

**CITY OF UNIVERSITY PLACE
MINUTES
Special Meeting of the City Council
Saturday, April 23, 2022**

CALL SPECIAL MEETING TO ORDER

Mayor Worthington called the Special Meeting to order at 10:03 a.m.

Attendance was noted as follows: Mayor Worthington, Councilmember Belleci, Councilmember Flemming, Councilmember McCluskey, Councilmember Wood, and Councilmember Keel (10:14 a.m.)

Mayor Pro Tem Figueroa was excused.

Staff: City Manager Sugg, City Attorney Kaser, Executive Director/ACM Faison, Finance Director Blaisdell, Community and Economic Development Director Briske, Administrative Services Director Petorak, Police Chief Premo, Public Safety Administrator Hales, Engineering and Capital Projects Director Ecklund, Communications Manager Seesz, Business Outreach Liaison Metcalf, NPDES Coordinator Smith, Communications Specialist Kleber, and City Clerk Genetia.

Facilitator: Michael Pendleton (Pendleton Consulting, LLC)

MAYOR'S REMARKS

Mayor Worthington welcomed Council and explained the meeting protocols. He introduced Michael Pendleton, the facilitator for this retreat. Mr. Pendleton went over the retreat ground rules with Council and highlighted the agenda.

PUBLIC SAFETY

Ian Stewart of EMC research presented results of the University Place Police Plan Survey. The survey was initiated to capture community interest of a potential proposal for additional public safety funding through increased property tax to add law enforcement personnel.

He reported the methodology, survey questions, proposal details, and key findings. Crime, drugs, and public safety were top concerns. Police department overall ratings were positive, although less positive than fire department ratings. In the survey, most respondents consider the proposal important with all items in the proposal in the 80th percentile for support, and the patrols and response time item stood out from the rest as most important. He also made Council aware that other current issues affecting voters such as gas prices and inflation may influence voter decision.

Council would like the verbatim survey results to review. They discussed voter understanding of City finance, outreach, and the importance of voter engagement and involvement.

Police Chief Premo presented his proposed staffing and timelines and reported his intent to work with the Consultant on next steps, public outreach, and milestones. The Consultant will be present during the next Council meeting study session to help Council establish milestones.

Topics discussed included outreach, voter's interest in paying for police officers, sustainability of the proposed staffing levels, and the funding source for a school resource officer. There was a suggestion to make sure voters understand the timeline associated with onboarding police officers

when packaging the initiative and to work with the Pierce County Sherriff's Department for assistance in expediting that process. The study session will serve to help understand the costs of the community and school resource officers and to understand the components for developing a workplan that includes a plan for contract negotiations. Next steps and a Council action timeline will also be established.

ECONOMIC DEVELOPMENT

Community and Economic Development Director Briske presented Economic Development areas of focus. Those are district sub-area plans, a business start-up cost study, business sector analysis, wayfinding signs and electronic messaging signs, and sewer lines project. He explained the deliverables, budget, and timeframes to complete the plans for the NE Business District, 27th Street District, and the Town Center District. District plans would provide more data on potential job growth, potential redevelopment patterns, street connectivity, estimation for population growth and development scenarios.

Council discussed district naming, consultant fees and deliverables, implementation, and outreach. There was interest in an economic analysis and incorporating community well-being components.

Business Outreach Liaison Metcalf shared details of the upcoming Business Startup study. It will begin during the 1st Quarter of 2023, and will take approximately three months to complete, focus on issues the City has control of in three sectors: restaurants, office space, and retail space and offer ways to minimize City-related startup costs.

Council discussed investigating influences as well as costs such as timeframes to get permits, both from the City and from outside the City. Other subjects they considered were adding miscellaneous business and home-based business sectors, having definitions of the sectors, and knowing the timeline involved in starting a business. Concern was expressed about including office space as a relevant sector.

Ms. Metcalf also delivered details of the Business Sector Analysis proposal. It will be conducted in June 2023, and will take nine months to complete. This will include a \$5,000 budget for a consultant to produce a retail leakage report. This will identify where City businesses are losing revenue due to residents making purchases outside the City. Once identified, strategies will be offered to encourage desirable businesses to locate to University Place.

There were suggestions to incorporate components into the reporting that ensure infrastructure is in place, reflect purchasing trends and leverage for online purchasing, and consider impacts of COVID. Other suggestions were to have data to help understand the City's desirability as well as its limitations for attracting certain sectors. Other conversations included restaurants and regional businesses, how to capitalize on the City's existing and upcoming resources and influences such as the Chambers Bay project and how to use this data for outreach. There were concerns that the data produced from this report may not address existing factors within the City that limit economic growth and are out of Council's control.

LUNCH – Council took a 30-minute lunch break at 12:39 p.m.

Community and Economic Development Director Briske conveyed plans to provide wayfinding signage throughout the City for pedestrian, vehicular, commercial, regional, and park destinations. Wayfinding signage will also contribute to City branding. The project is scheduled for early 2023 with a \$55,000 consultant budget to determine up to 15 locations, develop three

design options, and advise on construction administration and electronic messaging sign specifications.

Council discussed types of signage, budget, location, and if it is prudent to spend money on a consultant rather than utilizing staff expertise.

INFRASTRUCTURE

Engineering and Capital Projects Director Ecklund delivered areas of focus for parks maintenance, explaining that the biggest challenge is a staffing deficit of 3,600 hours that he will be addressing by adding two full time employees. A community survey and educational campaign will be implemented to gauge interest for a future voter levy projected for late 2024.

The parks growth strategy is to conduct planning studies projecting needs and feasibility and to complete the Planning Advisory Commission's recommended design work for better positioning of future grant applications. There will be park grant applications in 2023/2024 and a new growth park staff assessment in 2024.

Director Ecklund explained that park growth is dependent on grants. Park grants are weighted on design and having the planning studies done in advance. He shared the prioritized projects and timelines for: Paradise Pond Trails Easement, Cirque Park Splash Pad Design, Community Center Feasibility Study, Adrianna Hess Boardwalk Design, Paradise Pond Master Plan and Creekside Master Plan.

Council members expressed interest in a list of maintenance issues for each park, a walkable plan to connect all parks, identifying boardwalk details prior to a Master Plan, and involving the Audubon Society. They discussed using contract services for maintenance versus full time employees, park amenities, a dog park, and an inclusive park. Ballfield and park reservations were discussed as was the use of Flashvote survey results to develop actions.

Director Ecklund reported on the Department's top street and sidewalk maintenance needs, staff resources and improved and streamlined asset management systems. He is proposing two additional full time employees to account for the current staffing deficit of 6,400 hours and a study session to consider the Transportation Benefit District (TBD) fee as a funding source to offset inflationary impacts to fuel and maintenance material costs.

He explained that he is in the process of merging inventory, inspection, and the asset management of traffic system into one comprehensive GIS based system which will track storm drainage facilities, streetlights, and landscaping. He is also exploring a battery backup system for traffic signals that, during power outages, would allow for continued normal operation of up to four hours and a flash operation of up to 10 hours after that. The ADA Transition Plan and TBD will be reviewed in 2023.

The streets and sidewalks growth strategy involves building a city-wide traffic model, planning for street grids, and continuing to build a non-motorized network. The traffic model will include a carryforward request. In planning for street grids, the traffic impact fee model will be reviewed and should offer data for a funding source. The non-motorized projects are included in the current budget; Chambers Creek Road (Bridgeport to Charles Wright), 35th Street (Bridgeport to Grandview), and 67th Street (Bridgeport to Cirque).

Lastly, Engineering and Capital Projects Director Ecklund reported on sewers and the expansion and growth strategy. The proposal is to leverage the City's American Rescue Plan (ARPA) funding with the Pierce County Sewer Match Program and grant applications. Existing projects are the

sewer prioritization and funding program, 67th Street sewer expansion with a \$2M State grant, and design work for 57th Street sewer project with a \$100K State grant.

Council discussed funding, model components and timelines.

COMMUNITY ENGAGEMENT

Communications Manager Seesz presented steps to accomplish Council's desire for increased community engagement during Council meetings. The areas of focus are to begin foundational marketing and education, implement surveys, analytics and measurements, and to repeat best practices. She provided examples of videos to be produced, sample survey questions, timelines, and a budget need of \$2K for promotional videos.

Communication Specialist Kleber presented goals for engagement that include a Council meeting marketing push, educational campaign using individual Council member promotional videos, social media, and handouts. The budget included \$10K for the Council member promotional videos, \$2K for handouts, and \$20K for a contract content creator.

Council discussed engagement with the public during attendance at Council meetings, having survey questions included that ask for preferences of platforms for accessing Council meetings such as Teams or Zoom, being aware of community happenings that Council can coordinate agenda topics with, and providing opportunities for earlier public comment prior to and during study sessions. They also discussed multiple venues for engagement with the public outside of the Council meetings, having the advisory commissions get involved, a student council and a student ambassador program.

RECREATION

Engineering and Capital Projects Director Ecklund provided Council with an update on current usage of the City's facilities and parks for recreation purposes, shared a list of regional providers and programs, and offered field rental price ranges of neighboring communities. Options, budgets, and timelines were presented that could reestablish a level of recreation; (1) an interlocal with Fircrest, (2) a hybrid of an interlocal with both Fircrest and the U.P. School District, and (3) an expanded program with sports and camps.

Council discussed rates (tiered, supplementing, and differentials), YMCA, U.P. branding, shared facilities, inclusivity, an interest in having the list of regional programs updated and receiving more information and options on renting the City's fields and shelters.

REGIONAL INFLUENCE

Director of Administrative Services Petorak presented Council with opportunities to expand its regional influences in their focus areas of personal, professional, and organizational associations, commissions, boards, task forces, and with lobbying. The top five recommendations were the Association of Washington Cities Legislative Priorities Committee, Affordable Housing Advisory Board/State Advisory Council on Homelessness, Community Economic Revitalization Board, Emergency Management Council, and Transportation Improvement Board (State)/Sound Transit/Pierce Transit/Puget Sound Regional Council Transportation Policy Board. She explained that a membership in the National League of Cities offers access to federal programs and grant assistance, and she submitted some benefits of developing long term lobbying strategies with related budget and timelines.

Council discussed lobbying, an interest in regional business and nonpolitical opportunities, and staff involvement on behalf of the City.

SUMMARY OF BUDGETARY IMPACTS

Ms. Petorak then provided a summary of the total budgetary costs associated with the Council Goals for their review and comprehensive prioritization to determine next steps.

ADJOURNMENT - The meeting adjourned at 4:03 p.m. No other action was taken.

Submitted by,

Emy Genetia

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