

Note: Times are approximate and subject to change.

**Town Hall Meeting Room
3715 Bridgeport Way West**

- 7:45 pm 1. **CALL REGULAR MEETING TO ORDER**
2. **ROLL CALL AND PLEDGE OF ALLEGIANCE**
3. **APPROVAL OF MINUTES – July 13, 2015 and July 20, 2015**
4. **APPROVAL OF AGENDA**
- 7:50 pm 5. **PUBLIC COMMENTS** – (At this time, citizens have three minutes to address the Council on any matter not scheduled for Public Hearing of Council Consideration. State law prohibits the use of this forum to promote or oppose any candidate for public office, or ballot measure. Public comments are limited to three minutes. Please provide your name and address for the record.)
- 7:55 pm 6. **COUNCIL COMMENTS/REPORTS**
- 8:00 pm 7. **CITY MANAGER’S REPORT**
- 8:05 pm 8A. **CONSENT AGENDA**

Motion: Approve or Amend the Consent Agenda as Proposed

The Consent Agenda consists of items considered routine or have been previously studied and discussed by Council and for which staff recommendation has been prepared. A Councilmember may request that an item be removed for the Consent Agenda so that the Council may consider the item separately. Items on the Consent Agenda are voted upon as one block and approved with one vote.

A. Claims dated 07/31/15.

COUNCIL CONSIDERATION – (The following item(s) will require Council action.)

- 8:10 pm 9. **STATE RECREATION & CONSERVATION OFFICE GRANT APPLICATION**
• Staff Report • Public Comment • Council Consideration
- 8:25 pm 10. **MAYOR’S REPORT**

RECESS TO STUDY SESSION – (At this time, Council will have the opportunity to study and discuss business issues with staff prior to its consideration. Citizen comment is not taken at this time; however, citizens will have the opportunity to comment on the following item(s) at future Council meetings.)

- 8:30 pm 11. **ANIMAL CONTROL INTERLOCAL AGREEMENT**
- 9:00 pm 12. **LAND USE DESIGNATION AMENDMENTS**
- 9:30 pm 13. **COMMUNICATIONS STRATEGY**
- 10:00 pm 14. **ADJOURNMENT**

*PRELIMINARY CITY COUNCIL AGENDA

August 17, 2015
Regular Council Meeting

September 7, 2015
No Meeting Scheduled – HOLIDAY

September 8, 2015
Regular Council Meeting

September 21, 2015
Regular Council Meeting

Preliminary City Council Agenda subject to change without notice*
Complete Agendas will be available 24 hours prior to scheduled meeting.
To obtain Council Agendas, please visit www.cityofup.com.

American Disability Act (ADA) Accommodations Provided Upon Advance Request
Call the City Clerk at 253-566-5656

APPROVAL OF MINUTES

**CITY OF UNIVERSITY PLACE
DRAFT MINUTES
Special Meeting of the City Council
Monday, July 13, 2015
City Hall, Windmill Village**

1. CALL SPECIAL MEETING TO ORDER

Mayor McCluskey called the Special Meeting to order at 6:30 p.m.

2. ROLL CALL AND PLEDGE OF ALLEGIANCE

Roll call was taken by the City Clerk as follows:

Councilmember Belleci	Present
Councilmember Grassi	Present
Councilmember Keel	Present
Councilmember Nye	Present
Councilmember Worthington	Present
Mayor Pro Tem Figueroa	Present
Mayor McCluskey	Present

Staff Present: City Manager Sugg, Executive Director/ACM Faison, City Attorney Victor, Executive Director/ACM Craig, Deputy Finance Director Blaisdell, Police Chief Blair, Communications/IT Manager Seesz, Planning and Development Services Director Swindale, City Engineer Ecklund and City Clerk Genetia.

Councilmember Nye led the Pledge of Allegiance.

3. APPROVAL OF MINUTES

MOTION: By Councilmember Grassi, seconded by Councilmember Belleci, to approve the minutes of June 1, 2015 as submitted.

The motion carried.

4. APPROVAL OF AGENDA

MOTION: By Councilmember Belleci, seconded by Mayor Pro Tem Figueroa, to approve the agenda.

The motion carried.

5. PUBLIC COMMENTS – The following individuals provided comment: *Phil Hoffman, 3613 Tahoma Place West; and Howard Lee, 8302 41st Street West.*

6. COUNCIL COMMENTS/REPORTS

Councilmember Grassi requested clarification on Mayor McCluskey's statement about the fireworks ordinance.

Mayor Pro Tem Figueroa acknowledged Lorna Smith and her family for their service to the community.

Councilmember Worthington reported that he attended the City's audit entrance conference and shared some points of evaluation for this year's review.

Councilmember Keel reported on the following: Pierce Transit's future transportation strategy as a result of the new transportation package passed at the recent legislative session; positive feedback he received from the community about the U.S. Open event; Association of Washington Cities' (AWC) refocused efforts in increasing public awareness on legislative issues; and his re-election to AWC's Board of Directors.

7. CITY MANAGER'S REPORT

City Manager Sugg remarked on the behind the scene planning and execution that contributed to the success of the U.S. Open event. He also reported on fireworks statistics over the years, reflecting the levels of call for service during fireworks season.

8. CONSENT AGENDA

MOTION: By Mayor Pro Tem Figueroa, seconded by Councilmember Grassi, to approve the Consent Agenda as follows:

- A. Receive and File: Payroll for the period ending 05/31/15, signed and dated 06/11/15, in the total amount of Two Hundred Sixty-Five Thousand Seven Hundred Three and 64/100 Dollars (\$265,703.64); Payroll for the period ending 06/15/15, signed and dated 07/30/15, in the total amount of Two Hundred Twenty Thousand Eight Hundred Nineteen and 79/100 Dollars (\$220,819.79); Payroll for the period ending 06/30/15, signed and dated 07/16/15, in the total amount of Two Hundred Seventy-Five Thousand Seven Hundred Thirty and 94/100 Dollars (\$275,730.94); Claims dated 05/29/15, signed 05/26/15, check nos. 51976395 through 51976467, in the total amount of One Million One Hundred Thirty-Four Thousand Forty-One and 59/100 Dollars (\$1,134,041.59); Claims dated 06/30/15, signed 07/30/15, check nos. 51976534 through 51976642, and wire no. 15655023, in the total amount of One Million Two Hundred Ninety-Four Thousand Seven Hundred Ninety-Six and 56/100 Dollars (\$1,294,796.56); and Claims dated 06/15/15, signed 06/11/15, check nos. 51976468 through 51976533, in the total amount of Five Hundred Ninety-Four Thousand Seven Hundred Eighty-Eight and 06/100 Dollars (\$594,788.06).
- B. Adopt a resolution approving a contract amendment for an increase in compensation to Apex Engineering, LLC in order to complete the ALTA surveys for Lot 1. **(RESOLUTION NO. 784)**

The motion carried.

9. MAYOR'S REPORT

Mayor McCluskey reported on the following: 16th Combat Aviation Brigade Change of Command ceremony and plan for official welcome to the new Brigade Commander; 16th CAB and Community Connector Program's fourth year partnership; 16th CAB Crew Chief's invitation to attend the 2015 U.S. Open as part of Community Connector Program; other JBLM news; Teddy Bear Picnic event; National Night Out and SunFest event information; 2015 U.S. Open event highlights; and Chamber Creek canyon trail design development.

At 7:15 p.m., the Council concluded its business meeting and recessed to study session.

STUDY SESSION

10. BUDGET CARRYFORWARD

Deputy Finance Director Blaisdell presented the 2015-2016 budget adjustments reflecting the carryforward of funding from 2014 and re-appropriation in 2015. The re-appropriation is comprised primarily of beginning fund balance, LRF balances and capital improvement projects for Public Works and Parks that were appropriated in 2014 but are to be completed in 2015. Adjustments also include revenue adjustments to several line items.

11. 27TH STREET IMPROVEMENT PROJECT

City Engineer Ecklund provided an overview on the 27th Street TIB roadway improvement project. The proposed project, located between Bridgeport Way West and Mildred Street, would add sidewalks, planter strips, bike lanes, and streetlights. A mid-block signalized crosswalk will also be added between Cascade Place West and Rochester. Additionally, the project will reduce travel lanes in the middle of the area primarily as a safety measure and to allow the construction of other improvements within the existing street.

The City held an open house and invited surrounding property owners to discuss the proposed project. City Engineer Ecklund discussed the adjustments to the current road design as a result of the feedback received from the participants. Part of these improvements will be funded through a \$1.2 million grant from the State Transportation Improvement Board.

12. LAND USE DESIGNATION AMENDMENTS

Planning and Development Services Director Swindale presented a legislative proposal introduced by Councilmembers Worthington and Figueroa to modify the type of land use designations in the City's Comprehensive Plan Map from more specific land use designations to broader categories of uses which would allow several specific zoning districts to be located within it. The intent of the proposal is to allow rezoning of property without the need for a Comprehensive Plan amendment, and resolve the ambiguity regarding which documents control land use.

The proposed resolution would direct the Planning Commission to study and recommend amendments to the Comprehensive Plan and Zoning Code Maps, modifying the use designations used in the Comprehensive Plan Map to be categories of uses within which several specific zoning districts could be located.

Council discussion ensued on the various aspects of the proposed amendments and clarification on its intent and purpose. The suggested modifications will be incorporated in the resolution and will be brought back for additional study by Council at a later date.

At 8:51 p.m., the City Council took a break and reconvened at 9:00 p.m. A motion was made and was carried to extend the meeting to 10:00 p.m.

13. NEWSLETTER REQUEST FOR PROPOSAL (RFP)

Communications/IT Manager Seesz presented the result of the RFP process, indicating that the purpose of this study session is to answer questions from Council regarding the proposals and to gather questions that would require input by the RFP vendors. The City received three proposals from the following responders: Pierce County Community Newspaper, The News Tribune, and Philips Publishing Group. She summarized each proposal and shared staff's evaluation and initial ranking based on the published RFP evaluation criteria.

Components of the submitted details were discussed. Staff will bring additional information regarding the City's overall communications strategy in August at which time Council will have the opportunity to choose to include one of these RFP options in the plan.

At 10:00 p.m., a motion was made and was carried to extend the meeting to 10:15 p.m.

14. ADJOURNMENT - The meeting adjourned at 10:10 p.m. No other action was taken.

Submitted by,

Emy Genetia
City Clerk

**CITY OF UNIVERSITY PLACE
DRAFT MINUTES
Regular Meeting of the City Council
Monday, July 20, 2015
City Hall, Windmill Village**

1. CALL REGULAR MEETING TO ORDER

Mayor McCluskey called the Regular Meeting to order at 6:30 p.m.

2. ROLL CALL AND PLEDGE OF ALLEGIANCE

Roll call was taken by the City Clerk as follows:

Councilmember Belleci	Present
Councilmember Grassi	Present
Councilmember Keel	Present
Councilmember Nye	Present
Councilmember Worthington	Present
Mayor Pro Tem Figueroa	Present
Mayor McCluskey	Present

Staff Present: City Manager Sugg, City Attorney Victor, Assistant Finance Director Blaisdell, Public Works Director Cooper, Police Chief Blair, and City Clerk Genetia.

Mayor Pro Tem Figueroa led the Pledge of Allegiance.

3. APPROVAL OF AGENDA

MOTION: By Councilmember Belleci, seconded by Mayor Pro Tem Figueroa, to approve the agenda.

The motion carried.

4. PRESENTATIONS

Certificate of Recognition – Mayor McCluskey presented Frank Powell with a Certificate of Recognition for his achievements in winning silver medals for the 100 and 50 meter back stroke swim events in the 55-59 men’s age group at the Pan American Masters in Medellin, Columbia.

Certificates of Appreciation – Mayor McCluskey, along with Public Works Director Cooper, presented a Certificate of Appreciation to the UPTown Cruisin’ Association for their continued partnership and community support during the Duck Daze event. Director Cooper also recognized other Duck Daze business supporters for their contributions to the event’s success.

West Pierce Fire & Rescue Levy – West Pierce Fire & Rescue Deputy Fire Chief Sagers provided an overview of the broad emergency services and programs that West Pierce Fire & Rescue provides as a community partner. He also imparted brief information on its upcoming maintenance and operation levy.

5. PUBLIC COMMENTS – The following individuals provided comment: *Elise Sharon, 2746 Lemons Beach Road; and Bruce Holmberg, 4601 Grandview Drive.*

6. COUNCIL COMMENTS/REPORTS

Councilmember Worthington provided a few brief highlights from legislative reports of the Association of Washington Cities’ legislative committee.

Councilmember Keel encouraged his colleagues to respond to staff's email regarding their availability to hold the next Finance Committee meeting.

Councilmember Belleci shared highlights of Sound Transit and Puget Sound Regional Council's presentations made at the Pierce County Regional Council meeting.

Mayor Pro Tem Figueroa shared comments he received from constituents regarding the City's beautification efforts for the U.S. Open. He also updated Council on Pierce County Communications Director's departure from Rainier Communications Commission and RCC's request to Comcast to provide high definition to the public television channel.

Councilmember Grassi shared the positive beautification comments he received from the public. He encouraged the public's continued involvement and support of the City's beautification program.

7. CITY MANAGER'S REPORT

City Manager Sugg shared a letter from the Tacoma-Pierce County Health Department thanking the City for its dedication and commitment in preparing for a successful U.S. Open event. He also shared information on the upcoming SunFest event.

8. CONSENT AGENDA

MOTION: By Councilmember Grassi, seconded by Councilmember Keel, to approve the Consent Agenda as follows:

- A.** Receive and File: Payroll for the period ending 05/31/15, signed and dated 06/11/15, in the total amount of Two Hundred Sixty-Five Thousand Seven Hundred Three and 64/100 Dollars (\$265,703.64); and Claims dated 05/29/15, signed 05/26/15, check nos. 51976395 through 51976467, in the total amount of One Million One Hundred Thirty-Four Thousand Forty-One and 59/100 Dollars (\$1,134,041.59).

The motion carried.

COUNCIL CONSIDERATION

9. PUBLIC HEARING: BUDGET CARRYFORWARD

Staff Report - Assistant Finance Director Blaisdell presented an ordinance to amend the 2015-2016 biennial budget for the carryforward of funding from 2014 and re-appropriation in 2015. The re-appropriation is comprised primarily of beginning fund balance, LRF balances and capital improvement projects for Public Works and Parks that were appropriated in 2014 but are to be completed in 2015. Adjustments also include revenue adjustments to several line items.

Public Comment – None.

Council Consideration – **MOTION:** By Mayor Pro Tem Figueroa, seconded by Councilmember Keel, to pass an ordinance amending the 2015-2016 Biennial Budget for the 2014 carryforward appropriations and adjustments.

The motion carried. (ORDINANCE NO. 656)

STUDY SESSION

The City Council recessed to study session at 7:34 p.m.

10. LOT 8 CONDOMINIUM AMENDMENT

City Attorney Victor gave a brief background on condominium models to provide clarification on the difference between what is known as an "airspace" and a "traditional" condominium with respect to Lot 8

Condominium Declaration. It was determined that the agreement has the potential to be misconstrued. To resolve this issue, he recommends that the City amend the existing Lot 8 Condominium Declaration to clarify that it is what is known as an "airspace" condominium in which there are two separate ownerships and two separate insurable interests.

The Regular meeting resumed at 7:40 p.m.

11. LOT 8 CONDOMINIUM AMENDMENT

Staff Report – See above report.

Public Comment – None.

Council Consideration – **MOTION:** By Councilmember Belleci, seconded by Councilmember Grassi to adopt a resolution approving an amended Condominium Declaration for U.P. Town Center Lot 8.

The motion carried. (RESOLUTION NO. 785)

12. MAYOR'S REPORT

Mayor McCluskey invited the public to attend the SunFest event on August 1. She also invited the neighborhood community to sign up for the National Night Out on August 4.

13. ADJOURNMENT

The meeting adjourned at 7:44 p.m. No other action was taken.

Submitted by,

Emy Genetia
City Clerk

APPROVAL OF CONSENT AGENDA

FINAL CHECK LISTING
CITY OF UNIVERSITY PLACE

Check Date: 07/31/15

Check Range: 51976707- 51976796
and Wire #: 16003354

Claims Approval

I, the undersigned, do hereby certify under penalty of perjury that the materials have been furnished, the services rendered or the labor performed as described herein, that any advance payment is due and payable pursuant to a contract or is available as an option for full or partial fulfillment of a contractual obligation, and that the claim is a just, due and unpaid obligation against the City of University Place, and that I am authorized to authenticate and certify to said claim.

I also certify that the following list of checks were issued to replace previously issued checks that have not been presented to the bank for payment. The original check was voided and a replacement check issued.

Vendor Name

Replacement Check #

Original Check #

Auditing Officer: _____ (Signature on file.)

Date: 07/31/15

Bank : bofa BANK OF AMERICA

Check #	Date	Vendor	Invoice	Inv Date	Description	Amount Paid	Check Total	
16003354	7/27/2015	002072	WA STATE DEPT OF REVENUE	JUN15	7/24/2015	JUN15/USE TAX & B&O TAX	4,774.58	4,774.58
		Voucher: 39196						
51976707	7/14/2015	025846	VERUS WF UP, LLC	06012015	6/1/2015	STORM LINE REROUTE/WHOLE	9,110.66	9,110.66
		Voucher: 39192						
51976708	7/21/2015	003136	IMSA	JUL2015	7/17/2015	SIGNS & MARKINGS I CLASS/C J	300.00	300.00
		Voucher: 39146						
51976709	7/21/2015	025864	JOHNSON, CHRISTOPHER	JUL15/IMSA	7/20/2015	PER DIEM/SIGNS & MARKINGS	108.00	108.00
		Voucher: 39147						
51976710	7/31/2015	001606	AABERG'S INC	40556	7/17/2015	RENTAL/MINI EXCAVATOR	322.73	322.73
		Voucher: 39111						
51976711	7/31/2015	025715	ABM JANITORIAL SERVICES	8245553	7/1/2015	JUN15/CIVIC BLDG/DAILY ATTEN	3,689.08	
		Voucher: 39112		8241204	7/1/2015	JUL15/JANITORIAL SERVICES	3,831.65	7,520.73
51976712	7/31/2015	002661	AIR SYSTEMS ENGINEERING INC	000203081	7/2/2015	3RDQTR15/HVAC MAINT/CITY H/	1,901.92	
		Voucher: 39113		000203082	7/2/2015	3RDQTR15/HVAC MAINT/CIVIC B	4,061.75	5,963.67
51976713	7/31/2015	001004	ALARM WORKS NW	4855	7/1/2015	JUL15/ALARM MONITORING	358.00	358.00
		Voucher: 39114						
51976714	7/31/2015	025819	AMERICAN LEGION BAND	AUG06	8/6/2015	AUG06/ORCHARD CONCERT	200.00	200.00
		Voucher: 39115						
51976715	7/31/2015	002167	BASELINE ENGINEERING INC	14798	6/17/2015	STAKING GILCHRIST EASEMENT	1,929.92	1,929.92
		Voucher: 39116						
51976716	7/31/2015	022761	BEACON ATHLETICS	0448238-IN	6/23/2015	ALL STEEL BASE ANCHOR	74.00	74.00
		Voucher: 39117						
51976717	7/31/2015	024104	BOERS, JEFF	URBAN RETAIL/R	7/22/2015	RECONCILIATION/URBAN RETAIL	927.06	927.06
		Voucher: 39118						
51976718	7/31/2015	001187	BUNCE RENTAL, INC.	139246-1	7/1/2015	RENTAL/EXCAVATOR	281.76	281.76
		Voucher: 39119						
51976719	7/31/2015	025573	CANON FINANCIAL SERVICES	15112578	7/13/2015	JUL15/COPIER LEASE/IRC5255	311.67	311.67
		Voucher: 39120						
51976720	7/31/2015	025483	CARDLOCK VENDING INC.	9924	7/15/2015	ANNUAL SERVICE AGREEMENT/	200.00	200.00
		Voucher: 39121						
51976721	7/31/2015	001152	CENTURYLINK	253-566-9558	7/14/2015	PW PUMP CALLOUT LINE	40.32	
		Voucher: 39122		253-564-1992	7/11/2015	PHONES/SR CENTERS	250.23	290.55
51976722	7/31/2015	003034	CITY OF FEDERAL WAY	1332	7/6/2015	REIMB/LODGING/SHERWOOD-G	504.50	504.50
		Voucher: 39123						

Bank : bofa BANK OF AMERICA

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<u>Check #</u>	<u>Date</u>	<u>Vendor</u>	<u>Invoice</u>	<u>Inv Date</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check Total</u>	
51976723	7/31/2015	003056	CITY OF LAKEWOOD	MC-00054	7/16/2015	APR15-JUL15/COURT SERVICES	56,861.68	56,861.68
	Voucher:	39124						
51976724	7/31/2015	025790	CITY OF TOPPENISH	JUN15	7/6/2015	JUN15/JAIL SERVICES	1,853.87	1,853.87
	Voucher:	39125						

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Check #	Date	Vendor	Invoice	Inv Date	Description	Amount Paid	Check Total
51976726	7/31/2015	001024 CITY TREASURER	100808957	7/9/2015	WATER/7607 27TH ST W	105.13	
	Voucher:	39126	100488528	7/10/2015	POWER/6701 REGENTS BLVD W	71.65	
			100360178	7/13/2015	POWER/3900 GRANDVIEW DR W	8.63	
			100669141	7/13/2015	WATER/3500 GRANDVIEW DR W	707.62	
			100357178	7/13/2015	POWER/2620 BP WAY W	25.60	
			100668523	7/9/2015	WATER/8400 20TH ST W	49.84	
			100895151	7/23/2015	POWER/7901 CIRQUE DR W	11.14	
			100737857	7/7/2015	POWER/2101 MILDRED ST W	25.52	
			100565439	6/24/2015	WATER/3761 BP WAY W	515.08	
			100668518	7/7/2015	WATER/9600 64TH ST W	714.15	
			100668522	7/7/2015	WATER/8902 CHAMBERS CK RD	123.04	
			100808956	7/15/2015	WATER/8005 27TH ST W	139.53	
			100569668	7/15/2015	POWER/2610 SUNSET DR W	77.76	
			100895144	7/16/2015	POWER/8300 CIRQUE DR W	51.65	
			100165190	7/24/2015	POWER/3761 BP WAY W	36.88	
			100668519	7/17/2015	WATER/5600 ALAMEDA AVE W	816.79	
			100615001	7/23/2015	POWER/2247 EAST DAY ISLAND	2.78	
			100737063	7/20/2015	POWER/2715 ELWOOD DR W	74.45	
			100156306	7/17/2015	POWER/5400 ALAMEDA AVE W	124.79	
			100080586	7/20/2015	POWER/4951 GRANDVIEW DR W	98.40	
			100083325	7/20/2015	POWER/4910 BRISTONWOOD DR W	329.65	
			100358203	7/14/2015	POWER/7150 CIRQUE DR W	846.53	
			100388431	7/10/2015	WATER/3003 MORRISON RD W	159.06	
			100808955	7/9/2015	WATER/8235 27TH ST W	232.61	
			100032203	7/9/2015	POWER & WATER/2534 GRANDV	348.37	
			100125363	7/10/2015	POWER/6817 27TH ST W	24.52	
			100077129	7/9/2015	POWER/2701 GRANDVIEW DR W	38.09	
			100057089	7/10/2015	POWER/2700 BP WAY W	154.39	
			100668517	7/17/2015	WATER/4300 BP WAY W	427.31	
			100176036	7/9/2015	POWER/2695 GRANDVIEW DR W	23.84	
			100820972	7/9/2015	POWER/2700 SUNSET DR W	31.59	
			100109710	7/13/2015	POWER/8902 40TH ST W	9.19	
			100597956	7/13/2015	POWER/8715 40TH ST W	362.18	
			100360059	7/13/2015	POWER/3800 GRANDVIEW DR W	8.63	
			100360066	7/13/2015	POWER/3850 GRANDVIEW DR W	8.63	

Void #51976725 - City Treasurer Check Stub Overrun

Bank : bofa BANK OF AMERICA

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Check #	Date	Vendor	Invoice	Inv Date	Description	Amount Paid	Check Total
			100672402	7/9/2015	WATER/2200 GRANDVIEW DR W	278.48	
			100672520	7/9/2015	POWER/2208 GRANDVIEW DR W	99.71	
			100079046	7/6/2015	POWER/3715 BP WAY W, #D5	19.00	
			100312960	7/6/2015	POWER/3715 BP WAY W, #A-2	52.92	
			100401273	7/9/2015	POWER/8420 20TH ST W	20.86	
			100312905	7/6/2015	POWER/3715 BP WAY W, #A-3A	19.00	
			100312959	7/6/2015	POWER/3715 BP WAY W, #A-1	19.00	
			100129708	7/20/2015	POWER/2702 ELWOOD DR W	20.10	7,314.09
51976727	7/31/2015	001140 CITY TREASURER	90637452	7/21/2015	MAY14-MAY15/COBRAHEAD STR	23,049.09	23,049.09
		Voucher: 39127					
51976728	7/31/2015	001140 CITY TREASURER	90635218	7/9/2015	JUN15/HYDRANT STANDBY & CC	252.45	252.45
		Voucher: 39128					
51976729	7/31/2015	002171 CITY TREASURER	90635970	7/14/2015	REPAIR & MAINT/FLEET VEHICLE	2,908.94	2,908.94
		Voucher: 39129					
51976730	7/31/2015	025161 CITY TREASURER	129335	7/7/2015	DTA RECEIVERS/SR CENTER	8.27	
		Voucher: 39130	130297	7/7/2015	DTA RECEIVERS/CITY HALL	12.21	20.48
51976731	7/31/2015	024565 COMCAST	849835010094487	7/15/2015	JUL25-AUG24/ INTERNET/CITY H	140.79	
		Voucher: 39131	849835010073571	7/10/2015	MODEMS/REMOTE SURVEILLAN	80.84	
			849835010094436	7/10/2015	JUL19-AUG18/INTERNET/PW SHI	137.56	
			849835010094441	7/23/2015	JUL19-AUG18/ INTERNET/SR CEI	97.56	
			849835010073570	7/10/2015	MODEMS/REMOTE SURVEILLAN	80.84	537.59
51976732	7/31/2015	023782 COMPLETE OFFICE SOLUTIONS,	1237152-0	7/8/2015	MISC OFFICE SUPPLIES/CITY CL	67.04	
		Voucher: 39132	INV1232386	7/10/2015	JUN9-JUL8/OVERAGE CHARGES	47.97	
			1241128-0	7/17/2015	MISC OFFICE SUPPLIES/ENGINE	87.56	
			1241131-0	7/17/2015	FILE FOLDERS/FINANCE	21.84	
			1239354-0	7/14/2015	COPY PAPER	180.51	
			1239366-0	7/15/2015	COPY PAPER	37.55	
			1239355-1	7/16/2015	FILE FOLDERS/USB CHARGER/C	125.56	
			1239355-0	7/14/2015	CARPET CLEANER/PENS/CODE	18.08	586.11
51976733	7/31/2015	024347 COPIERS NORTHWEST, INC.	INV1234548	7/15/2015	JUN14-JUL13/OVERAGE CHARGE	91.31	
		Voucher: 39133	INV1229451	7/16/2015	APR15-JUL14/OVERAGE CHARG	212.87	
			INV1229451	7/7/2015	MAY4-JUN3/OVERAGE CHARGE	367.21	
			INV1233832	7/14/2015	JUN11-JUL10/OVERAGE CHARGE	27.13	
			INV1233831	7/14/2015	JUL11-AUG10/LEASE PAYMENT/F	32.31	730.83

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Check #	Date	Vendor	Invoice	Inv Date	Description	Amount Paid	Check Total	
51976734	7/31/2015	002431	DIANE DEMARS	JUL15	7/20/2015	JUL15/YOGA/COURSE #8987, #89	568.00	568.00
		Voucher: 39134						
51976735	7/31/2015	001737	DON SMALL & SONS OIL DIST	CC80754	7/9/2015	BULK FUEL/PW SHOP	3,585.43	3,585.43
		Voucher: 39135						
51976736	7/31/2015	002790	ECKLUND, JOHN	URBAN RETAIL/R	7/22/2015	RECONCILIATION/URBAN RETAIL	35.06	35.06
		Voucher: 39136						
51976737	7/31/2015	023187	EILTS & CO., PS	150603	6/30/2015	JUN15/CONSULTING/CAFR	250.00	250.00
		Voucher: 39137						
51976738	7/31/2015	025858	FYLES, MIKE	1	7/9/2015	TRAINING/SIGN INVENTORY	1,200.00	1,200.00
		Voucher: 39138						
51976739	7/31/2015	025862	GIBSON'S FROZEN YOGURT	REFUND	7/20/2015	REFUND/RALLY UP EVENT	200.00	200.00
		Voucher: 39139						
51976740	7/31/2015	025861	GILBERT, AARON	REFUND	7/13/2015	REFUND/KOBAYASHI SHELTER F	50.00	50.00
		Voucher: 39140						
51976741	7/31/2015	025865	GORDON, TAMMY	REFUND	7/20/2015	REFUND/WEEK 10/CAMP UPLAY	102.00	102.00
		Voucher: 39141						
51976742	7/31/2015	001212	GRAY & OSBORNE INC	14464.03-0000011	7/23/2015	ENGINEERING SVCS/OLYMPIA D	1,341.96	
		Voucher: 39142		14464.04-0000012	6/23/2015	ENGINEERING SVS/33RD & TAHK	1,365.28	2,707.24
51976743	7/31/2015	025850	HAPCO	219961	5/22/2015	TWO (2) LIGHT POLES FOR UP M	1,550.00	1,550.00
		Voucher: 39143						
51976744	7/31/2015	025429	HARBOR GREENS UP LLC	2	7/13/2015	BOX LUNCHES/COUNCIL MTG/7-	68.85	68.85
		Voucher: 39144						
51976745	7/31/2015	025859	HERRON, BRANDON LEE	REFUND	7/14/2015	REFUND/BUSINESS LICENSE/ T/	50.00	50.00
		Voucher: 39145						
51976746	7/31/2015	002278	KING LUMINAIRE COMPANY INC	16736	6/5/2015	LUMINAIRES/CIRQUE CDBG	15,983.00	15,983.00
		Voucher: 39148						
51976747	7/31/2015	001072	KLOSOWSKI, DEBBIE	REIMB	7/13/2015	REBURSEMENT/FLIERS/ORCHAI	205.31	205.31
		Voucher: 39149						
51976748	7/31/2015	025769	KRAMER, JEANNE	007	7/21/2015	SUMMER 1/PIANO & VOICE LESS	675.00	675.00
		Voucher: 39150						
51976749	7/31/2015	001797	LOWE'S BUSINESS ACCOUNT/GE874-3507-900095-		7/17/2015	MISC REPAIR & MAINTENANCE S	707.74	707.74
		Voucher: 39151						
51976750	7/31/2015	024217	MAYES TESTING ENGINEERS,INC0515T14263		5/31/2015	TESTING & INSPECTION SERVIC	6,103.75	6,103.75
		Voucher: 39152						

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Check #	Date	Vendor	Invoice	Inv Date	Description	Amount Paid	Check Total
51976751	7/31/2015	025291	MCCLUSKEY, DENISE	JUN15/AWC CON	6/10/2015	PER DIEM/AWC CONF/ WENATCI	102.00
	Voucher:	39153	WA DC/REC	7/21/2015	RECONCILIATION/LEGISLATURE	153.08	255.08
51976752	7/31/2015	001815	METROPOLITAN PARK DISTRICT	8252	6/26/2015	PT DEFIANCE ZOO ADMISSION/C	975.00
	Voucher:	39154	8232	6/24/2015	FIELD TRIP/JUL03/CAMP UPLAY	1,023.75	1,998.75
51976753	7/31/2015	001891	MICROFLEX INC	00021913	7/23/2015	TAX AUDIT PROGRAM	21.45
	Voucher:	39155					21.45
51976754	7/31/2015	001352	MILES RESOURCES, LLC	248528	7/13/2015	HOT ASPHALT/SUNSET BEACH	249.43
	Voucher:	39156	248559	7/13/2015	HOT ASHPHALT/MISC REPAIR W	754.58	1,004.01
51976755	7/31/2015	003145	NATIONAL BARRICADE CO,LLC	542355	6/29/2015	BARRICADE RENTAL/US OPEN	2,603.72
	Voucher:	39157					2,603.72
51976756	7/31/2015	025866	NEBRES, DANIEL	REFUND	7/26/2015	REFUND/LATE FEE/ANIMAL LICE	11.50
	Voucher:	39158					11.50
51976757	7/31/2015	001095	NEWS TRIBUNE	I01797678-062020	6/20/2015	LEGAL NOTICE/PUBLIC HEARIN	177.84
	Voucher:	39159					177.84
51976758	7/31/2015	023413	NORTHEND TRUCK EQUIP.,INC.	1031458	7/17/2015	FABRICATION/INSTALLATION OF	8,342.84
	Voucher:	39160	1031375	6/22/2015	STAINLESS STEEL TAILGATE SA	12,375.90	20,718.74
51976759	7/31/2015	001096	NORTHWEST CASCADE, INC.	2-1270793	7/13/2015	PORTA POTTY RENTAL/CURRAN	50.27
	Voucher:	39161	2-1267536	7/6/2015	PORTY POTTY RENTAL/CURRAN	72.00	
			2-1267554	7/5/2015	PORTA POTTY RENTAL/SKATE P	144.00	266.27
51976760	7/31/2015	025561	NW PLUMBING CONNECTION, IN	22734	7/1/2015	REPLACE FAUCET/MENS ROOM	207.62
	Voucher:	39162					207.62
51976761	7/31/2015	003178	OWENS PRESS, INC.	26149	7/12/2015	PROPEY INCIDENT REPORT FC	426.66
	Voucher:	39163					426.66
51976762	7/31/2015	001288	PACIFIC WELDING SUPPLIES, LL	04576/01301247	6/30/2015	MISC WELDING SUPPLIES/PW S	216.59
	Voucher:	39164					216.59
51976763	7/31/2015	021638	PACIFCSOURCE ADMIN, INC.	0000238452	7/9/2015	JUL15/ADMIN FEES	71.25
	Voucher:	39165					71.25
51976764	7/29/2015	024223	PALADIN DATA SYSTEM,CORP.	2252	6/25/2015	ANNUAL PRODUCT SUPPORT AM	15,940.00
	Voucher:	39166					15,940.00
51976765	7/31/2015	001109	PIERCE COUNTY BUDGET & FIN	CI-204955	7/6/2015	JUN15/JAIL SERVICES	17,329.00
	Voucher:	39167	CI-205018	7/8/2015	JUL15/POLICE SERVICES	266,195.55	
			CI-204944	7/6/2015	MAY15/JAIL SERVICES	11,560.50	
			CI-205006	7/8/2015	MAY15/SPECIAL OVERTIME	10,256.44	
			CI-204987	7/7/2015	JUN15/POLICE SERVICES	287,868.77	
			CI-205069	7/10/2015	JUN15/ANIMAL CONTROL & SHE	8,786.89	601,997.15

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Check #	Date	Vendor	Invoice	Inv Date	Description	Amount Paid	Check Total
51976766	7/31/2015	024698	PIERCE COUNTY SECURITY, INC.295548	7/6/2015	#9206/JUN15/SECURITY/KOBAYA	150.00	
	Voucher:	39168	294923	7/6/2015	#010381/JUN15/SECURITY/DUCK	176.00	
			295491	7/6/2015	#9205/JUN15/SECURITY/CIRQUE	150.00	476.00
51976767	7/31/2015	001114	PITNEY BOWES GLOBAL FIN. SV(AUG15	7/29/2015	AUG15/ACCT19533470/POSTAGE	900.00	900.00
	Voucher:	39169					
51976768	7/31/2015	003165	RAINIER COMMUNICATIONS CEN2NDQTR15	7/27/2015	CLICK/2NDQTR15/PEG FEES	2,158.00	
	Voucher:	39170	2NDQTR15	7/28/2015	COMCAST/2NDQTR15/PEG FEES	11,670.26	13,828.26
51976769	7/31/2015	023883	RODARTE CONSTRUCTION INC. 13	7/21/2015	CONSTRUCTION/BP WAY W 3B F	14,592.00	14,592.00
	Voucher:	39171					
51976770	7/31/2015	003221	SASE	INV148290	7/1/2015	GRINDER HEADS	780.32
	Voucher:	39172		INV148558	7/8/2015	GRINDER BELT	107.79
							888.11
51976771	7/31/2015	001328	SHELL FLEET CARD SERVICES 8147100120507	7/6/2015	81-471-0012-0/SHELL	100.52	100.52
	Voucher:	39173					
51976772	7/31/2015	025815	SIGNATURE LANDSCAPE SERVIC93906	7/1/2015	JUL15/LANDSCAPE MAINTENAN	10,080.25	10,080.25
	Voucher:	39174					
51976773	7/31/2015	024109	SITTS & HILL ENGINEERS, INC. 16475-02	6/18/2015	ROW DETERMINATION & TOPOG	10,180.00	10,180.00
	Voucher:	39175					
51976774	7/31/2015	025855	SMARSH, INC.	INV000884171	6/30/2015	ACCT# 31797/SOCIAL MEDIA ARC	150.00
	Voucher:	39176					150.00
51976775	7/31/2015	024434	SOLARWINDS, INC.	IN230531	7/6/2015	SOLARWINDS NETWORK PERFC	1,794.16
	Voucher:	39177					1,794.16
51976776	7/31/2015	003008	SPRAGUE PEST SOLUTIONS INC2636936	7/9/2015	PEST CONTROL/SENIOR CENTE	43.76	43.76
	Voucher:	39178					
51976777	7/31/2015	002184	SPRAY CENTER ELECTRONIC IN233030	6/30/2015	TIPS/CAPS/STRAINER/SCREEN/S	223.92	223.92
	Voucher:	39179					
51976778	7/31/2015	025782	STAN PALMER CONSTRUCTION, 1	7/16/2015	CONSTRUCT/44TH ST W SAFE R	148,047.42	148,047.42
	Voucher:	39180					
51976779	7/31/2015	002613	SUPERIOR LINEN SERVICE,INC. 88060	7/29/2015	FLOOR MAT RENTAL/PW SHOP	89.00	89.00
	Voucher:	39181					
51976780	7/31/2015	001320	SWINDALE, DAVID J	URBAN RETAIL/R	7/22/2015	RECONCILIATION/URBAN RETAI	961.40
	Voucher:	39182					961.40
51976781	7/31/2015	002842	TACOMA RAINIERS BASEBALL CL071015	7/10/2015	ACCT#349656/GROUP TICKETS//	943.00	943.00
	Voucher:	39183					
51976782	7/31/2015	002097	TACOMA SCREW PRODUCTS INC30697506	7/14/2015	MISC PARTS/PARKS MAINT	87.60	87.60
	Voucher:	39184					

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Check #	Date	Vendor	Invoice	Inv Date	Description	Amount Paid	Check Total	
51976783	7/31/2015	025311	TACOMA WINSUPPLY, INC.	020523-00	6/29/2015	MISC IRRIGATION PARTS/KOBAY	78.40	78.40
		Voucher: 39185						
51976784	7/31/2015	002823	THOMPSON ELECTRICAL CONST	0715-7557CM	7/6/2015	PARKING LOT LIGHT REPAIR/CIV	411.34	
		Voucher: 39186		0715-7530CG	7/7/2015	ON-CALL ELECTRICAL SERVICE!	398.43	
				0715-7660CG	7/28/2015	LIGHT REPAIRS/CIVIC BLDG RES	205.67	1,015.44
51976785	7/31/2015	001636	THOMSON REUTERS - WEST	832079037	7/1/2015	JUN15/WEST INFORMATION CHA	634.06	634.06
		Voucher: 39187						
51976786	7/31/2015	001035	TYLER TECHNOLOGIES, INC.	045-138158	6/24/2015	EPSON 6000III RECEIPT PRINTEI	1,971.00	1,971.00
		Voucher: 39188						
51976787	7/31/2015	025376	UNIVERSAL FIELD SERVICES, IN	39838	6/30/2015	BP WAY PH 5/ROW ACQUISITION	3,236.41	
		Voucher: 39189		39839	6/30/2015	BP WAY PH 5/ROW ACQUISITION	529.02	3,765.43
51976788	7/31/2015	001331	UNIVERSITY PLACE REFUSE SV	1859548	7/22/2015	AUG 15 BILLING PERIOD/COMPA	462.78	
		Voucher: 39190		859122	7/22/2015	AUG15/BILLING PERIOD/REFUSE	1,287.88	1,750.66
51976789	7/31/2015	001153	VERIZON WIRELESS,LLC.	9748273497	7/1/2015	JUL15/CELL PHONES/CITY WIDE	2,393.21	2,393.21
		Voucher: 39191						
51976790	7/31/2015	001032	WA STATE	2015060087	7/1/2015	JUN15/ANALOG PHONE LINES/C	197.51	197.51
		Voucher: 39193						
51976791	7/31/2015	001512	WA STATE AUDITORS OFFICE	L109356	7/13/2015	AUDIT PERIOD/14-14	17,933.19	17,933.19
		Voucher: 39194						
51976792	7/29/2015	001664	WA STATE DEPT OF REVENUE	2NDQTR15	7/29/2015	2ND QTR 15/LEASEHOLD EXCISI	2,389.85	2,389.85
		Voucher: 39195						
51976793	7/31/2015	001389	WA STATE PATROL	I15009133	7/1/2015	JUN15/EMPLOYEE BACKGROUN	240.00	240.00
		Voucher: 39197						
51976794	7/31/2015	025004	WASHINGTON TRACTOR, INC.	799562	7/17/2015	MISC MAINT PARTS/PARKS MAIN	52.71	52.71
		Voucher: 39198						
51976795	7/31/2015	024399	WELLS FARGO FINANCIAL LEASI	5002330622	7/19/2015	AUG15-SEP14/RENT/LEXMARK F	95.07	
		Voucher: 39199		5002341394	7/23/2015	AUG19-SEP18/LEXMARK PRINTE	95.00	190.07
51976796	7/31/2015	024849	WEST COAST SIGNS	063015	6/30/2015	CHANGE HOURS/VINYL LETTERI	219.00	219.00
		Voucher: 39200						

Sub total for BANK OF AMERICA: 1,043,466.90

90 checks in this report.

Grand Total All Checks: 1,043,466.90

COUNCIL CONSIDERATION

**Business of the City Council
City of University Place, WA**

Proposed Council Action:

Adopt a resolution authorizing the submission of an application for grant funding assistance to the State Recreation and Conservation Office for the Cirque Park Athletic Field Improvements Project No. 15-1394.

Agenda No: 9
Dept. Origin: Parks & Recreation
For Agenda of: August 3, 2015
Exhibits: Resolution

Concurred by Mayor _____
Approved by City Manager _____
Approved as to Form by City Atty.: _____
Approved by Finance Director _____
Approved by Dept. Head _____

Expenditure Required: \$475,000.00	Amount Budgeted: \$475,000.00	Appropriation Required: \$0.00
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SUMMARY / POLICY ISSUES

The City's Parks Department is working on a project called Cirque Park Athletic Field Improvements Project #15-1394. Grant funding is available from the State Recreation and Conservation Office (RCO) for this Project, and City staff feel it would be in the best public interest for the City to apply for grant matching funding to assist in carrying out this Project.

The grant application (attached to the Resolution) sets forth the City's request for \$237,500 from RCO, with a 50% match required from the City. These funds are available for use on this Project within the Parks/CIP budget.

RECOMMENDATION / MOTION

MOVE TO: Adopt a resolution authorizing the submission of an application for grant funding assistance to the State Recreation and Conservation Office for the Cirque Park Athletic Field Improvements Project No. 15-1394.

RESOLUTION NO. _____

**A RESOLUTION OF THE CITY OF UNIVERSITY PLACE, WASHINGTON,
AUTHORIZING THE SUBMISSION OF AN APPLICATION FOR GRANT FUNDING
ASSISTANCE FOR YOUTH ATHLETIC FACILITIES TO THE STATE RECREATION
AND CONSERVATION OFFICE FOR THE CIRQUE PARK ATHLETIC FIELD
IMPROVEMENTS PROJECT**

WHEREAS, the City owns and maintains Cirque Park and its athletic fields for the benefit of the residents of University Place; and

WHEREAS, the City's Parks Department is working on a project called Cirque Park Athletic Field Improvements Project #15-1394 and desires to apply for grant matching funding to assist in carrying out this Project; and

WHEREAS, under the provisions of the Youth Athletic Facilities program set forth in WAC 286 and subsequent legislative action, state grant assistance is requested to aid in financing the cost of facility development; and

WHEREAS, the City Council considers it in the best public interest to complete the Project described above and as set forth in more detail in the grant application;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF UNIVERSITY PLACE, WASHINGTON, AS FOLLOWS:

Section 1. Incorporation of Recitals. The recitals are hereby incorporated herein as if set forth in full.

Section 2. Submission of Grant Application Authorized. The City staff is hereby authorized to make formal application to the State Recreation and Conservation Office for grant assistance.

Section 3. Use of Funds. Any grant assistance received will be used for direct costs associated with implementation of the Cirque Park Athletic Field Improvements Project #15-1394.

Section 4. City's Matching Share. The City expects that its matching share of Project funding will be derived from its Parks/CIP account and that pursuant to WAC 286-13-040(3) the City must certify the available match at least one month before funding approval. In addition, the City is responsible for supporting all non-cash commitments to this Project should they not materialize.

Section 5. Grant Payable on Reimbursement Basis. The City acknowledges that the grant assistance, if approved, will be paid on a reimbursement basis, meaning the City will only request payment from the Recreation and Conservation Office after eligible and allowable costs have been incurred and payment remitted to its vendors, and that the Recreation and Conservation Office will hold retainage until the Project is deemed complete.

Section 6. Maintenance of Facility. The City acknowledges that any facility developed through grant assistance from the Recreation and Conservation Funding Board must be reasonably maintained and made available to the general public at reasonable hours and times of the year according to the type of area or facility unless other restrictions have been agreed to by the Recreation and Conservation Office Director or the Recreation and Conservation Funding Board.

Section 7. Project Dedicated for Public Outdoor Recreation Purposes. The City acknowledges that any facility developed with grant assistance from the Recreation and Conservation Funding Board must be dedicated for public outdoor recreation purposes, and must be retained and maintained for at least

twenty (20) years from the date of final Project reimbursement unless otherwise provided and agreed to by the Recreation and Conservation Funding Board.

Section 8. Resolution Part of Formal Application. This Resolution shall become a part of the formal application to the Recreation and Conservation Office for grant assistance.

Section 9. Public Opportunity to Comment on Application. The City has provided appropriate opportunity for public comment on this application.

Section 10. Completion of Transaction. The City Parks Department is authorized to take and execute any additional measures or documents that may be necessary to complete this transaction, which are consistent with the grant application attached hereto, and the terms of this Resolution.

Section 11. Effective Date. This Resolution shall be effective immediately upon adoption by the City Council.

ADOPTED BY THE CITY COUNCIL ON AUGUST 3, 2015.

Denise McCluskey, Mayor

ATTEST:

Emelita Genetia, City Clerk

APPROVED AS TO FORM:

Steve Victor, City Attorney

STUDY SESSION

**Business of the City Council
City of University Place, WA**

Proposed Council Action:

Adopt a resolution approving the new form of Interlocal Agreement between the City of University Place and Pierce County for the provision of animal services substantially in the form attached hereto.

Agenda No: 11
Dept. Origin: City Attorney
For Agenda of: August 3, 2015
Exhibits: Resolution
Interlocal Agreement

Concurred by Mayor _____
Approved by City Manager _____
Approved as to Form by City Atty: _____
Approved by Finance Director _____
Approved by Dept. Head _____

Expenditure Required: \$81,064	Amount Budgeted: \$81,064	Appropriation Required: \$0.00
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SUMMARY / POLICY ISSUES

In August 2013, the City adopted Resolution 731 approving an Interlocal Agreement with Pierce County for Animal Services. While that agreement remains in force, the Pierce County Auditor subsequently entered into other animal control service agreements, and in an effort to ensure consistency in the form of its Interlocal Agreements, has requested that the City approve an updated form of Interlocal Agreement. The terms contained in the new form of Interlocal Agreement are substantively identical to the existing 2013 Interlocal Agreement.

RECOMMENDATION / MOTION

MOVE TO: Adopt a resolution approving the new form of Interlocal Agreement between the City of University Place and Pierce County for the provision of animal services substantially in the form attached hereto.

RESOLUTION NO.

A RESOLUTION OF THE CITY OF UNIVERSITY PLACE, WASHINGTON, APPROVING AN UPDATED INTERLOCAL AGREEMENT BETWEEN THE CITY OF UNIVERSITY PLACE AND PIERCE COUNTY FOR ANIMAL SERVICES

WHEREAS, in August 2013, the City adopted Resolution 731 approving an Interlocal Agreement with Pierce County for Animal Services; and

WHEREAS, that agreement remains in force, but the Pierce County Auditor subsequently entered into animal control service agreements with other jurisdictions; and

WHEREAS, in an effort to ensure consistency in the form of its Interlocal Agreements, has requested that the City approve an updated form of Interlocal Agreement; and

WHEREAS, the terms contained in the new form of Interlocal Agreement are substantively identical to the existing 2013 Interlocal Agreement.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF UNIVERSITY PLACE, WASHINGTON, AS FOLLOWS:

Section 1. Interlocal Agreement Approved. The proposed Interlocal Agreement between the City of University Place and Pierce County for provision of animal services is hereby approved substantially in the form attached hereto.

Section 2. Effective Date. This Resolution shall take effect immediately upon its adoption.

ADOPTED BY THE CITY COUNCIL ON AUGUST 3, 2015.

Denise McCluskey, Mayor

ATTEST:

Emelita Genetia, City Clerk

APPROVED AS TO FORM:

Steve Victor, City Attorney

**INTERLOCAL AGREEMENT BETWEEN THE CITY OF UNIVERSITY PLACE AND PIERCE COUNTY
RELATING TO THE PROVISION OF ANIMAL SERVICES**

THIS AGREEMENT ("Agreement") is made and entered into on the _____ day of August, 2015, by and between the City of University Place, a Washington municipal corporation ("City") and Pierce County, a political subdivision of the State of Washington ("County") (collectively referred to herein as the "parties.") pursuant to RCW Chapter 39.34.

WHEREAS, the Pierce County Auditor's Office and Pierce County Sheriff's Office together, hereinafter referred to as County, are in the business of providing services related to the care and control of animals (code enforcement, pet licensing, shelter) for Pierce County residents; and

WHEREAS, the County has the capability to provide animal control and pet licensing services to other jurisdictions (cities and towns) within the boundaries of Pierce County; and

WHEREAS, the City is in need of animal control and certain animal-related licensing services and wishes to contract for these services with the County; and

WHEREAS, the County is willing to provide animal control and certain animal-related licensing services to the City.

NOW THEREFORE, the County and the City agree to the following for the provision of animal control services:

1. The County agrees to provide the City with the services set forth in Exhibit "A" of this Agreement. No material, labor, or facilities will be furnished by the County, unless otherwise provided for in the Agreement.
2. Payment to the County for services rendered under this Agreement shall be set forth in Exhibit "B".
3. No portion of this Agreement may be assigned or subcontracted to any other individual, firm or entity without the express and prior written approval of the City and the County.
4. This Agreement is subject to review by any Federal or State Auditor.
5. Either party may request changes in the Agreement. Any and all agreed modifications shall be in writing, signed by each of the parties.
6. In the event that any litigation should arise concerning the construction or interpretation of any of the terms of this Agreement, the venue of such action of litigation shall be in the courts of the State of Washington and in the County of Pierce. This Agreement shall be governed by the laws of the State of Washington.
7. All real and personal property used or acquired in the performance of this agreement will remain within the exclusive custody and control of Pierce County and will be disposed of in accordance with the applicable laws. In the event of partial or complete termination of this agreement, any property acquired by Pierce County will remain with the County.
8. If sufficient funds are not appropriated or allocated by the City under this Agreement for any future fiscal period, the County will not be obligated for the provision of services after the end of the current fiscal period. No penalty or expense shall accrue to the County in the event this provision applies.

9. Differences between the City and the County arising under and by virtue of this Agreement shall be brought to the attention of both parties at the earliest possible time in order that such matters may be settled or other appropriate action promptly taken.
10. The City agrees to defend, indemnify and hold harmless the County, its appointed and elective officers and employees, from and against all loss or expense, including but not limited to judgments, settlements, attorney's fees and costs by reasons of any and all claims and demands upon the County, its elected or appointed officers or employees for damages because of personal or bodily injury, including death at any time resulting therefrom, sustained by any person or persons and on account of damage to property including loss of use thereof, whether such injury to persons or damage to property is due to the negligence of the City, his/her subcontractors, its successor or assigns, or its or their agent, servants, or employees, the County, its appointed or elected officers, employees or their agents, except only such injury or damage as shall have been occasioned by the sole negligence of the County, its appointed or elected officials or employees. It is further provided that no liability shall attach to the County by reason of entering into this Agreement except as expressly provided herein.
11. All writings, programs, data, public records or other materials prepared by the County and/or its consultants or subcontractors shall be the sole and absolute property of the County.
12. If any term or condition of this Agreement or the application thereof to any person(s) or circumstances is held invalid, such invalidity shall not affect other terms, conditions or applications which can be given effect without the invalid term, condition or application. To this end, the terms and conditions of this Agreement are declared severable.
13. This written Agreement represents the entire Agreement between the parties and supersedes any prior oral statements, discussions or understandings between the parties.
14. The term of this Agreement shall be August ____, 2015 through December 31, 2015. Thereafter, this Agreement shall automatically renew on January 1 of each calendar year unless either party provides a six-month written notice to terminate the Agreement.
15. Contacts for this contract are:

Primary & Emergency Contact for City	Primary & Emergency Contact for County
<p>Patrol Sergeant</p> <p>City of University Place 3609 Market Place, Ste. 201 University Place, WA 98466 Phone: 253.471.4990 Cell Phone: Fax: Email:</p>	<p>Brian Boman Animal Control Supervisor Pierce County Auditor's Office 2401 So 35th Street Suite 200 Tacoma, WA 98409 Phone: 253.798.7006 Cell Phone: 253.377.0580 Fax: 253.798.7004 Email: bboman@co.pierce.wa.us</p>

Contract Administrator – City	Contract Administrator - County
<p>Jennifer Hales, Public Safety Manager Phone: 253.798.3141 Cell Phone: 253.377.9147 Fax: 253.798.4867 Email: jhales@co.pierce.wa.us</p>	<p>Mary Schmidtke Phone: 253.798.2583 Cell Phone: 253.948.6525 Fax: 253.798.3182 Email: mschmid@co.pierce.wa.us</p>
Other Contacts – City	Other Contacts – County
<p>City Attorney Steve Victor Phone: 253.566.5656 Email: svictor@cityofup.com</p>	<p>Julie Anderson, Pierce County Auditor Phone: 253.798.3188 Email: janders7@co.pierce.wa.us</p> <p>Animal Services Dispatch and Support Lynette Fisher Phone: 253.798.2133 Email: lfishe1@co.pierce.wa.us</p> <p>Communication, Outreach, and Education Whitney Rhodes Phone: 253.798.3189 Email: wrhode1@co.pierce.wa.us</p>

The rest of this page is intentionally left blank.

EXHIBIT "A"
Scope of Work

City Responsibilities:

The City shall:

1. The City has adopted the current Pierce County Code Chapter 6 relating to animal enforcement and Pierce County Code Chapter 5.24 prior to the effective date of this Agreement.
2. Provide the County with a copy of the City's proposed ordinance (set forth above) prior to adoption by the City. This is required to ensure the above modifications have been completed.
3. Authorize Pierce County Animal Control to enforce all State and local laws pertaining to animals within the City's jurisdiction.
4. Request non-emergency services by calling the County Animal Services PETS line at 253-798-PETS. Request emergency dispatch by calling 911 and requesting dispatch through South Sound 911.
5. Provide police protection and services, as needed, to assist Pierce County Animal Control officers in the performance of the work specified in this Agreement.
6. Provide and maintain current immediate emergency contact information for the City. Contact information at time of executing this contract is shown in the table in item #15 on pages 2 and 3 of this Agreement.
7. Be responsible for post-confiscation costs incurred by the County for animal cruelty/neglect confiscation. "Post confiscation costs" are shelter intake, shelter care, veterinary and/or hospital care, and any other costs related to the shelter and/or care of confiscated animals impounded during an animal cruelty / neglect investigation.
8. Provide legal services as required by this contract.
9. Provide a hearing examiner to hear and decide animal control cases.
10. If any animals within the city limits have been declared dangerous or potentially dangerous, provide a copy of the case file to Pierce County Animal Control prior to the effective date of this agreement.
11. Prior to the effective date of this agreement, provide Pierce County Animal Control with a list of any animal related businesses (kennels, grooming parlors, pet shops) that will be exempt from the City's animal related licensing requirements.

The rest of this page is intentionally left blank.

County Responsibilities:

The County shall:

1. Respond to the following types of service requests:
 - a) Animal enforcement dispatched through 911.
 - b) Injured stray animals.
 - c) Animals at large in roadway causing traffic hazards.
 - d) Assist law enforcement and other agencies in impounding animals.
 - e) Assist law enforcement and other agencies in confiscation of animals as appropriate.
 - f) Investigate animal cruelty and neglect which may also include removal of neglected or abused animals. The County shall provide notice to the City within 72 hours of removal.
 - g) Impound of injured animals at animal emergency clinic entities which provide such services through contract with Pierce County.
 - h) Impound of stray confined animals from residents as deemed appropriate.
 - i) Investigate ordinance complaints for leash law and barking.
 - j) Impound of owner-surrendered animals, as deemed appropriate.
 - k) Investigate dangerous and potentially dangerous animal claims which may include impounding animals and follow up compliance inspections.
2. Determine response priorities. In determining response priorities, several factors are taken into consideration such as public safety, animal safety, and available resources. Immediate threats to public safety will always take priority over any other type of call.
3. Be responsible for providing shelter and veterinary treatment as necessary, except those associated with animal cruelty / neglect cases. In animal cruelty / neglect cases, the City shall be responsible for all post-confiscation costs including shelter and veterinary care.
4. Meet on an annual basis with the City Manager or designee to discuss any issues relative to this Agreement and the provision of these services.
5. At the City's request, the County will not provide pet licensing (cats and dogs).
6. Provide legal services as required by this Agreement.

The rest of this page is intentionally left blank.

City and County responsibilities regarding administrative hearings and court cases.

Civil infractions: Animal control civil infractions shall be filed in University Place Municipal Court. If notice of a contested hearing is provided to Pierce County Animal Control, the Animal Control Officers (ACO's) will attend and testify at the contested infraction hearing. If the court's decision is appealed, then legal representation shall be provided by the City of University Place.

Criminal misdemeanor cases: Criminal misdemeanor cases will be heard in University Place Municipal Court. Criminal misdemeanor cases shall be referred to the City of University Place/Lakewood Prosecuting Attorney, or designee, to determine if criminal misdemeanor charges will be filed. ACO's will attend and testify at criminal trials and hearings when subpoenaed. The City of University Place or designee shall be responsible for prosecuting all criminal misdemeanor cases and all appeals therefrom.

Felony criminal cases: Felony criminal cases will be referred to the Pierce County Prosecutor's office to determine if felony criminal charges will be filed in Pierce County Superior Court. The Pierce County Prosecutor's office shall be responsible for prosecuting all felony cases and all appeals therefrom.

Petitions for the return of animals under RCW 16.52.085: Petitions for the return of abused or neglected animals will be filed in Pierce County District Court as required by statute and legal representation at the petition hearing and during any appeals therefrom shall be provided by the Pierce County Prosecuting Attorney's office.

Dangerous and Potentially Dangerous Animal Appeals: Any appeals of dangerous or potentially dangerous animal declarations shall be heard by the Hearing Examiner retained by the City of University Place. The ACO's may present the case to the Hearing Examiner. If the Hearing Examiner's decision is appealed, then legal representation shall be provided by the City of University Place during the course of the appeal.

Impound Hearings: Any appeals of the decision to impound an animal shall be heard by the Hearing Examiner retained by the City of University Place. ACO's may present the case to the Hearing Examiner. If the Hearing Examiner's decision is appealed, then legal representation shall be provided by the City of University Place during the course of the appeal.

Civil Lawsuits: Civil lawsuits refer to complaints that arise from animal control incidents that occur within the City of University Place. Examples include tort claims and/or constitutional claims. Refer to paragraph 10 on page 2 regarding the duty to defend and duty to indemnify.

General: Where the City or County is assigned the responsibility for prosecuting criminal cases or providing legal representation, said responsibility includes providing an attorney to appear in court to argue the case/appeal, to prepare all court pleadings, briefs, and related documents, and to pay any required court costs and fees. This obligation shall continue throughout the life of each case and at every court level.

EXHIBIT "B"
Payment for Services

1. City shall reimburse the County on a cost of \$2.58 per resident annually times the City's population for Animal Control services plus \$88.33 per animal intake for Shelter Services. The cost per resident shall be modified on an annual basis beginning January 1 of each year. The County shall notify the City of the change in the per resident rate no later than October 15 of the prior calendar year.

2015 Annualized Rate for Animal Control Services: Full year 2015 = \$2.58 * 31,420 (based on 2014 population) for a total of \$81,063.60 or \$6,755.30 per month. The 2015 annualized rate shall be prorated to reflect the contract period for 2015 as defined in item #13 of this Agreement.

2. Shelter Services shall be reimbursed at the County's cost of \$88.33 per animal intake. (Excludes animal cruelty/neglect cases. As stated in Exhibit "A", the City shall be responsible for all such post-confiscation costs including shelter and veterinary care)
3. The County shall retain all permit and infraction fees as payment for providing the following animal-related licensing services:
 - a. Dangerous and Potentially Dangerous Animal permits
 - b. Animal related businesses including Kennels, Catteries, Grooming Parlors, and Pet Shops.
4. The City shall retain all license fees for providing pet licensing.
5. This Agreement will serve as an invoice. Payment is payable either monthly or quarterly, to be determined by the City, for each year this Agreement is in force and shall be sent to the Contract Administrator for the County shown in the table in item #15 on page 2 of this Agreement.

EXHIBIT "C"
Code Modifications

1. The City has adopted current Pierce County Code Chapter 6 relating to animal enforcement and Pierce County Code Chapter 5.24 prior to the effective date of this Agreement.
2. The City shall provide its own Hearing Examiner to hear appeals. Where the County Code refers to "Pierce County Hearing Examiner", "Hearing Examiner" or "Examiner", such terms shall be modified in the City's Municipal Code and defined as the Hearing Examiner for the City.
3. All civil infractions and criminal misdemeanor cases shall be filed in the City's municipal court or the court system that the City has contracted with to provide justice services. Where the County Code refers to "Pierce County District Court" or "District Court", those terms shall be the City's Municipal Code to refer to the City's Municipal Court or contract court.
4. Where the County Code refers to "Pierce County", or "County" or "unincorporated Pierce County", such terms shall be modified in the City's Municipal Code to refer to the City.
5. The City has adopted PCC Chapter 8.72, including 8.72.090 "Public Disturbance Noises" and 8.72.100 "Public Nuisance Noise" that pertain to animals.
6. Under this Agreement, Animal Control Officers will investigate felony and misdemeanor violations of RCW Chapter 16.52 "Prevention of Cruelty to Animals". Therefore, the City must incorporate by reference RCW Chapter 16.52, except for felony offenses, into its own municipal code.

Future Amendments

1. The County intends to periodically update and amend the Pierce County Code. If the City intends to incorporate portions of Title 5 and all of Title 6 by reference into the City's code, the City may also include a provision in its ordinance whereby future amendments of the County Code are automatically adopted and incorporated by reference into the City Code with the above-referenced modifications. The City shall be responsible for maintaining consistency between the City's animal control regulations and Pierce County animal control regulations.

**Business of the City Council
City of University Place, WA**

Proposed Council Action:

Adopt a Resolution Directing the Planning Commission to Study and Recommend Amendments to the Comprehensive Plan and Zoning Code to Modify the Use Designations used in the Comprehensive Plan to be Categories of Uses within which Several Specific Zoning Districts could be Located.

Agenda No: 12
Dept. Origin: Planning & Development Services
For Agenda of: August 3, 2015
Exhibits: Proposed Resolution
Legislative Proposal

Concurred by Mayor: _____
Approved by City Manager: _____
Approved as to form by City Atty: _____
Approved by Finance Director: _____
Approved by Department Head: _____

Expenditure Required: \$0.00	Amount Budgeted: \$0.00	Appropriation Required: \$0.00
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SUMMARY / POLICY ISSUES

The City Council received a Legislative Proposal from Councilmembers Worthington and Figueroa to modify the land use designations used in the City's comprehensive plan to be categories of uses within which several specific zoning districts could be located, rather than having a particular land use designation linked the each zoning district as it is today.

The intent is for the land use policies under each category would reflect the existing and/or desired characteristics of the area including but not limited to traffic volume, distance to arterials and proximity to uses by which appropriate zoning districts could be determined.

Following a Council Study Session of July 13, 2015 the City Council directed staff to clarify the direction given to the Planning Commission as follows:

1. Consider establishing comprehensive plan land use designations based on area characteristics including but not limited to traffic volume, distance to arterials and proximity to other uses and existing zones.
2. Consider which zones should be located within each land use designation to allow some rezoning of property without the need for a comprehensive plan amendment each time.
3. Consider adding commercial zones to implement the comprehensive plan including but not limited to new categories of mixed uses and varying intensity of retail use.
4. Recommend criteria and findings which need to be met before the examiner may approve a rezone to ensure the intent of the comprehensive plan is met and avoid unintended consequences.

BOARD OR COMMITTEE RECOMMENDATION

The Planning Commission reviewed this proposal in October 2014 after it was brought up during a Council meeting as part of the current amendments to the comprehensive plan and development regulations. At the time the Planning Commission choose not to recommend any changes to the land use designations favoring more control over future land uses over ease of process.

RECOMMENDATION / MOTION

MOVE TO: Adopt a Resolution Directing the Planning Commission to Study and Recommend Amendments to the Comprehensive Plan and Zoning Code to Modify the Use Designations used in the Comprehensive Plan to be Categories of Uses within which Several Specific Zoning Districts could be Located in accordance with Council direction.

RESOLUTION NO. ____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF UNIVERSITY PLACE, WASHINGTON REQUESTING THE CITY PLANNING COMMISSION TO REVIEW AND RECOMMEND AMENDMENTS TO THE CITY'S COMPREHENSIVE PLAN AND ZONING CODE TO INCLUDE BROAD CATEGORIES OF LAND USE DESIGNATIONS WITHIN WHICH SEVERAL ZONING DISTRICTS COULD BE LOCATED

WHEREAS, the Revised Code of Washington 36.70A.040 requires the City to comply with all requirements of the Growth Management Act (GMA) including adopting and updating a comprehensive plan; and

WHEREAS, the City of University Place adopted its comprehensive Plan on July 6, 1998 and updated the plan on December 6, 2004 in accordance with RCW 36.70A.130, and

WHEREAS, in accordance with RCW 36.70A.130 the City comprehensive plan shall be subject to continuing review and evaluation and updated no more frequently than once per year, and

WHEREAS, the Revised Code of Washington 36.70A.040 requires the City to adopt development regulations which are consistent with and implement the Comprehensive Plan; and

WHEREAS, the City Council has received a Legislative Proposal from Councilmembers Worthington and Figueroa to modify the land use designations used in the City's comprehensive plan to be categories of uses within which several specific zoning districts could be located, rather than having a particular land use designation linked the each zoning district as it is today, and

WHEREAS, in accordance with Council Rules, directives to the City's Commissions including the Planning Commission are to be in the form of a City Council Resolution; and

WHEREAS, in accordance with Ordinance 338 the purpose of the Planning Commission is to advise the City Council on the following topics: growth management; general land use and transportation planning; long range capital improvement plans; and other matters as directed by the City Council;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF UNIVERSITY PLACE, WASHINGTON, AS FOLLOWS:

Section 1. Review and Recommendations to Amend the City's Land Use Designations. The City Council directs the Planning Commission to review and make recommendations regarding modification of land use designations used in the City's comprehensive plan to be categories of uses within which several specific zoning districts could be located, rather than having a particular land use designation linked to each zoning district as it is today, in accordance with Council direction given below:

1. Consider establishing comprehensive plan land use designations based on area characteristics including but not limited to traffic volume, distance to arterials and proximity to other uses and existing zones.
2. Consider which zones should be located within each land use designation to allow some rezoning of property without the need for a comprehensive plan amendment each time.
3. Consider adding commercial zones to implement the comprehensive plan including but not limited to new categories of mixed uses and varying intensity of retail use

4. Recommend criteria and findings which need to be met before the examiner may approve a rezone to ensure the intent of the comprehensive plan is met and avoid unintended consequences.

Section 2. Effective Date. This Resolution shall take effect immediately upon its adoption.

ADOPTED BY THE CITY COUNCIL ON _____, 2015.

Denise McCluskey, Mayor

ATTEST:

Emelita Genetia, City Clerk

APPROVED AS TO FORM:

Steve Victor, City Attorney

LEGISLATIVE PROPOSAL

PROPOSAL:

Modify the type of land use designations used in the City of University Place Comprehensive Plan to be categories of uses within which several specific zoning districts could be located, rather than having a particular land use designation linked to each zoning district as it is today. The land use policies under each category would then provide characteristics (such as traffic volume, distance to arterials, proximity to other uses/zones and other criteria) by which zoning districts could be determined. This is a common approach found in cities in the state of Washington and other areas.

REASON FOR THE PROPOSAL: *(Why is this request necessary?)*

There are two primary reasons:

- 1) By allowing several zones within a land use designation it is possible to have limited rezoning of property within land use categories without having to amend the Comprehensive Plan, thereby reducing time in the rezone process. This improves economic development and the City's competitiveness in some situations.
- 2) A change in approach resolves legal ambiguity because currently the Comprehensive Plan acts like a regulation (identical to zoning regulations) instead of a policy document on which regulations (zoning) are based.

BACKGROUND INFORMATION: *(Provide background information to assist in understanding the legislative history or rationale for the legislation, including information on existing Code/Policy.)*

The Comprehensive Plan is a document which designates the nature and intensity of development in each area of the City. Under State law, the Comprehensive Plan may not be amended more often than once per year. The City's Zoning Map records the zoning of each parcel of land in the City. State law does not limit how often the City's zoning map may be amended.

In many Washington cities, the Comprehensive Plan designations of nature and intensity of uses may encompass more than one of the zoning classifications included in the Zoning Map. This means that changes among zoning classifications on the Zoning Map, which are all included within a broader Comprehensive Plan designation, may be made more frequently, and outside the annual Comprehensive Plan amendment process. Changes to the Zoning Map that would also require a change to the Comprehensive Plan designations would still occur only once per year.

Currently, University Place's Comprehensive Plan designations and Zoning Map classifications are nearly identical. This means that nearly every change to the zoning of a parcel on the Zoning Map, however minor, must go through the full Comprehensive Plan amendment process, and the City may only rezone parcels once in each year, typically at the end of the year.

FISCAL IMPACT:

The City will have staff time and some material cost associated with the project. The work is anticipated to have a duration of 12-18 months of steady but not constant effort. If implemented, the change may result in greater efficiency as minor rezones are separated from the Comprehensive Planning process.

DESIRED OUTCOME:

The City will have a zoning system that will better serve it over time so that incremental changes can be made without seeking a long and expensive Comprehensive Plan amendment process. The City will also have a Comprehensive Plan and land use element that will better withstand close legal scrutiny.

RESOURCES REQUIRED:

Planning Commission time, Planning staff time, Council review and consideration time, over approximately a 12-

Submitted by:


(Signature)

March 5th, 2015
(Date)

I have read, understand and fully support the above proposal.


(Signature)

03/05/2015
(Date)

Date Submitted: <u>03/09/15</u>	Date Reviewed: <u>3/10/15</u>	Agenda Date: <u>4/6/15</u>
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Memo

DATE: July 31, 2015
TO: City Council
FROM: Linda Seesz, Communications/IT Manager
SUBJECT: Communications Strategy Study Session

Since 2012, University Place has grappled with potential changes in how we provide information about City activities and services to those we serve. The City has historically used three primary means of making information available and disseminating it to residents: the City's website; the self-created, commercially-printed and direct-mailed University Place Headlines newsletter; and UPTV.

Background

During the five meetings since 2012 in which the Council has studied City communications, questions about communication methods, effectiveness and cost have been continually discussed. Today, the City's communication functions continue to operate within the 2015-2016 biennial budget, which allows for an essentially status quo continuation of the City's website, the University Place Headlines, and UPTV, with the addition of some social media communication.

More recently as part of budget discussions, the prospect of eliminating all communications activities was also raised. Over the course of Council budget meetings and communication-specific meeting topics in 2014, it appears to staff that the elimination of all communications in the next biennial budget does not appear to have support. In addition, after much discussion, it appears that the website, UPTV, and the recent City forays into social media are supported.

The Council discussion has focused primarily on the City's self-published U.P. Headlines. Specifically, whether it should continue as-is or be replaced by some sort of public-private publication, or whether a hard-printed news publication should be eliminated entirely. In order to resolve those questions, staff has undertaken an array of measures to gather relevant information.

Consulting with Consultants

We consulted with JayRay, a highly regarded local communications firm with both public and private sector clients, as well as Seattle University Professor of Strategic Communications, Barry Mitzman, who formerly worked in communications for Microsoft, among others. Their reports are attached, but are easy to sum up in substance. A mix of digital media (website/social media), television, and

hard print newsletters remains a state of the art communications package. So maintaining the website, UPTV, social media activity and some form of printed news will ensure that the City communicates effectively, through the next biennium, and likely through the end of the decade.

The Request for Proposals

Because the newsletter has been the focus of the greatest Council debate for at least the last year, staff developed and issued a formal City News Services Request for Proposals seeking an alternative to the U.P. Headlines from the private sector. We received three very good proposals, which were reviewed at a prior Council meeting. At that meeting, the Council asked a number of questions of the proposers which were forwarded to them, and we received responses which are also attached. The dollars and details of each proposal are summarized in the attached table. The proposals are valid through the end of August.

Staff Recommendation and Request to Council

Recommendation

After listening carefully to more than a year of Council discussion on communications, considering the expert consultant input, and after reviewing the private sector proposals, staff recommends that the City Council maintain all components of the City's current communications program (website/social media, UPTV, printed news) at approximately the same level of funding, through the next biennium.

Request to Council

With the recommendation that a hard-printed news publication remain part of the City's communications package, staff are seeking Council direction as to which, if any, of the private publication proposals merit final Council consideration for contract. The proposals are very close in dollars and in general parameters. Each also has unique attributes. Because this has been a subject of such intense interest by Council for at least the last three years, staff is seeking further direction on this issue.

From tonight's study, staff is seeking direction whether to proceed with developing an agreement with one of the three proposers to the City News RFP for City Council consideration at the meeting of August 17. Because this is a preliminary matter, Council may vote during this study session to determine whether any of the three proposals have majority support. If none of the proposals enjoy majority support, or no agreement is ultimately approved before the expiration of the private proposals, staff will include the status quo U.P. Headlines as part of the communications package for Council consideration in the 2017-2018 budget.

Communications Strategy

Option A

U.P. Press Newspaper

Biweekly - 26 issues/year ***\$48,000**
 Every 3rd week - 18 issues/year **\$41,400**
 Every 4th week - 13 issues/year **\$32,500**
 Two tabloid sheets in larger newspaper mailed

Facebook **\$600**
 Parks & Rec; NEW: General City Account

Twitter **\$300**
 General City Account

Website **\$2,400**
 Enhanced: Online suggestions; RSS.

E-Newsletters **\$600**
 Senior Center & Economic Development

UPTV **\$61,025**
 45 Videos a Year

\$112,925

Option B

"Extra" / TNT Insert

Bimonthly - 6 issues/year ***\$48,487**
 Monthly - 12 issues/year **\$56,215**
 Possible increase in distribution **+\$7,728**
 Eight-page tabloid inserted & mailed

Facebook **\$600**
 Parks & Rec; NEW: General City Account

Twitter **\$300**
 General City Account

Website **\$2,400**
 Enhanced: Online suggestions; RSS.

E-Newsletters **\$600**
 Senior Center & Economic Development

UPTV **\$61,025**
 45 Videos a Year

\$113,412

Option C

U.P. Magazine

Bimonthly - 6 issues/year - Total cost ***\$95,622**
 Minus estimated net revenue **\$82,500**
 Estimated net cost ***\$13,122**
 32-page full color glossy magazine mailed

Facebook **\$600**
 Parks & Rec; NEW: General City Account

Twitter **\$300**
 General City Account

Website **\$2,400**
 Enhanced: Online suggestions; RSS.

E-Newsletters **\$600**
 Senior Center & Economic Development

UPTV **\$61,025**
 45 Videos a Year

\$78,047 to \$160,547

Option D

"Headlines"

Bimonthly, 12 pages - 6 issues/year ***\$46,992**
 Monthly, 4 pages - 12 issues/year **\$86,400**
 4 to 12-page 1-spot color newsletter mailed

Facebook **\$600**
 Parks & Rec; NEW: General City Account

Twitter **\$300**
 General City Account

Website **\$2,400**
 Enhanced: Online suggestions; RSS.

E-Newsletters **\$600**
 Senior Center & Economic Development

UPTV **\$61,025**
 45 Videos a Year

\$111,917

*Totals based upon these costs. Current annual budget is \$140,400.

Responses from vendors to Council/Staff questions

Pierce County Community Newspaper Group

1. How frequently would a front-page color spot be available? How much space would it be?

Front-page color spot could be available every issue. We could include it in the header for the front page at no extra charge, 3 columns by 3 inches, or 6 columns by 3 inches at the bottom of the page, at a discounted rate of \$324.00 per issue.

2. Could the University Place Press edition run less frequently, say 13 or 18 issues instead of 26? What would that cost be and how would you suggest that be implemented?

Yes, at 13 issues your rate would be \$2,500.00 per issue. At 18 issues your rate would be \$2,300.00. We would also provide the City with editorial staff at no extra charge to help with content.

3. Will the City's content be the only content on the City pages? If not, what will be the other content on the City pages? If there is other content, will the City have any control or voice in what it will be?

The City pages would contain only City content. The City can also use its City pages for advertising, posting notices, employment opportunities and any other content the City chooses.

Please note that our original proposal was in error. Our total circulation will be 22,000, which breaks down to 18,500 in-home delivery and 3,500 in newsstands. Also, the newspaper will have its own dedicated website, www.universityplacepress.com, with content being the entire newspaper, including the City pages, with daily tweets and social networking. The City will have the ability to interact with website at no extra charge.

Responses from vendors to Council/Staff questions

The News Tribune

1. The 11,500 readers noted on the proposal at the top of page 4 (7,943 Extras and 3,503 98466/67 subscribers), are they separate and distinct groups of people or is there overlap in delivery (homes which receive Extras and regular delivery)?

These are separate audiences as our Extra publication is sent exclusively to non-subscribers and our daily paper is to subscribers. There would not be overlap in the distribution between these two publications.

2. The City normally delivers to 18,500 households/businesses. Your proposal includes delivery to 11,500. On page 5 of your proposal you note in Additional Opportunities that an increase to surrounding areas includes other zip codes. Is there any way to include the other 7,000 that aren't noted in the 11,500 proposed in the 98466 and 98467 areas?

We could definitely increase distribution by adding surrounding areas. As we distribute based on zip code, there is some variance in the total number that we would be able to reach. For example, if you added neighboring 98405, this would increase your distribution to 18,784. If you added 98498 (instead of 98405) your total distribution would be around 19,995. We have a mapping system in which I'm happy to sit with you and demonstrate the various options with you to get you to your goal household number.

Also, to clarify - are you asking if there is a way to identify the 7000 households that are not covered by our list (within 98466 and 98467) and send to them as well? If yes, this may be possible but would require deeper investigation. Let me know if this is what you are intending (versus simply adding additional zip codes) and I'll reply back with an answer by Monday.

3. The fee structure includes \$30,000 for native advertising and \$7,200 for digital display ads. Must these be included or could we choose to eliminate that section?

It is not necessary to include these items, but is encouraged. The benefit of native advertising is that it provides an additional platform for you to disperse your community information. Through advanced targeting we are able to pinpoint a hyperlocal audience and offer them a digital solution for receiving and consuming your article content as well as an opportunity to further drive them back to your site for more information. Through native advertising, we are able to further present and establish the City of UP as a credible and expert source of local community information.

The additional digital display advertising components we proposed with the intention of using those ads to communicate the availability of your newsletter and prompt users to navigate to your site to download a digital copy. Again, not a necessary inclusion, but highly recommended as a way to extend the breadth of your audience and increase the volume of individuals receiving your newsletter.

4. If we choose not to do native advertising and digital display ads, will the insert still be made available online? If so, is there additional cost?

Yes, the insert will be available online as a downloadable PDF for no additional cost (we could host on our site, but would recommend that this is hosted on your site so we can drive the traffic directly to you).

5. What is the actual size of the insert in terms of physical page size? Can we obtain an example in hard copy?

The page size is 11.25 x 11 inches. I have a sample hard-copy I can send you. You can also get a feel for the space/pages here

- http://specialsections.thenewstribune.com/SS/Page.aspx?ptype=SS_TILE&secid=153740&pagenum=1&facing=false

Note, this is a special section that we sent out earlier this week - the form and function of your insert would be the same as this (8 pages, tabloid format, center folded insert on high-bright newsprint), however all of the content would feature your article/newsletter content and any images you wanted to include.

6. Are there any advertisements or other materials in the insert or will the content be completely provided by the City? If there is other content, what will it be? Will the City have any control or voice in what it will be?

This insert is exclusive to the City of UP and the article content that you'd like to include, so there is no additional advertising included. As the content would be provided by you, you will have input into the voice of the insert.

Responses from vendors to Council/Staff questions

Philips Publishing Group

- 1. Please provide an estimate of the costs for a freelance editor. If possible, provide as an example the costs other entities are currently incurring for this service.**

Costs for the freelance editor are \$3,000 per issue, and included in the pro forma originally submitted (again attached). We have engaged Brett Davis, former UP Journal staff writer and Peninsula Gateway reporter for the job. We have similar contracts at similar rates with freelance editors currently providing editorial content for our four visitor publications, though all of our city magazines use city-generated editorial rather than using freelance editors to generate editorial.

My recommendation would be to have Brett under contract to Philips, but reporting directly to you, such that you can be assured that the editorial content of the magazine is EXACTLY as you want it to be. City-controlled editorial is what makes our proposal unique—and it makes it uniquely valuable to the City of University Place. You own the magazine. You control the editorial content. You control the advertising content.

- 2. In the event there's not enough revenue, how does the expense sharing work?**

If revenue for a specific issue is not sufficient to cover the costs, the City of University Place can elect to not publish the issue, delay publication to such time as revenues are sufficient to cover costs, or move forward with publication at a loss.

If the city elects to move forward with publication where revenues are not sufficient to cover costs, the city is responsible for covering the short fall. However, the city will be made whole from revenue in subsequent issues, before Philips participates in any profit split.

For example: if issue #1 has a short fall of \$1,0000, and issue #2 falls short by \$500 and issue #3 has a profit of \$2,000, the city will be paid \$1,500 from issue #3 to cover the shortfall from issue #1 and #2, before then splitting the remaining \$500 profit evenly between Philips and the City.

- 3. How well did implementation of a magazine operate with other cities; did they meet goals as expected? How closely did your initial estimate of revenue compare to the actual revenue? Please provide documentation which supports this for other cities where this product has been implemented.**

Our revenue and expense projections have been progressively more accurate for our other city publications as we develop the model and our expertise in providing the city-owned magazine product. The exception has been Lynnwood. For Lynnwood we only publish a recreation guide, and we have some restrictions on the type of advertising we can accept that make revenue generation more challenging. That said, the client is very happy with the product and we are moving into our 3rd year of publication of the Lynnwood Recreation Guide.

I hesitate to share more specific financial information for our other clients without their express consent, but they have all offered to speak with you about their relationship with Philips Publishing Group.

Attached please find contact information for our other city clients. They are prepared to answer more specific questions about financial performance, the quality of the product, and the reception of the product by the community and city residents.

- 4. Could the magazine be produced more frequently; for example, six issues instead of four? If so, please provide estimated financials for such a scenario.**

The magazine can be produced as often as you'd like. Attached is a draft financial entitled "University Place 6X frequency" with financials for the 6X scenario.

5. Will the City have any control or voice in the decision of advertisements included in the magazine?

The city has ultimate control over ALL aspects of the magazine: editorial and advertising. Our model has the city owning the magazine. City ownership gives you ultimate control, and it gives the magazine a credibility and authority that 3rd party publications don't have.

In city-owned magazines, advertising support is greater than in private 3rd party magazines, and community engagement is also greater.

Case-in-point: The city of Normandy Park found that 87% of residents report City Scene magazine as their primary or sole source of information about the city. City-owned magazines work because they are perceived as being more credible and authoritative sources of news about the city than 3rd party publications, blogs and other media. City control also reflects well on the city administration. The city-owned magazine is perceived by the community as being a proactive communication tool to engage the community. As the city, you only get that if you own the magazine, and only the Philips Publishing Group model offers the city ownership and control of all aspects of the magazine.

We believe that our city magazine model is particularly well suited to the needs of University Place, Linda. I trust that I have answered completely the questions you have provided me, but I am always happy to provide more detail—in writing or in person—to ensure that you and your colleagues are clear about the benefits of our proposal. I am also happy to make accommodations to what I've proposed to address any concerns or take advantage of opportunities that are unique to University Place. Don't hesitate to contact me with any other questions you may have.

I look forward to working with you on a four-color glossy magazine that you and your residents will be proud to call your own!

Pro Forma**2015-2016****19,000 copies printed****6-times per year**

	YEAR 1						1-year
	1st issue	2nd issue	3rd issue	4th issue	5th issue	6th issue	budget
Mail Date	TBD	TBD	TBD	TBD	TBD	TBD	
Pages	32	32	32	32	32	32	
Advertising Sales	\$ 12,000.00	\$ 15,000.00	\$ 17,000.00	\$ 20,000.00	\$ 22,000.00	\$ 24,000.00	\$ 110,000.00
Ancillary Revenue							\$ -
							\$ -
Total Revenues	\$ 12,000.00	\$ 15,000.00	\$ 17,000.00	\$ 20,000.00	\$ 22,000.00	\$ 24,000.00	\$ 110,000.00
							\$ -
COGS							\$ -
Media kit							\$ -
Layout and Design @ \$125 per page	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 24,000.00
Printing (excluding mailing)	\$ 4,778.00	\$ 4,778.00	\$ 4,778.00	\$ 4,778.00	\$ 4,778.00	\$ 4,778.00	\$ 28,668.00
Mailing	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 2,850.00
Postage (est for 18,500 households.)	\$ 2,497.00	\$ 2,497.00	\$ 2,497.00	\$ 2,497.00	\$ 2,497.00	\$ 2,497.00	\$ 14,982.00
Editorial Costs	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00
Flip Book	\$ 187.00	\$ 187.00	\$ 187.00	\$ 187.00	\$ 187.00	\$ 187.00	\$ 1,122.00
Advertising Sales Commission @ 25%	\$ 3,000.00	\$ 3,750.00	\$ 4,250.00	\$ 5,000.00	\$ 5,500.00	\$ 6,000.00	\$ 27,500.00
Administration	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00
Total Expenses	\$ 18,937.00	\$ 19,687.00	\$ 20,187.00	\$ 20,937.00	\$ 21,437.00	\$ 21,937.00	\$ 123,122.00
Revenue After Expenses	\$ (6,937.00)	\$ (4,687.00)	\$ (3,187.00)	\$ (937.00)	\$ 563.00	\$ 2,063.00	\$ (13,122.00)

running profit (loss) total

\$ (6,937.00)	\$ (11,624.00)	\$ (14,811.00)	\$ (15,748.00)	\$ (15,185.00)	\$ (13,122.00)
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Pro Forma**2015-2016****19,000 copies printed****6-times per year**

	YEAR 2						2-year
	1st issue	2nd issue	3rd issue	4th issue	5th issue	6th issue	budget
Mail Date	TBD	TBD	TBD	TBD	TBD	TBD	
Pages	32	32	40	40	40	40	
Advertising Sales	\$ 24,000.00	\$ 26,000.00	\$ 28,000.00	\$ 30,000.00	\$ 32,000.00	\$ 34,000.00	\$ 284,000.00
Ancillary Revenue							\$ -
							\$ -
Total Revenues	\$ 24,000.00	\$ 26,000.00	\$ 28,000.00	\$ 30,000.00	\$ 32,000.00	\$ 34,000.00	\$ 284,000.00
							\$ -
COGS							\$ -
Media kit							\$ -
Layout and Design @ \$125 per page	\$ 4,000.00	\$ 4,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 52,000.00
Printing (excluding mailing)	\$ 4,778.00	\$ 4,778.00	\$ 6,700.00	\$ 6,700.00	\$ 6,700.00	\$ 6,700.00	\$ 65,024.00
Mailing	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 5,700.00
Postage (est for 18,500 households.)	\$ 2,497.00	\$ 2,497.00	\$ 2,497.00	\$ 2,497.00	\$ 2,497.00	\$ 2,497.00	\$ 29,964.00
Editorial Costs	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 24,000.00
Flip Book	\$ 187.00	\$ 187.00	\$ 187.00	\$ 187.00	\$ 187.00	\$ 187.00	\$ 2,244.00
Advertising Sales Commission @ 25%	\$ 6,000.00	\$ 6,500.00	\$ 7,000.00	\$ 7,500.00	\$ 8,000.00	\$ 8,500.00	\$ 71,000.00
Administration	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 24,000.00
Total Expenses	\$ 21,937.00	\$ 22,437.00	\$ 25,859.00	\$ 26,359.00	\$ 26,859.00	\$ 27,359.00	\$ 273,932.00
Revenue After Expenses	\$ 2,063.00	\$ 3,563.00	\$ 2,141.00	\$ 3,641.00	\$ 5,141.00	\$ 6,641.00	\$ 10,068.00

running profit (loss) total

\$ (11,059.00) \$ (7,496.00) \$ (5,355.00) \$ (1,714.00) \$ 3,427.00 \$10,068.00

Philips Publishing Group: City Magazine References

*"We enjoy working with Philips Publishing in the production of our **Auburn Magazine**. Their designers and production staff are gracious and accommodating, and they are candid and straightforward in the way they treat their clients—and our residents!"*

Dana Hinman
Public Affairs Manager
City of Auburn
(253) 931-4009
dhinman@auburnwa.gov

*"Philips Publishing Group has proven to be an excellent partner in the publication of our **Normandy Park City Scene Magazine**. The magazine is well received by resident and retailers. It has become an integral and effective element of the city's communications strategy."*

Bob Jean
(Former) Interim City Manager
City of Normandy Park
(253) 205-7847
bjeaninUP@gmail.com

"Philips Publishing has been an innovative partner in the development of the new Lynnwood Recreation Guide. Their staff is imaginative, professional and so easy to work with."

Sarah Olson, MPA
Deputy Director
Parks, Recreation & Cultural Arts Department
City of Lynnwood
(425) 670-5503
solson@ci.lynnwood.wa.us

*"Philips Publishing Group has published our **Des Moines City Currents** for three years. They have virtually eliminated our costs to communicate with residents, and provide a high-quality, well regarded magazine that we are proud to have our name on!"*

Tony Piasecki
City Manager
City of Des Moines
(206) 870-6550
TPiasecki@desmoineswa.gov

CURRENT COMMUNICATION PRACTICES BY MAJOR U.S. BUSINESSES FOR SHARING INFORMATION WITH EXTERNAL GROUPS

July 24, 2015

Frequently used communication channels

Major corporations today face an explosion in available communication channels for sharing information. To use their resources effectively, most businesses focus their communication programs on a few key channels. Among the most common are:

- **Websites**
Most businesses use a website as an electronic front door with an “about” section, news and updates, and branded graphics and messaging. Some have multiple websites, including versions optimized for mobile devices, as well as apps. Making content available 24/7 on the web reduces inbound phone calls and reduces the need for printed materials. Firms regularly track the source of visits to their site, specific pages they visit and how long they stay, allowing firms to revise their site to increase desired user activity.
- **Social media**
Across industries, businesses have added social media to their mix of channels. People are on social media an average 1.72 hours per day, according to a recent study by GlobalWebIndex. Most commonly used are Facebook (with 900 million unique monthly visitors) and Twitter (with 310 million unique monthly visitors), with Instagram and Pinterest becoming increasingly popular in specific industry segments. Participating in social media allows businesses to interact with customers and stakeholders where they “hang out,” to engage in real-time informal exchanges and to track the level of engagement. Social media also provides a fast, controlled way to respond to or address complaints or issues.
- **Enewsletters**
The relative low cost and speed of publishing electronically has given rise to electronic newsletters while the use of printed and mailed newsletters has declined. Email platforms allow businesses to track how many emails were delivered and opened, and the number of recipients who took action by following a web link or replying. In addition, digital newsletters allow you to embed video.
- **Annual reports**
Most businesses produce some sort of annual report to share highlights of the previous year. The content may cover financial and operational performance, social responsibility activities, environmental stewardship metrics or community benefit. These reports are usually provided online and may also be printed for limited distribution.
- **Presentations**
The use of in-person presentations continues to be an element of most communication programs, especially for executives communicating with shareholders, industry leaders and other influential stakeholder groups. Presenters frequently use electronic slides and/or video.

- **Media relations**

Almost every major corporation continues to have a media relations function that includes distributing news releases electronically as well as engaging in proactive and reactive exchanges with members of the news media, including bloggers.

Trends in the use of communication channels

- **Fewer words, more visual**

Americans skim, rather than read. Informational content is often presented in bullet form. Corporations communicate increasingly with simpler and fewer words and in images, icons, photos and video. According to a recent Ragan Communications article, visuals are processed 600,000 times faster than text, and content with visuals receives 94 percent more online views. Narrative is often informal with the corporation presented authentically and humanly. Videos are increasingly popular and shorter than ever. Storytelling is the norm.

- **Content integrated across channels**

Businesses regularly create content with the intent that it will be shared electronically across the informal networks of its employees, customers, fans and stakeholders, extending the reach of their message. About 91 percent of business-to-business marketers now share content across channels, according to the Content Marketing Institute. Organizations develop content management plans to coordinate dissemination of consistent messages across all of their online and offline channels.

- **Branding is pervasive**

Major corporations have embraced the discipline of branding summarized in their distinctive brand guidelines. Brand guidelines frequently prescribe logo use, colors and graphic treatment and basic messaging that conveys the organization's position in the marketplace as well as its brand personality and promise. They apply branding to all internal and external communications and often design how customers and stakeholders experience the brand in every interaction with the organization.

- **Reputation monitoring**

Large corporations continuously monitor online mentions of their organizations, executives and products to gauge threats to their reputation and follow pre-existing protocols to address them. Monitoring also makes it possible to demonstrate concern for and responsiveness to key stakeholders quickly, limiting damage.

- **Digital dominates but print persists**

While use of digital channels has ballooned, as evidenced by the above list, nearly 50 million people in the United States do not use the Internet according to a study by McKinsey & Company. For this reason, the use of print materials persists. This is especially true for reaching stakeholder segments less likely to go online (such as people who do not speak English or older seniors), for times when it is vital to reach everyone in a group (such as during a product recall), or for content to be referenced over time (such as a calendar of events).

How businesses choose communication channels

- **First, the purpose**

Sophisticated corporate communication programs are built around measurable objectives based on the business purpose. Organizations focus on how communications will influence or support a business metric. Communications' contribution may be related to overall reputation among stakeholders or degree of understanding and support of the organization or its position. Businesses are increasingly tracking communication performance through research.

- **Consider experience**

The starting point for many corporations is to consider which communication channels are already in place and are working. Firms use stakeholder surveys and performance data, especially digital analytics, to analyze and optimize channels.

- **The nature of the content**

Large corporations match the nature of their content with the appropriate communication channel or channels. Some content requires physical distribution and is best mailed. Some is sensitive and is best shared face-to-face. Some is highly complex and benefits from a multi-media demonstration. Some content requires special handling because it is transactional, confidential or time sensitive.

- **Determine who**

Businesses analyze their communication channels for their ability to reliably reach the intended stakeholders. An electronic newsletter is not appropriate if an email list is not available or you must reach visually impaired customers. Businesses often use multiple channels to increase the reach of their message. For example, electronic newsletters are often promoted on Facebook and Twitter and posted on the organization's website. A limited number of printed newsletters are available for handing out at meetings or adding to brochure racks to reach the intended stakeholders where they are likely to visit.

- **Cost**

A true cost analysis includes staff time as well as hard costs for creation and maintenance of the communication channel. Large corporations have found that a comprehensive accounting of costs sometimes yields surprises, such as the time to maintain and monitor social channels, clean email lists, refresh content, update websites and secure the necessary internal approvals before distribution.

PUBLIC RELATIONS TRENDS AMONG LEADING NORTHWEST COMPANIES

A Report to the City of University Place

Barry Mitzman

Professor of Strategic Communications
Seattle University

The Pacific Northwest's largest and best-known companies have rapidly evolved their public relations tactics in recent years. They've had to, to keep pace with fundamental changes in how people receive and use news and information. This report summarizes the most notable PR trends among these companies and in PR generally, with a special emphasis on trends relevant to the public information efforts of the City of University Place.

To quickly assemble this report, I drew on my prior familiarity with PR trends as a strategic communications teacher and consultant; briefly surveyed recent online articles and blog posts on PR trends; perused online communications of the City of University Place; and examined the online newsrooms and social media presence of ten leading Northwest companies:

Alaska Air	Boeing	Expedia	Nike	Starbucks
Amazon	Costco	Microsoft	Nordstrom	Weyerhaeuser

This report does not examine current communications initiatives or strategies at the City of University of Place, nor make recommendations to the City. These are outside the scope of work the City requested.

Three broad PR trends are apparent among the Northwest's leading companies. In summary, the companies are emphasizing and investing more in mobile communications, social media, and content marketing, especially through video. Companies appear to be placing somewhat less emphasis on reaching stakeholders through company websites and through media relations, although these continue to play important roles.

Trend #1: Going Mobile

Nearly two-thirds (64 percent) of American adults now own a smartphone, up from 35 percent in 2011, according to surveys by [Pew Research](#). One in five Americans rely on their smartphones as their primary means of going online. To reach smartphone users, leading companies are adapting in at least two important ways that may be relevant to the City.

Companies are designing their web pages to display on the narrow screens of iOS (Apple) and Android mobile devices. This can involve significant redesign, more than provided by automatic content scaling. The best narrow layouts are custom-made by the Web developer. Besides fitting the site into a narrower region, this also may require changes to image sizes, reordering of content, alternative tools for site navigation, or other changes.

Increasingly, rather than create a separate web design for mobile, leading companies are letting mobile design principals determine the look of their PC webpages. This often means larger images and simpler layouts. For example, compare the Microsoft.com home page for PCs in 2011 (*Fig. 1*) with the current one in July 2015 (*Fig. 2*). Note how the latter, with its much simpler layout and super-graphic, adapts well to an iPhone (*Fig. 3*).

The same trend toward mobile-friendly simplicity is evident at Weyerhaeuser (*Fig. 4 & 5*). The trend favors vertical graphics and horizontal banners that can be cropped left and right to retain

about the same vertical screen size on a smartphone. At cityofup.com (Fig. 6), the home page photo of Chambers Bay makes an attractive banner on a PC but does not lend itself to cropping and therefore suffers as it shrinks on a smartphone.

Leading companies increasingly are using mobile apps to engage with customers and other stakeholders and provide them with services. Companies are not abandoning their websites, but shifting their focus because mobile apps can provide a more elegant and trustworthy user experience on mobile devices. Also, because consumers can access mobile apps on the go, wherever they are. And there's a competitive advantage in having an app icon permanently residing on smartphone screens, accessible with just a finger tap.

Apps are increasingly important not only to e-commerce leaders (such as Amazon and Expedia) but also to more traditional consumer-facing companies. Nordstrom has three shopping apps. Last spring, Alaska Air launched an [app for the Google Watch](#) within days of its wide release.

Apps are part of the outreach efforts even of companies that do not market directly to consumers. Boeing has produced 15 iPad apps. Most are for use by pilots and maintenance technicians, but they include Boeing Milestones, a "digital coffee table book" on the company's history, and Boeing Current Market Outlook, its long-term forecast of air traffic volumes and commercial airplane demand.

Governments have moved many public services online, and some can be accessed via a smartphone browser. Some [public-sector IT leaders](#) recommend thoroughly optimizing websites for mobile as a better, more feasible investment than developing apps would be. But citizens may increasingly expect the greater efficiency and security of services, public as well as commercial, via mobile apps.

So far, few governments have done much more than experiment on the margins, but some of these [experiments](#) suggest intriguing possibilities for the future. One example: the City of Boston has fielded an app called [Street Bump](#), which allows volunteer drivers to send the City information about road conditions. Data is transmitted automatically, using a smartphone's accelerometer and GPS feature. If the app catches on, repeated reports of pot holes could alert road maintenance crews.

Locally, Pierce County offers four apps for the iPad and iPhone: tools for checking election returns, reporting emergencies, finding out what's available at farmers' markets, and watching videos from Pierce County TV. In King County, Metro Transit offers an app for trip planning. Washington's Secretary of State has produced six apps for accessing the state library and looking up charities and business registrations.

Trend #2: Engaging via Social Media

Like mobile apps, social media are sapping some of the energy that companies have previously invested in their own websites. E-retailers aside, few leading Northwest companies have enjoyed great success in drawing heavy traffic to their sites. They are compelled to go where the people are – for now, primarily to Facebook, Instagram and Twitter.

Some companies are advertising on these platforms, but online advertising tends to be seen as inefficient and not a means to truly engage with stakeholders. For that, all companies are working to attract followers for their own social media pages and feeds. Engaging stakeholders in conversations on these platforms (or other online forums) provides three primary benefits for

companies. It offers an additional, cost-effective channel for reaching stakeholders. It allows a company to monitor and respond to what's on stakeholders' minds. And it deepens stakeholders' attachment to the company and the community that assembles around it online.

Among leading Northwest companies, Nike probably is the most sophisticated and successful in its use of social media. With more than 20,000 tweets, Nike's [Twitter feed](#) has attracted more than 5 million followers; its [Instagram feed](#) has nearly 19 million followers; and its [Facebook page](#) has attracted more than 22 million likes. Social media serve to connect Nike with millions of consumers around the world in a way that would be virtually impossible, and impossibly expensive, any other way.

But building an online following imposes on companies a new obligation to be interesting. They must create content that people want to view, comment on and share. This has implications that constitute a trend in itself, not confined to social media: a trend toward content marketing, especially the use of video (see below).

Leading companies employ teams, often large ones, to manage social media. But too many other organizations regard social media as a free lunch. They establish a Facebook page, for example, without much thought to how they want to use it, who will manage it or where the content will come from. Or they expect staff to manage social media, without additional resources, on top of everything else they are doing. This tends to result in orphaned pages and feeds. Impoverished and stale, they attract few likes or followers.

Effectively managing social media requires a significant investment of time and effort. Even a mid-sized organization such as Seattle University now employs a fulltime person, supported by several student interns, just for this purpose. And even a communications team cannot do it alone. Multiple contributors from throughout an organization are needed to supply the constant flow of fresh content that will attract fans. Multiple voices are needed to lend an informal, lively, personal feel to a social media presence. Generating content should be an expectation of most if not all department heads or their designees, and possibly others.

Organizations have landed in trouble, however, by projecting multiple voices onto social media without preparation, guidelines or oversight. Before long, someone posts or tweets something highly inappropriate. Corporate reputations are damaged and careers ruined.

Organizations need to designate and train those who will speak via social media, not only to keep them on safe ground but also to help them use this new tool effectively, in ways that will attract favorable attention and help achieve the organization's communication goals. Practical, written guidelines are mandatory. I have assembled a gallery of guidelines from local governments, which can be viewed and downloaded [here](#).

Trend #3: Marketing via Content

Governments have long regarded disseminating useful public information as a major element, if not the main justification, of their public relations investments. Corporations, however, have seen PR primarily as sales promotion and reputation management. But corporate attitudes are now changing because, as audiences have dispersed among a gazillion online channels, they are increasingly difficult to reach through advertising or other traditional marketing communications, or through self-serving propaganda.

Also less useful, and for the same reason, are news coverage and other publicity from traditional media such as newspapers, radio and TV news. With their business models undermined by Craigslist, Google and Facebook, mainstream media have shrunk their newsrooms and news coverage. Publicity from them is increasingly hard to get and less potent when it's received, because traditional media audiences are smaller and older than before. The media relations function, once a main focus for corporate PR, is now one tool among several.

To gain mindshare in an online, social media environment, leading companies are themselves becoming media producers of content that relevant audiences will find interesting, useful, entertaining and worth sharing. This content expresses the company's brand values but usually does not focus on its products or services.

One of the most spectacular examples is the Red Bull Stratos initiative, in which a man jumped from a helium balloon and fell 24 miles, breaking the sound barrier, before opening his parachute. A body-cam video of the fall was streamed live online; on YouTube, the [video](#) has attracted more than 38 million views. The jump is one of many extreme stunts that Red Bull has sponsored to bring alive the slogan for its energy drink, "Red Bull gives you wings." Red Bull's online "[Content Pool](#)" offers more than 120,000 high-quality photos, videos and stories.

More prosaic kinds of content marketing are nothing new. Costco, for instance, has long served up interesting editorial content in its monthly [Costco Connection](#) publication for members. Its 8.6 million U.S. subscribers make it one of the nation's largest-circulation magazines. (Costco also make the magazine available as a mobile app.)

More of a departure is the "brand journalism" group that Boeing formed five years ago. Still going strong, it has produced a rich array of interesting feature stories and videos for Boeing's [website](#) and [YouTube channel](#). Todd Blecher, the company's communications director, discussed the initiative [here](#) at the outset and again [here](#) and [here](#) two years later.

One of Expedia's first forays into content marketing was "Kids in the City," where the travel site partnered with 12 bloggers in various U.S. cities and had them write a guide to their hometown, with a video of tips at the end. Expedia also has partnered with the dating app Tinder to create an online game, "Match Made in Travel," to help users choose a destination through an interactive quiz.

Other Interesting examples of recent, creative content marketing campaigns are [here](#), [here](#) and [here](#). Overall, the experience of leading content marketers leads to certain conclusions about what works best.

Effective content involves visual communication, especially video. Visuals are easier to absorb – our brains process visual content 60,000 times faster than text – and they overcome language barriers, an important factor in an increasingly global economy and a multicultural one here in the U.S. (One in five Americans speaks a language other than English at home, according to the [Center for Immigration Studies](#).) Visual content is often more effective at quickly touching us emotionally, which makes it more likely to be shared.

Visuals may be photos, infographics or slideshows, but the defining format is video, posted to YouTube and Vimeo. Among Northwest companies, [Starbucks](#) and [Microsoft](#) are the most prolific video producers, with thousands of videos on their websites and YouTube.

It's worth noting that some local governments disseminate online videos, often from government access cable channels. Washington cities with YouTube channels include [Bellevue](#), [Bellingham](#), [Kenmore](#), [Kirkland](#), [Lynnwood](#), [Prosser](#), [Redmond](#) and [Yakima](#).

Effective content is topical and often distributed in real time. Producers work hard to anticipate and pre-produce content on topics that people can be expected to find interesting in the future, around holidays, major sporting events, popular TV shows and the like. Producers also are quick to jump on unexpected trending topics as they break. An example was Oreo's quick response on Twitter to a 34-minute blackout at the 2013 Super Bowl (*Fig. 7*). The cookie maker had a 15-person social media team at the ready to respond to whatever happened at the game. Its humorous blackout tweet was heavily retweeted, which brings us to a third characteristic of effective content.

Effective content is shareable. Only if people share it can it reach many eyeballs in a fragmented media environment. And the potential rewards if content goes viral are huge. Consider, for example, the good fortune of the ALS Association with its [ice bucket challenge](#).

Psychologists have begun to identify the characteristics that make content more likely to go viral. Wharton professor Jonah Berger has summarized this research in a useful book, [Contagious: Why Things Catch On](#). Berger has identified six ingredients that cause something to be talked about, shared, and imitated:

- It boosts the user's social status;
- It relates to available cues or triggers in the environment;
- It kindles positive emotions, neutral emotions such as surprise, or certain negative emotions, specifically anger (an example of using emotion is Expedia's ["Find Yours" campaign](#), which involved videos and other content focused on the emotional experiences people can find while traveling);
- It's observable in public and therefore easier to imitate;
- It's useful, providing practical value;
- It's part of a broader narrative, a story. (An example is Microsoft's ["Stories" initiative](#).)

Conclusions

Recommendations for the City of University Place are beyond the scope of this report. And no small city is comparable to the Northwest's leading companies in its public relations needs and priorities, let alone the scale of the resources it is able to bring to its communications efforts. Nevertheless, some general observations may be relevant.

The three broad trends apparent among leading companies do have implications for public-sector PR. Certainly, cities should consider simplifying the design of their webpages, as these are refreshed over time, for better display on the small screens of mobile devices. Planned and thoughtful use of social media represents an opportunity for local governments to reach residents where they are, engage with them in productive two-way conversations, and support community partners with reposts and retweets. Content marketing is nothing new for governments, which have long focused on disseminating useful public information, but agencies may need to consider upping their game in an increasingly cluttered and fragmented media environment – with greater use of infographics, video, real-time communications, and potentially viral content.

EXHIBITS

Figure 1

Microsoft.com home page, circa 2011



Figure 2

Microsoft.com home page, July 2015

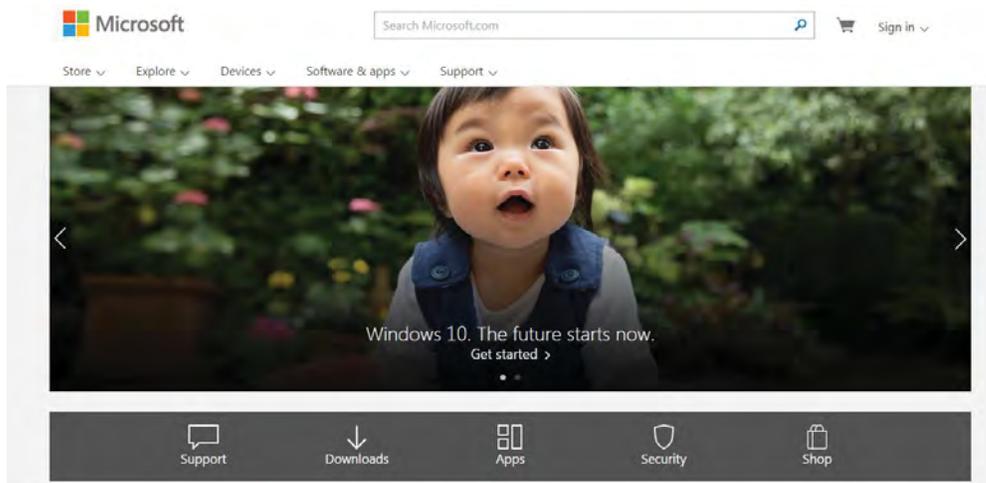


Figure 3

Microsoft.com home page on iPhone, July 2015

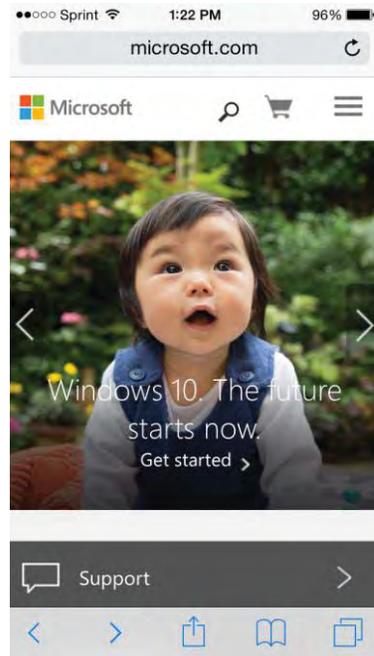


Figure 4

Weyerhaeuser home page for PCs

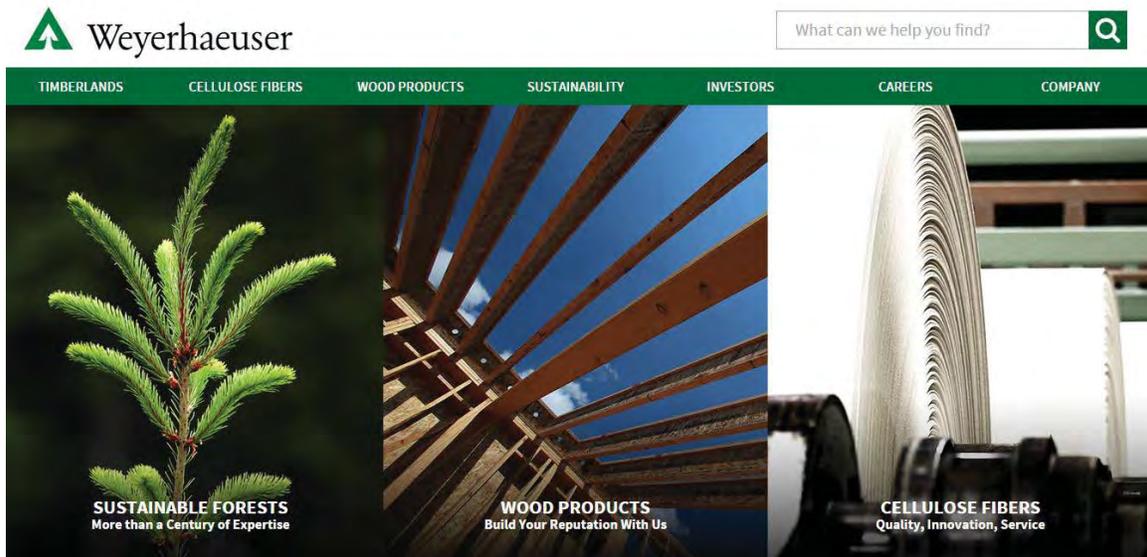


Figure 5

Weyerhaeuser home page on iPhone

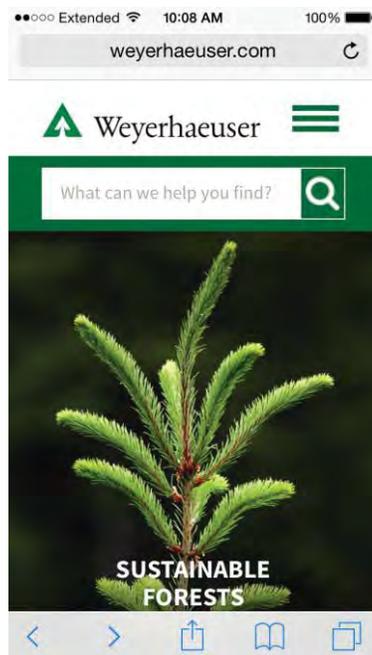


Figure 6

University Place home page on iPhone

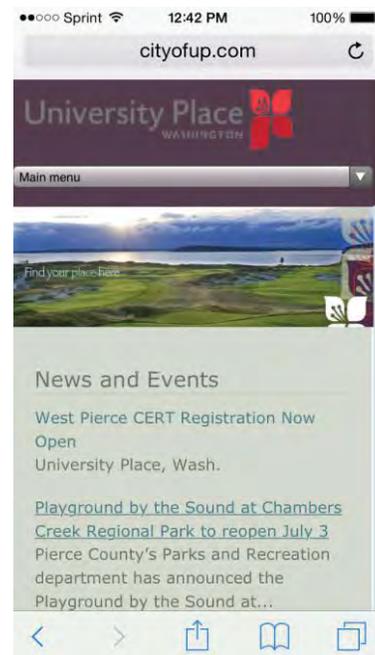
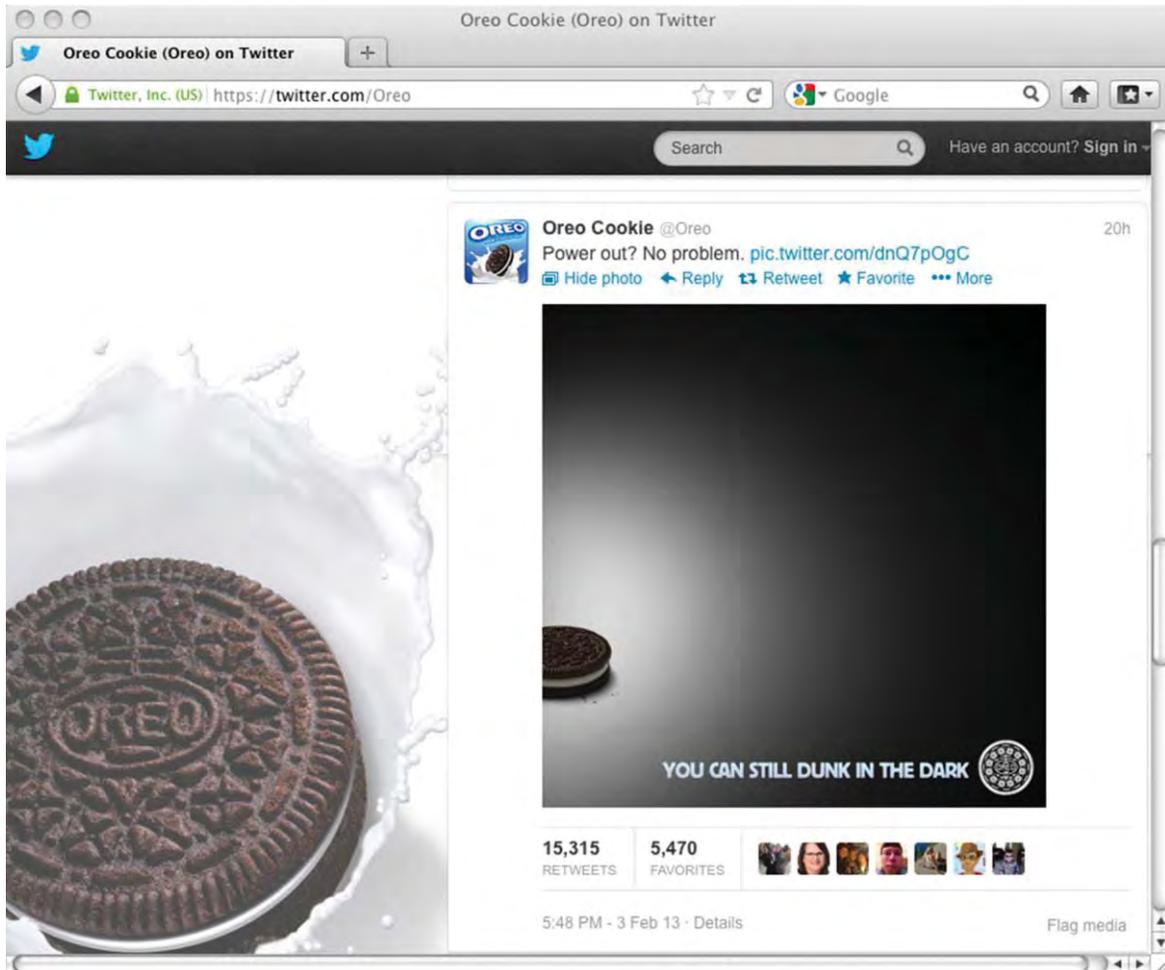


Figure 7

Oreo's response to blackout at 2013 Super Bowl



Communication Strategies - Other Jurisdictions*

Jurisdiction	Population	Website	Google Ads?	Face book	# Likes	Twitter	Twitter Account	#	You Tube
Seattle	662,400	www.seattle.gov	No	Yes	Mult accts	Yes	@cityofseattle	46.7K	Yes
Spokane	211,300	www.spokanecity.org	No	Yes	3,748	Yes	@spokanecity	10.1K	No
Tacoma	200,400	www.cityoftacoma.org	No	Yes	4,707	Yes	@cityoftacoma	17.1K	Yes
Vancouver	164,500	www.cityofvancouver.us	No	Yes	5,280	Yes	@VancouverUS	5,128	Yes
Bellevue	132,100	www.bellevuewa.gov	No	Yes	2,432	Yes	@cityofbellevue	5,523	Yes
Kent	120,500	www.kentwa.gov	No	Yes	2,845	Yes	@cityofkent	2,663	Yes
Everett	104,200	www.everettwa.org	No	Yes	1,396	Yes	@everettcity	2,698	Yes
Renton	95,540	www.rentonwa.gov	No	Yes	6,506	Yes	@cityofrenton	3,314	Yes
Yakima	92,620	www.yakimawa.gov	No	Yes	1,269	Yes	@cityofyakima	1,270	Yes
Federal Way	89,720	www.cityoffederalway.com	No	Yes	782	Yes	@wafederalway	639	Yes
Bellingham	82,310	www.cob.org	No	Yes	2,227	Yes	@cityofbhamwa	3,637	Yes
Kirkland	81,730	www.kirklandwa.gov	No	Yes	178	Yes	@kirklandgov	1,383	Yes
Kennewick	76,410	www.go2kennewick.com	No	Yes	385	Yes	KennewickWA	1,019	Yes
Auburn	73,235	www.auburnwa.gov	No	Yes	2,819	Yes	@auburnupdates	2,410	Yes
Pasco	65,600	www.pasco-wa.gov	No	Yes	983	Yes	@pasco_wa	1,186	No
Marysville	62,100	www.marysvillewa.gov	No	Yes	1,373	Yes	@wa_marysville	1,156	No
Lakewood	58,310	www.cityoflakewood.us	No	Yes	1,771	Yes	@cityoflakewood	910	Yes
Redmond	55,840	www.redmond.gov	No	Yes	1,966	Yes	@cityofredmond	3,029	Yes
Shoreline	53,670	www.cityofshoreline.com	No	Yes	1,229	Yes	@shorelinewagov	835	Yes
Richland	51,150	www.ci.richland.wa.us	No	Yes	5,041	Yes	@richlandwa	1,795	Yes
Olympia	48,480	www.olympiawa.gov	No	Yes	1,381	Yes	@cityofolympia	1,846	Yes
Sammamish	48,060	www.sammamish.us	No	Yes	76	Yes	CityofSammamish	85	No
Burien	48,030	www.burienwa.gov	No	Yes	676	Yes	@burien	1,713	No
Lacey	44,350	www.ci.lacey.wa.us	No	No		Yes	@cityoflacey	1,201	No
Edmonds	39,950	www.edmondswa.gov	No	Yes	873	Yes	PW & Rec Dept Accts	208	No
Puyallup	37,980	www.cityofpuyallup.org	No	Yes	1,340	Yes	@cityofpuyallup	3,191	No
Bremerton	37,850	www.ci.bremerton.wa.us	No	Yes	507	Yes	@cityofbremerton	801	No

Communication Strategies - Other Jurisdictions*

Jurisdiction	Population	Website	Google Ads?	Face book	# Likes	Twitter	Twitter Account	#	You Tube
Longview	36,940	www.mylongview.com	No	Yes	906	Yes	@mylongview	871	Yes
Lynnwood	35,960	www.ci.lynnwood.wa.us	No	Yes	376	Yes	@lynnwood	793	No
Bothell	34,460	www.ci.bothell.wa.us	No	Yes	1,521	Yes	@cityofbothell	1,876	Yes
Mount Vernon	32,710	www.mountvernonwa.gov	No	Yes	Coming soon	Yes	@mountvernonwa	715	No
Wenatchee	32,520	www.wenatcheewa.gov	No	Yes	514	No			No
Issaquah	32,130	www.issaquahwa.gov	No	Yes	3,657	Yes	@cityofissaquah	3,422	Yes
Walla Walla	31,930	www.wallawallawa.gov	No	Yes	4,948	Yes	VisitWallaWalla	2,878	No
University Place	31,340	www.cityofup.com	No	Yes	Rec Dept Acct	Yes	CityofUPWA	109	Yes
Pullman	30,990	www.pullman-wa.gov	No	Yes	1,338	Yes	PullmanWA	2,567	No
Des Moines	29,730	www.desmoineswa.gov	No	Yes	338	Yes	@desmoineswa	285	No
Lake Stevens	28,960	www.lakestevenswa.gov	No	Yes	328	Yes	@lakestevenswa	841	No
SeaTac	27,310	www.ci.seatac.wa.us	No	no		Yes	@cityofseatac	Unavailable	No
Maple Valley	23,910	www.maplevalleywa.gov	No	Yes	766	No			No
Bainbridge Island	23,190	www.ci.bainbridge-isl.wa.us	No	Yes	1,070	Yes	@cityofbi	441	No
Mercer Island	22,720	www.mercergov.org	No	Yes	579	Yes	mercergov	731	Yes
Oak Harbor	22,080	www.oakharbor.org	No	Yes	745	No	OakHarborWA	867	No
Moses Lake	21,250	www.cityofml.com	No	Yes	3,637	Yes	@MoLaMuseum	250	No
Kenmore	21,170	www.cityofkenmore.com	No	Yes	660	Yes	@KenmoreWA	578	No
Mukilteo	20,440	www.ci.mukilteo.wa.us	No	No		No			No
Camas	20,320	www.cityofcamas.us	No	Yes	1,370	Yes	@camaslibrary	2,151	No
Mountlake Terrace	20,160	www.cityofmlt.com	No	Yes	677	Yes	@cityofmlt	516	Yes
Tukwila	19,160	www.tukwilawa.gov	No	Yes	454	Yes	@CityofTukwila	1,103	No
Port Angeles	19,120	http://wa-portangeles.civicplus.com/	No	Yes	2,296	Yes	@PortAngelesRCC	558	Yes
Mill Creek	18,600	www.cityofmillcreek.com	No	No	Coming soon	Yes		45	No

Communication Strategies - Other Jurisdictions*

Jurisdiction	Population	Website	Google Ads?	Face book	# Likes	Twitter	Twitter Account	#	You Tube
Ellensburg	18,370	www.ci.ellensburg.wa.us	No	Yes	433	Yes	@Ellensburg_WA	551	No
Tumwater	18,300	www.ci.tumwater.wa.us	No	Yes	1,220	Yes	DetectiveCLiska	1,026	No
Arlington	18,270	www.arlingtonwa.gov	No	Yes	2,878	Yes	@ArlingtonWA	1,274	No
Battle Ground	18,130	www.cityofbg.org	No	Yes	1,210	No	BLPoliceDept	3,173	No
Covington	18,100	www.covingtonwa.gov	No	Yes	2,398	Yes	@CovingtonWash	424	Yes
Bonney Lake	18,010	www.citybonneylake.org	No	Yes	2,250	Yes	@citybonneylake	385	No
Monroe	17,510	www.monroewa.gov	No	Yes	545	Yes	@Monroe_WA	260	No
Aberdeen	16,860	www.aberdeenwa.gov	No	Yes	1,261	No			No
Centralia	16,600	www.centralia.com	No	Yes	555	No			No
Edgewood	9,460	www.cityofedgewood.org	No	Yes	441	No			No
Fife	9,290	www.cityoffife.org	No	Yes	1,010	Yes	@fife_washington	929	No
DuPont	8,855	www.ci.dupont.wa.us	No	Yes	1,331	Yes	@cityofdupontwa	356	No
Milton	7,185	www.cityofmilton.net	No	No		No			No
Normandy Park	6,350	www.normandyparkwa.gov	No	Yes	201	No			No
*Data based on internet research.									