



CITY OF PULLMAN

HIGH Tech, HIGHER Education, HIGHEST Quality of Life

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MEMORANDUM

TO: Mayor and City Council
FROM: Mark Workman, City Supervisor
RE: 2013 Goals
DATE: December 2, 2013

STATUS OF 2013 CITY COUNCIL GOALS

1. Provide staff reports on the financial status of the City at mid-year and as otherwise needed to keep the City Council apprised of the expenditure status of City budgets; focusing primarily on the General Fund. Provide copies of the quarterly State of Washington Economic and Revenue Forecasts to Councilmembers for their information.

Mid-year budget status reports were provided for Police and Planning at the July 16 Council meeting and for all other General Fund departments at the July 30 Council meeting. A Net Budget Summary report for General Fund departments was also presented at the July 30 meeting that provides an indication of off-setting revenue that can be attributed to individual General Fund Departments. Executive summaries of the quarterly State of Washington Economic and Revenue Forecasts and other related documents have been provided to Council members through interoffice mail.

2. Continue to promote economic development opportunities to increase the retail sales tax base and job creation through a broad range of initiatives in partnership with WSU, the Chamber of Commerce, the community college located at Gladish Community Center, SEWEDA, the Palouse Knowledge Corridor, and other groups. Facilitate the designation of Pullman and Moscow as a Metropolitan Statistical Area as opportunities arise.

City Council and staff members continue to maintain membership and participate in various economic development organizations. City staff coordinated with local economic development organizations to provide demographic and geographic information to assist with creation of promotional materials. Staff also continues to meet with representatives of existing or prospective businesses and local real estate developers to provide assistance in establishing or expanding business operations in Pullman.

Funds have been budgeted in 2014 to support the Palouse Knowledge Corridor.

Retaining the 0.85% local retail sales tax from high-technology construction on the WSU campus was discussed with 9th District Legislators at the November 19 Council meeting.

Staff conducted research into the Office of Management and Budget (OMB) "Core Based Statistical Area" delineations made in February 2013. As part of this process, OMB designated Whitman and Latah Counties as Micropolitan Statistical Areas based on the 2010 Census and OMB criteria. Designation of Pullman/Moscow as a Metropolitan Statistical Area is hampered due to the lack of population density between the two population centers.

3. Continue to pursue options for development of the Pullman-Moscow corridor, including the proposed Tax Sharing Agreement with Whitman County and meeting with the Whitman County Commissioners once each year in the fall.

City and County staff continued to work on the Tax Sharing Agreement throughout the year. A draft of the agreement was presented to Council at its October 15 meeting as a discussion item. The agreement was also an agenda topic at a joint meeting with the County Commissioners at the November 12 meeting. There remain a few issues to clarify/resolve and there is not a consensus recommendation for Council from staff. Work on this issue will continue into 2014.

The extension of a trunk sewer from Bishop Boulevard into the Pullman-Moscow Corridor as far as Terre View Drive continues to be pursued. This trunk sewer will also extend along Terre View Drive as far as Grimes Way to eventually support development in the Airport Road Corridor as well. The project design is nearing completion. Following the legislature's sweep of the Public Works Trust Fund, staff is now pursuing revenue bond funding for this project. This funding option is scheduled to be presented to Council early in 2014.

4. Provide strong support for the Pullman-Moscow Regional Airport realignment and lengthening project. Work with the two cities, two universities, two counties,

the Port of Whitman County, the Federal Aviation Administration, and our federal and state congressional delegations in addressing regulatory issues and providing funding for this project.

A half-day meeting was held on September 17 with representatives from the Cities of Pullman and Moscow in attendance at which Airport Manager Tony Bean and a consultant team facilitated a discussion on project scope, cost, and schedule with various options for funding relief and potential financial participating sources identified. Various follow-up strategies were formulated. Conversations continue with our federal representation concerning the reduction of the local share percentage, which was recently increased from 5% to 10%, to at least the percentage required in Idaho.

5. Improve bicycle and pedestrian trails. Coordinate with WSU in the development of their bicycle plan, including connectivity to the City and incorporation of the Green Bike program. Enhance bicycle parking in the downtown area of Pullman.

The WSU Bicycle and Pedestrian Plan is in a draft form; City staff did have an opportunity to review the draft and provide comments and suggestions that were incorporated. The plan will be presented to City Council at an appropriate time. There are several recommendations in the plan that pertain to the City of Pullman outside the WSU campus.

Concerning improvements, Park staff refinished trash can holders and benches along the City Loop and installed a metal bench and can at Petry Park that matches those at the Three Forks Wayside. Staff continues to mow along the edges, prune overhanging vegetation and sweep or plow as required.

Staff continues to meet several times a year with Civic Trust and others to plan for expansion of the current City system and feasible links. A path from Canyon View Drive to Darrow Street has been included in the Capital Improvement Program for 2016. A path between Darrow Street and Harrison Street is also being considered as a utility project for sewer maintenance. Paths are being included in the development of the Palouse Business Center and Whispering Hills Subdivisions.

Concerning bicycle parking in the downtown area, the concept of having a bike corral in the downtown area on Main Street in front of B&L Bicycles was explored. This concept would provide a bicycle parking area on the street side of the curb where vehicles currently park. As with most issues that affect the downtown area, it was requested that the proposal for this concept come from the Chamber of Commerce. That request from the Chamber did not materialize, so it is assumed that the idea does not have consensus approval and is not being

pursued. New pavers were added around a new bicycle rack at the library and City staff remains open to discussions concerning additional bicycle racks in the downtown area.

A Green Bike docking station for downtown Pullman has been investigated to some extent, but at a cost of \$35,000 to \$40,000 was not further pursued.

6. Develop a plan and budget for providing a safe crossing for pedestrians crossing Grand Avenue at Ritchie Street.

An application for a Transportation Alternative Program (TAP) grant through the Palouse Regional Transportation Planning Organization (PRTPO) has been submitted for federal funds to design and construct a pedestrian signal system at this intersection. The prospect for receiving this grant appears to be good.

7. Continue to pursue the water reuse project, including irrigation of the WSU golf course and other WSU green spaces and industrial applications as appropriate.

A 30 percent design report update is nearing completion. This report describes the project in technical detail, identifies areas for use of the reclaimed water, develops a cost estimate, and addresses permitting issues. Funding of the project remains a hurdle. The project and funding strategies were discussed with District 9 Legislators at the November 19 Council meeting with follow-up discussions planned with them as well as with WSU.

8. Encourage communication between WSU and the City of Pullman concerning decisions made on campus that impact traffic, parking, transit, police, fire, and the general public; including the consideration of closing Stadium Way.

Communication at the staff level for transit, police, and fire remains at a high level with good relationships established. Communication concerning traffic and parking issues is more in the form of WSU occasionally notifying the City of what it is doing. The City's concern with closing Stadium Way on campus without an alternate route in place has been communicated to WSU through various contacts including an e-mail from Public Works Director Kevin Gardes to Associate Vice President for Facilities Services Olivia Wang earlier this year in which he also asked her to keep us abreast of WSU's planning efforts with regard to this topic.

9. Support the partial funding of the proposed Lawson Gardens garden house with 2% lodging tax funds.

The Lawson Gardens Committee and the Parks & Recreation Commission had previously endorsed the following statement, "As the City's and Country's

economic situation turns around, consider dedicating \$750,000 of Lodging Tax monies for the development of the Lawson Garden House/Event Center so that the Lawson Gardens Committee may launch a Capital Building Campaign.”

The Committee and Commission were grateful for the inclusion of Goal # 9 in the 2013 final list, but felt that 2013 was an inappropriate time to request the funds and launch such a campaign, given the current state of the City budget.

10. To facilitate better communication with and coordination between the Pullman City Council and the Neill Public Library Board, consider having a City Councilmember serve as an ex-officio member of the Library Board.

The topic of a Councilmember serving as an ex-officio member of the Library Board was presented to Council at its October 15 meeting. Councilmember Nathan Weller was subsequently appointed by the mayor to fill this position and confirmed by the Council.

11. Develop a budget and funding strategy using non-general fund budgets to the extent practicable for updating the Comprehensive Plan, including consideration of urban agriculture issues, beginning in 2014.

Funding for the update of the City's Comprehensive Plan has been included in the 2014 budget with 2/3 of the funding from the Planning budget of the General Fund and 1/3 from Public Works budgets. The total estimated cost of the update is \$62,700. The General Fund expense for this will be offset by cost savings due to Reaney Pool being closed in 2014 to accommodate the construction of a splash pad and rehabilitation improvements to existing facilities.

12. Pursue options to enhance revenue to the General Fund to allow the continuation of established service levels, address needed but deferred capital projects, and reestablish a 13% minimum reserve; and to the Street Fund to address deteriorating street surfacing conditions.

Following much deliberation, issues were placed on the August 6 Primary Election ballot to raise the regular property tax rate to the lid limit of \$3.60/\$1000 of assessed valuation and property tax rates for both the Emergency Medical Service levy and the Metropolitan Park District levy to \$0.50/\$1000 of assessed valuation. The citizens of Pullman overwhelmingly approved all three issues. The anticipated additional revenue is allowing the City to backfill positions in Police, Fire, Library, and Parks to restore service levels, address some deferred maintenance and capital needs, to restore reserves, and begin to develop a slight financial cushion against future economic difficulties. The Street

Fund remains stressed and will likely need to be addressed in the relatively near future.

13. Work closely with Pullman Regional Hospital in recognition of the importance of the hospital to the City and developing challenges from the implementation of the Affordable Health Care Act.

At the August 27 Council meeting, a presentation was made by Scott Adams and Reuben Mayes concerning plans for ensuring the viability and success of Pullman Regional Hospital into the future. The importance of Pullman Regional Hospital retaining its critical facility designation was discussed with District 9 Legislators at the November 19 Council meeting.

14. Continue to pursue communication options with citizens via new and developing communication technologies.

The Information Services Department continues to assist City departments in utilizing new and developing communications technologies while managing the City's risks and liabilities.

In 2013 the Information Technology Department:

- *Set up automated archiving of the City's social media sites to ensure that all communication is captured to comply with public records requirements. These include the Facebook pages for Pullman Police, Pullman Fire, Pullman Parks and Recreation, and the Pullman Arts Commission.*
- *Updated the City website's software to enhance security and allow for new technologies to be deployed.*
- *Continued to investigate and trial mobile device applications that would enhance City services in a cost effective manner.*

The Police Department has posted on its website applications for noise variance and street use permits. Most of the completed applications submitted were obtained via the website. Non-urgent nuisance reports continue to be received from the public via the department's online reporting tool. Online reports have increased by 56% through mid-October in 2013 in comparison with 2012 (34 online reports in 2012; 53 in 2013).

The Police Department has expanded its use of social media to communicate with the public:

- *Twitter – The number of “tweets” sent out with notifications of crime, parking, press releases, weather events, air quality alerts, and public safety messages has already increased by 66% so far in 2013 in comparison to all of 2012 (115 in 2012; 191 through mid-October 2013). The number of Twitter followers increased by 23% during 2013; there are currently 1,136 Twitter followers.*
- *Facebook – The number of Facebook “likes” has increased by 193% over 2012, from 253 to 741. Facebook postings have a reach beyond those who “like” the department’s page. When followers like or repost a specific post, coverage is then extended to their followers who, in turn, can also like and/or repost. The post with a link to the department’s YouTube channel where the Warner assault suspect videos were posted achieved a reach of 10,693 unique users.*
- *YouTube – The department’s YouTube channel was launched in April, 2013, specifically to post Warner assault suspect videos. Three separate videos were posted and viewing ranged from 5,600 views for one of the videos to 10,854 views for another video. A video of the press conference announcing an arrest in the Warner case was also posted. The site is being maintained to post future videos of press conferences, crime video of suspects to identify, and public service/safety videos.*

15. Continue to pursue opportunities to improve personal safety and reduce crime throughout the City of Pullman.

A DOJ Smart Policing Initiative Grant was awarded in September, 2011 funding five security cameras in the Adams Mall area of College Hill. This location has the highest frequency of public disturbances and serious assaults in Pullman. The grant research partners at WSU are analyzing the impact of the cameras on public disturbances and crime, and those results should be available by summer of 2014. Video from the cameras was used to identify suspects involved in an assault that seriously injured a WSU professor. Video has also been used as investigative and prosecutorial aids in other criminal cases. The goal is to reduce public disturbances and crime in the area.

The Police Department maintains specialized assignments to address specific issues and to provide continual community connections so that the community perceives they live in a safe place. These include the School Resource Officer, College Hill Officer, and Quad Cities Drug Task Force Detective (liaison with the task force is maintained even though that position is currently vacant).

The Police Department seeks and participates in grant funded activities to supplement law enforcement activities, such as a grant from the Washington State Traffic Safety Committee that funds overtime for DUI and seat belt emphasis patrols and a Washington Association of Sheriffs and Police Chiefs (WASPC) Traffic Safety Equipment grant funding radars for speed enforcement.

In 2013 patrol officers were provided with body-worn cameras that have many benefits, not the least of which is video to enhance criminal investigations and prosecutions.

A review of the National Incident-Based Reporting Systems (NIBRS) statistics provided to the state show a 55% decrease in crime in Pullman from 2011 to 2012. The crimes tracked are further broken down as:

- *Crimes Against Property Offenses: 62% decrease*
- *Crimes Against Person Offenses: 23% decrease*
- *Crimes Against Society Offenses: 34% decrease*