CITY OF LINCOLN CITY

LINCOLN CITY COUNCIL AGENDA

MONDAY MARCH 13, 2023 6:00 PM

6:00 PM - The Lincoln City Council will hold a regular meeting in the Council Chambers, 801 SW Highway 101 - 3rd Floor, Lincoln City, OR 97367.

Public comments can be submitted to publiccomment@lincolncity.org, by attending the City Council meeting, or by telephone.

Public comments submitted by email to publiccomment@lincolncity.org will be entered into the official record, distributed to the governing body, and summarized; however, due to personal privacy issues they are not generally published in the online agenda packet.

****PUBLIC COMMENT VIA EMAIL WILL ONLY BE RECOGNIZED UPON RECEIPT OF AN EMAIL SENT TO publiccomment@lincolncity.org****

Citizens requesting to give public comment via Zoom or telephone must email publiccomment@lincolncity.org no later than noon on the meeting day. The request must include the person's name, the subject the person wishes to address, and the screenname the person intends to use for the meeting. Instructions will be sent to the person requesting prior to the meeting. Persons who will give public comment via Zoom or telephone will need to leave the microphone muted and camera off until the public comment portion of the meeting.

The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired, for a hearing-impaired device, or for other accommodations for persons with disabilities, should be made at least 48 hours in advance of the meeting. To request information in an alternate format or other assistance, please contact the City's ADA Coordinator, Kevin Mattias, at 541-996-1013 or kmattias@lincolncity.org. Visit the ADA Accessibility | City of Lincoln City, OR webpage to view how the City continues to remain in compliance with Title II of the Americans with Disabilities Act regarding City programs, services, processes, and facilities.

The Lincoln City Council reserves the right to add or delete items as needed, change the order of the agenda, and discuss any other business deemed necessary at the time of the meeting.

All information for this meeting is available at www.lincolncity.org under "Government" then select "Public Meeting, Agendas, Packets & Video". This meeting will be televised live on Channel 4. For additional rebroadcast times, please consult the Channel 4 guide on the hour. If you wish to speak on an agenda or non-agenda item, please sign up on the sheet near the entrance door to the Council Chambers. You will be called to speak during the "Public Comment" section. Comments or testimony on agenda items listed under "public hearing/public comment" will be taken at that time.

A. CALL TO ORDER

B. ROLL CALL

C. PLEDGE OF ALLEGIANCE

D. CONSENT AGENDA

1. Regular Meeting – Minutes of Work Session – February 22, 2023, 3:30 PM
2. Regular Meeting – Minutes of Regular Meeting – February 27, 2023, 6:00 PM
3. Regular Meeting – Minutes of Special Meeting – March 1, 2023, 8:00 AM

E. COUNCIL DELIBERATIONS

F. COMMENTS FROM CITIZENS PRESENT ON AGENDA/NON-AGENDA ITEMS

Article I, Section 8, of the Oregon Constitution provides: No law shall be passed restraining the free expression of opinion, or restricting the right to speak, write, or print freely on any subject whatever; but every person shall be responsible for the abuse of this right. Be advised: Comments by citizens under this Public Comments Section of the Agenda or under Public Hearings are solely the opinions and statements of the speakers and are not statements by the City of Lincoln City and do not represent the opinions of the City of Lincoln City, its officers and employees.

G. PRESENTATIONS

4. Topline Presentation of the Explore Lincoln City Strategic Marketing Plan

H. PUBLIC HEARING / ORDINANCE

I. PUBLIC HEARINGS / PUBLIC COMMENTS

J. ORDINANCES

K. RESOLUTIONS

1. RESOLUTION NO. 2023-04 A RESOLUTION OF THE CITY OF LINCOLN CITY ESTABLISHING TRAFFIC CONTROL MEASURES FOR A PORTION OF SW 3RD STREET

L. SPECIAL ORDER OF BUSINESS

2. City Entrance Signs Construction Contract Award
3. SW Anchor Storm Improvements
4. Construction Award for the Police Utility Building
5. Construction Contract Award for NE 6th Street Sidewalk Project

M. CITY MANAGER/CITY ATTORNEY REPORTS

N. ACTIONS, IF ANY, BASED ON WORK SESSION OR EXECUTIVE SESSION

O. ADDITIONAL COMMENTS FROM CITIZENS PRESENT ON NON-AGENDA ITEMS

P. ANNOUNCEMENTS OR COMMENTS BY CITY COUNCIL

Q. ADJOURNMENT

The Office of
CITY ADMINISTRATION

CITY OF LINCOLN CITY

CITY COUNCIL MINUTES OF WORK SESSION MEETING

February 22, 2023, 3:30 PM

The final minutes for this meeting are supplemented by an electronic recording of the meeting, which may be viewed online at www.lincolncity.org under the tab "Agendas, Packets and Videos". The staff reports, resolutions, ordinances and other documents related to this meeting are also available at the same location. This meeting is rebroadcast on Cable Channel 4. *(See Channel 4 guide on the hour at http://www2.lincolncity.org/program-guide/*.

APPROVED BY CITY COUNCIL

DATE:

1. CALL TO ORDER

Mayor Wahlke called the meeting to order at 3:31PM

Attendee Name	Title	Status	Arrived
Susan Wahlke	Mayor	Present	
Elaine Starmer	Councilor Ward I	Present	
Sydney Kasner	Councilor Ward 2	Late	
Judy Casper	Councilor Ward 3	Present	
Riley Hoagland	Councilor Ward 2	Absent	
Rick Mark	Councilor Ward 3	Late	
Mitch Parsons	Councilor Ward 1	Present	

Staff Present: Daphnee Legarza, City Manager; Richard Appicello, City Attorney; Stephanie Reid, Public Works Director; Terry Chamberlin, City Engineer; Liz Francis, Executive Administrative Legal Assistant. Others present: Richard Boyle, PBS and Maureen White, PBS (Zoom)

2. DISCUSSION ITEMS

A. Logan Road Culvert Project Update

Richard Boyle gave a presentation on the Logan Road Culvert Project. He discussed the options on how to protect residents from flooding, deal with cost issues and other miscellaneous options. He presented three options: New Culvert Crossing Logan Road, Install Flood Reduction Culvert in Logan and apply for a Fish Passage Waiver, or Purchase, Condemn, or do nothing for Residence.

Stephanie Reid gave a brief history of the project and the development of the project, including the interactions with the County in regards to funding, etc.
What are the next steps: Daphnee Legarza explained the City needs to commit to a design option and look into applying for a waiver, and explore funding options. The City will do more research into the options and then bring a recommendation to Council.

B. City Manager Updates

Daphnee Legarza gave updates on current projects being worked on:

1) Recycling
2) Cybersecurity
3) Homelessness
4) Utility Bill Payments
5) TRT spending flexibility (Mayor Susan Wahlke shared updates through the LOC and efforts she has made on this topic) Discussion included possibility of moving TRT elements out of City Charter into an Ordinance format.
6) Grants
7) Training opportunities
8) Marijuana concerns
9) County Banking System
10) New Market Tax Credit (Economic Development)
11) Sewer and water projects (Stephanie Reid shared about the projects in the works) Counselor Judy Casper asked for a map of all pump stations with the year they were built. Counselor Elaine Starmer shared that infrastructure improvement should be a high priority.
12) Broadband

Daphnee Legarza also gave more information to Council about the upcoming Strategic Planning Session on March 1, 2023.

Daphnee Legarza said to let Liz Francis know if you want to be registered for LOC Spring Conference or the LOC budget training.

3. MISCELLANEOUS

Counselor Judy Casper shared that LOC was also hosting a Planning Commission training as well. Daphnee Legarza to follow-up.

Richard Appicello shared that he has been contacted by the DOJ in regards to the IGA with State Parks on the D-River Wayside project and has a meeting set up to discuss options. Also shared that there were three Ordinances on the City Council agenda and gave a brief summary of their content. The discussion expanded into the occupancy limits on VRD's and whether or not it should be discussed since it hasn't been approved yet and what the status of that ordinance was.

Counselor Elaine Starmer expressed that the VRD occupancy issue needs a work or executive session in order to discuss the topic further. Richard Appicello shared about the County's process and he would send out their ordinance for review.

Counselor Sydney Kasner asked about a future session about interships with Taft students, bring youth into mentorship programs, job shadows, shadow the Council, see how government works.

4. ADJOURNMENT

Mayor Wahlke adjourned the meeting at 5:15PM.

SUSAN WAHLKE, MAYOR

ATTEST:

JAMIE YOUNG, CITY RECORDER

The Office of
CITY ADMINISTRATION

CITY OF LINCOLN CITY

CITY COUNCIL MINUTES OF MEETING

February 27, 2023, 6:00 PM

The final minutes for this meeting are supplemented by an electronic recording of the meeting, which may be viewed online at www.lincolncity.org under the tab "Agendas, Packets, and Videos". The staff reports, resolutions, ordinances, and other documents related to this meeting are also available at the same location. This meeting is rebroadcast on Cable Channel 4. *(See Channel 4 guide on the hour at http://www2.lincolncity.org/program-guide/*.

APPROVED BY CITY COUNCIL

DATE:

A. CALL TO ORDER

Mayor Wahlke called the meeting to order at 6:00 PM.

B. ROLL CALL

Attendee Name	Title	Status	Arrived
Susan Wahlke	Mayor	Present	6:00 PM
Elaine Starmer	Councilor Ward I	Present	6:00 PM
Sydney Kasner	Councilor Ward 2	Present	6:00 PM
Judy Casper	Councilor Ward 3	Present	6:00 PM
Riley Hoagland	Councilor Ward 2	Present	6:00 PM
Rick Mark	Councilor Ward 3	Present	6:00 PM
Mitch Parsons	Councilor Ward 1	Present	6:00 PM

Staff Present: Daphnee Legarza, City Manager; Richard Appicello, City Attorney; Chief Broderick, Lincoln City Police Department; Stephanie Reid, Public Works Director; Anne Marie Skinner, Planning and Community Development Director; Liz Francis, Executive Administrative Legal Assistant.

C. PLEDGE OF ALLEGIANCE

Mayor Wahlke led The Pledge of Allegiance.

Mayor Wahlke removed the agenda item G6 Submission of Audited Statements and rescheduled to the Joint CC/URA Meeting on February 13th. Mayor Wahlke said there would be two items added to

the City Manager/City Attorney Reports; a lease amendment and the City Manager will be talking about the "Safe Routes to School' grant.

D. CONSENT AGENDA

MOTION:	**Consent Agenda**
MOVER:	**Judy Casper, Councilor Ward 3**
SECONDER:	**Mitch Parsons, Councilor Ward 1**
AYES:	Wahlke, Starmer, Kasner, Casper, Hoagland, Mark, Parsons
RESULT:	**Passed**

1. Regular Meeting – Minutes of Work Session – February 8, 2023, 3:30 PM

2. Regular Meeting – Minutes of Regular Meeting – February 13, 2023, 6:00 PM

3. Oregon Liquor Control Commission - Request for Ownership Change, Commercial Liquor License for Zeller's Bar and Grill

4. Oregon Liquor Control Commission - Request for Greater Privilege, Commercial Liquor License for Vin & Brau

E. COUNCIL DELIBERATIONS

None

F. COMMENTS FROM CITIZENS PRESENT ON AGENDA/NON-AGENDA ITEMS

Mayor Wahlke said that Commissioner Kaety Jacobsen was attending the meeting via Zoom. Mayor Wahlke said Commissioner Jacobson would be attending meetings quarterly. Mayor Wahlke said Commissioner Jacobson would give updates and answer questions at the next meeting she is in attendance.

Ms. Legarza said there was one public comment in favor of the Delake Local Improvement District from Brian and Heidi Golombek.

G. PRESENTATIONS

5. Lincoln County Veterans Services Presentation

Keith Barnes, Lincoln County Veterans Service Officer, gave a presentation about Lincoln County Veterans Services and what types of services they offer to the Veterans of Lincoln County. Councilor Kasner asked if Veterans have to physically go to the Newport office for services. Mr. Barnes said that some items require a signature, but home visits are available. Councilor Kasner asked if the phone number is going to a person or a service. Mr. Barnes said the number goes directly to his office and is answered by the administrative assistant and if they are busy they return calls as soon as possible. Mayor Wahlke asked about a Lincoln City office. Mr. Barnes said there is no Lincoln City office at this time. Health and Human Services (HHS) is potentially building an office in Lincoln City and Lincoln City Veterans Services have been offered space once completed. Mayor Wahlke asked about the Veterans Affairs Medical Services in Lincoln County. Mr. Barnes shared that it is staffed on Fridays in Newport.

6. FY2022-23 Submission of Audited Statements

Mayor Wahlke moved this agenda item to the Joint CC/URA meeting on February 13th at 5:00 PM.

H. PUBLIC HEARING / ORDINANCE

None

I. PUBLIC HEARINGS / PUBLIC COMMENTS

None

J. ORDINANCES

1. ORDINANCE NO. 2023-03 AN ORDINANCE OF THE CITY OF LINCOLN CITY AMENDING THE LINCOLN CITY MUNICIPAL CODE, TITLE 2 (ADMINISTRATION AND PERSONNEL), CHAPTER 2.06 (CITY APPOINTIVE BODIES), AMENDING SECTION 2.06.075 (CODE OF ETHICS) TO FURTHER CLARIFY THE CODE OF CONDUCT FOR APPOINTIVE BODY MEMBERS TO BE CONSISTENT WITH COUNCIL RULES

MOTION:	**Motion to Approve First Reading of Ordinance 2023-03 Amending LCMC Ch. 2.06 Appointive Bodies**
MOVER:	**Mitch Parsons, Councilor Ward 1**
SECONDER:	**Sydney Kasner, Councilor Ward 2**
AYES:	Wahlke, Starmer, Kasner, Casper, Hoagland, Mark, Parsons
RESULT:	**Passed by Roll Call Vote**

2.

MOTION:	**Motion to Approve Second Reading and Adoption of Ordinance 2023-03 Amending LCMC Ch. 2.06 Appointive Bodies**
MOVER:	**Mitch Parsons, Councilor Ward 1**
SECONDER:	**Elaine Starmer, Councilor Ward I**
AYES:	Wahlke, Starmer, Kasner, Casper, Hoagland, Mark, Parsons
RESULT:	**Passed by Roll Call Vote**

3. ORDINANCE NO. 2023-02 AN ORDINANCE OF THE CITY OF LINCOLN CITY AMENDING THE LINCOLN CITY MUNICIPAL CODE, TITLE 1 (GENERAL PROVISIONS), AMENDING CHAPTER 1.16 (VIOLATIONS), AMENDING SECTION 1.16.030 (DEFINITIONS) TO UPDATE THE DEFINITION OF CITY ENFORCEMENT OFFICER

MOTION:	**Motion to Approve First Reading of Ordinance 2023-02 Amend Definition of City Enforcement Officer**
MOVER:	**Sydney Kasner, Councilor Ward 2**
SECONDER:	**Mitch Parsons, Councilor Ward 1**
AYES:	Wahlke, Starmer, Kasner, Casper, Hoagland, Mark, Parsons
RESULT:	**Passed by Roll Call Vote**

4.

MOTION:	**Motion to Approve Second Reading and Adoption of Ordinance 2023-02 Amend Definition of City Enforcement Officer**
MOVER:	**Sydney Kasner, Councilor Ward 2**
SECONDER:	**Mitch Parsons, Councilor Ward 1**
AYES:	Wahlke, Starmer, Kasner, Casper, Hoagland, Mark, Parsons
RESULT:	**Passed by Roll Call Vote**

5. ORDINANCE NO. 2023-04 AN ORDINANCE OF THE CITY OF LINCOLN CITY AMENDING THE LINCOLN CITY MUNICIPAL CODE, TITLE 2 (ADMINISTRATION AND PERSONNEL), AMENDING CHAPTER 2.14 (COMMITTEE FOR CITIZEN INVOLVEMENT), AMENDING SECTION 2.14.030 (POWERS AND DUTIES) TO REFER TO THE OREGON ADMINISTRATIVE RULE GOVERNING THE COMMITTEE

MOTION:	**Motion to Approve First Reading of Ordinance 2023--04 Amend Authority for Citizen Involvement**
MOVER:	**Riley Hoagland, Councilor Ward 2**
SECONDER:	**Mitch Parsons, Councilor Ward 1**
AYES:	Wahlke, Starmer, Kasner, Casper, Hoagland, Mark, Parsons
RESULT:	**Passed by Roll Call Vote**

6.

MOTION:	**Motion to Approve Second Reading and Adoption of Ordinance 2023--04 Amend Authority for Citizen Involvement**
MOVER:	**Riley Hoagland, Councilor Ward 2**
SECONDER:	**Mitch Parsons, Councilor Ward 1**
AYES:	Wahlke, Starmer, Kasner, Casper, Hoagland, Mark, Parsons
RESULT:	**Passed by Roll Call Vote**

K. RESOLUTIONS

None

L. SPECIAL ORDER OF BUSINESS

7. Wastewater Master Plan Update Contract Award

MOTION:	**Motion to Award the Wastewater Master Plan Update contract to HBH Consulting Engineers in the Amount of $220,000.00.**
MOVER:	**Mitch Parsons, Councilor Ward 1**
SECONDER:	**Elaine Starmer, Councilor Ward I**
AYES:	Wahlke, Starmer, Kasner, Casper, Hoagland, Mark, Parsons
RESULT:	**Passed by Roll Call Vote**

Ms. Reid explained the firm's history and scope of work to Council. Councilor Hoagland voiced his concern with the output into the bay. Ms. Reid explained the process of the outfall.

8. Holmes Pump Station Upgrade

MOTION:	**Motion to Award the Construction Contract to Bateson Enterprises, LLC in the Amount of $803,256.00 with a Construction Contingency of $80,325.00 for a Total Amount of $883,581.00**
MOVER:	**Judy Casper, Councilor Ward 3**
SECONDER:	**Elaine Starmer, Councilor Ward I**
AYES:	Wahlke, Starmer, Kasner, Casper, Hoagland, Mark, Parsons
RESULT:	**Passed by Roll Call Vote**

9. NE 14th Sidewalk Project Phase 2

MOTION:	**Motion to Award the Contract to K&E Excavating, Inc. in the Amount of $522,632.00 with a Construction Contingency of $52,632.00 for a Total of $574,895.00**
MOVER:	**Elaine Starmer, Councilor Ward I**
SECONDER:	**Sydney Kasner, Councilor Ward 2**
AYES:	Wahlke, Starmer, Kasner, Casper, Hoagland, Mark, Parsons
RESULT:	**Passed by Roll Call Vote**

M. CITY MANAGER/CITY ATTORNEY REPORTS

Ms. Legarza said Strategic Visioning is scheduled for March 1, 2023. Please contact Ms. Legarza to schedule one on one with the consultant if needed.

10.

Ms. Legarza reported that we received a grant for Safe Routes to School. She reported on the status of the project. $755,027.20, total project cost is$943,784. The City will give $188,756.80. Ms. Legarza said that it was a standard grant agreement with ODOT. Public works would meet the terms of the agreement.

MOTION:	**Motion to Authorize Mayor or City Manager to Sign the Safe Routes to School Grant Agreement with ODOT**
MOVER:	**Sydney Kasner, Councilor Ward 2**
SECONDER:	**Rick Mark, Councilor Ward 3**
AYES:	Wahlke, Starmer, Kasner, Casper, Hoagland, Mark, Parsons
RESULT:	**Passed by Roll Call Vote**

11.

Mr. Appicello explained the need for the agreement to Council.

MOTION:	**Motion to Approve the Ground Lease with the Changes as Presented**
MOVER:	**Judy Casper, Councilor Ward 3**
SECONDER:	**Elaine Starmer, Councilor Ward I**
AYES:	Wahlke, Starmer, Kasner, Casper, Hoagland, Mark, Parsons
RESULT:	**Passed by Roll Call Vote**

N. ACTIONS, IF ANY, BASED ON WORK SESSION OR EXECUTIVE SESSION

None

O. ADDITIONAL COMMENTS FROM CITIZENS PRESENT ON NON-AGENDA ITEMS

None

P. ANNOUNCEMENTS OR COMMENTS BY CITY COUNCIL

Counselor Starmer said composting time is coming up in April, watch for information in the North Lincoln Sanitary newsletter.

Mayor Wahlke thanked Ms. Francis for covering for the City Recorder's absence. Mayor Wahlke recognized Jeanne Sprague, Parks and Recreation Director for the cover shot on the Oregon Coast Community College catalog cover.

Q. ADJOURNMENT

Mayor Wahlke adjourned the meeting at 7:09 PM.

SUSAN WAHLKE, MAYOR

ATTEST:

JAMIE YOUNG, CITY RECORDER

The Office of
CITY ADMINISTRATION

CITY OF LINCOLN CITY

CITY COUNCIL

MINUTES OF SPECIAL MEETING

March 1, 2023, 8:00 AM

The final minutes for this meeting are supplemented by an electronic recording of the meeting, which may be viewed online at www.lincolncity.org under the tab "Agendas, Packets, and Videos". The staff reports, resolutions, ordinances, and other documents related to this meeting are also available at the same location. This meeting is rebroadcast on Cable Channel 4. *(See Channel 4 guide on the hour at http://www2.lincolncity.org/program-guide/*.

APPROVED BY CITY COUNCIL

DATE:

A. CALL TO ORDER

Mayor Wahlke called the meeting to order at 8:14 AM.

B. ROLL CALL

Council Present: Mayor Susan Wahlke, Councilor Judy Casper, Councilor Riley Hoagland, Councilor Sydney Kasner, Councilor Rick Mark, Councilor Mitch Parsons, Councilor Elaine Starmer.

Staff Present: Daphnee Legarza, City Manager; Richard Appicello, City Attorney; Chief Broderick, Lincoln City Police Department; Abigail Edwards, Human Resources Director; Alison Robertson, Economic Development and Urban Renewal Director; Stephanie Reid, Public Works Director; Anne Marie Skinner, Planning and Community Development Director; Kirsten Brodbeck-Kenney, Library Director; Debbie Bridges, Finance Director; Jeanne Sprague, Parks and Recreation Director; Liz Francis, Administrative Assistant; Michael Phillips, Administrative Assistant; David Twigg, I.T. Support Specialist; Jamie Young, City Recorder.

Absent:
Ed Dreistadt, Explore Lincoln City Director
Tony LaSoya, I.T. Director

C. SPECIAL ORDER OF BUSINESS

1. Strategic Visioning Session Consultant Agenda and Presentation

Council and Staff participated in a facilitated discussion regarding strategic planning with Dr. Mike Mowery, President of Leadership Development & Strategic Foresight with Strategic Government Resources.

The group adjourned for lunch from 12:05 PM to 12:45 PM.

D. ADJOURNMENT

Mayor Wahlke adjourned the retreat session at 3:13 PM.

SUSAN WAHLKE, MAYOR

ATTEST:

JAMIE YOUNG, CITY RECORDER

Council Communication

Stretegic Marketing Plan Presenttaion

Meeting Date:	March 13, 2023	Primary Staff Contact:	Edward Dreistadt
Department:	Explore Lincoln City	E-Mail:	edreistadt@lincolncity.org
Secondary Dept:		Secondary Contacts:	
Approval:	Daphnee Legarza	Estimated Time:	20 Minutes

Background:

The Strategic Marketing Plan is an important document that provides the blueprint for ELC marketing efforts and also is essential in giving Lincoln City brand discipline.

Marketing efforts for Lincoln City need to have focus and consistency in order to have an impact resulting in reaching the objectives stated in the plan.

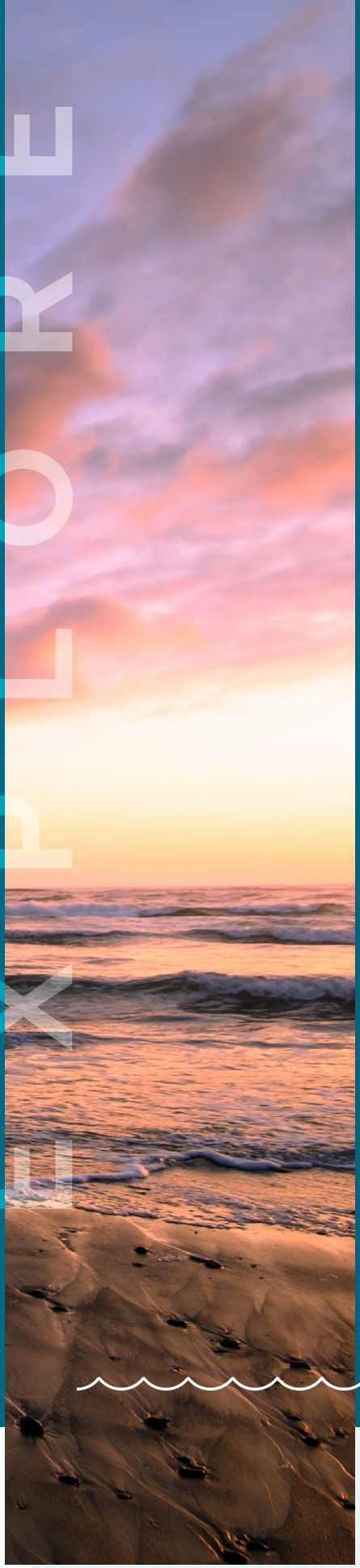
The COVID era disrupted the ELC planning process. While we are proud of the agility of ELC and the three-phase plan that was quickly put into place, we are happy to finally get back to formal planning Lincoln City's marketing efforts.

Note that the plan is what gets all of ELC's guns pointing in the same direction. It unifies paid media, public relations, event promotion, social media, stakeholder communications and all other efforts, maximizing the effectiveness and efficiency of Lincoln City's tourism marketing investment.

Financial Impact

Tourism is the largest industry in Lincoln City. The health of our businesses, the introduction to Lincoln City to future residents and a significant part of our tax base are dependent on the success of our tourism marketing efforts.

Attachments:
ELC_2023 Strategic Marketing Plan_R5a (PDF)



2022-23 Lincoln City

Strategic Marketing Plan

EXPLORE Lincoln City®

OUTLINE

03 Introduction

04 Core Areas of Focus

05 Budget

06 Tourism Impacts

07 Marketing Impressions & Reach

08 Brand Overview

09 Key Marketing Goals

10 Target Markets

11 Audiences/Personas

16 Destination Marketing

- Brand Management
- Advertising
- Integrated Marketing
  - Social Media
  - Content
  - Products & Platforms
- Data & Research

25 Communications

- Public Relations

28 Events & Promotions

30 Visitor Services

31 Stakeholder Relations

33 Addendum

- FY22 Highlights
- Media Support
- Education Campaign
- Finders Keepers Campaign
- Activate Campaign
- Events: Antique & Arts Week

MARKETING PLAN

Vision

A thriving and prosperous Lincoln City recognized as the preferred travel destination on the Oregon Coast.

Mission

Strengthen Lincoln City's economic health by inspiring travel, encouraging overnight stays, and stewarding brand identity as the trusted destination and trip planning resource.

What we do

Originally the Lincoln City Visitor & Convention Bureau, Explore Lincoln City is the official Destination Management Organization (DMO) for the Lincoln City area. Explore Lincoln City serves as a resource for Lincoln City's tourism industry and promotes the area for visitation through a variety of strategic initiatives.

Why we do it

With help from local partners and stakeholders, Explore Lincoln City aims to create positive economic impacts, which drive the local economy, help cultivate a thriving community, and strengthen livability.

Situation Analysis

Beginning in March 2020, ELC Marketing Plan development was put on hold, with tactical programs replacing strategic planning as the COVID-19 pandemic repeatedly changed ELC marketing priorities. As the full impact of the pandemic became apparent, a simple, three-phase plan was developed to guide ELC through its expected phases. Over two years later, the marketing environment remains uncertain because of COVID-19 variants and vaccine hesitancy fueling ever more waves of infections. This plan was created on the assumption (which thus far has proved to be correct) that the COVID-19 waves will recede and ELC can proceed according to the first annual marketing plan in the "next normal."

CORE AREA OF FOCUS

Destination Marketing

Promotion of Lincoln City as a desirable destination through paid and owned media, content, and curated experiences.

Communications

Influence the perception of Lincoln City through public relations and direct consumer interaction.

Promotions & Events

Generate demand through promotional activities, events, and other activations.

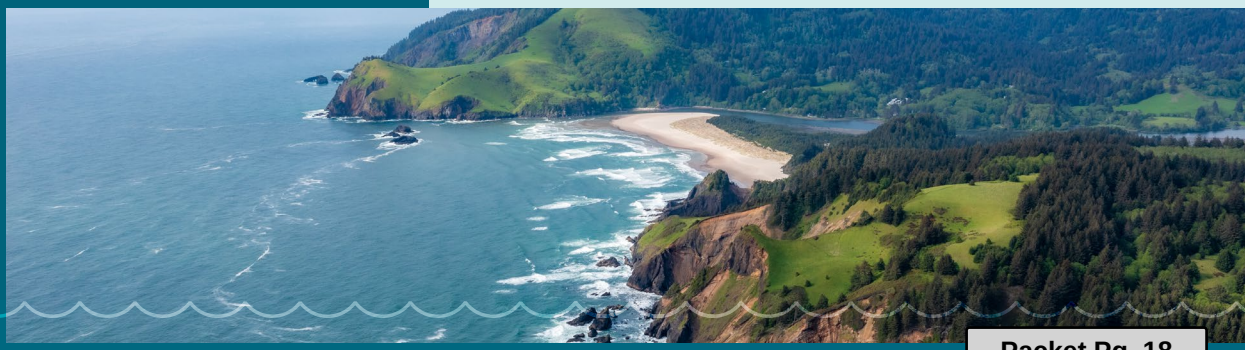
Visitor Services

Enhance the destination and trip planning experience.

Stakeholder Relations

Facilitate partnerships and opportunities

to drive awareness, increase visitation, and champion the value of tourism.



BUDGET
FY22-23

Advertising & Promotions – $692,000 (24.9%)

Marketing Services – $550,943 (19.8%)

Data & Research – $75,000 (2.7%)

Events – $177,200 (6.4%)

Destination Development & Partnerships – $75,000 (2.7%)

Capital Projects – $205,000 (7.4%)

Admin & Operations – $196,571 (7.1%)

Personnel – $804,915 (29.0%)

TOURISM IMPACTS
(2021 COMPARED TO 2020)

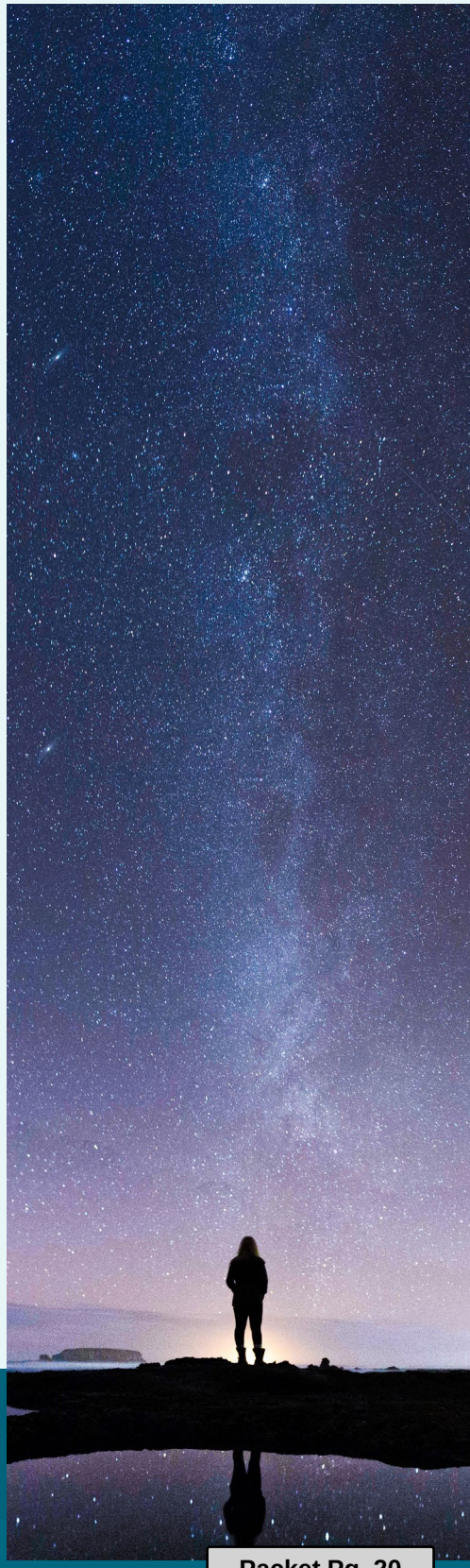
Dean Runyan (Lincoln County)

- Overnight Visitor Volume – 2.1M (+12.4%)
- Overnight Visitor Spending - $593.8M (+29.6%)
  - Transportation - $46.6M (+36%)
  - Arts, Entertainment & Recreation - $52.9M (+18.3%)
  - Food Service - $129.5M (+14%)
  - Food Stores - $50.1M (+39.5%)
  - Accommodations - $255.6M (+39.4%)
  - Retail - $59.2M (+27.2%)
- Employment (Jobs) – 6,060 (+13.7%)
- Statewide Comparison
  - Oregon Coast ranks 3rd in state visitor spending by region ($1.91B) with the Central Coast ranking 1st among the coastal sub-regions ($827M)

Lincoln City TRT Revenue – $116.6M (+59.8%)

Lincoln City Lodging Performance

- Occupancy – 64.8% (+32.2%)
- ADR – $138.30 (+23.0%)
- RevPAR - $92.84 (+59.1%)



MARKETING IMPRESSIONS & REACH
(FY21-22)

Website

- Page views – 1.5M

Paid media

- Impressions – 71M

Earned media

- Impressions – 110M

Owned media

- Email marketing
  - Total emails delivered – 415K
- Visitor guide
  - Requests – 39.1K

Social

- Impressions – 18.8M
- Followers – 98K

BRAND OVERVIEW

Positioning Statement

In addition to having one of the longest coastlines of any beach town on the Oregon Coast, much of what makes Lincoln City interesting seems slightly unusual and a bit surprising. This is a place that seems to major in The Unexpected – why else would Lincoln City's biggest icon be a glass float hunt?

Unique Selling Proposition (USP)

The Unexpected – Lincoln City is uniquely full of surprises big and small.

Brand Pillars

Coast

Not be confused with beach, Lincoln City embodies the quirky, salty, unapologetic identity of Oregon's Coast.

Outdoor Recreation

With ocean, lake, rivers, and estuaries, all nestled within coastal forests, it's hard not to stumble into adventure you'll love.

Treasures

You never know what gems you'll find in Lincoln City, maybe even one of our famous Finders Keepers glass floats.

Tradition

People have been visiting Lincoln City for years, perhaps generations. Lincoln City creates memories that last lifetimes.

KEY MARKETING GOALS

- Establish, reinforce, and increase awareness of the Lincoln City brand.
- Inspire visitation and tell the Lincoln City story.
- Drive visitor demand and local spending.
- Create data-driven strategies.
- Provide exceptional destination experiences, information services, and trip planning resources.
- Encourage increased length of stay, shoulder/off-season visitation (September – May), and repeat visits.
- Enhance the perceived value of Lincoln City as a destination and maintain top-of-mind awareness.
- Grow Lincoln City's share of voice and marketing reach.
- Diversely engage with target audiences.
- Develop new tourism products and experiences.
- Position ELC as the authoritative resource for Lincoln City destination travelers.

TARGET MARKETS

Primary

Greater Portland and Willamette Valley (50- to 100-mile radius, 50% of current visitors).

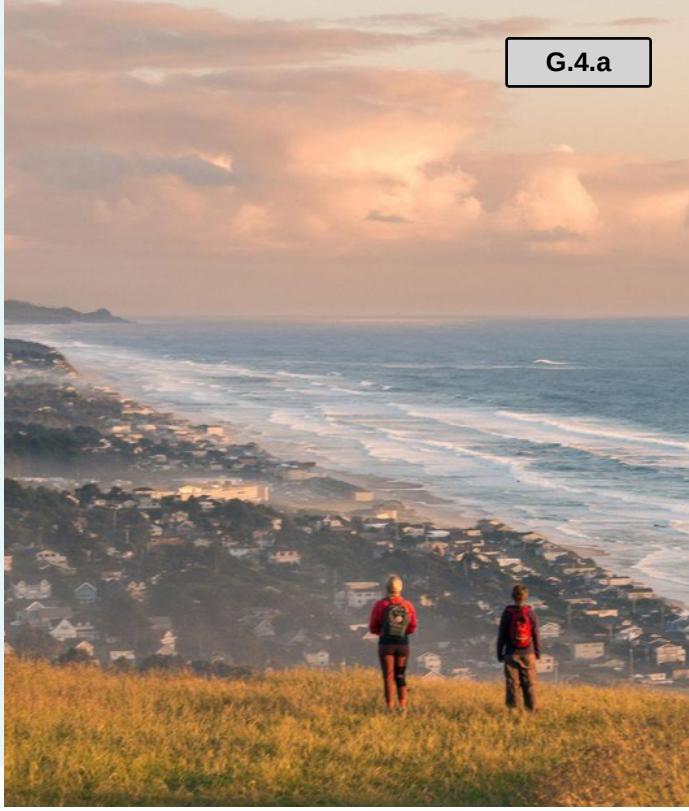
Secondary

Balance of Oregon and the Pacific Northwest Region (Washington state, 20% of current visitors in aggregate), currently in-town.

Possible Expansion

Central Oregon, Boise, Washington state (SW, Tri-Cities, Spokane), Northern California.

AUDIENCES



Consumer

Demographics

- Young Family: 25-54, children under 18 living at home, HHI < $100K.
- Empty Nester: Skew 45+, no kids at home.
- High school or college educated, married, women trip planners.

Psychographics

- Beach/waterfront areas, casinos, dining, camping, shopping, outdoor recreation, national/state parks, landmark/historic sites.

Visitor Profiles (Longwoods, Dean Runyan, Madden)

- Source markets – OR (Portland, Salem, Eugene), WA (Seattle, Vancouver, Yakima)
- Visitation – Peak (June-August), Off (September-May)
- Trip planning length – 1 month or less (34%), 2 months (15%), 3-5 months (19%), 6-12 months (17%), year+ (4%)
- Trip planning resources – Online travel agencies (19%), destination websites (18%), hotel (16%), word of mouth (16%), social media (15%)
- Travel party size – 2.7
- Length of stay – 2.5 days
- Age - A higher proportion of visitors from younger, family communities (< 34 years) vacation during the Peak season. Year over year (YoY), visitation increased among younger communities during the Off season, the opposite of which was observed during the Peak season, where visitation from older communities increased YoY.
- Household Income – $30K - $149K
- Education – Visitors to Lincoln City during the Peak season tend to come from higher-educated communities compared to Off season visitors. Between 2019 and 2020, Off season visitation has decreased among visitors from higher-educated communities (bachelor's and beyond). Peak season visitors from communities with some college-educated members has increased YoY.

AUDIENCES

Personas

Young Family - Jenna

Jenna is the head of her household and lives in Portland, OR. She tends to plan all her family's vacations and likes repeat vacations due to comfort and convenience. She's looking for her family's next affordable spring break destination.

Profile

- 37
- Married
- 2 kids under 10 years old
- Household Income $90K
- Has a college degree
- Interests: beach, shopping, hiking

Demographics

- Average Magazine
- Light Newspaper
- Average Radio
- Light TV
- Heavy Internet
- Heavy Outdoor

Empty Nester - Diane

Diane is the head of her household and lives in Salem, OR. Her kids are off to college and she and her husband are adjusting to an empty nest. They are saving for retirement but have more time to travel. She's looking for a nearby fall getaway.

Profile

- 55
- Married
- No kids at home
- Household Income $80K
- High school educated
- Interests: beach, culinary, classes, history, hiking

Demographics

- Heavy Magazine
- Heavy Newspaper
- Average Radio
- Heavy TV
- Light Internet
- Heavy Outdoor

CUSTOMER JOURNEY
(LIFE CYCLE)

STAKEHOLDER

Partner Businesses

Lodging • Restaurant • Tourism-Related Retail • Attractions

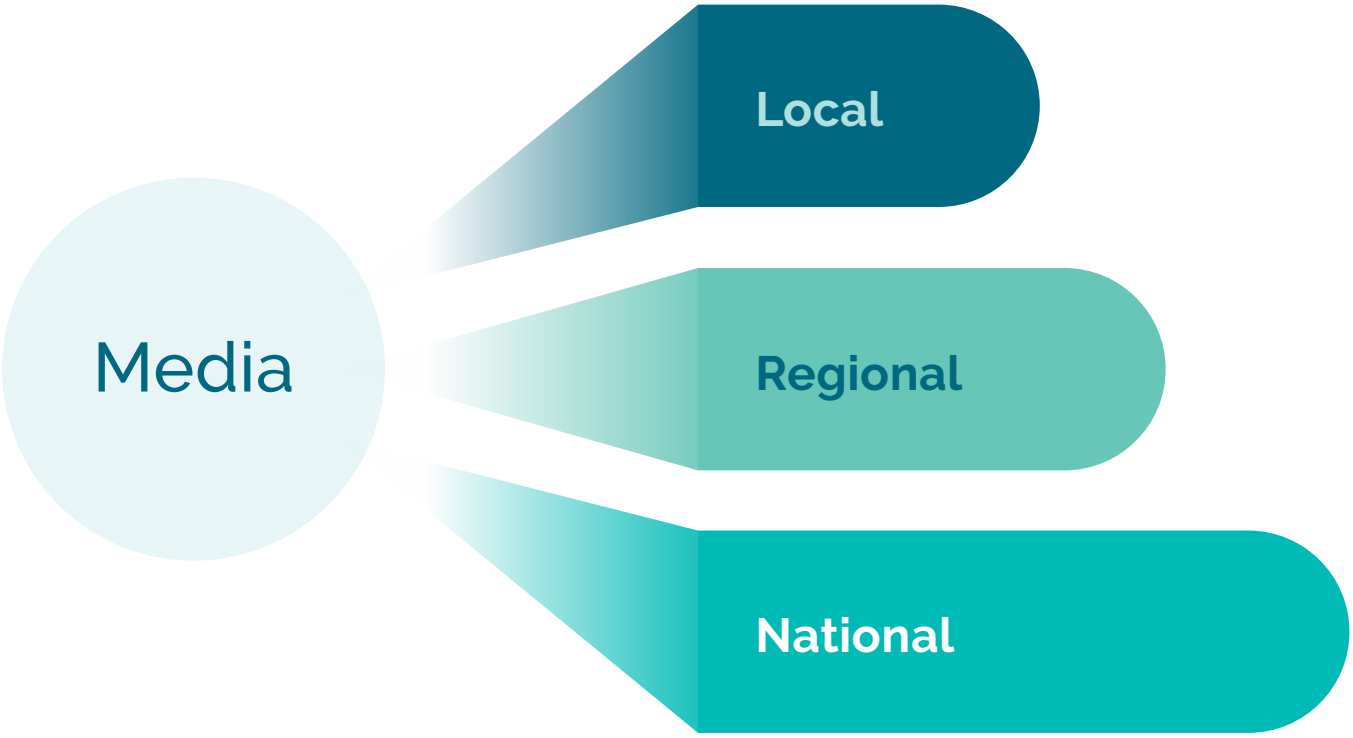
Elected Officials

Civic and Community Groups

Local, County, and State agencies

Residents

MEDIA



DESTINATION MARKETING

Our efforts encompass the following marketing elements:

Price

Enhance the perceived value of visiting Lincoln City, and give lodging properties, restaurants, and retail establishments, the ability to maximize profits and promote their improvements. Create the expectation of 'more to explore' and priceless experiences with our guests.

Product

Continue to develop awareness of all the experiences Lincoln City offers, and provide more opportunities to be seen as a weeklong vacation destination versus a weekend getaway.

Promotion

Targeting on digital channels has opened ways to reach specific audiences in larger markets. While earned media has provided us the opportunity to have a regional — and the occasional national — presence.

Distribution

Destination marketing is typically thought of as promoting a place guests need to go to experience, but ELC has expanded its ability to deliver virtual experiences and provide another means of sampling outside of traditional visits.

BRAND MANAGEMENT

Objectives

- Single-mindedly establish the Lincoln City brand and maintain its reputation.

Strategies

- Adhere to brand standards in all marketing and communications.
- Govern the application of the brand to Lincoln City marketing, product, and experiences.

Tactics

- Curate and maintain up-to-date brand guidelines.
- Act as decision-maker for Lincoln City brand applications.
- Apply brand to all ELC owned marketing channels and assets.
- Ensure that ELC contracted partners operate within brand guidelines.
- License and regulate the use of Lincoln City brand assets.

Measurement

- Brand awareness study

ADVERTISING

Objectives

- Drive demand for overnight stays in Lincoln City in the shoulder and off seasons.
- Increase Lincoln City brand awareness.
- Inspire visitation to Lincoln City.
- Reinforce the Lincoln City brand.
- Grow Lincoln City's marketing reach and market share.

Strategies

- Develop unique, eye-catching creative that reinforces Lincoln City's brand promise.
- Deliver visitors to ELC owned marketing channels.
- Focus media investments, targeting the shoulder and Off seasons.
- Prioritize communication to identified target markets.
- Align media and creative to the established visitor audience.
- Support well-established events and promotions to drive overnight stays.
- Use unconventional activations or sponsorships to reinforce brand, leverage media, and create deeper engagement with target markets.

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ADVERTISING

Tactics

- Deploy broad-reaching media vehicles such as outdoor, video, audio, and digital to drive consideration.
- Utilize a mix of traditional and new media such as print, digital, display, out of home, radio, and sponsored content.
- Activate paid media campaigns targeting the spring, fall, and winter seasons.
- Deliver a general sponsorship campaign year-round to maintain baseline destination and brand awareness.
- Leverage Finders Keepers equity year-round as a signature event/activity of Lincoln City.
- Implement simple but effective calls to action within advertising creative.
- Use the ELC website as the primary advertising conversion point.
- Support lower funnel marketing tactics to reach people actively searching and planning for their next vacation through digital and social that drives users to the ELC website.
- Use targeted paid media campaigns to take advantage of events and promotions, including, but not limited to Antique Week, Arts Week, Kite Festivals, Exploriences, etc.
- Deliver engaging first touch content to pique interest and drive users to robust website landing pages for conversion.
- Continue to evolve and refresh ELC's established cut paper campaign creative.
- Purchase cost-effective, high-impact media to maximize budgets.
- Evaluate high-value expansion markets for future reach.

Measurement

- Channel-specific analytics
- Social listening
- Referral traffic
- Followers

INTEGRATED MARKETING

Objectives

- Continuously improve engagement with audiences interested in Lincoln City.
- Increase awareness of ELC as a trip planning resource.

Strategies

- Manage ELC social accounts and communities as the official tourism resource for Lincoln City.
- Leverage individual social media channel strengths and audiences.
- Limit community management to channels that can be actively managed.
- Implement best practices within individual social media channels to maximize effectiveness.
- Identify emerging social media channels that are a good fit for Lincoln City to increase reach and capture new audiences.

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INTEGRATED MARKETING

Tactics

- Regularly post original curated content to ELC owned social media channels, using a content calendar as guidance.
- Include simple but effective calls to action with posted content.
- Utilize compelling imagery in posts across all social media channels, leveraging ELC owned and crowdsourced resources.
- Use Facebook as a social media "home base," distributing broad content designed for a wide audience.
- Use Instagram as a visual inspiration channel with content curated for younger audiences.
- Use YouTube as a warehouse for original video content to be distributed on ELC social accounts and other owned marketing channels.
- Use LinkedIn to engage with the broader tourism industry and local stakeholders.
- Use paid support to boost reach within social media channels.
- Leverage social media trends, applying to ELC channels as appropriate.
- Claim accounts on high-value emerging social media channels, even if not actively posting content.

Measurement

- Channel-specific analytics
- Social listening
- Referral traffic
- Followers

CONTENT

Objectives

- Create inspirational destination demand and tell the Lincoln City story.
- Create awareness of the great variety of experiences offered by Lincoln City.

Strategies

- Support all ELC owned marketing channels as inspirational trip planning resources and information hubs that are important, engaging, and timely.
- Enhance the Lincoln City destination experience through actionable content.

Tactics

- Manage a content calendar to support content distribution, events and promotions, and time-sensitive activations.
- Develop content to meet the immediate and long-term needs of the ELC website.
- Create seasonal content to support shoulder and Off season visitation.
- Regularly update the Blog section of the ELC website as a content hub and to support other marketing channels.
- Deliver a monthly consumer newsletter that highlights relevant and timely content.
- Acquire rights-approved professional and crowdsourced photography to support all content needs.
- Produce independent, recurring, and episodic video assets.
- Collect and update video B-roll library.
- Curate ELC photo and video libraries, including owned and sourced assets.
- Support paid media through on-brand sponsored editorial.

Measurement

- ELC owned marketing channel engagement.

PRODUCTS & PLATFORMS

Objectives

- Amplify the capacity of ELC marketing staff.
- Increase the effectiveness of marketing channels.
- Enhance the guest visitation experience through ELC owned marketing channels.

Strategies

- Enhance ELC owned marketing channels with complimentary third-party programs and platforms.
- Create cost-effective means of content generation and management.
- Deliver streamlined access to trip planning resources.

Tactics

- Use Tempest's Craft CMS platform to host and provide support for the ELC website and deliver an exceptional user experience.
- Use Tempest for search engine optimization service to maximize organic search results.
- Maintain IDSS as a customer relationship management database to support critical content for the ELC website, including business listings, calendar events, and key imagery.
- Subscribe to CrowdRiff to obtain crowdsourced photo and video and facilitate digital asset management.
- Leverage content generation through Localhood to integrate video storytelling through organic search and social media platforms.
- Build Bandwango digital passes to support events and promotions and elevate destination experiences.
- Integrate Book Direct by Simpleview within the ELC website to deliver easy access to Lincoln City lodging inventory.
- Utilize Sprout Social as a multi-channel social media scheduling and reporting tool.
- Employ Emma as an email marketing platform to distribute content to consumer first-party contacts.

Measurement

- ELC owned marketing channel engagement.

DATA & RESEARCH

Objectives

- Inform marketing decisions to maximize ROI.
- Measure performance to determine success.

Strategies

- Gather first-party resources via ELC owned channels and research.
- Gather third-party resources via industry-specific partners and sponsored research.
- Apply industry best practices for destination marketing.

Tactics

- Subscribe to Madden Voyage to provide critical data and information (e.g., visitor profile, source market trends, economic impact, marketing insights, etc.), allowing ELC to make data-driven decisions.
- Analyze available industry research (Travel Oregon, US Travel Association, DMA West, Destinations International, Longwoods International, Dean Runyan, etc.).
- Partner with lodging community, retail, restaurant, and other industry sectors to gather visitor data.
- Utilize industry expertise through webinars and conferences to gain insights into trends and best practices.
- Identify best practices for Destination Organizations and leverage competitor research.

Measurement

- Utilize data and research to influence marketing decisions.

COMMUNICATIONS

Objectives

- Enhance the destination experience.
- Improve the perception of Lincoln City as a vacation destination.
- Increase intent for repeat visits to Lincoln City.

Strategies

- Assist in-town guests to maximize the enjoyment of their visit to Lincoln City.
- Demonstrate that Lincoln City is a welcoming, fun vacation destination.
- Communicate the breadth of experiences Lincoln City offers to encourage week-long stays.

Tactics

- Provide printed and virtual resources for in-town visitors.
- Establish a physical official City Welcome Center in Lincoln City.
- Provide a personal point of contact for information and assistance.

Measurement

- Length of stay trends via Madden Voyage, occupancy by day & RevPAR as reported via STR.

PUBLIC RELATIONS

Objectives

- Drive awareness of Lincoln City as a preferred vacation destination.
- Increase visitation to Lincoln City and its multiple, diverse offerings.
- Expand the geographic reach of the Lincoln City tourism message.
- Enhance the effectiveness of media campaigns for Lincoln City.
- Build momentum and lay groundwork for future outreach.

Strategies

- Build frequency of media placements in core markets, primarily the Portland DMA.
- Facilitate vetted media, travel writer, and influencer visits.
- Deliver media coverage consistent with the Lincoln City brand, utilizing multiple spokespeople covering a diverse range of topics.
- Expand the reach of the Lincoln City marketing efforts through regional and national media pitches.
- Focus media visits during shoulder seasons when possible.

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PUBLIC RELATIONS

Tactics

- Leverage key time pegs, such as local events, milestones, and campaigns, to create topical media pitches.
- Focus media pitches to Portland-specific outlets (which also cover the Willamette Valley) while selectively persuing high-potential national opportunities.
- Provide regular, thoughtful pitches in line with what audience interests.
- Stay up to date on all things happening in Lincoln City to guarantee awareness of promotable press opportunities.
- Create and continually update key pitch angles, highlighting priority pillars.
- Highlight local businesses and the unique things they are doing in the community.
- Highlight economic development and feature new tourism experiences.
- Draft press releases announcing key events, activations, milestones, etc.
- Create and distribute media mailers when appropriate.
- Invite priority media to Lincoln City, creating fully vetted itineraries that allow the media to experience all the community has to offer, resulting in well-rounded stories.
- Respond reactively to on-assignment reporters.
- Stay in front of key partners, including Travel Oregon, ensuring inclusion in press itineraries.
- Coordinate media interviews and craft specific talking points for each interaction.

Measurement

- Reach/impressions
- Earned media value
- Media outreach (press releases, pitches, etc.)
- Lead generation (writers/influencers, website referrals)
- Added value

EVENTS & PROMOTIONS

Objectives

- Reinforce the Lincoln City brand.
- Increase visitor length of stay.
- Amplify Lincoln City's media voice and marketing reach.
- Enhance the destination experience.

Strategies

- Demonstrate the promise of the Lincoln City Unique Selling Proposition to be true.
- Demonstrate that to fully experience Lincoln City, you need more than a weekend.
- Support advertising and communications efforts with promotional programs.
- Promote key Lincoln City events/create new citywide promotional experiences.
- Introduce messaging to new expansion markets.

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EVENTS & PROMOTIONS

Tactics

- Create promotions demonstrating the surprisingly great variety of Lincoln City experiences.
- Provide marketing support for key Lincoln City events, including, but not limited to, Summer and Fall Kite Festivals, Fourth of July, Deck the Dock, Haunted Taft, Antique Week, Siletz Bay Music Festival, Arts Week, Sandcastle Contest and Festival of Illusions.
- Provide marketing support for food and experiential trails, including the Lincoln City Chowder Trail, Public Art Trail and restaurant theme trails.
- Work with marketing and public relations agencies to leverage paid media buys and add immediacy to Lincoln City marketing efforts.
- Develop an overall marketing plan encompassing all ELC promotional efforts.

Measurement

- Social media metrics on leveraged social media exposure
- Engagement driven by promotional programs
- Partner resources leveraged via promotions
- Value of partner-contributed media
- Earned media exposure
- Earned media from writer hosting and FAM tours
- ELC cost savings
- ERP partner satisfaction with programs

VISITOR SERVICES

Objectives

- Ensure that visitors have access to high-quality information and services.
- Enhance the destination and trip planning experience.

Strategies

- Provide destination resources during the research, consideration, and pre-travel phases of the customer journey.
- Provide destination resources to in-market visitors while visiting Lincoln City.

Tactics

- Provide on-demand customer service through phone, email, social media, and in-person communication.
- Own and operate Lincoln City's official Welcome Center.
- Continue development of new Welcome Center at D River Wayside.
- Keep the ELC website current and up to date.
- Respond to all visitor inquiries in a timely manner.
- Develop new ways to communicate with visitors in all phases of the customer journey.

Measurement

- Website visits
- Call log
- Visitor Guide requests
- Walk-in traffic
- Contact Us submissions

STAKEHOLDER RELATIONS

Objectives

- Create awareness and understanding of the Lincoln City brand.
- Create awareness, understanding and support for ELC programs.
- Amplify collective Lincoln City marketing efforts.
- Establish an understanding of the value of tourism.
- Gain industry input for ELC strategy and programs.

Strategies

- Engage with partners to deliver the Lincoln City visitor experience.
- Provide local stakeholders with resources, information, and marketing materials on a regular basis.
- Conduct outreach to engage with industry stakeholders.
- Provide regular updates on ELC programs and opportunities.

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STAKEHOLDER RELATIONS

Tactics

- Deliver a weekly "Hot Sheet" directly to local businesses and stakeholders highlighting visitor-based events, experiences, and programs.
- Produce branded collateral (brochures, maps, etc.), made available and delivered to local businesses free of charge.
- Publish a monthly Industry Newsletter, supplying local businesses and stakeholders with relevant and timely information.
- Maintain an industry section within the ELC website.
- Facilitate regular face-to-face outreach with industry partners through social gatherings and networking opportunities.
- Distribute biennial stakeholder survey.
- Create and distribute posters for events, promotions, and experiences.
- Support partner marketing efforts and leverage resources through ELC sponsorships.
- Conduct regular stakeholder feedback sessions and surveys.
- Create an executive reporting dashboard demonstration measurable marketing results.
- Amplify outreach through partnerships with other business advocacy organizations (i.e., Chamber of Commerce).
- Produce an ELC annual report highlighting results and successes.

Measurement

- Stakeholder engagement

FY22 HIGHLIGHTS

After several months of waiting, in FY22 Explore Lincoln City started to invite visitors back to the coast through the Finders Keepers campaign that launched in August 2021 and the Activate Fall/Winter campaign that launched in November. Our education campaign ended in September 2021, transitioning back to our cut paper campaign, highlighting the activities available to travelers.

Priorities Progress

As the pandemic mandates relaxed in FY22, we focused on transitioning from our "Know Before You Go" and educational messages to inviting visitors and travelers back to Lincoln City.

Website

Evaluating year over year, the website saw a 9% increase in page views and 44% increase in new users.

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FY22 HIGHLIGHTS

Creative

We continued with an evolution of the cut paper technique throughout different executions. It is prevalent in the Finders Keepers and Activate campaigns. The unique and eye-catching creative aided in rebuilding brand awareness with the cohesiveness and differentiation of these campaigns.

In FY22, existing elements from previous Activate campaigns were repurposed for the Activate Fall and Spring campaigns to create efficiencies in production as well as to feature familiar activities that are enticing to our target audiences.

Priorities Progress

- Media delivered 70.0 million impressions with an overall CPM of $4.94 across all media
- Total media spend was $345,278, with 41% supporting Activate creative and 34% Finders Keepers (including general sponsorship spend)

MEDIA SUPPORT

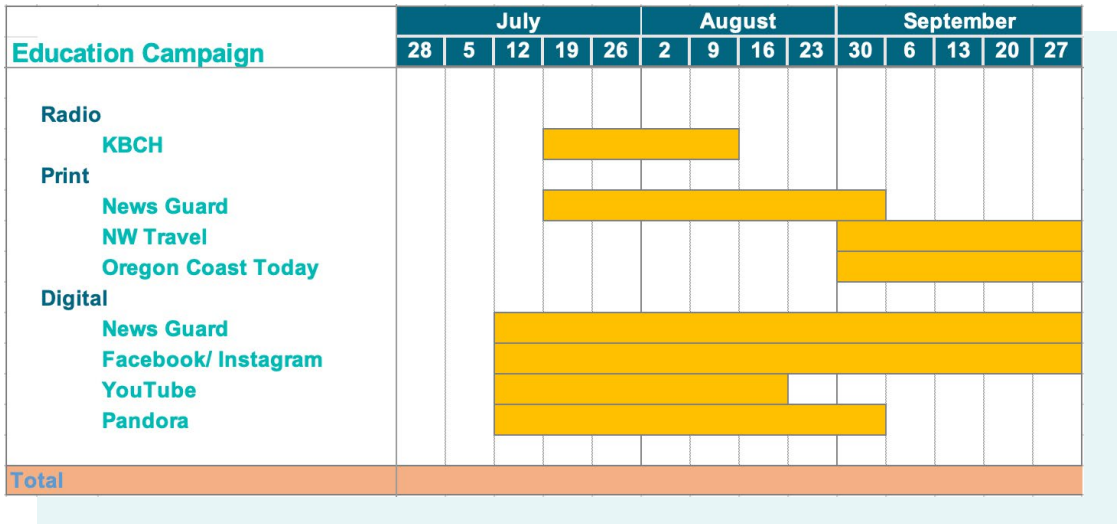
FY22 started with the continuation of the Education campaign from FY21. In August, we launched communication inviting visitors back to Lincoln City with our Finders Keepers campaign. Finders Keepers had two campaign flights during the year with a multimedia mix. Our activate campaigns launched in November and February, inviting visitors during the fall, winter and spring timing. General sponsorship utilized a mix of Education, Finders Keepers and Activate creative throughout the year. We also supported two events: Antique Week and Arts Week.

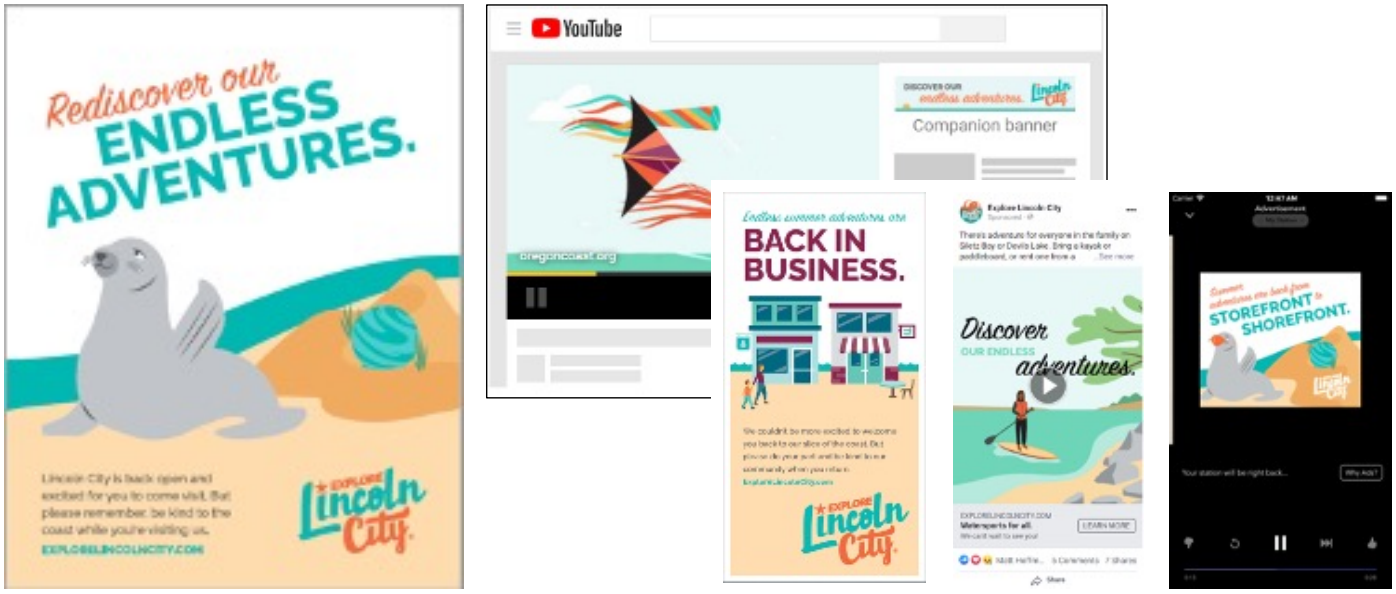
Overall, FY22 media spend was $345,278 and delivered nearly 70 million impressions. The majority of the budget supported Finders Keepers and Activate creative.

Media		2021						2022						% of Budget
		July	August	September	October	Novembe	Decembe	January	February	March	April	May	June	
Finders Keepers	Facebook/Instagram, Kargo, OregonLive, I-5 Billboard, Salem Digital Billboards, 1859 Magazine													24%
Activate	KGW Sponsorship/Spot Buy, I-5 Billboard, Highway 217 Billboard, I-205 Billboard, Oregonian, Facebook/Instagram, Google, YouTube, Portland Monthly													35%
Events	Facebook/Instagram													4%
Education Campaign	Radio (KBCH), News Guard, Facebook/Instagram, YouTube, Pandora													10%
General Sponsorship	Oregon Coast Today, NW Travel Magazine, Travel Oregon Visitor's Guide, OCVA Visitor Guide, News Guard, Oregon Coast Beach Connection, Madden Media Travel Oregon FB Retargeting, Max Fullside, Highway 18 Billboard													27%
Grand Total														100%

EDUCATION CAMPAIGN

- The campaign delivered 2,489,199 impressions across radio, print, streaming audio, social media, and digital ads.
- Facebook, YouTube, and Pandora all exceeded planned impressions.
- We negotiated and received one month of digital ads on TheNewsGuard.com as added value ($672).
- YouTube outperformed cost per completed view benchmark, delivering a $0.03 CPCV compared to the benchmark of $0.10.





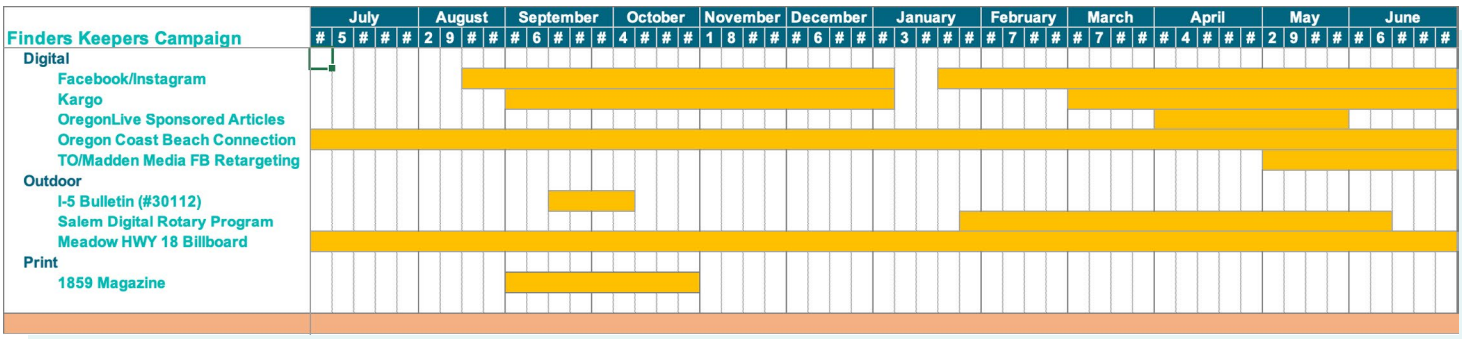
FINDERS KEEPERS CAMPAIGN

July – December Performance

- Overall, the campaign delivered 25% more impressions than planned and exceeded all benchmarks.
- There were 134.14% more website sessions on the /glass-floats landing page than the same time the previous year (22,548 total website sessions).
- The average duration on the page was one minute and 53 seconds.

January – June Performance

- The campaign delivered nearly 7.3 million impressions, 62% more than planned.
- In total, the campaign delivered 25,227 landing page views, or about 24% of all landing page views for the duration of the campaign.
- All media partners exceeded benchmarks.



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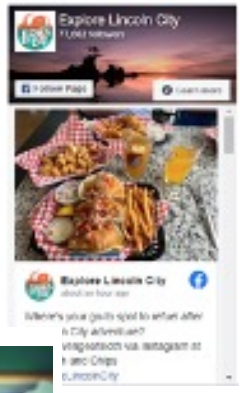
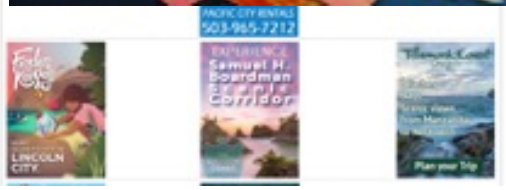
FINDERS KEEPERS CAMPAIGN





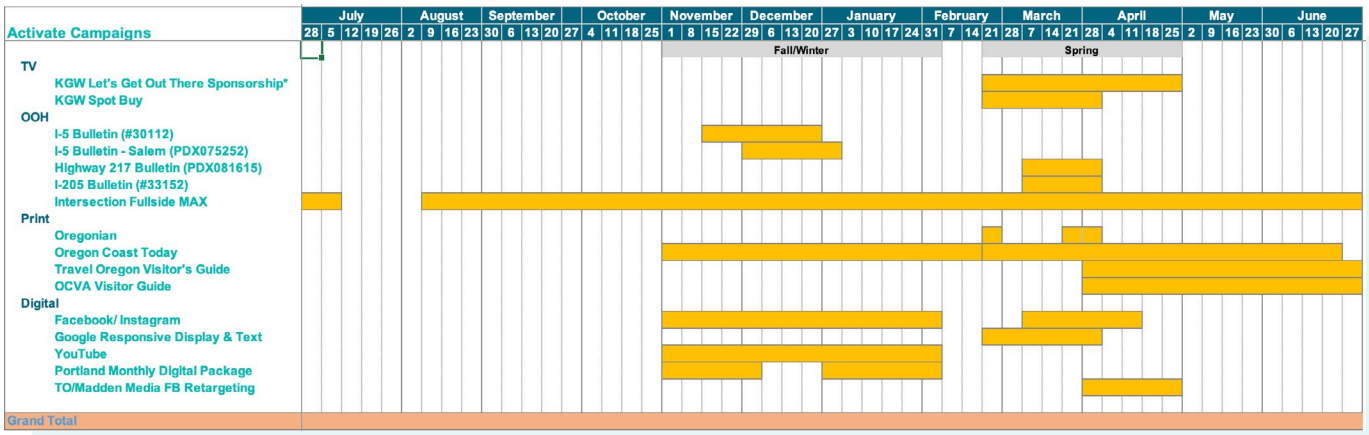
ACTIVATE CAMPAIGN

Activate Fall/Winter Performance

- All ads drove to the home page, which saw a 109% increase in traffic from the same time the previous year.
- All media partners exceeded benchmarks.
- The campaign delivered a total of 16.1 million impressions, over 10 million more than planned.

Activate Spring Performance

- Overall, there was a 16.99% increase in website traffic to the home page compared to the previous year.



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ACTIVATE CAMPAIGN

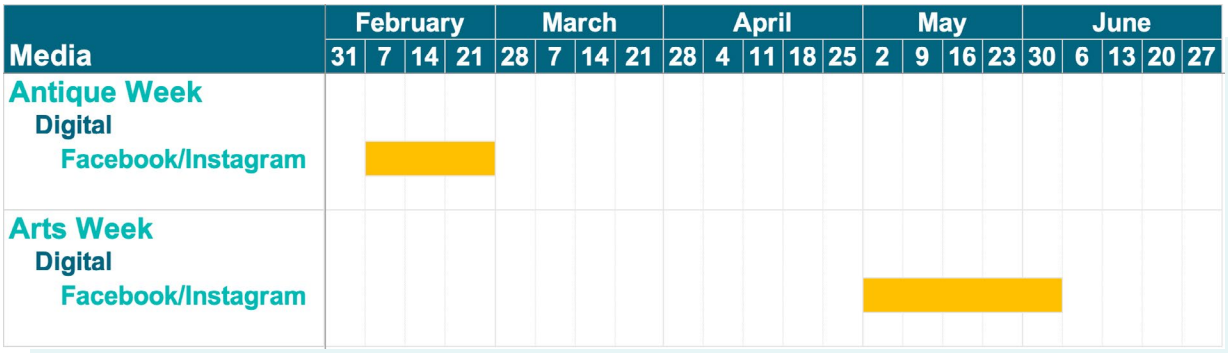
EVENTS: ANTIQUE WEEK & ARTS WEEK

Antique Week Performance

- Antique Week social ads were split between event ads and traffic driving ads to the website.
- The event ads targeted to Lincoln City residents reached 16,278 people with 268 people responding to the event (1.65% response rate).
- For event ads targeted to tourists, 75,737 people were reached across Portland, Eugene and Salem with a total of 1,254 people who responded to the event (1.66% response rate).
- Ads that drove traffic to the website delivered 3,819 landing page views, with an average landing page view rate of 0.78% and a CPLPV of $0.99.

Arts Week Performance

- Antique Week social ads were optimized to drive the target audience to the campaign landing page to learn more.
- The campaign delivered 888K impressions, 8,099 clicks to the site and 4,614 total landing page views.
- Cost per click was $0.80 and cost per landing page view was $2.20.



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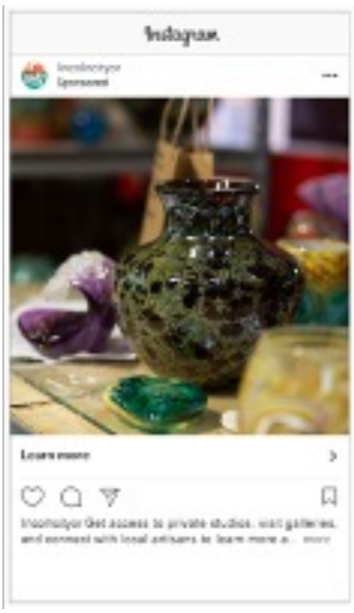
EVENTS: ANTIQUE WEEK & ARTS WEEK



EXPLORE Lincoln City®

Thank You

Council Communication

Resolution 2023-04 - SW 3rd Street Traffic Regulation

Meeting Date:	March 13, 2023	Primary Staff Contact:	Richard Appicello
Department:	City Attorney	E-Mail:	RAppicello@lincolncity.org
Secondary Dept:		Secondary Contacts:	
Approval:	Daphnee Legarza	Estimated Time:	5 minutes

Question:

Should the City Council approve Resolution 2023-04 concerning the exercise of parking and traffic control authority (prohibited vehicular traffic / prohibited parking) on a portion of SW 3rd Street?

Staff Recommendation:

Staff recommends approval of Resolution 2023-04.

Authority:

10.08.010 Powers of the city council.

A. Subject to state laws, the city council shall exercise all municipal traffic authority for the city except those powers specifically and expressly delegated by this title or another ordinance.

B. The powers of the council, which may be exercised by resolution, include, but are not limited to:

1. Designation of through streets;
2. Designation of one-way streets;
3. Designation of truck routes;
4. Designation of parking meter zones;
5. Designation of certain streets as bridle paths and prohibition of horses and animals on other streets, parks or property;
6. Authorization of greater maximum weights or lengths for vehicles using city streets than specified by state law;
7. Initiation of proceedings to change speed zones;
8. Establishment and revision of speed limits and traffic regulations in parks;
9. Temporary blocking or closing of streets;
10. Establishment of bicycle lanes and paths and traffic controls for such facilities;
11. Restriction of the use of certain streets by any class or kind of vehicle to protect the streets from damage;
12. Authorization of issuance of oversize or overweight vehicle permits;

13. Establishment, maintenance, removal or alteration of the following classes of traffic controls:
    a. Crosswalks, safety zones and traffic lanes,
    b. Intersection channelization and areas where drivers of vehicles shall not make right, left or U-turns, and the time when such prohibitions apply,
    c. Parking, including but not limited to truck parking areas, parking for disabled persons, parking areas and time limitations, including the form of permissible parking (e.g., parallel or diagonal), prohibited parking areas (one or both sides of the street), parking permits and metered parking,
    d. Loading zones and stops for vehicles,
    e. Traffic-control signals.

Background

Pursuant to LCMC 10.08.010, the City Council may exercise Traffic Control authority by Resolution of the Council or the City Manager may exercise such authority by written order. The establishment of traffic controls, including but not limited to limitations on the class, size or type of vehicles, is expressly listed as within the authority of the City Council.

In July 2022, the City Council reviewed and approved a public improvement contract for the construction of the SW 3rd and Highway 101 Beacon Project. The Agenda item summarized this $480,000.00 project as follows:

> *The project will improve the sidewalk ramps at [SW] 3rd and Hwy 101 to meet ADA requirements. A pedestrian flashing beacon crossing will be added on Hwy 101. SW 3rd Ave will be closed from Hwy 101 to SW Ebb Ave and a concrete plaza will be added from Hwy 101 to the ocean bluff with a raised concrete pedestrian crossing of SW Ebb Ave.*

For the protection of the public and workers, SW 3rd street will be temporarily closed to all traffic during the construction period; However, residents and businesses shall be afforded reasonable access during construction.

After completion of the work, the SW 3rd Street public street right-of-way will re-open with traffic control restrictions. The pedestrian plaza area will be closed to all classes, sizes and types of vehicular traffic, except for pedestrian, bicycle and ADA access. Parking is prohibited on the pedestrian plaza.

Accordingly, the City Engineer recommends an exercise in parking and traffic control authority by the Council to prohibit all classes, sizes and types of vehicular traffic on the designated portions of SW 3rd Street, excepting pedestrian, bicycle and ADA access. Vehicle parking is also prohibited on the pedestrian plaza.

Recommendation
Staff recommends approval of Resolution 2023-04.

Council Options:

Approve the Resolution.
Do Not approve the Resolution.
Approve the Resolution (with amendments).

Financial Impact
No financial impacts to City.

Potential Motions:
Move to approve Resolution 2023-04.

Move to approve Resolution 2023-04, with the following amendments.

Move to reject the proposed Resolution.

Attachments:
Resolution 2023-04 (DOC)
Exhibit A (PDF)

RESOLUTION NO. 2023-04

A RESOLUTION OF THE CITY OF LINCOLN CITY ESTABLISHING PARKING AND TRAFFIC CONTROL MEASURES FOR A PORTION OF SW 3rd STREET

RECITALS

Pursuant to LCMC 10.08.010, the City Council may exercise Traffic Control authority by Resolution of the Council or the City Manager may exercise such authority by written order.

The establishment of traffic controls, including but not limited to limitations on the class, size or type of vehicles, is expressly listed as within the authority of the City Council.

In July 2022, the City Council reviewed and approved a public improvement contract for the construction of the SW 3rd and Highway 101 Beacon Project. The Agenda item summarized this +/-$480,000.00 project as follows:

> *The project will improve the sidewalk ramps at [SW] 3rd and Hwy 101 to meet ADA requirements. A pedestrian flashing beacon crossing will be added on Hwy 101. SW 3rd Ave will be closed from Hwy 101 to SW Ebb Ave and a concrete plaza will be added from Hwy 101 to the ocean bluff with a raised concrete pedestrian crossing of SW Ebb Ave.*

Accordingly, the City Engineer recommends an exercise in parking and traffic control authority by the Council to temporarily close the street during construction and after construction, to prohibit all classes, sizes and types of vehicular traffic on the designated portions of SW 3rd Street, excepting pedestrian, bicycle and ADA access. Motorized vehicle parking is also prohibited on the pedestrian plaza.

Based on the engineering review, the City Council finds and determines that there exists an engineering basis for an exercise of municipal parking and traffic control authority, specifically to prohibit vehicular traffic and parking on the designated portions of SW 3rd Street.

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF LINCOLN CITY, AS FOLLOWS:

SECTION 1. RECITALS.

The above recitals are true and correct and are incorporated herein by this reference.

SECTION 2. TEMPORARY CLOSURE DURING CONSTRUCTION PERIOD.

For the protection of the public and workers, SW 3rd street as depicted on Exhibit A incorporated herein by this reference, will be temporarily closed to all traffic during the

construction period of the SW 3rd Highway 101 Beacon Project. Residents and businesses shall be afforded reasonable access during construction. Signage shall be posted notifying traffic of the closure and or alternative route.

SECTION 3. IMPOSING TRAFFIC CONTROL.

After completion of the work, the SW 3rd Street public street right-of-way as depicted on Exhibit A, will re-open with the following traffic control restrictions:

A. The pedestrian plaza area will be closed to all classes, sizes and types of vehicular traffic, except for pedestrian, bicycle and ADA access.
B. Parking is prohibited on the pedestrian plaza.
C. No right turn or left turn onto SW 3rd is permitted from Highway 101 or SW Ebb Avenue.

SECTION 4. POSTING OF SIGNAGE & NOTICE TO ENFORCEMENT OFFICERS.

The Public Works Department is directed to erect appropriate signs in the appropriate locations and City police and code enforcement officers are to be advised of the new traffic control and parking restrictions by City Administration.

SECTION 4. EFFECTIVE DATE. This Resolution is effective as of the date of its adoption.

PASSED AND APPROVED by the City Council of the City of Lincoln City, Oregon, this 13th day of March, 2023.

_____
SUSAN WAHLKE, MAYOR

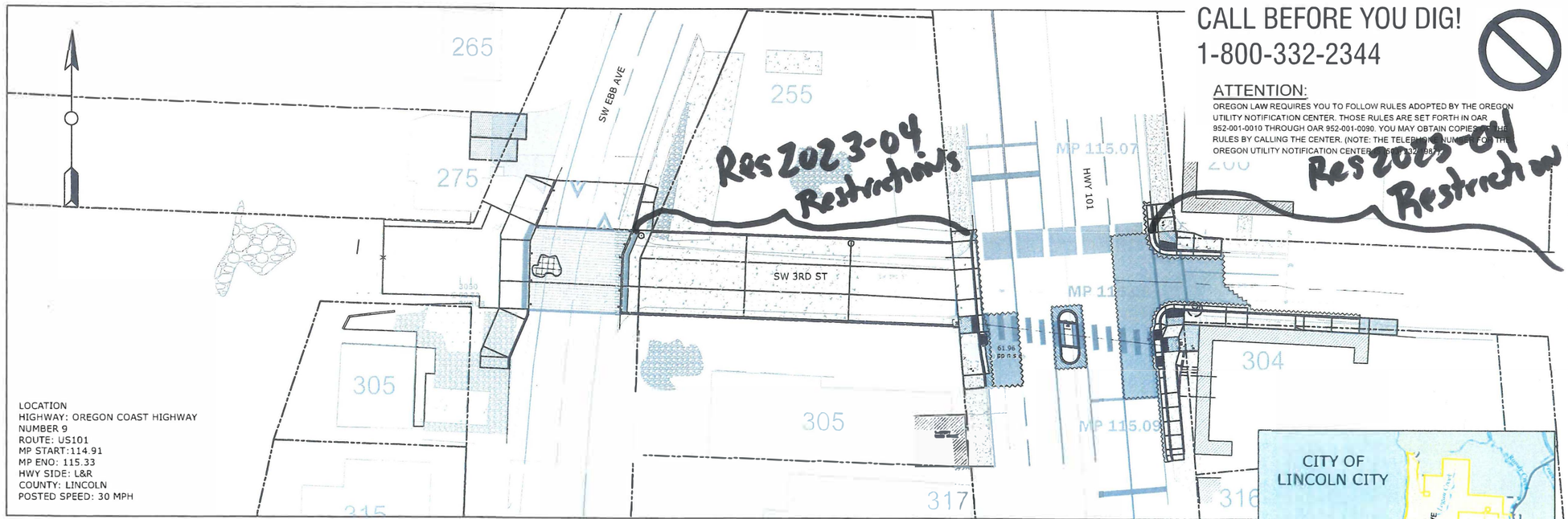
ATTEST:

_____
JAMIE YOUNG, CITY RECORDER

APPROVED AS TO FORM:

_____
RICHARD APPICELLO, CITY ATTORNEY

16011 SW 3RD & HWY 101 BEACON



CALL BEFORE YOU DIG!
1-800-332-2344

ATTENTION:
OREGON LAW REQUIRES YOU TO FOLLOW RULES ADOPTED BY THE OREGON UTILITY NOTIFICATION CENTER. THOSE RULES ARE SET FORTH IN OAR 952-001-0010 THROUGH OAR 952-001-0090. YOU MAY OBTAIN COPIES OF THE RULES BY CALLING THE CENTER. (NOTE: THE TELEPHONE NUMBER FOR THE OREGON UTILITY NOTIFICATION CENTER IS 503-232-1987)

LOCATION
HIGHWAY: OREGON COAST HIGHWAY
NUMBER 9
ROUTE: US101
MP START:114.91
MP END: 115.33
HWY SIDE: L&R
COUNTY: LINCOLN
POSTED SPEED: 30 MPH

GENERAL NOTES:

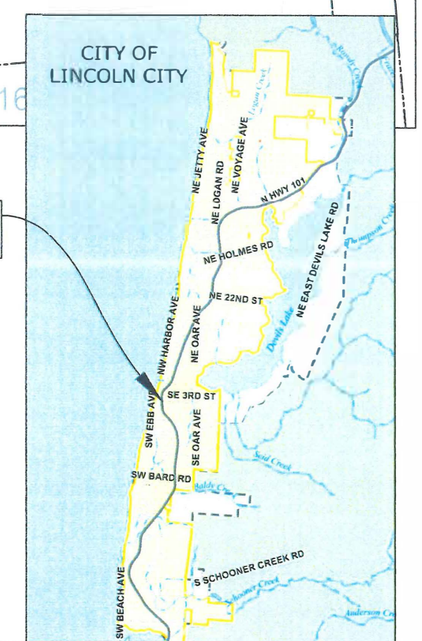
1. CONTRACTOR SHALL PROVIDE ALL APPLICABLE PUBLIC AND PRIVATE CONSTRUCTION NOTIFICATION.
2. CONTRACTOR IS RESPONSIBLE FOR MAINTAINING A CURRENT SET OF PLANS, SPECIFICATIONS AND SPECIAL PROVISIONS ON SITE AT ALL TIMES. CONTRACTOR IS REQUIRED TO RECORD ANY CONSTRUCTION DEVIATIONS TO THESE DRAWINGS AND NOTE THE LOCATION AND ELEVATION OF ALL EXISTING UTILITIES ENCOUNTERED.
3. LOCATIONS AND DESCRIPTIONS OF ALL EXISTING UTILITIES OR OTHER OBSTRUCTIONS SHOWN IN THE PROJECT PLANS ARE COMPILED FROM AVAILABLE RECORDS AN/OR FIELD SURVEYS. ACCURACY AND COMPLETENESS ARE NOT GUARANTEED; CONTRACTOR SHALL FIELD-VERIFY ALL UTILITY LOCATIONS PRIOR TO CONSTRUCTION.
4. CONTRACTOR SHALL BE RESPONSIBLE FOR ANY DAMAGE THAT OCCURS TO ASPHALT PAVEMENT, CONCRETE PAVEMENT, CONCRETE STRUCTURES, BUILDINGS, VALVE AND/OR METER BOXES, SIGNS, ETC. DUE TO CONSTRUCTION ACTIVITIES.
5. NO OPEN EXCAVATION TO BE LEFT DURING CONSTRUCTION OFF HOURS. ALL OPEN CUTS OF EXISTING STREETS AND DRIVEWAYS TO BE BACKFILLED TO GRADE, PATCHED WITH A HOT OR COLD AC MIX, OR COVERED WITH A STEEL PLATE.
6. PRIOR TO BEGINNING WORK, THE EROSION CONTROL PLAN MUST BE APPROVED BY THE CITY. EFFECTIVE EROSION CONTROL IS REQUIRED. EROSION CONTROL DEVICES MUST BE INSTALLED AND MAINTAINED MEETING CITY AND D.E.Q. REQUIREMENTS.
7. CONSTRUCTION WILL RUN ADJACENT TO PRIVATE RESIDENCES, COMMERCIAL BUSINESS, AND PUBLIC FACILITIES. RESIDENTS AND BUSINESSES SHALL BE AFFORDED REASONABLE ACCESS TO THEIR PROPERTIES AT ALL TIMES DURING CONSTRUCTION.
8. CONTRACTOR IS RESPONSIBLE FOR PROTECTING ALL EXISTING SURVEY MONUMENTATION. MONUMENTS DISTURBED OR DESTROYED BY CONSTRUCTION ACTIVITIES SHALL BE RESET AT NO COST TO THE CITY BY A PROFESSIONAL LAND SURVEYOR CURRENTLY REGISTERED IN THE STATE OF OREGON.
9. PROJECT CONTROL POINTS ESTABLISHED WITH NAVD 88.
10. CONTRACTOR SHALL IMPLEMENT TEMPORARY SEDIMENT AND EROSION CONTROL. SEE ODOT STD.DWG.RD1000, RD1010, & RD1015 FOR DETAILS

TRAFFIC MANAGEMENT NOTES:

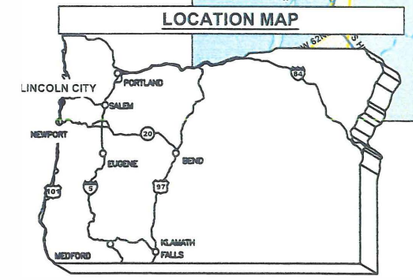
1. WHEN ACCESS TO SE 3RD STREET IS BLOCKED, CONTRACTOR IS TO PROVIDE SIGNAGE THAT DIRECTS TRAFFIC TO AN ALTERNATE ROUTE VIA SE 9TH STREET AND VICE VERSA. SIGNAGE TO BE PLACED A REASONABLE DISTANCE FOR SOUTHBOUND AND NORTHBOUND TRAFFIC. TEMPORARY LOCAL TRAFFIC ONLY TO BE ALLOWED WESTBOUND TRAVEL ON SE 3RD ST. NOTICE SHALL BE GIVEN FOR EFFECTED RESIDENTS VIA MAILINGS AND DOOR HANGERS 96 HOURS IN ADVANCE OF THE CLOSURE. CITY WILL PROVIDE MAILING LIST. CONSULT WITH CITY FOR SCHEDULING CLOSURES AND MAILINGS.
2. WHEN CONSTRUCTION ACTIVITIES BLOCK OR INTERFERE WITH NORMAL PEDESTRIAN ROUTING, PROVIDE SAFE PASSAGE FOR PEDESTRIANS EITHER THROUGH THE CONSTRUCTION, OR REROUTED AROUND THE CONSTRUCTION, UTILIZING TPAR PLAN (SHEET 17) ODOT STANDARD DRAWING TM844 AND THE REQUIREMENTS OF THE 2021 OREGON STANDARD SPECIFICATIONS FOR CONSTRUCTION (BROWN BOOK), PAGE 141, SUBSECTION 00220.02, 8TH BULLETED ITEM WITH REFERENCE TO THE SUBSEQUENT BULLETED ITEMS.
3. WHEN CONSTRUCTION ACTIVITIES BLOCK OR INTERFERE WITH NORMAL OPEN STATE HIGHWAY SHOULDER CONDITIONS, AND THESE IMPACTS LAST LONGER THAN 72 HOURS, FOLLOW THE TEMPORARY SIGNING AND DELINEATION REQUIREMENTS OF ODOT STANDARD DRAWINGS TM800, TM843 (RIGHT LANE CLOSURE - OMIT TAPER "L" FOR SHOULDER CLOSURE) AND TM851 (SHOULDER CLOSURE) CONFIGURATION.
4. ANY ABRUPT EDGE GREATER THAN 2 INCHES IN DEPTH, CLOSER THAN 4 FEET FROM AN ACTIVE TRAFFIC LANE, AND HAVING A DURATION LONGER THAN 72 HOURS, SHALL BE REQUIRED TO FOLLOW THE "TYPICAL ABRUPT EDGES SIGNING DETAIL" ON ODOT STANDARD DRAWING TM800.
5. WHEN CONSTRUCTION ACTIVITIES BLOCK OR INTERFERE WITH SHOULDERS OR BIKE LANES, INSTALL A 48 INCH " BICYCLES ON ROADWAY " SIGN IN ADVANCE OF EACH SHOULDER OR BIKE LANE CLOSURE AT SIGN SPACING "A" FROM THE "TCD SPACING TABLE" SHOWN ON ODOT STANDARD DRAWING TM800.

ODOT REQUIREMENTS:

1. Any utility permits necessary for the development of this project, within the ODOT right of way, will require an Application and Permit to Occupy or Perform Operations upon a State Highway. Contact District 4 Permit Staff with questions at 541-757-4211.
2. No advertising in the ODOT right of way.
3. Any work affecting a lane of travel will need to be done between the hours of 7:00pm and 6:00am. Daytime closures may be considered in multi-lane sections from October 1st to March 1st.
4. Any area of cut or damaged asphalt within the ODOT right of way shall be restored by the applicant. Pavement restoration requirements will be included in the permit.
5. The applicant needs to abide by all state, local and federal laws with regard to environmental resources. This includes work performed on ODOT right of way associated with the proposed access, plus any additional work that is required to perform as mitigation for the development. The applicant is responsible for obtaining all necessary permits, other than for state highway access, from the proper regulatory agency.



LOCATION MAP



General Notes

OWNER: LINCOLN CITY
CITY OF LINCOLN CITY
801 SW HIGHWAY 101
PO BOX 50
LINCOLN CITY, OREGON 97367

CONTACT: TERRY CHAMBERLIN, P.E.
PHONE: 541.996.1292

ENGINEER 11687 OREGON JULY 18, 1995 TERRY CHAMBERLIN
Digitally signed Date: 2022.04.05
EXPIRES: 12/31/2023

No.	Revision/Issue	Date

LINCOLN CITY PUBLIC WORKS
801 S.W. HWY 101
P.O. BOX 50
LINCOLN CITY, OREGON 97367
PHONE: (541) 996-2154
FAX: (541) 994-4681
www.lincolncity.org

Project Name and Sheet Name
SW 3RD & HWY 101 BEACON
COVER

DESIGNED BY: TC
PREPARED BY: DP

Project No. 16011
Date 3/31/2022
Scale 1" = 20'
IF LESS THAN FULL SIZE NTS
Sheet No. 1 OF 35

L:\2019-019.06\4-Design\DWG
3/31/2022
A. BONHAM

Council Communication

City Entrance Signs Construction Contract Award

Meeting Date:	March 13, 2023	Primary Staff Contact:	Stephanie Reid
Department:	Public Works	E-Mail:	SReid@lincolncity.org
Secondary Dept:		Secondary Contacts:	
Approval:	Daphnee Legarza	Estimated Time:	

Question:
Should the Council award the project to install City Entrance Signs to Bateson Enterprises, LLC?

Staff Recommendation:
Staff recommends the Council award the project to install City Entrance Signs to Bateson Enterprises, LLC.

Authority:
LCMC 2.05.060 …"the solicitation and award of public contracts in the city shall be accomplished pursuant to the Public Contracting Code, the Model Rules as they now exist, and the Lincoln City Municipal Code. (Ord. 2013-15 § 3; Ord. 2005-04 § 1).

The project was advertised for competitive bid.

Project Description:
This project includes installing City Entrance Signs at the North and South end of the City along Hwy 101.

Bids:
Public Works Department advertised the project for bid on January 30 and 31, 2023. The City Public Works Department opened bids for the project on February 22, 2023. Two bids were received:

Bidder	Bid Amount
Bateson Enterprises, LLC	$140,900.00
A-Built Construction	$197,800.00

The lowest responsive and responsible bidder was Bateson Enterprises, LLC in the amount of $140,900.00.

Project Budget and Costs:
This project was approved in the Explore Lincoln City FY22-23 budget.

The following table shows the estimated cost to construct and complete the project in FY2022-23 and FY2023-24.

Item	Estimated Cost to Complete FY2022-23 and FY2023-23
Bureau of Labor and Industries	$250.00
Construction Bid	$140,900.00
Art (1/2 of one percent of the construction bid)	704.50
Construction Contingency	$14,090.00
Total	$155,944.50

Recommendation
Staff recommends the construction contract be awarded to Bateson Enterprises LLC. in the amount of $140,900.00 with a construction contingency of $14,090.00 (10 percent of bid amount) for a total award of $154,990.00.

Attachments:
Bid Tab

Attachments:
Bid Tab (PDF)

BID TAB

	Installation of City Entrance Signs			Bateson Enterprises		A-Built Construction	
	ITEMS	**QUANTITY**	**UNIT**	**UNIT PRICE**	**TOTAL**	**UNIT Price**	**TOTAL**
	GENERAL BID ITEMS						
00210	Mobilization	1	LS	$12,000.00	$12,000.00	$14,770.00	$14,770.00
	Design	1	LS	$10,000.00	$10,000.00	$5,200.00	$5,200.00
	Grading	1	LS	$10,000.00	$10,000.00	$21,000.00	$21,000.00
	Aggregate Base Rock 3/4"-0	1	LS	$11,100.00	$11,100.00	$1,950.00	$1,950.00
	Fabrication of Sign - North	1	LS	$29,500.00	$29,500.00	$45,200.00	$45,200.00
	Fabrication of Sign - South	1	LS	$29,500.00	$29,500.00	$45,200.00	$45,200.00
	Installation of Sign - North	1	LS	$19,400.00	$19,400.00	$22,260.00	$22,260.00
	Installation of Sign - South	1	LS	$19,400.00	$19,400.00	$42,220.00	$42,220.00
	TOTAL BID ITEMS				**$140,900.00**		**$197,800.00**

Council Communication

SW Anchor Storm Improvements

Meeting Date:	March 13, 2023	Primary Staff Contact:	Stephanie Reid
Department:	Public Works	E-Mail:	SReid@lincolncity.org
Secondary Dept:		Secondary Contacts:	
Approval:	Daphnee Legarza	Estimated Time:	

Question:
Should the City Council award the SW Anchor Storm Improvement Project to Huddleston Construction?

Staff Recommendation:
Staff recommends the Council award the SW Anchor Storm Improvement Project to Huddleston Construction.

Authority:
LCMC 2.05.060 …"the solicitation and award of public contracts in the city shall be accomplished pursuant to the Public Contracting Code, the Model Rules as they now exist, and the Lincoln City Municipal Code. (Ord. 2013-15 § 3; Ord. 2005-04 § 1).

This contract is an intermediate procurement and requires soliciting three bids. Public Works solicited and received three bids.

Background:
The storm system in SW Anchor Avenue from SW 35th to SW 34th is undersized. Runoff from SW Anchor Avenue floods the neighboring properties during most rain events. This project will install 200 feet of new storm pipe and a new stormwater manhole to tie into an existing catch basin that has adequate capacity to discharge to the Ocean without backing up into the street.

Bids:

Contractor	Bid Amount
Huddleston Construction	$ 74,167.00
Jon Thompson Excavation	$131,100.00
HP Civil	$179,333.33

Financial Impact
This project would be funded from the Street Capital Fund. The following table shows the estimated cost to construct and complete the project in FY2022-23.

Item	Estimated Cost to Complete FY23/24
Bureau of Labor and Industries	$250.00
Construction Bid	$74,167.00
Art (1/2 of one percent of the construction bid)	$370.83
Construction Contingency	7,418.00
Total	$82,205.83

Council Options:
Award the SW Anchor Storm Improvements to Huddleston Construction.

Potential Motions:
Move to award the SW Anchor Storm Improvement Project to Huddleston Construction in the amount of $74,167.00 with a contingency of 7,418.00 (10% of the bid amount) for a total of $81,585.00.

Attachments:
Bid Tab

Attachments:
BID TAB (PDF)

BID TAB

	SW Anchor Storm Improvements			Engineer's Estimate		Huddleston Construction		Jon Thompson Excavation		HP Civil	
	ITEMS	**QUANTITY**	**UNIT**	**UNIT PRICE**	**TOTAL**	**UNIT PRICE**	**TOTAL**	**UNIT PRICE**	**TOTAL**	**UNIT PRICE**	**TOTAL**
	Sidewalk Bid Items										
00210	Mobilization	1	LS	$6,500.00	$6,500.00	$5,000.00	$5,000.00	$25,000.00	$25,000.00	$17,933.33	$17,933.33
00225	Temporary Work Zone Traffic Control, Complete	1	LS	$1,500.00	$1,500.00	$1,500.00	$1,500.00	$2,000.00	$2,000.00	$2,500.00	$2,500.00
	Utility Potholing	1	LS	$2,000.00	$2,000.00	$3,360.00	$3,360.00	$5,000.00	$5,000.00	$20,000.00	$20,000.00
00280	Inlet Protection	3	EA	$100.00	$300.00	$100.00	$300.00	$300.00	$900.00	$250.00	$750.00
00310	Demolition	1	LS	$7,500.00	$7,500.00	$1,035.00	$1,035.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00
00319	Connect to Existing Storm Catch Basin	1	LS	$3,500.00	$3,500.00	$2,200.00	$2,200.00	$3,500.00	$3,500.00	$4,000.00	$4,000.00
00390	42" Culvert to 12" Pipe connection	1	LS	$4,000.00	$4,000.00	$6,396.00	$6,396.00	$3,000.00	$3,000.00	$9,500.00	$9,500.00
00445	Storm Sewer N-12 HDPE, 12”, Class “B” , 0-5 Feet	220	FT	$100.00	$22,000.00	$97.00	$21,340.00	$160.00	$35,200.00	$220.00	$48,400.00
00470	Concrete Storm Sewer Manholes (48")	2	EA	$4,500.00	$9,000.00	$8,935.00	$17,870.00	$6,000.00	$12,000.00	$14,500.00	$29,000.00
00470	Manhole Frame & Cover	2	EA	$500.00	$1,000.00	$880.00	$1,760.00	$800.00	$1,600.00	$900.00	$1,800.00
	Catch Basin Lid Reconstruction- G2	1	LS	$2,500.00	$2,500.00	$1,551.00	$1,551.00	$2,400.00	$2,400.00	$4,500.00	$4,500.00
	Inserta tee connection of existing 6" storm pipe to new 12" HDPE pipe & 6" cap	1	LS	$800.00	$800.00	$832.00	$832.00	$2,500.00	$2,500.00	$5,000.00	$5,000.00
	Temporary trench pavement patch (Cold mix or temporary patch) 2" depth	1	LS	$2,000.00	$2,000.00	$3,000.00	$3,000.00	$4,000.00	$4,000.00	$5,600.00	$5,600.00
00744	Level 2, 1/2" Dense ACP, 4" Depth	17	TON	$200.00	$3,400.00	$397.00	$6,749.00	$1,500.00	$25,500.00	$550.00	$9,350.00
01030	Landscape Restoration	1	LS	$500.00	$500.00	$634.00	$634.00	$1,500.00	$1,500.00	$3,500.00	$3,500.00
	Removal of existing pump & power service	1	LS	$1,000.00	$1,000.00	$640.00	$640.00	$2,000.00	$2,000.00	$12,500.00	$12,500.00
	Total				**$67,500.00**		**$74,167.00**		**$131,100.00**		**$179,333.33**

Council Communication

Construction Award for the Police Utility Building

Meeting Date:	March 13, 2023	Primary Staff Contact:	Stephanie Reid
Department:	Public Works	E-Mail:	SReid@lincolncity.org
Secondary Dept:		Secondary Contacts:	
Approval:	Daphnee Legarza	Estimated Time:	5 minutes

Question:
Should the City Council award the construction contract for the Police Utility Building to Stotts Construction Company?

Staff Recommendation:
Staff recommends the City Council award the construction contract for the Police Utility Building to Stotts Construction Company.

Authority:
LCMC 2.05.060 …"the solicitation and award of public contracts in the city shall be accomplished pursuant to the Public Contracting Code, the Model Rules as they now exist, and the Lincoln City Municipal Code. (Ord. 2013-15 § 3; Ord. 2005-04 § 1).

Background
The City has constructed a new police building and just completed construction of a secured parking lot for the Police Department. The Police Department has identified a need for more space to store evidence that is best not to store in the Police building, space to store ATVs outside of the weather and space for emergency management supplies.

Project Description
This project includes construction of a concrete block Police Utility building (600 square feet).

Bids
Public Works Department advertised the project for bid on January 17 and 18, 2023 and opened bids for the project on February 9, 2023. Two bids were received:

Bidder	Bid Amount
Stotts Construction Company	$416,600.00

First Cascade Corporation	$528,526.00

The lowest responsive and responsible bidder was Stotts Construction Company in the amount of $416,600.00.

Project Budget and Costs
This project was approved in the FY22-23 budget, Facilities Capital, Police Building.

The City staff will meet with the contractor and review the building and proposed costs and discuss changes to the design that may reduce the building cost.

The following table shows the estimated cost to construct and complete the project in FY2022-23 and FY2023-24.

Item	Estimated Cost to Complete FY2022-23 and 2023-24
Bureau of Labor and Industries	$416.60
Construction Bid	$416,600.00
Art (1/2 of one percent of the construction bid)	$2,083.00
Construction Contingency	$41,660.00
Total	$468,916.35

Recommendation
Staff recommends the construction contract be awarded to Stotts Construction Company in the amount of $416,600.00 with a construction contingency of $41,660.00 (10 percent of bid amount) for a total of $458,260.00.

Attachments:
Bid Tab

Attachments:
Bid Tab (PDF)

BID TAB

	Police Utility Building			Stotts Construction Co		First Cascade Corp	
	ITEMS	**QUANTITY**	**UNIT**	**UNIT PRICE**	**TOTAL**	**UNIT**	**TOTAL**
	GENERAL BID ITEMS						
1	Mobilization	1	LS	$40,000.00	$40,000.00	$25,000.00	$25,000.00
2	Install E-One Pump System	1	LS	$4,000.00	$4,000.00	$9,800.00	$9,800.00
3	Water Piping System	1	LS	$22,000.00	$22,000.00	$31,023.00	$31,023.00
4	Gas Piping System	1	LS	$3,000.00	$3,000.00	$14,000.00	$14,000.00
5	Storm Drainage Piping System	1	LS	$3,500.00	$3,500.00	$14,835.00	$14,835.00
6	Building Foundation	1	LS	$24,000.00	$24,000.00	$40,000.00	$40,000.00
7	Building	1	LS	$261,400.00	$261,400.00	$318,578.00	$318,578.00
8	Electrical	1	LS	$35,000.00	$35,000.00	$42,500.00	$42,500.00
9	HVAC	1	LS	$7,500.00	$7,500.00	$18,000.00	$18,000.00
10	Washer/Dryer	1	LS	$4,000.00	$4,000.00	$5,000.00	$5,000.00
11	Sink	1	LS	$1,200.00	$1,200.00	$1,250.00	$1,250.00
12	Gas Heater	1	LS	$4,000.00	$4,000.00	$0.00	$0.00
13	Electrical Heater	1	LS	$3,000.00	$3,000.00	$0.00	$0.00
14	Guarage Door	1	LS	$4,000.00	$4,000.00	$8,540.00	$8,540.00
	TOTAL BID ITEMS				**$416,600.00**		**$528,526.00**

Council Communication

Construction Contract Award for NE 6th Street Sidewalk Project

Meeting Date:	March 13, 2023	Primary Staff Contact:	Stephanie Reid
Department:	Public Works	E-Mail:	SReid@lincolncity.org
Secondary Dept:		Secondary Contacts:	
Approval:	Daphnee Legarza	Estimated Time:	5 minutes

Question:
Should the City Council award the NE 6th Street Sidewalk Project to Cascade Civil Corp?

Staff Recommendation:

Staff recommends the City Council award the NE 6th Street Sidewalk Project to Cascade Civil Corp.

Authority:
LCMC 2.05.060…"the solicitation and award of public contracts in the city shall be accomplished pursuant to the Public Contracting Code, and Model Rules as they now exist, and the Lincoln City Municipal Code (Ord. 2013-15 § 3; Ord. 2005-04 § 1)

Background
Staff started looking at this project in 2018 when the project was to construct a sidewalk from Hwy 101 along NE 6th to NE Mast Ave. The preliminary design was completed. In FY 2022-23 funding was approved to construct the portion of NE 6th from Hwy 101 to the entrance into the State Park Campground.

Project Description
This project includes installing 736 feet of sidewalk along NE 6th Street from Hwy 101 to the entrance into the State Park Campground on both side of the street and 6 on-street parking spaces. Staff has talked with the Oregon State Park Manager for the campground regarding the project and she supports the project.

Bids
Public Works Department advertised the project for bid on January 30 and 31, 2023 and opened bids for the project on March 1, 2023. Six bids were received:

Bidder	Bid Amount

Cascade Civil Corp	$202,196.00
Wester United Civil Group LLC	$258,520.00
RK Construction	$271,441.40
K&E Excavating, Inc.	$326,952.00
Jesse Rodriguez Construction, LLC	$353,982.00
Turney Excavating	$445,470.00

The lowest responsive and responsible bidder was Cascade Civil Corp in the amount of $202,196.00.

Project Budget and Costs
This project was approved in the FY22-23 budget, Street Capital Fund-Sidewalk Construction (211-000-6340208). The budgeted amount was $650,000.00.

The following table shows estimated cost to construct and complete the project in FY2022-23 and FY2023-24.

Item	Estimated Cost to Complete FY2022-24
Bureau of Labor and Industries	$250.00
Construction Bid	$202,196.00
Art (1/2 of one percent of the construction bid)	$1,010.98
Construction Contingency	$20,220.00
Total	$223,676.98

Recommendation
Staff recommends the construction contract be awarded to Cascade Civil Corp. in the amount of $202,196.00 with a construction contingency of $20,220.00 (10 percent of bid amount) for a total of $222,416.00.

Potential Motions:
Move to award the construction contract for the NE 6th Street Sidewalk Improvement Project to Cascade Civil Corp. in the amount of $202,196.00 with a construction contingency of $20,220.00 (10 percent of bid amount) for a total of $222,416.00.

Attachments:

Bid Tab

Attachments:
Bid Tab (PDF)

BID TAB

	NE 6th(Hwy 101 to State Park) Improvements			Engineer's Estimate		Cascade Civil Corp		Western United Civil		RK Construction		K&E Excavating		Jesse Ridriquez		Turney Excavating	
	ITEMS	**QUANTITY**	**UNIT**	**UNIT PRICE**	**TOTAL**	**UNIT PRICE**	**TOTAL**	**UNIT PRICE**	**TOTAL**	**UNIT PRICE**	**TOTAL**	**UNIT PRICE**	**TOTAL**	**UNIT PRICE**	**TOTAL**	**UNIT PRICE**	**TOTAL**
	GENERAL BID ITEMS																
00210	Mobilization	1	LS	$25,000.00	$25,000.00	$17,800.00	$17,800.00	$25,000.00	$25,000.00	$18,358.00	$18,358.00	$32,000.00	$32,000.00	$30,000.00	$30,000.00	$40,000.00	$40,000.00
00225	Temporary Work Zone Traffic Control, Complete	1	LS	$10,000.00	$10,000.00	$5,500.00	$5,500.00	$5,000.00	$5,000.00	$6,800.00	$6,800.00	$37,000.00	$37,000.00	$30,000.00	$30,000.00	$8,000.00	$8,000.00
00280	Wattles or Silt Fence	400	FT	$10.00	$4,000.00	$1.00	$400.00	$5.00	$2,000.00	$4.50	$1,800.00	$5.00	$2,000.00	$12.00	$4,800.00	$6.50	$2,600.00
00280	Inlet Protection	1	EA	$200.00	$200.00	$85.00	$85.00	$80.00	$80.00	$200.00	$200.00	$80.00	$80.00	$75.00	$75.00	$225.00	$225.00
00310	Demolition	1	LS	$5,000.00	$5,000.00	$4,500.00	$4,500.00	$2,500.00	$2,500.00	$15,066.00	$15,066.00	$12,000.00	$12,000.00	$26,750.00	$26,750.00	$30,000.00	$30,000.00
00320	Clean & Grubbing	1	LS	$7,000.00	$7,000.00	$2,000.00	$2,000.00	$2,500.00	$2,500.00	$13,692.00	$13,692.00	$21,000.00	$21,000.00	$39,500.00	$39,500.00	$15,000.00	$15,000.00
00445	Storm Sewer PVC 3034, 12”, Class “B” , 0-10 Feet	22	FT	$150.00	$3,300.00	$84.00	$1,848.00	$180.00	$3,960.00	$219.00	$4,818.00	$270.00	$5,940.00	$295.00	$6,490.00	$435.00	$9,570.00
00470	Catch Basin, CG-3	1	EA	$5,000.00	$5,000.00	$2,100.00	$2,100.00	$4,000.00	$4,000.00	$3,500.00	$3,500.00	$4,800.00	$4,800.00	$7,500.00	$7,500.00	$5,000.00	$5,000.00
	Adjust Signal Junction Box	1	EA	$500.00	$500.00	$600.00	$600.00	$600.00	$600.00	$1,350.00	$1,350.00	$5,000.00	$5,000.00	$750.00	$750.00	$1,500.00	$1,500.00
	Replace Signal Loop	1	LS	$5,000.00	$5,000.00	$6,000.00	$6,000.00	$2,000.00	$2,000.00	$1,500.00	$1,500.00	$7,000.00	$7,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00
00490	Adjust MH	1	EA	$1,200.00	$1,200.00	$650.00	$650.00	$800.00	$800.00	$1,200.00	$1,200.00	$1,500.00	$1,500.00	$750.00	$750.00	$1,800.00	$1,800.00
00490	Adjust Storm MH with Grate	1	EA	$1,500.00	$1,500.00	$1,100.00	$1,100.00	$1,400.00	$1,400.00	$1,400.00	$1,400.00	$1,500.00	$1,500.00	$750.00	$750.00	$1,800.00	$1,800.00
	Relocate Water Meter in new box	1	EA	$500.00	$500.00	$1,900.00	$1,900.00	$3,000.00	$3,000.00	$1,500.00	$1,500.00	$1,600.00	$1,600.00	$3,200.00	$3,200.00	$750.00	$750.00
00620	Mill Existing Asphalt as Needed	1	LS	$10,000.00	$10,000.00	$1.00	$1.00	$7,000.00	$7,000.00	$13,264.00	$13,264.00	$13,000.00	$13,000.00	$7,500.00	$7,500.00	$30,000.00	$30,000.00
00641	Aggregate Base, 3/4"-0	100	CY	$120.00	$12,000.00	$185.00	$18,500.00	$90.00	$9,000.00	$87.00	$8,700.00	$145.00	$14,500.00	$95.00	$9,500.00	$125.00	$12,500.00
00744	Level 2, 1/2" Dense ACP, 2" depth	230	Ton	$200.00	$46,000.00	$133.00	$30,590.00	$230.00	$52,900.00	$161.00	$37,030.00	$180.00	$41,400.00	$190.00	$43,700.00	$263.00	$60,490.00
00744	Level 2, 1/2" Dense ACP, 4" Depth	30	Ton	$200.00	$6,000.00	$133.00	$3,990.00	$250.00	$7,500.00	$146.00	$4,380.00	$310.00	$9,300.00	$190.00	$5,700.00	$310.00	$9,300.00
00744	Asphalt Driveway Transition	112	SF	$20.00	$2,240.00	$6.00	$672.00	$14.00	$1,568.00	$16.00	$1,792.00	$16.00	$1,792.00	$12.00	$1,344.00	$28.00	$3,136.00
00744	Gravel Driveway Transition	64	SF	$10.00	$640.00	$6.00	$384.00	$16.00	$1,024.00	$21.88	$1,400.32	$8.00	$512.00	$24.00	$1,536.00	$7.50	$480.00
00759	Standard Concrete Curb, 6" Reveal	**736**	FT	$35.00	$25,760.00	$46.00	$33,856.00	$50.00	$36,800.00	$47.93	$35,276.48	$42.00	$30,912.00	$38.00	$27,968.00	$75.00	$55,200.00
00759	Concrete Sidewalk & Ramps, 4" Depth	4125	SF	$20.00	$82,500.00	$10.00	$41,250.00	$13.00	$53,625.00	$11.72	$48,345.00	$11.00	$45,375.00	$11.00	$45,375.00	$25.00	$103,125.00
00759	Concrete Driveway, 6" Depth	474	SF	$25.00	$11,850.00	$14.00	$6,636.00	$18.50	$8,769.00	$32.55	$15,428.70	$14.00	$6,636.00	$18.00	$8,532.00	$30.00	$14,220.00
00759	Truncated Domes	2	EA	$250.00	$500.00	$850.00	$1,700.00	$400.00	$800.00	$500.00	$1,000.00	$680.00	$1,360.00	$2,250.00	$4,500.00	$700.00	$1,400.00
00860	Longitudinal Paint Stripe, Thermoplastic - 4" Solid Yellow	305	FT	$8.00	$2,440.00	$18.00	$5,490.00	$18.00	$5,490.00	$29.00	$8,845.00	$15.00	$4,575.00	$12.00	$3,660.00	$8.00	$2,440.00
00860	Parking Thermoplastic Paint Stripe	48	FT	$12.00	$576.00	$18.00	$864.00	$18.00	$864.00	$29.00	$1,392.00	$15.00	$720.00	$24.00	$1,152.00	$8.00	$384.00
	Top Soil	30	CY	$150.00	$4,500.00	$56.00	$1,680.00	$130.00	$3,900.00	$98.33	$2,949.90	$95.00	$2,850.00	$75.00	$2,250.00	$125.00	$3,750.00
01030	Hrydo-Seed	800	SF	$5.00	$4,000.00	$2.00	$1,600.00	$1.80	$1,440.00	$3.63	$2,904.00	$2.00	$1,600.00	$4.00	$3,200.00	$1.00	$800.00
01160	Replace Fire Hydrant with New Kennedy with valve and 6-inch Pipe	1	LS	$6,000.00	$6,000.00	$7,400.00	$7,400.00	$8,000.00	$8,000.00	$11,050.00	$11,050.00	$13,000.00	$13,000.00	$12,500.00	$12,500.00	$12,000.00	$12,000.00
	Construction Staking	1	LS	$10,000.00	$10,000.00	$3,100.00	$3,100.00	$7,000.00	$7,000.00	$6,500.00	$6,500.00	$8,000.00	$8,000.00	$20,000.00	$20,000.00	$15,000.00	$15,000.00
	Total Bid Items				$293,206.00		$202,196.00		$258,520.00		$271,441.40		$326,952.00		$353,982.00		$445,470.00