Portland, co-chairmen of the Oregon Legislature's Joint Ways and Means Committee, said they will submit the pro-

posal to the full committee for approval.

McPhillips owns 302 acres in the area north of Pacific City. He is selling one mile of beach frontage to the state and donating the cape and another mile of beach, a total of 127 acres.

He will retain the remaining heavily-timbered acreage on the east side of McPhillips Drive, a county road.

BY DONATING the portion of the land to the state, McPhillips, a retired banker, will get a substantial tax break.

Lang and Holmstrom said the two miles of beach had been appraised for the state at \$1.5 million.

"The state secures two miles of magnificent beach front and . . . keeps the scenic and majestic cape in public ownership," they said.

McPhillips, who is also chairman of the State Environmental Quality Commission, has had the land for sale in recent years because of increased property taxes.

McPHILLIPS negotiated with the highway commission

last year, but the agency decided against the purchase, saying the cape was too dangerous.

Fourteen persons have been killed at the cape by falling or being swept into the sea. Although the land is privately owned, the McPhillips family has left it undeveloped and open to the public.

Glenn Jackson, chairman of the highway commission, told the co-chairmen of Ways and Means that fences would be erected at dangerous spots.

After negotiations ended last year, Portland General Electric Co. took out options on the property for consideration as a nuclear power plant site.

THIS PROMPTED the introduction of several bills directing state acquisition of the property and prohibiting construction of such plants on the coast.

One of the measures was defeated, then revived and sent back to committee in the House. The other measures are still in committee.

PGE dropped its options on the property two weeks ago after drilling showed it was

unsuitable for a nuclear plant site.

Gov. McCall urged the reopening of negotiations between Jackson and McPhillips. The negotiations took place in the past 10 days.

REP. NANCIE Fadelcy, D-Eugene, chairman of the House Environmental Committee, said she received more mail and telephone calls urging purchase of the cape than on any other environmental issue.

A leading proponent of state acquisition was Ray Atkeson, a nationally known Portland photographer, whose pictures of the cape have appeared on the cover of Life Magazine and other publications.

Atkeson describes the cape as the most photogenic spot on the continent.

Opposition to state acquisition came from Tillamook County officials, who fear further erosion of the county's small tax base.

World's largest

SAN JUAN, P.R. (UPI) - The world's largest radio-telescope is located near Aracibo, west of San Juan.

Cameraman hits fencing at Kiwanda

GLENEDEN BEACH (UPI) — An Oregon photographer who popularized Cape Kiwanda pictorially has urged action to correct what he charges are over-reactive measures by the State Highway Department in "fencing off the cape's most outstanding study and beauty areas."

Ray Atkeson, a member of the Oregon Shores Conservation Coalition Cape Kiwanda Committee, issued the statement Monday after visiting the cape Sunday to survey the fencing operation.

He had appeared for the coalition at legislative hearings in Salem to seek state acquisition of the cape, where a number of persons have fallen to their deaths in recent years.

"What is left for public view is a very unsightly and all-encompassing cyclone fence supposedly constructed to protect visitors from danger," he said.

"Equal results could have been achieved with limited and inconspicuous fencing and posting," he said.

"What has occurred is an indiscriminate over-reaction by the Highway Commission following recent accidents at the cape. This is the same commission that might have prevented some accidents if it had acquired the property when it became available instead of deliberately stalling acquisition until finally forced to act by public demand."

The coalition was to consider the fencing of the cape at its annual meeting Saturday here, said Kenneth Fitzgerald, OSCC president.

Apparently because of jawboning by Governor Tom McCall, a way has been found to get scenic Cape Kiwanda into public hands. The governor, the highway commission, the leadership of the joint Ways and Means Committee, and the owner of the land have come up with a solution that should remove most objections.

Using money from the Federal Bureau of Recreation, the state will pay \$793,000 for 127 of the 302 acres owned by Barney McPhillips, a retired McMinnville banker. The land has been in his family for many years, but he wants to sell because of the \$10,000 annual property tax bill and also because he is genuinely interested in environmental questions. But he had wanted to sell all 302 acres in one chunk.

The part the state acquires includes the cape itself, south of Tillamook, and two miles of beach. Mr. McPhillips will keep the timbered eastern section. This should help to satisfy Tillamook County residents who objected to having the land removed from the tax rolls.

Still in the legislative pipeline is House Joint Resolution 21, which directs the highway commission to buy the cape. It has one joker in it. It directs development of the land as a state park site, with the proviso that the cape itself be left in "as nearly natural state as possible."

A "natural state" at Cape Kiwanda is what we don't want. That is one of the most dangerous headlands on the Oregon coast. Made of soft sandstone, it is the constant victim of wind and water which scoop out the dirt under tufts of grass. Handholds on the cliff give way easily. In 10 years, the cape has claimed 13 lives. It will be essential to post the area with warning signs and in many cases to build guard rails to keep the gullible from the edge of the cliffs. That's not keeping the park in a natural state. But it's sensible.

Sneaker waves sweep two off Oregon coast; 1 rescued

By The Associated Press

Erratic waves coming ashore after a storm that hit the Oregon Coast earlier this week swept a 17-year-old boy to his death near Pacific City, but a minister caught in the surf at Big Creek was rescued by bridge inspectors.

The boy and his friends were trying to cross some rocks near Cape Kiwanda on Wednesday when a wave hit him and swept him out to sea, said Lt. Matt Pocock of the Coast Guard station at Astoria.

The Coast Guard used two helicopters, a jet and three boats to search for the boy until nightfall, but they spotted nothing, Pocock said.

The boy's name was not released Wednesday night.

A day earlier, the Rev. Susan Nelson, 61, was swept off the shore next to Big Creek, which empties into the Pacific between Florence and Yachats, as she was beachcombing with a friend, the Rev. Adele Hustis of Eugene.

Nelson said she saw the wave, but didn't think it would hit her.

"I thought I could just back up, but it knocked me off my feet," Nelson said. A second wave hit her, then a third, which washed her into Big Creek, swollen with rain. The creek carried her into the surf, where she was tossed "over and under and out of sight and back up again."

She screamed and struggled, and then remembers nothing.

Nelson's cries for help were heard by Ivan Silbernagel, Mike Kieffer and Bill Brimhall, three Oregon Department of Transportation workers who were inspecting the Big Creek Bridge.

"We heard a yell for help, and we looked up and saw a lady in the water, yelling and screaming," Kieffer said. The men ran to the beach.

"All I could see was a pink coat," Silbernagel said. "It looked like a rag out there floating, she was coming in and out with the waves."

Man drowns in surf

By The Associated Press

May 1994

ASTORIA Authorities abandoned efforts Monday to recover the body of a man who drowned Sunday in the surf at Cape Kiwanda. Authorities identified the victim as James Harvey, 41, who recently moved to the north coast area. He is the son of Jim Harvey, a retired head of the Portland police training division. Harvey apparently climbed outside a protective fence above Cape Kiwanda and a wave swept him into the ocean.

Police identify missing teen who fell 50-feet at Cape Kiwanda



By **Lori Tobias** | [For The Oregonian/OregonLive](#)

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on April 07, 2009 at 8:00 AM, updated April 07, 2009 at 8:28 AM

A teen who went missing in the ocean after falling 50-feet from a sand dune at Cape Kiwanda in Pacific City Monday has been identified as Tyler Robertson, 18, according to Tillamook Sheriff Todd Anderson.

Robertson is the grandson of retired McMinnville Police Chief Ken Gudeman.

A witness told deputies a group of men were playing on the dune when Robertson got too close to the edge and fell, landing on the barnacle-covered rocks below.

Moments later, the surf washed him out to sea.

The U.S. Coast Guard and local rescue agencies searched for Robertson for much of the afternoon and evening, and are continuing the recovery efforts today, Anderson said.

Alcohol may have been a factor in the accident, Anderson said. "We know other people in the party had been drinking. We have not been able to determine if Mr. Robertson was drinking."



Body found on beach identified as Portland man swept into ocean

Posted: May 05, 2014 4:40 PM PDT

Updated: Jun 02, 2014 4:44 PM PDT

By FOX 12 Staff **CONNECT**

TILLAMOOK COUNTY, OR (KPTV) - A body found on the beach on the Oregon coast has been identified as a man who was swept into the ocean while rock climbing.

A person called 911 after spotting the body two miles south of Cape Lookout in Tillamook County at 6 p.m. on Sunday.

Deputies recovered the body and identified the man as James Alejandro, 25, of Portland.

Alejandro had been missing since April 24. That afternoon, he was using a rope climbing system to scale a section of Cape Kiwanda near Pacific City.

A large wave came crashing in and knocked him into the water.

Witnesses said he was not using any additional safety lines or equipment.

Helicopters and a ship from the U.S. Coast Guard searched the area, but he was never found.

Friends told Fox 12 that Alejandro was slacklining too close to the ocean. They said he was new to the hobby, but he was good at it. Still, they said once he was swept in, there was nothing they could do.

"It's still difficult to put into words what we saw, what we experienced," said friend Matthew Marino in April. "We'll just try to remember him for who he was."

Alejandro was originally from the Chicago area, but had lived in Portland for about three years.

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In The News

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Rob Schneider on Portland



Possible sighting of missing

16-year-old Salem boy dies in fall from Cape Kiwanda cliff





A 16-year-old Salem boy, Rick Nelson, died when he fell from the cliffs above Cape Kiwanda on the Oregon coast Sunday night. (Stuart Tomlinson/The Oregonian/OregonLive)



By **Stuart Tomlinson | The Oregonian/OregonLive**

on June 29, 2015 at 2:18 PM, updated June 29, 2015 at 2:26 PM

A 16-year-old Salem boy died after falling off a steep cliff onto rocks below Cape Kiwanda on the north Oregon coast late Sunday night, Tillamook County authorities said Monday.

Tillamook County Sheriff Andy Long said deputies and emergency medical personnel were dispatched to the **Cape Kiwanda State Natural Area** at Pacific City at 11:45 p.m.

The boy was identified as Rick Nelson, a student at **Sprague High School** in Salem.

Long said Nelson was part of a group of five people who hiked past a safety fence on the cape. A caller to 911 was unsure if Nelson had fallen into the water or onto the rocks below.

A rope rescue team from the Netarts Fire Department located Nelson's body on the south side of the cape on the rocks near the water's edge, Long said; he was dead of traumatic injuries.

"There are some indications that alcohol may have been involved," Long said.

Long said the incident remains under investigation.

-- Stuart Tomlinson

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[@ORweather](#)

NORTHWEST NEWS

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Cape Kiwanda tragedy came as free-spirited Corvallis teen, 18, was finding her way



By [Carli Brosseau | The Oregonian/OregonLive](#)

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on August 14, 2015 at 6:27 PM, updated August 14, 2015 at 7:38 PM

Elise "Ellie" Dickey loved the wild Oregon coast, especially [Cape Kiwanda](#).

She loved running up the big sand hill, wading in the icy surf and climbing along the cliffs, her parents said.

"It was one of her favorite places," said Dickey's mother, Jennifer Wright. "She was adventurous. As beautiful as it is, it is also dangerous."

"We were all 18 once," Wright said.

Dickey turned 18 in May and was excited to launch her adult life. She graduated from Crescent Valley High School in Corvallis, moved into her first house, got a part-time job at Arby's and began a new relationship.

Dickey and her boyfriend, [Sean Yamaguchi](#), 22, took a trip to the coast the afternoon of July 25. They were reported missing four days later.

Their bodies were **recovered this week**. The Tillamook County medical examiner ruled that both had drowned.

"I don't think she was reckless," said her father, Nathan Dickey. "She just wasn't scared."

Both Dickey and Yamaguchi are remembered as free spirits. They'd been dating for about a month, and both their families said they seemed happy.

Dickey loved to draw, paint and sculpt. She would prowl thrift shops and yard sales to put together a unique wardrobe. She even hand-painted some clothes.

"She had a real strong sense of herself and who she was," Wright said.

She loved the freedom of the outdoors and savored pushing her physical limits.

"She would climb a tree, and we would say, "Come down, Ellie," and she would just go higher and wave at us," said Lynn Kanaya, Dickey's grandmother.

"She would say, "I'm here, world. I'm free. Let's see what's in store for me."

Dickey loved life, especially animals, but she also looked upon death with clear eyes, her family said.

She had an interest in taxidermy and mortuary science, in part for their combination of art and science.

As a child, Dickey sometimes went to the pathology lab where her mother worked. She looked at skin and brain tissue with curiosity, not fear.

Dickey had a collection of four rats, which began with a gift from her mother on her 18th birthday. She named the hairless one Baby Raisin.

She was planning to enroll at Linn-Benton Community College in the fall.

Just before their trip to the coast, Dickey and Yamaguchi picked blackberries and shopped for groceries together.

Chips and avocados were left out on the counter.

"It was such a hopeful gesture," Nathan Dickey said. "An accident can happen so fast."

-- Carli Brosseau

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Ad Choices

Coast Guard suspends search for missing girl, 17



The view of Cape Kiwanda from Cape Lookout. The U.S. Coast Guard said it suspended the search for a missing 17-year-old girl who fell off a cliff and into the water on Feb. 1, 2016. (Terry Richard/Staff)



By [Tony Hernandez | The Oregonian/OregonLive](#)

[Follow on Twitter](#)

on February 02, 2016 at 11:16 AM, updated February 02, 2016 at 6:22 PM

Updated at 1:20 p.m.: Oregon State Police resumed the search for the missing teenager, identified as Megan Owens of Marysville, Washington. She was with three other people when she fell in an area commonly known as the Punch Bowl, according to state police.

The U.S. Coast Guard is suspending the search for a missing 17-year-old girl who [fell off a cliff](#) and into the water at Cape Kiwanda, an official said Tuesday.

Rescue crews received a report Monday afternoon after a 16-year-old called for help and reported that she and a friend had been hiking and the 17-year-old had fallen. Rescue crews faced 8- to 10-foot swells and wind speeds of 5 to 10 mph when the first 911 call was reported, Coast Guard officials said Monday.

"Despite our best efforts and an exhaustive multi-agency search, we were unable to locate the missing girl," Greg Merten, operations unit controller at Coast Guard Sector Columbia River, said in a news release Tuesday. "Our deepest condolences go out to the loved ones affected by this terrible tragedy."

Helicopter and boat crews searched for 19 hours and traveled 426 miles within a 72-square-mile area, officials said.

A Coast Guard lifeboat crew from Tillamook Bay and Coast Guard helicopter crews from Astoria and Newport assisted local fire and rescue crews in the search for the girl.

-- Tony Hernandez

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NORTHWEST NEWS

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19-year-old dies after fall at Cape Kiwanda; friends swim to safety



By [Jim Ryan | The Oregonian/OregonLive](#)

[Email the author](#) | [Follow on Twitter](#)

on February 29, 2016 at 4:16 PM, updated March 02, 2016 at 4:18 PM

A teenager from Woodburn became the fifth person to die in eight months at Cape Kiwanda after [he fell into the water while climbing the dunes there](#), authorities said Monday.

David Lopez, 19, drowned Sunday. Two of his companions who also fell made it safely to shore, the Tillamook County Sheriff's Office said in a news release.

The chain-reaction accident began when one of the friends tumbled into the water and Lopez and the other friend fell in while trying to help him, deputies said.

The other two men had minor cuts and scratches and were treated at the scene, said James Oeder, division chief for the [Nestucca Rural Fire Protection District](#).

A U.S. Coast Guard crew hoisted Lopez to the beach, but emergency crews pronounced him dead at the scene, Oeder said.

NORTHWEST NEWS

The three friends were part of a group of about five people climbing in an area known as the Punch Bowl, deputies said.

Earlier this month, [17-year-old Megan Owens of Marysville, Washington, also fell into the water](#) at Cape Kiwanda. She has yet to be found. [Elise "Ellie" Dickey](#), 18, and her boyfriend, [Sean Yamaguchi](#), 22, both drowned during a day trip to the coast last summer.

Both Owens and Lopez went around a wire fence to climb in the area, deputies said.

Tillamook County Sheriff Andy Long said the people who have died or fallen into the water at Cape Kiwanda are generally in the same age group — teens and 20s — and that they're generally not locals.

"In our opinion, no matter what kind of fence you put up, they'll probably go around it," he said.

For a while, he said, people were trying to go beyond the fence to reach dead trees and place beer cans on dead branches. Fire and rescue crews picked up the trash and cut down the trees in hopes of keeping people from crossing the fence. That project ended last week, Long said.

Mike Stein, north coast district manager for the Oregon Parks and Recreation Department, said it's challenging to keep people safe in "a place that can be treacherous but attractive at the same time."

The department plans to place a seasonal ranger at Cape Kiwanda to help control crowds and deliver safety messages, he said. That ranger will work during warmer periods, possibly beginning May 1, but hasn't been hired yet.

— Jim Ryan and Tony Hernandez

jryan@oregonian.com; thernandez@oregonian.com

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Seven deaths at Cape Kiwanda spark inquiry



Zach Urness, Statesman Journal 9:58 p.m. PST March 3, 2016



(Photo: Photo courtesy of OPRD)

PACIFIC CITY — How do you get 19-year-olds to pay attention to warning signs?

That's the question, in a nutshell, that state parks officials, lawmakers and community members face as they attempt to reduce the troubling number of deaths at Cape Kiwanda State Natural Area (http://oregonstateparks.org/index.cfm?do=parkPage.dsp_parkPage&parkId=130).

Seven people have died at the popular Oregon Coast destination (</search/Oregon%20Coast/>) since 2009, including five during the past eight months. The average age of the victims is 19.

Most of the time, the victims hiked up a sand dune, disregarded fencing and signs, climbed onto a hazardous sandstone bluff and fell into the ocean.

"It's a beautiful place, it's easy to reach, and there are lots of people that climb up there," said Chris Havel (</search/Chris%20Havel/>), a spokesman for the Oregon Parks and Recreation Department. "It's one of those places that draws people in and, even when they're confronted by signs and fences, they stop thinking about safety."



STATESMAN JOURNAL

Teen dies after fall at Cape Kiwanda; 5th death in 8 months

(<http://www.statesmanjournal.com/story/news/2016/03/01/teen-dies-after-fall-cape-kiwanda-5th-death-8-months/81155808/>)

In response to the most recent incidents — two fatal accidents in Februar (</story/news/2016/03/01/teen-dies-after-fall-cape-kiwanda-5th-death-8-months/81155808/>)y — state and county officials, along with Sen. Arnie Roblan (</story/news/politics/2014/12/11/legislative-committee-members/20278061/>), are taking part in a town hall meeting March 17 in Pacific City to discuss how to prevent future incidents.

There have been fencing and signs warning people to stay off the bluff since 1996. The fencing was extended to 1,275 feet long following a fatal accident

in 2009.

Parks officials are hoping for more input from the community on what things they could try to dissuade people from climbing to the dangerous location.

"More fencing and signs — along with devoting more staff time through park rangers — are the things we know how to do, and that's where we'll start at the meeting," Havel said. "But we want to hear from the community and listen to other suggestions."

One of the tragedies hit close to home for Salem and Kezler residents.

Slick Rick Nelson, a 17-year-old football player from Sprague High School, fell backward off the cliff at Cape Kiwanda in June 2015 and died from traumatic injuries.

"We were just hanging out, having a bonfire, and some people went up to the top (of the dune)," Brendan Hassler, 16, who was present at the time of the accident, told the Statesman Journal this past June. "It was dark, and he tried to sit down and there was nothing there (to sit down on), and he was just gone."



STATESMAN JOURNAL

Sprague grieves for athlete who died in fall from cliff

(<http://www.statesmanjournal.com/story/news/2015/06/29/salem-teen-dead-falling-cliff-oregon-coast/29488459/>)

Havel said most accidents follow a familiar pattern.

People begin at the popular parking area near the Pelican Pub and Brewery. They climb the large sandy dune — a popular hike — but then walk around or through the fencing and warning signs toward the sandstone bluff.



Signs at Cape Kiwanda are set to keep people from falling off the cliffs above the ocean. However, many disregard them, leading to fatal accidents. (Photo: Photo courtesy of OPRD)

“In terms of what makes that specific area so dangerous, a big part is that the sandstone bluff is not strong, especially being so exposed to wind, rain and the ocean,” Havel said. “It looks safe, but it really is not stable.”

In February, David Lopez, 19, of Woodburn and Megan Owens, 17, of Marysville, Washington, fell from the cliffs into the ocean. Both went around the fencing and past the signs.

The problem, officials said, is trying to come up with ways to keep people — and specifically risk-taking teenagers — from going past the fencing.

The “signs and fences are not designed to stop a determined person from putting themselves at risk,” Havel said.

“In our opinion, no matter what kind of fence you put up, they’ll probably go around it,” Tillamook County Sheriff Andy Long told the Oregonian.

Not all fatal accidents occur in the same way, however. In 2014, James Alejandro, 25, was swept out to sea and drowned after setting up a slack line — or tightrope — in a cove near a cliff.

Zach Urness has been an outdoors writer, photographer and videographer in Oregon for eight years. He is the author of the book “Hiking Southern Oregon” and can be reached at zurness@StatesmanJournal.com (<mailto:zurness@StatesmanJournal.com>) or (503) 399-6801. Find him on Zach Urness or [@ZachsORoutdoors](https://twitter.com/zachsoroutdoors) (<https://twitter.com/zachsoroutdoors>) on Twitter.



STATESMAN JOURNAL

Top 13: Best Oregon outdoor adventures of 2015

(<http://www.statesmanjournal.com/story/travel/outdoors/2016/01/02/top-13-best-oregon-outdoor-adventures-2015/78021782/>)

Fatal accidents at Cape Kiwanda State Natural Area

Feb. 28, 2016: David Lopez, 19, Woodburn. Fell from cliffs into ocean.

Feb. 2, 2016: Megan Owens, 17, Marysville, Wash. Fell from cliffs into ocean.

July 25, 2015: Elise Dickey, 18, Corvallis. Drowning, but cause unclear.

July 25, 2015: Sean Yamaguchi, 22, Corvallis, 2015. Drowning, but cause unclear.

June 28, 2015: Slick Rick Nelson, 17, Salem. Fell from cliffs above ocean.

April 2014: James Alejandro, 25. Swept out to sea.

April 2009: Tyler Robertson, 18, McMinnville. Fell from cliffs into ocean.

Meeting at Cape Kiwanda

What: Meeting to discuss safety at Cape Kiwanda State Natural Area

When: 11:15 a.m., March 17



Where: Cape Kiwanda Community Center, 34600 Cape Kiwanda Drive, Pacific City, OR 97135

Read or Share this story: <http://stjr.nl/1oSVWSF>

This map shows where fences and signs are set up on Cape Kiwanda in an effort to keep visitors from dangerous cliffs. (Photo: OPRD)

A safer Cape Kiwanda: Does 'Danger' deter or invite?

Statesman Journal Editorial Board

9:33 p.m. PDT March 13, 2016



(Photo: Photo courtesy of OPRD)

WARNING!!

Three Bicyclists have died here.

Dismount Now and walk.

That sign emphatically tells the dangers of riding the infamous Portal trail in one of America's most-popular mountain biking areas – Moab, Utah.

Compare that with the more-typical warning signs that dot Cape Kiwanda and other inviting-but-capricious

spots in Oregon's outdoors:

DANGER

Do not go beyond this point.

Five people have died at the Cape Kiwanda State Natural Area since June. Since 2009, the average age of victims is 19. As [the Statesman Journal's Zach Urness reported on March 4, \(/story/news/2016/03/03/seven-deaths-cape-kiwanda-spark-inquiry/81280180/\)](#) "Most of the time, the victims hiked up a sand dune, disregarded fencing and signs, climbed onto a hazardous sandstone bluff and fell into the ocean."

What deters sensible people apparently attracts others.

It's not unusual for people to act as if the laws of physics, geology and geography – let alone the laws of government – do not apply to them. Motorists speed on dangerous curves. Oregon beachgoers play on logs ensconced in the sand, not realizing the timbers' potential to suddenly shift and crush people. Tourists disregard warning fences to get stunning views of canyons – or selfies of themselves against those beautiful waterfalls.

People might not consciously think they are invincible but they act as if they are, sometimes with tragic results. This has become such a global phenomenon that it has spawned the term "death by selfie," and the website [Priceoneconomics has begun tracking the data. \(http://priceconomics.com/the-tragic-data-behind-selfie-fatalities/\)](#)

An analysis of 49 selfie-related fatalities around the world found these commonalities: The victims were between ages 14 and 32, and the average age was 21. Nearly three-fourths were male. Falls from heights were the No. 1 cause of death, followed by drownings.

Authorities and social scientists are seeking solutions. In [Mumbai, India, authorities have now banned selfies \(http://observer.com/2016/01/police-declare-mumbai-beach-a-no-selfie-zone-following-two-deaths/\)](http://observer.com/2016/01/police-declare-mumbai-beach-a-no-selfie-zone-following-two-deaths/) at some popular spots. [Russian police issued a brochure \(http://www.cnn.com/2016/02/11/health/death-by-selfie/\)](http://www.cnn.com/2016/02/11/health/death-by-selfie/) on the dangers of taking selfies in certain situations.

Ohio State University researchers studied 800 men who posted a lot of selfies on social media. The research found the men had higher-than-average scores for traits associated with narcissism and psychopathy, which can include feelings that the person is smarter than others, has a lack of regard for others and engages in impulsive behavior.

Fatal falls are not connected only to photography. And the risk-taking behavior, whether intentionally or inadvertently, is the culprit; not photography per se.

However, the commonalities among such deaths suggest that authorities, from municipalities to the Oregon Department of Parks and Recreation, must rethink their warning signs. ([/story/news/2016/03/04/cape-kiwanda-deaths-spark-conversation-safety-signs/81327794/](http://story/news/2016/03/04/cape-kiwanda-deaths-spark-conversation-safety-signs/81327794/)) So that government is not constantly seen as “crying wolf,” that might include revising the wording on “Danger” signs in areas that are not as dangerous. In truly dangerous areas, that might involve being straightforward about the toll on individuals and the public. Equally important: A social media campaign might be targeted at specific age groups and interests.

In Utah, the federal Bureau of Land Management turned to graphic warnings such as [the one on the Portal trail. \(http://www.gettyimages.com/detail/photo/warning-sign-on-portal-trail-above-moab-high-res-stock-photography/535614749\)](http://www.gettyimages.com/detail/photo/warning-sign-on-portal-trail-above-moab-high-res-stock-photography/535614749) Mountain-biking enthusiasts echo those warnings in their writings about the trail.

Mere fences and "Danger" signs are inadequate to deter human nature, especially among some young men. But it is not enough to wring our hands, shake our heads and ask, “What were they thinking?” Park managers, and society at large, must find the answers.

Looking for answers

What: Meeting to discuss safety at Cape Kiwanda State Natural Area

When: 11:15 a.m. Thursday

Where: Cape Kiwanda Community Center, 34600 Cape Kiwanda Drive, Pacific City, OR 97135

Town Hall addresses safety concerns at Cape

By **TIM HIRSCH**
of the Sun

A room full of concerned citizens shared their ideas, frustrations and concerns over the recent loss of life at Cape Kiwanda during a March 17 town hall put on by Oregon Sen. Arnie Roblan and the Oregon Parks and Recreation Department. Six individuals have lost their life at the Cape over the past two years.

The town hall was organized as a way for officials to hear ideas on possible solutions to not only the loss of life, but the willingness of many to cross past fences and danger signs — thereby putting themselves in harms way. Recounting his own behavior as a youth, Roblan himself said he doesn't believe there was any barricade you could put up that would stop kids from going past.

For her part, Lisa Sumption, director of OPRD, started her comments with a moment of silence in respect of those lost. Noting how beautiful and attractive the area is, she said she understood what causes people to go beyond the fences and into marked danger areas.

Additional opening remarks by Nes-tucca Rural Fire Protection District Fire Chief Kris Weiland and Tillamook County Sheriff Andy Long outlined some of the safety challenges of Cape Kiwanda.

"We're seeing history repeat itself," Weiland said. "The loss of life is a horrible situation for us to face. A lot of people come and they aren't even aware of what the situation is and they come in all different shapes and sizes. Last year we did 25 responses that were related to not just the Cape, but the coast. We're down at the beach a lot."

He said that he believes education is a big key to getting visitors to understand the dangers here.

"We need to teach them before they're here," he said.

Long added that challenges include visitors knowing there isn't a lot of enforcement efforts here, as well as the difficulty in reaching the target audience, which is in the 16-26 age group.

Following Weiland and Long's comments, many from the packed great room at Kiawanda Community Center gave a wide range of ideas on how to address the issue.

Sarah Kingsborough, treasurer of both Sandlake Grange and Oregon State Grange and manager of Umpqua Bank in Tillamook said that the Sandlake Grange adopted a Cape Kiwanda Safety resolution on March 1 that supports "a new or extended fence, barrier, or blockade that will prevent people from going around to



Photo by Tim Hirsch

TILLAMOOK COUNTY SHERIFF Andy Long addresses citizens at a town hall on safety concerns at Cape Kiwanda while Oregon Parks & Recreation Department director Lisa Sumption and Oregon Sen. Arnie Roblan look on.

the dangerous points on Cape Kiwanda" as well as "signage in the Cape Kiwanda State Recreation Area that more appropriately reflect the significant dangers of the cliffs including a memorial for those who have lost their lives on the cape."

Perhaps the idea that hit the biggest chord was that of erecting a memorial at the site both to honor those who have died and to drive home a point of just how dangerous the area is to visitors.

Relaying suggestions from community members not able to be there, Pacific City resident Marie Heimburg suggested a memorial that would, with the permission of the family of those that have died in an accident at the Cape, include a picture and some saying at that area along the fence.

But other ideas, too, resonated with concerned citizens in attendance. Some suggested signs that were more specific about the dangers beyond the restricted areas and others encouraged parking fees and passes that could help fund more enforcement and education.

"I want to echo the recommendation that we start charging people year round who park on our beaches, not just here but all of our beaches," said Neskowin resident Dan Sheridan. "It seems that because the beach is the beach, we can't charge for parking because we don't have white lines on the beach. A lot of people will pay for the privilege of parking on the beach. That will give us some money to have some sustainable resources."

One example of a suggested sign came from Pacific City resident Bonnie Matson, who recalling her days working in hazardous material sites, said that what might be needed is signs that are jarring. She suggested a sign that said "someone expects you to come home safe tonight."

"That could be something that a young person would get because their parents love them, their friends love them," she said. "It doesn't have to be anything more than that, but they don't read signs so if it has to be a sign make it something that will totally reach their heart."

Another idea came courtesy of Pacific City resident Walter Kostrikin, who suggested forming a group comprised of volunteers that could serve as safety and interpretive guides to those visiting — especially during peak tourist season and high risk days.

"This program I'm proposing would involve kids in our community who are already well versed on the dangers of the Cape," he said, adding that the group could coordinate with parks, fire and rescue and the chamber of commerce.

"It would be a great way to promote the fun opportunities available in our area and educate people at the same time of the real dangers on the Cape," he said.

Some family and friends also spoke up during the town hall. Alyna Desmond, a senior at Sprague High School in Salem, was a close friend of Slick Nelson, who died on the Cape last June.

"I am 17, almost 18, so I am the youth," she said. "I do know that we do what we want. I don't think a fence or any type of border is going to help restrict us, the youth, from going past it."

That said, she did give her support for the idea of a memorial, saying it could "make them understand what they're risking by passing the fence."

Slick's sister, Carisa also spoke during the town hall.

"Cape Kiwanda is a beautiful place," she said. "Kids look for adventure. Even with a big sign, even with a warning sign they're going to look at it and it's just going to push them more."

She suggested putting up pictures of the those who died — together with their age and description of the accident — next to the warning signs so that those going up there can "see their faces so they can feel an attachment there."

Sumption closed the meeting promising that OPRD will make some improvements to the signage right away as well as some possible temporary fencing.

"We heard over and over again the signs are not explicit enough," she said.

She also added that they will also work on a long-range plan to address the problem.

"There's a lot of ideas, but we need to vet them thoroughly to make sure they meet everyone's need," she said.

Appendix 2

Thoughts on persuasive messages

Cape Kiwanda Safety Steering Committee Report

Draft 20161018

Cape Kiwanda: using messages to change risky visitor behaviors

Version 20160722

Cape Kiwanda is a state natural area with a high level of use in an easily accessible, physically challenging area. Exact visitor counts are unavailable, but congestion is plain to see when the weather is good. A crowded beach, full sand dune, and packed headland are common at most times of the year when the sun is out.

Slippery soils, fragile sandstone cliff edges, strong wave action, and cold water can turn a trip and fall from what would normally be a few seconds of embarrassment into a life-and-death struggle and full-out rescue by local first responders.

Fences and signs have been added, moved, and extended starting in the early 1970s, but there was a major relocation inland in the mid-90s. No matter where the signs and fences are located, and regardless of the information presented on the signs, visitors regularly ignore both and walk into fenced-off areas, presumably to be close to the ocean.

A joint county-state-business-citizen review group is examining different aspects of operations to try and reduce the most common risky public behaviors: walking through fences to approach cliff edges and rocks next to the surf. Other members of the review group are addressing fencing, staffing, partnership opportunities, and other management aspects. This report focuses on the role of public messages.

Throughout, this symbol:  will be used to mark gaps in our knowledge that ought to be filled before actions are taken.

Questions

- Who displays the riskiest behavior at the park?
- What do we know about why they engage in that behavior?
- What about their decision-making is changeable with the right message?
- How do we figure out what those messages are?
- What messages have we guessed would be effective, and what are their known strengths and weaknesses?
- How could we deliver different kinds of messages?
- What are our final recommendations related to messaging?

Cape Kiwanda Safety Steering Committee Report

Draft 20161018

Diving in

1. Who displays the riskiest behavior at the park?

The riskiest behaviors at this park involve:

- Ignoring warning signs and crossing a barrier fence to walk on rocks adjacent to the ocean.
- Ignoring warning signs and crossing a barrier fence to walk or climb on sandstone cliffs overlooking the ocean.
- Climbing or sitting on cliff edges that are not behind a fence, but are evidently dangerous in a common person's judgment.

Based on anecdotal information, three kinds of people have been noted engaging in the riskiest behaviors:

- **Familiars:** People who live in the area, or have visited the park often, appear to think their experience with the park makes them better able to navigate its hazards. These people are mixed ages and genders, but appear to have lived in the area three or more years and visit very frequently. They view warning signs and fences as protections “for other people.” They appear to avoid risks in a different way, at a far more detailed level than can be communicated by a sign, map, or fence; “This spot is dangerous for a day after it rains, and that spot has eroded a bit since my last visit ... I think I'll avoid it now” would not be uncommon internal dialog for this group.

Businesses, especially professional videographers and photographers, are members of this group. They regularly lead their clients past the fence, gaining the trust of their clients by displaying a high level of knowledge of the area and promising a stunning setting for memorable moments. Dramatic commercially-produced photos and videos builds even more demand for similar work, creating a cycle that is difficult to counter.

One distinguishing characteristic of this group is they tend to be both a gateway for other people, and an unwitting influencer. As a gateway, they personally guide new people into the fenced-off areas of the parks, training them to trust their own knowledge rather than give credence to fences and signs. As an influencer, their behavior is readily apparent to any visitor in the park, even people not part of the Familiars group, and encourages the same disregard for signs and fences: “If that person can go there safely, so can I.” Confidence is infectious, and can be transmitted by line of sight.

- **Newbies:** People who normally protect their own safety and avoid risks look for obvious, clear indications on the park grounds to guide their behavior. If any of those indications are ambiguous—a fence that starts in the middle of a landscape with no other visual cues

Cape Kiwanda Safety Steering Committee Report

Draft 20161018

about the hazard, and signs that don't clearly direct people to designated paths—a new visitor can unintentionally engage in a risky behavior by accidentally straying beyond the safety fence. Newbies can still see dangers and take steps to make themselves safer, but on the wrong side of a fence, this realization happens in an imminently dangerous area and can come too late to prevent injury or worse.

The distinguishing characteristic of the group is their attraction to the novelty and beauty of the area. Most people enjoy dramatic landscapes from afar, or on a screen. When they have a chance to see it up close, their attention to details like signs and fences tends to waver. Newbies, who look to people around them for clues about acceptable behaviors, are the most likely to put themselves at risk in an area that's not properly signed or fenced (Risk 3 above), or when large numbers of other visitors are intentionally disregarding the warnings.

- **Challengers:** This is a key group. It includes young adults (generally 15-25, though this isn't exact) who do not yet have a full sense of their physical and mental limits and are exploring newfound independence, and people who engage in adrenalin-heavy recreation such as climbing, slack-lining, surf swimming. Some may view signs and fences as dares and obstacles to be overcome. Some are overconfident or intentionally testing their limits out of a sense of improving their fitness. Others are emulating people they admire or attempting to bond with a social network through a shared or unusual experience.

Most of the recorded deaths fall into this group. Like Familiars, they believe they understand the risk at some level, but may disregard it since the pressure from their own personality, or the benefits of being member of a group, outweigh these perceived risks. Their yardstick for measuring risk is radically different than older adults.



Possible new information needs: What are the actual traffic patterns, age groups, group size, and risky behaviors (perhaps resolve with observational survey). What level of experience do visitors have with the park, where do they come from, what close calls have they experienced, how do they feel about their personal safety, how willing are they to intercede and stop others from engaging in risky behaviors (or listen to people who might tell them to stop), what do they understand about the on-site cues like signs and fences (we could gather this information with a visitor contact survey).

2. What do we know about why they engage in that behavior?

Familiars may be driven by pride, curiosity to expand the span of their knowledge, confidence, and some limited sense of superiority; being viewed and relied upon as an authority figure, with

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above-average knowledge, is satisfying. For photographers and videographers, there's a profit motivation.

Newbie behavior may be prompted by lack of access to literal and symbolic warning language. If they don't recognize the meaning of words or icons, or don't understand fences in public spaces weren't installed for the same reason as a fence on private ground—the former generally protects people, while the latter typically protects property from trespass.

Challengers on the younger side may be incapable of evaluating risks the same way a fully-mature adult does, and the mechanism that normally ensures self-preservation may not react to the same cues or activate at the same time. Current thinking suggests that until the early- to mid-20s, young adults do not generally project the consequences of their actions forward in time to the same degree as older adults. Other members of the Challenger group may be motivated by a physiological or social need to prove their hardiness, capability, and membership in a group.



Possible information need: it would be helpful to work with at least two qualified psychologists and members of the Challenger group to drill down into youth and extreme sport motivations and brain chemistry, since this group represents a majority of the fatal incidents.

3. How is their decision-making changeable with the right message?

A few Familiars may be influenced by addressing their role as authority figures. As people who model normal behavior for others, either directly or unintentionally, they could be persuaded to start modeling safer behaviors by appealing to their sense of authority and self-importance. It may be unreasonable to expect they will stop crossing fence lines altogether, but it may be possible to persuade some members of this group to engage in undesirable behaviors when the park is less crowded.

Newbies are the easiest, most traditional audience to influence. Properly designed and tested signs and fences can control most instances of risky behavior.

Challengers are the toughest nut to crack. Their actions are often intentional. Convincing someone to give up trying to prove themselves, or to listen to an authority figure, or to consider consequences beyond the immediate time frame may be beyond reach. While no group is the same top to bottom, it may be possible to reach members of this group by setting aside the traditional "Don't do this or you'll be sorry" message. Instead, the value youths place on strong social connection to their friends could be effective, at least with some members of the group. Persuading one member of a group to speak up could be the difference between a grand day out ... or tragedy.

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4. How do we figure out what those messages should be?

Consult with psychologists to focus on reaching challengers.

Test signs with temporary designs.

Talk with risk groups to generate new ideas, and test top ideas back with the risk group. For example, cooperate with motivated high school students who have large networks and credibility to create a conversation about risk-taking in outdoor settings, and frame the costs of accidents in terms of personal losses to the social network.

5. What messages have we guessed could be effective, and what are their strengths and weaknesses?

On-site: Words that clearly state "Warning: Falls from cliffs are fatal" and "Ocean is cold. Falling in normally fatal in 10 min. or less" Use universal symbols with red circles and slashes for non-English speakers. Increase official and volunteer staff commitment to deliver message without threat of enforcement. **Strength:** addresses Newbies, may influence some Familiars. **Weakness:** probably wouldn't affect most Challengers.

Pacific City community: create standard warning language and images for use in all area businesses, on menus, in rental lodging rooms, check-in cards. Address fact visitors will see people violating fence up front. Language focuses on crumbling cliff, unforgiving ocean, dates and ages of deaths (not names of the deceased). Get regular coverage in local paper emphasizing resident responsibility to be good role model. Use direct mail to commercial photographer and videographers warning them of the dangers of placing their clients at risk by crossing the fence. **Strength:** repeated use of same message means one person may see the same message several times before getting into the park, and reaches Familiars to try and convert them into safety evangelists. **Weakness:** doesn't relate to motivation of most Challengers.

Statewide community: include general beach safety and outdoor recreation messages in elementary and middle school. **Strength:** could create good habits before the rebellious period hits targeted youth. **Weakness:** takes a long time to create automatic safety behaviors, and messages are not specific to most challenging sites like Cape Kiwanda.

Online community: Respond to every shared photo displaying unsafe behavior with a kind, but clear response, using social language -- "We're glad you came home safe. Some people haven't. People have lost friends here." Research the top tags and use them to distribute safety messages. Recruit Challengers to have them get the message out proactively ... "Get out, have fun, come back to your friends after." **Strength:** use the sought-after reward -- recognition from friends and sense of belonging to a group -- as a lever to deliver the message. If the message reaches at least a couple members of a larger group, they may be able to alter an individual's behavior at the park

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in the moment. **Weakness:** most will see this as just a slightly-different way of adults trying to control and limit behavior, and ignore it.

6. *How could we deliver different kinds of messages?*

- Facebook.
- Instagram.
- Snapchat.
- Twitter.
- On-site signs at entry, at base and crest of dune, along fence, between fence and hazard zones.
- Print materials in local restaurants, stores, and lodging establishments.
- Staff on site issuing warnings.
- Include general warnings about cliffs and ocean survival in reconstituted statewide beach safety program.

7. *Preliminary recommendations.*

- Change signs to create more specific warnings in high-traffic locations, and relocate fence based on current staff observations of traffic patterns.
- Work with Pacific City businesses through the Chamber of Commerce to cooperatively design text and graphics they will use to convey a consistent safety message.
- Complete more objective observational study on site to pinpoint where most fence-crossing occurs. Use visitor survey work to describe age, group size, and perception of risk to fine-tune audience and message. Draft questions related to risk perception with qualified psychologists.
- Consult psychologists who specialize in risk evaluation to examine survey results and propose more detailed explanations for the behavior among Challengers and Familiars. Share this information with a panel of people in the Challenger risk group, such as a older high school students, and brainstorm ways to persuade risk-takers to make different decisions.
- Respond to appearances of unsafe Cape Kiwanda photos on social media with a gentle safety reminder.
- Consider controlling commercial use. Contact commercial photographers and videographers and require permits for their use of the park, stipulating continued access to Cape Kiwanda is contingent on good safety behaviors. Offer to explore realigning fence slightly to open more photogenic areas to their use. Businesses that don't promote safety will not be permitted to use the park, and will be cited for use without a permit.

Appendix 3

Safety Work Group members

Meeting notes

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Cape Kiwanda Safety Work Group

Steering committee

Senator Arnie Roblan

Representative Dave Gomberg

Tillamook County Commissioner Tim Josi

Tillamook County Sheriff Andy Long

Chief Kris Weiland, Nestucca Rural Valley Fire Protection District

Jim Oeder, Nestucca Rural Valley Fire Protection District

Jim Kusz, North Lincoln Fire and Rescue

Oregon Parks and Recreation Department: Coast Region Manager Dennis Comfort, North Coast District Manager Teri Wing, Cape Kiwanda Ranger Lisa Stevenson, Training Specialist Jami Quiring.

Ray Monroe, Dorymens Association

Doug Olson, Pacific City Chamber of Commerce

Rick Cunningham, Sandlake Tsunami ATV

Anne Price, Pacific City-Woods Citizen Advisory Committee Chair

Ilean Rouse, Pacific City-Woods Citizen Advisory Committee

Marie Heimburg, Nestucca Valley Community Alliance

Wes Kosta, Citizen at Large

Review members

Doug Kerr, North Lincoln Fire and Rescue

Rosemary Firestine, USCG Sector Columbia Rvr

Bonnie Matson

Cari Boyd, Oregon State Police

Temera Porter

Bob Horning

Stevie Sburden

Sarah Kingsborough

Leonard Leis

Dan Sheridan

Linda & Alan Aldrich

Ginger Slavens

Mary Kimball

Julie Lethin-Keyser

Walter Kostrikin

The Oregon Parks and Recreation Department extends its heartfelt appreciation to members of the work group for their thoughtfulness and time.



Cape Kiwanda Safety Work Group

Steering Committee Meeting 4/25/2016

Draft agenda

1. Introductions, scope and purpose of group, goals for first meeting. (Lisa Sumption, OPRD Director)
2. Work group ground rules. (Jami Quiring, OPRD)
3. Mission of the department and this park, Cape Kiwanda history. (Dennis Comfort, OPRD)
4. General approach to safety in state park system. (Dennis Comfort, OPRD)
5. Refine the scope: what exactly are we trying to do? (Group)
6. Resources needed to identify problem: who else should be involved, and what information do we need? (Group)
7. Timeline and responsibilities. (Group)
8. Next meeting: purpose and date. (Group)

Invited (others may be in the room to observe):

Senator Roblan, sen.arnieroblan@state.or.us

Representative Dave Gomberg, rep.davidgomberg@state.or.us

Tim Josi (Tillamook County Commissioner), tjosi@co.tillamook.or.us

Andy Long (Tillamook County Sheriff), along@co.tillamook.or.us

Kris Weiland & Jim Oeder (Nestucca Fire & Rescue), kweiland@nrfpd.com & joeder@nrfpd.com

Ray Monroe (Dorymens Assn) ray.monroe@or.nacdnet.net

Doug Olson (PC Chamber) Dougolson-oregon@charter.net

Rick Cunningham (PC Chamber member) Rick@SandlakeTsunamiAtvRental.com

Anne Price & Ilean Rouse (Citizen Advisory Committee) neighboranne@icloud.com & ileanrouse@gmail.com

Marie Heimburg (Nestucca Valley Alliance Assn) mheimburg@co.tillamook.or.us

Wes Costa (Citizen at large) kiawandatwo@gmail.com

Dennis Comfort (OPRD region manager) dennis.comfort@oregon.gov

Jami Quiring (OPRD, facilitating) jami.quiring@oregon.gov



Meeting MINUTES

APRIL 25, 2016

9:00AM

CAPE LOOKOUT MEETING HALL

MEETING CALLED BY	Lisa Sumption
TYPE OF MEETING	Steering Committee Meeting – Cape Kiwanda Safety Work Group
FACILITATOR	Jami Quiring
NOTE TAKER	Mary Green
TIMEKEEPER	
ATTENDEES Committee members	Lisa Sumption, Dennis Comfort, Jami Quiring, Chris Havel, Teri Wing, Andy Long, Jim Kusz, Marie Heimburg, Ielean Rouse (for Ann Price), Strickland (nat.guide/surveyor), John Serras, Doug Olson, Jim Oerder, David Gomberg, Tim Josi , Rick Cunningham, Arnie Roblan
ATTENDEES (GUESTS)	Mary Kimball, Walter Kostrikin, Wes Costa

Agenda topics

[TIME ALLOTTED]

SCOPE & PURPOSE & GOALS

LISA SUMPTION, OPRD DIRECTOR

DISCUSSION	<p>Common goal for participants and what we want to accomplish.</p> <ul style="list-style-type: none"> • Gather recommendations to take back to OPRD • Define goals we wish to achieve • Identify possible roadblocks • Identify others from community that may need to be involved in meetings, goals, ideas • Discuss short term and long term strategy. • Agree on scope of outcomes • Identify responsibilities for each attendee. • Brainstorm ways to educate public. <p>Comments from others:</p> <p>Jim Oeder- Nestucca FireDist. – Shared their district has had new emergency calls since last meeting & the obstacles preventing efficient search and rescue. They had nearly 60 people on big rock in evening when they responded. Trying to get people out of the way to determine who was in need of help causing chaos-Coast Guard was called their protocol is to stay on-scene until they get official “all-clear”. Trying to get people out of the way and find out if they had a problem or not put his rescue staff in danger. Visitors trying to help but going around boundaries causing even more bottlenecks. Turned out to be a false alarm but determining this took</p>
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	tremendous effort by rescue staff and Coast Guard. Crowd Control problems. Ilelean Rouse -Said she observed people running above bowl area-heading back up the north side of bowl just missing being hit by waves.		
CONCLUSIONS	Everyone agrees there is a problem and that near misses are happening all the time		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

[TIME ALLOTTED]

GROUND RULES FOR WORK GROUP

JAMI QUIRING

	<p>Ground rules adopted by group:</p> <ul style="list-style-type: none"> • Speak Candidly • Listen completely-even if you disagree • Keep work within work group • No Lone-wolf Projects • Attend Meetings-or send alternate in your place • Talk w/others-Bring thoughts back to committee mtng • Add “don’t give up” • Speak to bottom line • Stick to meeting Start and End times set, for those that have busy agendas; • Spirit of consensus-but will vote majority <ul style="list-style-type: none"> ○ Visitors will not vote; encouraged to share thoughts/ideas 		
DISCUSSION			
CONCLUSIONS	Encouraged participation by speaking up and by attending meetings or having someone come in your place so each group is represented; Keep bottom line Goals in mind to stay on track;		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

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[TIME ALLOTTED]

OPRD MISSION

DENNIS COMFORT

DISCUSSION	<p>Dennis Comfort spoke to managing beautiful but dangerous areas; How OPRD tries to provide safe places to recreate but visitors have shown they will still go around safety restrictions. History of Kiwanda purchase & placement of fences (1973)</p> <p>Working continually on how we manage parks, focusing on the social experience of recreation and finding balance in providing natural areas and the safety issues involved. Different ways to manage developed properties from undeveloped properties. Three big goals: protect people from people, people from the park, & people from other people & striking balance, preferring to communicate conditions and leaving ultimate recreating decisions up to the visitor.</p>	
CONCLUSIONS	<p>With 45 million visitors a year, injuries and deaths happen and will continue to happen. Strive to find balance.</p>	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

[TIME ALLOTTED]

REFINING SCOPE

ENTRIE GROUP DISCUSSION

DISCUSSION	<p><u>D. Gomberg</u> asked for stats on injuries and deaths, #s and locations; Realize we can't stop people but figure out ways to educate the "WHY'S" it is so dangerous;</p> <p><u>A. Roblan</u>: Inquired about "surfer and dory" issue; Asked if there has been final decision on signage from a past incident;</p> <p><u>Lisa Sumption</u>: Managing recreation and understanding limited immunity from liability when accidents happen is complex and evolving; there is no clear path forward yet, and no plans to immediately start changing recreation management in light of changes to interpretation of recreation immunity.</p> <p><u>Jim Kusz</u>: Observation of Public's lack of respect from authority. He worked with Robert Smith during the beach safety public safety program; Other methods of getting messages out because too much signage becomes hard</p>	
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for visitors to read it all; Working on getting message out to non-residents – like valley or other states-because seems that most incidents are with non-local visitors; Perhaps outreach directed toward culture of safety, signs, sneaker wave type education; realizing can't just close off areas; Public safety announcements: (PSA's)

Ileean Rouse: Observing the Change of landscape-more and more dangerous—example she noticed a new slide gulley has appeared and children were sliding down it. She walked past and then came back and told father of the danger and how cavalier their attitudes are; Tunneling and how the geology can make dangers worse; More Education;

Rick Cunningham: The draw of ocean beauty for photos entices people to get closer and they become distracted & vulnerable for tragedy to occur;

Doug Olson: May be a need to consider diversity of visitors and potential language barrier; Many visitors are from other countries; Consider in sign creation; Universal signs; Educate visitors their expectations of beaches & how they differ from east coast to west coast;

Ileean Rouse-Signs with “red circle with slash” may be more world-wide/universally recognized for warnings;

Andy Long- Consider the age group 16-20 yr olds on their own recreating takes more risks; Focus education to this age group?

Doug Olson-Must keep in mind that the local communities are spending millions to attract visitors to our coastal areas and we have an obligation to take care of them when they get here;

Teri Wing – Important to think of the people that have lost family and perhaps they help get that personal side of educating the visitors; public outreach – PSA's;

Unattributed- Human presence at sites to make people aware; Lack of effective HUMAN presence; Some of the victims of accidents came straight to beach not necessarily talking to anyone that could have warned them; With Person working on site warning visitors may make that difference;

Mary Kimball – Talking to busloads of kids or visitors before they get off the bus. Studies of the teenage minds- Mary doesn't think the current signage is very clear and wants BIG sign with dangers that get people's attention;

Ileean Rouse- Direct messages/education toward tourism and education once they get here; Communities are promoting Off-shoulder season – inviting visitors and offering parking on beach in certain areas & at certain times - But their next visit this might not be okay; One time Dory's are okay the next time not – inconsistency in information and in enforcement or lack of enforcement

Roblan: Alcohol and drugs are usually involved-is this an enforcement issue that could be better addressed – messaging needs to be consistent; Referenced Oregon tourism video showing the visitors standing in path of giant wave - The lack safety realism in education;

Marie Hemberg- Address youth groups-focus on schools; Reality of this age group (16-19) because the frontal lobe is not developed – *focus education with this in mind*; Educate our own kids (local kids)and then they educate others; Peer groups;

Jim Kusz- Accurate and concise information; example referenced “rip currents and rip tides”; Make it universally understandable; 2015 State fire Marshals guide is new and includes this as part of the education; Are there partners out there that could help with this type of education-adding a universal message to their brochures, etc; Feels there is a lack of awareness of partnerships that could potentially work together – His group developed a safety dvd and gave to local teachers; 1st week of March emphasize education- Timing of PSA’s to capture target audience- Groups out there that would be great partnerships-but need to network with each other; If it may save one life-would be worth it- Realization we may not save everyone ever;

Lisa Sumption-How will we know when education is being effective? Parents need education too – about acceptable risk. Need to understand this won’t totally stop people from getting hurt – that’s not within our control;

Wes Costa (Visitor present): – Asked about autopsy results and drug-alcohol involved with recent accidents;

Rick Cunningham – Issue ‘permit’ to access areas-with restrictions; Bring fence out a little further – memorial danger signs/photos -

Doug Olson-As a community group can we do something specifically just for Kiwanda? – or if it’s state or county do we have to have blanket rules or are they different for different locations; *would like to craft rule for Kiwanda only*;

Roblan: said it’s possible to put off limits just for this one area; but sets precedent;

Lisa Sumption: Reiterates that it could be a slippery slope to put tight restrictions on a park property. Where do you stop if there is an accident in another location and the community wants the same restrictions on their location? The precedent needs to be a consideration before any exclusive rules are considered;

CONCLUSIONS	<p>After considering many ideas, grouped them into four main areas to look at based on the brainstorm of issues.</p> <ul style="list-style-type: none"> Social – education, messaging, advertisements, media On-site processes – closure, fence, signage Philosophy – attitudes, social norms, cultures Nature – beauty, wild, dangerous, enticing, inherently risky <p>Can't affect nature, so we won't consider that. We will focus on the first two (as affected by the third for possible solutions).</p>		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

[TIME ALLOTTED]

DEFINE RESOURCES & INFORMATION

GROUP DISCUSSION

DISCUSSION	<p>Work for possible solutions to investigate.</p> <p>3 Breakout groups:</p> <ul style="list-style-type: none"> • Community/businesses, • OPRD staff, • First responders. <p>Groups brainstorm topics and/or ideas, then brought them all together for discussion; resulting in 6 categories of potential solutions that need further investigation.</p> <p>Social > Education – Lead Jim Kusz</p> <ul style="list-style-type: none"> • No drinking – reference Sand Lake • Message on FB regarding dangers • Educate kids in schools about dangers including <ul style="list-style-type: none"> ○ Corrosion ○ Waves ○ Cold ○ Rocks • Educate them younger • Tri-county wide education in schools 		
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- Utilize student leaders to teach students
- Support safety culture, outreach/education statewide
- Family speakers to educate through actual tragedy stories
- Educating busloads of visitors

Social > Messaging – Lead OPRD

- Message on FB re: dangers
- Messaging the risk
- Make signage abundantly clear with pictures of dangers
- Put dangerous on wayfinding technology/web
- Information live safety person
- PSA's in local lodging
- Technology use – phone warning via GPS signal
- Beach safety program re-constituted

Social > Partners – Lead Doug Olson & Dennis Comfort

- Collaborate with State Tourism
- PSA's partners with news outlets
- PSA's with existing avenues

On-site Processes > Signage – Lead OPRD

- White crosses
- More effective signs
 - Victim story
 - Specific to location
- Historical dated sign
- Too much signage!!
- Memorial signs
- Make signage for dangers of cape big and equal to other informative signs

On-site Processes > Misc – Lead OPRD

- Safety gear (life jackets/helmets) available
- Life lines @ Punchbowl

	<ul style="list-style-type: none"> ● Use Drones to monitor ● Create safe path “Out on Cape” ● Safe corridor and fenced path to copse of trees then Prohibited ● Permit process <ul style="list-style-type: none"> ○ Access permits required ○ Education permits required ● More OPRD staff <ul style="list-style-type: none"> ○ Beach Rangers ● Enforcement ● Water Rescue <p>On-site Processes > Closure – Lead OPRD</p> <ul style="list-style-type: none"> ● No Trespassing ● Close the park
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CONCLUSIONS	Jami will compile the topics and categorize them. Chris Havel will send out for next meeting
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ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Send Doodle Appointment for next meeting- approx. 3 weeks	Chris Havel	May 6
Gather assistance and research other resources we may need to determine feasibility of the solutions generated. Be prepared to report to the group in next meeting.	Group leads	Next meeting
Gather historical data from Cape Kiwanda re: deaths/injuries in past XX years	OPRD	Next meeting

OBSERVERS	
RESOURCE PERSONS	
SPECIAL NOTES	

Cape Kiwanda Safety Committee Meeting – Meeting Notes

June 21, 2016

- | | |
|--|---|
| <input type="checkbox"/> Lisa Sumption (OPRD Director) NOT PRESENT | <input checked="" type="checkbox"/> Marie Heimburg (Nestucca V.Alliance) |
| <input checked="" type="checkbox"/> Dennis Comfort (OPRD Coastal Region Manager) | <input checked="" type="checkbox"/> Anne Price ILO Ilean Rouse (Citizen Advis.Comm) |
| <input checked="" type="checkbox"/> Jami Quiring (OPRD Facilitator) | <input checked="" type="checkbox"/> Doug Olson (PC Chamber) |
| <input checked="" type="checkbox"/> Chris Havel (OPRD) | <input checked="" type="checkbox"/> Rick Cunningham (PC Chamber) |
| <input checked="" type="checkbox"/> Teri Wing (N.Dist.Mngr) | <input checked="" type="checkbox"/> Jim Oerder(Nestucca Fire & Rescue) |
| <input checked="" type="checkbox"/> Andy Long (Tillamook Cty Sheriff) | <input checked="" type="checkbox"/> Kris Weiland (Nestucca Fire & Rescue) |
| <input checked="" type="checkbox"/> Senator Arnie Roblan | <input checked="" type="checkbox"/> Wes Costa (Citizen at large) |
| <input checked="" type="checkbox"/> Rep. Dave Gomberg | |

Location: Hebo Fire Station, att: Chief Weiland 30710 Hwy 101 S Cloverdale, OR

Goals today:

Recap Workflow (Jami & other OPRD Staff)

- 1st meeting: Discussion recap, scope & issues, & ground rules
- Discussed Stakeholders:
Locals citizens, City & tri-county(Clatsop, Tillamook, Lincoln), local business, local & outside visitors, Dorymens Association, Surfers Group, schools & churches, families directly affected by the deaths, OCVA (Oregon Coast Visitors Association), news media, OPRD, Land Board, Tri-County Tourism, Businesses, Media & News

Today's meeting:

- Changes since last meeting
- Reports from Leads
- Possible Solutions
- What's realistic or not
- Schedule mtg for Final Recommendations

Changes since last meeting:

- **Staffing:** OPRD has establish 1 Ranger already at the Cape & another will be on site July 1st; Ranger Lisa Stevenson shared her preliminary observations of visitors, sign placement & visitor compliance, her emphasis has been on educating the public, getting familiar with the area and establishing a safety education program; OPRD intends on bringing one more seasonal Ranger to the cape July 1st. The second Ranger will provide support & backup to Ranger Lisa & additional presence for visitor education;
 - Safety Education
 - Parking issues, designating areas for Doryman vs visitors
 - Continue working to define Rangers role – they are not considered 1st responders

Cape Kiwanda Safety Committee Meeting – Meeting Notes

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- Enhanced patrols using retired law enforcement officer-limited days-up to 150-will patrol the cape based on operational need
 - Survey results pending-possible bond for permanent funding, creating a special district-more to come once survey complete
- **Incidents:** First Responders at the meeting said there have been some near misses reported, some false alarms, however those still require their response and staff time even though no serious injuries have occurred; County Sheriff Dept. & Nestucca Fire & Rescue showing their partnerships are working to provide coverage; report of local volunteer impersonating law enforcement-working to identify this person to address this (OPRD will follow up on this issue)
- **Misc.:** Discussed the increasing changes of type of recreating that goes on at the cape and the beaches in general like: dorys, swimmers, jet skis, surfers, kayakers, paddle boarders, kite-boarding, beach walkers (Upcoming Water Rescue meeting will discuss this)

Reports from Leads

- **Education** – missing Jim Kusz due to invitation oversight. Will communicate with him
- **Messaging**
 - OPRD's Chris Havel presented talking points describing the 3 kinds of visitors to message to: Newbies, Locals, Challengers. Each group receives messages and the method of delivery differently. In order to reach them, we must customize the messaging and delivery method to them.
- **Fencing:** OPRD North Coast District manager Teri Wing reported the fence has been looked at again and noted the changing landscape over the years & possible improvements that will be look at such at extending the fence, improved signage;
 - Draw a new line for fencing-plan for improvements (costs ,timeframe, etc)
 - Research & reformat signs
 - Inventory signs – location, verbiage, effectiveness;
 - Research technology possibilities to share message/warnings- app's, QR codes, (***keep in mind the lack of cell service at the cape***);
- **Signs:** Observed the need for sign improvements, such as placement, confusing messages, too many signs, better directional signs for vehicle traffic at the beach access, not enough signs

Cape Kiwanda Safety Committee Meeting – Meeting Notes

June 21, 2016

Filter criteria for choosing 'best' options

- Is this *possible* and within our *control/influence*
- Is it going to be *effective*
- What is the *money/cost benefit* analysis
- Is it *sustainable* (Something that last *awhile* or will *expire* or a *one-time use* only?)
- Is there *commitment* in this group to put into practice (*Locals and local businesses need to buy in and commit to get message out and not fear this will hurt business*)

Items to focus on for recommendations

Research & prepare these areas for recommendations to OPRD Director. See the [Action Item](#) list for specific actions.

[Expanded discussion items](#) pertaining to these topics available at the end of the document.

• **Messaging – (Chris Havel)**

- Focus groups
- Time/use studies
- Investigate using technology
- Investigate targeted messaging for each group (3)
- Craft messages for partners to use (specific to each group)
 - Goal should be for one voice message to go to schools no matter who gives it
 - Consistency in our message

• **Education (Jim Kosz)**

- In person safety training for buses (meet them on the bus)
- Targeted training for school-aged kids
- Revamp Beach Safety Program
- Partner w/OSFM Safety Team
- Loop in Dept of Ed (share materials and training)

• **Signs/fencing (Teri Wing/Dennis Comfort)**

- Get involved in the sign plan for Cape
- Research and format signs for better understanding (OPRD Sign Plan)
- Use technology to share the message
- Send to different location (suggested Tierra DelMar; other beaches)
- Make signs work together – continuity
- Draw new line for fence

Cape Kiwanda Safety Committee Meeting – Meeting Notes

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- **Partners (Dennis Comfort)**
 - Talk to OR Tourism re: messaging
 - Find points of contact with partners to have them ready to receive the message.
 - Possible partners:
 - OR Tourism
 - OCVA
 - News outlets
 - OSFM Safety Team
 - PSAs at hotels
 - Education conduits
 - State Polics
 - Families
 - County parks
 - Chambers of Commerce (Pacific City)
 - Tillamook County Travel
 - Destinations (casinos/camping facilities-1000 Trails corporate; KOA)
- **Other:**
 - Issue rangers throw bags - Dennis
 - Continue 2 rangers at CK - Teri
 - Continue law enforcement coverage - Andy
 - Review plan for parking – partner with Pacific City Master planning – Anne & Dennis
 - Investigate focused ‘Planning’ session for CK – Tierra Del Mar, Bob Straub, other access - OPRD
 - Inventory ALL signs, not just OPRDs, for sign pollution - OPRD

Action items

Action	Assigned	By When
Investigate claims of local volunteer impersonating law enforcement.	OPRD Dennis Comfort/Teri Wing	Next meeting
Report on results of survey and bond measure study for “Special District” status	Andy Long	Next Meeting
Send word document out with messaging information to group.	ORPD Chris Havel	Before next meeting.
Check into the inventory/efficacy of signs	OPRD	Next meeting
Check into city ordinances for sign requirements	Anne/Ilean	Next meeting
Talk with OSFM Safety Team re: partnering for beach safety training	Jim Kosz Kris Weiland	Next Meeting
Connect with State Police to partner for new messages and actions	Andy Long	Ongoing

Cape Kiwanda Safety Committee Meeting – Meeting Notes

June 21, 2016

Connect with Tillamook County Travel to work with them on messaging and education. Invite OPRD to attend and share message.	Marie	Ongoing
Contact Jim Kosz about preparing education portion for next meeting	OPRD Chris Havel	ASAP
Check into throw bags for rangers	OPRD Dennis/Teri	Next Meeting
Review feasibility of continuing to staff 2 rangers at CK.	OPRD Teri Wing	Next Meeting
Evaluation feasibility of continuing law enforcement coverage	Andy Long	Next Meeting
Communicate the message at the Coastal water Rescue Summit.	Chief Baker Kris Weiland	Fall summit

Expanded discussion items

- **COMMENTS ON MESSAGING/EDUCATION:**

- Ft Stevens sometimes contacts schools to see if they have tours coming out to parks etc.
- Showing the power point at local schools(Gloria)
- Greeting school buses and warn them before they get out of the bus(Merianne)
- Teri – Attend Surfer group meeting, or other risky groups – approach those types of groups to get message out, facebook group for surfshop,
- Inn at cape kiwanda has huge email group that could be used for getting message out to their customers/visitors
- Chamber of Comm, when filming videos to attract people to the beach or Kiwanda make suggestion they not include any risky behavior in their films.
- OPB film as example people letting waves crash over them;
- ***contact other chambers to get consistent message for entire coast
- Promoting safe behavior and making it appear as appealing as risky behavior
- Acknowledge some attractions are designed to attract Risk-Takers – like rock climbing;
- Create app that you must open in order to get message so it doesn't get ignored like signs do? May capture challengers and curious kids;
- **Move fence in some areas
- **Draw a new line for fence placement and bring plan back to next meeting
- **Initiate NEW sign plan, sign size, message –Ranger Lori observed people are not looking at the current signs;
- **Chris brought up point that if the current signs and previous signs are not making a difference in people's risky behavior then would new signs do anything to change that?
- Ranger LISA: Visitors told her the SIGNS are too confusing, & that on the north side they assume it's part of trail; Do we need an additional sign that warns them to STOP!

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Perhaps on the other side of the fence; Adding some secondary warning once they cross the fence area.

- **COMMENTS ON SIGNAGE/FENCE**

- ROBLAN; Sign suggestion: ...as you step over fence please take a selfie or text mom in case you don't survive...
- ANDY LONG- Maybe an APP you scan and it only states the facts –like number of deaths, their ages or other details that deliver the message; Details that may reach the “challengers” group; Noted that some of these challengers are visiting at night so perhaps something that glows (solar?) in dark?
- RICK: QR code atv rental;
- Is there technology that would give warnings like a storm warning would need to turn on emergency notify on cell to receive this warning
 - What is the cell service at this location?;
 - Access to 911 would be hard to include – would need to be separate
 - Att service may not work so app would have to be multi cell providers
- OPRD Teri: SIGNS – Know from park experience that Signs do not always work well, should we try to make signs not so “park-like”, maybe looks different will catch attention, more intense message, symbols similar to the “dog falling over cliff” - circle w/line through, more visual, how big and placement are important, is there another sign after you have crossed the fence?, staff makes their presence known
- OPRD – Teri - Fence lay-out could have some improvements, observed changing land due to erosion over the years, closing it not option out of our control and people still use it, Ranger Lisa talked about dory attraction and how traffic congestion blocks signs, verbiage, location, possibly needs improvement;
- What about sign or road that forces you to go left or right?
- How often do we review signs coast wide? Answer: It could be time;
- KRIS: Thinks there is currently too much signage and the parks signs are not noticeable; Visitors focus on the beach view and don't look right or left to see the signs; Look at the location of the signs;
- Multi-Lingual – keep in mind when planning new signs; pictures too?

- **COMMENTS ON PARTNERS:**

- OCVA contacted, Chamber of Com., message about advertising, fold in safety,
- Talking about danger vs behavior and show it won't hurt business revenue
- OR state fire marshal have new brochures to get out and might be good PSA conduit
- Dennis: local tv channels at motels for message
- Jami asked about school dist. – but they fall under other groups that already bring messages to schools like fire marshals etc; beach safety officer

Cape Kiwanda Safety Committee Meeting – Meeting Notes

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- Teri – Affected family members getting messages to peer groups.
- Rick: Chambers brochures including safety messages
- 1000 trails or KOA – message “we want you to come back” here is how...
- State police – beaches are their enforcement area even though other police respond
- TRAVEL TILLAMOOK VS TRAVEL OREGON
- **COMMENTS ON ‘OTHER’**
 - Should throw bags be available for beach ranger? Fire & Rescue gave OPRD Ranger a Throw Bag and life jacket to keep in OPRD truck;
 - *Boils down to staffing and signage*
 - TAKE BEHAVIOR INTO ACCOUNT – Helping people make the decision to cross or not;
 - KRIS: What about encouraging visitors to use the Tierra Del Mar beach and access? Maybe folks don’t know it’s there-make them aware to relieve some of the pressure from the cape? They can’t get to the cape from Tierra Del Mar side
 - CHRIS H: Look at a new Parking Plan? Include Traffic Flow, People Flow, & Safety Flow in plan;
 - Will the turnaround area at Tierra Del Mar get cleared? That may be more of a draw for people to use this beach instead of cape;
 - Partner with Kiwanda City Master Plan;

Cape Kiwanda Safety Steering Committee Meeting

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Changes

- New park manager – more support Cape Lookout
- Moved fence closer to sites, but a bit away from erosion spots
- Staffing of 2 rangers has helped
 - August will bring on another staff ranger for 7 day coverage
- Found confusion entry point on fence
 - It's been closed up and the path made more clear
- Statesman article
 - Brought more folks out to Cape Kiwanda & across the fence
 - More professional photographers are coming to try to capture the shot
 - Some heightened awareness of the issue
 - Many people asking if it's "legal" to go across the fence
- People are starting to respond positively to the message and guidance to stay in designated areas
 - Noticed that when rangers leave the site (lunch, off shift) people move right back over the fence
- Purchased cones to guide parking and block off areas..."stand- in ranger"
 - Andy requests barrels to have sign that says "No Parking on Ramp"
- Changed some signs already

Action items

Report out

Action	Assigned	By When	Status
Investigate claims of local volunteer impersonating law enforcement.	OPRD Dennis Comfort/Teri Wing	Next meeting	Completed
Send word document out with messaging information to group.	OPRD Chris Havel	Before next meeting.	Completed
Talk with OSFM Safety Team re: partnering for beach safety training	Jim Kusz Kris Weiland	Next Meeting	
Connect with State Police to partner for new messages and actions	Andy Long	Ongoing	Agreed to be POC
Connect with Tillamook County Travel to work with them on messaging and education. Invite OPRD to attend and share message.	Pacific City Chamber via Anne, Doug, Merianne	Ongoing	Agreed to be POCs
Contact Jim Kusz about preparing	OPRD Chris Havel	ASAP	Completed

Cape Kiwanda Safety Steering Committee Meeting

July 28, 2016

education portion for next meeting			
Check into throw bags for rangers	OPRD Dennis/Teri		Deferred – will investigate as safety equipment
Review feasibility of continuing to staff 2 rangers at CK.	OPRD Teri Wing		Added to recommendations
Evaluation feasibility of continuing law enforcement coverage	Andy Long	Ongoing	Added to recommendations
Communicate the message at the Coastal water Rescue Summit.	Chief Baker Kris Weiland	Fall summit	If feasible – see recommendations

Report on results of survey and bond measure study for “Special District” status	Anne & Doug	Ongoing	Added to recommendations
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Reported by Anne & Doug - Survey and bond measure results – special district status – almost 300 responses so far.

- 2-1 let’s go...working on election in March 2017 with effective July 1 17; moving to legal to press on for election...communicating solicited questions via newspaper articles...
- Rep Gomberg – if vacation house owners are trying to change their voting status – illegal; contact Rep. Gomberg for assistance to block this.

Check into the inventory/efficacy of signs	OPRD	Ongoing	Added to recommendations
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We are looking to change specific signs; not adding signs; investigating QR coding for signs.

Added to recommendations section

Check into city ordinances for sign requirements	Anne & Doug	Ongoing	Added to recommendations
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County sign ordinance – Anne reporting; focus on commercial & residential signage; sign inventory from 101 to cape – many signs – cluttered. Partner to ‘clean up’ signs.

Doug Olson - Economic dev council – completed Tillamook County signage review with consultant; have money for signage (Ann Devlin is project manager – see partnerships)

Cape Kiwanda Safety Steering Committee Meeting

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Actions items from this meeting

Action	Assigned
Send before & after pictures of the corrections made to the path and fence at CK	Teri W & Lisa S
Revise signs on Blue barrels at ramp to state "No Parking on Ramp"	Kris Weiland
Send write up on safety programs to Chris H. ASAP	Jim Kusz
Send messaging & strategy document to group for comment	Chris Havel

Education report out

Oregon Life Safety Team (OLST) (OSFM) – Beach safety added to the training plan book for this group. Shared examples of messaging and delivery methods they've used:

- Coasters & window clings with a motto around beach safety (add to messaging)
- KATU partnership on safety with OLST – "Washed away"; school curriculum created in (2011)
- OLST – working to create curriculum in schools in Oregon to "Beach Safety Week".
Target for Spring
 - Works with KOIN TV to create PSAs and videos for programs.
 - 2017 leverage the 50th anniversary of the Beach Bill.

Recommendations (by category)

Education

- Create a partnership with the Department of Education to share safety education with school age children
 - Target to schools in the tri county area initially
 - Expand to schools throughout Oregon
- Craft a consistent message & materials to be given to Dept. of Ed
 - Overall outdoor recreation safety
 - Include beach safety
 - Existing "jumping off points"
 - "Beach Safety" program revamp and update
 - Update of "Washed Away" video & program through Oregon Safe Life Program

Cape Kiwanda Safety Steering Committee Meeting

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Messaging

- Research messaging needs of the three different user groups: Familiars, Newbies, & Challengers
- Craft messaging campaigns designed to reach target groups AND usable by the following interest groups
 - Locals
 - Park employees
 - Schools
- Include an initiative to respond to online photos
 - Affirm safe behavior
 - Note 'unsafe' behavior
- Consider increasing the level of control on commercial use
 - Educate professionals about the impact their creations have on behaviors (good citizenship)
 - Consider expanding the permit system
 - Add education at time of permitting
- Benchmarks of delivery medium used by Oregon State Fire Marshall Safety Team
 - Window clings for cars & restaurants
 - Coasters with tag line/motto– use in food service areas
- Plan to share at Coastal Water Rescue Summit if applicable
- Partner with local businesses to deliver continuous message
- Media outlets – offer camera feeds with overlays on webcams

Site Specific

This category focuses on any additions/updates to the Cape Kiwanda site of incidents itself.

- Signage
 - Evaluate the efficacy of the sign plan including the Cape Kiwanda signage
 - Goal: continuity of ALL signs leading to Cape Kiwanda. They should work together
 - Possible attention-grabber is to use flashing solar-powered signs
- Human Presence – Currently 2 rangers & 1 law enforcement onsite
 - Maintain continued staffing at the cape
 - Tap into existing volunteer programs to staff year round
 - Possible sources:
 - Friends group
 - Adopt-a-park

Cape Kiwanda Safety Steering Committee Meeting

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- Partners of parks
 - Host program
 - Dorymen
 - Pacific City pursue “special district” status to fund 1-2 more police officers
 - Use a graduated “step down” method to downsize staff if necessary
- Boundaries/Warnings
 - Fence – relocate fence where feasible
 - Consider view accessibility vs. safety vs. erosion
 - Technology
 - Research possible technology warnings (see messaging)

Research needed

- Danger areas in fence/signs
- Technology solutions to messages
 - Connectivity for mobile
 - Planned obsolescence of technology

Partnerships

This category focused on partnerships to leverage and enhance and those to create.

- Strengthen
 - Tillamook County Law Enforcement – Cape Kiwanda coverage
 - Chamber of Commerce of Pacific City
 - OR Tourism – (include 1000 Trails, Cape Kiwanda RV Park, Chinook Winds)
 - Oregon Coast Visitor Association
 - Tillamook County Parks
- Create
 - Adopt-a-park group
 - Tribal groups
 - Dorymen Association
 - Walter Kostrikin – Concerned citizen willing to volunteer to educate at the Cape.
 - He recommended coordinating a volunteer group mirroring the target age group to educate at CK.
 - Nan Devlin – responsible for signage of Tillamook County; good to help with review of the sign plan. (contact through Anne or Doug Olson)
 - Oregon Life Safety Team – existing programs (contact through Jim Kusz)
 - OR Dept. of Ed. (possibly engage through Sn. Roblan)
 - Commercial photographers – provide education

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- Media – forward the messaging for safety
- Surfrider Chapter – local messaging delivery
- Tillamook County Creamery Association (TCCA)

Items deemed non-viable

- Closure of the park
- Legal restrictions of the area/access, usage

Follow up plan

Public

- Deliver the recommendation
- Plan for implementation
- Hold “Town Hall” meeting(s)
 - Possibility of interim report (this is optional)
 - Final decisions/planned actions reporting
 - Senator Roblan will plan & host
- Release follow up report to News outlets

Committee

- Draft recommendations doc to committee
- “Press release” summary of finalized recommendation document distributed to committee members
- Final Check-in in person in November to close the project and give status