



Oregon Coastal Notes

Oregon Coastal Zone Management Association

September 27, 2010

Branding the Oregon Coast and Coastal Hazards Mapping Dominate OCZMA's June 2010 Meeting in Astoria, Oregon—Onno Husing, Director, OCZMA

Branding Expert Validates Lifestyle Entrepreneur Marketing Concept



Duane "Doo" Maidens (left) with Michael Patrick Partners Portland Staff

During the July 4, 2010 weekend, Duane "Doo" Maidens was out at his beach house in Gearhart, Oregon. Standing in the checkout line at the local building supply store, he spotted a copy of the July 1, 2010 edition of the *Columbia River Business Journal*. The Columbia River Business Journal had an article entitled, 'Branding' *Livability on Oregon Coast to Businesses?* The piece featured OCZMA's concept of attracting "lifestyle entrepreneurs" to the Oregon Coast from places like the Silicon Valley.

That article caught Doo Maidens' eye because he's one of the two founding partners of Michael Patrick Partners, a

nationally recognized design and brand development firm.

Founded in 1977 in Palo Alto, California, today, Michael Patrick Partners has offices in Palo Alto, California and Portland, Oregon. Their clients have included some of the biggest names in technology—Oracle, FileMaker, Intel, Hewlett-Packard, National Semiconductor, Sun Microsystems and many others. The firm has also worked with market leaders in finance, higher education, and biotechnology. Doo Maidens recognized that, *if* properly executed, the branding program could be a remarkable success.

michael patrick partners

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

I think the article also resonated with Doo because he saw his own life-story reflected in the concept. Doo put himself through college, and,

in 1977, he landed a job in the marketing communications department at the Intel Corporation. In those days, Intel was still a relatively small company. Like many people in the Silicon Valley, Doo worked hard, six days a week, and determined to learn as much as he could about advertising and marketing. He sees the time he spent at Intel as his "on the job MBA".

Then, in 1979, Doo and his business partner Dan O'Brien, founded the design and brand development firm Michael Patrick Partners, in Palo Alto. Their first clients were Intel and Apple.

Fast forward to 2001 when Doo had grown weary of the Bay Area. The region was congested and stressful. It had "lost the charm" of the community he had grown up in. The dot.com crash was another signal the landscape was changing.

Doo and his wife sensed the time was right to get away and look for "a more grounded community" to raise their three children. They considered Portland because Michael Patrick Partners had been doing business in Portland since the early 1980's (with the renowned printer, Graphic Arts Center and other companies). Doo loved "the feeling of Portland." So, the Maidens family sold their dream house in the Silicon Valley, moved to Lake Oswego, and Doo opened a second Michael Patrick Partners' office in Portland.

A Curious Package Arrives

In early July 2010, an oversized envelope arrived at the OCZMA office. It was a portfolio overview of Michael Patrick Partners' work accompanied by a Statement of Qualifications (SOQ) and cover letter. The letter was from Charles Caubet (Director of Client Relations, from the Portland office of Michael Patrick Partners). Charles wrote he'd seen the article on OCZMA's aspirations to brand the Oregon Coast in the Columbia River Business Journal, especially to businesses in Northern California's Silicon Valley, and, wanted to "introduce" us to their firm.

Charles followed up with a phone call. I took the call, and, right away, I liked what he had to say. From my experience with the Brand Oregon/Seafood Oregon program, I knew *the first steps* of a branding-marketing campaign are the most important. Charles explained the deep connections Michael Patrick Partners has to the Silicon Valley. It was clear to me the firm might be *a great fit* for the branding project. I arranged to meet with Charles and Doo the following week in Portland on July 20, 2010.



July 20, 2010 was a gorgeous sunny afternoon in Portland. Like many offices in "The Pearl", Michael Patrick Partners is located in a charming historic building that's been tastefully modernized. I stepped into their office and shook hands with Charles and Doo.

I could tell they had reviewed OCZMA's branding workshop materials cover-to-cover. They liked the direction that OCZMA is heading—the focus on authenticity and telling the "story" of our region. In turn, I was drawn to two sentences in their Statement of Qualifications: "Within every organization there's

a story waiting to emerge. Our job is to discover the story and present it in a relevant, unexpected way."

That's key because developing a brand is about transcending clichés. First, it's about presenting a succinct honest message. Then it's about developing a visual identity (logo and color palette) and identifying the tactics to engage the audience. And yes, you've *got* to be original and "unexpected" to be noticed.

It was a good meeting. At one point during the conversation, Doo shared how he discovered the Oregon Coast. Here's what happened. After moving to Portland, Doo's wife made a trip out to the Oregon Coast. After she arrived, she called Doo, all excited, and told him how *incredibly beautiful* the Oregon Coast is. Later, he too, was deeply impressed with the coastal lifestyle. Doo shared the following thoughts. He said, "First, I doubt if many people in the Silicon Valley have an accurate understanding of the Oregon Coast. They think of wild rocky headlands, a forbidding windswept place. They haven't seen our beautiful beaches, the many beautiful days, and diverse communities. It remains undiscovered. And, down in California, you could *never* find affordable places anywhere near the ocean the way you can on the Oregon Coast. Trust me, there's plenty of people that want out of there." He concluded, "I *know* we can develop a compelling Oregon Coast story and entice some of those talented people to come here—Oregon deserves this."

"What's Gordon Moore Really Like?"

The conversation continued over dinner at a nearby restaurant.

I pressed Doo for details about the Silicon Valley because I'm fascinated about the pioneers of the information age. I asked him, "When you were at Intel, did you get to know Gordon Moore?" Gordon Moore, a chemist by training, is one of the three founders of Intel. Doo smiled and said, "Yeah, I interacted with Gordon Moore on occasion. He is an *incredibly* gracious man. One of his interests was the marketing-communications side of the business, so, I would interact with him on corporate campaigns and Intel's annual reports."

Gordon Moore made a fortune because of Intel's success. Later, Gordon Moore established the Gordon & Betty Moore Foundation. The Gordon and Betty Moore Foundation funded the Massachusetts Ocean Partnership (MOP), which spearheaded marine spatial planning (MSP) on the East Coast. Here in Oregon, OCZMA



partnered with the Oregon Department of Land Conservation & Development (DLCD) and local leaders to make MSP or "ocean planning" a reality.

Doo talked about his passion for fly fishing (another reason to relocate to Oregon). Doo said, "In fly fishing, it's all about presentation. You must know what kind of fly to use at that particular time and place. When I fish, I like to stand *in the stream*. It's the overall experience that appeals to me; catching the fish is just one aspect." I offered, "That's the same Zen-like buzz surfers talk about when they feel 'at one' with the ocean." It's also why elk hunts in Rural Oregon are a sacred tradition.

Fly fishing is a great metaphor for the Oregon Coast branding project. After all, entrepreneurs in the Silicon Valley are like finicky game fish—they'll dismiss any pitch that doesn't perfectly match *their world* and *their aspirations*.

Next Steps: Preparing for Launch

At the June 11, 2010 OCZMA meeting in Astoria, we had an outstanding discussion about the lifestyle entrepreneur branding project. Several leading economic business development specialists attended: Dennie Houle, Business Development Officer for Columbia, Clatsop, Tillamook, and Lincoln counties, Oregon Business Development Department (OBDD), Mary McArthur, Executive Director, Columbia-Pacific Economic Development District

(Col-Pac), and David Porter, Oregon Economic Development Representative, Economic Development Administration (EDA), U.S. Department of Commerce.

The discussion led to the **Columbia River Business Journal** article and the front-page article of June 22, 2010 in *The Daily Astorian* (*Branding the Coast Could Make Economy Sizzle*). After OCZMA's June 11th meeting in Astoria, because of the coverage, we fielded a number of phone calls and emails from people in the business community on the Northern Oregon Coast. They *really* like the concept. Expressions of support are coming from the entire Oregon Coast.

At the OCZMA meeting in Astoria, Dennie Houle, Oregon Business Development Department (OBDD) recommended we meet with OBDD's talented business recruitment staff. This effort, after all, must be *fully coordinated* to maximize synergies with OBDD's business recruitment program and **Brand Oregon**.

On August 16, 2010 in Newport, Oregon, Dennie Houle and Jill Miles (OBDD's leading business recruiter) came to Newport to brainstorm with a small group. Later that day we also visited several sites that would make great business parks (to get them on Jill's radar screen).



Near the end of our meeting Jill Miles said, "Well, it sounds like you've got this idea ready to go. What's stopping you?" Nothing.

But, earlier, Jill Miles provided important advice. She said we must make sure we lay the groundwork—*at the local level*—for a program like this. Jill shared an anecdote about a rural community that launched a branding-marketing program. Their ads, featuring beautiful scenery, triggered a deluge of inquiries. When that happened no one knew what to do next. Translation: don't *just* focus on the "sexy" branding—make sure

common-sense stuff at the local level is ready *before* you launch. That way, you can "seal the deal" with prospective entrepreneurs.

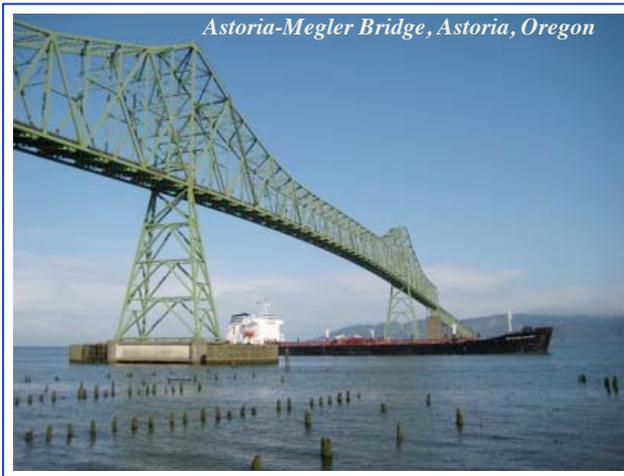
I look forward to meetings with Todd Davidson, Chief Executive Officer, Travel Oregon and other folks involved with Travel Oregon, including their talented cadre of branding and public relations agencies. And, hopefully, we can find ways to leverage the skill sets and experience of the Michael Patrick Partners organization.

And yes, we will continue to work the issues up and down the Oregon Coast. The local side of an equation will be ready using the talent within *existing* local organizations (tourism promotion and business development folks). But, let's also get some sizzle on the steak by leveraging Oregon's top-flight branding talent.

It's time to execute a branding program. We've got to do this just right.



Hazard Mapping Raises Concerns at OCZMA Meeting



Again, on June 11, 2010, OCZMA met in Astoria, Oregon. The first half of the meeting featured presentations on tsunami preparedness by Deb (Treusdell) Sterling (known as “Tsunami Deb”) from Oregon Emergency Preparedness Outreach [OEPO] Company, and former Mayor of Cannon Beach, Jay Raskin.

Deb shared the great work going on at the local level. A multi-year NOAA (National Oceanic & Atmospheric Administration) grant to the Oregon Department of Geology & Mineral Industries (DOGAMI) enabled OCZMA to subcontract with Deb to serve as a

coastwide coordinator on tsunami preparedness. And, with that NOAA grant, DOGAMI is providing funding to some coastal communities to become “tsunami-ready”. The focus is on grass-roots education, door-to-door outreach, and community-capacity development.

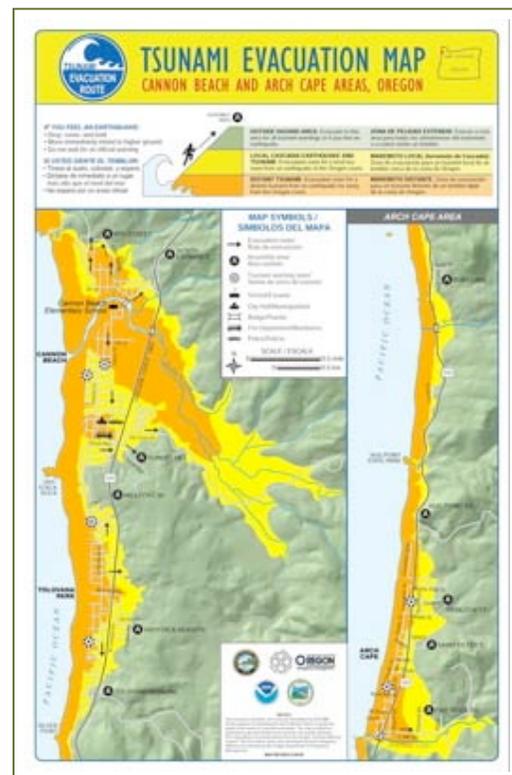
In the early 1990s evidence about earthquakes and tsunamis in the Northwest began to accumulate (big crustal earthquakes and Cascadia events). From the outset, *most* local government officials on the Oregon Coast were eager to learn more and get their communities prepared.



So, I wasn’t surprised when Deb (Treusdell) Sterling (photo at left) reported she found a number of local groups were already working these issues on the Oregon Coast. Deb, though, with her passion and knowledge, is amplifying and extending these discussions. Deb noted it’s an honor to work with Althea Rizzo of Oregon

Emergency Management (OEM), James Roddey, George Priest and Rob Witter of DOGAMI, Pat Corcoran of Oregon Sea Grant, and Tyree Wilde of NWS/NOAA to create a network of tsunamic champions on the Oregon Coast.

During the meeting, OCZMA Chairman Jack Brown asked Deb to talk about effectiveness of sirens because Depoe Bay is looking at purchasing sirens. Deb didn’t hesitate. She explained sirens are often ineffective and rarely cost-effective. And, sirens aren’t necessary for “the big one” (a Cascadia Subduction Zone 9.0+ earthquake and tsunami) because the earthquake will be our warning. And, for the tsunami events where we have several hours to warn citizens, there are a number of other effective ways to get that job done. Deb recommended jurisdictions contact Althea Rizzo at



DOGAMI Cannon Beach Tsunami Evacuation Map

OEM to determine when sirens are an appropriate investment and explore more proven and cost-effective options.

The City of Cannon Beach, as usual, is leading the way. Cannon Beach's new-generation tsunami inundation map (prepared by DOGAMI) was a big wake up call. That new tsunami inundation zone map placed the location of the projected inundation zones substantially further inland than the earlier map provided by DOGAMI. In most communities on the Oregon Coast, the new generation maps will yield the same result—many more properties will fall within the maximum projected inundation areas than previously estimated because more extreme (and rare) events are now being modeled. DOGAMI is close to releasing a new-generation map for the City of Bandon. Because of the NOAA grant, once Bandon's map is complete, DOGAMI believes they can generate maps for the rest of the Oregon Coast pretty quickly.

Jay Raskin explained the progress Cannon Beach is making with a proposal to establish a new tsunami-resistant town hall in Cannon Beach. That facility could provide a safe haven for people in Cannon Beach (vertical evacuation) who don't have time to escape the tsunami waves. On the North Oregon Coast, people may have 20 to 30 minutes after a Cascadia Event to get to high ground. The City of Seaside is another community that has also shown leadership. They've done a great job on neighborhood outreach and they are working to retrofit their bridges to withstand an earthquake.



Proposed Cannon Beach Tsunami-Resistant Town Hall

So, in the last ten years, lots of good work has happened on the Oregon Coast. But, a lot more work needs to be done. In particular, post-event planning and preparedness is *not* where it needs to be. Very few coastal communities have adequate stockpiles of emergency supplies in place. Towns with a large tourism sector, in particular, will face *huge* challenges if lots of visitors are in town during a Cascadia Event.

On the South Coast, though, in 2008, Douglas County secured a \$250,000 grant from the Federal Emergency Management Agency (FEMA) to develop long-term, catastrophic post-disaster recovery plans for Coos, Curry, Douglas and Lane Counties. The University of Oregon's Partnership for Disaster Resilience program is leading that project. Jay Raskin noted discussions are underway to secure a similar grant for the North Coast. You can learn more about this at:

<http://opdr.uoregon.edu/recovery/southwestcountie>

The Missing Conversation

Commissioner Barry Nelson (Port of Umpqua) commented, "Look, I appreciate the desire to save lives and protect property, but, I worry about over-reaching, over-regulation. Trying to make buildings stronger to survive a tsunami, in most cases, that's not going to work—they will be gone!" Barry continued, "If you have a house right on the ocean or a river, you're asking for it. You can't protect against stupid."

Barry Nelson opened the door for an important, overdue, dialogue. Tsunami mapping is *not* the only mapping exercise happening on the Oregon Coast. DOGAMI is also providing maps for

geologic hazard areas. This year, in the City of Newport, a DOGAMI geologic hazards map coupled with a proposed new ordinance sparked a hailstorm of opposition (because of the potential impact on property values). And, the U.S. Army Corps of Engineers has initiated a new (stricter) certification (re-certification) process for certain classes of dikes. And, FEMA is preparing new FIRM (Flood Insurance Rate Maps) maps for some coastal valleys (Tillamook and Coos Bay). In May 2010, FEMA released a new map for Tillamook. That new map classifies huge swaths of the valley as floodway—a **highly** restrictive classification. Tillamook County is appealing the new FIRM map to FEMA because they believe the new FEMA maps overstate the footprint of flood-prone areas in the county.



So, a number of very different mapping initiatives are **happening all at once**.

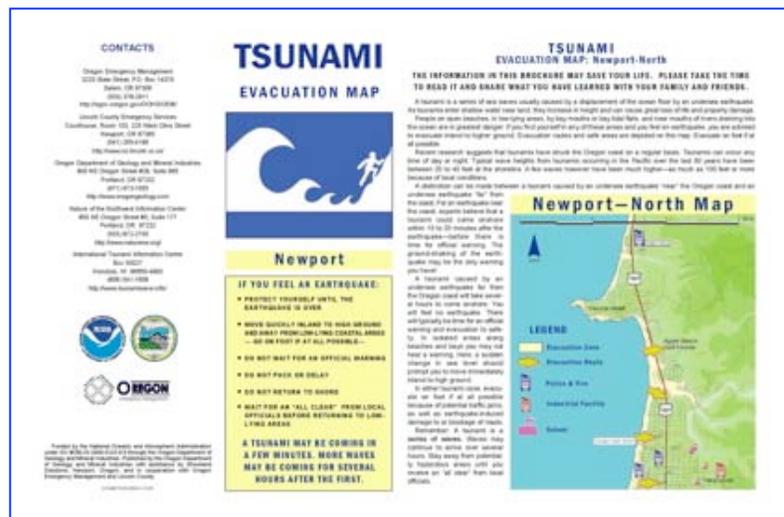
Duane Cole, Clatsop County Administrator said, “From our county’s perspective, we don’t believe the impacts of these maps on insurance rates and real estate and financing for real estate, and, the impacts on the local tax base, have been thought through. There’s an important **missing conversation** that needs to happen.” Everyone agreed.

I was asked to comment. I said, “Look, I totally understand those concerns. But, the public and the Congress want to stop subsidizing development in dangerous places. We are living in a **post-Katrina environment**. That means insurance companies and banks are taking a harder look at the properties they underwrite. You can’t blame them for doing that.” Duane Cole responded, “That’s **precisely** why this conversation is needed.”

At the meeting OCZMA staff was instructed to try to jump-start that missing conversation.

Initial Thoughts

After the Astoria meeting I called a number of people in state government. Bob Bailey from the Oregon Department of Land Conservation and Development (DLCD) agreed it would be a good idea to get people together to talk these things through. Vicki McConnell, Director of DOGAMI also likes the idea. Vicki McConnell said, “Sure, get the people with the right skill sets—banking, real estate, insurance, planning—in one room. DOGAMI’s role is to provide the best scientific-geological information. We’ve



been given clear legislative direction in recent years to do that. At DOGAMI, we inform planners and policy makers about the relevant science.”



I also spoke with Rob Witter, Regional Coastal Geologist, Coastal Field Office of DOGAMI, about this. Rob Witter said, “Sure, let’s have that conversation. But, before people panic, let’s be realistic. So far, I have *not* seen any proof that property owners have been impacted financially by hazard mapping.” I pointed out in Florida, after Hurricanes Katrina and Wilma, insurance companies began canceling policies. Real estate values plummeted in that region as a result. Rob Witter responded, “Yeah, but, think about it. Hurricanes are *huge* events. They can happen *every year* and they devastate an entire region. There’s huge exposure to claims.” He continued, “But, in the Northwest, earthquakes are *far* less frequent. And, let’s look at the geologic hazards mapping. That only impacts select properties, and slides happen rather infrequently. All I am saying is, be careful when you draw comparisons with what Oregon is doing and the aftermath of Hurricane Katrina.”

George Priest from the DOGAMI Coastal Field Office also weighed in. George Priest said, “Sure, some insurance companies may stop writing policies. But, typically, other good companies will step into that market. I agree with Rob. Have that

conversation, but let’s not over-react.”

I contacted Matt Spangler, the North Coast Planner for DLCD, to learn more about the controversy over hazards mapping in Newport. Matt Spangler spent years as the Planning Director for Lincoln County. He commented, “First, it’s important to distinguish between *catastrophic* events and *chronic* hazards.” He also noted how hard it is to take *geological* information—which is often expressed as a spectrum of probabilities—and translate it into fixed land use ordinances and zoning maps that tell people what they can or can’t do with a property.

Matt Spangler commented, “Here’s what probably needs to happen. Get information and the maps out there. Then, *at the same time*, concentrate on helping people understand what the maps mean and *don’t* mean. We’ve got to develop a collective understanding about those maps.” He continued, “The new geologic hazard maps DOGAMI is producing, I think, can serve as report triggers. This, ultimately, is about gauging relative risks and making sure those additional site investigations happen.”

During our discussion, Matt Spangler also shared that local governments should take steps to insulate or shield themselves from legal liability. We both agree that no matter how much potential risk is disclosed (on a map and through on-site investigations by qualified geologists), with certain view properties, people throw caution to the wind.

At OCZMA, we are open to suggestions about who should spearhead these discussions. The Coastal Processes Hazards Working Group (an ad hoc interagency committee) looks like one possibility and they are scheduled to meet this fall in Bandon.

And, is it time to start talking about establishing a three-state insurance pool for Cascadia events for the West Coast? How can revenue be raised in Oregon for post-event disaster planning? After the upcoming election, let's put everything on the table for discussion. Coming into a meeting, a set of key questions should be framed, and, best practices from other states should be researched. And, the right individuals, with the right skill sets (real estate, legal, insurance, mortgage underwriting) need to participate.



Information about OCZMA

The Oregon Coastal Zone Management Association (OCZMA), formed in 1976 under ORS Chapter 190, is a voluntary association of coastal counties, cities, ports, soil & water conservation districts, and the Coquille Indian Tribe on the Oregon Coast established to provide a forum for the resolution of issues of particular concern to the local governments of the coast and the people they represent.

Association Officers

Jack Brown • Chair (City of Depoe Bay)

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FY 2009-10

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Association Membership

Clatsop County

Coos County

Curry County

Douglas County

Lane County

Lincoln County

Tillamook County

City of Brookings

City of Cannon Beach

City of Coos Bay

City of Depoe Bay

City of Florence

City of Garibaldi

City of Lakeside

City of Lincoln City

City of Manzanita

City of Nehalem

City of Newport

City of North Bend

City of Port Orford

City of Reedsport

City of Rockaway Beach

City of Tillamook

City of Toledo

City of Yachats

Port of Alsea

Port of Astoria

Port of Bandon

Port of Brookings Harbor

Oregon International Port

of Coos Bay

Port of Garibaldi

Port of Gold Beach

Port of Nehalem

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