

Coos County, Oregon: Building Bridges to a Sustainable Future



The American Institute of Architects
Center for Communities by Design



Sustainable Design Assessment Team Application
November 13, 2009

November 12, 2009

Sustainable Design Assessment Team
Center for Communities by Design
American Institute of Architects
Washington, District of Columbia, U.S.

Dear Team Members;

When we learned about the Sustainable Design Assistance Team program a few months ago, the Board of Directors of the South Coast Development Council, its partner communities and organizations, began working earnestly towards submission of this 2010 application on behalf of Coos County, Oregon.

Prior to submission of this application, the SCDC began meeting with county and community leaders to enlist support for a county-wide SDAT process. It was an easy sell. During the September 30th national teleconference with representatives from the SDAT program, over 18 county, community, business and industry leaders gathered in the conference room of Southwestern Oregon Community College to ask questions and learn more about the program. Inasmuch as Coos County is an economically and socially depressed area with limited population, we believe it speaks to our area's resolve to work cooperatively to forge its future. Because of the time difference between east coast and west coast, the SDAT call fell over the noon hour, and one of our utilities, Northwest Natural Gas -- convinced of the need for this program in Coos County -- covered the cost of lunch for everyone.

In the days following that call, our leadership quickly organized three subsequent meetings -- one for city managers from throughout the county; one for corporate partners; and one for organizational partners, including the International Port of Coos Bay, the Southwestern Oregon Community College, the Southwestern Oregon Regional Airport, the County of Coos, the Bay Area Hospital among others. The purpose of these meetings was two-fold: 1) to assure that this application -- upon which the Assessment team is comprised if selected -- is a collective and true representation of the needs, goals and opportunities of our county; and 2) to reinforce the inclusive and collaborative nature we seek throughout the SDAT process.

While outlined weaknesses, obstacles, goals and opportunities were similar in each of these meetings, the resounding, most immediate need was the same. Our county, with its limited resources, needs a leadership team with fresh eyes, a positive spirit and exceptional areas of specialization to help us define, assess and develop a sustainable future of economic growth that is respectful of our history, our environment and our basic human desires to be productive and self-sufficient. Our clearly-defined objective, identified as the key issue in each of the three aforementioned meetings, is that our citizens will be able to look forward to -- and believe in -- a sustainable future, through a vision created *together*.

Thank-you in advance for your time, consideration and acceptance of this application on behalf of the deserving people of Coos County.

Sincerely,
Sandra J. Messerle
Sandra J. Messerle
Executive Director
South Coast Development Council, Inc.



Southwest Oregon Regional Airport



Charleston Harbor



Southwestern Oregon Community College

Coos County, Oregon: Building Bridges to a Sustainable Future

A Proposal For:

The 2010 Sustainable Design Assessment Team (SDAT)

Presented To:

The American Institute of Architects
Center for Communities by Design

Submitted By:

South Coast Development Council, Inc.
Coos County SDAT Steering Committee

Sponsored by:

AIA Members Crow Clay & Associates

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PROJECT INFORMATION

Project Title: Coos County, Oregon: Building Bridges to a Sustainable Future

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Project Summary

Coos County, Oregon, is a richly blessed geographic area with an abundance of natural resources and recreational opportunities. It is bordered by the Pacific Ocean with 60 miles of accessible coastline, broad river valleys, lakes, forested mountain vistas, and salmon-rich rivers and streams. The county's tourism partners have labeled it "Oregon's Adventure Coast" for good reason. The National Dunes are a major draw for extreme sports activities; the woodlands, rivers and sea are irresistible lures for fishing, hunting and sporting enthusiasts; and the world-renowned, Scottish-styled Bandon Dunes Golf Resort with four nationally-ranked courses is a mecca for amateur and professional golfers alike.

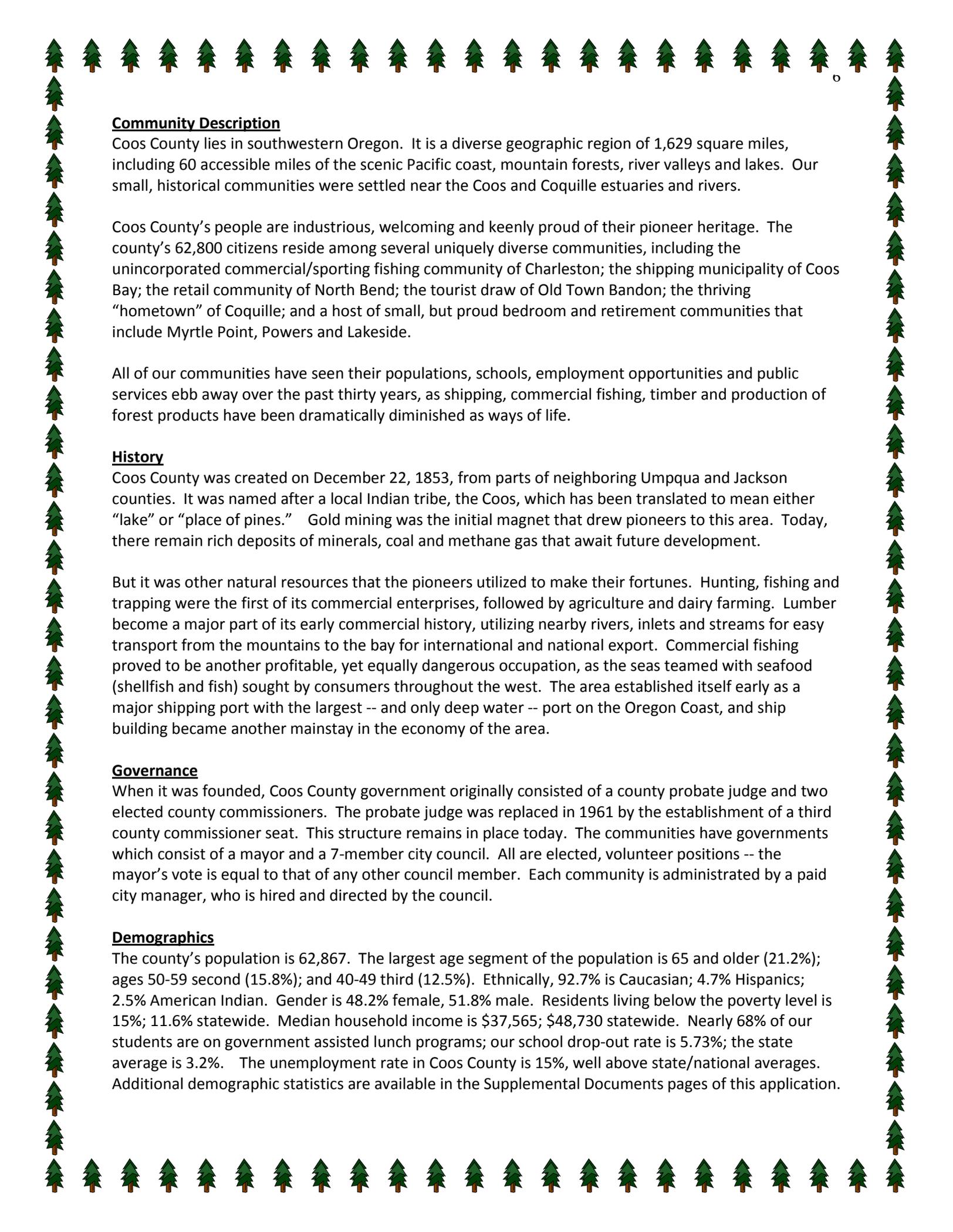
Coos County was settled and prospered on a resource-based economy -- mining, forest products, commercial fishing, waterway shipping and agriculture. But for over 30 years, Coos County has struggled to navigate the changes that increased environmental restrictions, technologically advanced production methods, government regulations, and subsequent shifts in demographics have brought to the area. The resultant economic deterioration through the decline of these industries has cost Coos County in jobs, population size, education, and public services. It struggles to recover developmentally.

The sustainability challenges for our county are multi-faceted. Coos County is located far from the shipping and travel convenience of Interstate 5, and the economic opportunities of Portland, Bend, Eugene and Medford. Today, our economic drivers remain forestry, commercial fishing and agriculture, but in a far diminished role – with far fewer family wage jobs than a decade ago. Our economy is enhanced today by growing tourism, recreation and residential retirement industries.

Our area has significant economic assets on which to form the foundation of a new future. It is home to the largest natural harbor between Puget Sound and the San Francisco Bay. *Coos Bay is the closest deep water port to Asian markets, and is the only deep water port on the Oregon Coast.* The Southwest Oregon Regional Airport is *the only commercial airport on the Oregon Coast.* Southwest Oregon Community College is a dynamic institution, whose leadership is eager and able to develop *training programs designed to specific employers' needs*, and boasts one of the finest culinary institutes in the Northwest. The International Port of Coos Bay is currently *revitalizing a recently-abandoned short rail line, which will restore vital rail shipping service to our area.* Creative incentive programs are available at the state and local level to encourage the growth of existing businesses and the location of new ones.

But the scenic beauty and abundant natural resources of the area are today overshadowed by complex issues and competing interests in sustainable economic development. The area lacks a cohesive, inclusive vision for its future. Plans to address its economically and socially depressed "feel," are lacking. Deteriorated community gateways along Highway 101 inhibit tourism and development.

Since learning of the SDAT program, our county, communities, partners and citizens have enthusiastically embraced the process as a unifying step forward. It offers a chance to change "rear view mirror" thinking, and encourages the creation of a collective, unified vision for the future. It is the opportunity to rebuild a "can do" attitude in our communities, while our county creates a brand and a plan for a future of economic sustainability. Through the SDAT process, we look forward to 1) building a cohesive, inclusive countywide vision; 2) finding ways that economic development and environmental interests can co-exist in harmony; and 3) creating a vibrant, sustainable future for generations to come.



Community Description

Coos County lies in southwestern Oregon. It is a diverse geographic region of 1,629 square miles, including 60 accessible miles of the scenic Pacific coast, mountain forests, river valleys and lakes. Our small, historical communities were settled near the Coos and Coquille estuaries and rivers.

Coos County's people are industrious, welcoming and keenly proud of their pioneer heritage. The county's 62,800 citizens reside among several uniquely diverse communities, including the unincorporated commercial/sporting fishing community of Charleston; the shipping municipality of Coos Bay; the retail community of North Bend; the tourist draw of Old Town Bandon; the thriving "hometown" of Coquille; and a host of small, but proud bedroom and retirement communities that include Myrtle Point, Powers and Lakeside.

All of our communities have seen their populations, schools, employment opportunities and public services ebb away over the past thirty years, as shipping, commercial fishing, timber and production of forest products have been dramatically diminished as ways of life.

History

Coos County was created on December 22, 1853, from parts of neighboring Umpqua and Jackson counties. It was named after a local Indian tribe, the Coos, which has been translated to mean either "lake" or "place of pines." Gold mining was the initial magnet that drew pioneers to this area. Today, there remain rich deposits of minerals, coal and methane gas that await future development.

But it was other natural resources that the pioneers utilized to make their fortunes. Hunting, fishing and trapping were the first of its commercial enterprises, followed by agriculture and dairy farming. Lumber became a major part of its early commercial history, utilizing nearby rivers, inlets and streams for easy transport from the mountains to the bay for international and national export. Commercial fishing proved to be another profitable, yet equally dangerous occupation, as the seas teemed with seafood (shellfish and fish) sought by consumers throughout the west. The area established itself early as a major shipping port with the largest -- and only deep water -- port on the Oregon Coast, and ship building became another mainstay in the economy of the area.

Governance

When it was founded, Coos County government originally consisted of a county probate judge and two elected county commissioners. The probate judge was replaced in 1961 by the establishment of a third county commissioner seat. This structure remains in place today. The communities have governments which consist of a mayor and a 7-member city council. All are elected, volunteer positions -- the mayor's vote is equal to that of any other council member. Each community is administrated by a paid city manager, who is hired and directed by the council.

Demographics

The county's population is 62,867. The largest age segment of the population is 65 and older (21.2%); ages 50-59 second (15.8%); and 40-49 third (12.5%). Ethnically, 92.7% is Caucasian; 4.7% Hispanics; 2.5% American Indian. Gender is 48.2% female, 51.8% male. Residents living below the poverty level is 15%; 11.6% statewide. Median household income is \$37,565; \$48,730 statewide. Nearly 68% of our students are on government assisted lunch programs; our school drop-out rate is 5.73%; the state average is 3.2%. The unemployment rate in Coos County is 15%, well above state/national averages. Additional demographic statistics are available in the Supplemental Documents pages of this application.

Geography and Topography

Coos County is large geographic area, blessed with an abundance of natural resources and recreational opportunities. It is bordered by the Pacific Ocean connecting to estuaries, lakes and rivers, surrounded by broad valleys and wildlife-filled mountain vistas. The natural sand dunes are a major draw for extreme sports and ATV activities; the woodlands, rivers and seas are irresistible lures for fishing, hunting and sporting enthusiasts; and the world-renowned, Scottish-styled Bandon Dunes Golf Resort is an international draw for amateur and professional golfers, with four nationally-ranked golf courses.

Coos County is located 220 miles southwest of Portland, OR, and approximately 105 miles from the California border. Five hours to the north of Coos Bay are the incredible Columbia River Gorge and national parks filled with waterfalls and wildlife; four hours to the south is Crescent City, California with its amazing redwoods; 10 minutes west is the ever-changing and captivating Oregon Coast; and five hours to the east is high desert country and the cultural center of Bend, OR.

Stretching along Oregon's Pacific border, the coastal zone is characterized by wet winters, relatively dry summers and mild temperatures throughout the year.

Coastal terrain features include a coastal plain, extending from less than a mile to ten miles in width; numerous coastal valleys; and the Coast Range, whose peaks range from 2,000 to 5,500 feet above sea level, extending the full length of the state. The Coquille and Coos rivers dissect the Coast Range, draining its slopes, and in turn, flow through Coos County. Along the lower elevations of the immediate coast, normal annual precipitation is between 65 to 90 inches. Places high on the west slopes can get up to 200 inches average rainfall.

Typical of western Oregon, the highest monthly precipitation values for the coast occur in the winter months of November, December and January. Snowfall in coastal vicinity is minimal, usually only one to three inches per winter; and once fallen, it melts quickly. Higher elevations along the coast receive significant amounts of snowfall, which endure significant lengths of time.

July, August and September tend to be the warmest on the Coast, but average summer temperatures are only about 15 degrees above the coldest month of January. Extremely high or low temperatures are rare. The annual temperature range on the coast is lower than any other Oregon climate zone. Temperatures of 90 degrees F or above occur, on the average, less than once per year. Freezing temperatures are a rarity, even in the coldest and wettest of winters.

Even our wet, coastal winters are a tourism attraction. 'Storm chasers' -- drawn by the views of major storms along the Oregon coast -- find their desire for dramatic ocean scenes well met in Coos County.

Economic Information

From its founding, Coos County grew and prospered through its natural resources and the timber, agriculture, milling, shipping and commercial fishing industries. But the 1970's saw the beginnings of these industries' ebb. The environmental movement, the spotted owl controversy, government regulations and technological advances in production saw a gradual but unstoppable decline in timber harvest, lumber mills, shipping and commercial fishing. The area slumped into major economic hard times. Today, Oregon is second in the nation in unemployment, due in large part to this region, with an unemployment rate of 15%. And while the current recession and unemployment rates are relatively new to the rest of the nation, they have remained steady or declining in Coos County for over 30 years.

A decorative border of evergreen trees surrounds the text. The trees are arranged in a single row at the top and bottom, and in vertical columns on the left and right sides. The trees are green with brown trunks and are of varying heights and orientations.

Economic Information (cont.)

There does exist opportunities for new industries to move in. Oregon Resources Corporation is eager to mine the black sands along the coast for deposits of chromate, and LNG/Jordon Cove (liquefied natural gas) has been working towards putting in a terminal -- with the creation of hundreds of jobs -- for several years. However, state and federal permitting processes have frequently stalled these projects, encouraged by resistance from those with concerns about overdevelopment, abuse of national resources and public safety.

The lack of action and regulatory redress from state and federal agencies – and the resultant lack of economic development opportunities -- creates additional stresses upon Coos County and community government, schools and population, particularly in financial and human resources terms. Coos County struggles financially, and socially with increasing dropout rates and substance abuse issues. There appears to be no assistance from state and federal government on the horizon in policy and regulatory relief. The county does not have a significant enough population base to garner their attention.

All of these concerns – in addition to the lack of a county-wide land use or development plan – are contributing impediments to future development.

Coos County's current population trends are another issue. The rapid decline in Coos County's founding industries in the past 30 years has resulted in major population shifts. Many original residents moved on to other areas to find jobs. Migration into the area in recent years is primarily retirees from across the country, which, in the past decade, discovered this area's natural beauty and recreational quality of life. And it is this latter, older population who are often either most opposed or ambivalent towards development and the utilization of natural resources in an industrial or commercial manner.

The State of Oregon is touted to have an outstanding land use planning and development process. However, both in its existing structure and process, it is extremely difficult to make changes in zoning designations in a timely manner. There is little flexibility to respond to a potential opportunity if the proposed development site has the wrong zoning for a prospective business, and frequently, their timeline won't accommodate a lengthy zoning process. There are a host of rural communities in our region that have suitable development property, but since the decline of agriculture or forestry, the property has not been rezoned for other uses. Land owners cannot bear the tax brunt of having the land rezoned in advance of development.

One of the area's economic bright spots in the past decade is the establishment of Bandon Dunes Golf Course. With four nationally-ranked courses, Bandon Dunes employs hundreds of locals in year-round jobs, and more during peak tourism seasons. They are a remarkable community partner, and are among those entities most eager to improve the gateways and views along Highway 101 – the route their clients travel from Southwestern Oregon Regional Airport to the Bandon links.

A major partner in economic development is the International Port of Coos Bay, which owns several industrial sites in Charleston Harbor and the North Spit. Recently, the Port took the courageous and necessary step to purchase an abandoned railroad – one which had been historically a primary method of commercial transport for local, sustainable industries – and is in the process of rehabilitating and opening the rail line for usage in 2010. This commercial transportation option is as vital today to our area's current and future industries as it was in our past.

Economic Information (cont.)

The Southwestern Regional Airport is the only commercial airport on the Oregon Coast. Its flights daily connect our area with San Francisco to the south and Portland to the north on. Its new multi-million dollar terminal and traffic control facility enhance the efficiency and applications of the airport and are an impressive welcome to travelers as well as a source of pride to locals. The airport complex has a light manufacturing and commercial industrial park ready for development, but currently is without a clearly defined development plan, for which it seeks assistance. Additionally, the airport commission and staff struggle with recent changes in air service providers, and seek a resolution that will result in still better flight scheduling for local businesses and tourists.

Bay Area Hospital and North Bend Medical Center, along with their partner health care service providers, are among the highest employers in the County. This state of the art medical facility serves the entire southern Oregon Coast.

Southwest Oregon Community College is a dynamic resource and partner in this area, with a complete range of post-education and community outreach programming -- and an obvious enthusiasm for designing vocational training programs specific to the employment needs of new businesses.

The Coquille and Confederated Tribes are partners with local communities in economic development, with the Coquille Tribes' Mill Casino, RV Park and Hotel a major tourism draw.

The South Slough National Estuarine Research Reserve, near Charleston, is a 4,800 acre natural watershed. The NERRS is administered as a partnership between the National Oceanic and Atmospheric Administration and the coastal states. It is a model for regional, national and global coastal management.

The Homebuilders Association of Southwestern Oregon is also a partner in this project. For a number of years, they have promoted the building of a convention/expo center off Highway 101 as a means to address the meeting and convention needs of the south coast. They are now in the beginning stages of conducting marketing analysis and feasibility studies to move the project forward.

And finally, the South Coast Development Council, Inc. was founded ten years ago as an economic development alliance serving Coos County. This public/private partnership is a business and industry advocate, a resource for information vital to opening a business in the Coos County area, and is an active team member of regional coalitions with economic development programs from other counties.

Problem Statement and Issues Analysis

Long before the current national economic recession, Coos County found itself on the ropes economically and socially. The dramatic decline in the timber, commercial fishing and waterway shipping industries has changed the very fabric of this region, from a vibrant, entrepreneur filled bay area to a struggling, decaying area.

Each of our communities struggle not only with the loss of family-wage jobs, and its associated drug, crime and social issues, but also with its detrimental community effects...blighted neighborhoods, deteriorated downtowns and subsequent impact on business retention and recruitment efforts.

Problem Statement and Issues Analysis (cont.)

The Bay Area community of Coos Bay is perhaps hardest hit, per capita. Efforts to save its downtown in the early '80's embraced the idea of a covered downtown pedestrian mall, leaving the town today with above ground utilities, confusing pedestrian and auto traffic patterns, and an abundance of vacant and deteriorating downtown buildings. A contributing issue impacting the City of Coos Bay's efforts to revitalize its central business district is the fact that the area was once marsh -- hence its original name of Marshfield -- and its large, empty buildings were built on fill, rendering many of them today structurally at risk. As the land has settled, so have the very foundations of its buildings.

While Coos Bay has a beautiful bay area that it's worked diligently to capitalize on aesthetically, it is hidden in spots behind both, non-significant and historical buildings on Hwy 101 southbound. The city is currently in the new construction process of a visitors' center, which -- while welcoming north bound and south bound visitors to the friendly, valuable services it offers -- will further block southbound visitors' and residents' view of the bay and public amenities offered behind it.

The City of Coos Bay recently went through the process of identifying suitable parcels of commercial property for development, and compiled a list of viable commercial sites. There are few contiguous parcels that would allow a prospective business to assemble a 15- to 20-acre parcel that would accommodate a large commercial enterprise or big box store -- a long sought after goal of locals.

Empire is an integral, historical part of Coos Bay, several miles off the beaten path of Highway 101. Through the efforts of the local citizens and the City of Coos Bay, a new development there holds great promise for a renaissance of the area. The Hollering Place is a celebration of Empire's history in the Coos County as the first settlement of the area, and the first county seat. The Hollering Place will also be home to the proposed boat building center.

The Eastside portion of Coos Bay is a small, residential area with marshy acreage and opportunity for enhancement. It is home to a public access boat launch and small marine industrial area, which is under the jurisdiction of the Port of Coos Bay.

More on these Coos Bay projects can be found at the link in the Supplemental Documentation pages. Coos Bay city government works diligently to enhance their city's prospects for growth and prosperity.

North Bend, a sister city to Coos Bay, faces many of the same obstacles. It does have a mall and retail presence, but both are feeling the effects of a severely diminished economy. It has areas of new housing developments, and has in its 'backyard' the Southwest Oregon Regional Airport's zoned commercial park -- which is fully developed with utilities and infrastructure, but awaiting viable tenants. Still, the city government of North Bend works diligently towards a bright future, as it develops a remarkable Waterway Boardwalk, a dynamic community swimming pool, infrastructure and public parks. Again, there is a link to this community's home page in the Supplemental Documentation pages.

The unincorporated community of Charleston benefits from its proximity to state and county parks, a beautiful bay area, and the commercial fishing opportunities that it provides. Economically, it struggles, however, for a retail or business identity. It is off the path of Hwy. 101, but signage in Coos Bay and North Bend assist people in the drive to Charleston. While unincorporated, the Wild Women of Charleston produce an annual calendar for funding for special projects. The International Port of Coos Bay is especially linked to Charleston and assists the little community with development concepts and more. Charleston is home to the Oregon Institute of Marine Biology and the South Slough Sanctuary.

Problem Statement and Issues Analysis (cont.)

The small town of Coquille is the county seat. This community is not bordered by the sea or harbor, but rather is known for its outstanding hunting and fishing opportunities that abound in its hills and the Coquille River. Its citizens also want economic growth, and work diligently to develop its downtown and community-based projects and social activities. Coquille in recent years developed a river walk plan which incorporates some parcels for commercial and industrial development. A link for the community can be found in the Supplemental Documentation pages.

The harbor town of Bandon is right on Highway 101. Just north of the town is the famous Bandon Dunes Golf Resort, which brings great tourism exposure to the little town. Historic Old Towne is a tremendous draw itself. Old Town Bandon burned to the ground in 1936, but its resilient, proud residents rebuilt it. The Port of Bandon has created a vibrant harbor walk and community gathering spot along the harbor. The community struggles today with preserving affordable housing as well as retail sustainability and opportunity for economic growth.

The little town of Myrtle Point, just south of Coquille on Highway 42, is home of the Coos County Fairgrounds. One of the few non-commercial fairs in the country, it has tremendous draw, but faces economic challenges as well. Much like Powers and Lakeside, Myrtle Point struggles for an economic development plan, and has become much of a bedroom and retirement community. Solid governmental leadership is eager to look at ways to balance the needs of a sustainable future with current economic and social fabric of the town.

Coos County, like all of its communities, struggles with keeping valuable “locals” in the region to maintain a healthy community fabric. Planning and zoning commissions address growth, land-use, density, vision, transportation and the economic fabric of our communities, but in highly individualized forms. It is the disparate, reactionary address of such issues by individual communities that we seek to address in a coordinated, cooperative, regional perspective, while inspiring confidence for the future.

Among the complex issues are those of the long-time local families who desperately want new jobs, not only to sustain their household, but to keep their youth here in the future. For decades, locals have watched as their youth move out of the area to find jobs and build lives. More importantly, this population trend serves to create the additional concerns of a ‘leadership vacuum,’ as 35 to 55-year olds become one of the smallest segments of our population.

The most dramatic increase in population in Coos County is among retirees. This area has now been discovered by retirees from across the nation, and is fast replacing Florida as the place to retire for the ‘good life.’ But these are people who retire here for the natural beauty and life style of the area, and many resist economic development efforts out of concerns that growth would irreparably change the environment they came here to enjoy.

Issues to be addressed through this process are these:

- Would our county and its communities benefit from an overall, regional approach to future development and problem-solving?
- What is our responsibility toward energy and environmental issues, in the face of need for new industries and jobs? Can these interests be served in harmony?
- How do we balance equitable growth, economic development and increasing land and housing costs with the need to maintain a healthy community fabric with a diversified age/wage/cultural demographic ratio?
- How do we provide ample, quality jobs in the face of environmental issues, in order to stop both, high drop-out rates in our schools, and the “brain drain” of our youth leaving the area post-graduation and continuing education?

Environmental

Land Use Planning & Zoning
Growth & the Environment

Social

Positive Attitudinal Shifts
Demographic/Income Shifts

Economic

Public Policy/Central Business Districts
Master Plan for County Development

Objectives of the SDAT Process

Our objectives for this program are multi-faceted:

1. A third-party, county-wide review of our assets/liabilities and subsequent opportunities
2. Establishment of a publicly affirmed definition of what sustainability means for Coos County
3. Development of a county wide Master Plan of economic development and sustainability
4. Composition of guidelines and action plans for land-use and gateway enhancement
5. Fostering, promotion and growth of a strong, community cohesiveness and fabric
6. Creation of a public understanding, appreciation and directive for sustainability that can drive Coos County and its communities’ leaders into the future
7. Initiation of “a brand and a plan” for our county to foster and secure a sustainable future for all
8. Creation of a unified and local ‘pride of place’ through the inclusionary, educational process.

We believe the SDAT process will provide our communities and our county a unique opportunity for 1) a fresh, cohesive and global review of the assets and challenges within our region; 2) the cooperative and inclusive development of a county-wide Master Plan of sustainability; 3) a unified plan to lead us in achieving a sustainable balance between cultural, environmental and economic systems; and 4) a brighter future for all Coos County residents.

PROJECT ORGANIZATION

Steering Committee/Contact Information

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Budget and Funding Information

Income:	Amount	Value
Local Community Support, Community Governments	\$8,000	\$8,000
Corporate Donations/Sponsors	\$3,500	\$3,500
Partner Organizations	\$6,000	\$6,000
<u>South Coast Development Council</u>	<u>\$1,000</u>	<u>\$1,000</u>
Total Income	\$18,500	\$18,500
Expenses		
Matching Fees to SDAT Team/AIA	\$5,000	\$5,000
County Flyover	\$1,000	\$1,000
Meeting Expenses	\$5,000	\$5,000
Materials/Advertising/Printing Expenses (Reduced Rates)	\$2,500	\$2,500
Meeting Space/Work Space – Donated by SOCC/The Port	0	\$1,500
Onsite information Technology Needs – Donated by SOCC	0	\$1,750
Supplies and Photocopying –Donated by SCDC	0	\$1,000
Advertising/Public Relations – Donated by the World, KCBY, etc.	0	\$5,000
Local Transportation – The Port, Steering Committee Members	0	\$3,000
Catering – Donated by Bay Area Restaurants	0	\$3,000
Administrative Travel Costs	\$2,500	\$2,500
<u>Miscellaneous/Contingency</u>	<u>\$2,500</u>	<u>\$2,500</u>
Total Expenses	\$18,500	\$33,750

Communities which have committed to funding assistance include North Bend, Coos Bay, Coquille and Myrtle Point. Coos County Government will also provide financial assistance.

Partner organizations providing in-kind or financial assistance include the Port of Coos Bay, Southwestern Oregon Community College, Southwest Oregon Regional Airport, The World newspaper, local utility companies, the Coquille Indian Tribe (CEDCO), and local area restaurants. In-kind contributions of staff and student time are committed from the South Coast Development Council and Southwestern Oregon Community College.

Please Note: Since articles began appearing in the World newspaper in recent weeks regarding our efforts in making this SDAT application, a number of private individuals have stepped forward from the local community, offering donations of money, time and talents towards the program. The response has been overwhelming, and speaks to Coos County's desire for AIA guidance and help.

Educational Partners

Southwestern Oregon Community College is an honored member of the South Coast Development Council. SOCC is a vital educational asset, resource and partner for Coos County, its diverse communities, and our entire south coast region. They are enthusiastic partners with us in the SDAT process, pledging administrative support, student involvement, IT support, work/public meeting spaces and frontline assistance in the implementation of SDAT recommendations countywide. *Southwestern Oregon Community College recently identified the pursuit of sustainability in their strategic planning*, and is eager to play an instrumental role in this sustainability project for Coos County. The involvement of the College will provide important, objective input toward the successful development and implementation of the SDAT process. The contact information for Southwestern Oregon Community College is as follows:

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Media Outreach

Coos County has a large number of media outlets for the population base served, including five TV stations, approximately 12 radio stations, 1 daily newspaper (The World) and 3 weekly newspapers. In addition, our county receives regular coverage in the two metro newspapers of Eugene (The Register Guard) and Portland (The Oregonian). Public Service Access TV Channel 14 covers local city government and community events, and our news is also reported on the Eugene-based network television stations.

Upon receipt of notification that we have been chosen as an SDAT community, we will work with our steering committee and local media outlets to develop a full, timely and complete communications plan. The media will be a valuable and vital resource in this process. Our team has good working relationships with the publisher and editorial staff at the World, as well as the other media outlets. The local paper is already enthusiastic about the process, publishing several articles before this application was made (see Supplemental Documentation pages).

As mentioned earlier, since articles began appearing in the World newspaper in recent weeks regarding our efforts in making this SDAT application, a number of private individuals have stepped forward from the local community, offering donations of money, time and talents towards the program. The response has been overwhelming, and speaks to Coos County's desire for AIA guidance and help. Local media will continue to be an important and integral aspect to assuring community involvement in this effort.

Spokesperson for the project will be the Sandra J. Messerle, Executive Director of the South Coast Development Council, Inc., a 501(c)3 countywide economic development organization, which is the initiator of the SDAT process for Coos County.

SDAT Project Timeline

Immediately upon learning of the SDAT program, many 'to do' items for this project began, including the formation of active partnerships and consensus-building which began in earnest in August. Since that time, meetings with local media and governments have met with great enthusiasm, as evidenced in the articles linked in the Supplemental Documentation pages. If we are chosen as an SDAT community, we will continue the momentum, beginning with preparatory meetings of leaders and steering committee members, development an organizational chart and subcommittees for the process, as well as the calendaring of SDAT team visits and community meetings.

Letters of Partner, County and Communities Support

The following communities and partners have submitted letters of support for this project.

The City of Coos Bay



The City of North Bend



The City of Coquille (sent hard copy direct)

The City of Myrtle Point, inclusive of City Council Resolution



State Representative Arnie Roblan



The Coos County Commissioners



Letters of Partner, County and Communities Support (cont.)

Friends of New and Sustainable Industry (FONSI)



SDATSupport.docx

Bay Area Hospital



SCDC Grant Support
letter.pdf

Southwestern Oregon Community College



SCN_200911051715
23_001_001.pdf

Crow-Clay & Associates, AIA



09382-SimmonsLtr.p
df

Southwestern Oregon Regional Airport



Support Ltr
SDAT.pdf

The International Port of Coos Bay



Port Support.pdf

Memo of Support, The World



Clark Wolworth
The World

SUPPLEMENTAL DOCUMENTS

Coos County Community Development

Long Range Planning:

<http://www.co.coos.or.us/treasurer/fye6302008/Management's%20Discussion%20&%20Analysis.pdf>

Coos County Housing Needs Assessment

http://www.oregon.gov/OHCS/ISD/RA/docs/county_reports/08_Coos.pdf

Land Use Regulations

http://www.co.coos.or.us/GUIDE_TO_LAND_USE_IN_COOS_COUNTY.pdf

Coos County History

<http://arcweb.sos.state.or.us/county/cpcooshome.html>

Economic Development in Coos County

http://www.fs.fed.us/r6/coop/programs/rca/stories/or_coos.pdf

<http://www.scdcinc.org/documents/ECNW-DemogrphicWhitePaper.pdf>

County Demographic Information

http://www.city-data.com/county/Coos_County-OR.html#ixzz0WavNUUuK



Demographic and Economic Information

Communities of Coos County

Coos Bay: Long Range Planning

http://www.coosbay.org/cb/departments/documents/CoosBayEOARreport_061709_Final_DC.pdf

http://www.coosbay.org/pdf/Downtown_Coos_Bay_Assessment_Report.pdf

City of North Bend: Long Range Planning

<http://www.northbendcity.org/pdf/Ordinances/June%202003%20Comp%20Plan.pdf>

http://www.northbendcity.org/documents/2009-2010urbanrenewalbudgetmessage_001.pdf

City of Coquille

<http://www.cityofcoquille.org/CityGovernment/Administration/tabid/4199/Default.aspx>

City of Myrtle Point

<http://www.rdiinc.org/files/AR-1.pdf>

City of Bandon

<http://www.ci.bandon.or.us/goals.html>

City of Powers

<http://www.oregoncities.us/powers/index.htm>

Charleston Community Assessment



Charleston Self Assessment.pdf

Partner Organizations/Development Sites

Bay Area Hospital

<http://www.bayareahospital.org/about.html>

Southwestern Oregon Regional Airport Long Range Planning

<http://www.shojiplanning.com/pics/CC-Airport-District-Plan.pdf>

Southwestern Oregon Community College Long Range Planning

<http://www.socc.edu/board/bb/bm~doc/2009-2012-strategic-plan.pdf>

Southwestern Oregon Community College Business Center

<http://www.socc.edu/bizexcellence/>

International Port of Coos Bay Long Range Planning

<http://www.portofcoosbay.com/economic.htm>

<http://www.portofcoosbay.com/vision.htm>

International Port of Coos Bay Foreign-Trade Zone

<http://www.portofcoosbay.com/ftz.htm>

International Port of Coos Bay Business Center

<http://www.portofcoosbay.com/bizcenter.htm>

<http://www.socc.edu/bizexcellence/>

Bay Area Chamber of Commerce

<http://www.oregonsbayarea.org/>

Bandon Area Chamber of Commerce

<http://www.bandon.com/>

South Slough National Estuarine Research Reserve

<http://www.southsloughestuary.org>

Home Builders Association of Southwestern Oregon

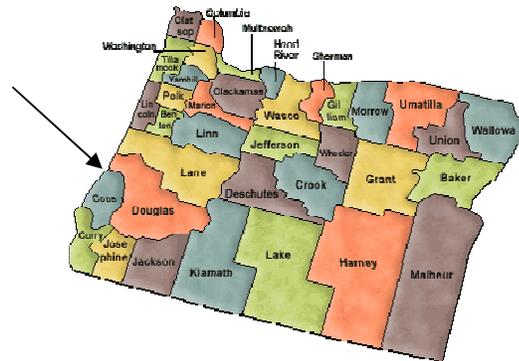
<http://hbaswo.org>

Development Sites



Port of Coos Bay,
Ocean Terminal, Nort

Maps of Coos County



Coos County

http://www.oregon.com/counties/coos_county

Coos Bay

http://www.oregon.com/south_coast_cities/coos_bay

North Bend

http://www.oregon.com/south_coast_cities/north_bend

Charleston

http://www.oregon.com/south_coast_cities/charleston

Charleston Harbor

<http://www.portofcoosbay.com/location.htm>

Coquille

http://www.oregon.com/south_coast_cities/coquille

Myrtle Point

http://www.oregon.com/south_coast_cities/myrtle_point

Bandon

http://www.oregon.com/south_coast_cities/bandon

Powers

<http://www.oregoncities.us/powers/index.htm>

Coos County is approximately 1629 square miles, bordered by the Pacific Ocean to the west, Curry County is the southern border, and Douglas County is both the northern and eastern boundary. The northern border is near Reedsport; to the east the line is near the summit of the Coast Range.

<http://law.onecle.com/oregon/201-boundaries-of-counties/201.060.html>

Relevant Media Articles

<http://www.registerguard.com/csp/cms/sites/web/updates/19684434-55/story.csp>

<http://www.theworldlink.com/articles/2009/10/23/business/doc4ae1ba05087d1393927289.txt>

<http://www.theworldlink.com/articles/2009/11/15/news/doc4afe6d48e892d599269016.txt>

http://www.usatoday.com/travel/destinations/2005-07-05-golf-oregon_x.htm

<http://www.theworldlink.com/articles/2009/11/15/news/doc4afe6ddoeb425148232533.txt>

<http://www.theworldlink.com/articles/2009/11/13/news/doc4afdaoca060c6184466715.txt>