

JOINT FLAGSTAFF CITY COUNCIL/COCONINO COUNTY
WORK SESSION AGENDA

JOINT CITY/COUNTY WORK SESSION
THURSDAY
JANUARY 28, 2021

STAFF CONFERENCE ROOM
SECOND FLOOR - CITY HALL
211 WEST ASPEN AVENUE
4:00 P.M.

ATTENTION

**IN-PERSON AUDIENCES AT CITY COUNCIL MEETINGS HAVE BEEN SUSPENDED UNTIL
FURTHER NOTICE**

The meetings will continue to be live streamed on the city's website
(<https://www.flagstaff.az.gov/1461/Streaming-City-Council-Meetings>)

PUBLIC COMMENT PROTOCOL

**The process for submitting a public comment has changed and public comments will no longer be
read by staff during the Council Meetings.**

All public comments will be taken either telephonically or accepted as a written comment.

Public comments may be submitted to publiccomment@flagstaffaz.gov

If you wish to address the City Council with a public comment by phone you must submit the
following information:

First and Last Name
Phone Number
Agenda Item number you wish to speak on

If any of this information is missing, you will not be called. We will attempt to call you only one
time. We are unable to provide a time when you may be called.

All comments submitted otherwise will be considered written comments and will be documented
into the record as such.

If you wish to email Mayor and Council directly you may do so at council@flagstaffaz.gov.

AGENDA

1. Call to Order
2. Pledge of Allegiance and Mission Statement

MISSION STATEMENT

The mission of the City of Flagstaff is to protect and enhance the quality of life for all.

3. ROLL CALL

NOTE: One or more Councilmembers may be in attendance telephonically or by other technological means.

CHAIRMAN RYAN
VICE-CHAIRWOMAN FOWLER
SUPERVISOR ARCHULETA

SUPERVISOR BEGAY
SUPERVISOR HORSTMAN

MAYOR DEASY
VICE MAYOR DAGGETT
COUNCILMEMBER ASLAN
COUNCILMEMBER MCCARTHY

COUNCILMEMBER SALAS
COUNCILMEMBER SHIMONI
COUNCILMEMBER SWEET

4. Public Participation:

Public Participation enables the public to address the Council about items that are not on the prepared agenda. Public Participation appears on the agenda twice, at the beginning and at the end of the work session. You may speak at one or the other, but not both. Anyone wishing to comment on an item that is on the agenda is asked to fill out a speaker card and submit it to the recording clerk. When the item comes up on the agenda, your name will be called. You may address the Council up to three times throughout the meeting, including comments made during Public Participation. Please limit your remarks to three minutes per item to allow everyone an opportunity to speak.

5. 2020 US Census Bureau Report and Recognition

6. COVID-19 Update

7. Update on City and County Legislative Priorities

8. Informational Items To/From Chairman, Supervisors and County Manager, Mayor, Council and City Manager

9. Public Participation

10. Adjournment

CERTIFICATE OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Flagstaff City Hall on _____, at _____ a.m./p.m. in accordance with the statement filed by the City Council with the City Clerk.

Dated this _____ day of _____, 2021.

Stacy Saltzburg, MMC, City Clerk

CITY OF FLAGSTAFF STAFF SUMMARY REPORT

To: The Honorable Mayor and Council
From: Sara Dechter, AICP, Comprehensive Planning Manager
Co-Submitter: Kim Musselman, Tammy Parise
Date: 01/15/2021
Meeting Date: 01/28/2021



TITLE:
2020 US Census Bureau Report and Recognition

DESIRED OUTCOME:

To recognize the City, County, and members of the Flagstaff-Coconino County Census team for their efforts to support a complete count in the 2020 Census.

EXECUTIVE SUMMARY:

Census Bureau staff will provide a 2020 Census recap presentation and 'What's Next in 2021' to Board of Supervisors and City of Flagstaff and recognize those who contributed to these outreach efforts.

INFORMATION:

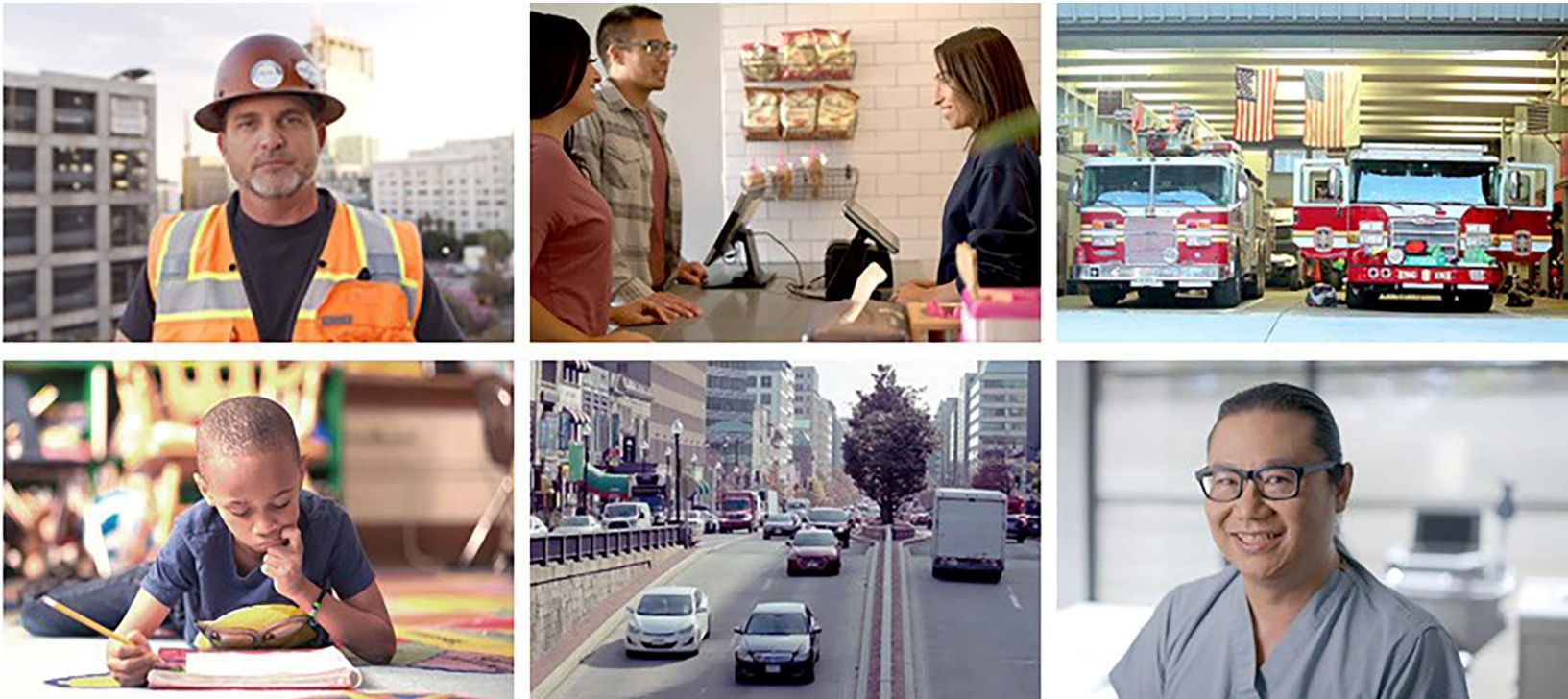
The Census Bureau will present the outcomes of the 2020 Census operations and provide a Thank You Certificate recognizing the tremendous efforts of Coconino County and City of Flagstaff in supporting the 2020 Census data collection efforts. The City and County will also recognize the individual members and organizations of the Flagstaff-Coconino County Census Team. The hard work and dedication of city and county staff and the Complete Count Committee contributed greatly to Self-Response and Non-Response Follow-Up.

Attachments: [USCB Presentation](#)
[County Certificate](#)
[Flagstaff Certificate](#)
[Summary of Flagstaff-Coconino County Census Media](#)
[Certificate of Appreciation Example](#)
[List of Recipients](#)

Minutes Attachments

No file(s) attached.

Thank You



Presented By Partnership Specialist, Tammy Parise
Coconino County & City of Flagstaff AZ
Joint City/County Workshop
January 28, 2021 4pm
Virtual Attendance



Dale forma
a tu futuro
EMPIEZA AQUÍ >



Shape
your future
START HERE >



Shape
our future
START HERE >



Agenda

- Introductions
- 2020 Census National Recap
- 2020 Census Regional Recap
- What's Next in 2021
- U.S. Census Bureau Data Services



2020 Census: Measuring Response Rates

Response Rates

- National Self-Response Rate: 67%
- Projected Self-Response Rate: 65.6%
- Response Rate in 2010: 66.5%

First Nationwide Census Available Online

- No down time
- No data breaches
- Average Response Time: 9 minutes

How did people respond?

- Internet (easiest and preferred): 79.86%
- Mail: 18.3%
- Phone: 1.85%

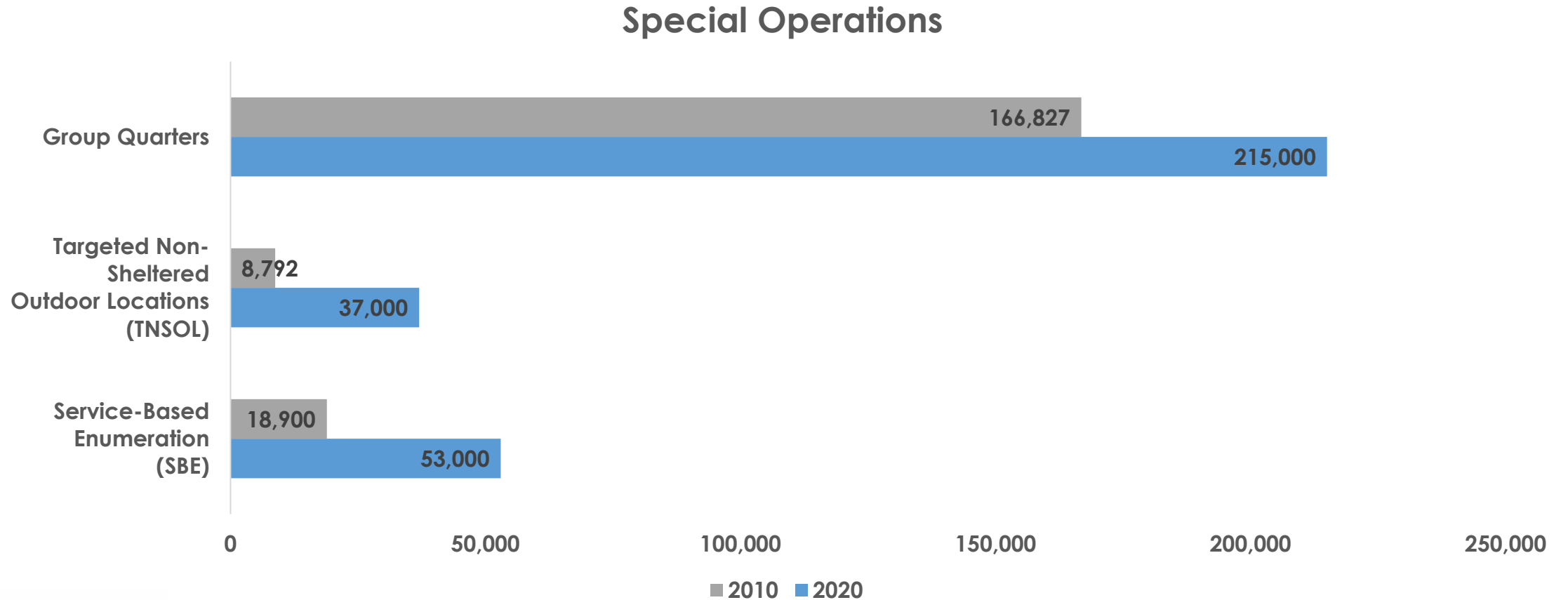
Nonresponse Followup (NRFU)



NRFU Workload: 33% of U.S. Households

- **2020:** 64 million addresses counted in a 68-day period
- **2010:** 47.2 million addresses counted in a 69-day period
- As of October 16th, 24.1% Proxy (23.8% in 2010)
- Use of Administrative Records: 13.9% (22.5% projected)

2020 Census National Recap



2020 Census Recap

Denver Region/Dallas RCC

Partnership Specialists: 313

Includes Tribal and Media (pivoted from in-person to virtual)

Enumerators: 48,439

Technology enabled higher productivity

Area Census Offices (ACOs): 50

- Adapted to wildfires, social unrest, hurricanes, and a pandemic
- PPE ordered and distributed

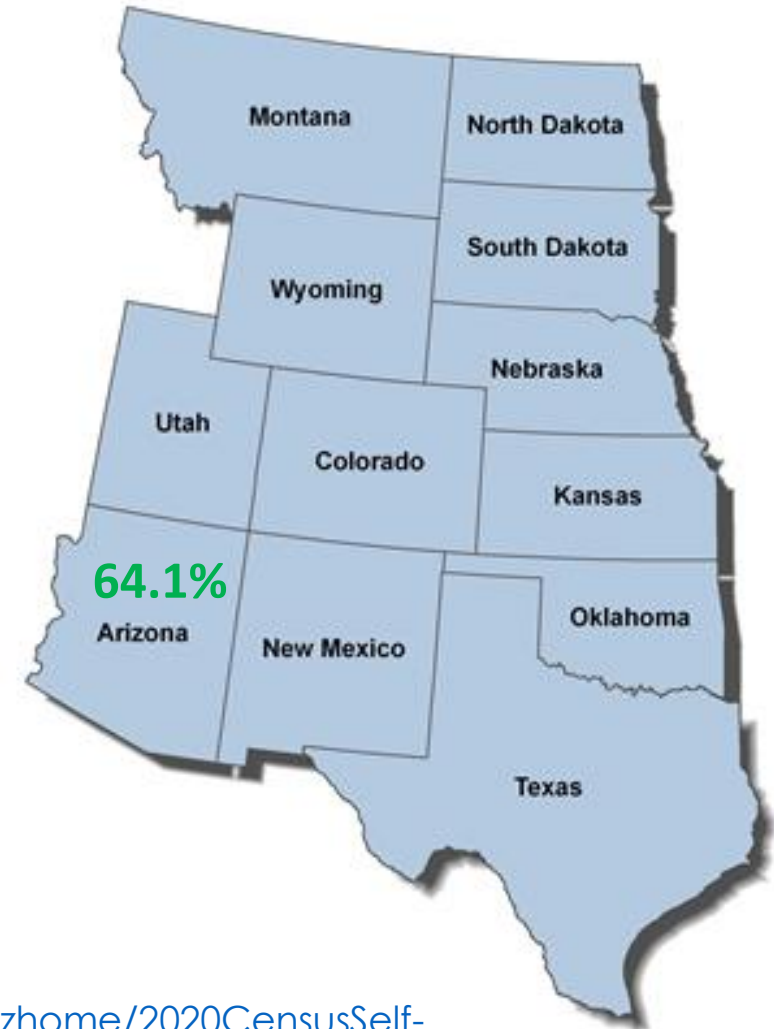
Partners: 67,619

Complete Count Committees (CCCs): 1,261

Includes 11 State CCCs

State Self-Response Rates

State	Response Rate	U.S. Ranking
Nebraska	71.9%	4
Utah	71.0%	10
Colorado	70.0%	14
Kansas	69.8%	15
South Dakota	67.5%	23
North Dakota	65.2%	29
Arizona	64.1%	32
Texas	62.8%	39
Wyoming	61.1%	40
Oklahoma	61.0%	41
Montana	60.4%	45
New Mexico	58.7%	48



Coconino County Self-Response

Arizona
Self-Response
64.1%

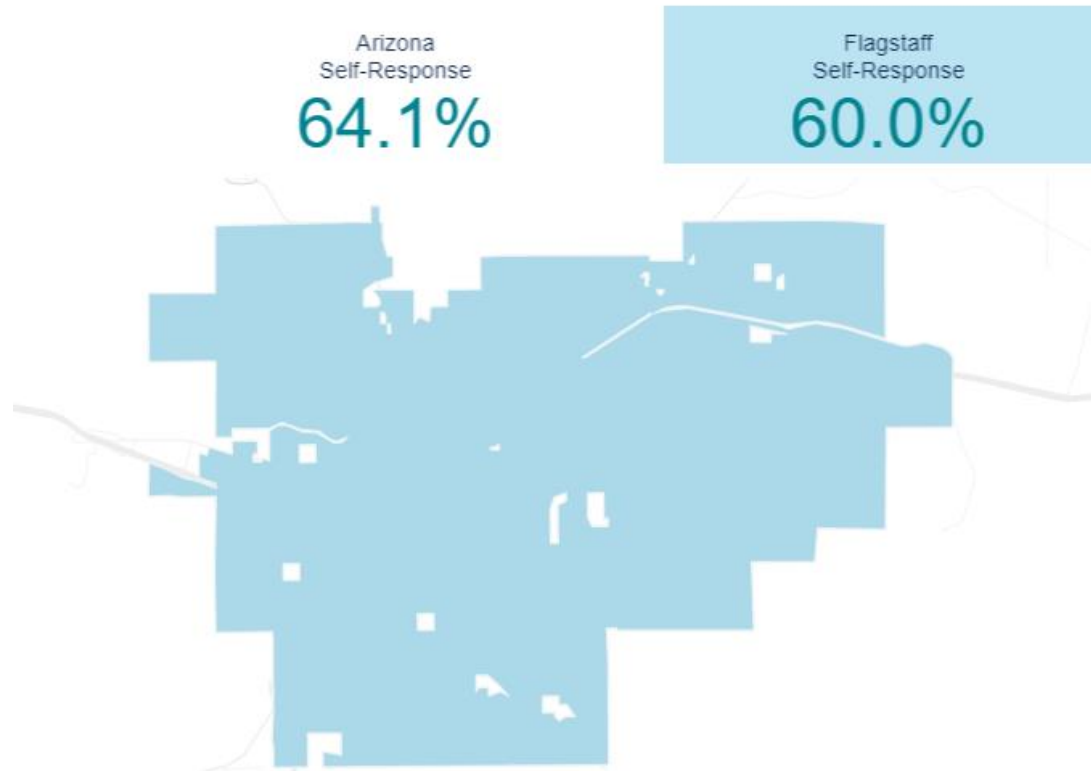


Coconino
Self-Response
46.5%

2010: 51%

* 2020 Self-Response Rate Map used planned boundaries rather than 2010-based boundaries

City of Flagstaff Self-Response



2010*: 62.9%

* 2020 Self-Response Rate Map used planned boundaries rather than 2010-based boundaries

Other County Municipalities Self-Response

City/Town	2020 Self-Response	2010 Self-Response*
Fredonia	60%	62.9%
Page	44.8%	65.3%
Tusayan	12.1%	33.9%
Williams	58.7%	61.1%

* 2020 Self-Response Rate Map used planned boundaries rather than 2010-based boundaries



What does Self-Response mean?

- All unduplicated online, mail, or phone responses from household addresses in our universe (Master Address File) ¹.
- Households COULD respond with or without a Unique ID number ². If we matched the response to a household address on the ground, it was reflected in the geographies self-response percentage.
- Unmatched was placed in the NRFU workload.

<https://2020census.gov/content/dam/2020census/materials/partners/2020-02/response-rate-map-technical-documentation.pdf> ¹

<https://www2.census.gov/programs-surveys/decennial/2020/program-management/planning-docs/2020-oper-plan4.pdf> ²

Did all Self-Responses show on the map?

Yes! If response matched to a record in our universe (Master Address File).

Non-matches were added to NRFU for resolution.

2020 Census Self-Response Rate Map FAQs

Will the data be available to download as well through an API?

Data will be made available in the public API each day the map is updated by 3:00 pm Eastern Daylight Time (EDT)

Can we have API documentation (e.g. layout)?

Documentation will be made available on March 20, 2020, the first day the data is posted to the API.

What will the time lag be for non-ID responses? Will they go immediately into the response data or be vetted first?

There may be a short time lag to determine **if a non-ID response matches to a record in our universe.**

What's Next in 2021

State Populations Counts

Projected release: TBD (as close to the statutory dates as possible)

Redistricting Counts

Available 2021 (TBD)

Post Enumeration Survey (PES)

- Measures the quality of the 2020 Census and produces the undercount and overcount
- End of data collection October 2021
- Projected release (TBD)

Ongoing Monthly Surveys

- American Community Survey (ACS) release: December 10, 2020
- Field Representative/Interviewer positions regionwide

What's Next in 2021

Household Surveys



Top Five Household Surveys

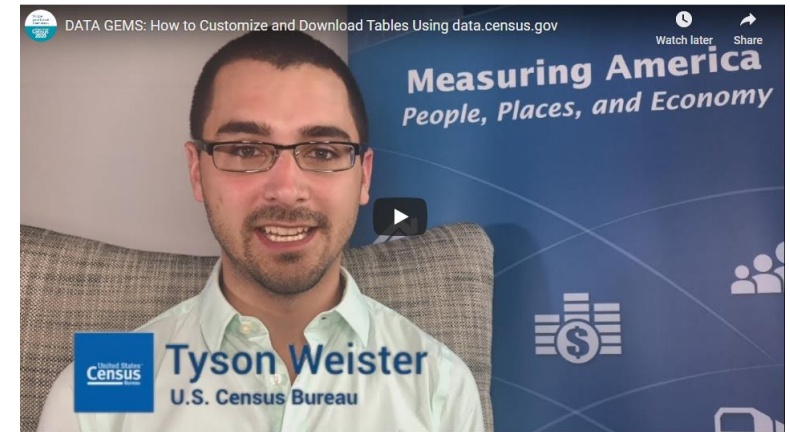
- Household Pulse Survey
- American Community Survey (ACS)
- Current Population Survey (CPS)
- National Crime Victimization Survey (NCVS)
- National Health Interview Survey (NHIS)

Data Services

Data Dissemination Program

The Census Bureau's Data Dissemination Specialists are a core team of data experts and trainers who work directly with our customers, training them on how to access their data and learning more about their needs.

To request training, please email:
census.askdata@census.gov



data.census.gov



Data Tools

Thank You for Supporting the 2020 Census

Your participation during the 2020 Census was monumental. It was trusted voices like yours that helped shape the future of our community for the next 10 years. Without your efforts this would not have been possible.





THE U.S. CENSUS BUREAU HEREBY RECOGNIZES

Coconino County, Arizona

as an invaluable member of the 2020 Census Community Partnership and Engagement Program. We appreciate the efforts you made in making the Partnership Program a success and helping achieve a successful 2020 Census.

A handwritten signature in black ink, reading "Steven D. Dillingham".

Dr. Steven D. Dillingham, Director
U.S. Census Bureau





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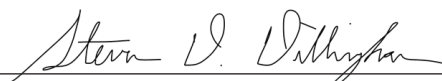


United States®
Census
2020

*Thank
you*

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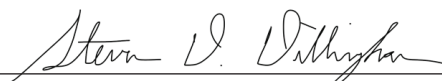


United States®
Census
2020

*Thank
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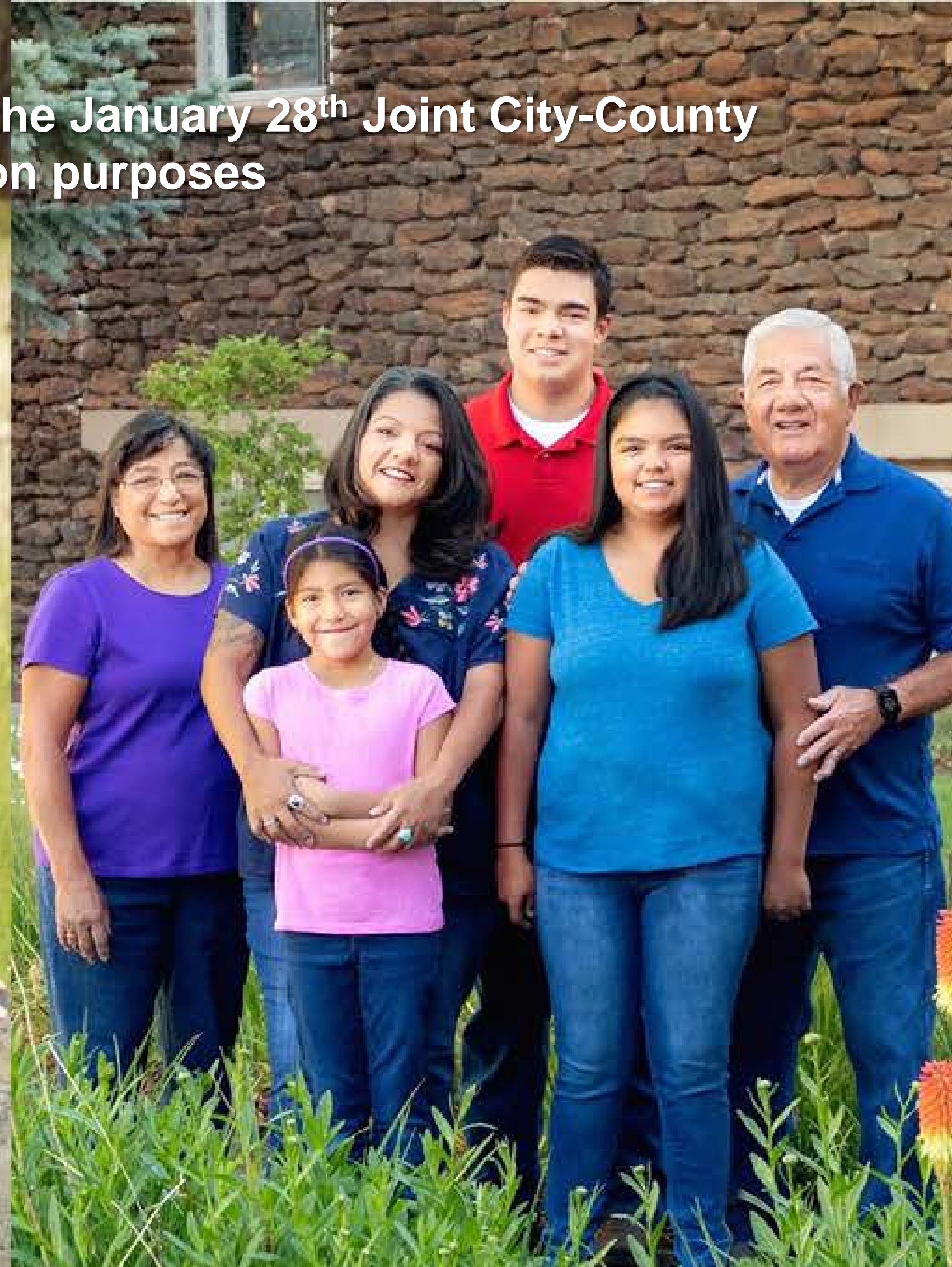
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Dr. Steven D. Dillingham, Director
U.S. Census Bureau



Staff will not present these slides at the January 28th Joint City-County Work Session, they are for information purposes



iCount2020 Coconino County Census Campaign Recap

December 2020

iCount · 2020



COCONINO COUNTY CENSUS CAMPAIGN

Phase I



Target Audience Segments



- Communities within Coconino County
- Mobile and transit communities
- College Students living in on/off-campus Housing



- Families with children ages 0-5
- Living in multi-family residences
- Little to no English spoken

Original Creative - Digital Display Banners

Message Focus: Infrastructure, Representation, Emergency Services, Transportation, and Education



I COUNT.
YOU COUNT.
FOR BETTER
INFRASTRUCTURE.

LEARN HOW

Shape your future
START HERE > United States
Census
2020 iCount · 2020 COCONINO
COUNTY ARIZONA



I COUNT.
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TO REPRESENT
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FOR BETTER
SCHOOLS.

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2020 iCount · 2020 COCONINO
COUNTY ARIZONA

Media Objectives and Strategies

Objectives:

- Provide campaign messaging to people living in the Coconino County area
- Maintain effective reach and frequency throughout campaign

Strategies:

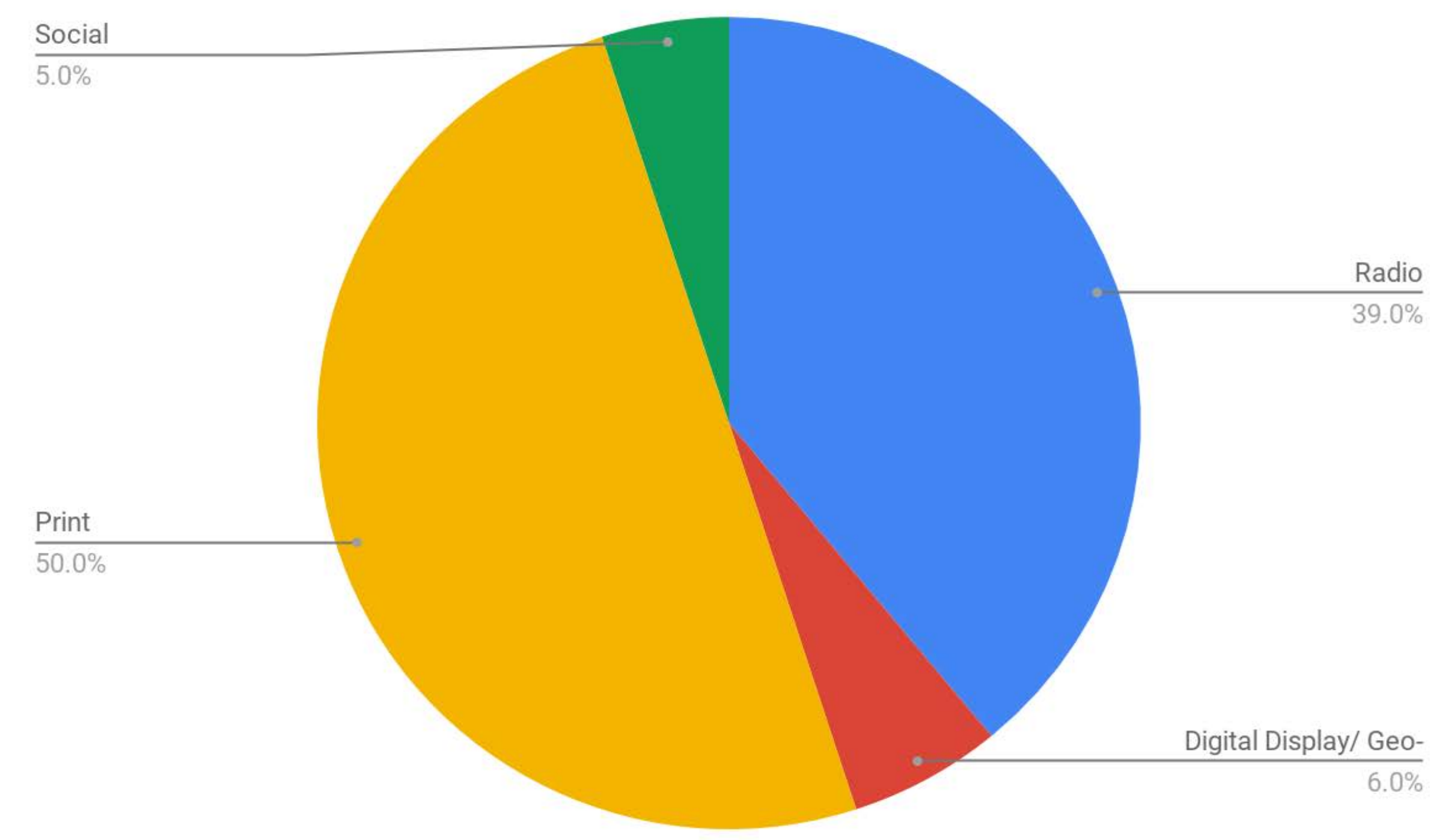
- Utilize opt-in subscriber data list to digital media platforms
- Purchase media most likely to engage undercounted demographics
- Location-based messages and targeting
- Geo-fence around key retailers and locations:
 - Walmart
 - Target
 - Dollar Tree
 - Frys
 - Safeway
 - Hispanic grocery stores

Media Mix



5% Social Media
Facebook, Instagram

50% Print
Navajo Hopi Observer
Navajo Times
Arizona Daily Sun
Williams-Grand Canyon News



39% Radio Terrestrial Radio



6% Digital Display
The Trade Desk



CITY OF FLAGSTAFF CENSUS CAMPAIGN Phase II



Situation Analysis

The Census completion deadline was extended and continued to change due to the COVID-19 public health emergency that resulted in mandates including:

- Social distancing
 - Cancellation of public events
 - Online classes for K-12 and college students
 - Self-quarantine preferences and practices

The campaign extension was a continuation of the current Coconino County census campaign that launched in late February 2020, but had to be paused in April due to COVID-19. To ensure consistent messaging in the Flagstaff DMA from the Coconino, MAG and City of Phoenix census campaigns, the call-to-action was to complete the census at iCount2020.info. The phone number to complete the census was also added where applicable.

Campaign Goals and Objectives

- The census participation campaign continued toward the goal that all people living within Coconino County would be counted in the 2020 Census.
- The campaign continued to feature compelling creative that was inclusive, promoted diversity, and was equally representative and respectful of different historically undercounted populations.
- To continue to make the campaign relevant to the Coconino County population, all print, out-of-home, digital and social media ads featured local residents as talent. The radio spots were voiced by county officials to further promote campaign trust and authentication within the region.
- Changes were made to the campaign creative messaging to focus more on first responders and healthcare as the priority in addition to emphasizing the urgency of completing the census as soon as possible.

Target Audience



- Residents in all communities within Coconino County
- Mobile and transit communities



- Families with children ages 0-5
- Multi-family residences
- Households with little to no English spoken
- Historically undercounted populations

Newspaper Ads - Updated Creative

Message Focus: First Responders, Health Care, Education, and Representation

I COUNT. YOU COUNT. TOGETHER WE CAN SUPPORT A HEALTHY COMMUNITY.

By completing the 2020 Census, you'll help make sure Coconino County's essential services, like healthcare and first responders, are properly funded so we all stay healthy and safe. And as the first-ever online census, you can fill out the form now!

iCount · 2020 iCount2020.info
1-844-330-2020

Shape your future START HERE > United States Census 2020 COCONINO COUNTY ARIZONA

I COUNT. YOU COUNT. TOGETHER WE CAN OPEN DOORS TO BETTER SCHOOLS.

This is a critical year for Coconino County. By completing the 2020 US Census, you'll help make sure our services and infrastructure are properly funded. And as the first-ever online census, it's easier than ever.

The census deadline is September 30 - complete yours today!

iCount · 2020 iCount2020.info
1-844-330-2020

Shape your future START HERE > United States Census 2020 COCONINO COUNTY ARIZONA

I COUNT. YOU COUNT. TOGETHER WE REPRESENT OUR COMMUNITY.

This is a critical year for Coconino County. By completing the 2020 US Census, you'll help make sure our services and infrastructure are properly funded, and we have accurate representation in Congress. And as the first-ever online census, it's easier than ever.

The census deadline is September 30 - complete yours today!

iCount · 2020 iCount2020.info
1-844-330-2020

Shape your future START HERE > United States Census 2020 COCONINO COUNTY ARIZONA



Media Objectives and Strategies

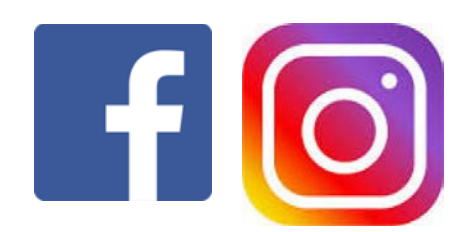
Objectives:

- Continue to provide campaign messaging to people living in the Coconino County area
- Continue to provide effective reach and frequency throughout campaign

Strategies:

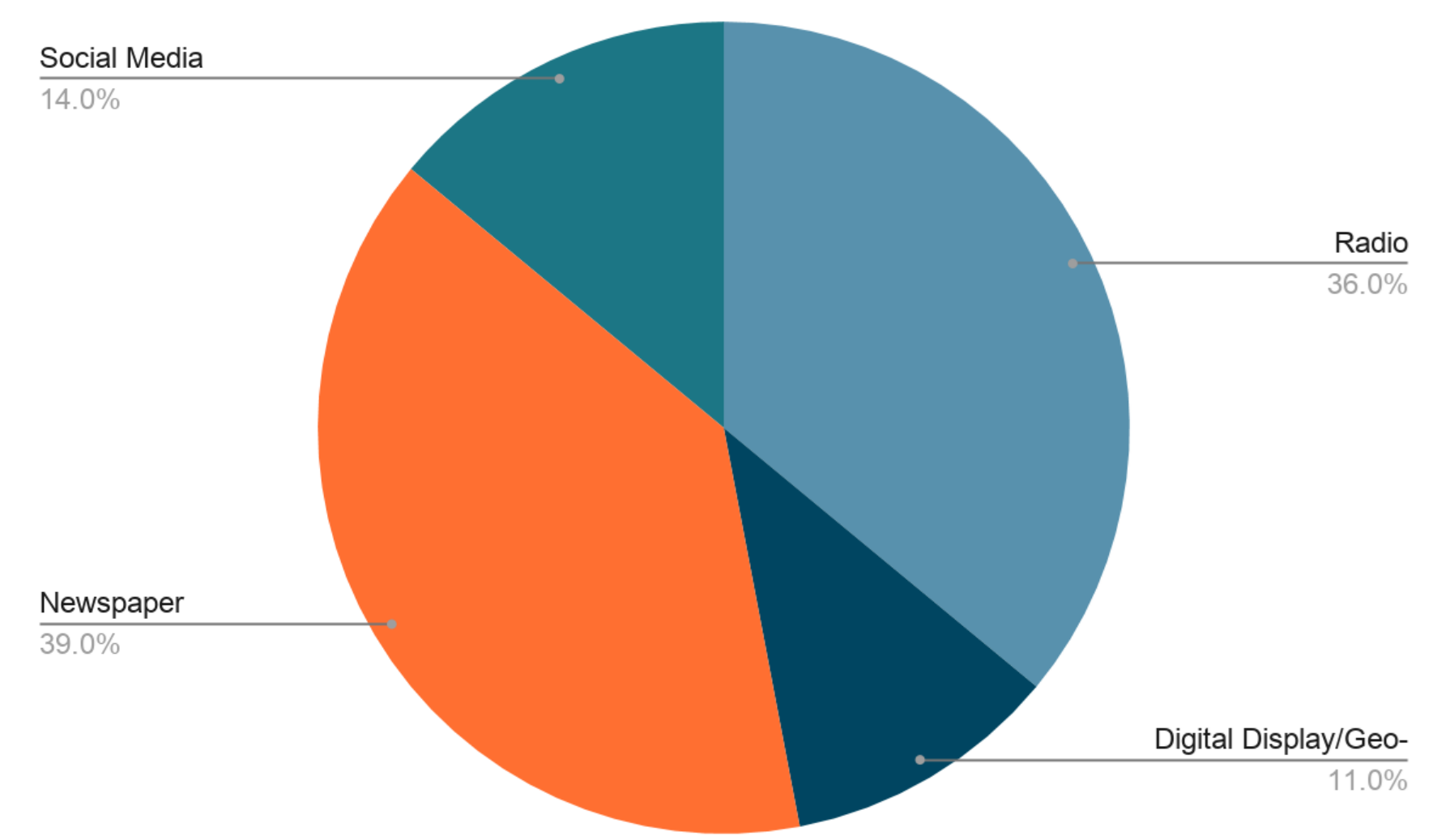
- Continue to utilize opt-in subscriber data list to digital media platforms
- Continue to purchase media most likely to engage undercounted demographics
- Continue with location-based messages and targeting
- Continue to geo-fence around key retailers and locations
 - Walmart
 - Target
 - Dollar Tree
 - Frys
 - Safeway
 - Hispanic grocery stores

Media Mix



14% Social Media
Facebook, Instagram

39% Print
Navajo Hopi Observer
Navajo Times
Arizona Daily Sun
Williams-Grand Canyon News



36% Radio Terrestrial Radio



11% Digital Display
The Trade Desk



Phase I Media Flowchart

United States
**Census
2020**





RIESTER

BUYING DEMO: ADULTS 18+	Q1 2020												Q2 2020												Impressions	Gross Spend	% of Budget	% of Impression
	EDUCATION						PARTICIPATION																					
	January			February			March			April			May			June												
Property	30	6	13	20	27	3	10	17	24	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15			
Radio - :30s		\$0				\$0					\$3,366				\$2,312						\$0			\$0	270,378	\$5,678	39%	38%
JUAN-FM - Regional Mexican		\$0									\$418				\$302						\$0				34,255	\$719	5%	5%
KAFF-FM - Country		\$0									\$1,092				\$725						\$0				86,522	\$1,817	12%	12%
KKLD-FM - Classic Hits		\$0									\$764				\$560						\$0				63,079	\$1,325	9%	9%
KMGN-FM - Rock		\$0									\$1,092				\$725						\$0				86,522	\$1,817	12%	12%
Digital Display - Static Banners		\$0				\$0					\$564				\$258						\$0			\$0	2,338	\$822	6%	0%
Mobile and Desktop		\$0									\$549				\$249						\$0				79,884	\$799	5%	11%
Adserve		\$0									\$15				\$9						\$0				2,338	\$23	0%	0%
Newspaper, 1/2 page-4C		\$0				\$0					\$6,131				\$1,316						\$0			\$0	354,651	\$7,448	57%	50%
Navajo Hopi Observer		\$0				\$0					\$1,481				\$0						\$0			\$0	70,522	\$1,481	10%	10%
Navajo Times		\$0				\$0					\$1,316				\$1,316						\$0			\$0	125,357	\$2,633	18%	18%
Sedona Red Rock News		\$0				\$0					\$0				\$0						\$0			\$0	0	\$0	0%	0%
Arizona Daily Sun		\$0				\$0					\$1,981				\$0						\$0			\$0	94,346	\$1,981	14%	13%
Lake Powell Chronicle		\$0				\$0					\$0				\$0						\$0			\$0	0	\$0	0%	0%
Williams-Grand Canyon News		\$0				\$0					\$1,353				\$0						\$0			\$0	64,426	\$1,353	9%	9%
Social Media - In-Feed Paid Ads		\$0				\$0					\$467				\$227						\$0			\$0	86,705	\$694	5%	12%
Social Media Facebook/Instagram		\$0				\$0					\$467				\$227						\$0			\$0	86,705	\$694	5%	12%
TOTAL MEDIA		\$0				\$0					\$10,528				\$4,113						\$0			\$0	714,072	\$14,641	100%	100%
Budget																										\$33,000		



Phase II Media Flowchart

		COCOINO COUNTY FLOWCHART JULY-SEPTEMBER 2020																													
		Q3 2020												Q4 2020																	
BUYING DEMO: ADULTS 18+		PARTICIPATION																								Impressions	Gross Spend	% of Budget	% of Impressions		
Property	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14					21	
Radio - 30s	\$1801				\$5,813					\$3,870				\$0				\$0					\$0				546,849	\$11,484	36%	27%	
KSZN-LP - Sunnyside Community Radio	\$0				\$377					\$251				\$0				\$0					\$0				29,922	\$628	2%	7%	
KAFF-FM - Country	\$390				\$1170					\$780				\$0				\$0					\$0				11,414	\$2,340	7%	6%	
KTNN-AM Navajo Nation	\$638				\$1915					\$1276				\$0				\$0					\$0				182,347	\$3,829	12%	9%	
KKLD-FM - Classic Hits	\$357				\$1104					\$730				\$0				\$0					\$0				104,324	\$2,191	7%	5%	
KMGN-FM - Rock	\$416				\$1248					\$832				\$0				\$0					\$0				118,842	\$2,496	8%	6%	
Digital Display - Static Banners	\$278				\$926					\$2,261				\$0				\$10					\$0				347,435	\$3,474	7%	17%	
Geo-fencing mobile and desktop	\$162				\$487					\$1,900								\$0					\$0				274,959	\$2,750	9%	14%	
AmigosNAZ.com - Display and eNewsletter	\$111				\$222					\$333								\$0					\$0				66,600	\$666	2%	3%	
Advertise	\$4				\$17					\$28								\$10					\$0				5,876	\$59	0%	0%	
Newspaper, 1/2 page-4C	\$1,316				\$4,812					\$6,028				\$0				\$0					\$0				583,633	\$12,256	39%	29%	
Navajo Hopi Observer	\$0				\$1,478					\$1,478				\$0				\$0					\$0				140,731	\$2,955	9%	7%	
Navajo Times	\$1,316				\$0					\$1,316				\$0				\$0					\$0				125,357	\$2,633	8%	6%	
Arizona Daily Sun	\$0				\$1,981					\$1,981				\$0				\$0					\$0				188,693	\$3,963	13%	9%	
Williams-Grand Canyon News	\$0				\$1,353					\$1,353				\$0				\$0					\$0				128,851	\$2,706	9%	6%	
Social Media - In-Feed Paid Ads	\$50				\$171					\$3,700				\$0				\$0					\$0				541,366	\$4,331	14%	27%	
Social Media Facebook/Instagram	\$50				\$171					\$3,700				\$0				\$0					\$0				541,366	\$4,331	14%	27%	
TOTAL MEDIA	\$3,444				\$12,722					\$15,369				\$0				\$10					\$0				2,019,284	\$31,545	100%	100%	
Budget																												\$33,400			



Phase I: 2/27/20 - 4/14/20 Paid Media Results & Insights

Facebook/Instagram Paid Social - performed above the industry average of .08% in late February -March. In April, all media was paused due to COVID-19. April media reflected an average performance during this time period.

Flight Date	Reach	Impressions	Spend	Frequency	Link Clicks	CTR
March 4th-31st	37,008	214,978	\$466.68	5.81	271	0.13%
April 4th-14th	30,688	118353	\$226.96	3.86	109	0.09%

Trade Desk - Display

Flight Date	Impressions	Clicks	CTR	Spend
Feb 27th-29th	3,877	11	0.28%	\$17.17
March 1st-31st	148,781	169	0.11%	\$532.29
April 4th-14th	85,355	64	0.07%	\$249.38

Average CTR across all industries for a display campaign is .08%

Average CTR for Facebook ads across all industries is .90%



Campaign Summary: 7/20/20 - 9/30/20 Results & Insights

Facebook/Instagram Paid Social - performed at a .11% above the industry average of .08% in July-September

Flight Date	Reach	Impressions	Spend	Frequency	Link Clicks	CTR
7/20-9/30	238,606	693,869	\$4,331	7.94	1,627	0.11%

Trade Desk - Display

Flight Date	Impressions	Clicks	CTR	Spend
7/20-930	488,048	495	0.10%	\$3,197

Average CTR across all industries for a display campaign is .08%
 Average CTR for Facebook ads across all industries is .90%



Coconino County Campaign Media Summary

Total	Gross Dollars	Estimated Impressions
Radio	\$17,162	817,227
Digital Display	\$4,297	349,773
Newspaper	\$19,704	938,284
Social Media	\$5,025	628,071
<u>Total</u>	<u>\$46,187</u>	<u>2,733,356</u>



MAG/COP Campaign Media Performance Summary

	MAG Impressions	COP Impressions	Total Impressions
Digital	48,537,862	8,704,083	57,241,945
TV/Radio	73,899,000	5,827,225	79,726,225
Print	1,923,478	21,346	1,944,824
OOH*	11,992,492	12,311,333	17,947,804
*MAG had 5 outdoor boards in the City of Phoenix that equated to 5,636,471 impressions			

Census 2020 Final Response Rates

2020 Self-Response Rates

National 67%

Arizona 64.1%

Maricopa Region 68.3%

The City of Phoenix 66.2%

Coconino County 51.0%

City of Flagstaff 62.9%

Final Combined Response

Arizona 99.9%



Certificate of Appreciation



This certificate is presented to

Samantha Dinning

in recognition and appreciation of your contributions to the Flagstaff-Coconino County Community Census Team in ensuring a complete count during the unusually challenging and dynamic 2020 United States Census operations.

A handwritten signature in black ink, appearing to read "Paul Deasy".

Mayor Paul Deasy
City of Flagstaff, Arizona

A handwritten signature in blue ink, appearing to read "Matt Ryan".

Supervisor Matt Ryan, Chairperson
Coconino County, Arizona

Recipients of the Certificate of Appreciation

Alexandra Fischer

Hawk - Forest Lake Library

Alicia Voytek-Stewart

Helaman Garcia

Anne Worthington

Helen Costello

Arbin Mitchell

International Minute Press

Arlette Vague

Jackie Leners

Basha's

Jennifer Lefere

Blue Ridge Community Church

Jerry Thull

Boys and Girls Club of Flagstaff

Jessica Drum

Carlton Johnson

John Mead

Carmen Sanchez

Josh Maher

Carol Young

Julio Quezado

Chamber of Commerce of Greater Flagstaff

Kacia Rogalla

Chris Fetzer

Kim Musselman

Church of Jesus Christ of Latter Day Saints -
Bitter Springs

Kimberly Ott

David Folch

Kimberly Robinson

Delaware North

Landhese Talice

Dr. Nina Souders

Lynn Burch

Emily Allen

Lyric Peate

Flag T

Melissa Shaw

Flagstaff Family Food Center

Mormon Lake Fire Department

Francine Bradley Arthur

Mountain Line

Grand Canyon Inn & Motel – Valle

Nick Sones

Grand Canyon National Park

Northern Arizona Interfaith Council

Grand Canyon Rotary Club

Parks Mercentile

Grand Canyon Visitors Center

Rebecca Dawn Hawley

Greg Webb

Roxanna Cardiel

Harrison Schonbrun

Samantha Dinning

Sara Dechter

Sarah Rendon

Sheri Ptacek

Signarama

Sue Brown

Tammy Parise

Tim Suan

UpDesign Studio

Valeria Chase

Will Ascarza

Yavapai County Library-Ash Fork

Zachary Fountain

**CITY OF FLAGSTAFF
STAFF SUMMARY REPORT**

To: The Honorable Mayor and Council
From: Stacy Saltzburg, City Clerk
Date: 08/11/2021
Meeting Date: 01/28/2021



TITLE:
COVID-19 Update

DESIRED OUTCOME:

EXECUTIVE SUMMARY:

INFORMATION:

Attachments: [Presentation](#)

Minutes Attachments

No file(s) attached.



Joint City County Meeting COVID-19 Discussion

1.28.2021

Coconino County COVID-19 Data Update

Cases Reported Week 2 (January 10, 2021 - January 16, 2021):

1,004
Confirmed
Cases

3,330
Negative
Cases

699.8
Rate per
100,000

18.3%*
Positivity
Yield

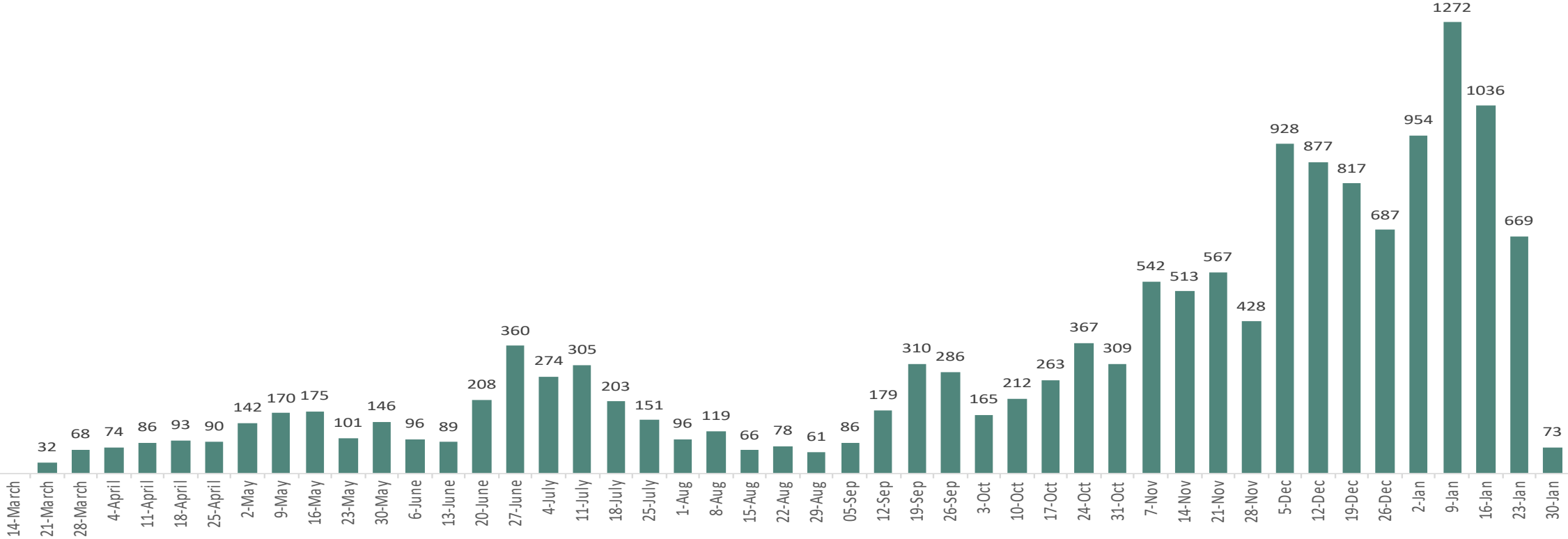
Community Transmission

- Coconino County has a current **incidence rate of 699.8 per 100,000, percent positivity of 18.3%***, and **COVID-19-Like-Illness incidence (CLI) of 22.0****.
- Coconino County is currently at a **substantial ***** level of community transmission.

Benchmarks	Minimal	Moderate	Substantial
Cases	<10 cases/100,000	10-100 cases/100,000	>100 cases/100,000
Percent Positivity	<5%	5-10%	>10%
COVID-19-Like-Illness	<5%	5-10%	>10%

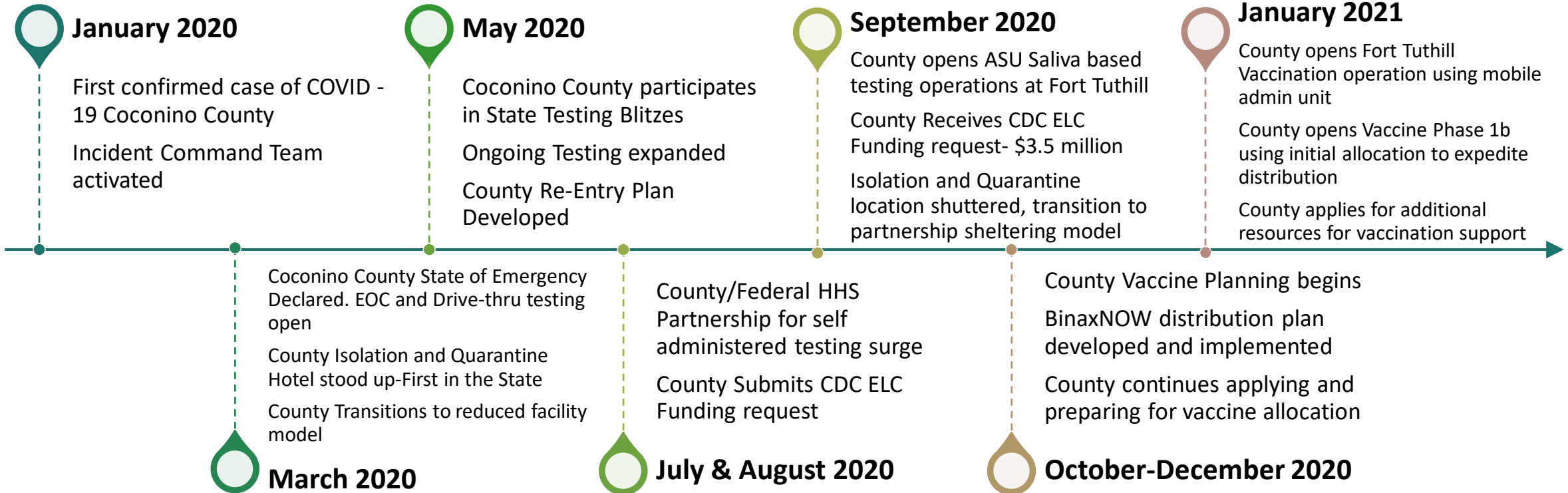
Coconino County COVID-19 Data Update

Coconino County COVID-19 Cases



History of COVID-19 Response

County COVID-19 Response Timeline



COVID-19 Vaccine

Administered By Arizona County

County	Phase Vaccinating	Total Vaccines* Administered	Vaccination Rate (per 100,000)
Apache	1B	2,400	3,342
Cochise	Priorit. 1B	8,636	6,602
Coconino	Priorit. 1B	13,275	9,014
Gila	Priorit. 1B	3,531	6,401
Graham	Priorit. 1B	1,992	5,177
Greenlee	Priorit. 1B	1,503	14,487
La Paz	1B	567	2,567
Maricopa	Priorit. 1B	241,803	5,536
Mohave	Priorit. 1B	8,591	3,959
Navajo	1B	7,657	6,787
Pima	Priorit. 1B	86,479	8,278
Pinal	Priorit. 1B	20,612	4,528
Santa Cruz	1B	3,740	7,035
Yavapai	Priorit. 1B	12,533	5,393
Yuma	Priorit. 1B	10,798	4,696
State PODs**	Priorit. 1B	86,326	--
Statewide	--	518,125	7,207

Coconino County Response Successes

COVID-19 Testing Totals to date: 96,142

Sheltering Totals to date: 640 individuals,

Vaccination Totals to date: 13,275 vaccinations

To Date: 698 Seniors have requested assistance in scheduling vaccine appointments, 362 now have appointments, 28 have had 2 attempts to call back

Coconino County is currently vaccinating individuals at the second highest rate per capita in Arizona!



Vaccine Availability & Shortage

- Coconino County receives less than 2% of the State's vaccine allocation which is based on population.
- 11,975 first doses allocated to Coconino County by ADHS between 12/23/20 and 1/22/21, ranging from 600 to 2,500 doses per week
 - 37.8 % - CCHHS
 - 62.2 % - Partners (FMC, NCHC Flagstaff and Grand Canyon, Page Banner, Canyonlands, NAU, Vera, Northwoods Medical, and Flagstaff Family Care)

Key Factors in Vaccine Administration

1. Vaccine Availability
2. Allocation Distribution
3. Partner and County Capacity

External and Internal Factors

EXTERNALLY CONTROLLED FACTORS

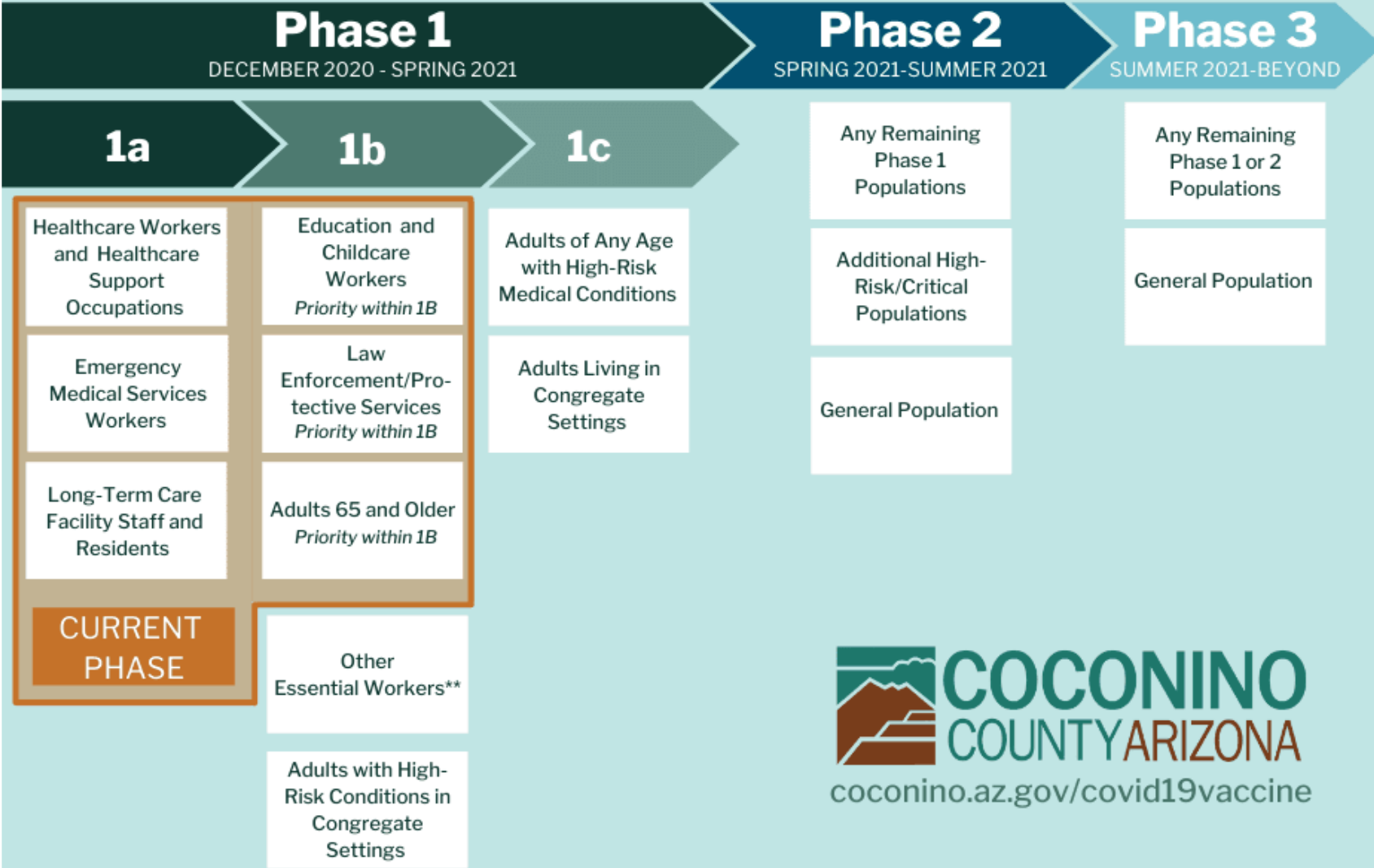
- Prioritization of Populations: CDC -> VAPAC -> ADHS
- Vaccine allocation: Federal and State levels
- Volunteer & National Guard availability
- HHS Service Provision Requirement (Clinical, Public Health)
- Funding Allocations
 - No FEMA Reimbursement for vaccination to date
- Performance/Capacity of Vaccination Partners
- Type of Vaccine Received/Subsequent requirements
 - Dictated by State allocation/distribution model
- Vaccine Hesitancy (30-40%)

COUNTY CONTROLLED FACTORS

- Prioritization of strategic policy
- Coconino County Staff Allocation
- Coconino County Resource Allocation
- HHS Staff Scheduling

Potential Coconino County COVID-19 Vaccine Prioritization

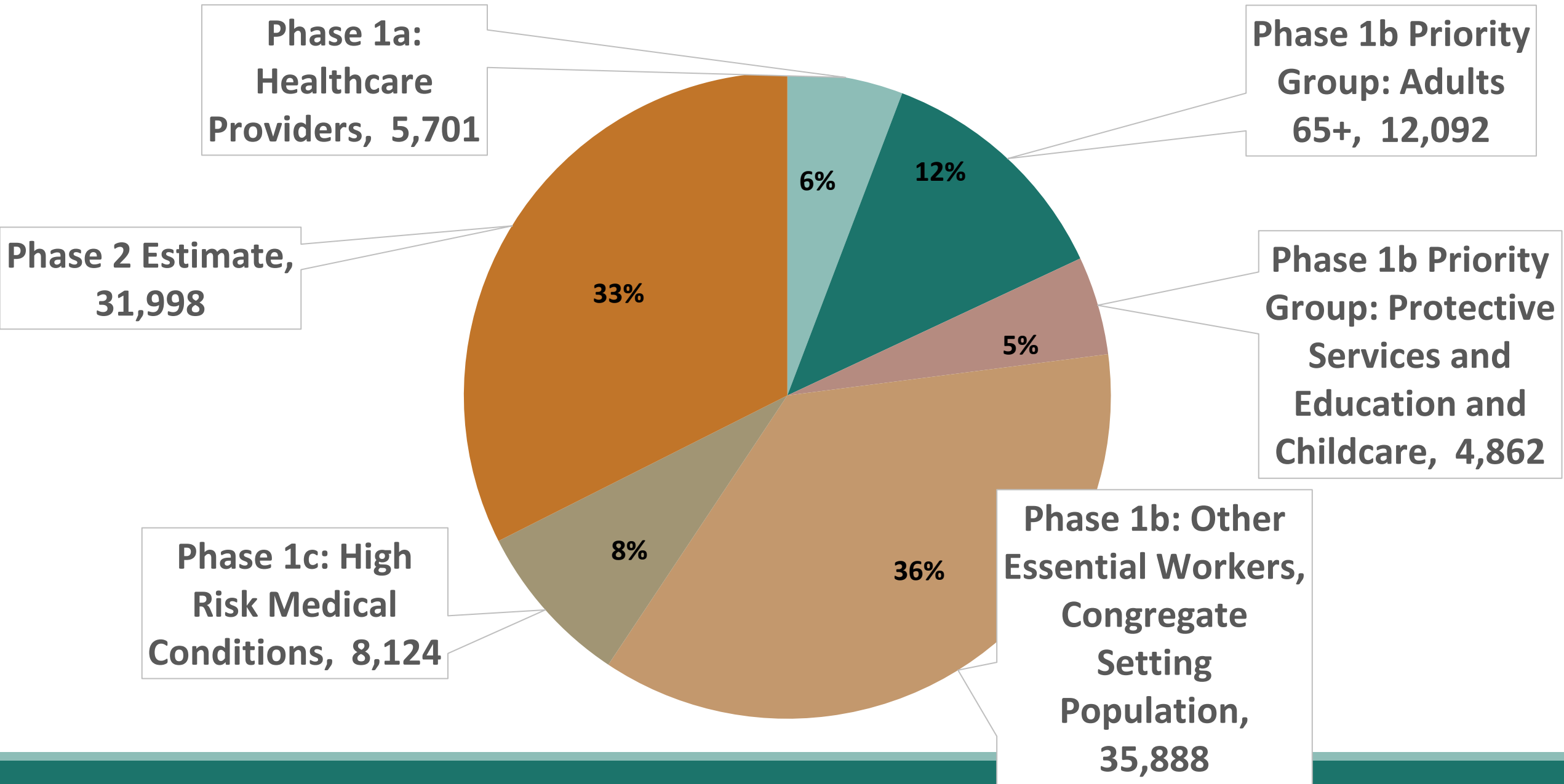
Coconino County Vaccine Prioritization



**Distribution groups and timelines of phases shown are tentative. This information is subject to change due to future vaccine distribution guidance recommendations, FDA approval of vaccines, and vaccine allocation/availability.*

***Power and utility workers; food and agriculture-related occupations; transportation and moving material occupations; state and local government workers providing critical services; other essential workers.*

Coconino County Vaccination Population: 98,665



Partner Vaccination Operation Capacity

- Primary Vaccination Partners have established their capacity numbers based on their longstanding history administering flu and other vaccines.
- NAU Campus Health Capacity Update
- Flagstaff Medical Center Community Vaccination Site

Current Capacity	Per Day
North Country HealthCare Williams	14
Flagstaff Medical Center (Scalable up to 500 per day)	500
CCHHS	200
NAU Campus Health	75
North Country HealthCare - Grand Canyon	40
Banner Page Hospital	40
North Country Healthcare - Central Clinic	200
Canyonlands Healthcare	30
Vera Whole Health	65
Northwoods Medical Associates	30
Flagstaff Family Care Clinic	10
Total Daily	1,204
Onboarded	
Safeway - Williams	12
Safeway - Cedar (Flagstaff)	16
Safeway Page	9
Sheriff Office	15
Encompass Healthcare	12
The Guidance Center - Pharmacy	10
Northern Arizona Orthopedics Flagstaff	10
Fry's Store (Flagstaff)	16
Total Onboarded Daily	100
Grand Total Daily Capacity	1,304



***All Vaccination output of partners is dependent on allocation of vaccine. 13**

Questions?

**CITY OF FLAGSTAFF
STAFF SUMMARY REPORT**

To: The Honorable Mayor and Council
From: Stacy Saltzburg, City Clerk
Date: 08/11/2021
Meeting Date: 01/28/2021



TITLE:
Update on City and County Legislative Priorities

DESIRED OUTCOME:

EXECUTIVE SUMMARY:

INFORMATION:

Attachments: [Presentation](#)

Minutes Attachments

No file(s) attached.

2021 Legislative Priorities

**Sarah Langley – Management Analyst
City of Flagstaff**

**Eric Peterson – Public Affairs Director
Coconino County**





City of Flagstaff Federal Priorities

Economy

Rio de Flag
Flood Control

COVID-19 Relief

Rural Broadband

Community Infrastructure

Affordable Housing

Immigration Reform

Veterans

Gun Violence



City of Flagstaff Federal Priorities

Transportation & Infrastructure

Flagstaff Pulliam Airport



Surface Transportation
Reauthorization



(Transportation)
Infrastructure Funding



Amtrak



Water Infrastructure



Environment

Grand Canyon &
Colorado Plateau Protection



Uranium Transport Standards



Forest Health



Carbon Fee & Dividend Legislation



Environmental Funding &
Partnerships



City of Flagstaff State Priorities

Guiding Principles

- Preserve local decision-making
- Protect and recover state shared revenues

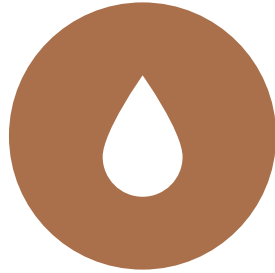




City of Flagstaff State Priorities



AZ CORPORATION
COMMISSION



AQUIFER PROTECTION
PERMITS



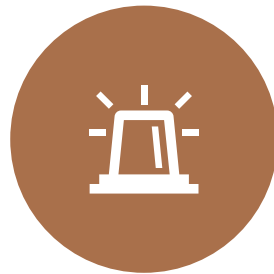
FOREST HEALTH



ENVIRONMENTAL
FUNDING &
PARTNERSHIPS



COVID-19 RELIEF



EMERGENCY RESPONSE



TOURISM



City of Flagstaff State Priorities



AFFORDABLE
HOUSING



SHORT TERM
RENTALS



CRIMINAL
JUSTICE REFORM



SOCIAL SERVICE
PROVIDERS



GUN SAFETY



ELECTIONS



RURAL
BROADBAND



TRANSPORTATION



State & Federal Priorities





FEDERAL PRIORITIES



COVID-19

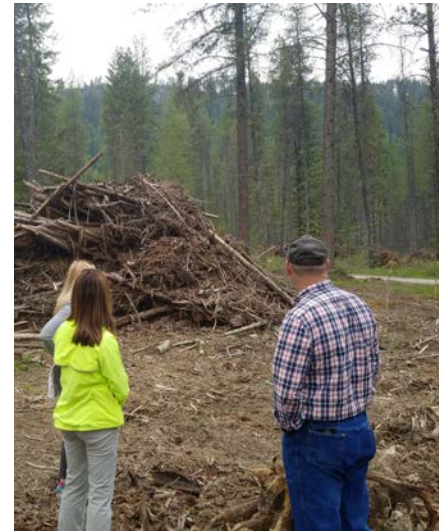
- Support robust direct and flexible funding for county governments, the local health authority, to cover costs for the pandemic response and account for lost revenue.
- Support adequate funding and administrative action for immediate production and distribution of COVID-19 vaccine to rural Arizona to ensure full vaccination in the soonest possible timeframe.





FOREST RESTORATION

- Support policies and funding that incentivize forest products industries to harvest and process low-value timber from the Four Forest Restoration Project.
- Remove administrative policies and rules, which reduce profitability and viability of the forest products industry, that are not necessary for environmental protection and stewardship of low-value timber forests.



RURAL ECONOMIC DEVELOPMENT



- Support and fully fund the USDA Rural Broadband Access Loan and Loan Guarantee Program to fund critical middle-mile and last-mile broadband connections across northern Arizona.
- Support and enact the PROMISE Act legislation to fund economic development programs for entrepreneurship and redevelopment following the decommissioning of the Navajo Generating Station, the only federally-chartered coal fired power plant in America.
- Support funding and program prioritization to fully utilize the 3,000 available acres at Camp Navajo for diverse economic development opportunities.

PUBLIC LANDS

Grand Canyon Protection Act

- Support and enact legislation to permanently prohibit future mining and other extraction efforts within the Grand Canyon Watershed to protect our natural public environment and critical water supply.

Sunset Crater

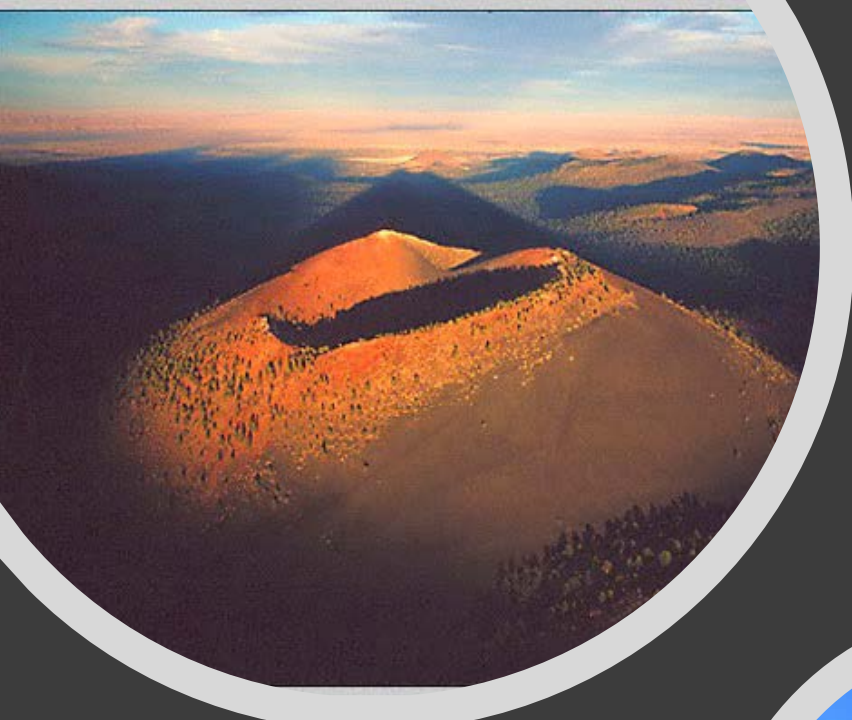
- Support and enact legislation to transfer 97+ acres of federal land from the US Forest Service to the National Park Service near Sunset Crater National Monument to align parcel ownership to the administering federal agency.

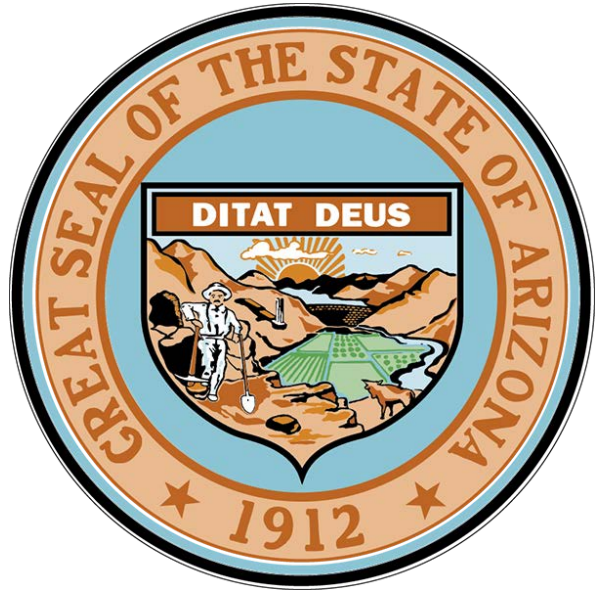
PILT and SRS Funding

- Support full funding of the Payment in Lieu of Taxes (PILT) and Secure Rural Schools (SRS) programs to compensate local governments for federal land holdings and falling timber sales benefitting local education efforts.

The WAVE – Vermillion Cliffs National Monument

- Support full funding and administration prioritization for infrastructure and environmental protections of the WAVE to account for increased visitation.





STATE PRIORITIES

COCONINO COUNTY ARIZONA BOARD OF SUPERVISORS

PATRICE HORSTMAN DISTRICT 1

phorstman@coconino.az.gov
(928) 253-8548

Patrice Horstman moved to Flagstaff in 1972 to attend Northern Arizona University. After completion of her undergraduate degree, she attended law school at the University of Arizona and interned in Washington, D.C. for a subcommittee for the U.S. Senate Judiciary Committee. Patrice returned to Flagstaff in 1979, where she co-founded the law practice of Hufford, Horstman, Morgan, Parnell & Tucker, P.C., focusing on Indian law, education law, employment law, municipal law, non-profit law, and healthcare law.



LIZ ARCHULETA DISTRICT 2

larchuleta@coconino.az.gov
(928) 679-7152

Liz, 4th generation Flagstaff resident and first Latina elected to the Coconino County Board of Supervisors has 24 years of county supervisor experience. A champion of justice reform, public lands, water and natural resource policy, Liz is a lifelong advocate and is a leader in shaping public policy at the national level. She has testified before Congress on critical county issues and has been successful in passing legislation and securing millions of dollars in funding for Coconino County.



MATT RYAN DISTRICT 3

mryan@coconino.az.gov
(928) 606-3901 or (928) 679-7103

Matt Ryan is entering his seventh term as District 3 Supervisor. District 3 includes the City of Williams, portions of the City of Flagstaff, part of the City of Sedona, as well as several unincorporated areas of southwestern Coconino County. Over his career, strategic planning and community building are core components of his approach to bring the right people together at the right time to develop community-oriented results. Matt continues to work on many issues including Urban Forestry, Proactive Weekend Fire Defense, Dark Skies, and Short-Term Rentals among many others.



JUDY BEGAY DISTRICT 4

jbegay@coconino.az.gov
(928) 814-3718

Judy Begay is a lifelong resident of Coconino County and elected in November 2020 to represent District 4. District 4 includes Doney Park, Sunset Center, Wilsons, Country Club, Merrick Lake, Forest Lakes, Blue Ridge, and the southern portions of the Navajo Nation. Begay has served as a public school Board Member for 15 years in Tuba City, as well as several other non-profit organizations. Begay is experienced in the management and supervision of health programs, school administration, facilities management, roads and infrastructure, and public housing.



LENA FOWLER DISTRICT 5

lfowler@coconino.az.gov
(928) 600-4733

Lena Fowler is Navajo of the Tóódá'í'neé (Bitterwater) clan and is born to the Namdítá' and Tóó'á'neé (Salt River) clans and lives on the Navajo Nation in Tuba City, Arizona. Lena was elected in November 2008 to represent District 5, a diverse district that includes 7 Navajo communities, City of Page, Grandditch, Town of Fredonia and the Grand Canyon North Rim. Lena's unique perspective as an elected Indigenous woman allows her to communicate with and gain support from all stakeholders.



LEGISLATIVE PRIORITIES

SHORT-TERM RENTAL VACATION PROPERTY TAX PARITY

Create legislation to establish regulatory equity between traditional hotels and investor-owned STR's to mitigate the impact on residential neighborhoods.

- Property classify STR as Class 1 property for properties rented for more than 120 days in a year with stays of less than 30 days.
- Provide an exemption for residential property owners that live in the property for more than 60 days a year.



BROADBAND INFRASTRUCTURE



High-speed internet, infrastructure broadband is a foundation for economic growth and global competitiveness, access to education, and health care. Inadequate broadband access is impeding economic development, leaving rural businesses and citizens at a competitive disadvantage. We need legislation to increase first mile and middle mile infrastructure across Arizona, expand access, and increase investment in regional planning.

TRANSPORTATION INFRASTRUCTURE

Economic development and public safety require well-maintained transportation infrastructure, but the primary resource for maintaining road systems in Arizona is not indexed for inflation and has not been raised since 1990. Transportation infrastructure continues to degrade as abating revenues fail to meet the maintenance and construction needs.



DANGEROUS INCOMPETENT & NON-RESTORABLE

Establishes a state supported civil commitment process for dangerous individuals charged with crimes if they cannot complete the criminal justice process due to being found incompetent to stand trial and unable to be restored to competency.



ALTCS COSTS

Arizona Long Term Care System (ALTCS) is a state program administered by AHCCCS. Counties have no administrative role in the program, they just pay the bill.

- Between FY19 and FY21 the county bill went up by over 14%, a \$37M hit to county taxpayers.
- It takes 20% of county primary property tax collections to cover the cost of mandated ALTCS payments in FY21 on average.



PROPERTY TAX DEFERRAL STATUTE

Property tax deferral statutes have not been updated since the 1990s. Qualifications to enroll in the program are very difficult to meet, with less than 5 individuals enrolled in the program across the entire state. Legislation is required to allow for more property owners to qualify, specifically elderly owners on a fixed income and disabled individuals. When a property owner qualifies for a tax deferral, the state treasurer invests in the tax for that year. For example, if a property owner qualifies for 2021 property taxes, and the dollar amount is \$2,000.00, the state treasurer would send the county treasurer \$2,000.00 for the taxes and track this as an investment.



DIVERSION FUNDING

Additional funding is needed to provide more diversion and wraparound services for those who have addiction issues. There is bipartisan support for criminal justice reform at the legislature in the last session, County Attorney's worked with legislators and agreed that a total of \$11, 264, 625, divided amongst the 15 counties and A/C/J for administrative costs, each year over the course of three years would be a sufficient amount for each county to either enhance existing diversion programming or create diversion programming.



STATE GUIDEBOOK



COCONINO COUNTY ARIZONA

JANUARY 2021



VACATION RENTAL PROPERTY TAX PARITY

- Support legislation to establish regulatory equity between traditional hotels and investor-owned STR's to mitigate the impact on residential neighborhoods.
 - Properly classify STR as Class 1 property for properties rented for more than 120 days in a year with stays of less than 30 days.

BROADBAND INFRASTRUCTURE

- Support legislation and funding to increase first mile and middle mile infrastructure across Arizona, expand access, and increase investment in regional planning.

TRANSPORTATION INFRASTRUCTURE

- Support legislative and funding to increase investment in the critical transportation infrastructure in Coconino County. Oppose legislative or administrative attempts to sweep HURF or other transportation-related funds to other purposes.

ALTCS COSTS

- Support legislative control of cost increases and program drivers in the Arizona Long Term Care System (ALTCS)
 - Between FY19 and FY21 the county bill went up by over 14%, a \$37M hit to county taxpayers.

PROPERTY TAX DEFERRAL STATUTE

- Support legislation to allow for more property owners, specifically elderly owners on a fixed income and disabled individuals, to qualify for property tax deferral.
 - When a property owner qualifies for a tax deferral, the state treasurer invests in the tax for that year.

DANGEROUS INCOMPETENT & NON-RESTORABLE

- Support legislative that establishes a state supported civil commitment process for dangerous individuals charged with crimes if they cannot complete the criminal justice process due to being found incompetent to stand trial and unable to be restored to competency.

DIVERSION FUNDING

- Support additional funding of \$11,000,000+ divided among the 15 counties for each county to either enhance existing diversion programming or create diversion programming.



POTENTIAL BROADBAND ADVOCACY COLLABORATION

Smart Highway Corridors

CARES ACT (BLUE)

I-17 North Phoenix to Flagstaff

Governors Budget Proposal (PINK)

I-40 West Flagstaff to California

Advocacy Proposal (RED)

I-40 East from I-17 to US Hwy 89 (Mall)

