

COMBINED SPECIAL MEETING / WORK SESSION AGENDA

SPECIAL MEETING / WORK SESSION
TUESDAY
APRIL 23, 2024

COUNCIL CHAMBERS
211 WEST ASPEN AVENUE
3:00 P.M.

All City Council Meetings are live streamed on the city's website
(<https://www.flagstaffaz.gov/1461/Streaming-City-Council-Meetings>)

*****PUBLIC COMMENT*****

Verbal public comments not related to items appearing on the posted agenda may be provided during the "Open Call to the Public" at the beginning and end of the meeting and may only be provided in person.

Verbal public comments related to items appearing on the posted agenda may be given in person or online and will be taken at the time the item is discussed.

To provide online verbal comment on an item that appears on the posted agenda, use the link below.

[ONLINE VERBAL PUBLIC COMMENT](#)

Written comments may be submitted to publiccomment@flagstaffaz.gov. All comments submitted via email will be considered written comments and will be documented in the record as such.

1. Call to Order

NOTICE OF OPTION TO RECESS INTO EXECUTIVE SESSION

Pursuant to A.R.S. §38-431.02, notice is hereby given to the members of the City Council and to the general public that, at this special meeting, the City Council may vote to go into executive session, which will not be open to the public, for discussion and consultation with the City's attorneys for legal advice on any item listed on the following agenda, pursuant to A.R.S. §38-431.03(A)(3).

2. Roll Call

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

MAYOR DAGGETT
VICE MAYOR ASLAN
COUNCILMEMBER HARRIS
COUNCILMEMBER HOUSE

COUNCILMEMBER MATTHEWS
COUNCILMEMBER MCCARTHY
COUNCILMEMBER SWEET

3. Pledge of Allegiance, Mission Statement, and Land Acknowledgement

MISSION STATEMENT

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

LAND ACKNOWLEDGEMENT

The Flagstaff City Council humbly acknowledges the ancestral homelands of this area's Indigenous nations and original stewards. These lands, still inhabited by Native descendants, border mountains sacred to Indigenous peoples. We honor them, their legacies, their traditions, and their continued contributions. We celebrate their past, present, and future generations who will forever know this place as home.

4. **Proclamation:** Administrative Professionals Day
5. **Consideration and Approval:** Congressionally Directed Spending Requests and Federal Lobbying Trip to DC Materials

Approve the 2024 Federal Lobbying Packet and retroactively approve the Congressionally Directed Spending Requests.

6. **Adjournment**

WORK SESSION

1. **Call to Order**

NOTICE OF OPTION TO RECESS INTO EXECUTIVE SESSION

Pursuant to A.R.S. §38-431.02, notice is hereby given to the members of the City Council and to the general public that, at this work session, the City Council may vote to go into executive session, which will not be open to the public, for discussion and consultation with the City's attorneys for legal advice on any item listed on the following agenda, pursuant to A.R.S. §38-431.03(A)(3).

2. **Open Call to the Public**

Open Call to the Public enables the public to address the Council about an item that is not on the prepared agenda. Comments relating to items that are on the agenda will be taken at the time that the item is discussed. Open Call to the Public appears on the agenda twice, at the beginning and at the end. The total time allotted for the first Open Call to the Public is 30 minutes; any additional comments will be held until the second Open Call to the Public.

If you wish to address the Council in person at today's meeting, please complete a comment card and submit it to the recording clerk as soon as possible. Your name will be called when it is your turn to speak. You may address the Council up to three times throughout the meeting, including comments made during Open Call to the Public and Public Comment. Please limit your remarks to three minutes per item to allow everyone an opportunity to speak. At the discretion of the Chair, ten or more persons present at the meeting and wishing to speak may appoint a representative who may have no more than fifteen minutes to speak.

3. **City Manager Report**
Information Only
4. **Discussion and Direction on City Seal/Logo**
Direct Staff to convene a working group and begin work on project in coordination with NAU VisualDESIGNLab
5. **Proposed Relocation of Arizona Materials to adjacent BNSF Railway Parcel**
Discussion and receive comments from the Council and the public.
6. **Bed, Board, and Booze (BBB) Tax Renewal & Related Code Change Discussion**
Inform the Council and public about the upcoming BBB Tax Renewal ballot measure, share the components of the informational outreach, as well as discuss recommended code changes related to the role of Commissions and Economic Development programs.

7. **Initial Discussion of the Draft Economic Development Strategic Plan**
Hear a presentation from Stiletto: Make A Point (Stiletto), the City's Economic Development Strategic Plan consultant, as well as from City staff. Provide questions, feedback and guidance on the direction of the draft plan.
8. **Emergency Management Briefing - Public Safety Power Shutoffs (PSPS)**
Discuss with the Mayor and Council how Arizona Public Safety (APS) PSPS events will work and the impact it will have on the city in the immediate and long term.
9. **Open Call to the Public**
10. **Informational Items To/From Mayor, Council, and City Manager; future agenda item requests**
11. **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 _____, 2024.

Stacy Saltzburg, MMC, City Clerk

THE CITY OF FLAGSTAFF ENDEAVORS TO MAKE ALL PUBLIC MEETINGS ACCESSIBLE TO PERSONS WITH DISABILITIES. With 48-hour advance notice, reasonable accommodations will be made upon request for persons with disabilities or non-English speaking residents. Please call the City Clerk (928) 213-2076 or email at stacy.saltzburg@flagstaffaz.gov to request an accommodation to participate in this public meeting.

NOTICE TO PARENTS AND LEGAL GUARDIANS: Parents and legal guardians have the right to consent before the City of Flagstaff makes a video or voice recording of a minor child, pursuant to A.R.S. § 1-602(A)(9). The Flagstaff City Council meetings are live-streamed and recorded and may be viewed on the City of Flagstaff's website. If you permit your child to attend/participate in a televised Council meeting, a recording will be made. You may exercise your right not to consent by not allowing your child to attend/participate in the meeting.

CITY OF FLAGSTAFF
STAFF SUMMARY REPORT

To: The Honorable Mayor and Council
From: Shawn Johnson, Chief of Staff
Co-Submitter: Sarah Langley
Co-Submitter: Sarah Langley
Date: 04/16/2024
Meeting Date: 04/23/2024



TITLE:

Consideration and Approval: Congressionally Directed Spending Requests and Federal Lobbying Trip to DC Materials

STAFF RECOMMENDED ACTION:

Approve the 2024 Federal Lobbying Packet and retroactively approve the Congressionally Directed Spending Requests.

Executive Summary:

Congressionally Directed Spending Requests provide limited amounts of funding for specific projects not funded through regular appropriations and are similar to small grants. Congressionally Directed Spending Requests are also open to Arizona local governments, universities, community colleges, and some state organizations with a very quick turnaround time for submission to our Congressional Representatives. The 2024 Federal Lobbying Packet for the trip to Washington, DC has been created through work with our Federal Lobbyists, City Staff, and City Leadership.

In connection with the Water Services Strategic Plan, City staff will plan to include a one-page overview of the Red Gap Ranch Regional Pipeline Project within the lobbying packet. During the lobbying trip, staff and council members will briefly mention ongoing water settlement efforts and bring their attention to the one-page document and the importance of the project to the City.

Financial Impact:

None.

Policy Impact:

None.

Previous Council Decision or Community Discussion:

None.

Options and Alternatives to Recommended Action:

None.

Connection to PBB Priorities and Objectives:

The Flagstaff City Council decided on the Key Community Priorities and Objectives as well as priorities for state and federal lobbying last year. The federal lobbying packet and the Congressionally Directed Spending Requests reflect those priorities and objectives.

Connection to Regional Plan:

None

Connection to Carbon Neutrality Plan:

Healthy Forests and Open Spaces

- HF-1 Protect existing forests, resources, and meaningful open spaces.
- HF-2 Restore and maintain the natural fire-adapted structure and pattern of the forests of the greater Flagstaff region through collaboration with partners.
- HF-3 Educate the public on forest health and wildfire risk reduction.
- HF-4 Support innovation in the forest health and wildland fire sectors.
- HF-5 Encourage diverse native plant ecosystems in the built environment.
- HF-6 Proactively manage for expected ecosystem transitions, including the potential threats to ponderosa pine forests.

Connection to 10-Year Housing Plan:

Create housing options for households at all income levels and family sizes occupied by local residents.

Connect people to equitable housing solutions.

Preserve affordable housing.

Attachments: [Presentation](#)
 [Draft DC Schedule](#)
 [2024 Federal Lobbying Packet](#)
 [Congressioanlly Directed Spending Requests](#)

Federal Lobbying

Congressionally Directed Spending
Requests and DC Trip Materials





Congressionally Directed Spending Requests



- **Congressionally Directed Spending Requests:**
 - Provide limited amounts of funding for specific projects not funded through regular appropriations
 - Similar to small grants
 - Open to AZ local governments, universities and community colleges and some state organizations
- **Very quick turnaround time/ submission window**



Congressionally Directed Spending Requests

- The City's requests were developed through collaboration with City Leadership, Grants & Contracts and Nexxus Consulting
- Requests were selected based on the following criteria:
 - Fit within an eligible federal account
 - Shovel ready or advanced budget estimates or project plans available
 - Cost of \$1M - \$4M, ideally submitting projects with a range of costs
 - Local match available
 - Cover a variety of topical areas



Congressionally Directed Spending Requests



FY25 Requests

Amtrak Station Platform Improvements	\$3.85M
Airport Terminal Expansion, Accessibility and Drainage Improvements	\$1.2M
La Plaza Vieja Phase 2 Infrastructure Improvements	\$1M
Fanning Wash Flood Mitigations	\$3M
Sustainable Biochar Facility at Flagstaff Wastewater Treatment Plant	\$4M

Congressionally Directed Spending Requests

Next steps

- Five requests submitted to Senators Kelly and Sinema prior to the April 5, 2024 deadline
- Five requests will be submitted to Representatives Gallego and Stanton once their submission portals open
- Educating lawmakers about our requests during the DC trip



DC Lobbying Trip





Lobbying Packet



- **Process**

- Extensive work with our federal lobbyists Bob Holmes and Ana Ma to identify politically salient topics
- Additions to the packet were submitted from various divisions
- Each section gives a general overview of a problem or need germane to Flagstaff
 - Then includes a more specific ask

Lobbying Packet

Topics of discussion

- Rio de Flag Flood Control Project
- Forest health
- Amtrak
- Affordable housing
- Pulliam Airport
- Congressionally Directed Spending requests
- Environmental Protection Agency grand application
- Infrastructure, Investment, and Jobs Act (IIJA) renewal and discretionary grant programs





DC Lobbying Trip

- Attendees include Mayor Becky Daggett, Vice Mayor Austin Aslan, Councilmember Jim McCarthy, City Manager Greg Clifton, Deputy City Manager Joanne Keene, and Senior Project Manager Christine Cameron
- Tuesday, April 30
 - Mayor, Council, and Staff will arrive in DC at 8:00 p.m.
- Wednesday, May 1st
- First day on Capitol Hill
 - Meetings with lawmakers & federal agencies
- Thursday, May 2nd
 - Meetings with lawmakers and federal agencies
 - Fly back to Flagstaff in the evening

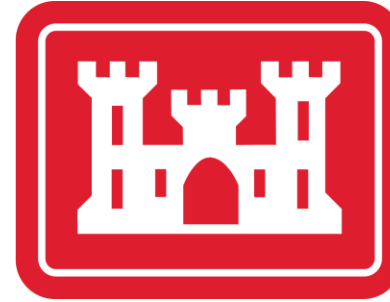


DC Lobbying Trip



Key meetings will include:

- Senator Kelly
- Senator Sinema
- Congressman Eli Crane
- Congressman Ruben Gallego
- Army Corps of Engineers
- Department of Housing and Urban Development
- Department of Transportation
- Federal Aviation Administration
- Department of Agriculture
- Environmental Protection Agency
- And more



DC Lobbying Trip

Schedule



Wednesday, May 1st, 2024:

7:30 am – Bob will meet you for breakfast at the hotel.

XXXXX – meeting with Congressman Ruben Gallego to discuss Rio de Flag, forest health, Pulliam Airport, and appropriations requests in 1114 Longworth HOB – Contact: Jose Contreras, (202) 225-4065

XXXXX – meeting with Associate Administrator for Airports, Shanetta Griffin, at 800 Independence Avenue, to discuss Snow Removal Equipment Building for Pulliam Airport – Contact: Shiree Killens, (202) 267-9471 or 2971.

????? – meeting with Deputy Assistant Secretary for Economic Affairs Kurt Usowski of HUD at 451 7th Street, SW, Room 8204 to discuss Fair Market Rents (FMR) – Contact: Adam Bibler, 202-402-5899.

XXXX pm to XXXX pm – LUNCH

XXXXX – Meeting with Evan Wessel, Deputy Assistant Secretary for the Department of Transportation, and Landon Bailey, Special Assistant, at 1200 New Jersey Avenue, SW, to discuss RAISE grant for Beulah Road – Contact: Toiyriah Turner, (202) 763-6802 or Landon Bailey, (202) 924-4270

XXXXX – meeting with Senator Kyrsten Sinema and Chris Phalen and Dan Winkler of her staff to discuss Rio de Flag, forest health, Pulliam Airport, and appropriations requests in the President's Room of the U.S. Capitol – Contact: Courtney Sauder, (202) 224-4521.

XXXXX – meeting with Congressman Greg Stanton in 207 Cannon House Office Building to discuss Rio de Flag, forest health, Pulliam Airport, and appropriations requests – Contact: Ricardo Uribe-Campos (202) 225-9998.

XXXXX – meeting with Congressman Eli Crane in 1229 Longworth House Office Building to discuss Rio de Flag, forest health, Pulliam Airport – Contact: Courtney Buzzetti, (202) 225-3361

XXXXX – meeting with Senator Mark Kelly (and Joe Russell of his staff) in 516 Hart SOB to discuss Rio de Flag, forest health, Pulliam Airport, and appropriations requests – Contact: Naomi Shinbaum, (202) 224-2235

????? – meeting with Congressman Paul Gosar in 2057 Rayburn House Office Building to discuss Rio de Flag, forest health and Pulliam Airport – Contact: Leslie Rath Foti, (202) 225-2315.

XXXXX – meeting with Agriculture Deputy Undersecretary Meryl Harrell to discuss 4FRI, FWPP, ERI and other forest health related issues at 1400 Independence Avenue – Contact: Amanda Lockwood, (202) 720-7174.

XXXXX – meeting with Susan Lucas, Deputy Chief of the South Pacific Region of the Army Corps, and Julia Harvey, Senior Planner at 441 G Street, NW to discuss Rio de Flag – Contact: Veronica Bell, (202) 761-4814 or Susan, (904) 860-2211.

XXXXX - Meeting with Arnita Hannon at IGA - Environmental Protection Agency (1200 Pennsylvania Avenue, NW) to discuss the CPRG grant application - Contact: Arnita Hannon - (202) 302-9109.

7:30 pm – White House West Wing Tour with Rick Hart and Zion Tims – 17th Street and State Place Security Entrance

Thursday, May 2nd, 2024:

Council Direction

- Staff is requesting:
 - Retroactive approval of the five congressionally directed spending requests
 - Approval of the DC lobbying packet and draft schedule



Schedule for Tuesday, April 30th – Thursday, May 2nd, 2024
**Mayor Becky Daggett, Vice Mayor Austin Aslan and Councilmember Jim McCarthy and City
Manager Greg Clifton, Deputy City Manager Joanne Keene, and Senior Project Manager
Christine Cameron**

Tuesday, April 30th, 2024:

8:10 pm – Arrive at DCA

Wednesday, May 1st, 2024:

7:30 am – Bob will meet you for breakfast at the hotel.

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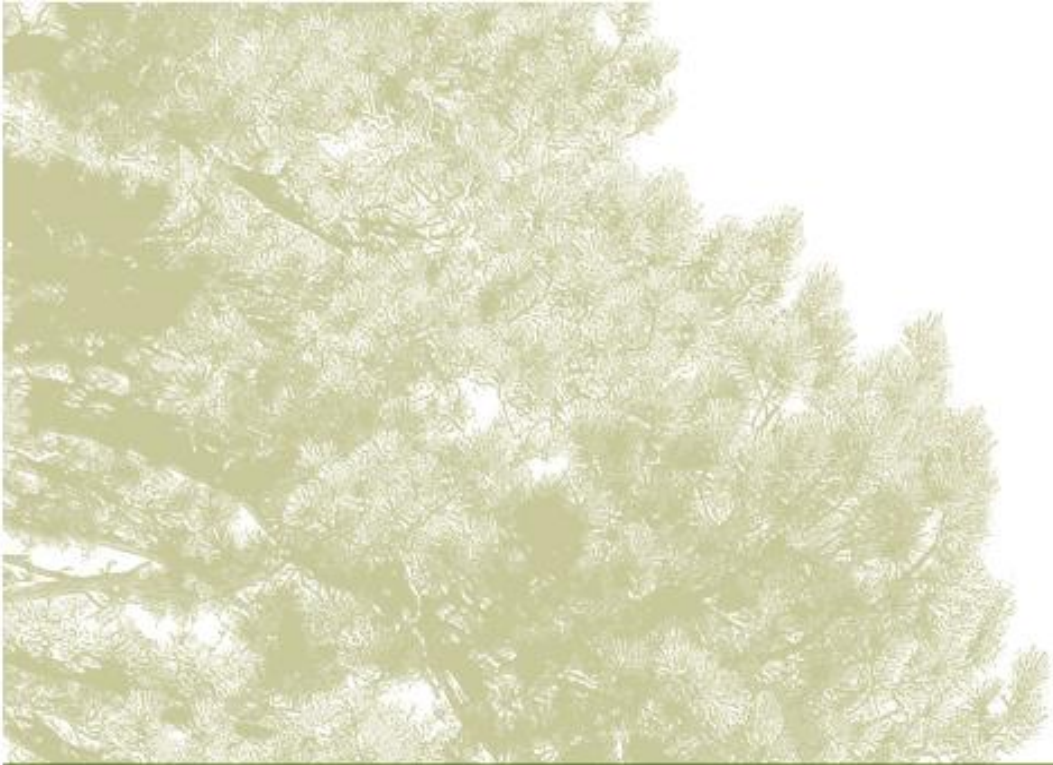
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7:30 pm – White House West Wing Tour with Rick Hart and Zion Tims – 17th Street and State Place

Security Entrance

Thursday, May 2nd, 2024:

5:00 pm – Depart DCA to PHX



FLAGSTAFF, ARIZONA

Federal Lobbying Packet





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Rio de Flag Flood Control Project

PROJECT INFORMATION

The City of Flagstaff, Arizona is impacted by the 100-year flood plain of the Rio de Flag (RDF) drainage, which covers large portions of the downtown business district and historic neighborhoods. In addition to the community health and safety risk, a significant flood event would damage approximately 1,500 structures valued at over \$916 million and cause \$93 million in economic damages, for a total impact of over \$1 billion (Army Corps 2008 estimates). In addition to flood damage reduction, other benefits include elimination of mandatory flood insurance and restrictive floodplain management regulations.

The cooperative Army Corps/City RDF Project proposes to contain the 100-year flood event through construction of 2.9 miles of underground and open channel improvements through central Flagstaff and construction of a 72-acre detention basin, which has been completed. Construction of the channel improvements will require relocation of utilities, reconstruction of street improvements, construction of bridges, environmental remediation, and property acquisition.

The Project was originally authorized in the Water Resources Development Act of 2000 for \$24 million and subsequently reauthorized in 2007 for \$54 million. On December 10, 2016, the Water Infrastructure Improvement Act for the Nation reauthorized the project for \$102.9M. The current cost estimate is approximately \$122.3 million. This represents five times the original authorization of \$24 million in 2000 and more than double the cost estimate in the 2007 reauthorization. The Army Corps has spent \$28 million to date (includes project design, construction of the Clay Avenue Wash Detention Basin and Butler Tunnel and staff administration) and the City of Flagstaff has spent \$36 million (includes project design, construction of the Thorpe Bridge, real estate acquisition, full City project cost share and cash contribution, public involvement, environmental clearance, and staff administration).

There have been several significant project elements completed to date, including the 72-acre Clay Avenue Wash Detention Basin (\$6.4 million, completed in July 2014), the Butler Avenue Tunnel (\$3.6 million, completed in September 2010), and the Thorpe Road Bridge (\$2.7 million, completed in November 2012). The final design for the main stem improvements is currently at 100% final draft, nearing completion.

In February 2020, the U.S. Army Corps of Engineers awarded the final \$52 million in federal funding through its annual work plan to complete the Rio de Flag Flood Control Project. The City has been working with BNSF Railway (BNSF) on mitigation measures for the project undercrossing and with the Army Corps on design completion and approval to proceed with the real estate acquisition. A construction contract award is anticipated for early 2025, contingent on real estate and project agreement execution with BNSF. Resolution of these issues is our highest priority for the Project to move forward.



BNSF RAILWAY

A large portion of the Lower Reach section of the project is located on BNSF property and its main line track has the potential to experience flooding and impact rail operations. BNSF has reviewed the RDF engineering plans to determine the impacts to their property and operations due to the project construction.

BNSF is currently developing plans for its future third main line track through the region. This additional track will provide expanded operations and economic opportunity for BNSF. Aside from the critical RDF, the City has several other local projects planned and funded along the main line that provide grade-separated crossings, including a large overpass over the rail corridor and a pedestrian tunnel under the corridor in an active trespassing area. All of the City's local projects will improve rail safety and reduce vehicle traffic at other existing at-grade crossings and are designed to provide benefit to BNSF operations and facilitate construction of its third main line track through town. Delivery of the RDF and these local projects in conjunction with the construction of BNSF's third main rail is an ideal partnership opportunity for realizing our agencies' collective goals: economic growth for both the City and for BNSF, protection from flooding, and increased rail safety. In 2024, the City will continue to work with BNSF to finalize a Construction and Maintenance Agreement (CMA) to prioritize the construction of the RDF. The CMA is a crucial requirement for constructing Phase I in 2025 and the future viability of the project depends on timely completion of this agreement.

There was a significant development this past year that removed some obstacles for construction of the Rio de Flag. This was the successful partnering between the City and BNSF for a USDOT INFRA grant. The City was notified in September 2022 that we were awarded \$32,460,000 in federal infrastructure funding for construction of our Downtown Mile Safety and Connectivity Project. The City match is \$12,840,000 and BNSF's match is \$11,000,000, for a total project cost of \$56,300,000. While the grant does not provide funding directly to the Rio de Flag project, the Downtown Mile rail relocation does include is a critical component to phasing the construction of the Rio under the BNSF mainline rail corridor. This has been a long-standing unresolved issue that was championed by many in Washington, which we are very appreciative of.

The City has also submitted a Fiscal Year 2025 federal appropriations request to fund the local Amtrak Station improvements (through the CRISI program) that complement the Downtown Mile scope which benefits constructability of the Rio de Flag. This appropriation is critical for providing safe operations between passenger and freight rail traffic through our congested downtown area and we appreciate support for this request.

ARMY CORPS OF ENGINEERS

In 2023, the City worked with Corps staff to refine the project design and develop the real estate documents required for acquisition of the property in Phase I of the project (Lower Reach and Clay Wash Reach). The City continues to move forward with appraisals and offers to purchase the

property necessary for construction of Phase I. The final Army Corps plan review and approval is anticipated for Summer 2024. Bid Document advertisement is scheduled for late 2024.

REQUEST

- Encourage BNSF’s continued participation in expediting a reasonable and cost-effective solution for the Army Corps and City to deliver the RDF Project with focus on approving the Construction and Maintenance Agreement for Phase I of the project.
- Encourage BNSF to cooperate in the investigation of cost-sharing and reduction of cost on its mitigation requirements for construction of the RDF Project and other locally planned projects which benefit BNSF’s third main line construction.
- Encourage the Corps to continue its commitment to safeguard the current project funding until a construction contract can be awarded.



Flagstaff, AZ – July 2, 2013



Community Wildfire Risk Reduction and Forest Health

Flagstaff, Arizona is surrounded by the largest continuous ponderosa pine forest in the world. It is flanked by sacred peaks and canyons. The ponderosa pine forests of northern Arizona have existed for thousands of years and evolved to benefit from frequent fires ignited by both seasonal monsoonal weather patterns and cultural burning practices. Unfortunately, more than a century of fire suppression-based management has left the forest in an altered condition. These changes threaten Flagstaff's natural resources, economy, infrastructure, and quality of life, which negatively impact recreation and tourism-based economies.

The threats and preventive solutions are complicated but well understood. Restoring the forest to its natural, fire adapted pattern can mitigate unnatural wildfire threats. Long term forest restoration strategies will also stabilize and enhance carbon storage. Collaborative efforts that involve agencies, communities and stakeholders are required to advance risk reduction projects.

WILDLAND FIRE MANAGEMENT PROGRAM

In 1997, the City of Flagstaff established a Wildland Fire Management Program (WFM) to address wildfire risks within City limits. The current mission of WFM is to increase and maintain wildfire resilience for the City of Flagstaff, Summit Fire & Medical District, and priority watersheds. Our vision is a community where Flagstaff thrives due to the WFM's unique skills, knowledge, and abilities within Wildland Fire Operations, Forest Management, Firewise Development, and Wildland Urban Interface Code Enforcement. This program has evolved to include multi-jurisdictional fire management and forest health partnerships.



In November 2012, residents of Flagstaff overwhelmingly approved a \$10 million bond to support forest restoration work within key watersheds on the Coconino National Forest and on State and City lands. The Flagstaff Watershed Protection Project (FWPP), led by the Wildland Fire Management Program, is a unique effort where forest restoration work on the National Forests is being funded by a municipality. This \$10M investment is designed to mitigate between \$751 million and \$1.6 billion in future costs.

During the summer of 2020, the City of Flagstaff developed an innovative way to further invest in the prevention of undesirable wildfire impacts. The Water Resource and Infrastructure Protection fee is now included on City of Flagstaff water services monthly bills. This investment will support the Flagstaff Fire Department's Wildland Fire Management Program's ability to protect Flagstaff and its priority watersheds from the effects of catastrophic wildfire. A fee of \$0.52 per 1000 gallons of water used will provide a reliable and stable source of funding (\$1.3MM annually) for the Wildland Fire Management Program.



REQUEST

The City of Flagstaff is requesting continued commitment to fund and staff local efforts that are aligned with the goals of the National Cohesive Wildland Fire Management Strategy:

- Resilient Landscapes – Landscapes, regardless of jurisdictional boundaries are resilient to fire, insect, disease, invasive species, and climate change disturbances, in accordance with management objectives.
- Fire Adapted Communities – Human populations and infrastructure are as prepared as possible to receive, respond to, and recover from wildland fire.
- Safe, Effective, Risk-based Wildfire Response – All jurisdictions participate in making and implementing safe, effective, efficient risk-based wildfire management decisions.

Flagstaff Fire Department’s Wildland Fire Management Station

- Estimated Cost: \$2.5MM
- As the capacity and intent of the WFM program has evolved to meet the current wildfire crisis, so has the need for a new Wildland Fire Station. To provide a level of service that is aligned with a year-round wildfire risk, the WFM program staffing structure has changed from 2-4 permanent year-round staff with 10-12 seasonal employees, to 8 highly skilled and qualified permanent year-round staff.
- The WFM program has been located at the same Station since 1997. This location worked well with the seasonal staff focused response model. A modern facility that can appropriately support the staff and apparatus needs of the current program is an important public safety priority for the City of Flagstaff and will increase the level of service provided by the WFM program.

Flagstaff Watershed Protection Project – Collaborative Prescribed Fire Training

- Estimated Cost: \$375K (5 annual training events, target = 5,000 acres)
- Collaborative programs like the National Interagency Prescribed Fire Training Center (NIPFTC) and Prescribed Fire Training Exchanges (TRES) create fire operations and



management training opportunities for fire fighters while achieving multiple organizations prescribed fire targets. Collaborative burning events are designed to bring together 10-30 career structure and wildland fire fighters for two weeks of focused prescribed fire treatments, training, and outreach. All efforts are designed to accomplish objectives within the 2020 Arizona Forest Action Plan, the National Cohesive Wildfire Strategy, 2023 Wildland Fire Mitigation and Management Commission, USDA Wildfire Crisis Implementation Plan, and the prescribed fire targets of the Flagstaff Watershed Protection Project and Four Forest Restoration Initiative.

- Effective wildfire response and collaborative fuel management efforts that involve agencies, communities and stakeholders have proven successful at advancing wildfire risk reduction projects across Arizona. No one person, agency or organization can do this alone.

COMMUNITY WILDFIRE RISK REDUCTION PRIORITIES

The City of Flagstaff recognizes that, in addition to specific project funding, larger scale legislative efforts are critical to healthy forest management and fire adapted communities. Specifically, the City urges its Congressional delegation to:

- Increase federal investments in the collaborative efforts associated with the Flagstaff Watershed Protection Project and the Four Forest Restoration Initiative.
- Protect and enhance the local authority that allows National Forest Line Officers to manage wildfires that meet forest plan objectives. Wildfire is a natural process in Arizona's coniferous forests and is a safe, cost effective and ecologically appropriate way maintain healthy forest conditions.
- Support the comprehensive implementation of all the recommendations within the two reports submitted to Congress by the Wildland Fire Mitigation and Management Commission. Selected priorities:
 - Increase wages and benefits for the federal wildland fire workforce. A robust and well qualified federal wildland fire workforce is a vital public safety component of the Flagstaff community, and many other communities also surrounded by federal lands. There is a critical need to retain existing federal wildland firefighters and low pay can make this retention difficult. It also incentivizes personnel to work unsustainable levels of overtime. A permanent solution is essential to retaining the workforce we have and recruiting the workforce we need. Critical changes to the pay and benefits system are needed to create a healthy, sustainable workforce. See Recommendation 84 on page 164 in Chapter 5: Building a Comprehensive Workforce.
 - Increase the capacity of the US Fire Administration to empower, equip, and train the existing national structure fire service to better respond to wildfires safely and efficiently.



- Increase federal funding for the Promoting Ecosystem Resilience and Fire Adapted Communities Together (PERFACT) agreement. This cooperative agreement with the USDA Forest Service and the Department of the Interior allows The Fire Networks (The Fire Adapted Communities Learning Network, The Fire Learning Network, Prescribed Fire Training Exchanges, and the Indigenous Peoples Burning Network) to support the comprehensive needs of communities at risk of catastrophic wildfire.
- Maintain federal funding for the Southwest Ecological Restoration Institutes, specifically the Ecological Restoration Institute (ERI) at Northern Arizona University in Flagstaff. The collaborative leadership and research outputs created by the ERI are incredibly important for the stakeholders working to support resilient landscapes and fire adapted communities across northern Arizona.

Amtrak

The Southwest Chief is a critical engine of economic growth and commerce that connects rural communities throughout the northern Arizona region. Based on a 2018 Visitor Intercept Study, the City of Flagstaff estimates that Amtrak provides approximately \$3,744,400 in economic impact to the Flagstaff area alone. Other rural communities in the Northern Arizona region also depend on reliable and frequent Amtrak service to support their residents and economies. Thousands of passengers board or disembark on an Amtrak train in Flagstaff each year. Many of these passengers are visitors and contribute to Flagstaff's tourism-based economy by visiting unique sites like the Grand Canyon, Sedona, and other parks and monuments in northern Arizona. According to the Discover Flagstaff's Annual Report, visitors to Flagstaff have an economic impact of \$750 Million, supporting nearly 8,000 jobs.

The City of Flagstaff is committed to multi-modal transportation, and Amtrak has long been an important component of that effort. For the many riders that depend on Amtrak service to and from Flagstaff, reliable daily service is critical in avoiding scheduling difficulties and the need to seek our alternative means of transportation. Smaller communities in the northern Arizona region that do not have air service are also served by passengers boarding or disembarking trains in Flagstaff. The Southwest Chief route has dependably served communities across our nation for 53 years and ensuring that the national network continues to connect communities across the nation is imperative.

REQUEST

Continue seven-day service on the Southwest Chief to Flagstaff and protect this vital route from any potential cuts in the future that provide uncertainty to travelers and negatively affects the local Flagstaff economy.



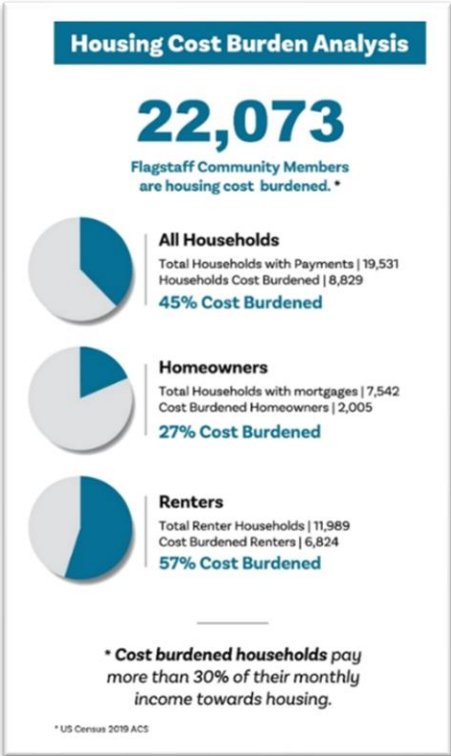
Affordable Housing / Workforce Housing Tax Credit Act

Flagstaff is a community where 45% of all households and 57% of renters are living in a housing cost burdened situation; the cost of living is 13% higher and housing is 29% higher than the national average. Recognizing the need for housing in Flagstaff is not limited to low-income households, City Council declared a Housing Emergency on December 1, 2020, committing to prioritizing affordable housing within City operations to create safe, decent, and affordable housing opportunities for all community members.

The Workforce Housing Tax Credit Act, introduced in December 2023, aims to alleviate the affordable housing crisis facing America’s middle-income workers by establishing a new federal tax incentive for rental housing development. Inspired by the success of the Low-Income Housing Tax Credit (LIHTC), this bipartisan legislation proposes tax credits for the construction and rehabilitation of properties affordable to households earning between 60-100% of area median income (AMI).

REQUEST

Support the creation of the Workforce Housing Tax Credit wealth gap through the first-ever national investments in homeownership for first-time, first-generation homebuyers.





Affordable Housing/ Fair Market Rents

Historically, HUD's published Fair Market Rents (FMRs) have been dramatically disconnected with the actual market rental rates in Flagstaff for over the past decade. FMRs for 2024 are more closely aligned with actual market rental rates for smaller bedroom sizes, however when accounting for the fact that FMRs include utility costs and the majority of market rental rates do not, FMRs remain significantly behind the rapid cost acceleration seen in the market.

CONCERNS

Coconino County is the second largest county geographically in the United States, consisting of 18,661 square miles (larger than the nine smallest states), with a population of 143,000. The largest city in Coconino County is Flagstaff, with 52 percent of the county population residing within the 66 square miles of Flagstaff city limits or 1,136.6 people per square mile. Accordingly, the other half of the population is spread out in the remaining 12,187 square miles outside of Flagstaff, at about 5.6 people per square mile.

Further widening the gap between FMRs and market rates, FMRs include utilities, but locally only:

- 13% of rents included electric
- 34% of rents included gas
- 47% of rents included water/sewer

Additionally, low FMRs impact other social service organizations within the community that use vouchers funded through the State of Arizona.

A 2022 Rental Attainability Report found that only 27 percent of apartment complexes in Flagstaff accept vouchers and many that do take vouchers also limit the total number of vouchers they accept.

The City of Flagstaff Housing Authority has considered the regulatory avenues available to request adjustment to FMRs and concluded there is not sufficient funding and staffing to produce the necessary statistically reliable, unbiased estimates of the gross rent of the entire 18,661 square mile MSA area (Coconino County, Arizona). This is particularly true considering that the adjustment would only be applicable until new American Community Survey (ACS) data becomes available.

REQUEST

- Establish Fair Market Rent (FMR) specifically for the Flagstaff area, separate from the much larger MSA in order to bring FMRs more in line with the rental market.
- Include \$150B for affordable housing within the Build Back Better plan. These funds will expand access to affordable, accessible housing; help 294,000 households afford their rent; build, upgrade, and retrofit over 1.8 million affordable housing units; and help close the racial



Flagstaff Pulliam Airport

The City of Flagstaff boasts the Flagstaff Pulliam Airport, a vital transportation hub facilitating daily air service to Phoenix Sky Harbor International Airport (PHX) and Dallas Fort Worth International Airport (DFW) via American Airlines. Serving as a crucial gateway for visitors and commerce into northern Arizona, the airport offers essential services including aircraft rescue firefighting, emergency medical response, and HazMat first response. Benefiting from multiple FAA grants, the airport has acquired an Air Rescue Fire Fighting (ARFF) vehicle, equipment, and snow removal vehicles, bolstering operational efficiency.

In 2023, Flagstaff Pulliam Airport recorded approximately 75,000 departing passengers, underscoring its significance as a regional travel hub. To enhance the traveler experience, paid parking was introduced last year, ensuring ample parking availability at affordable rates. In the past year, extensive renovations were undertaken, including resurfacing of the runway and improvements to both the interior and exterior of the terminal building. Ongoing terminal maintenance, funded by CARES grants, further underscore the commitment to providing top-notch facilities and services to travelers.

2024/2025 Goals

- Collaborate with a developer to establish a 31.45-acre business park, a multi-year project aimed at development and occupancy.
- Enhance air service by attracting additional routes and carriers to meet the evolving needs of the community.
- Revitalize the airport restaurant space and open an express Visitor's Center.
- Pursue new rental car concessionaire leases through a competitive bidding process to optimize service offerings for travelers.

REQUEST

We are seeking supplemental discretionary funding from the FAA to construct a 23,000 square foot snow removal equipment building, which will serve as a centralized hub for our fleet of snow removal equipment. Presently, our equipment is scattered across multiple locations, including hangars that could otherwise be used by aircraft. This complicates the task of managing snow removal amidst the average annual snowfall of 100 inches and over 200 freeze/thaw cycles. Consolidating all equipment and the fleet within the new building will significantly streamline our snow removal operations. The project has grant funding allocated from FAA entitlement grants, and the airport is applying Bipartisan Infrastructure Funds as well. The currently allocated FAA entitlement grant funds total \$4.4M and an additional \$4.4M in Bipartisan Infrastructure Law funding is pending. The remaining discretionary funding need is approximately \$13.75M.

OTHER CONCERNS

Funding for transition from AFFF to F3 for Aircraft Rescue Fire Fighting



The Flagstaff Pulliam Airport provides Aircraft Rescue Firefighting (ARFF) Index B services, 24 hours a day, year-round, with crews prepared to respond to any aircraft up to 126 feet in length. Congress has mandated the FAA to develop a Transition Plan aimed at ensuring a smooth shift from current aircraft firefighting foam, which contains Per- and Polyfluoroalkyl Substances (PFAS), to a safer alternative. Commonly known as "forever chemicals," PFAS persist in the environment and have been linked to adverse health effects from exposure. Aircraft firefighting foams pose a significant risk of releasing harmful PFAS into the environment.

Transitioning from Aqueous Film Forming Foam (AFFF), which contains PFAS, to Fluorine-Free Foam (F3), a new type of foam used to extinguish fires involving flammable and combustible liquid, is not a straightforward substitution. Given the considerable differences among F3 products from various manufacturers, the transition process can be complex. Adequate funding is essential to facilitate the shift away from PFAS-containing AFFF, including the disposal of the foam and decontamination of equipment.

Several options exist for converting to F3-based systems from AFFF. One approach involves undergoing a complete fire suppression system replacement, offering a high level of confidence in eliminating PFAS from the system. Alternatively, retrofitting current aircraft fire suppression systems is another option, typically involving component replacements and distribution piping modifications. The distribution piping undergoes flushing, and the effluent is disposed of. While this method may not guarantee a PFAS-free system, it presents a more feasible alternative to replacing the entire system.

Securing additional funding is imperative to ensure compliance with this transition and to acquire the necessary resources for implementation.

Funding for law enforcement officer presence

In Fiscal Year 24, funding for the TSA Law Enforcement Officer (LEO) reimbursement program has been discontinued due to insufficient appropriation. Consequently, effective May 1, 2024, airports are tasked with ensuring the presence of a law enforcement officer capable of responding to security incidents at checkpoints and throughout airport premises in accordance with federal regulations. This shift places the financial burden of funding law enforcement squarely on airports, presenting a substantial and unforeseen expense to meet federal requirements and uphold traveler safety.

During Fiscal Year 23, the expenditure for maintaining the federally required law enforcement presence at Flagstaff Pulliam Airport amounted to approximately \$340,000. As a small regional airport under the management of the City of Flagstaff, assuming full responsibility for funding law enforcement presence will significantly strain our operating budget.

We urge reconsideration of the TSA Law Enforcement Officer (LEO) reimbursement program, recognizing the critical role it plays in supporting airport safety and operations.



FY25 Congressionally Directed Spending Requests

Flagstaff Amtrak Station Platform Improvements

- Requested amount: \$3,850,000
- Local match available
- The Flagstaff Amtrak Station Platform improvements will provide enhanced ADA accessibility, drainage mitigation, and improved safety and operational components for passenger boarding and coordination between freight and passenger rail on the BNSF Railway Southern Transcontinental main line.

Flagstaff Airport Terminal Expansion, Accessibility and Drainage Improvements

- Requested amount: \$1,200,000
- The Flagstaff Airport Terminal Expansion, Accessibility and Drainage Improvements project will provide design work for terminal expansion and accessibility improvements, as well as design and construct apron drainage improvements at the terminal.

Flagstaff La Plaza Vieja Phase 2 Infrastructure Improvements

- Requested amount: \$1,000,000
- Local match available
- The Flagstaff La Plaza Vieja Phase 2 Infrastructure Improvements will provide traffic calming measures, safer pedestrian crossings, increased visibility of pedestrians, improved ramps and improved storm drain locations for a historic Flagstaff neighborhood.

Flagstaff Fanning Wash Flood Mitigations

- Requested amount: \$3,000,000
- Local match available
- The Flagstaff Fanning Wash Flood Mitigations would address an ongoing and documented flood risk and could include improved culvert headwalls, an improved flood wall and/or a new diversion pipe.

Sustainable Biochar Facility at Flagstaff Wastewater Treatment Plant

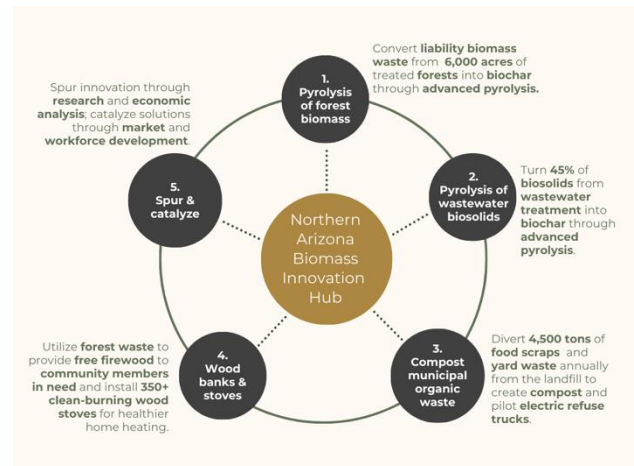
- Requested amount: \$4,000,000
- Local match available
- The proposed project will design and partially construct a cutting-edge biochar facility at the Wildcat Hill Wastewater Treatment Plant in Flagstaff that can serve as a model for sustainable wastewater management.



Northern Arizona Biomass Innovation Hub – EPA Grant

EPA Carbon Pollution Reduction Grant Implementation Proposal 2024 - City of Flagstaff (Lead Applicant)

Challenge: Northern Arizona faces novel challenges to reduce greenhouse gas (GHG) emissions. Like most communities, transportation, buildings and waste disposal are the top contributors to GHG emissions under normal conditions. But what Flagstaff and hundreds of other cities in the Intermountain West have in common is the impact from increasingly frequent and intense wildfires as the climate warms and dries. When catastrophic wildfires burn, status quo emissions pale in comparison to the millions of tons of emissions released from neighboring dense, overstocked forests. Tragically, wildfires are followed by a second potent threat to community well-being: flooding and debris flows now disrupt life in multiple Northern Arizona communities annually. Communities across the West are dealing with these immense challenges while simultaneously enacting plans to reduce emissions and build community resilience to climate change. This project will jump start replicable on-the-ground solutions that reduce the threat of catastrophic wildfire while reducing GHG emissions from problematic regional sources of organic waste we collectively refer to as liability biomass.



5 Part Solution: The Northern Arizona Biomass Innovation (NABI) Hub is a replicable hub and spoke model that will reduce carbon emissions as it solves the region’s longstanding liability biomass challenges. Research, workforce, and market development will spur and catalyze a new circular liability biomass economy that builds community resilience and supports underserved residents. The City is leading a robust NABI Hub Coalition, tapping community assets including forest restoration leadership, university forest and carbon removal researchers, and a robust network of city, county, state, federal, and tribal partners. The five NABI Hub spokes are integrated strategies that can be replicated by other cities in the Intermountain West facing similar challenges.

1. Advanced pyrolysis of forest biomass

Challenges: Catastrophic wildfire is the greatest threat to public safety in Coconino County, with the greater Flagstaff area in one of the nation’s top 10 fire sheds. Since 1996, diverse stakeholders have worked together to build and implement forest restoration strategies to reduce the threat of wildfire. Despite overwhelming socio-political support, progress has been limited, largely due to high volume/low value biomass and high start-up costs of biomass processing. Solutions: A new



industrial scale advanced pyrolysis facility at the regional Cinder Lake Landfill will convert forest biomass into marketable biochar products.

2. Advanced pyrolysis of biosolids

Challenges: Flagstaff's aging Wildcat Hill Water Reclamation Plant (Wildcat) is operating near its solids capacity limit requires a near term solution. Additionally, Flagstaff disposes of Class B biosolids pm a 40-acre Designated Land Disposal Site A more energy-efficient, cost-effective method for processing and handling biosolids has evolved that would eliminate the need for conventional solids capacity treatment at Wildcat & test the strategy for future full deployment. **Solutions:** A novel biosolids treatment train at Wildcat will convert contaminated biosolids to sterile marketable biochar.

3. Composting food and yard waste

Challenges: The CLL receives 110,000 to 130,000 tons per year of solid waste generated in the city, surrounding unincorporated communities in the County, and some communities on the Navajo Nation. CLL does not currently capture, vent, nor flare landfill gas, which comprises large amounts of methane. In 2021, CLL emitted an estimated 96,437 metric tons CO₂e of methane. **Solutions:** The first municipally run compost facility at the CLL, paired with scalable food waste and yard waste diversion programs in multiple jurisdictions, will convert municipal and county organic waste to useful, marketable products.

4. Firewood banks and stove replacements

Challenges: Northern Arizona ranks among the highest in the nation for dependence on wood for home heating, especially in low-income households and tribal communities. Following the 2019 closure of the Kayenta Mine, thousands of Navajo and Hopi homes that were heated with coal transitioned to wood for home heating. Old stoves are inefficient. Woody stems from restoration thinning are problematic when burned in slash piles—they can produce coals that spark wildfires. **Solutions:** Processing long-burning woody biomass into firewood delivered to new wood community banks; replacing inefficient wood stoves with EPA certified models; and assisting tribal wood banks with staffing.

5. Spurring innovation through biomass burial, workforce and market development, and research.

Challenges: Building a new liability biomass industry will need knowledge, new markets and a trained workers to sustain it.

SOLUTIONS

Research will inform economics, scaling, replication, and market development; entrepreneurship incentives and technical assistance will build markets; and career education programs will build workforce capacity.



Infrastructure, Investment, and Jobs Act (IIJA) Renewal and Discretionary Grants Programs

MetroPlan’s top priority is the renewal of transportation funding in the IIJA including retaining discretionary grant programs. As a key partner in our community, the City of Flagstaff fully supports this request.

Discretionary grants are key resources for delivering major projects that are not possible to execute without large awards. There is some discussion to convert discretionary programs into formula funds, however MetroPlan believes **this would be a significant disservice to the region** because of the cost of construction and federalization.

IIJA benefits to the Flagstaff region:

1. \$32,460,000 INFRA | Downtown Mile Safety and Connectivity Improvement Project
2. \$9,611,991 SS4A (Safe Streets and Roads for All) | Butler Avenue Complete Streets Conversion
3. Millions awarded to Mountain Line Transit in new funding for maintenance bays, Downtown Connection Center, electric buses and operations, making the City’s transit tax go farther.
4. \$23,992,588 Wildlife crossings Pilot Program which will build a new crossing and fencing on I-17
5. \$15,590,568 PROTECT award to Coconino County for post-wildfire flood mitigation on US89
 1. While not in the City, the community will directly benefit from the above two awards (Wildlife Crossings and PROTECT).
6. Our strategic grants process has identified sixteen (16) additional projects that are good fits for grants.
7. The community would benefit from additional awards such as:
 1. Amtrak station upgrades
 2. Improving Butler and 4th Streets
 3. FUTS trails – improvement and completion

IIJA helps the City of Flagstaff to:

1. Leverage investments made by local community through the Prop 419 and transit taxes.
2. Achieve housing affordability and climate goals with multimodal infrastructure.
3. Keep the economy moving.

Council Biographies

MAYOR BECKY DAGGETT



Becky Daggett is deeply committed to Flagstaff and has spent more than 20 years creating good public policy, protecting open space, enacting smart growth strategies, supporting local businesses, and strengthening support for the arts and education throughout northern Arizona. Her guiding principles have always been—and will continue to be—inclusivity, thoughtful decision making, generosity of spirit, hard work, and honest conversations. Becky currently serves as the Northern Arizona Outreach Coordinator for Outlaw Dirty Money and has previously worked with organizations such as the Flagstaff Arts Council, the Grand Canyon Trust, the Flagstaff Family Food Center, and the City of Flagstaff, among others. She holds a master’s degree in sustainability

communities.

VICE MAYOR AUSTIN ASLAN



Vice Mayor Aslan was elected to a four-year term on the Flagstaff City Council in November 2018. Austin was born and raised in Arizona. He grew up the son of a firefighter in Prescott, and himself became a certified Emergency Medical Technician (EMT), working as an Advanced Life Support (ALS) first responder for Life Line Ambulance.

Vice Mayor Aslan received a bachelor’s degree in wildlife biology at the University of Arizona, and earned a master’s degree in Conservation Biology at the University of Hawaii, Hilo. His research on rare Hawaiian plants located on the high slopes of Mauna Loa volcano won him a pair of destroyed hiking boots, a tattered rain jacket, and a National Science Foundation Graduate Research Fellowship.

COUNCILMEMBER JIM MCCARTHY



Jim McCarthy was elected to a four-year term on the Flagstaff City Council in November 2016. Before being elected to Council, Jim served six years on the city Planning and Zoning Commission, and five years on the city Water Commission.

Jim earned a BS in mechanical engineering and started his professional career at AiResearch, serving as a performance analyst and project engineer. He later worked at Learjet as a flight support engineer and at Hughes Aircraft as a test engineer. He returned to AiResearch, now part of Honeywell, and managed an engineering group before retiring.



CITY OF FLAGSTAFF

City of Flagstaff FY25 Congressionally Directed Spending Requests

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**CITY OF FLAGSTAFF
STAFF SUMMARY REPORT**

To: The Honorable Mayor and Council
From: Stacy Saltzburg, City Clerk
Date: 04/18/2024
Meeting Date: 04/23/2024



TITLE:
City Manager Report

DESIRED OUTCOME:
Information Only

EXECUTIVE SUMMARY:
These reports will be included in the City Council packet for regularly scheduled Work Session meetings. The reports are intended to be informational, covering miscellaneous events and topics involving the City organization.

INFORMATION:

Attachments: [City Manager Report](#)
[Annual Flood Risk Notice](#)
[Sustainability Monthly Report](#)
[IT Quarterly Report](#)
[Water Services Quarterly Report](#)
[Economic Vitality Monthly Report](#)

City Manager's Report

April 18, 2024

Council and Colleagues, greetings. These reports will be included in the City Council packet for Council Work Sessions. The reports are intended to be informational, covering miscellaneous events and topics involving the city organization. Appended to this report you will find the March update from Sustainability, the Q1 update from IT, the Q1 update from Water Services, and the March update from Economic Vitality.

Water Services

Attached to the City Manager's Report is a letter that will be sent to Swiss Manor and Shadow Mountain neighborhoods. The city is required to send this notice to these neighborhoods due to the repetitive loss claims determined by the National Flood Insurance Program.

The City of Flagstaff has participated in the FEMA NFIP since 1983. The Stormwater Section currently administers the related floodplain regulations that affords the community with a 25% flood insurance discount. This discount is administered through the FEMA Community Rating Service (CRS) which provides annual spot audits of our regulations and 5-year comprehensive audits to ensure compliance with minimum and recommended FEMA flood risk abatement standards. We completed our current 5 year cycle this March and are working towards implementing FEMA required changes as well as Arizona Department of Water Resources recommended changes.

The Shadow Mountain and Swiss Manor neighborhoods are immediately downstream of the south flank of Mount Elden. These neighborhoods have experienced flooding most recently in 2003, 2014, and 2021 from un-named drainages and hillslope sheet flow. Additional flooding has occurred in the two named drainages (Spruce Wash and Fanning Wash) beyond the three summers mentioned above. The floods in the unnamed drainages have triggered multiple studies and drainage designs including the 2010 Northeast Area Master Drainage Study, a 2014 USDA-NRCS flood assessment, a 2021 post-flood engineering assessment, and a 2024 post-wildfire flood prediction study, among others.

The purpose of this memo is not to go into detail of those results however a brief synopsis is warranted. The 2021 post-flood assessment, titled: "South Elden Post Flood Assessment" by two local engineering firms (JE Fuller and Woodson Engineering) determined that 524 property parcels were at risk of flooding in Swiss Manor, Shadow Mountain, Upper and Lower Greenlaw Estates, and Mobile Haven due to runoff from Mount Elden. The report is stored in the Stormwater Section and was also provided to the Coconino County Public Works Department.

This year the Stormwater Section commissioned a report from JE Fuller on predicting future flood risk conditions in the Museum Fire watershed (Spruce Wash). The nearby Radio Fire (1977) on Mount Elden was used as a comparison disturbed watershed for determining the watershed recovery trajectory. Forensic hydrology of the Radio Fire burn scar using pre-fire vegetation, soil condition, and rainfall annual exceedance probabilities came to the conclusion that the current Mount Elden watersheds are still experiencing two to three times (2 -3x) higher flows and floods than before the 1977 fire. This study is attached to this staff agenda item for your review.

In summary, the city is now required to provide an annual flood risk notice to areas of Shadow Mountain and Swiss Manor that are not currently mapped as FEMA floodplains and have not experienced a wildfire in the last decade. The flood risk in this area has been determined to be very real by separate studies, models, and reports (available at the Stormwater Section).

The first quarter Water Services update is also appended hereto and will be highlighted during the Council Work Session.

Meetings & Events

The CJCC Executive Committee Meeting occurred on Wednesday, April 18th.

We are spending significant time preparing for next week's Budget Retreat, to be held at Core Services on Thursday the 25th and Friday the 26th.

Guest lecture on April 16th to Political Science class, discussing public policy and providing some real-time examples. Very well received.

The Alliance meeting will be occurring on Friday, April 19th.

The service for Paul Babbitt Jr. was held in City Hall on Sunday, was well attended, and well conducted. It was a touching event, and many thanks are extended to all of staff who were involved, and the elected official who attended. Mayor Daggett did speak at the event.

Pictures to follow.



With that, Council, this report is concluded. Again, some updates are attached for your review. Thank you.



CITY OF FLAGSTAFF



April 1, 2024

RE: Flood protection

Dear Resident,

You are receiving this letter from the City of Flagstaff because your property or residence is in an area that has flooded several times in the last few years. The City has a program to help you protect yourself and your property from future flooding. It is recommended that you take the following steps.

1. Check with the Stormwater Section on the extent of past flooding in your area. Staff can inform you of the causes of repetitive flooding, what the City is doing to address it, and appropriate flood protection levels. Staff can visit your property to discuss flood protection options.
2. Prepare for flooding by doing the following:
 - Know how to shut off the electricity and gas to your house.
 - Make a list of emergency numbers and identify a safe place to go.
 - Make a household inventory, especially of basement contents.
 - Put insurance policies, valuable papers, medicine, etc., in a safe place.
 - Collect and place cleaning supplies, waterproof boots, etc., in a handy place.
 - Develop a disaster response plan. See the Red Cross's website at www.redcross.org for information about preparing your home and family for a disaster.
 - Obtain a copy of *Repairing Your Flooded Home*. Copies are available at the Water Services administration Building (2323 N Walgreen Blvd), or it can be found on the Red Cross' website.
3. Consider permanent flood protection measures.
 - Mark your fuse or breaker box to show the circuits to floodable areas. Turning off the power to the basement before a flood can reduce property damage and save lives.
 - Check your house for water entry points, such as basement windows, the basement stairwell, doors, and dryer vents. These can be protected with low walls or temporary shields.
 - Install a floor drain plug, standpipe, overhead sewer, or sewer backup valve to prevent sewer backup flooding.
 - More information can be found at FEMA's website www.ready.gov/floods.
Note that some flood protection measures may need a building permit and others may not be safe for your type of building. If you have questions on permitting, please contact the City of Flagstaff Engineering and Capital Improvements Division at 928-213-2676.



CITY OF FLAGSTAFF



4. Check with the Sustainability Division for information on financial assistance.
 - The City administers a flood prevention grant up to \$5,000 to cover cost of eligible dry floodproofing materials.

5. Purchase a flood insurance policy for your property.
 - Homeowner's insurance policies do not cover damage from floods. However, because the City of Flagstaff participates in the National Flood Insurance Program, you can purchase a separate flood insurance policy. This insurance is backed by the federal government and is available to everyone, even properties that have been flooded. Because our community participates in the Community Rating System, you will receive a reduction in your insurance premium.
 - Because your area is not mapped as a Special Flood Hazard Area, you may qualify for a lower-cost Preferred Risk Policy.
 - Some property owners may have purchased a flood insurance policy because it was required by the lender when they obtained a mortgage or home improvement loan. Usually, these policies just cover the building's structure and not its contents. During the kind of flooding that happens in your area, there is usually more damage to the furniture and contents than there is to the structure. Be sure you have contents coverage.
 - Don't wait for the next flood to buy insurance protection. In most cases, there is a 30-day waiting period before National Flood Insurance Program coverage takes effect.
 - Contact your insurance agent for more information on rates and coverage.

Thank you for considering these important flood mitigation steps to protect yourself and your property. If you have questions or would like to discuss further, please do not hesitate to reach out to the City of Flagstaff Stormwater Section.

Sincerely,

Chase McLeod,
Stormwater Project Manager,
928-213-2472
Chase.McLeod@flagstaffaz.gov



City of Flagstaff Sustainability Division

March 2024 Monthly Report

HIGHLIGHTS:

AmeriCorps Director Visit Flagstaff; Sustainability Office

On March 15th, the Flagstaff Sustainability Office and the NAU Center for Service and Volunteerism (CSV) hosted Sonali Nijhawan, Director of AmeriCorps State and National. AmeriCorps members from across Flagstaff, and staff from NAU, the Governor's Office of Youth, Faith and Family, and the Flagstaff Sustainability Office visited community gardens, collected trash along the Rio de Flag, learned about fire ecology, and participated in a roundtable discussion. The visit was very successful—and even a spring snowstorm couldn't dampen the group's spirits.



Photos: (Above) NAU CSV, Sustainability staff, and local partners brave snow to show the Director of AmeriCorps State and National around Flagstaff projects.

Climate Action

Community Resilience:

- Staff convened with partner organizations of the **Flagstaff Regional Resilience Hub Project** to discuss and solidify our work plans, budget, and timeline in anticipation of receiving our final grant award from the EPA in the coming months.
- The Flagstaff Regional Resilience Project received notice of a technical assistance award to support the advancement of resilient solar and battery storage projects at Resilience Hubs. The technical assistance will provide staff with a better understanding of the potential benefits of solar and storage solutions while also providing funding to enlist technical expertise to produce a feasibility assessment. Thank you to the *Clean Energy Group* for this invaluable service.
- Staff participated in training sessions on Community-Led Resilience and Equity in Data provided by the *Institute for Sustainable Communities* and training on Resilience Hub Communications offered by the *Urban Sustainability Directors Network*.



Equity and Engagement:

- The climate team directly **engaged with 129 people** in March.
- The **Equity Climate Advisory Group (ECAG)** provided valuable insights regarding community benefits and engagement processes for an EPA grant proposal aimed at reducing greenhouse gas emissions and air pollution.
- Staff rolled out an equity assessment tool to assess our existing systems, policies, processes, and programs to enhance equity in our work and aid in decision-making processes. This tool was created by staff over the last year.

Building Fuel Switching and Reduced Energy Use:

- The Sustainability Division and the Economic Vitality Division are partnering to support a **Green Business Boot Camp** for Flagstaff businesses. Local First Arizona will host the Boot Camp, consisting of two in-person sessions in Flagstaff and seven virtual sessions statewide. The Boot Camp will help make progress on the City’s adopted climate and economic development goals by assisting participants to make and implement a plan to reduce energy, water, and transportation costs by at least 20%. The first set of Boot Camp sessions run from April to June, and there will be another opportunity to participate in September. More information is available here: [Green Business Boot Camp—Local First Arizona \(localfirstaz.com\)](https://localfirstaz.com/green-business-boot-camp)
- Felicia Mills is the newest addition to the team, serving as the Energy and Resilience Outreach Coordinator with the [Arizona Climate Resilience Corps](#) through NAU’s CSV. She is excited to engage the local business community to help Flagstaff become a leader in sustainable practices.

Photo: Felicia Mills, our second Energy and Resilience Outreach Coordinator.



Youth

- The [Youth Climate Leadership Academy \(YCLA\)](#), consisting of students in 9th - 12th grades, hosted bi-weekly meetings where they invited guests to provide education about managed fires and forest health, energy retrofits, community engagement, and event planning.

Neighborhood Engagement & Volunteer Services



Community Stewards Program

- March [Community Stewards program](#) statistics:

Number of clean-ups	4
Bags of Recycling	0
Bags of Trash	10
Number of People	41
Service Hours	185



Stream Stewards

- The [Stream Stewards Program](#) has reached the halfway point for adoptions! 31 of our 62 sections have been adopted. Thank you to all our volunteers who have worked with the Stream Stewards Program to help reach this point and for all the time and dedication to the Rio de Flag.
- In March, Sustainability staff joined Flagstaff Arts and Leadership Academy (FALA) students for their "stewardship week"

Photo: NAU's Pi Kappa Phi fraternity poses for a photo with trash bags after their March cleanup of their adopted avenue, West Clay Avenue.

Photo: FALA students cleaning up their adopted section of the Rio de Flag in Flagstaff's Cheshire neighborhood.



Employee Volunteer Policy

- Since the beginning of 2024, city employees have contributed over 100 hours of volunteer service throughout the community. Volunteer efforts have included preparing food for the Flagstaff Family Food Center, the Point in Time Count, Donating Blood, Downtown Special Events, caring for animals at the Humane Society, fixing items at the Fix-It Clinic, and helping with snow removal. Sustainability staff manages this program.
- Learn more about the Employee Volunteer policy [here](#).
- Starting in April the tracker, calendar, and all other related information will be available via a SharePoint site.

Employee Volunteer Data	Calendar Year to Date
Number of Volunteers	29
Number of Events	24
Total Service Hours	109.75

Neighborhood Engagement and Outreach

- Sustainability staff started attending Discover Flagstaff's monthly roundtable, Coffee Klatch, and the Friends of the Rio de Flag monthly board meetings to share office offerings, such as ways to get involved in upcoming workshops, events, and volunteer opportunities. This information is shared through varied types of presentations and a monthly calendar. These



meetings provide an opportunity to answer community member's questions and receive feedback on the Sustainability Offices offerings.

Food Systems

Total Food & Waste Engagement in March: 70 people

Urban Farm Incubator

- Sustainability worked with Procurement and Legal to finalize an Invitation for Applications for licensing a portion of the McAllister Ranch as an extension of the [Urban Farm Incubator Program](#). Staff plan to release the invitation and make a selection in April of an agriculturally focused entity to grow food, carry out educational programming, and steward the space.
- Sustainability worked with Water Conservation and Water Distribution on the process of installing a water meter on-site at McAllister to provide consistent water access for agriculture.

Community Gardens

- Plot registration for the [Community Garden Program](#) opened on March 1st, and at the end of the month, we received 73 applications. Returning gardeners are asked to apply for and confirm their plots by April 1st. Then, new gardeners will be able to rent available plots on a first-come, first-served basis, with priority given to those new gardeners who do not have access to growing space at home or those who qualify for SNAP benefits.

Waste Prevention

Compost

- **2,470.4 pounds of food waste** were diverted from the landfill in March through the [Residential Food Scraps Drop-off](#) program.
- In March, PROSE staff assisted Sustainability in installing more permanent signage at the five food scrap drop-off locations. These signs will hold up better to winter weather and are easier to read.



Photos: New aluminum signs at the Aquaplex and Hal Jensen Residential Food Scraps Drop-off.

Waste Reduction

- Staff are working with PROSE to finalize a **new Zero Waste Event guide** to implement in the City's special event permitting process as a resource for partners.



City of Flagstaff Sustainability Division

March 2024 Monthly Report

- The Flagstaff Sustainability Office partnered with Water Conservation to build a display for the Flagstaff West Community Library made of waste material to educate the public about water usage and waste reduction.

Recycling

- In March, Public Affairs and Sustainability created the following content for social media to promote proper recycling in the community (the links provided are to the Instagram posts, but these were also posted on Facebook):
 - Reel: <https://www.instagram.com/p/C4y4k28v631/>
 - Posts:
 - https://www.instagram.com/p/C38wjsnPhfz/?img_index=1
 - <https://www.instagram.com/p/C4O2OSSPoxY/>
- Staff met with Flagstaff High School students to share a recycling presentation and discuss the students' display for the Flagstaff East Community Library.

Sustainability Commission

- The March [Sustainability Commission](#) meeting was on Thursday, March 28th. The agenda included a presentation from the Planning Director Michelle McNulty on the Land Availability Suitability Study/Code Analysis Project (Lass/CAP), an introduction to equity in the Sustainability Office and the equity assessment tool, and an update of the Regional Planning process and the creation of a subcommittee to comment on chapters.
- City Council appointed three new commissioners on March 5th: Rodger Scurlock, Tom Lammie, and Noah Baker.
- Commission [agendas can be found here](#) and Commission [minutes can be found here](#).

Social Media

- In March, our Facebook reached **4,469 people** and engaged with **341 people**. We have gained **4 new followers** this month, making our total follower count **7416**.
- In March, our Instagram reached **2,480 people** and **629 people** engaged with our content. We gained **9 new followers**, leading to our current total following of **2,291 followers**.

Photo: (Left) Our top Facebook post was to thank outgoing Sustainability Commission Chair, Kevin White (16 likes and 47 users engaged).

Photo: (Below) Our top Instagram post was a video announcing the Community Garden Plot Application opening (107 likes and 133 users engaged).





City of Flagstaff Sustainability Division March 2024 Monthly Report

Albert Meets Coco the Comet

On March 26th, the Flagstaff Sustainability Office's mascot, Albert the Abert Squirrel, was invited to Coconino Community College for the debut of their mascot, Coco the Comet. Albert had a great time and took pictures with other mascots and members of the public.

Photo: Albert, the Sustainability Office Mascot, and Coco the Comet meet on March 26th





IT DIVISION REPORT

January – March 2024

“Our purpose is to provide you the secure tools to make your job easier tomorrow than it was today.”

Division of IT Mission



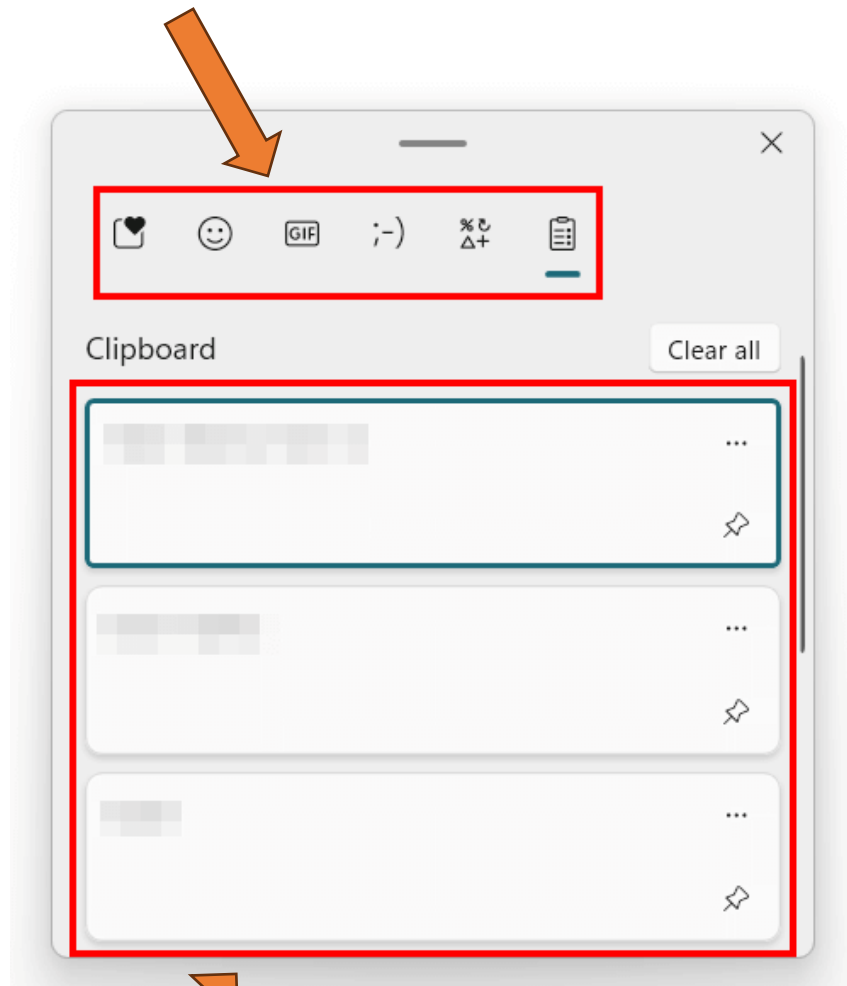
Tips and Tricks

Clipboard History

When you copy and paste information in Windows, did you know that you can go back through your clipboard history to find older things that you copied?

Press **Windows Key + V** to access your clipboard history.

It also has some options for copying emoji's, GIFs or other symbols.



Clipboard History



IT Program Spotlight

Applications Program

Shawn Armour – IT Manager – Applications



How do I make your job easier? In Apps, we are responsible for keeping your software up and running as efficiently and effectively as possible. We are also experts of database administration and have the power and knowledge to provide business intelligence, analytics and visualizations to aide in data-driven decision making. We create custom solutions to automate and improve business processes and digitize previously paper forms and workflows.

What project am I working on now? I have my hands in a multitude of projects across all divisions of the city. The work I am most proud of currently honestly lies in the people I support. I am servant leader that takes my team's job satisfaction very seriously. Most everything I do on the day to day is in support of what they are doing. I make sure they know the work they are doing is valued and vital. I act quickly when they need my support. I ensure we laugh and have fun throughout the day with plates that are stacked full of potential burnout. I get my hands dirty in the day-to-day work, so I am never disconnected from their struggles. We have gone from 40% staffed and feeling the pain, to fully staffed and retaining employees with smiles on their faces. I will call that a win any day!

Get to know me a bit more. In my spare time, I teach for Yavapai Community College; passing on my knowledge is a passion that I find great reward in. I have a 9-year-old daughter, Abbie, that I spend a lot of time playing Minecraft with. I have a green thumb; my house is covered in plants from stem to stern. I love to play video games and I am currently on my second run through of Boulder's Gate 3. I am also into fitness; you can often find Stacy Fobar and I attending a spin class or lifting weights together.

Adam Zwebti – Applications Administrator



How do I make your job easier?

Custom developing new solutions to help automate your Division's business processes (primarily through OnBase). Maintaining the server and database environments which host your applications. I am our resident PowerShell expert and create custom solutions that make our end-user's jobs easier while maintaining the security of our network and systems.

What project am I working on now?

I am currently working on the implementation of a few new solutions for the City Clerks Office; a Boards & Commissions tracking system, Physical Records Management, and Liquor Licenses. I am also working with the Purchasing team on a form for Change Orders to better track the process organization-wide.

Get to know me a bit more.

I love cats, gaming, fitness, cars, D&D, and anime. Your typical nerd starter kit.



Chris Somers – IT Applications Analyst



How do I make your job easier?

I specialize in analyzing data and developing custom reports, including Power BI dashboards, to make data clear and understandable for decision makers at the City of Flagstaff. I test and evaluate enterprise AI integration solutions for the City. I also am a certified OnBase Administrator and have my hands in create custom forms and workflows to automate business processes.

What project am I working on now?

I am working on Power BI dashboard projects and using Power Automate to streamline workflows. I am also working on creating a Data Warehouse to optimize data for reporting. I have a few OnBase projects and am always seeking to learn more and assist city employees who reach out for technical assistance.

Get to know me a bit more.

My wife is a nurse, and we have 2 kids, one about to graduate high school and the other about to enter it. We moved to Flagstaff 3 years ago after decades in Phoenix. I am a foodie and enjoy cooking a great meal for the family. I stay busy trying to keep up with my teenagers.

Alan Church – Business Systems Administrator – Public Safety



How do I make your job easier? I serve as the IT Administrator on the Applications team, dedicated to Public Safety support. My primary role involves offering software assistance for a variety of applications utilized by the City of Flagstaff Police Department, the Flagstaff Fire Department, and additional fire departments beyond the city's boundaries.

What project am I working on now? I am currently researching a number of CAD vendors (Computer Aided Dispatch - allows PD and Fire to be dispatched to citizens in need in a timely manner). Our current system is outdated and does not perform to the needs of our organization. During the process I have been arranging virtual and onsite demonstrations of new products as well as bringing vendors onsite for a hands-on lab experience to have our end users experience what new and current functions might be beneficial to them.

Get to know me a bit more. I've dedicated more than 25 years to the IT field, gaining valuable experience across various industries. As a proud Arizona native, I was born in Phoenix. About 4 years ago, I made the exciting move to the Flagstaff area, where I now reside full-time. When I'm not immersed in technology, I find joy in listening to live music, cherishing moments with my family, and exploring the natural wonders of Flagstaff alongside my wife and our four-legged companions.



Alex Stevenson – Business Systems Analyst – Public Safety



How do I make your job easier? I make your job easier by assisting with issues/additions with OnCall Records, troubleshooting Mobile Public Safety (MPS) and Computer-Aided Dispatch (CAD) related issues and general IT help at LEAF. I help keep Software Center up-to-date in Public Safety. You can often find me in a police car or fire truck troubleshooting an issue to keep our Public Safety professionals on the road and our community safe.

What project am I working on now? I am currently working with SPIDR Tech on implementing a system for the public to receive SMS communication on calls for service so that they can find out the status of their case. This system ties into CAD and RMS (Records Management System) for the data. There is also a survey that can be filled out when a case is closed. This goal of this project is to reduce administrative calls for Dispatchers and Records. I am also preparing to help swap out the Axon Body Camera system docks for the officers for their new body and flex cameras.

Get to know me a bit more. I have a lot of hobbies! I love to work out and going to the gym. I also love hiking around the area. I enjoy PC gaming (when I can) and am also a fan of web3 projects/communities. My wife and I like to travel, and we usually like to go on one international trip a year to scope our future retirement destinations.



Major Project Updates

Fiber and Broadband

The City of Flagstaff released an RSOQ to bring in a Broadband/Fiber Provider to Flagstaff. We have concluded evaluations and are in contract negotiations.



IT Problems This Quarter

Statistics

IT has had 11 documented “Problems” since the beginning of 2024. This is a 35% decrease from the last quarter. Problems are defined as outages that are not local to a single end user but affect large parts of the organization. Below are some highlights of issues we worked on this quarter:

Harris Innoprise ERP

We have been having regular stability issues with our main ERP system. We had 3 crashes this quarter. We have multiple tickets open with the vendor to resolve these. The vendor has been less than responsive so we’ve been escalating the tickets to people higher at Harris. In the meantime, we have several workarounds to resolve the immediate issues.

Hexagon Dispatch Software

On January 9, we had a major crash of our Dispatch center at NAU. The specific cause is still unknown but after restarting the system, they became functional. This continues to further our concerns with our 911 Dispatch software.

Server Failures

One of our primary servers had a hardware failure that required the replacement of internal hardware. This server was part of a server cluster. The other servers in the cluster were able to migrate application workloads from the failing server without issue so this caused no significant downtime.

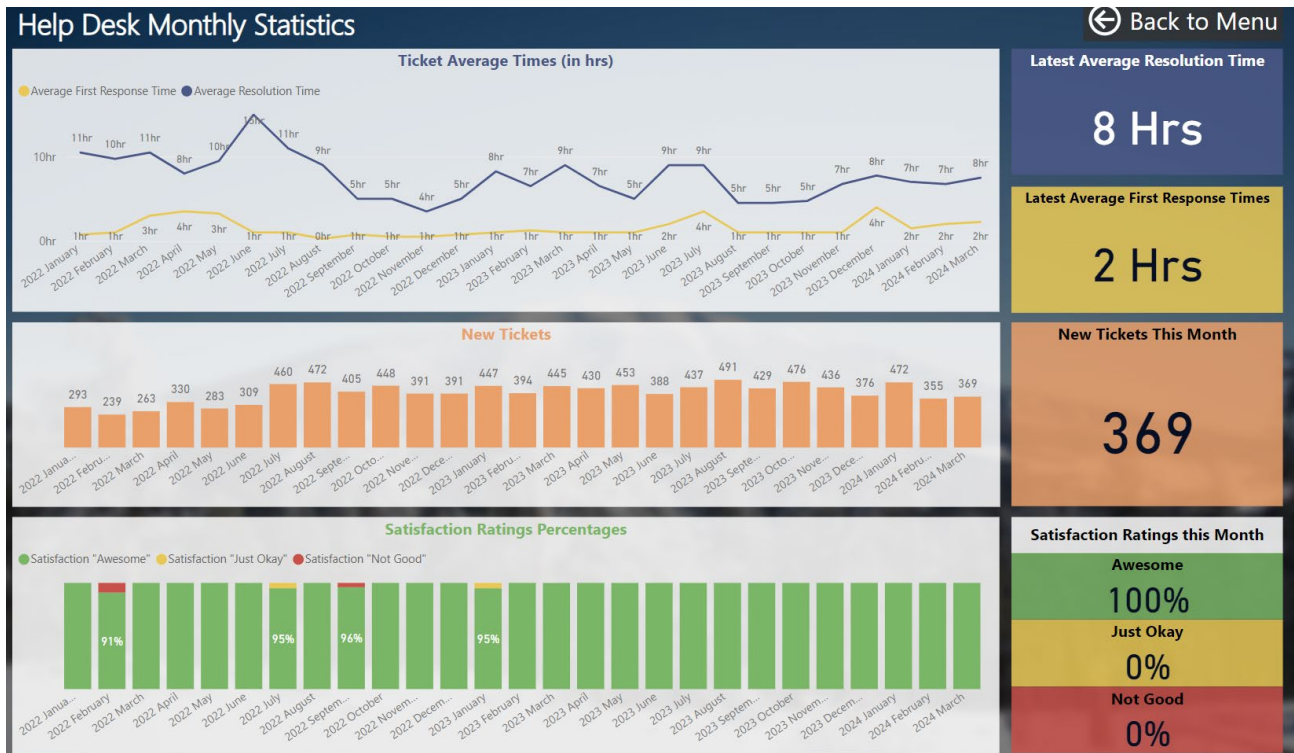
There were a handful of other lower priority Problems and we continue to learn from every issue that crosses our path.



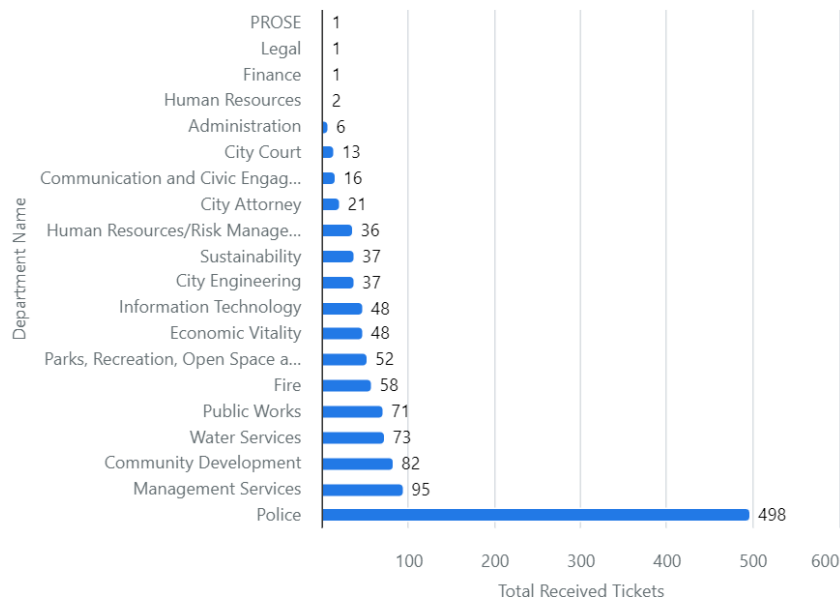
Program Accomplishments

Help Desk

During the first quarter of 2024 IT received 1,196 tickets, resolved 1,204 tickets, achieved an average first response time of just under 2 hours, and an average resolution time of approximately 7 hours. Satisfaction ratings for this period came in at 100% Awesome!



Ticket breakdown by Division



Program Accomplishments

Applications

Ramada Reservation System

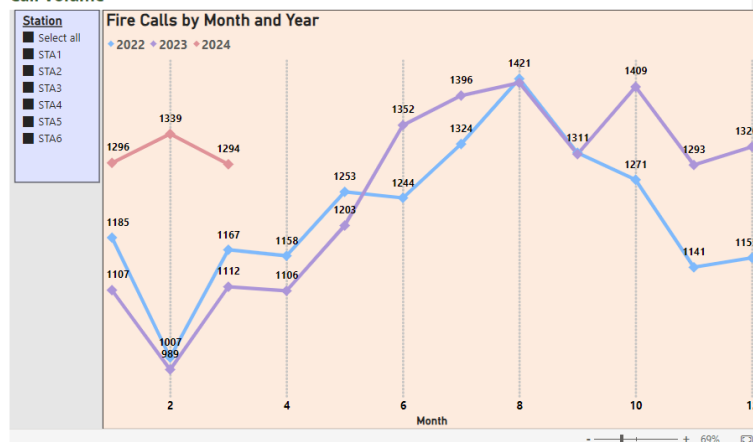


Adam Zwebti, in collaboration with GIS and PROSE, have created a [ramada reservation system](#) for our citizenry. This project has been something that has been discussed for years and it is very exciting to finally see it become a reality. With the GIS created map of our parks and rentable areas a citizen can see availability, book and pay all online. Stay tuned for more, soon we will be adding in other bookable areas in our recreation facilities like the Aquaplex or J Lively party rooms.

Custom Reporting and Dashboards

Operations

Call Volume



Chris Somers has been working with Jessica Vigorito on several visualizations and reports to give them the tools they need to make data-driven decisions. One in particular is citizen facing on the Flagstaff website. Now our citizens can visit the [Fire Department Operations](#) site to see statistics around call volume. Filters allow them to customize the results to see call volume by month, year and station. This provides transparency to our citizens, one of the City of

Flagstaff's core values.



Public Safety

Alan Church has been scheduling demonstrations for a potential new Computer Aided Dispatch (CAD) system and Records Management System (RMS). We just recently had a demo from Oracle, and are looking forward to a hands-on lab from them in the near future. Alan and Shawn will be going down to Phoenix to see Versaterm in action in the Mesa Dispatch Center and we will be receiving a demo from them in the very near future.

```

203 cad> S: update_output ?
204
205
206 # Get all responding officers on an event for the actdata field
207 $responding_officers = @{han_outabusquery ?
208   $SQL base SQL
209   SELECT
210     + c.cdsi,
211     + c.capt,
212     + u.unit,
213     + c.fname,
214     + unit_status,
215     + emp,
216     + ROW_NUMBER() OVER(PARTITION BY unit, unit_status ORDER BY u.cdsi) AS 'row_num',
217     CONVERT(VARCHAR,datetime) AS c.cdsi AS c.cdsi,
218     + '?' + SUBSTRING(c.cdsi,3,2)
219     + '?' + SUBSTRING(c.cdsi,3,2)
220     + '?' + SUBSTRING(c.cdsi,3,2)
221     + '?' + SUBSTRING(c.cdsi,3,2) AS row_cdsi
222     + p.fname AS 'p.capt',
223     FROM act_hi_h
224     LEFT JOIN act_hi_ports p ON u.act_hi_child_change_id = p.act_hi_child_change_id
225     WHERE
226       emp_2 = 'act_event_number' -- link to the CAD event Number
227       AND unit_status IN ('AS', 'AB', 'AR') -- At Scene and Available Public
228   }
229   SELECT DISTINCT
230     @event_number AS 'event_number', @unit AS 'unit', @unit_status AS 'unit_status', @row_cdsi AS 'row_cdsi', @row_num AS 'row_num'
231   FROM base_s
232   WITH base_s ON a.unit = c.unit
233   AND c.unit_status = 'AR'
234   AND p.row_num = 1
235   AND c.cdsi = a.cdsi -- If multiple Available Publics
236   LEFT JOIN ports p ON a.event_id = p.event_id
237 }
238 # Responding Officer Array
239 $officers_on_scene = @($responding_officers.officers_on_scene)
240
241 # Add the responding officers to the actdata field for reporting
242 if ($officers_on_scene) {
243   $obj["actdata"].add('officers_on_scene', $officers_on_scene)
244 }
245 }

```

Alex Stevenson has been working on implementing an exciting new piece of software called Spidr-Tech. This software will automate the communication to a 911 caller with details about when their officer will arrive, their case number and where it is at in the process. Think Dominoe's pizza tracker for 911 calls. We anticipate that this software could reduce call volume in our 911 dispatch center by 40-50% as Dispatch fields the majority of these follow-ups on their non-emergency line.

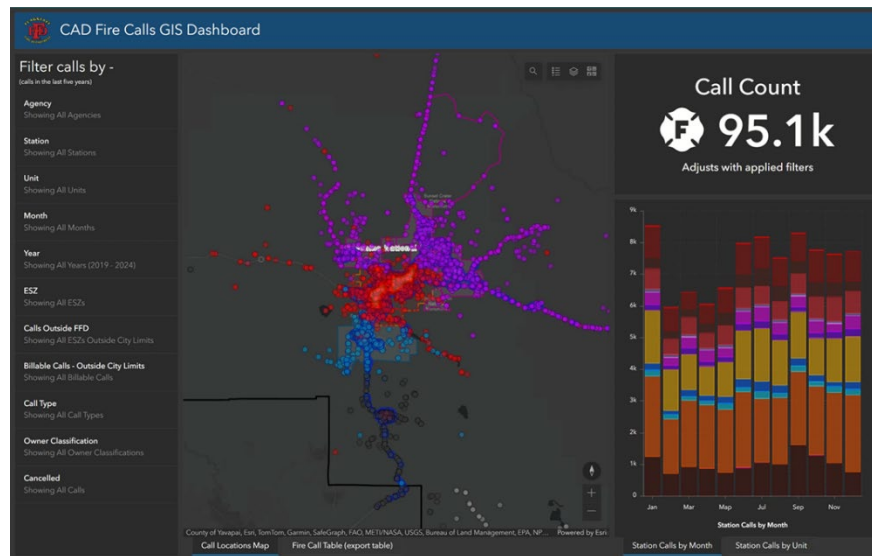
Shawn Armour recently completed a project to replace the cameras and devices in the Detective Interview Rooms. The new software from Axon provides new features that can automate transcription, saving Detectives valuable time. The software also brings new synergies with their Evidence Management System, Evidence.com, as it is also an Axon product. Now all body cam footage and interviews are centralized in the same location for all Public Safety personnel.



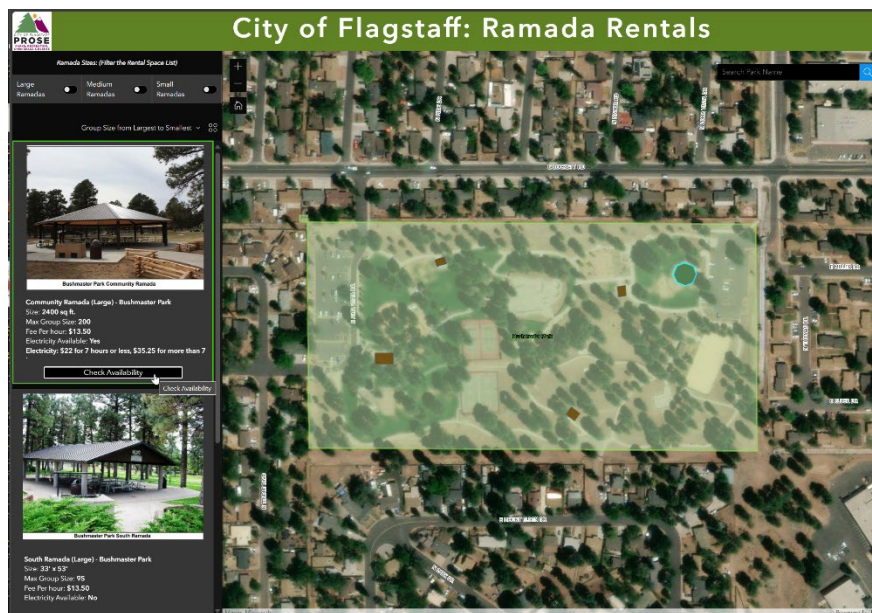
Program Accomplishments

GIS

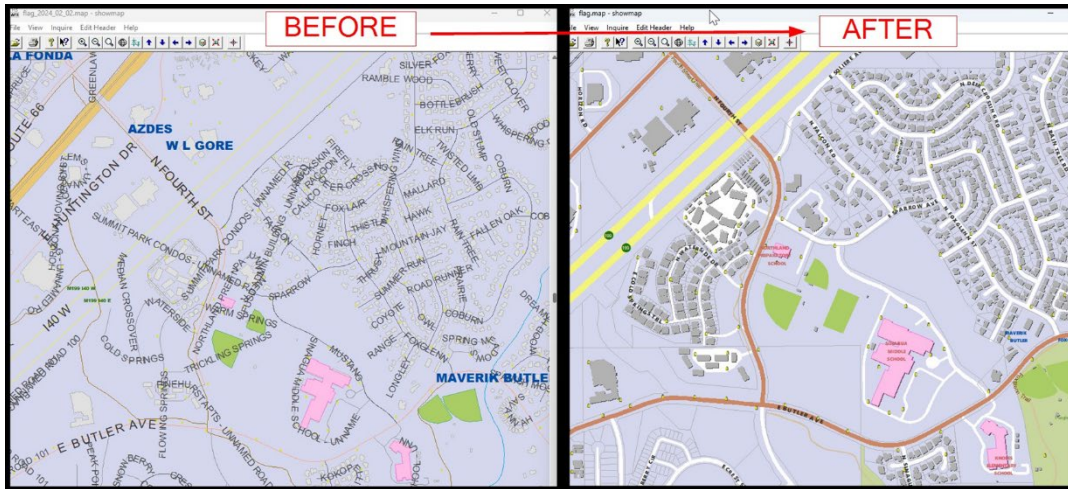
In coordination with the Applications team, Kelsea developed a map-centric dashboard for the Fire Department to spatially filter and select fire calls, giving them insights of calls to and from specific locations over the last five years.



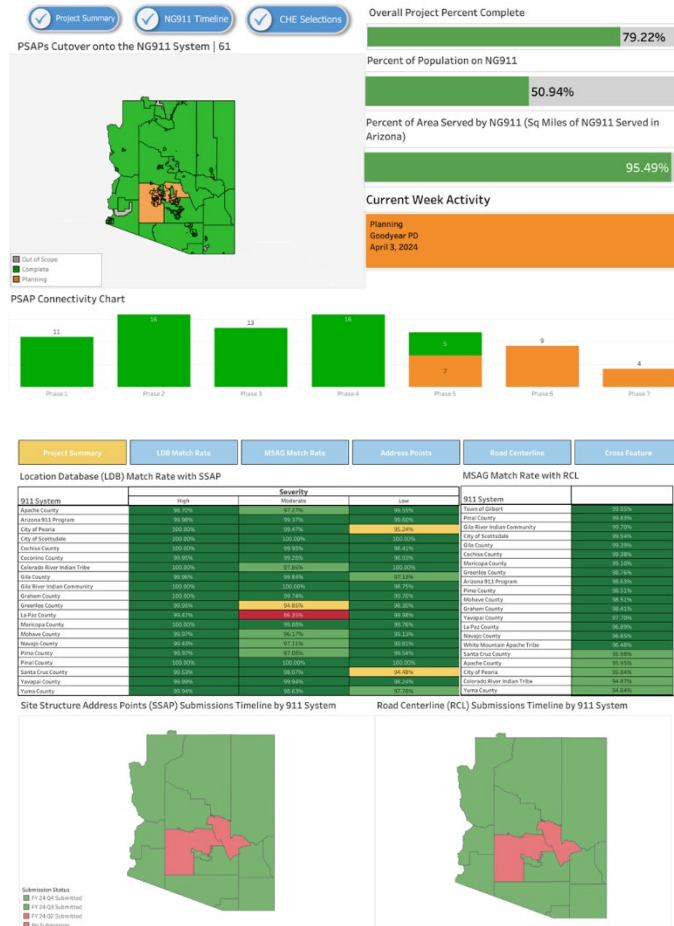
Paul Rosevear, in coordination with Adam from the Applications team, built a web mapping application for displaying locations and amenities at City Parks ramadas. From this web app, there is a direct link from the ramada's picture and map location to the calendar to rent and reserve the ramada. Visit the app at: <https://gis.flagstaffaz.gov/RamadaRentals>



Rob overhauled the Computer Aided Dispatch map for 911 dispatching, giving the map a more modern look and feel, making it more readable and useable for dispatchers.



The City of Flagstaff Public Safety Answering Point is now able to fully support Next Gen 911 and is full compliance with the State of Arizona



Program Accomplishments

Operations

Remote Connectivity upgrades being rolled out

Our networking & systems team is hard at work on creating a more capable, secure, and streamlined remote work experience for our employees. We have begun rolling out a new method in which our city provided laptops will connect back to City resources, such as S Drive and other applications. So far, about 2/3 of the enterprise has been switched over, with the rest to follow in the coming weeks. So far, this has been a huge success with only minor issues to address.

Phone Calling upgrades coming

Our communications team has been hard at work preparing and planning for our upgrade to Teams Calling for all our city staff, replacing Cisco Call Manager. This switch will provide a whole host of benefits, from making traditional phone calls from Microsoft Teams application (phone, desktop), ease of management for IT staff, and better integration into the general workflow of staff.

This has been approved by council and is now awaiting scheduling with the vendor for implementation, which should begin soon.

Network Security Project

Our networking & security teams have been working for the past 18 months laying the foundation for a new project. While we keep details on items like this close to our vest, we can share that much planning and effort has gone into this project. This summer, we will be performing a drastic overhaul on the backbone of our network that while our everyday users may not notice, it will drastically increase our security posture, also increasing network and internet resiliency to outages.

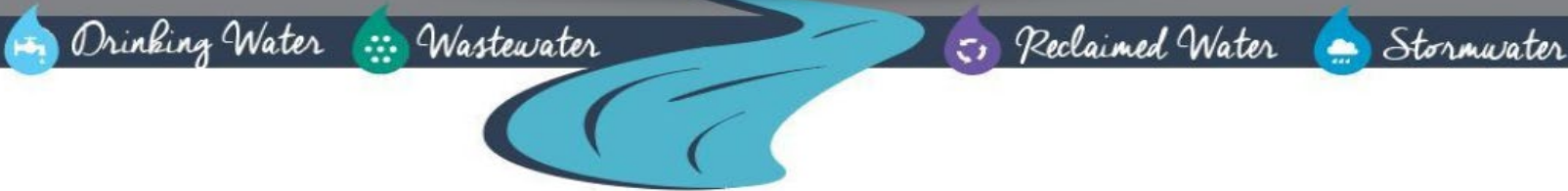
Cybersecurity Audit

Over the last month our Cybersecurity team has been working with federal agencies to audit our systems and network. This was initiated by our division in order to bring in tools and expertise to help guide us with our path to improve. We are currently waiting for the results of the audit as it completed last week.





Quarterly Report



Water Services Update – January to March 2024

Division Highlights

- The **Rate Study** for Water, Wastewater and Reclaimed Water was in full momentum this quarter, requesting recommendations from the Water Commission and direction from City Council on capacity fees and rate structure. There were two joint sessions of Water Commission and City Council on March 4 and March 25, to discuss the rate design.
- **Grant opportunities** are in the forefront, with:
 - Federal and state emergency management (FEMA/DEMA) grants in process for Rio de Flag Reclamation Plant back-up generators
 - Inner Basin fire and flood remediation through Arizona Department of Fire and Forest Management.
 - State Water Infrastructure Finance Authority Grants (WIFA) for non-revenue water studies and replacing old water meters with high-efficiency models with better tracking technology.
 - Water Services is partnering with Sustainability for an EPA grant to find new solutions to old problems of solids handling, in the form of solids drying to produce biochar.
 - The City is also requesting federal appropriations (WRDA) for assistance with development of a new water reclamation plant.
 - Army Corp (EI595) grants are in process for two Stormwater Projects – downtown laterals for the Rio de Flag Flood Control and Killip Inlet (Spruce Wash basins).
 - FEMA grants for Stormwater include Cedar Avenue culvert, Spruce Wash property acquisition, and Lower Spruce Wash Channel Resiliency.
- **Budget:** This year's budget season will track with the rate study recommendations, to bring operations budgets up to the needed levels. Budget increases are contingent on



the rate model passing. The Division has submitted around \$4 million in new funding operations requests (one-time and ongoing) for FY25.

- **Water Rights Settlements** made national news in March, with tribes and localities moving on a path toward an equitable agreement on Little Colorado Aquifer water rights.

Recruitments

- Mac McNamara moved into the Engineering Section Director Position in January, coming over from the City's Capital Development Group.
- Congrats to Lee Williams, our new Treatment OPS Section Director. Lee moved from Water Production into this Admin position in March.
- Jackson Salazar moved into a new Project Manager position, from Plan Review
- Suzie Jonas is starting April 1 as Management Analyst

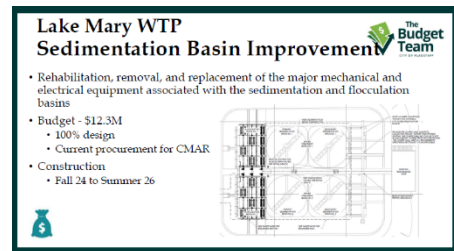
Water Commission Agenda

- Robert Vane joined the Water Commission in February, replacing Ben Ruddell.
- Kurt Riegelman was reappointed Commission Chair for 2024, with John Nauman as Vice-Chair.
- Water Commission focused meetings on topics related to the rate study, capital projects, updates on the Water Conservation Strategic Plan and Water Awareness Month.

Engineering

- Engineering presented on FY25 Capital Projects during the budget retreat. Some highlights were:

- Soliere Water Transmission Line is substantially complete!
- Switzer Phase 4 Water Transmission Lines – Near completion!
- Meter Vault Replacement – Cameo Mobile Home complete; next up is NAU meter and vault project
- Inner Basin Waterline Project, FEMA/DFFM Water Line and Road Rebuild
- Lake Mary Water Treatment Plant Sedimentation Basin Rehab-CMAR solicitation coming soon
- Reclaimed Waterline – 8" Bottleneck, construction starts in FY25
- Wildcat/Country Club Sewer Interceptor – Design contract with Ardurra is going to City Council for approval.
- Stormwater completed a suite of Spruce Wash projects.
- Schultz Creek Highway 180 Drainage Improvements project stated in March.

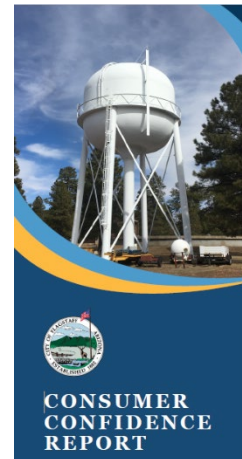


- Other Projects in process include:
 - Buffalo Park to Ellen Street Reclaimed Water Line Replacement Project is nearing design completion

- Rio Digester-In Design
 - Wildcat Digester-In Design
 - Primary Influent Pump Station Replacement – In Design
 - Wildcat Co-Gen – In Design
- Planning
 - Working on new engineering standards for low pressure sewer mains
 - In the scoping phase for the WS Treatment Facility Master Plan

Regulatory Compliance

- Regulatory Compliance staff fielded ADEQ inspections and audits at both the Rio de Flag and Wildcat Hill Reclamation labs with minor findings.
- The city regularly hosts ADEQ-sponsored Operator Practice exams. The last practice exam in March had 20 enrollees from regional operators in northern Arizona, as well as City employees.
- Krista Snow has spearheaded the 2023 Water Quality Report, otherwise known as the *Consumer Confidence Report* or *CCR*. The final draft is in review and slated to be published and sent out to customers in May, well before the June 30 deadline. Nice work, Krista!
- Staff continues to partner for interns with the AmeriCorps program at NAU to facilitate research on the new EPA Lead and Copper Rule.
- A new ADEQ website posting constituent levels of unregulated contaminants from EPA-required sampling is currently in a test environment, allowing submitters to upload data and verify accuracy before releasing this information to the public.



SCADA Information Systems

- Congrats to Lorne Cargill, SCADA's new Program Manager!
- Staff are working on a study for the best location for a Master Radio site, communicating to wells and booster stations.
- Communication to/from Lake Mary is back online, after lightning strikes took down the system.
- Staff is completing septage communications at Wildcat Hill and coordinating with Regulatory Compliance to create Standard Operating Procedures.
- Ryan Urena, GIS Specialist, is busy in the CMMS system, with Corryn on leave. He's helping Stormwater collections with work order requests, sorted by watershed and a cleaning schedule for basins. He's also working on entering infrastructure as-builts to the work order system in the facilities.

- Cameras and doors project at WSAB and the Bonito load-out station is nearing completion.
- Gate projects at both reclamation plants are prepping concrete slabs for cabinet controls.
- Staff are replacing batteries for pressure sensors in sewer, stormwater and distribution system.
- A new network at McAllister well is up and running, with communications to Lake Mary #2 master radio site
- SCADA Team is providing input for the interface and controls of Ft Tuthill pumphouse.

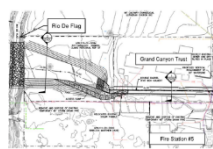
Stormwater

- Stormwater Capital Improvements

- The Highway 180 culvert project has a CMAR on-board with design at 90% and construction beginning in April through June.
- The Downtown Mile project is coordinating with the Downtown Lateral – Santa Fe project on a comprehensive drainage plan on Santa Fe. Making good progress and working around BNSF stipulations. The project is being managed by Trevor, Christine, and Ed.
- The Spruce Wash suite of bond projects is underway, you may notice utility realignments in Main and Grandview, trees being removed that are in conflict with the channel, as well as a new staging yard at “the Wedge”. Eagle Mountain Construction is the CMAR.

Schultz Creek Drainage Improvements @ US Highway 180

- Funded by \$8.9M of State appropriated funds
- Construction costs of \$7.8 million
- Construction starting March 25th, new stormwater infrastructure to be completed by July



Scope


- Prop 441 approved November 2022
- Stormwater Infrastructure improvements in the Spruce Wash area to lessen the impacts of flooding in affected neighborhoods
- Ten (10) projects

Budget \$39.9M

- Prop. 441 Total - \$26M
- RR&SS - \$5.6M
- Grants - \$8.2M
- Water Services - \$148K

Schedule

- Design underway - Summer 23 to 25
- Construction - Fall 23 to 26



Key Flood Projects

1. Grandview Drive Reconstruction
2. "The Wedge" Detention Basin
3. Linda Vista Drive Crossing
4. Cesar Avenue to Linda Vista Drive Channel
5. Cesar Avenue Crossing
6. Arroyo Seco Drive to Dorita Avenue Channel
7. Arroyo Seco Drive Inlet
8. D&D Delta Inlet
9. D&D Delta Inlet
10. Park Way Basin

Completed Key Flood Projects

- Spruce Wash Channel Improvements Project (Cesar Avenue to Dorita Avenue)
- Spruce Wash Channel Improvements Project (Dorita Avenue Inlet)
- Klap School Regional Detention Basin Project

- The Lower Spruce/Switzer Wash channel restoration is in final design, this is a FEMA-City partnership. The construction phase is awaiting grant award from DEMA. Stormwater is managing the project internally.
- Stormwater and Capital are working with BNSF on design for the culvert at 338.9 milepost (Big Fill Lake – Continental Country Club), we are utilizing BNSF’s sub-contractor for the design.
- Chase is working on minor “spot” drainage improvements along Izabel, we have a winning bid and working through procurement.

- Administration
 - Doug is managing the Stormwater Drainage Design Manual update, the first since 2009. The draft design was crafted by Woodson-Ardurra and is in technical peer review with an expectation of taking to Council in June.
 - Chase is coordinating several LOMRs (Letter of Map Revisions) in the community on top of regular engineering reviews, probably the most concurrently in the City’s history.
 - Chase is working on revising Chapter 12 of City Code to meet some new verbiage requirements of FEMA and ADWR (the State representative for floodplain regulations). This is in Legal review.
 - Chase is also working on the 5 year CRS audit, this is a very intensive process but important for maintaining our 25% discount for NFIP (federal flood insurance policies). We met with FEMA on March 28th and expect to have a final audit package submitted by May.
 - Shannon Long continues to work through a high volume of Stormwater credit manual applications and Stormwater rate questions.
 - Lots of grants, and grant proposals, in the works and continuing research with partners: we were recently awarded approximately \$1M in federal funding for Cedar Ave. culvert at Spruce Wash, awaiting funding decision on the Killip Secondary Outlet grant and a transfer of funds from USDA for “the Wedge”.

Section Director – Field Ops

- Field Ops Section Director Patrick O’Connor is presenting water meter contracts for city council approval for regular maintenance change outs.
- The WIFA grant agreement is under review and will come before City Council this spring. In the meantime, staff are working on a separate meter contract for the WIFA grant, including federal compliance requirements.
- Field Ops signed up for 55 (operator) seats with American Water College. This allows operator and field technicians to receive needed training in a variety of disciplines throughout the year.
- Staff took delivery of the second (and final) water distribution service truck on order since 2020, partly due to supply chain and vendor staffing challenges.



Water Distribution

- The Section has four vacant positions.
- February and March had 5 service replacements, two main breaks

- We are currently down two service trucks for repair. Luckily, we have two new trucks in service.
- Three hydrants were replaced from snowplow and vehicular damage. Crews also replaced several snowplow-damaged meter boxes.
- A new replacement waterline is being installed on Grandview Dr. as part of the Spruce Wash bond project.
- A new waterline is being installed on University Ave and Beulah
- Construction walk-throughs for new water service at Chick fil A on E. Rte 66 and N. Fourth St, Timber Sky Adora Phase 2 subdivision, and In N Out Burger on S. Milton Road were completed.
- Crews attended annual confined space, trenching and excavating classes.



Wastewater Collections

- Staff picked up the Collections TV Van, once repairs were completed. This equipment has repeatedly had problems and is under review.
- The Purchase order for the new WW Combo Truck has been issued. Now, the waiting period, while the truck is built.
- Wastewater Collections currently has four vacancies.
- SSO's (Sanitary Sewer Overflows) are increasing; two this quarter.
- We are experiencing availability issues for service parts. Suppliers are experiencing shortages and long lead times for delivery.
- Crews attended annual confined space, trenching and excavating classes



Stormwater Collections

- Crews cleared the Bear Paw open channel drainage.
- Our new stormwater operator, Kristina, obtained her class A CDL as well as obtaining her grade one wastewater certification.
- Storm water filled its last vacancy with hiring Michael Gouhin. He was able to obtain his class A CDL and pass grade one wastewater certification.
- Lorn Sampson and Paul Wolf renewed their Pesticide certifications.
- Crews attended annual confined space, trenching and excavating classes.

Water Production

- Our largest booster pump at the Lake Mary Water Treatment Plant is out of commission. Initially the downstream valve was suspect, then we assessed the pump and motor which were fine. Culprit is now thought to be electrical related, options for soft-start replacement are on the table with staff and contractors looking into quotes. All discharge valves at the LMWTP town-pump building were rebuilt using all stainless-steel hardware for the first time.
- For the first time in about 8 years we are trying a new coagulant for surface water production, due to a force majeure for the one we have been using for nearly a decade with significantly inflated pricing from the vendor. The new coagulant did not perform as well as current, showing we were already using a great product. Force Majeure with current coagulant vendor was supposed to be over by the end of February.
- The Lake Mary Sedimentation Basin RSOQ is in procurement/legal hands for review; hopefully advertising for solicitation this spring.
- Snowstorms in February took out our Woody Mtn. Wellfield and Booster Station for a couple days. Issue ended up being on APS side with a wire down. Due to snowfall creating a limited access the wellfield was reduced to a single well in operation after power was restored. Access was also difficult and limited in Lake Mary Wellfield due to snowfall.
- SCADA staff continue to work on communications with the Raw Water Pump Station. Water Production staff are still required to take morning and evening drives to the station to start and stop pumps, regardless of weather and conditions. Staff are getting levels of Upper Lake Mary manually due to lack of communication with the dam. This time of year and with recent snowpack we should start to see infill into Upper Lake Mary, especially if we get any rain on snow events.
- Later in March SCADA staff made progress with the related communications from the Upper Lake Mary Dam, now visible at the LMWTP, with lake levels rising by the day.
- We filled the Water Production Maintenance Supervisor position with a start date in mid-May, and now have a vacancy for Operations Supervisor, with Lee Williams promoted to the Facilities Section Director position.
- Well & Pump Maintenance (used to service all water production groundwater wells etc.) and a Tank Rehabilitation Project including Railroad Springs, Kinlani and Buffalo Park Tanks along with the Woody Mountain Booster Station Forebay are under review from procurement and legal and should be advertised soon.
- We finally got Lake Mary Well #9 functionality restored last month since lightning damage took it out on labor-day weekend last year. It took a lot of coordination with the contractor on electric component needs. Contractor was able to rebuild the old contactor, so we now have a spare.
- We had a record setting ADEQ certification test series, with five staff registered and passing in multiple disciplines.

Water Reclamation Plants

Reclamation Staff are honoring requests for tours, even as we manage staffing shortages.

- Reclaimed water demand for Snowbowl increased, in response to a dry January and February season. The water was turned off on March 1, according to the contract.
- Larger facility maintenance projects wrapping up this quarter include Anoxic Mixers at both reclamation plants and bar screens at the Rio de Flag facility. The Rio mixers are getting a new VFD (Variable Frequency Drive) motor, for top efficiency in operations.
- Primary equipment - disc filters and primary clarifiers- went down, with the crew responding with cleaning and repairs.
- Reclamation is actively recruiting for two operator positions and an operations supervisor.

A Day in the Life of Water Reclamation

Comment: We got a lot of stuff done this week, even down two supervisors!

What that really means:

WCH staff cleaned a contact basin and clarifiers in between sending staff to Concentra for respirator examinations. Rio staff took a disk filter off-line for cleaning, participated in trenching and shoring training while also completing respirator exams. Another successful week for the lab. Next week, Wildcat will be switching contact basins, moving solids and performing cleaning, while preparing the plant for bio monitoring. Rio will be taking the sand filter offline next week for cleaning.



Water Resources and Conservation

- The Water Resources Team led by Erin Young, is joining the Water Conservation Team's Water Awareness Month activities in April to raise awareness in the community of the impending rate study and its impact on the municipal services bill. Events are planned for:
 - April 1 at the Main Library
 - April 3 Jay Lively
 - April 6 at Willow Bend's Science Saturday and the Aquaplex

- April 8 Open House at the East Flagstaff Library
 - April 10 at Joe Montoya Senior Center
 - April 11 at the Aquaplex
 - April 17 at Hal Jensen Recreation Center
 - Earth Day Celebration on April 20
- Erin and staff have worked with the consultant to guide the Water Commission and City Council through a series of decision-making trees, to structure a rate that supports the utility's needs and is equitable across the customer base for the next five years. It's no easy task, and the process is nearly complete. Details can be found at cleanwaterflagstaff.com
 - Annual report for ADWR due end of March. This report maintains the city's designation for a 100-year adequate water supply. Rob Speer is updating GIS with zoning to base water demand estimates, as part of his thesis work, which aids this report.
 - We have transitioned our watershed monitoring contract from SRP to JE Fuller. The cameras can be accessed here: coconino.jefulleralert.com/UpperLakeMaryMonitoring/.
 - Water rights settlement (noted earlier) with the tribes is a BIG DEAL. There was a big push several years ago, which faltered. We're hoping this mediation will succeed. It will still be a long process to equitably manage future water rights in the Little Colorado River watershed.
 - Hydro GEOPHYSICS completed collection of data to inform the top 5 well sites for future needs.
 - The Beal monitoring well needs repairs for a cracked casing. The fix will include a seal on top and lid replacement.

Water Conservation

- Arizona's Water Awareness Month is April. It opens with a Proclamation on April 2, and recognition for water professional week. A series of tabling events are scheduled to help residents save water.
- Conservation's WIFA contract was approved on March 5. The next step is to work on the consultant contract for the non-revenue water study.
- Conservation is working with Housing on a CDBG grant, to upgrade fixtures and leak repair to low-income or supplemental housing recipients.
- Consultations and Rebates. We're bringing in extra help for the WL Gore consultation, helping businesses reach conservation goals. We're finishing up with Kinlani Bordertown Dormitory to upgrade fixtures and toilets to low flow options. We are currently working with nine hotels and restaurants to provide water rebates.
- Staff is presenting to the local Master Gardeners group, on plants and methods to reduce outdoor watering. We are also hosting a rain barrel harvesting workshop.
- Direct mailers went out to targeted homes over 4 bathrooms, offering rebates and conservation consultations.

- Fix-a-leak week was March 18-23, and a campaign to empower customers for needed repairs was conducted. Conservation participated in the Chocolate Walk in February.
- Water Resources and Conservation is assisting with the Regional Plan efforts, providing data and input. Conservation staff are also providing assistance for the rate study outreach.
- Water enforcement begins in mid-April.
- AZ Project WET planning has begun, with a new director. This is a special water-focused event for local 4th grade schools held in September.



AIRPORT

AIRPORT RESCUE FIREFIGHTING (ARFF) AND OPERATIONS:

- The ARFF staff recently completed their annual live-fire certification training at the Dallas-Fort Worth Fire Training Research Center. This training, mandated by the FAA, must be fulfilled within 12 consecutive calendar months for each aircraft rescue firefighter.
- City staff, in collaboration with various surrounding agencies, convened with Emergency Management Partners LLC for a kickoff and planning meeting aimed at updating the Airport Emergency Plan and preparing for the Airport Triennial Full-Scale Exercise scheduled for September.
- The Airport Emergency Plan is a mandatory requirement for commercial airports, while the Airport Triennial Full-Scale Exercise, also mandated under the same regulation, must be conducted every three years.
- Additionally, ARFF staff participated in the second segment of the Fire Officer Leadership Program. This program, which builds upon skills acquired in the initial phase, was extended to members of the surrounding Greater Flagstaff Regional Fire Departments.



AIRPORT MARKETING AND AIR SERVICE ATTRACTION:

- The airport has recently established a [Linktree](#). It serves as a convenient "link-in-bio" solution, particularly useful for social media platforms such as Instagram.
- Staff is gearing up for JumpStart, the annual air service attraction conference scheduled for May. They are currently in the process of

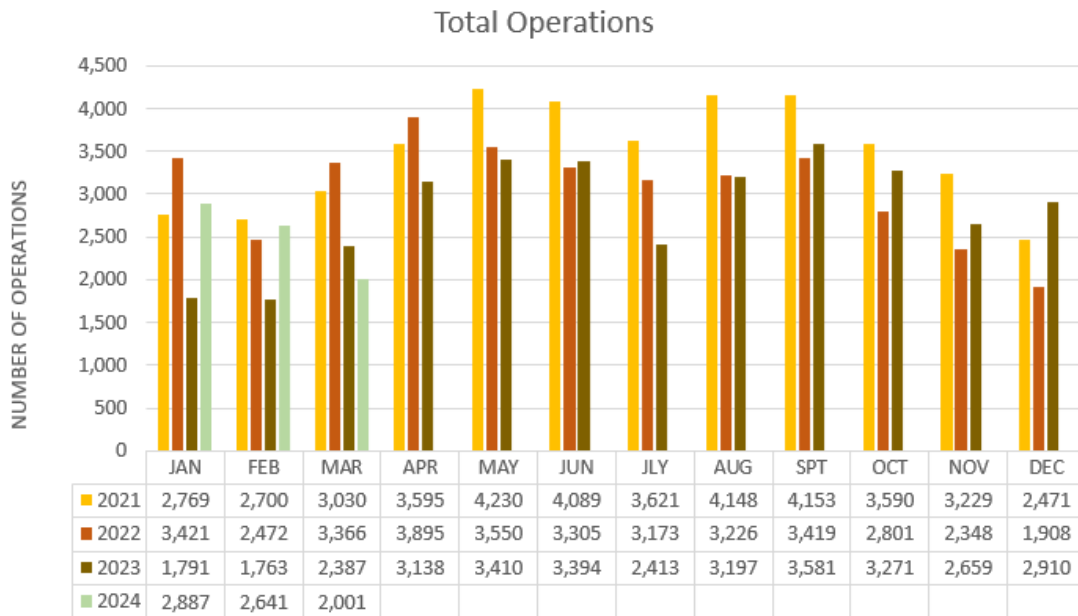
PARDON OUR CONSTRUCTION!
We're Enhancing Your Travel Experience

Work is underway for several terminal maintenance projects. We anticipate completion by early June 2024.

Travelers can rest assured that the majority of the work will take place during overnight hours, reducing any disruption to travel plans.

For further details, please visit flyflagstaffaz.com

Thank you for Flying Flagstaff First!



**CHOOSE
FLAGSTAFF**

COMMUNITY INVESTMENT

BEAUTIFICATION AND ARTS & SCIENCE:

ARIZONA FORWARD AWARD: *Touch home, reach sky* was recognized with an award of distinction at the AZ Forward Environmental Excellence Awards. The artist as well as several City staff, and Vice Mayor Aslan were present to accept the award.



ONGOING PROJECTS

- **Airport Monument Restoration:** Contract executed, notice to proceed given, and replacement vigas have been ordered by vendor, NOAZ.
- **Airport Coconino Scroll Medallions:** Estimate received from Artisan Metals to clean and wax the 25 bronze plaques; agreement finalized. Cleaning has been scheduled for late April/early May.
- **Aspen (Niche) Bicycle and Pedestrian Enhancements:** Meeting with Century Link produced two results: less expensive swing gate and lowering height of fence to 6-7 feet met with owner approval. Details on cement slopes, permits, and fence height continued to be clarified. Contractor will submit

building permit for review to flush out any other requirements. Budget reviewed and approved. Directed designer to bring the fence height down to six feet from eight feet in drawings.

- **City Hall Railings:** Staff sent design rail choices to Public Works for feedback and inquiries about monument step exemption to Permitting staff in hopes of reducing the number of railings required. After consultation, railings will be simplified and reduced in number from 7 to 4. Received step depth changes from Public Works and had designer revise drawings. The railing submitted will have an antique bronze finish.



- **Collections Condition Photography:** A Community Affairs intern, along with the Community Engagement Specialist, will begin photography shortly on CoF public artworks for condition reporting. Photographs will be taken of each piece, including detailed images of specific damage (e.g., vandalism and graffiti, corrosion, deterioration, soiling or tarnishing, etc.). Photographs will inform the BAS conservation and maintenance plan.
- **Cosmic Ray Tunnel on the Sheep Crossing Trail:** Bronze plaques are in production (finally!).
- **Downtown Connection Center:** Stamped Structural Drawings for Southside Grove Sculpture completed.
- **Downtown Mile:** Designer presented three aesthetic directions for the retaining walls under the rail bridge to City staff, who reviewed and gave direction for revisions.
- **Flowers Program:** Hanging baskets, coco liners, and heavy-duty chains for the Birch Avenue flower expansion were delivered and taken to storage. Foxglove Gardening is prepping the native pollinator garden in Heritage Square. NOAZ sent an estimate to replace the signage on all Aspen Avenue Planters that are peeling. Two of the planters are under warranty.

- **Multicultural Park Sculpture Exhibition:**

- o The final signed artist contract amendment was received.
- o A newly created sculpture by participating artist Olivero Balcells has been fabricated and will be painted soon (image at right).
- o Opening Reception Save the Date e-card sent to participating artists, City staff, Mayor & Council, and participating Coconino County/CoF councils and commissions.
- o Staff worked with Outlive Creative on videography project including the project timeline and finalized pre-interview questions for artists and key stakeholders. Outlive Creative completed the pre-interviews with participating artists, CoF staff, BPAC and Coconino County and drafted the video script.
- o Staff reserved space at Coconino Center for the Arts for final interviews tentatively scheduled for May 13th and studio visits with artists confirmed in April
- o Staff is creating a website page which will provide more information about individual sculptures on exhibit. Sculpture signage will include a QR code that links to this page.



- Staff drafted the RFIP for FY25 and is fielding inquiries from potential artists for the FY25 exhibition because of attending the 2024 Tucson Sculpture Show.
- **Murdoch – Southside Park 3D Artwork:** Staff conducted a creative exercise with community focus group, presented status of the project to Southside Community Association, and hosted artist finalists for a site visit that included tours of Southside and Downtown. Proposals for the project are due in May.
- **Rio de Flag:** Meeting held with Design and Engineering consultants. Staff confirmed two form liner designs for cement walls: blue gramma grass motif for near City Hall; and meadow of flowers motif for everywhere else.

PROGRAMS & OUTREACH

- **Beautification in Action (BIA) Grants:** Selection panel meeting held for the BIA funded NAU utility cabinet artwrap with staff participation. Sustainability included BIA grant opportunity included on a flyer for the Food & Farmer Resource Fair put on by Flagstaff Foodlink. Staff worked with current and potential grant applicants on next steps including new vendor registration, invoice processing, and spring grant cycle application inquiries. Staff also worked with APS Public Affairs Manager to secure grant application art wrap permissions. Spring grant deadline of March 15th passed. Ten applications received, of which seven are eligible for consideration by BPAC.
- **BPAC:** March meeting held. Action items included the consideration of a bronze sculpture donation from Ed Reilly of Bronze Smith Fine Art Foundry and Gallery and a gift donation from Gene Galazan. BPAC determined that donations are public art, are appropriate for the public art collection, and to move forward to initiate the process under ordinance 2014-18. Discussion items included a project overview on the Cheshire Slow Street Asphalt Art Project by Metro Plan and artist Kayley Quick, and the status of approved BIA grant projects not yet completed by BAS.
- **Cultural Sector Survey and Outreach:** Café Conversations sessions, each consisting of three conversation topics of thirty minutes each, held with arts/culture/science leaders, artists, and community members (photo of participants of one session, left). Much prep by many staff went into the event details including materials, event flow, room layout, guest list, creation of discussion boards and other needed materials.
- Council: and Mission/Values document completed.
- **Outreach:**
 - Staff attended Tucson’s *Annual Sculpture Festival Show & Sale* to promote the Multicultural Park Sculpture Exhibition opportunity for FY 25-26.
 - New mugs: Staff ordered additional variable logo mugs featuring *Kulila* by Dana Kamberg.



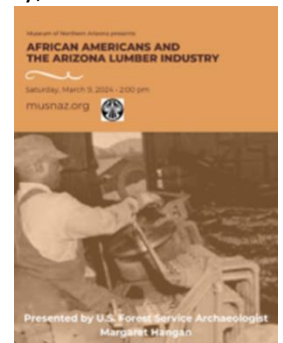


- Design of half-page ad for the May/June *Sculpture Magazine Art in Public Places* edition finalized (photo left).
- **Staffing:** Applicants for Project Administrator scored and submitted to HR. Staff met with a potential candidate for a summer internship to discuss internship parameters.
- **Viola Awards:** BAS was a Viola Sponsor of the event and Project Administrator attended the soiree along with staff from legal and procurement, and BPAC commissioners. Sponsor materials, including use of the BBB logo, were created and present at the event.

HIGHLIGHTED EVENTS IN FEBRUARY BY A NONPROFITS SUPPORTED BY BBB TAX FUNDS

A presentation on **African Americans and the Arizona Lumber Industry**, presented by Museum of Northern Arizona was held on Saturday, Mar. 9th.

U.S. Forest Service Archaeologist Margaret Hangan presented on a fascinating aspect of Arizona history – the diaspora of skilled African American workers from the lumber towns of the South to Arizona starting in the 1920s. Creating rich diversity in Flagstaff and throughout Arizona, African Americans’ contributions to the region began with the lumber boom. This talk complements the *Seeing People Through Trees* exhibition that closes at the end of April.



On March 16th, Flagstaff Foundary hosted Momentum Aerial

Participants enjoyed a night of live performances, music to make the heart beat, comedy to tickle funny bones, and endless surprises.

In honor of Women’s History Month, **Cultural Connection** hosted an exhibition that was on view through the end of Marth: **Resilience: Women in Flagstaff's Past and Present**



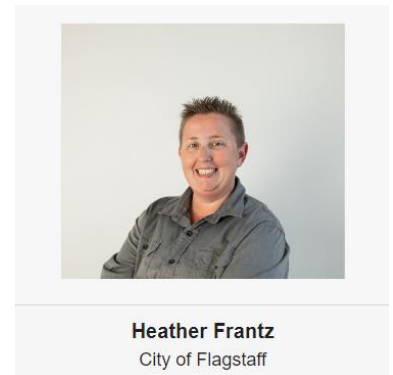
Theatrikos opened The Gods of Comedy on Friday, March 29, 7:30 pm
Runs through April 20 (\$9-\$26)

A young woman calls on the gods of Ancient Greece to save her love life—but it’s not the gods of love who show up to help. Theatrikos favorite playwright Ken Ludwig (Lend Me A Tenor) is back with a hilariously divine farce filled with screwball deities, carnal complexity, conspicuous consumption, madcap mayhem, a touch of roma

PARKFLAG:

Operational Updates:

- During March, multiple kiosks required updates, repairs, or both, including the installation of a new batteries, printers, and a sim card to improve cellular connections. Our dedicated staff members continue to conduct regular cleaning and maintenance tasks to ensure smooth operation.
- **Heather Frantz** attended the PIE, Parking Industry Expo, in Chicago Illinois this past month. Heather participated in a panel interview titled “Frontline Parking Enforcement – Hear firsthand perspective of parking enforcement in your cities. (What’s really happening).” Kudos to Heather for representing the City of Flagstaff!
- ParkFlag continues to collaborate with internal partners to refine the program's citation process and implement an immobilization list, as well as booting and towing procedures. The code rewrites have been completed, presented to City Council, and approved. Currently, we are focusing on the next steps, which include issuing notices to registered owners, rewriting citation instructions, and obtaining approval from the Flagstaff Police Department for MVD access.



Recruitment Update:

The candidate who previously underwent interviews withdrew from the background process. We are currently scheduling interviews for new applicants.

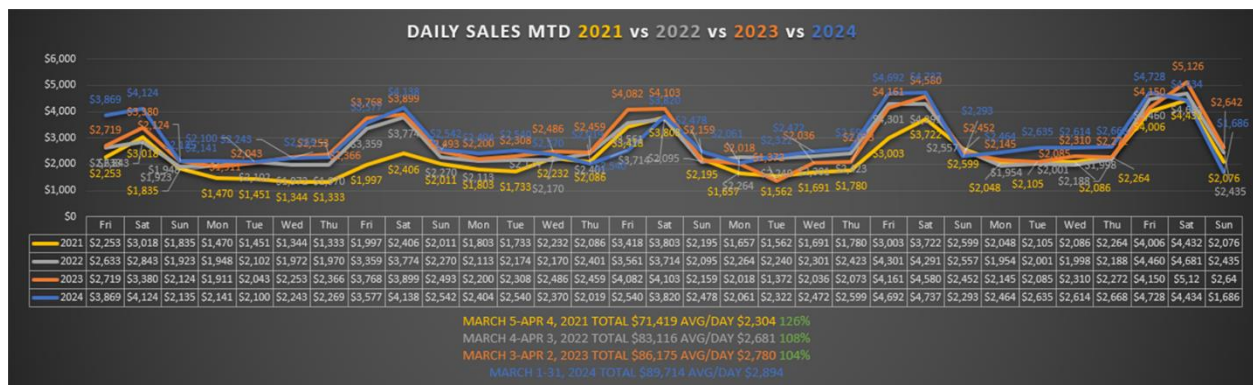
Community Engagement:

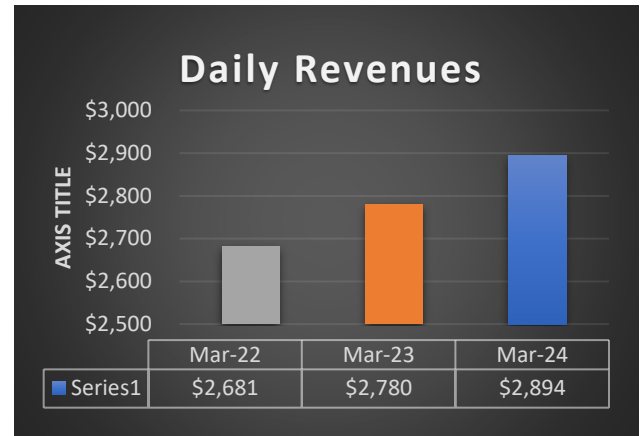
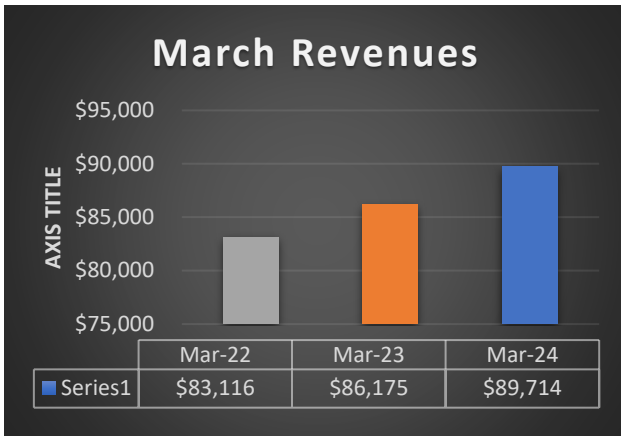
Parking staff participated in the monthly Downtown Business Alliance meeting to provide an overview of the new policy changes concerning repeat offenders of downtown parking regulations.

Parking Revenues:

ParkFlag customers parked a total of 89,952 hours during the month of March with an average of 2.00 hours per parking session.

Parking revenues were up over March of 2022 and March of 2023.





ECONOMIC DEVELOPMENT:

ATTRACTION EFFORTS:

- Staff met with three different businesses that are interested making a home in Flagstaff. Two are production-oriented businesses that would help move Flagstaff into new economic territory and one is a specialty retailer.
- Staff met with one technology business that is seeking to expand in Flagstaff to determine how the City can assist.
- Staff has advanced the Economic Development Strategic Plan and the Workforce Development Analysis and soon will be able to share drafts for comment.

MOONSHOT had several events recently including:

February:

- **2/13 - WE Mean Business** - Round Table/Networking
- **2/15 – Flagstaff Leadership Program at the Campus.**
The Economic Development day for the FLP was held at MOONSHOT
- **2/15 - Senator Kelly visited the campus.**



LIBRARY | CITY & COUNTY

Downtown and EFCL Libraries

Youth Services:

The Youth Services Spring Break programs were a big success:

- Spring Break movie – Super Mario Bros. Movie: 36 attendees

- Teen Minute to Win It – 7 attendees
- Creation Station – 28 attendees
- Mason Bee Houses – 33 attendees
- Saturday Story Stop – 25 attendees

Nick Sones hosted a “**Build a Solar Eclipse Viewer**” program on March 28th which drew 17 attendees. Solar eclipse program hosted by Ryan and Demaris was held at the Downtown Library Entry Plaza. Attendees were provided glasses for watching the eclipse and other devices, such as a colander to project the progress of the eclipse onto the concrete.

Reference:

The last quarter was the biggest so far for the Culture Pass program. The Downtown Library (158 total passes checked out) and East Flagstaff Community Library (135 checkouts) saw their highest per quarter checkouts since the program started and the Forest Lakes Community Library (10 checkouts) launched the program. The most popular destinations were the Desert Botanical Garden (97 checkouts), Museum of Northern Arizona (56 checkouts), and the Arizona-Sonora Desert Museum (48 checkouts). Each pass is valid for two free admissions to one of the 16 participating venues.

A City of Flagstaff Job Fair will be held at the Downtown Library on Friday, April 19th from 11- 1 PM. Attendees can learn about current job openings, how to create a resume and cover letter, and speak with representatives from Human Resources, Flagstaff Police, Flagstaff Fire Department, Customer Service, Public Works, and more!

East Flagstaff Library East Flagstaff Community Library:

Thirty patrons attended the first **Lego Club** of Spring held at EFCL. The theme was "things you can use." Most of the participants opted to come up with their own themes to build around but a few stayed on topic, including a boy who made a very cool Minecraft sword and shield.



The **community Seed Swap** collaboration with Willow Bend and the U of A Cooperative Extension Office was a big success! Patrons came by to drop off and pick up seeds. Approximately 117 people came to the library during the two-hour time span. APS, City Water Services, and Food Link were also there to share their services and seeds.

The Friends approved a request for funding for a new heat-binding machine for use when making book repairs. The machine will be more efficient and effective than just book glue and will help extend the life of repaired materials.



County Branch Libraries

Forest Lakes:

Forest Lakes had a local welder come in to modify the movie carts. This is a huge improvement. Since the library is in a school building, that is also used by a quilters group, AA group, church, and other organizations it is necessary to move the DVD carts often. The old DVD carts took a few people to move. The modified ones can be moved by one person. Books and prizes have been ordered for the adult summer reading program.



Grand Canyon Community Library:

- Coconino County lent Starlink equipment and access, so the library once again was able to offer internet connectivity. The prior vendor removed equipment leaving the library without access and the new vendor, arranged by Library IT, was slow to respond resulting in the GCCL being without access for nearly five weeks. This presented difficulties for staff, residents, and the high volume of visitors to the Canyon. The library is popular during tax season, and many people need to print forms.
- A summer reading program will be held at GCCL this year. Demaris will spend time at the Grand Canyon to assist with programming.
- The National Parks Service wants the library to stay at the bank building rather than returning to its former location. If the library remains at the bank building, the restrooms will need to be remodeled to be ADA compliant.

Tuba City Public Library:

Tuba City Library will be offering a Summer Reading Program for the first time since the pandemic closures. Participants will receive a free book as an incentive.

Staff Training and Development:

Several staff members from throughout the library system attended the State Library Summer Reading Challenge Training held on March 29th.

Staff News:

Kinney Anderson's last day as EFCL Manager was April 10th. Aslyn Wright will begin April 14th as a Library Temp in Youth Services at the Downtown Library.

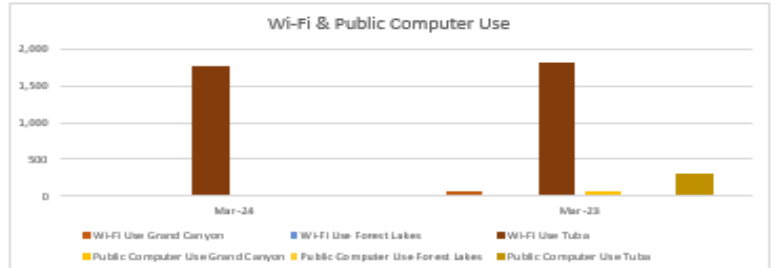
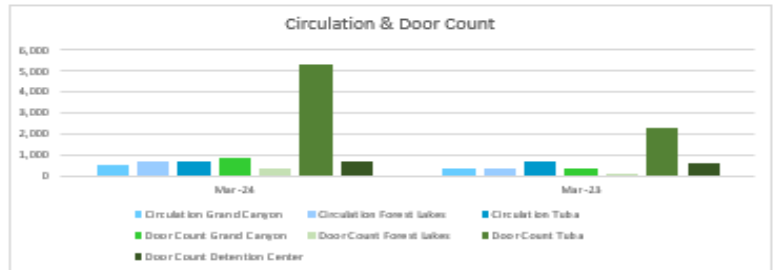
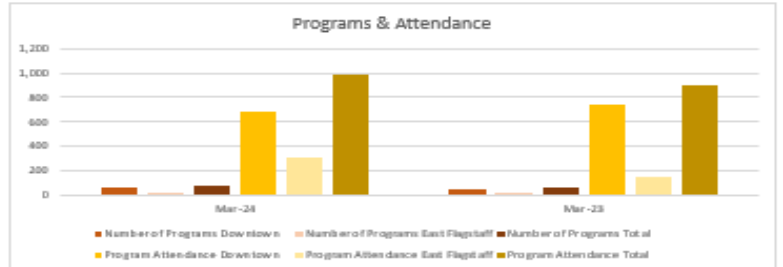
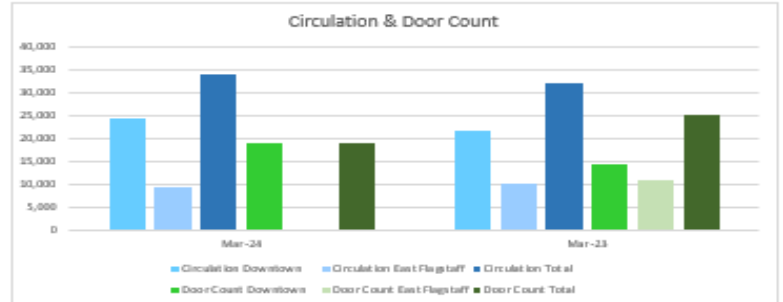
LIBRARY MONTHLY STATS:

STATISTICS

Countywide		Mar-24	Mar-23	Difference
Overdrive Circulation	All Libraries & Sora	3,355	7,276	28.57%

Downtown & EFCL		Mar-24	Mar-23	Difference
Circulation	Downtown	24,554	21,795	12.66%
	East Flagstaff	3,479	10,217	-7.22%
	Total	34,033	32,012	6.31%
Value of Loaned Materials	Downtown	\$419,678	\$410,297	2.29%
	East Flagstaff	\$163,919	\$200,811	-18.37%
	Total	\$583,597	\$611,108	-4.50%
In-House Use	Downtown	23,688	15,714	50.74%
	East Flagstaff	6,176	6,069	1.76%
	Total	29,864	21,783	37.10%
Door Count	Downtown	19,032	14,248	33.58%
	East Flagstaff	10,315	10,315	-100.00%
	Total	19,032	25,163	-24.37%
Wi-Fi Use	Downtown	3,019	2,384	26.64%
	East Flagstaff	1,630	1,034	57.64%
	Total	4,649	3,418	36.02%
Public Computer Use	Downtown	2,265	1,453	55.88%
	East Flagstaff	1,596	1,109	43.31%
	Total	3,861	2,562	50.70%
Number of Programs	Downtown	59	44	34.09%
	East Flagstaff	21	14	50.00%
	Total	80	58	37.93%
Program Attendance	Downtown	680	748	-9.09%
	East Flagstaff	304	151	101.32%
	Total	984	899	9.45%
Reference Help	Downtown	2,702	2,554	5.79%
	East Flagstaff	2,045	1,607	27.26%
	Total	4,747	4,161	14.08%

Branches		Mar-24	Mar-23	Difference
Circulation	Grand Canyon	502	334	50.30%
	Forest Lakes	650	355	83.10%
	Tuba	683	654	4.43%
In-House Use	Grand Canyon	154	38	305.26%
	Forest Lakes	11	0	103300.00%
	Tuba	69	108	-36.11%
Door Count	Detention Center	781	1,394	-43.97%
	Grand Canyon	856	363	135.81%
	Forest Lakes	383	38	290.82%
Wi-Fi Use	Tuba	5,309	2,244	136.59%
	Detention Center	647	582	11.17%
	Grand Canyon	0	73	-100.00%
Public Computer Use	Forest Lakes	2	5	-60.00%
	Tuba	1,761	1,807	-2.55%
	Grand Canyon	0	62	-100.00%
Number of Programs	Forest Lakes	0	0	#DIV/0!
	Tuba	1	0	3300.00%
	Grand Canyon	0	0	#DIV/0!
Program Attendance	Tuba	11	0	103300.00%
	Grand Canyon	3	0	23300.00%
	Forest Lakes	0	0	#DIV/0!
Reference Help	Tuba	65	0	643300.00%
	Grand Canyon	174	53	228.30%
	Forest Lakes	310	291	6.53%
	Tuba	408	329	24.01%
Detention Center	51	18	183.33%	





TOURISM & VISITOR SERVICES

TOURISM METRICS: MARCH 2024

Following is a snapshot of the metrics for March 2024:

YOY RevPAR for the Month of March:

The RevPAR number of \$90.91 is up by 2.3% to March of LY. This is up even though we had 5.2% more rooms in the overall Flagstaff inventory for the month. The demand for traditional accommodation in March was strong – beating STLY by 8.7%.

Rationale:

There was lots of buzz around Cactus League Spring Training this year and the businesses hosted lots of folks who added onto their Valley vacation, Snowbowl numbers were strong – pulling in the ski/snowboarders to visit Flagstaff, and there were plenty of nice days for outdoor recreation.

The Discover Flagstaff team worked hard on both pre-arrival and in-the-month messaging and marketing for the month of March. Lori Pappas, V.P. Marketing and Media Relations, and her team along with the Creative Staff, strategically marketed to ‘team audiences’ in their hometowns with pre-arrival inspiration to *include Flagstaff on their itineraries when they come to AZ for Spring Training*. Furthermore, Discover Flagstaff and Cactus League have a partnership and Flagstaff is the only destination prominently advertised with an outward link to the DF Website on the Cactus League homepage.

Following is a snapshot of the metrics for March 2024:

March	2023	2024	Diff
OCC	71.5%	73.9%	3.4%
ADR	\$124.36	\$123.03	-1.1%
RevPAR	\$88.88	\$90.91	2.3%

MARKETING & MEDIA RELATIONS:

- New programming has included a **Rainy-Day campaign** providing a strategy to message visitors (locals should not receive the ad) while in-market creating awareness and demand of indoor activities.
- March 25 – azfamily.com homepage takeover reaching our #1 drive market messaged Stay and Play Responsibly with winter recreation creative.
- :30 TV spots aired on Ch. 3:



- Feb. 26- March 20: Motivating a Flagstaff visit by targeting audiences in metro-Phoenix which include Cactus League spring training team fans, as well as the locals. [National parks and monuments.](#)
- This month, media relations reporting transitioned into a new format that includes a stronger representation on media Discover Flagstaff specifically had a hand in rather than the entire universe of media coverage. We still will highlight top-tier media coverage of the area and total media hits generated. The annual report will use this new format. With the transition, we won't have year-over-year comparisons until we've been reporting in this format for 12 months. We still will report total media coverage figures simply as a barometer of what is being covered in the destination.

Media assists in March: 7 (AZDS, The Group Travel Leader, Frontdoors Magazine, Essentially America/Mein America, Select Traveler, Road Trip Guide, Time Out Magazine.) (2023: 6)

Journalists hosted in March: Jacqui Agate, Daily Telegraph in London. (2023: 1)

Total articles generated: 99 (per Cision, our media tracking software provider). (2023: 141* Many references in March 2023 were negative. e.g., "From 12 to None: No Arizona Chefs Are 2023 James Beard Award Finalists")

Discover Flagstaff marketing themes supported in coverage: Food and dining (James Beard recognition), astrotourism (devil comet coverage broadly quoted Lowell), museums (culture pass allows free entry received broad coverage).

Highlights of media coverage:

Top dog-friendly vacation destinations: USA Today.

“At an elevation of approximately 7,000 feet, Flagstaff is a four-season climate town with more than 260 days of sunshine each year.

Rank	City	Dog-friendly accommodations / 100,000	Dog-friendly restaurants / 100,000	Dog-friendly bars / 100,000	Vet offices / 100,000	Dog-friendly restaurants / 100,000	Dog-friendly bars / 100,000	Vet offices / 100,000	Dog-friendly beaches	Dog-friendly trails	Scaled score
1	Flagstaff, AZ	56	39	6	382	39	6	382	12	132	100.00
2	San Luis Obispo, CA	32	18	2	699	18	2	699	9	42	98.67

<https://www.usatoday.com/money/blueprint/pet-insurance/dog-friendly-vacations/>

8 best weekend trips from San Diego you must do: San Diego Explorer

Article listed all our marketing messages (astrotourism, Route 66, dining etc.) and. Appears to be spin off from visit more than a year ago that produced one story at that time.

<https://sandiegoexplorer.com/best-weekend-trips-from-san-diego/>

This Arizona Town Has Some of the Best Stargazing in the U.S. — How to Plan a Trip

Feature-length story not only discussed Lowell, Wupatki, Sunset Crater, Meteor Crater, USGS, MNA and other attractions but also highlighted High Country Motor Lodge and several partners including Proper Meats, Dark Sky, Pizzicletta and Atria. <https://www.travelandleisure.com/flagstaff-arizona-stargazing8609670#:~:text=Designated%20in%202001%20as%20the,its%20foresight%20%E2%80%94%20Restricting%20public%20illumination.>



11. Flagstaff Amtrak Station | Flagstaff, AZ

The [station](#) here was once one of the most important buildings in downtown Flagstaff and still operates as an Amtrak station and visitors center. Built in 1924 for the Ashcroft, Topoka, and Santa Fe Railway, this adorable Tudor Revival style station showcases half-timbering, gables, pitched roofline, and gables. Inside, a model railroad entrance with miniature locomotives and offers a look at Flagstaff's downtown as it would have looked in the 1920s.

The most beautiful train stations in the US: Time Out Magazine

<https://www.timeout.com/usa/travel/beautiful-train-stations>



FILM:

One permit issued in March for a short film directed by Letitia Wright (Wakanda Forever, Black Panther). The shoot at Buffalo Park was cancelled because of snow.

EMAIL CAMPAIGNS:

• Discover Flagstaff

- Top clicks went to the Flag365 Calendar, Route 66, and Accommodations. The subject headline for the 2024 email called attention to the content being about events that are unique to Flagstaff. The subject headline for the better performing email in 2023 had a subject headline about it being Spring and what that means for Flagstaff. So, with the subject headlines being so similar, I am thinking it may be the day/time sent affecting our open rate. The 2023 email was sent at 11am on a Thursday and the 2024 email was sent at 9am on a Wednesday.
- The click-through rate for 2023 was 1.1% while the click-through rate for 2024 was 1.2%.
- In addition to the dining and outdoor drips, we also launched our first event drip. The event drip showed great success with a reach of 327 people, a 65% open rate and a 15% CTR. The dining drip, previously the highest engaged drip, had a reach of 264, an open rate of 49% and a CTR of 4%. The outdoor drip, with the largest audience of 1,417, received 35% open rate and 3% CTR.

• Flagstaff Local

- Top clicks went to a follow-up result from Sustainability's first fix-it-clinic of 2024, the volunteer page for Overland Expo, and the blood donation appointment page benefiting a young girl from Flagstaff who relies on monthly blood transfusions. Runner-up was our pet of the month from High Country Humane.

- After seeing tremendous success with our send time of 8:30am last month, resulting in 78% open rate, we sent this email at the same time again. We will continue sending at this same time.

WEBSITE:

Comparisons are made YOY to 2023

- Domestic engaged sessions decreased 4% to 85,728 from 89,502. Phoenix increased 18% to 17,953 vs. 15,176, Tempe increased 6.3% to 4,588 from 4,316, Los Angeles increased to 4,176 vs. 2,763, Las Vegas increased 23% to 1,628 from 1,320, Dallas increased to 1,226 from 1,065, Chicago had a small increase of 2% to 1,053 from 1,029 Tucson, ABQ and Denver had decreases.
- Int'l markets had increased engagement sessions: Canada had 1,385 engaged sessions compared to 961, MX had 779 from 441 LY; UK had 559 from 490; while Germany increased from 487 to 382.
- Top performing landing pages' sessions (please note Google has made changes with added widgets above the organic search results which is impacting URLs beyond Discover Flagstaff): Webcams had the most views at 91,679 but was down 12% to LY, Things to do blog increased 121% to 33,392 from 15,122, events increased 74% to 12,819 from 7,367, and dining and nightlife and restaurants increased to 7,854 from 1,275.
- Rounding out the page view reporting -- Route 66/things to do had 4,238 views and a 1:36 engagement time which exceeded the reported average above.
- There were 176 newsletter opt-in addresses received and 314 visitor guide requests.
- From the booking engine, the most searched check-in dates were March 29, April 8, and March 20th. Properties with most page views were Residence Inn, Doubletree, Little America, Courtyard and Hyatt Place.

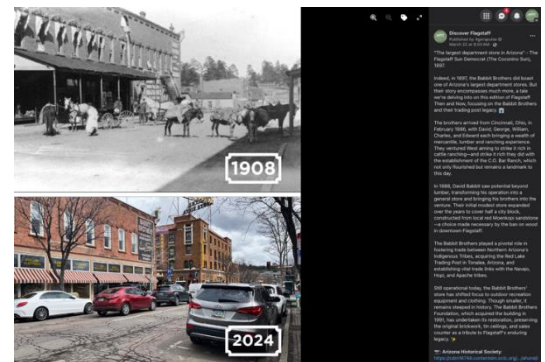
SOCIAL MEDIA:

- Our Facebook had another post go viral! The Flagstaff Then and Now post about the Babbitt Brothers, with an organic reach of 661,602. The Then and Now series also had the first RT 66 post go viral as well, with a reach of 71,000.
- The video we did in collaboration with Bearizona has continued virality. We gained over 17,000 followers with this video, and it has over 5 million plays, and a reach of over 3.4 million non-follower accounts. These numbers are still rising. This video may be a piece of evergreen content, that will live longer in the social media ether, continuously bringing us content for a little while longer.

Here is the link to the video:

https://www.instagram.com/reel/C2ilcw1PO28/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

- Did collaborative Reels with The Weatherford and Charly's, Morning Glory Café, The Station Café, and Baja Mar, here are the links to those:
- The Weatherford: <https://www.instagram.com/reel/C35c29kxD8I/>
- Charly's: <https://www.instagram.com/reel/C4ORgPHvUVR/>
- Morning Glory: https://www.instagram.com/reel/C4L_O0nysIF/
- The Station: <https://www.instagram.com/reel/C4dYNRNrlhw/>
- Baja Mar: <https://www.instagram.com/reel/C4vo01HRwDL/>
- The Orpheum has become monumental in the Flagstaff 365 Giveaways, really assisting with giveaway prizes this year. Will have giveaways with Pepsi Amp, as well as other locations around Flagstaff!
- **Top FB posts this month:**



SALES:

INTERNATIONAL TRAVEL TRADE:

RTO: Receptive Tour Operator; OTA: Online Travel Agency; FIT: Flexible Independent Traveler.

FAM: Familiarization Tour

- **Top Trade Accounts**
 - Hotelbeds – OTA
 - The World's largest B2B Travel Distributer.
 - Jan-March 2024 reports **1,678** Flagstaff room nights from Hotelbeds.
 - 2023 finished with **8,131** Flagstaff room nights from Hotelbeds with the top source markets as the USA, Canada, UK, Spain, Italy.
 - American Tours International (ATI) – RTO
 - Destination America – RTO
- **FAM Tour - Hosted Voyageurs du Monde**
 - Voyageurs du Monde is one of our very best trade partners in France and is also present in Switzerland, Belgium, Canada as well as in the U.K. under the name Original Travel.
 - The three US sales agent specialists stayed at the Americana Motor Hotel to discover Flagstaff and the Colorado Plateau.



- Ms. Vanessa Ferroud (Geneva, Switzerland)
- Ms. Emma Brahim (Paris, France)
- Ms. Clemence Ammeux (Grenoble, France)
- See photo of the group at Lumberyard Brewing Co.



• **FAM Tour - Hosted CRD Touristik**

- CRD Touristik, is a Hamburg, Germany based tour operator specialized in North American travel offering tailor-made FIT trips to the USA and Canada.
- Partnering with the AOT, two representatives visited Flagstaff.
 - Ms. Sara Lemke
 - Ms. Sophie Künzel
- See photo of Sara and Sophie exploring downtown Flagstaff.

• **Published - America Journal Advertorial**

- *America Journal* featured Flagstaff with a front cover mention, full-page five-day itinerary advertorial plus editorial content!
- This *America Journal* campaign was a co-op with the Arizona Office of Tourism.
- *AMERICA Journal* is a German magazine published four times a year.
 - Circulation consists of 35,500 copies and 130,000 readers.
 - Readers are affluent with 67% having a household income of US \$182,000 and above: 23% have a household income of more than US\$ 114,000, and 10% up to 114,000.
 - On average the readers stay for 22 days per visit and they visit the US once a year. They have already been to the US approximately 8 times.
 - *AMERICA Journal* presents its readers through beautiful pictures and exclusive editorial (written by German writers traveling to those destinations with a German point of view) of the newest attractions, scenic drives and trends in shopping and lifestyle.
 - *America Journal* tells it readers where to go, what to visit, where to stay and eat, and what to do.



• **Site Visits**

- Conducted hotel site visits at Hyatt Place Flagstaff, Courtyard by Marriott, Springhill Suites by Marriott, Americana Motor Hotel, and Sonesta ES Suites.



Site visit at Hyatt Place



Site visits at Courtyard by Marriott & Springhill Suites

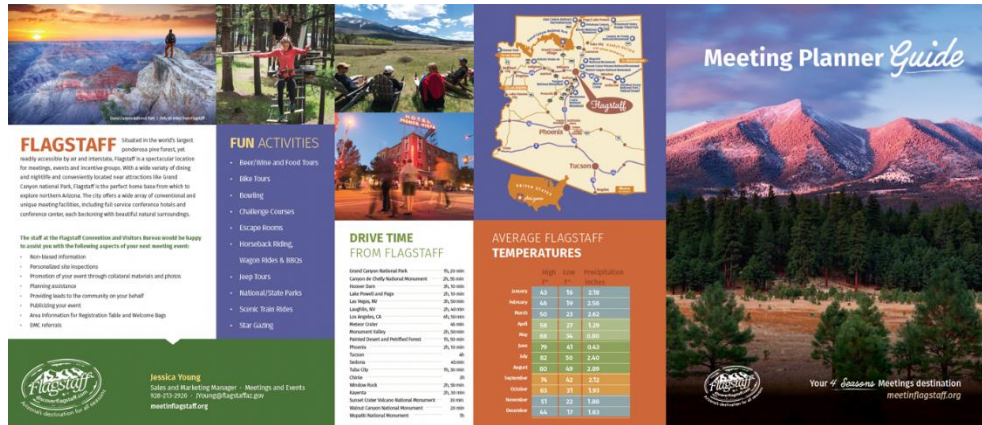


Site visit at Sonesta ES Suites

MEETINGS/EVENTS/CONFERENCES:

CONFERENCE/ROOMS LEADS/BOOKINGS: 2 Leads were sent in the month of March for a total of 46 room nights and total estimated economic impact of \$61,295. At time of reporting 1 Lead booked for a total of 46 room nights and total estimated economic impact of \$13,754.

MEETINGS/CONFERENCE SERVICES: Staff attended the EAC Meeting, AzSAE (Arizona Society of Association Executives) Board Meeting and presented at Tourism Commission Meeting and the Restaurant Marketing Meeting. Staff had meetings with 8 partners and groups/conferences.



VISITOR SERVICES:

Month	2023	2024	YoY Change
March			
Walk-ins	9,767	11,269	15%
Retail Sales	\$31,852	\$35,821	12%

Model Train

- The Model Train ran 240 times during the month of March.

Brewery Trail

- Visitor Center gave out 90-pint glasses for Flagstaff Brewery Trail redemptions!

Winter Recreation Hotline

- The Winter Recreation Hotline received 205 calls in March; this resource provides callers with updated information on current conditions at Winter Recreation Sites in our area.

Google Reviews

- Visitor Center received many positive reviews on our Google listing below are a couple examples.

陳喬攝夫
Local Guide · 520 reviews · 4,668 photos

★★★★★ 5 days ago NEW

It's a very unique visitor center, and it's on Highway 66. You must stop and visit if you pass by.

Translated by Google · See original (Chinese)



M M Panutai
5 reviews

★★★★★ 2 weeks ago NEW

Lots of information about local points of interest available for free. Located next to the rail lines. There is also a small gift shop inside as well. The ladies there were very friendly and helpful!

D Drew Reed
Local Guide · 127 reviews · 80 photos

★★★★★ 3 weeks ago NEW

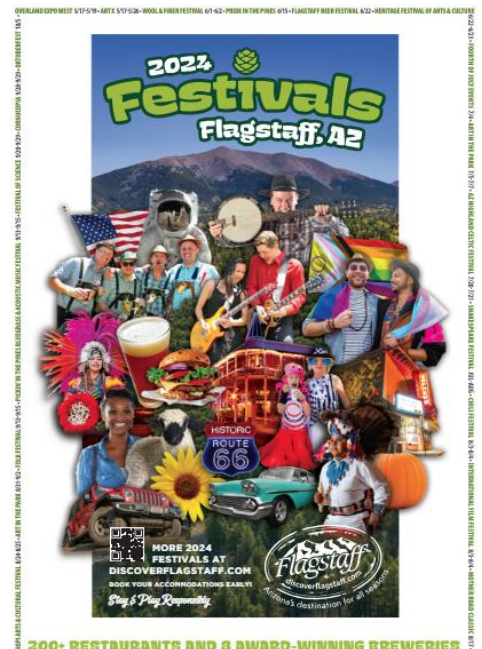
Great visitor center with cool items on sale and knowledgeable employees who can share lots of information about Flagstaff.



CREATIVE SERVICES:

ADVERTISING:

- **LOCAL NEWSPAPER ADS:** Created a Tourism Service Day ad for *AZ Daily Sun* and a “Thank you to local businesses” ad for the *Flagstaff Business News*
- **WIPE THE SMILE AD DESIGN:** Finalized the new Wipe the Smile ad campaign
- **PROGRESS MAGAZINE ADS:** Created 2 full page ads for City’s *Progress* magazine which included: Tourism Service Day, Airport, dining, and the trails passport/be fire aware
- **ARIZONA REPUBLIC INSERT:** Started the first drafts of the *AZ Republic* insert which includes “City of 7 Wonders”, Flagstaff festivals, Stay and Play sweepstakes, trails passport, Be Fire Aware, accommodations, and dining
- **TRAVEL TRADE PRINT ADS:** Designed a full-page ad for *Group Tour Magazine* and half page ad for *Selling Travel*
- **ADVERTISING: DRIVE MARKET/NATIONAL CAMPAIGNS:** Produced digital ads for April **Datafy** and **Woobox**, print ads for **Phoenix Magazine**, and digital billboard for Palm Springs, CA location.
- **2024 VISITOR GUIDE:** Printed and available. Contact Carrie Nelson for quantities: cnelson@flagstaffaz.gov
- **BBB TAX RENEWAL:** Continued work on informative ad series of ads.
- **VIDEO:** Worked with videographer on new High Altitude training video
- **INTERNATIONAL:** Created a postcard for sales
- **ROUTE 66:** Working with NOAZ to create a custom Route 66 neon sign
- **ROUTE 66:** Created small and large Rt. 66 Centennial window clings



- **AIRPORT:** Finalized new creative for the airport
- **MEETINGS:** Updated and revised the meeting planner trifold
-

CITY JOBS:

- **WATER CONSERVATION PRINT MATERIALS:** Designed a pop-up banner for their “Water Efficiency Makeover” and a postcard explaining City water rebates and free residential consultations
- **IT BADGE UPDATE:** Made updated to the city badges for IT
- **COF BUDGET BOOK:** Produced draft of cover for 2024-25 Budget and annual for Finance.
- **BEAUTIFICATION, ARTS & SCIENCES PROJECTS:** Completed Save the Date invite, Art, Culture, Science and the Future of Flagstaff signs, ad for Viola Awards, Call to Artists flyer.
- **HUMAN RESOURCES:** Started work for a new HR logo
- **EMERGENCY MANAGEMENT:** Started work for a new HR logo
- **BUSINESS CARDS:** Designed and ordered multiple cards for Community Planning, Water Services and Engineering



WEBSITE:

- **CONTENT UPDATES:** Updated the festivals page, added social media videos to several pages, and added new listing photos on discoverflagstaff.com



Emerging Chef ATRIA RESTAURANT
 James Beard Semifinalists Best Chef - Outstanding Restaurant FOREST FIRE PROPER MEATS + PROVISIONS
 Emerging Chef SHIFF KITCHEN + BAR





CITY OF FLAGSTAFF STAFF SUMMARY REPORT

To: The Honorable Mayor and Council
From: Chris Rhode, Management Analyst
Date: 04/16/2024
Meeting Date: 04/23/2024

TITLE:

Discussion and Direction on City Seal/Logo

STAFF RECOMMENDED ACTION:

Direct Staff to convene a working group and begin work on project in coordination with NAU VisualDESIGNLab

Executive Summary:

This presentation seeks to provide limited background on the logo used by the City of Flagstaff and to recommend a process by which the logo could be redesigned in partnership with the NAU VisualDESIGNLab.

Financial Impact:

None.

Policy Impact:

If approved, this item would begin a process by which a proposal for a City logo would be created. If that design is approved by the council in the future, it will be codified into the City Code as such.

Previous Council Decision or Community Discussion:

This FAIR Item was previously discussed at the January 23, 2024 Council Work Session. This item ended with Council directing staff to do further research on the project and present a single recommendation on how to proceed.

Options and Alternatives to Recommended Action:

As discussed previously on this topic, alternative actions which are not currently recommended by City Staff include the following:

1. Redesign using a hired design firm
2. Redesign internally
3. Redesign through public-first process where members of the public could submit their own original designs

Connection to PBB Priorities and Objectives:

None

Connection to Regional Plan:

None

Connection to Carbon Neutrality Plan:

None

Connection to 10-Year Housing Plan:

None

Attachments: [2024.04.23 - City Seal, Logo Presentation to Council](#)

FAIR Item: City Seal/Logo

Chris W. Rhode
Management Analyst,
Communication & Civic Engagement





Background



Current City Logo

- Not defined in City Code
- Well recognized throughout community
 - Often mistaken for City Seal
- Has changed subtly over time
- Different year than Seal





Path Forward



Staff Recommended Process

- Designate existing City Logo as City Seal
 - Retains and continues use of important symbolism
- Redesign through Working Group & NAU VisualDESIGNLab
 - Working Group would oversee the process and provide guidance
 - NAU VisualDESIGNLab would handle design work
- Final design submitted for Council Approval
- Expected Completion: Spring 2025



Path Forward



Possible Composition of Working Group

- Could utilize existing commissions
 - Public Arts & Beautification
 - Indigenous
 - Diversity Awareness
 - Heritage Preservation
 - Employee Advisory Committee
- Group this size would be not too small, not too large
- Composition would blend community representation and expertise



Path Forward



Logistics and Process

- Working Group would handle ongoing oversight of project
 - Hold regular meetings to review ideas and designs
 - Could provide regular, productive feedback to design team
 - Would allow appropriate and accessible venue for public feedback
- NAU VisualDESIGNLab would handle design work
 - Positive Community Partner
 - History of similar work throughout Flagstaff
 - Capable of delivering quality product

The **VisualDESIGNLab** is a collaborative learning space where students in the NAU Visual Communication program work with community members, as active partners, on innovative design solutions that help bring brand awareness to local non-profits and university organizations.

Our goal is to promote social engagement and civic responsibility in our visual communication curriculum, by fostering a culture of collaboration and providing students with a platform to learn and apply design principles in real-world contexts.

Aligned with NAU's strategic priorities of diversity, civic engagement, and community building, the VDL fosters enduring community ties and strengthens partnerships. As director, I guide and ensure the quality of student projects, manage client relations, and promote the lab's capabilities through outreach and presentations.

Patricia Murphey, Director of the VisualDESIGNLab and Professor of Visual Communication

VisualDESIGNLab list of clients

Coconino County
Flagstaff Festival of Science
Flagstaff Shelter Services
NAU OMBUDS Office
Flagstaff Leadership Program
A New Dawn AZ
Diablo Trust
Puente de Hózhó Elementary School

The Literacy Center
Victim Witness Services and Taste of Flagstaff
Flagstaff Arts & Leadership Academy
Arizona Child and Adolescent Survivor Initiative
Coconino County Fair
SEDI (Northern AZ Sustainable Economic Initiative)
Camp Colton – Champ for Camp
Southwest Kiwanis

VisualDESIGNLab examples of designed brand identities



Designing a Brand Identity

Brand Identity is the visual and verbal articulation of a brand. It begins with a brand name and a brand mark and builds exponentially into a matrix of tools and communications.

The logo is the point of entry to the brand.

- The brand identity supports, expresses, communicates, synthesizes, and visualizes the overall brand.
- A successful brand needs unity and consistency.
- This can be achieved with color, typography, and a strong symbol.
- The goal is to create a memorable, appropriate, recognizable, meaningful, sustainable, and consistent image that works well across media and scale.



After Completion of Project

Options to implement

- Replace digitally and physically as needed
 - Could be phased in digitally in weeks-months
 - Current logo would exist on vehicles/buildings until replacement
 - Negligible cost



Possible Action



Staff Recommendation

Direct Staff to convene working group and begin work on project in coordination with NAU VisualDESIGNLab

**CITY OF FLAGSTAFF
STAFF SUMMARY REPORT**

To: The Honorable Mayor and Council
From: Anja Wendel, Senior Assistant City Attorney AW
Co-Submitter: Bryce Doty
Date: 04/17/2024
Meeting Date: 04/23/2024



TITLE

Proposed Relocation of Arizona Materials to adjacent BNSF Railway Parcel

STAFF RECOMMENDED ACTION:

Discussion and receive comments from the Council and the public.

Executive Summary:

Arizona Materials operates a concrete batch plant at 633 E. Brannen Avenue in the Southside (north of Butler Avenue). The City needs to acquire the property for the construction of the Lone Tree Overpass and the Rio de Flag Flood Control Projects. The City is committed to providing relocation assistance to Arizona Materials in accordance with the federal Uniform Relocation Assistance and Real Property Acquisition Act (Uniform Relocation Act). As part of the relocation efforts, the City and Arizona Materials both have been searching for a suitable relocation site for over three (3) years. Arizona Materials requires industrial zoning, at least 2.5 acres of land, and seeks a central location to serve its customers without increased transportation and operational costs. The City is not required to guarantee that a suitable relocation site has been found, but is required to assist in finding such a site. The City has filed a condemnation proceeding against Arizona Materials to acquire its property, but has deferred efforts to obtain a court order for immediate possession of the Arizona Materials property, in an effort to avoid putting Arizona Materials out of business in Flagstaff and to avoid additional costs and risks of litigation.

The City also needs to acquire property from BNSF Railway Company (BNSF) for Lone Tree Overpass and Rio de Flag Flood Control Projects. BNSF Railway is proposing that the City purchase BNSF Railway parcels that are located on either side of Arizona Materials. BNSF is making this request due to railway access to those parcels being limited as a result of the Projects. In lieu of purchasing easements from BNSF Railway, which would leave remnant properties that are not valuable to BNSF, BNSF Railway is proposing that the City purchase the parcels in full. BNSF is in the process of obtaining appraisals for these parcels, and it is anticipated BNSF will make an offer to the City. Any purchase of these parcels will be part of an "overall package" for acquisition of all property rights needed from BNSF, and will be considered at a future public meeting. If the City purchases the BNSF Parcels, the City will have the ability to sell or redevelop the parcels.

Arizona Materials would like to relocate immediately east of its current site onto one of the BNSF Parcels (the East Parcel) at 840 E. Butler Avenue. Arizona Materials is seeking Council support for relocation to this site. The East Parcel is zoned light industrial and batch plant operations would require a conditional use permit to operate. The property is located in the Live/Make Area as designated in the Southside Community Specific Plan (Specific Plan) that is described as an entrepreneurial craft/manufacturing area which supports commercial and large-scale residential development, and a vibrant and creative environment for small businesses. The Specific Plan also provides that the City should consider land exchanges to allow for continuation of businesses and residences affected by the Lone Tree construction and to create more usable park space for the Southside community.

City staff has sent notices of this Work Session to the Southside community and other interested persons in order to obtain public comments. Arizona Materials will also be participating in this Work Session and desires to hear from the public.

This discussion item is an opportunity for Council and the public to ask questions and provide input on the following issues:

1. Current and ongoing relocation efforts for Arizona Materials
2. Potential land swap where the City receives the current Arizona Materials site in exchange for the adjacent parcel (assuming the City purchases this parcel from BNSF and that Arizona Materials obtains a conditional use permit to operate on this site)
3. Development of 840 E. Butler as a relocated batch plant for Arizona Materials

Arizona Materials will be in attendance to discuss its operations and preference to remain adjacent to its existing location.

Information:

A separate presentation is attached.

Attachments: [Presentation](#)
 [Written Public Comment](#)
 [Additional Public Comment](#)

Proposed Purchase of BNSF Railway Land

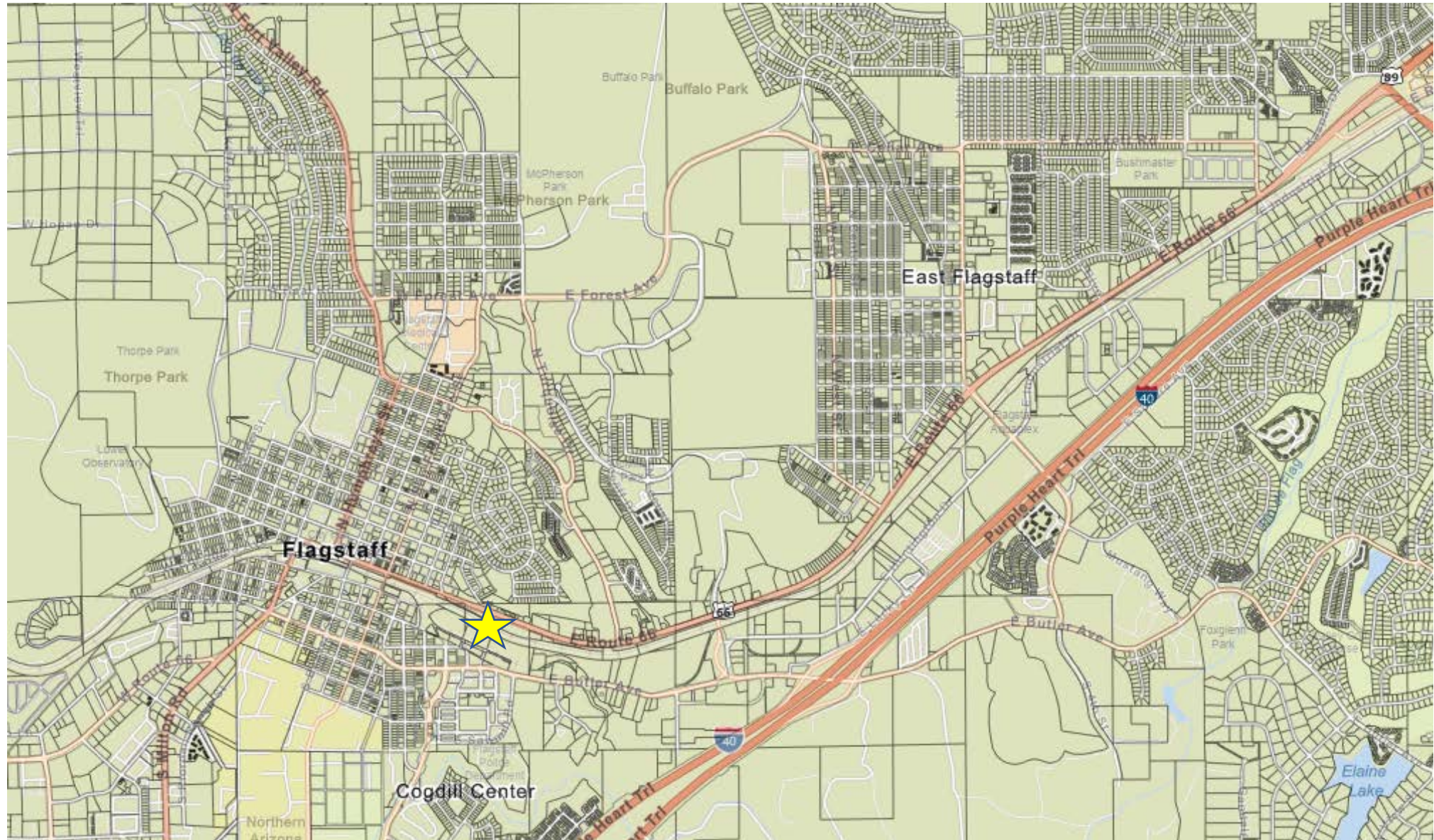
for Redevelopment or
Relocation of Concrete Plant
at 840 E. Butler Avenue

April 23, 2024





Vicinity Map





Parcel Map





Arizona Materials Property





Capital Project Property Needs





Background

Lone Tree Overpass & Rio de Flag Flood Control Projects – Property Acquisitions

- RDF cannot be constructed until City obtains all property rights.
- LTO cannot be completed until City obtains all property rights.
- City needs property rights from both BNSF Railway Company
- City filed a condemnation proceeding for AZM's property but still working with AZM to reach an amicable resolution.
- City is providing relocation assistance to AZM and other displaced persons under federal Uniform Relocation Act.



Background



AZM Relocation Efforts

- The City and AZM have actively been searching for a replacement location since 2020.
- AZM is a non-conforming use under the current city zoning ordinance.
- City zoning had to be heavy industrial for a concrete batch plant.
- City completed and approved text amendment to allow concrete batch plant in light industrial with a conditional use permit, Council approved on February 7, 2023.
- AZM attempted to obtain a site from the Reich Bros. from April to July 2022. Zoning and Site Plan issues prevented relocation.



Background



AZM Relocation Efforts

- AZM commenced concept site plan for property on Huntington Dr. from February 2023 to January 2024.
- City approved Huntington Dr. concept plan on or about January 8, 2024.
- AZM determined Huntington Rd. site was too small and did not meet operational efficiencies for development.



Relocation Efforts

Conclusions:

We have been unable to identify a site in our market which is both feasible and desirable for Arizona Materials.

If AZM is not able to find a suitable relocation site, it may need to cease business operations in Flagstaff.

Legal Considerations:

Under the Uniform Relocation Act the City is required to help find a suitable relocation site but the City is not required to guarantee a suitable site is found.

The City is following standard condemnation procedures, but has deferred efforts to obtain the right to immediate possession of the AZM property, in an effort to help AZM find a suitable relocation site and to avoid putting AZM out of business in Flagstaff.



Adjacent BNSF Parcels

BNSF is proposing that the City purchase the Orange Parcels adjacent to AZM as part of an overall agreement for purchase of property rights necessary for the City's projects, due to loss of rail-access





BNSF Site Adjacent to AZ-Mat





Relocate AZM to East Parcel?

Concrete Plant allowed with Conditional Use Permit

- Light Industrial (LI) zoning
- The purpose of conditional use permits is to provide a process for reviewing uses and activities that are permitted in an applicable zone, but that require more discretionary review and the possible imposition of conditions to mitigate the effects of the proposed use.
- Concept Plan, Site Plan, CUP Permit (2 neighborhood meetings), Planning & Zoning Commission decision.



Southside Plan – Considerations

- “Consider land exchanges to allow for continuation of businesses and residences affected by the Lone Tree construction and to create more usable park space for the Southside community.”
- BNSF Parcels are designated as “Live/Make Center”
 - An entrepreneurial craft/manufacturing area which supports commercial and large-scale residential development, a vibrant and creative environment for small businesses...
- Southside Specific Plan is aspirational, except in case of a rezoning.



Relocate AZM to the East Parcel?

How this would work:

1. City buys East Parcel.
2. City trades the East Parcel for the AZM parcel, if AZM obtains a conditional use permit for concrete batch plant to operate at this site.
3. Trade needs to be for substantially equal value.



Arizona Materials

AZM wants to stay in Flagstaff & in the Southside

- Maintain business operations in Flagstaff
- Maintain existing customer base and market share
- Maintain existing haul routes and delivery times
- Maintain ready mix competitive pricing
- Competitive pricing supports affordable housing and lower building costs
- BNSF site has similar site operations efficiencies.
- BNSF site meets environmental compliances (DAQ, DEQ, etc.)
- Direct Access to Butler Ave.
- Support local tax and employment base
- Long term commitment to support future development



AZM Site Needs

- Site size and configuration meets operational efficiencies and safety.
- Central location and minimized haul distances to market
- Direct access to major collector roadways
- Site allows AZM to meet environmental permitting requirements



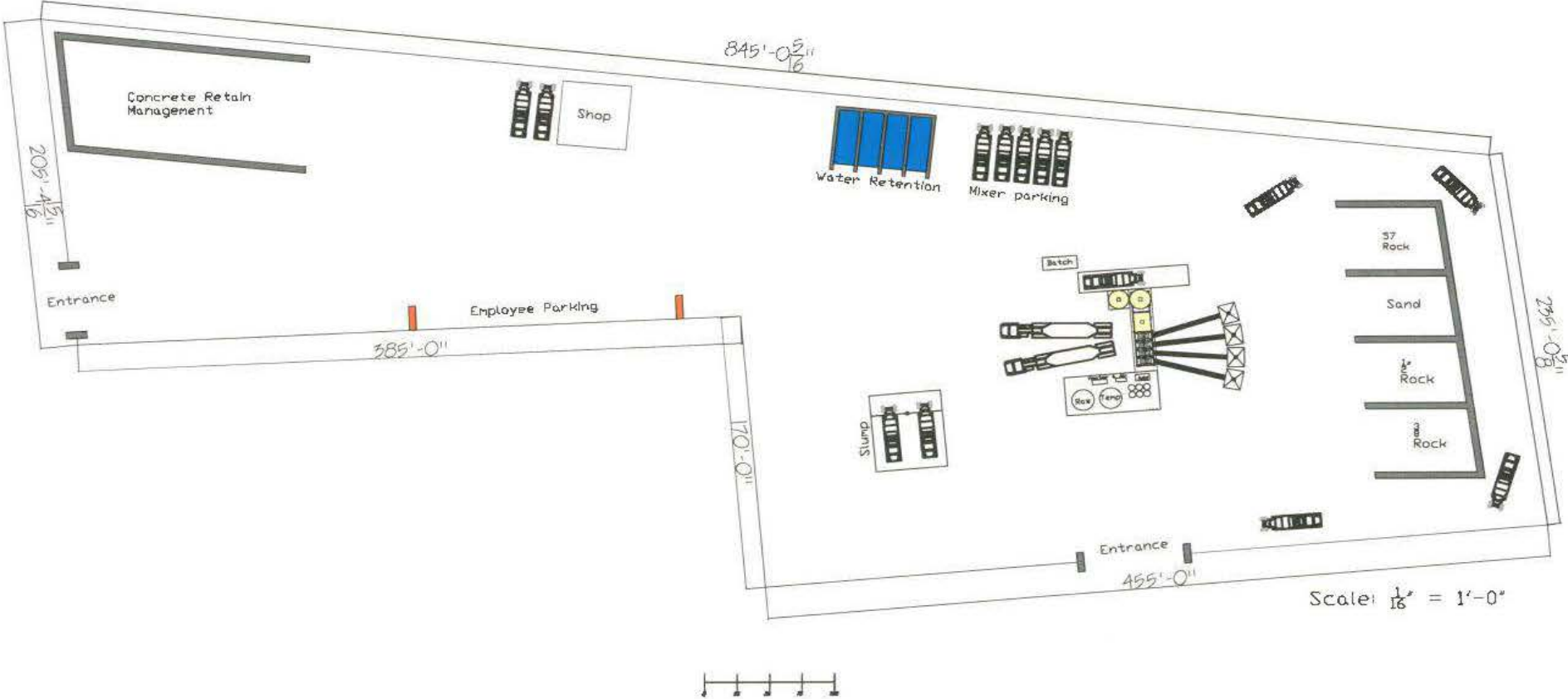
Relocate AZM to East Parcel?



AZM in preliminary planning stages

- Informing public on land use changes
- BNSF property available for purchase due to the City's capital projects.
- Expedite construction of overpass project.
- Minimize plant relocation costs.
- AZM is already operating in the neighborhood but will address neighborhood concerns as part of the conditional use permit process for the BNSF site.

AZM's early thoughts on a Site Plan for East Parcel





Seeking Public Input & Council Direction



Options

1. Support efforts to help AZM relocate to East Parcel (so long as it obtains a conditional use permit) or
2. Continue efforts to relocate AZM elsewhere or
3. Seek a court order of immediate possession for use of AZM's property



Options – Primary Considerations

Option 1: Support efforts to relocate AZM to East Parcel (so long as it obtains a conditional use permit)?

Pro: Keep business in same area and in Flagstaff

Con: Other new development might be preferred

Option 2: Continue efforts to relocate AZM elsewhere?

Pro: Allows for other new development of East Parcel

Con: Could take years to find suitable site if at all (LTO and RDF projects will be delayed until City has obtained property rights from both AZM and BNSF)

Option 3: Seek a court order of immediate possession for use of AZM's property?

Pro: City may obtain right to use AZM's property

Con: Litigation costs and risks; if granted, AZM may leave Flagstaff

I live about 6 blocks south of the concrete plant's old and new locations, and just got your postcard today. I have walked in the ancient Rio channel behind the concrete plant, and have noticed that the concrete plant has used the channel as a dump. This is not a big deal because the ACOE project will have to clean up the mess so they can build the concrete tube and the new artificial V-channel. Moving the concrete plant across from Whole Foods is perfectly consistent with the Live/Make zoning. Keeping jobs in southside is good. Having an industrial plant across the street from Little Scottsdale, where I frequently shop and dine, is not a problem as long as it does not add significant noise. The City must make sure the concrete plant does not use the new channel as a dump. If the City takes steps to ensure the plant respects the new artificial channel and the acoustic environment, I fully support this relocation.

I urge the City to use this as an opportunity to start thinking about a broad plan for the new artificial Rio channel. Of course a deep concrete V-channel will never be a wonderful natural area, but let's start thinking about what it could be, and how people might use it for an industrial stroll, as part of a bikeway, or other public uses. If the concrete plant can promote that City plan for the channel, now is the time to ask.

Best regards,
Paul Beier

I understand the concrete plant needs to be moved to allow the overpass to be created. I support this. However, I do not think it is a good idea to move it across from Whole Foods. It would likely devalue the surrounding area, which is more high end commercial with stores like Lululemon, REI, and Whole Foods. It would be ugly and it would create pollution in the area. This is a health risk to the residents like myself that live in the area. I worry about big trucks coming in and out of the plant which could negate any positive changes that would occur from building the overpass. I think it should be moved instead to somewhere more industrial where there are less, or preferably no people living within a few miles of the plant.

In summary, please move the plant somewhere else. I do not support this.

Thank you,
Alena Halenwood

Christine Cameron

Subject: FW: Cement plant relocation

From: Patrick Hurley <constnmgr@gmail.com>
Sent: Tuesday, April 23, 2024 1:54 PM
To: Christine Cameron <CCameron@flagstaffaz.gov>
Subject: Cement plant relocation

You don't often get email from constnmgr@gmail.com. [Learn why this is important](#)

Please record my objection to the proposed relocation of AZ Materials.

Relocation of the cement plant to the narrow plot of land across from Aspen Place is a bad idea. The zoning may allow but the use is far from compatible with all the residential and commercial uses in the area. Ever since the 80s that strip of land along Butler has moved away from that heavy industrial use. (consider, if you will, the proposed use for the old paper plant site.) The plant is an unsightly dust, noise and traffic producer that will only detract from the area and not bring any long term benefit to the community in that area in the future. Just because the zoning may allow it's not a compatible use. A use like that does not belong in the middle of town.

Patrick Hurley, LEED-AP
President
Construction Management Associates, Inc
Cell 928 853-9097
ROC # B 197867, B-01 197868

Please consider the environment before printing this email.

CITY OF FLAGSTAFF
STAFF SUMMARY REPORT

To: The Honorable Mayor and Council
From: Heidi Hansen, Economic Vitality Director
Co-Submitter: Rebecca Sayers
Date: 04/15/2024
Meeting Date: 04/23/2024



TITLE

Bed, Board, and Booze (BBB) Tax Renewal & Related Code Change Discussion

STAFF RECOMMENDED ACTION:

Inform the Council and public about the upcoming BBB Tax Renewal ballot measure, share the components of the informational outreach, as well as discuss recommended code changes related to the role of Commissions and Economic Development programs.

Executive Summary:

The Bed, Board, and Booze (BBB) is a 2% local transaction privilege tax (sales tax) on the gross revenues of every hotel/motel, campground, short-term rental, restaurant, and bar in the city. The BBB tax is in addition to the 2.281% local sales tax on all taxable business activities. Local sales taxes are set forth in Division 3-05-004 Privilege Taxes of the Flagstaff City Code.

The BBB tax was originally approved by voters in 1988 with a ten year sunset clause. In 1996, voters extended the tax for 15 years with a sunset in 2013. In 2010, it was passed for a third renewal for an additional 15-year period to sunset in 2028. Per the Flagstaff City Charter, Article VI, Section 2, the City Council has the power to levy a sales tax subject to approval of the voters in Flagstaff. There is no legal requirement as to sunset clauses or how long a sales tax may remain in effect.

Currently, the BBB tax generates revenues over \$12 million dollars annually. The BBB tax provides a dependable source of revenue for parks and recreation, beautification, economic development, tourism and visitor services, and arts and sciences. BBB tax revenues are distributed per the Flagstaff City Code, Section 3-06-001-0002 Distribution of Hospitality Industry Tax Revenues. City staff is not proposing any changes to the categories of use or distribution percentages.

The Tourism Commission, Beautification and Public Art Commission, Parks and Recreation Commission, and the City's Economic Vitality Division all have a role in managing use of the funds along with the City Council. City staff is recommending relatively minor City Code changes related to their duties and that the Open Spaces Commission be included in managing use of funds.

City Council directed at both the January 2023 and February 2024 council retreats to place a BBB tax renewal on the November 2024 election ballot for voter consideration.

The timeline for the BBB tax renewal and recommended ordinance/code changes are as follows:
 April 2024: Work session to go over BBB tax renewal information campaign and recommended ordinance/code changes.

May 2024: Ordinance 1st Read BBB Code Updates

June 2024: Ordinance 2nd Read BBB Code Updates

June 2024: City Council Calls the Election

November 2024: BBB tax renewal on the Ballot

Information:



Bed, Board, & Booze (BBB) Tax Renewal & Related Code Change Discussion



BBB Worksession Agenda

- Brief History of the BBB
- Renewal Timeline
- Information Campaign
- BBB Tax Code Recommended Changes



What is the BBB?

2 % tax paid at every hotel/motel, campground, short-term rental, restaurant, and bar in the city.



What services receive BBB Funding?



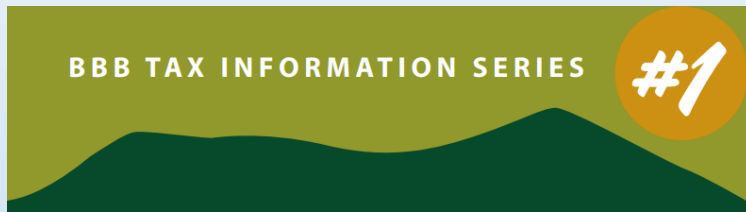
Parks & Recreation	33 %
Tourism & Visitor Services	30 %
Beautification	20 %
Economic Development	9.5 %
Arts & Science	7.5 %

BBB Code Change and Renewal Timeline

- January 2023 Retreat
- February 2024 Retreat
- April 2024 Tax Renewal and Code Change Discussion
- May 2024 – Ordinance 1st Read BBB Code Updates
- June 2024 – Ordinance 2nd Read BBB Code Updates
- June 2024 – Call the Election (City Council)
- November 2024 Ballot



Elements on BBB Information Messaging:



Let's the reader know there are several information ads to read

Did you Know?...

Some of the things you **CARE ABOUT IN FLAGSTAFF** are funded by the 2% BBB tax paid at every **hotel/motel, campground, short-term rental, restaurant and bar** in the city.

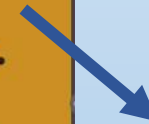


Let's the reader understand how the BBB is collected



BUSHMASTER, FOXGLENN and THORPE PLAYGROUNDS were created and maintained through the BBB funds.

- **Playground equipment** purchased and maintained.
- **68%*** of the collected BBB is **funded by the VISITOR.***
* Source: NAU Economic Policy Institute
- BBB Funds are **re-invested back into our community for services.**
- **BBB lessens the burden to the City's general fund,** so more dollars are provided to police and fire, libraries, housing, and other community essential needs.



Let's the reader know specifically what is paid for with the BBB, so they have the information necessary to understand.



Let's the reader get more information at BBBrenewalflagstaff.com

BBB information advertising examples:

BBB TAX INFORMATION SERIES #1



BUSHMASTER, FOXGLENN and THORPE PLAYGROUNDS were created and maintained through the BBB funds.

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Did you Know?...

Some of the things you **CARE ABOUT IN FLAGSTAFF** are funded by the 2% BBB tax paid at every **hotel/motel, campground, short-term rental, restaurant and bar** in the city.



Enhancing our community's quality of life.
Learn more: BBBrenewalflagstaff.com



BBB TAX INFORMATION SERIES #8



EVENTS, FESTIVALS, FOURTH OF JULY, NEW YEAR'S EVE AND WINTER HOLIDAYS programming, messaging and decorations are supported through BBB funds.

- Winter Wonderland event, Downtown Flagstaff holiday events, Fourth of July laser show, New Year's Eve day long events.
- **68%*** of the collected BBB is **funded by the VISITOR.**
* Source: NAU Economic Policy Institute
- BBB Funds are **re-invested back into our community for services.**
- **BBB lessens the burden to the City's general fund**, so more dollars are provided to police and fire, libraries, housing, and other community essential needs.

Did you Know?...

Some of the things you **CARE ABOUT IN FLAGSTAFF** are funded by the 2% BBB tax paid at every **hotel/motel, campground, short-term rental, restaurant and bar** in the city.



Enhancing our community's quality of life.
Learn more: BBBrenewalflagstaff.com



BBB information advertising examples:

BBB TAX INFORMATION SERIES #15



Did you Know?...

Some of the things you **CARE ABOUT IN FLAGSTAFF** are funded by the 2% BBB tax paid at every **hotel/motel, campground, short-term rental, restaurant and bar** in the city.



SAFE AND RESPONSIBLE MESSAGING to our locals and visitors is made possible through the BBB tax funds.

- **Be Fire Aware** campaign shares how to properly distinguish fires and more.
- **Pledge for the Wild** campaign keeps our wild places wild.
- **Ecotourism** campaign shares a **Leave No Trace** message.
- 68% of the collected BBB is **funded by the VISITOR.***
* Source: NAU Economic Policy Institute
- BBB Funds are **re-invested back into our community for services.**
- **BBB lessens the burden to the City's general fund,** so more dollars are provided to police and fire, libraries, housing, and other community essential needs.

Enhancing our community's quality of life.
Learn more: BBBrenewalflagstaff.com



BBB TAX INFORMATION SERIES #16



Did you Know?...

Some of the things you **CARE ABOUT IN FLAGSTAFF** are funded by the 2% BBB tax paid at every **hotel/motel, campground, short-term rental, restaurant and bar** in the city.



EDUCATING the importance of our community's **CULTURE** and **HERITAGE** is made possible in part by BBB funds.

- 68% of the collected BBB is **funded by the VISITOR.***
* Source: NAU Economic Policy Institute
- BBB Funds are **re-invested back into our community for services.**
- **BBB lessens the burden to the City's general fund,** so more dollars are provided to police and fire, libraries, housing, and other community essential needs.

WATCH THE VIDEO TO LEARN MORE.



Enhancing our community's quality of life.
Learn more: BBBrenewalflagstaff.com



BBB information advertising examples:

BBB TAX INFORMATION SERIES #18



Did you Know?...

Some of the things you **CARE ABOUT IN FLAGSTAFF** are funded by the 2% BBB tax paid at every **hotel/motel, campground, short-term rental, restaurant and bar** in the city.

40+ FLAGSTAFF VISUAL, PERFORMING ARTS and SCIENCE ORGANIZATIONS receive \$400,000 annually for operations and projects funded by BBB.



- Lowell Observatory, Flagstaff Wool & Fiber Festival, Music on the Square, Threaded Together, The Foundry, The Arboretum at Flagstaff, Theatrikos, Coco-Op, Flagstaff Symphony Orchestra and Cultural Connection.
- 68% of the collected BBB is **funded by the VISITOR**.*
* Source: NAU Economic Policy Institute
- BBB Funds are **re-invested back into our community for services**.
- **BBB lessens the burden to the City's general fund**, so more dollars are provided to police and fire, libraries, housing, and other community essential needs.



Enhancing our community's quality of life.
Learn more: BBBrenewalflagstaff.com



BBB TAX INFORMATION SERIES #25




Did you Know?...


Some of the things you **CARE ABOUT IN FLAGSTAFF** are funded by the 2% BBB tax paid at every **hotel/motel, campground, short-term rental, restaurant and bar** in the city.

THE JOB CREATION INCENTIVE is provided to key industries including bioscience, manufacturing, and research all made possible by BBB funds.

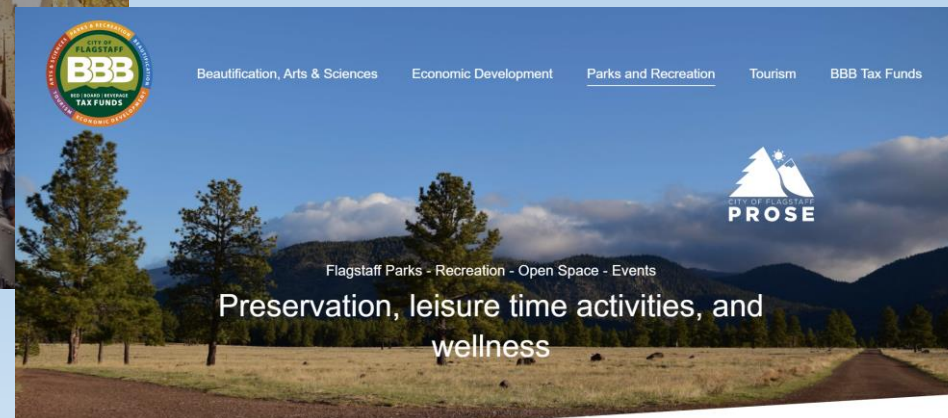
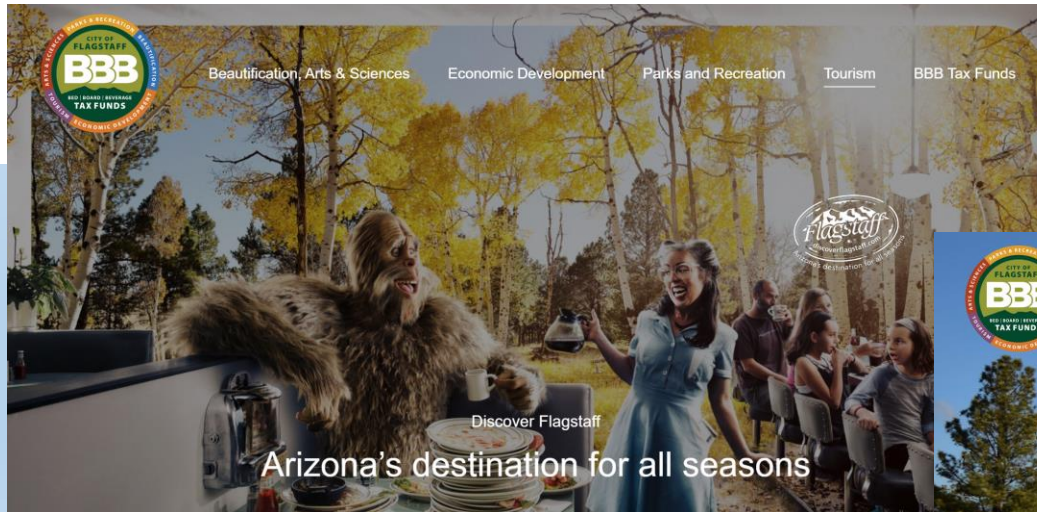
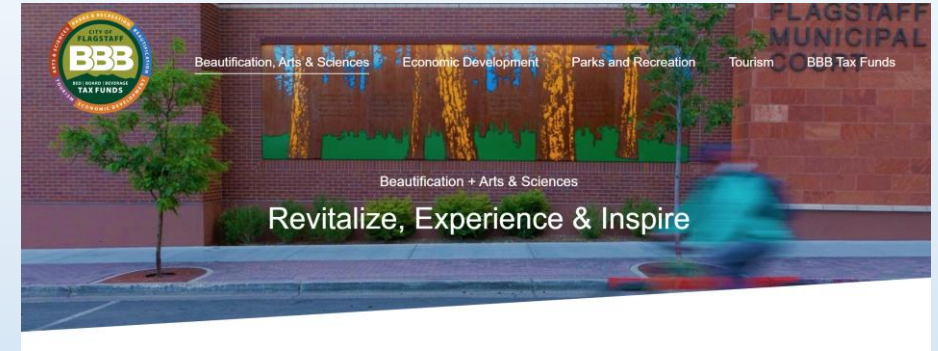
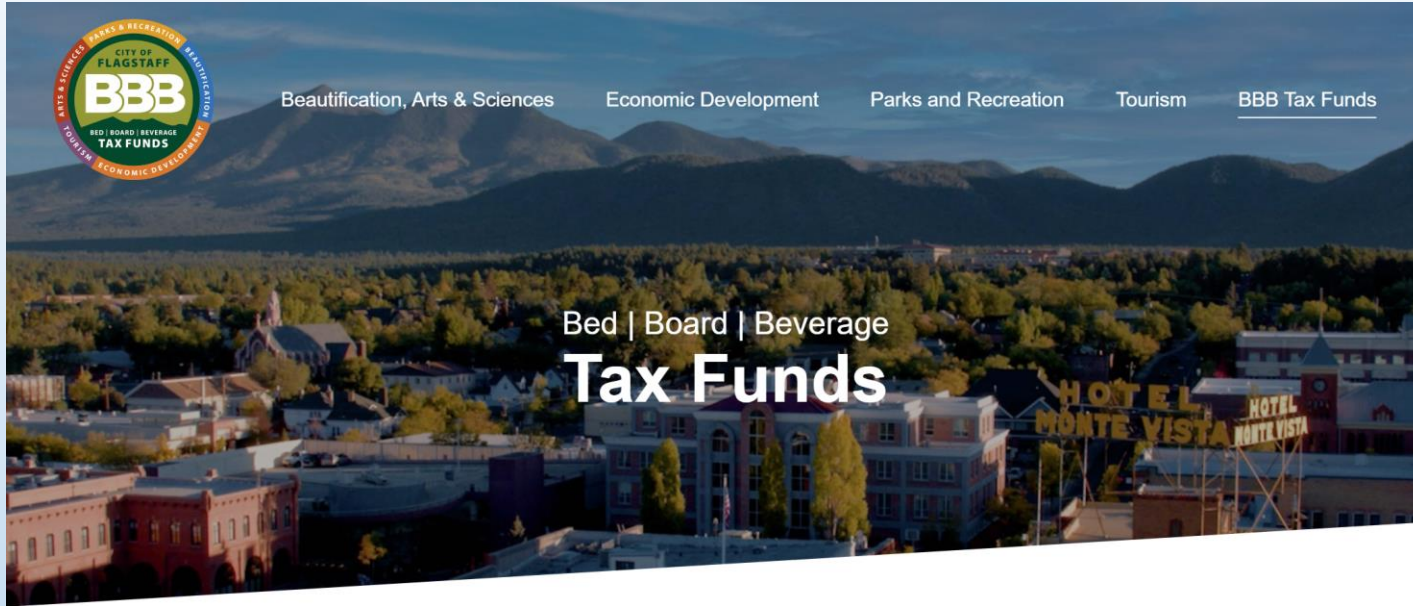
- chooseflagstaff.com/business-incentives
- 68% of the collected BBB is **funded by the VISITOR**.*
* Source: NAU Economic Policy Institute
- BBB Funds are **re-invested back into our community for services**.
- **BBB lessens the burden to the City's general fund**, so more dollars are provided to police and fire, libraries, housing, and other community essential needs.



Enhancing our community's quality of life.
Learn more: BBBrenewalflagstaff.com



BBBrenewalflagstaff.com



Any questions on the
BBB information presented?



BBB Code Change Recommendations:

- Parks and Recreation
- Tourism & Visitor Services
- Beautification
- Arts & Sciences



BBB Code Change Recommendations

Parks and Recreation



Recommended/draft clerical code updates, Chapter 2-03 Parks and Recreation Commission

2-03-001-0003 ORGANIZATION AND RULES:

Upon the taking effect of this Chapter, and when appointed, the members shall meet and organize and elect a CHAIRPERSON~~Chairman~~ to serve for one year with a new CHAIRPERSON~~Chairman~~ being elected each succeeding year. The Commission may adopt by-laws, procedures and standards for the operation of the Commission not inconsistent with the provisions of this Chapter. A quorum shall consist of four (4) voting members. The Commission shall meet not less than four (4) times each year.

2-03-001-0004 POWERS AND DUTIES:

A. The duties of the Commission shall be to advise the Council, through periodic written reports OR PRESENTATIONS to the Council, recommending policy direction on City lands, structures and facilities that are set aside or should be set aside or dedicated to recreational purposes, including but not limited to parks, swimming pools, playgrounds, playing and sports fields and golf courses. The scope of the activities of the Commission shall also include but not be limited to advising and recommending policy direction in activities involving recreational and cultural pursuits of the elderly and the young and to otherwise employ in constructive and wholesome manner leisure time of the citizens.

Recommended/draft City Code Language, Chapter 2-03 Parks and Recreation Commission

2-03-001-0004 POWERS AND DUTIES:

D. With respect to the parks and recreation portion of the Bed, Board and Booze Tax allocated under Chapter 3-06, Hospitality Industry Tax Revenues, the Commission shall make JOINT recommendations, ALONG WITH OPEN SPACES COMMISSION, to the Council concerning the annual budgetary allocation of the parks and recreation portion of this tax, to include but not be limited to:

1. Developing parks and recreation facilities, OPEN SPACES, and programs as needed to benefit the community and its visitors.
2. Funding for the Flagstaff urban trails system development and maintenance.
3. Developing, acquiring and distributing material to promote parks and recreation.
4. Retaining of appropriate staff to implement approved programs.

E. For purposes of subsection (D) of this section, "parks and recreation" means the development and management of public parks, OPEN SPACES, recreational facilities, and programs which are available to the residents and visitors including funding the Flagstaff urban trail system. (Same meaning as set forth in Section 3-06-001-0001.) (Ord. 865, 12-12-72; Ord. 1335, 10-16-84; Ord. 2015-22, Amended, 01/05/2016)

Recommended/Draft City Code Language, Chapter 2-20 Open Spaces Commission

2-20-001-0002 TERMS OF OFFICE:

Appointments from the Planning and Zoning Commission ~~and the Parks and Recreation Commission~~ to the Open Spaces Commission shall be for no longer than the remaining term of the ~~appointing Commission's~~ designee. Terms of all other appointees shall be for three years ~~except for the first appointments creating staggered terms as follows: The City Council shall appoint two members for three-year (3) terms, two members for two (2) year terms, and two members for one (1) year terms. After the initial appointment all terms thereafter will be three (3) year terms.~~

Recommended/Draft City Code Language, Chapter 2-20 Open Spaces Commission

2-20-001-0003 DUTIES:

- A. It shall be the Commission's duty to advise the City Council on acquisition, preservation, and alternatives for open space land management.
- B. The duties of the Commission shall also include, but not be limited to: Reviewing and advising the City Council on the development of an Open Spaces Long Range Management Plan and policies to provide broad, long-term direction for planning and decision-making OPEN SPACE LANDS. ~~for the lands designated as Urban Open Space Management Area in the Urban Open Spaces Plan of the Flagstaff Area Regional Land Use and Transportation Plan.~~
- C. Advising and assisting the Mayor and City Council on ways to educate and involve the community on the value, protection, and stewardship of open space lands.
- D. Advising and assisting the Mayor and City Council on ways to work collaboratively with other governmental entities, organizations, and departments to advance and ensure the implementation of the Open Spaces Long Range Management Plan and the CURRENT Flagstaff ~~Area~~ Regional ~~Land Use and Transportation~~ Plan.
- E. Advising and assisting the Mayor and City Council regarding regional open space issues as well as to any regional open spaces coalition that may be formed in the future relative to lands designated as open space in the Greater Flagstaff Area Open Spaces and Greenways Plan.
- F. Obtaining public input and participation in various programs such as environmental education and interpretation on the use, operation, and management of open space and providing information concerning the goals, projects, and operations of the open space SECTIONprogram.

Recommended/Draft City Code Language, Chapter 2-20 Open Spaces Commission

G. WITH RESPECT TO THE PARKS AND RECREATION PORTION OF THE BED, BOARD, AND BOOZE TAX ALLOCATED UNDER CHAPTER 3-06, HOSPITALITY INDUSTRY TAX REVENUES, THE COMMISSION SHALL MAKE JOINT RECOMMENDATIONS, ALONG WITH THE PARKS AND RECREATION COMMISSION, TO THE COUNCIL CONCERNING THE ANNUAL BUDGETARY ALLOCATION OF THE PARKS AND RECREATION PORTION OF THIS TAX, TO INCLUDE BUT NOT LIMITED TO:

1. DEVELOPING PARKS AND RECREATION FACILITIES, OPEN SPACES, AND PROGRAMS AS NEEDED TO BENEFIT THE COMMUNITY AND ITS VISITORS.
2. FUNDING FOR THE FLAGSTAFF URBAN TRAILS SYSTEM DEVELOPMENT AND MAINTENANCE.
3. DEVELOPING, ACQUIRING, AND DISTRIBUTING MATERIAL TO PROMOTE PARKS AND RECREATION.
4. RETAINING OF APPROPRIATE STAFF TO IMPLEMENT APPROVED PROGRAMS.

Recommended/draft City Code language, Chapter 3-06 Hospitality Industry Tax Revenues

3-06-001-0001 DEFINITIONS

"Parks and recreation" means the development and management of public parks, OPEN SPACES, recreational facilities, and programs which are available to the residents and visitors including funding the Flagstaff urban trail system

3-06-001-0002 DISTRIBUTION OF HOSPITALITY INDUSTRY TAX REVENUES

D. Thirty-three percent (33%) for parks and recreation, in conformance with Chapter 2-03, Parks and Recreation Commission AND CHAPTER 2-20, OPEN SPACES COMMISSION.

3-06-001-0003 FINANCIAL CONTROL

D. Parks and Recreation. Those funds designated for parks and recreation shall be administered pursuant to Chapter 2-03, Parks and Recreation Commission AND CHAPTER 2-20, OPEN SPACES COMMISSION.

BBB Code Change Recommendations

Tourism & Visitor Services



Recommended/draft: TOURISM

2-13-001-0001 Creation of the Commission

2-13-001-0001 CREATION OF THE COMMISSION:

There is hereby established a City Tourism Commission. There shall be seven (7) voting members of said Commission who shall meet as hereinafter provided to consider and recommend programs for the expenditure of the tourism portion of the Bed, Board and Booze Tax allocated under Chapter 3-06, Hospitality Industry Tax Revenues.

"Tourism" means the guidance, management, marketing, accommodation, promotion, and encouragement of ~~tourists~~ VISITORS (same meaning as set forth in Section 3-06-001-0001). (Ord. No. 1579, Enacted, 08/02/88; Ord. 2001-27, Amended, 11/20/2001; Ord. 2014-28, Amended, 11/18/2014; Ord. 2015-22, Amended, 01/05/2016)

Recommended/draft: TOURISM

2-13-001-0005 Meetings:

2-13-001-0005 MEETINGS:

A. The Commission shall ATTEMPT TO hold at least one (1) regular meeting per month, BUT NO LESS THAN NINE (9) REGULAR MEETINGS PER YEAR, which ~~shall at all times~~ SHALL ALWAYS be open to the public. The time and place of said meeting shall be posted in accordance with the applicable Arizona State Statutes.

A quorum consisting of a minimum of four (4) voting members shall be required to conduct business.

~~B. The Chairperson of the Commission shall meet with the Chairpersons of the Economic Development Commission and the Beautification Commission at least once per month. The purpose of the meeting is for coordination of the three (3) commissions only. The intent is not to create another commission. The meeting shall at all times be open to the public. The time and place of said meeting shall be posted in accordance with applicable Arizona State Statutes.~~

Recommended/draft: TOURISM

2-13-001-0006 DUTIES

2-13-001-0006 DUTIES:

The duties of the Commission shall be to:

- A. ~~Prepare a Five (5) Year Master Plan. The Five (5) Year Plan shall be used as a guideline for future programs. Said Plan shall be presented to the Council prior to April 1st of each year.~~ WITH THE DIRECTION, GUIDANCE AND COORDINATION OF THE CONVENTION AND VISITORS' BUREAU (CVB, A.K.A. DMO, A.K.A. DISCOVER FLAGSTAFF) THE TOURISM COMMISSION WILL PARTICIPATE IN A TWO-YEAR STRATEGIC PLAN TO INCLUDE A VISION, MISSION, AND POSITION STATEMENT. THE TWO-YEAR STRATEGIC PLAN SHALL BE USED AS A GUIDELINE FOR FUTURE PROGRAMS.

Recommended/draft: TOURISM

2-13-001-0006 DUTIES

G.B. REVIEW THE CVB'S ANNUAL REQUESTS AND Make recommendations to the ~~City Council~~ CITY COUNCIL concerning the annual budgetary allocation of the tourism portion of the Bed, Board and Booze Tax to include, but not be limited to:

Recommended/draft: TOURISM

2-13-001-0006 DUTIES

~~C.B. REVIEW THE CVB'S ANNUAL REQUESTS AND~~ Make recommendations to the ~~City Council~~CITY'S BUDGET TEAM AND CITY COUNCIL concerning the annual budgetary allocation of the tourism portion of the Bed, Board and Booze Tax to include, but not be limited to:

- ~~1.—Providing funding to the qualified, established public or private agency to administer, on a contract basis, tourism programs as required.~~
- ~~2.—Developing and implementing a marketing plan. Major elements of the marketing plan will include, but not be limited to, developing a specific image for Flagstaff, identifying target market segments, and implementing a promotional plan directed to target market segments.~~
- ~~3.—Establishing visitor information center(s) to include, but not be limited to, a high profile location, easy visitor access, adequate staffing, a toll-free telephone number for visitor information, and develop other facilities as needed to benefit visitors and the community.~~
- ~~4.—Establishing an educational program to include, but not be limited to, scholarships for hospitality education at Northern Arizona University.~~
- ~~5.—Promoting activities that enhance the community's image and the overall quality of life.~~
- ~~6.—Retaining of appropriate staff to implement approved programs.~~

BEFORE

~~C.B. REVIEW THE CVB'S ANNUAL REQUESTS AND~~ Make recommendations to the ~~City Council~~CITY'S BUDGET TEAM AND CITY COUNCIL concerning the annual budgetary allocation of the tourism portion of the Bed, Board and Booze Tax to include, but not be limited to:

- C. REVIEW AND MAKE RECOMMENDATIONS TO THE ANNUAL SALES AND MARKETING PLAN. MAJOR ELEMENTS OF THE SALES/MARKETING PLAN WILL INCLUDE, BUT NOT LIMITED TO, DEVELOPING A SPECIFIC IMAGE FOR FLAGSTAFF, IDENTIFYING TARGET MARKET SEGMENTS, AND IMPLEMENTING A PROMOTIONAL PLAN DIRECTED TO THOSE TARGET MARKET SEGMENTS.
 - D. PROMOTE ACTIVITIES AND PROGRAMMING THAT ENHANCE THE COMMUNITY'S IMAGE AND OVERALL QUALITY OF LIFE.
 - E. MAINTAIN A VISITOR CENTER FOR EASY VISITOR ACCESS WITH ADEQUATE STAFFING TO OFFER AREA INFORMATION AND GUIDANCE. ALL WITH THE INTENT TO EXTEND A VISITORS STAY.
 - F. RETAIN THE APPROPRIATE STAFFING TO MARKET, SELL, AND CREATE A BRAND IMAGE FOR FLAGSTAFF TO INCREASE VISITATION AND OVERALL ECONOMIC IMPACT
- ~~D.G.~~ Perform any additional duties as determined by the City Council related to tourism activities. (Ord. No. 1579, Enacted, 08/02/88; Ord. 2015-22, Amended, 01/05/2016)

AFTER

BBB Code Change Recommendations

Economic Development



Recommended/Draft City Code Language, Chapter 3-06 Economic Development

3-06-001-0003 C - Economic Development:

- b. Make recommendations to the Council concerning the annual budgetary allocation of the economic development portion of this tax, to include but not be limited to:
- (1) Developing, acquiring and distributing advertising material to promote economic development.
 - (2) Providing financial assistance programs to stimulate relocation and retention of **industrial** APPROPRIATE BUSINESS prospects to Flagstaff.
 - (3) SUPPORT BUSINESS DEVELOPMENT, INCUBATION, AND ACCELERATION ACTIVITIES USING PARTNER ORGANIZATIONS, DATA ANALYTICS, AND OTHER TOOLS TO ENCOURAGE ENTREPRENEURSHIP. (34) Retaining of appropriate staff to implement approved programs.
 - (45) Perform those additional duties determined by the Council as set forth by ordinance.

BBB Code Change Recommendations

Beautification & Arts

and Sciences



Recommended/Draft: Beautification and Public Art Commission covers both Beautification + Arts and Sciences Fund Expenditures

2-14-001-0001 CREATION OF COMMISSION:

There is hereby established a City Beautification and Public Art Commission. There shall be seven (7) voting members of said Commission who shall meet as hereinafter provided to consider and recommend programs for the expenditure of the BEAUTIFICATION AND ARTS & SCIENCES portions of the Bed, Board and Booze Tax allocated under Chapter 3-06, Hospitality Industry Tax Revenues.

Recommended/Draft City Code Language, Chapter 2-14 Beautification and Public Art Commission: to align the Commission with the Procurement Manuel regarding Beautification and Arts & Sciences expenditures.

2-14-001-0006 DUTIES:

C. Make recommendations to the City Council concerning the annual budgetary allocation of the beautification and public art portions of the Bed, Board and Booze Tax and other monies as deemed appropriate by the City Council, to include, but not be limited to:

1. Purchase, installation or modification of landscaping and irrigation systems;
2. Purchase, removal or modification of billboards and nonconforming signs;
3. Beautification of buildings and facilities, streetscapes and gateways;
4. Purchase and installation of public art projects;
5. Purchase or lease of easements or property necessary for beautification projects.

D. Make recommendations to the City Council for public art projects by:

1. Reviewing and defining potential public art projects and writing project descriptions.
2. Determining the artist selection method and writing the call to artists for public art projects.
3. Evaluating public art proposals for recommendation to the City Council.
4. Facilitating display of local art in public facilities.

Recommendations to City Council are required for a public art proposal when the resulting contract will be **fifty one-**
hundred thousand dollars (~~\$50,000~~ **\$100,000**) or more.



Council Discussion & Questions?

Thank you!

**CHAPTER 2-14
BEAUTIFICATION AND PUBLIC ART COMMISSION**

SECTIONS:

- 2-14-001-0001 CREATION OF COMMISSION:
- 2-14-001-0002 COMPOSITION AND TERM OF OFFICE:
- 2-14-001-0003 COMPENSATION OF COMMISSION MEMBERS:
- 2-14-001-0004 ORGANIZATION:
- 2-14-001-0005 MEETINGS:
- 2-14-001-0006 DUTIES:

2-14-001-0001 CREATION OF COMMISSION:

There is hereby established a City Beautification and Public Art Commission. There shall be seven (7) voting members of said Commission who shall meet as hereinafter provided to consider and recommend programs for the expenditure of the beautification and arts and sciences portions of the Bed, Board and Booze Tax allocated under Chapter 3-06, Hospitality Industry Tax Revenues.

"Arts and sciences" means support for Flagstaff arts, scientific and cultural activities, events and organizations to provide direct and indirect citizen participation and enhancement of the overall quality of life and community image including support of public art. (Same meaning as set forth in Section 3-06-001-0001.)

"Beautification" means any modification of the urban physical environment to increase pleasure to the senses or pleasurably exalt the mind or spirit or strengthen the urban design framework of the City (same meaning as set forth in Section 3-06-001-0001). (Ord. 1580, Enacted, 08/02/1988; Ord. 2006-15, Amended, 05/16/2006; Ord. 2007-07, Amended, 02/06/2007; Ord. 2014-28, Amended, 11/18/2014; Ord. 2015-22, Amended, 01/05/2016)

2-14-001-0002 COMPOSITION AND TERM OF OFFICE:

The composition of the membership shall consist of seven (7) members appointed by the City Council.

Each member shall serve three (3) year terms, on a staggered basis. A member's term in office shall commence with the first regular Commission meeting following the appointment and terminate with the regular Commission meeting at which the successor takes office. No voting member of the Commission may be appointed to more than two (2) full consecutive terms. (Ord. 1580, Enacted, 08/02/1988; Ord. 1674, Amended,

09/18/1990; Ord. 2006-15, Amended, 05/16/2006; Ord. 2007-04, Amended, 02/06/2007; Ord. 2014-28, Amended, 11/18/2014; Ord. 2015-22, Amended, 01/05/2016)

2-14-001-0003 COMPENSATION OF COMMISSION MEMBERS:

Members of the Commission shall serve without compensation. (Ord. 1580, Enacted, 08/02/1988)

2-14-001-0004 ORGANIZATION:

The Commission shall elect a Chairperson from among its members. The term of the Chairperson shall be one year with eligibility for reelection. Commission members may not serve more than two (2) consecutive terms as Chairperson. The Council representative shall not be eligible for the Chair. (Ord. No. 1580, Enacted, 08/02/1988)

2-14-001-0005 MEETINGS:

A. The Commission shall hold at least one (1) regular meeting per month, which shall at all times be open to the public; the time and place of said meeting shall be posted in accordance with the applicable Arizona State Statutes.

B. A quorum consisting of a minimum of four (4) voting members of the Commission shall be required to conduct business. (Ord. 1580, Enacted, 08/02/88; Ord. 2006-15, Amended, 05/16/2006; Ord. 2016-30, Amended, 07/05/2016)

2-14-001-0006 DUTIES:

The duties of the Commission shall be to:

A. The Commission shall be responsible for preparing a Five (5) Year Plan. The Five (5) Year Plan shall be used as a guideline for future programs. Said Plan shall be presented to the Council prior to April 1st of each year.

B. Develop and present to City Council an Annual Plan outlining the Commission's program recommendations for the upcoming fiscal year. Said plan shall be presented to the Council prior to April 1st of each year.

C. Make recommendations to the City Council concerning the annual budgetary allocation of the beautification and public art portions of the Bed, Board and Booze Tax and other monies as deemed appropriate by the City Council, to include, but not be limited to:

1. Purchase, installation or modification of landscaping and irrigation systems;
2. Purchase, removal or modification of billboards and nonconforming signs;

3. Beautification of buildings and facilities, streetscapes and gateways;
4. Purchase and installation of public art projects;
5. Purchase or lease of easements or property necessary for beautification projects.

D. Make recommendations to the City Council for public art projects by:

1. Reviewing and defining potential public art projects and writing project descriptions.
2. Determining the artist selection method and writing the call to artists for public art projects.
3. Evaluating public art proposals for recommendation to the City Council.
4. Facilitating display of local art in public facilities.

E. With respect to the arts and science portion of the Bed, Board and Booze Tax allocated under Chapter 3-06, Hospitality Industry Tax Revenues, the Commission shall make recommendations to the Council concerning the annual budgetary allocation of the arts and science portion of this tax, to include but not be limited to:

1. Developing and supporting the Flagstaff arts, scientific and cultural activities, events and organizations to provide direct and indirect citizen participation, and opportunities for enhancement of the overall quality of life and community image.
2. Developing, acquiring and distributing material to promote arts and science.
3. Developing financial assistance programs to stimulate artistic and scientific activities in Flagstaff.
4. Retaining of appropriate staff to implement approved programs.

F. Perform those additional duties as determined by the City Council, related to the Beautification and Public Art Commission. (Ord. No. 1580, Enacted, 08/02/88; Ordinance No. 2006-15, Amended, 05/16/2006; Ord. 2015-22, Amended, 01/05/2016)

**CHAPTER 2-03
PARKS AND RECREATION COMMISSION**

SECTIONS:

- 2-03-001-0001 COMMISSION CREATED; MEMBERS:
- 2-03-001-0002 TERMS; VACANCIES; COMPENSATION:
- 2-03-001-0003 ORGANIZATION AND RULES:
- 2-03-001-0004 POWERS AND DUTIES:

2-03-001-0001 COMMISSION CREATED; MEMBERS:

There is hereby created a Parks and Recreation Commission for the City, consisting of seven (7) members appointed by the City Council. (Ord. No. 2007-11, Amended 02/06/2007; Ord. 2014-28, Amended, 11/18/2014)

2-03-001-0002 TERMS; VACANCIES; COMPENSATION:

Terms of the appointed members shall be for three (3) years.

The Council shall fill vacancies for the unexpired term of any of the members of the Commission and no member of the Commission shall receive compensation for services thereon. (Ord. 1475, 2-3-87)

2-03-001-0003 ORGANIZATION AND RULES:

Upon the taking effect of this Chapter, and when appointed, the members shall meet and organize and elect a Chairman to serve for one year with a new Chairman being elected each succeeding year. The Commission may adopt by-laws, procedures and standards for the operation of the Commission not inconsistent with the provisions of this Chapter. A quorum shall consist of four (4) voting members. The Commission shall meet not less than four (4) times each year.

(Ord. No. 2007-11, Amended 02/06/2007)

2-03-001-0004 POWERS AND DUTIES:

A. The duties of the Commission shall be to advise the Council, through periodic written reports to the Council, recommending policy direction on City lands, structures and facilities that are set aside or should be set aside or dedicated to recreational purposes, including but not limited to parks, swimming pools, playgrounds, playing and sports fields and golf courses. The scope of the activities of the Commission shall also include but not be limited to advising and recommending policy direction in activities involving recreational and cultural pursuits of the elderly and the young and to otherwise employ in constructive and wholesome manner leisure time of the citizens.

B. The City Council may consider the advice and recommendation of the Commission and thereafter give direction through the City Manager to implement the recreational program as they see fit.

C. The Commission shall review and make recommendation on the annual budget of the Parks Section and Recreation Section prior to the submittal thereof to the City Manager.

D. With respect to the parks and recreation portion of the Bed, Board and Booze Tax allocated under Chapter 3-06, Hospitality Industry Tax Revenues, the Commission shall make recommendations to the Council concerning the annual budgetary allocation of the parks and recreation portion of this tax, to include but not be limited to:

1. Developing parks and recreation facilities, and programs as needed to benefit the community and its visitors.
2. Funding for the Flagstaff urban trails system development and maintenance.
3. Developing, acquiring and distributing material to promote parks and recreation.
4. Retaining of appropriate staff to implement approved programs.

E. For purposes of subsection (D) of this section, "parks and recreation" means the development and management of public parks, recreational facilities, and programs which are available to the residents and visitors including funding the Flagstaff urban trail system. (Same meaning as set forth in Section 3-06-001-0001.) (Ord. 865, 12-12-72; Ord. 1335, 10-16-84; Ord. 2015-22, Amended, 01/05/2016)

CHAPTER 2-13 TOURISM COMMISSION

SECTIONS:

- 2-13-001-0001 CREATION OF THE COMMISSION:
- 2-13-001-0002 COMPOSITION AND TERM OF OFFICE:
- 2-13-001-0003 COMPENSATION OF COMMISSION MEMBERS:
- 2-13-001-0004 ORGANIZATION:
- 2-13-001-0005 MEETINGS:
- 2-13-001-0006 DUTIES:

2-13-001-0001 CREATION OF THE COMMISSION:

There is hereby established a City Tourism Commission. There shall be seven (7) voting members of said Commission who shall meet as hereinafter provided to consider and recommend programs for the expenditure of the tourism portion of the Bed, Board and Booze Tax allocated under Chapter 3-06, Hospitality Industry Tax Revenues.

"Tourism" means the guidance, management, marketing, accommodation, promotion and encouragement of tourists (same meaning as set forth in Section 3-06-001-0001). (Ord. No. 1579, Enacted, 08/02/88; Ord. 2001-27, Amended, 11/20/2001; Ord. 2014-28, Amended, 11/18/2014; Ord. 2015-22, Amended, 01/05/2016)

2-13-001-0002 COMPOSITION AND TERM OF OFFICE:

The composition of the membership shall consist of:

- A. Seven (7) members to be appointed by the City Council. Each member shall serve for three (3) years, on a staggered term basis.
- B. The City Manager or the Manager's designee shall be an ex officio member of the Commission. The member shall have no voting privileges.

The City Manager shall be responsible for staff support of the Tourism Commission.

The Council shall fill vacancies for the unexpired term of any of the members of the Commission.

A member's term in office shall commence with the first regular Commission meeting following the appointment and terminate with the regular Commission meeting at which the successor takes office. No voting member of the Commission may be appointed to more than two (2) consecutive full terms. (Ord. No. 1579, Enacted, 08/02/88; Ord. No. 1674, Amended, 09/18/90; Ord. 2001-27, Amended, 11/20/2001; Ord. No. 2006-09,

Amended 04/10/2006; Ord. 2014-28, Amended, 11/18/2014; Ord. 2015-22, Amended, 01/05/2016)

2-13-001-0003 COMPENSATION OF COMMISSION MEMBERS:

Members of the Commission shall serve without compensation.

(Ord. No. 1579, Enacted, 08/02/88)

2-13-001-0004 ORGANIZATION:

The Commission shall elect a Chairperson from among its members. The term of the Chairperson shall be one year with eligibility for reelection. Commission members may not serve more than two (2) consecutive terms as Chairperson. The Council representative shall not be eligible for the Chair.

(Ord. No. 1579, Enacted, 08/02/88)

2-13-001-0005 MEETINGS:

A. The Commission shall hold at least one (1) regular meeting per month, which shall at all times be open to the public. The time and place of said meeting shall be posted in accordance with the applicable Arizona State Statutes.

A quorum consisting of a minimum of four (4) voting members shall be required to conduct business.

B. The Chairperson of the Commission shall meet with the Chairpersons of the Economic Development Commission and the Beautification Commission at least once per month. The purpose of the meeting is for coordination of the three (3) commissions only. The intent is not to create another commission. The meeting shall at all times be open to the public. The time and place of said meeting shall be posted in accordance with applicable Arizona State Statutes.

C. If a member is absent for three (3) meetings within a twelve (12) month period, excused or unexcused, that member may be replaced by the City Council. (Ord. No. 1579, Enacted, 08/02/88; Ord. 2001-27, Amended, 11/20/2001; Ord. 2014-28, Amended, 11/18/2014)

2-13-001-0006 DUTIES:

The duties of the Commission shall be to:

A. Prepare a Five (5) Year Master Plan. The Five (5) Year Plan shall be used as a guideline for future programs. Said Plan shall be presented to the Council prior to April 1st of each year.

B. Develop and present to City Council an Annual Plan outlining the Commission's program recommendations for the upcoming fiscal year. Said plan shall be presented to the Council prior to April 1st of each year.

C. Make recommendations to the City Council concerning the annual budgetary allocation of the tourism portion of the Bed, Board and Booze Tax to include, but not be limited to:

1. Providing funding to the qualified, established public or private agency to administer, on a contract basis, tourism programs as required.
2. Developing and implementing a marketing plan. Major elements of the marketing plan will include, but not be limited to, developing a specific image for Flagstaff, identifying target market segments, and implementing a promotional plan directed to target market segments.
3. Establishing visitor information center(s) to include, but not be limited to, a high profile location, easy visitor access, adequate staffing, a toll-free telephone number for visitor information, and develop other facilities as needed to benefit visitors and the community.
4. Establishing an educational program to include, but not be limited to, scholarships for hospitality education at Northern Arizona University.
5. Promoting activities that enhance the community's image and the overall quality of life.
6. Retaining of appropriate staff to implement approved programs.

D. Perform any additional duties as determined by the City Council related to tourism activities. (Ord. No. 1579, Enacted, 08/02/88; Ord. 2015-22, Amended, 01/05/2016)

**CITY OF FLAGSTAFF
STAFF SUMMARY REPORT**

To: The Honorable Mayor and Council
From: David McIntire, Community Investment Director
Date: 04/15/2024
Meeting Date: 04/23/2024



TITLE:

Initial Discussion of the Draft Economic Development Strategic Plan

DESIRED OUTCOME:

Hear a presentation from Stiletto: Make A Point (Stiletto), the City's Economic Development Strategic Plan consultant, as well as from City staff. Provide questions, feedback and guidance on the direction of the draft plan.

Executive Summary:

The City of Flagstaff's Economic Development Program has retained Stiletto: Make A Point through a Request for Qualifications process in order to have its expertise and assistance in crafting an Economic Development strategy for the next five years. The draft plan has been developed with significant public input and will be presented for feedback and guidance. After this presentation, Stiletto and staff will work to further refine the plan based on the guidance received. Additional opportunity for public comment will also be a part of the process. It is hoped that Council approval of the plan will be in May 2024.

Information:

The City of Flagstaff's Economic Development Program has been successfully working from a group of specific focus areas including advanced manufacturing, bio-medical, software and digital products, research and development and tourism/retail. While the Economic Development program will work with any business in our community, or interested in being a part of our community, these are the areas of specific focus. Our business incentives, and the incubation and acceleration programs at the City's NACET building, are offered to these sectors for economic development.

Over the past 5 years there have been significant changes that have impacted Flagstaff's economic landscape. The impacts of Covid-19, increased labor costs, increased borrowing costs, a housing crisis, a climate crisis, and many other local, national and international factors led to the need for an analysis of current conditions and a potential refocusing on strategic sectors and activities. To ensure decisions and investments are driven by data, staff released a Request for Statement of Qualifications and identified Stiletto: Make a Point from among numerous respondents.

Stiletto has reviewed the City's adopted plans to ensure our economic strategies are consistent with the Regional Plan, the 10-year Housing Plan, the Climate Neutrality Plan and others. Additionally, Stiletto reviewed the Economic Collaborative of Northern Arizona's plan and other regional partners to best ensure alignment. A public survey and facilitated group discussions with business and economic development practitioners were also part of the process. As a note for reference, direction was provided by staff that the plan should acknowledge the significant impacts of the affordable housing crisis and the importance of the tourism and visitation sectors, but that because the City already has a 10-year Housing Plan managed by the Housing Section, and a visitation strategy driven by Discover Flagstaff, this plan should focus on more diverse economic development programming to ensure these strategies are also being developed, refined and enhanced. Action to preserve Flagstaff's unique character, and address the housing and climate crisis, must build upon a robust, resilient and diverse economy to ensure prosperity for the community and resources available for the solutions being identified.

From this activity, and much more that will be discussed in the presentation, a draft plan has been developed. This plan will be presented in the work session to receive feedback and guidance from the Council. That feedback will guide the creation of the final document which is intended to come back to the Council for adoption in May.

Attachments: [Draft Economic Development Strategic Plan Presentation](#)

Economic Development Strategy 2024-29

City of Flagstaff

April 2024



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INTRODUCTION



This report presents an integrated Economic Development Strategy 2024-29 for the City of Flagstaff.

The strategy positions the City of Flagstaff to make incremental progress on four key economic development priorities over the next five years, while laying the economic foundation in anticipation of future development needs and opportunities over the next 10 to 20 years.

Recommendations are designed to produce tangible effects in the short-term and lay the foundation for long-term economic and social growth.

The Community Aspires To:



Within the next year: Become more collaborative, balanced, focused, resilient, forward-thinking, viable, vibrant, and united



Over the next five years: Develop clarity of purpose and growth to achieve overall stability, with an increased sense of focus and tangible outcomes



Over the next 10 years: Be vibrant and moving ahead, with improvements, innovations, and a shared identity rooted in growth targets

The following strategy provides direction to the community to advance these targeted outcomes.



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The Economic Development Strategy 2024-29



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THE STRATEGY

The City of Flagstaff Economic Development Strategy 2024-29 was developed using evidence and insights from the community.

More than 34,000 data points were collected and reviewed as part of the planning process to identify strengths, capacities, and assets in the community.

The goal of this strategy is to leverage Flagstaff's unique value proposition, competitive advantages, and strategic initiatives to position the city an ideal location to live, work, and invest.



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A COLLABORATIVE, EVIDENCE-BASED STRATEGY

OVER

490

survey responses
collected

OVER

34,000

data points
collected

7

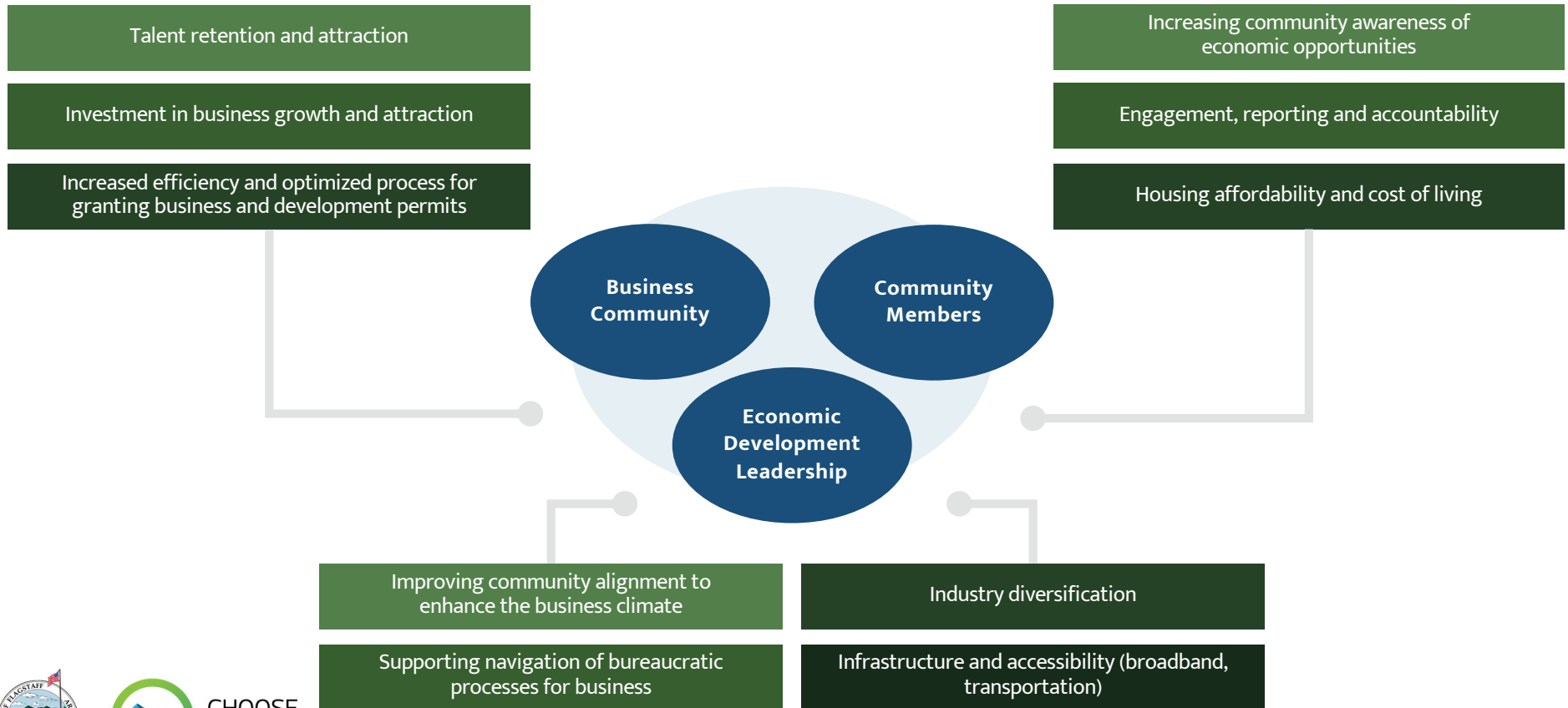
focus groups
completed



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COMMUNITY PARTICIPATION IN THE PLANNING PROCESS



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HOW TO USE THE STRATEGY AND MATERIALS

Use the Economic Development Strategy To:

- Promote Flagstaff's economic development vision, mission, high-level supporting evidence, and tangible plan of action
- Communicate direction, including the “why” and the “how” of the strategy

Use the Background Research Document To:

- Provide detailed data and evidence, including comparative matrices, stakeholder feedback, asset mapping, sector details, workforce and business counts, and other data inputs
- Elaborate on recommendations in the strategy and provide reference information for supporting organizations
- Guide future data collection



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Mission

To support and enhance economic growth and well-being for all.



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Vision

The City of Flagstaff has a diverse and resilient economy with a united community that promotes sustainable growth, innovation, and opportunity.



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The Strategic Framework



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Vision

The City of Flagstaff has a diverse and resilient economy with a united community that promotes sustainable growth, innovation, and opportunity.

Priority Sectors



Astronomy



Food Processing



Forestry Products



Health Care



Manufacturing

Mission

To support and enhance economic growth and well-being for all.

Pillars for Impact

Focus and Positioning

Branding and Awareness

Sustainable Economic Development

Community Ecosystem Development



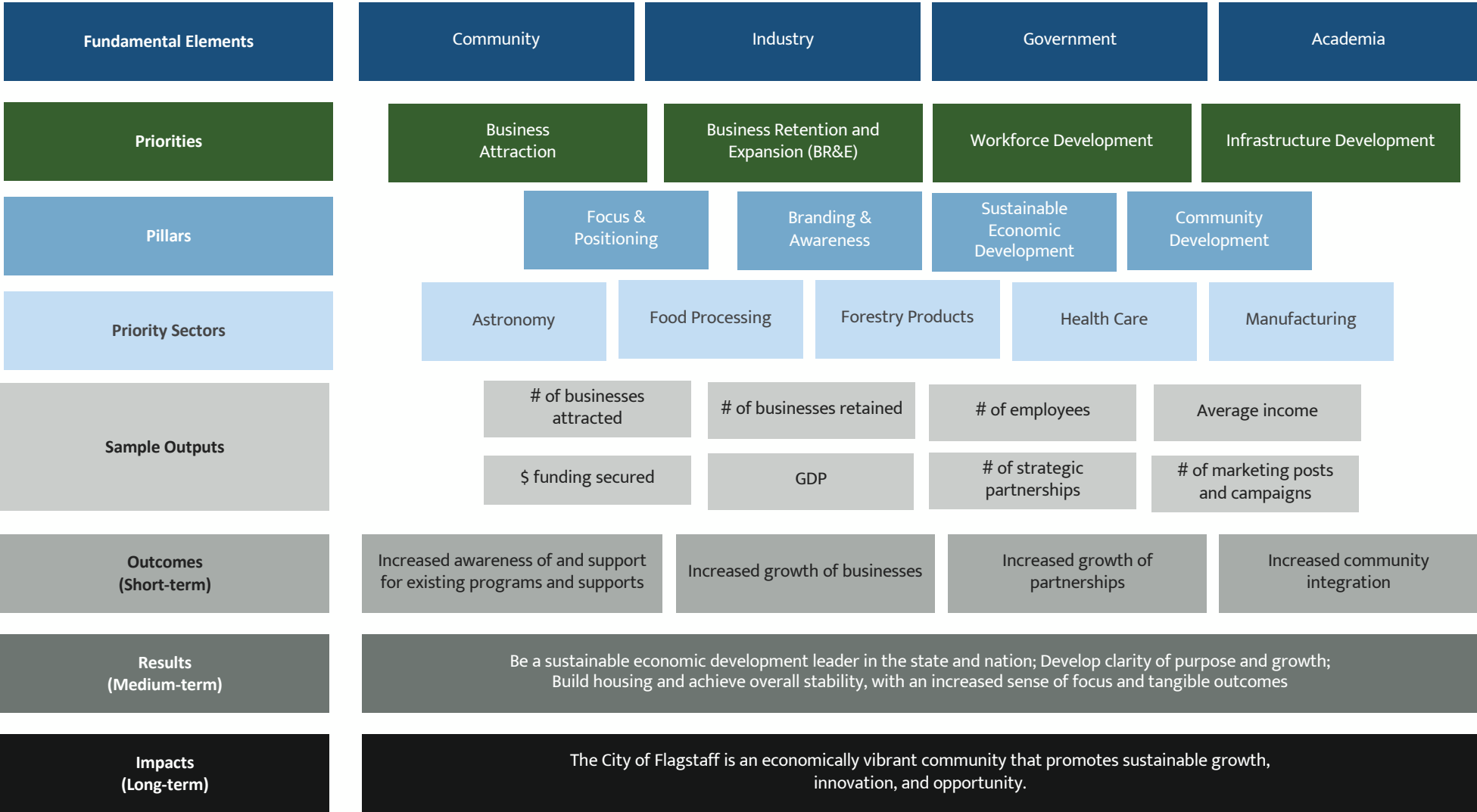
Economic Development Priorities

**Business
Attraction**

**Business
Retention &
Expansion
(BR&E)**

**Infrastructure
Development**

**Workforce
Development**



Sample Outputs	Number of businesses attracted Number of businesses retained Number of employees Average income Dollars of funding secured GDP Number of strategic partnerships Number of marketing posts and campaigns
Outcomes (Short-term)	Increased awareness of and support for existing programs and supports Increased growth of businesses Increased growth of partnerships Increased community integration
Results (Medium-term)	Be a sustainable economic development leader in the state and nation Develop clarity of purpose and growth Build housing and achieve overall stability, with an increased sense of focus and tangible outcomes
Impacts (Long-term)	The City of Flagstaff is an economically vibrant community that promotes sustainable growth, innovation, and opportunity

PILLAR ONE: FOCUS & POSITIONING

WHY?

Focusing on a few priority sectors will help the City of Flagstaff **maximize its efforts and impact** over the next five years.

Priority sectors have been chosen by reviewing areas of strength for the City of Flagstaff.

Promoting and enhancing these sectors can help drive business attraction, retention, and expansion in the city, county, and beyond.

Pillar One: Focus and Positioning

- Identify and Mobilize Priority Sectors
- Explore Adjacent Sectors
- Align the Talent Pipeline



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PILLAR TWO: BRANDING & AWARENESS

WHY?

A stronger brand will help **shape perceptions about Flagstaff, communicate the city's unique strengths, and support business and workforce attraction efforts.**

Promoting Flagstaff services and supports will **help more businesses find and use resources.**

Pillar Two: Branding and Awareness

- Brand the City of Flagstaff
- Communicate Flagstaff's Unique Value Proposition
- Enhance Workforce Partnerships
- Increase Awareness of Sector Strengths and Resources
- Raise Community Awareness of City Policies, Procedures, and Supports



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PILLAR THREE: SUSTAINABLE ECONOMIC DEVELOPMENT

WHY?

Flagstaff is a standout for its natural wonders and outdoor recreation. To **protect this value proposition while also promoting economic growth**, the City will want to establish criteria that balance these values.

This pillar will also be supported by recommendations in the Focus and Positioning pillar related to **green and circular economy convergence and high-tech industries**.

Pillar Three: Sustainable Economic Development

- Define What Sustainable Economic Development Means to Flagstaff
- Establish Metrics for Sustainable Economic Development that Support Municipal Climate Action Targets
- Attract and Expand Businesses That Align With City Criteria for Sustainable Development
- Identify Opportunities for Infrastructure Expansion
- Explore Funding Opportunities
- Enhance Business Supports That Promote Sustainable Economic Development



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PILLAR FOUR: COMMUNITY ECOSYSTEM DEVELOPMENT

WHY?

Building and maintaining strong stakeholder relationships will allow the City to:

- **act as a convener** for economic development activities; and
- **connect people and organizations with resources** they need to succeed.

Nurturing a strong network of community support, the economic development team can **respond to broader challenges such as infrastructure needs.**

Pillar Four: Community Development

- Pursue Funding to Address Infrastructure Challenges
- Strengthen Community Partnerships
- Formalize Relationships With Business Support Organizations



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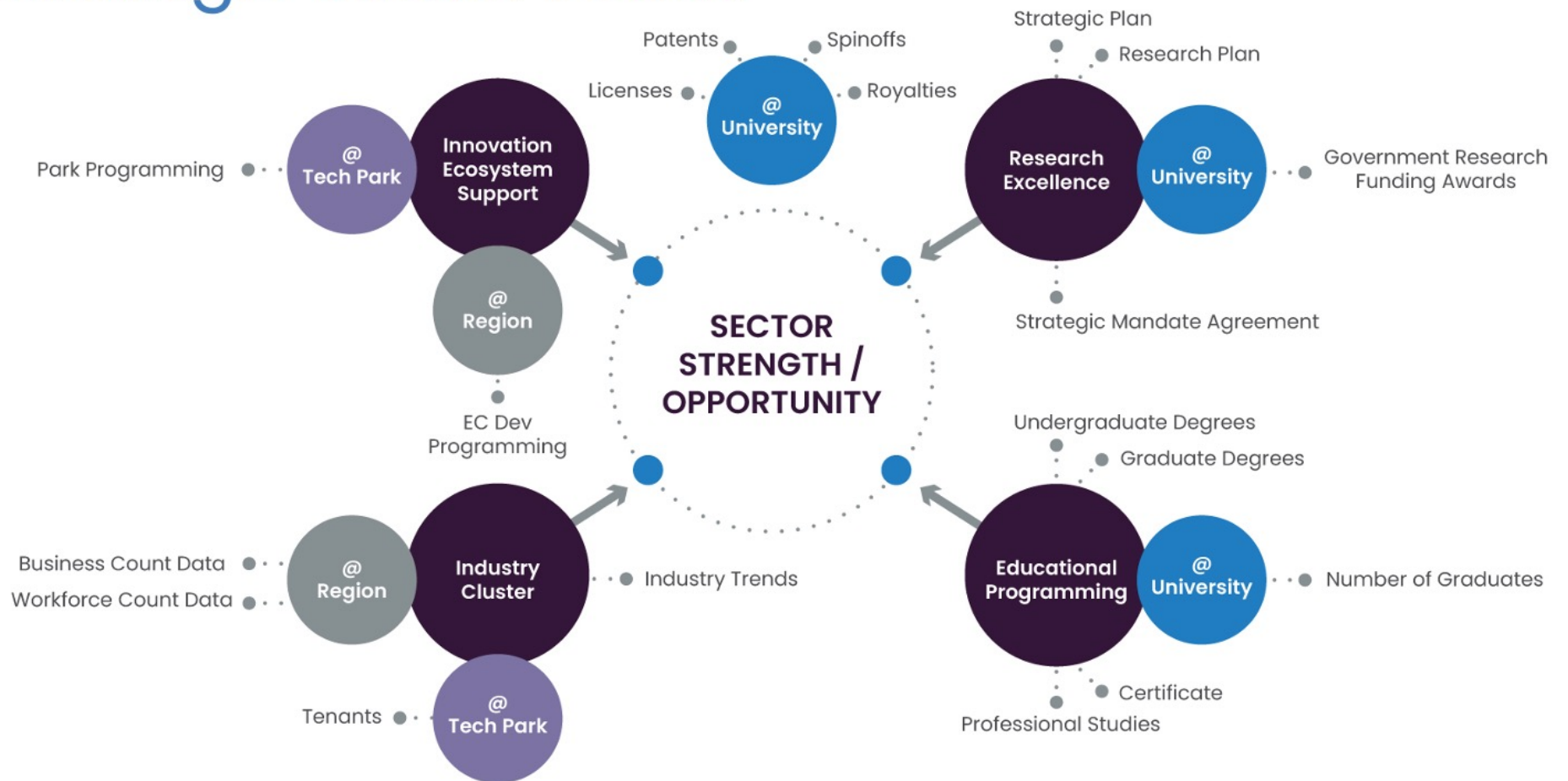
The Sector Strategy



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Strategic Sector Focus



✓ **Gross Regional Product**
The sector's contribution to the total regional gross domestic product, indicating outputs in the sector.

✓ **Workforce Counts**
The number of individuals employed in the sector, indicating its size and potential impact on the local job market.

✓ **Total Regional Sales**
The total sales revenue generated in the sector, highlighting outputs in the region and market size.

✓ **Job Postings**
The number of job openings in the sector, which can indicate demand for labor and sector growth.

✓ **Research Expenditures**
Funds spent on research activities in the sector, indicating a focus on innovation and development.

✓ **Natural Assets**
The region's natural resources and environmental features that can be leveraged for economic activities.

✓ **Infrastructure and Location Assets**
The presence of accessible roads, bridges, and broadband, that support connectivity within the sector.

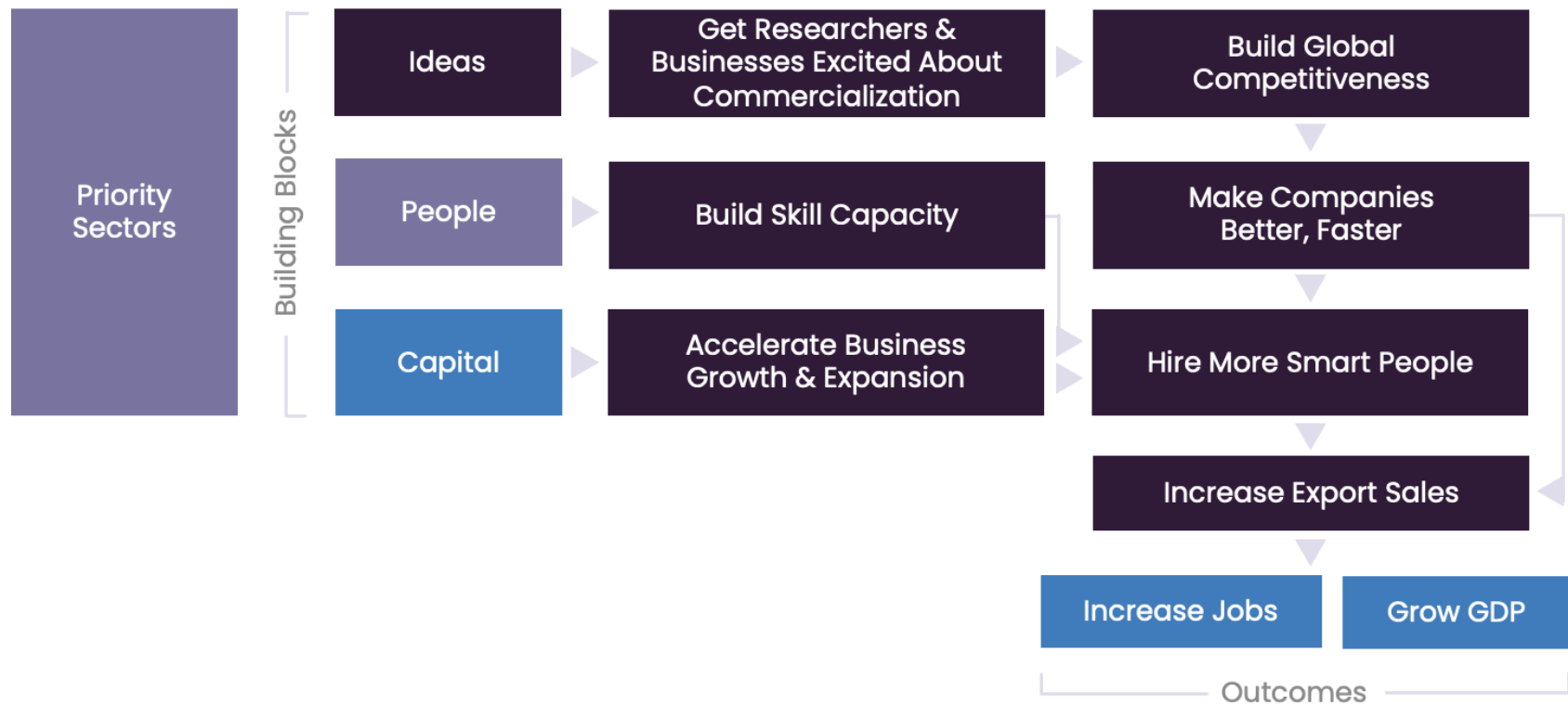
✓ **Research Organizations**
The presence and activities of research institutes and centers that support the sector's development and innovation capacity.

✓ **Post-secondary Programs**
Educational programs offered by local universities and colleges that provide skilled labor to the sector.

✓ **Emerging Trends**
New and evolving innovations in the sector that have the potential to impact its growth and sustainability.

✓ **Industry Clusters**
Concentrations of interconnected businesses, in the sector, which can drive economic performance.

What's the Point?



Priority Sectors in the Future

Priority sectors identified in the present column recognize Flagstaff’s existing strengths and their future growth potential. Adjacent sectors present opportunities for Flagstaff to build on and incorporate existing strengths within future green and next generation technology industries, supporting further differentiation and diversification.

Promoting and enhancing these sectors can help drive business attraction, retention and expansion.

Past	Present	Future (+Green Economy / Circular Economy)	Next Generation (+ICT)
Astronomy	Astronomy	<ul style="list-style-type: none"> •Dark Skies •“Astronomers for Planet Earth” – Center of education for climate change 	<ul style="list-style-type: none"> •Space •Optics / Lasers / Fiber •Imaging and Sensing •Artificial Intelligence and Robotics
Agriculture / Animal Husbandry	Food Processing	<ul style="list-style-type: none"> •Craft Brewing •Local Food 	<ul style="list-style-type: none"> •Beer 4.0 •E-Commerce
Logging / Timber / Forestry	Forestry Products	<ul style="list-style-type: none"> •Forestry Restoration and Management 	<ul style="list-style-type: none"> •Precision Forestry Management •Big Data / Predicting Modeling / Management Software •Drones and Remote Sensing •Biomass
Health Care	Biomedical/ Health Care	<ul style="list-style-type: none"> •Life Sciences and Biosciences 	<ul style="list-style-type: none"> •Medical 3-D Printing and Bioprinting •Artificial Intelligence and Robotics •AR and VR •Wearables •Connected Devices (Internet of Things) / “Internet of Medical Things”
Manufacturing	Manufacturing	<ul style="list-style-type: none"> •Sustainable Practices in Manufacturing 	<ul style="list-style-type: none"> •Additive / Advanced Manufacturing •Industrial Internet of Things



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Astronomy



Manufacturing



Biomedical / Health Care



Food Processing



Forestry Products

7

Postsecondary Programs
(at Flagstaff PSEs)

99

Job Postings
(between December 2022 and December 2023)

178

Workforce (2022)

\$27.3M

R&D Expenditures
at NAU in related fields
(2017 to 2021)

19

Postsecondary Programs
(at Flagstaff PSEs)

618

Job Postings
(between December 2022 and December 2023)

3,078

Workforce (2022)

\$33.8M

R&D Expenditures
at NAU in related fields
(2017 to 2021)

46

Postsecondary Programs
(at Flagstaff PSEs)

2,229

Job Postings
(between December 2022 and December 2023)

8,094

Workforce (2022)

\$180.4M

R&D Expenditures
at NAU in related fields
(2017 to 2021)

14

Postsecondary Programs
(at Flagstaff PSEs)

32

Job Postings
(between December 2022 and December 2023)

371

Workforce (2022)

\$18.7M

R&D Expenditures
at NAU in related fields
(2017 to 2021)

55

Postsecondary Programs
(at Flagstaff PSEs)

109

Job Postings
(between December 2022 and December 2023)

136

Workforce (2022)

\$36.3M

R&D Expenditures
at NAU in related fields
(2017 to 2021)

Astronomy

With its unique environmental assets and a growing workforce and business community in information technology, Flagstaff has an opportunity to establish itself as a leader in the astronomy sector. This sector was strategically chosen based on its overall alignment with Flagstaff's tourism strengths and sustainability-related goals. Astronomy offers growth opportunities with low environmental impact and high-wage job creation potential.

14.2% growth

In astronomy related occupations in Flagstaff from 2017 to 2022

A history of cutting edge research

At the Lowell Observatory in Flagstaff which was named one of the "World's 100 Most Important Places"

\$27.3 million

Physical sciences research expenditures between 2017 and 2021 at Northern Arizona University

7 programs

Supporting training and development in astronomy at Northern Arizona University, including specializations in: astrobiology, astrochemistry, astronomy, and planetary science.

99 job postings

In Flagstaff in astronomy and related industries between December 2022 and December 2023

Industry leading

Astronomy organizations such as: Lowell Observatory and the US Naval Observatory



Potential Sub-Sectors

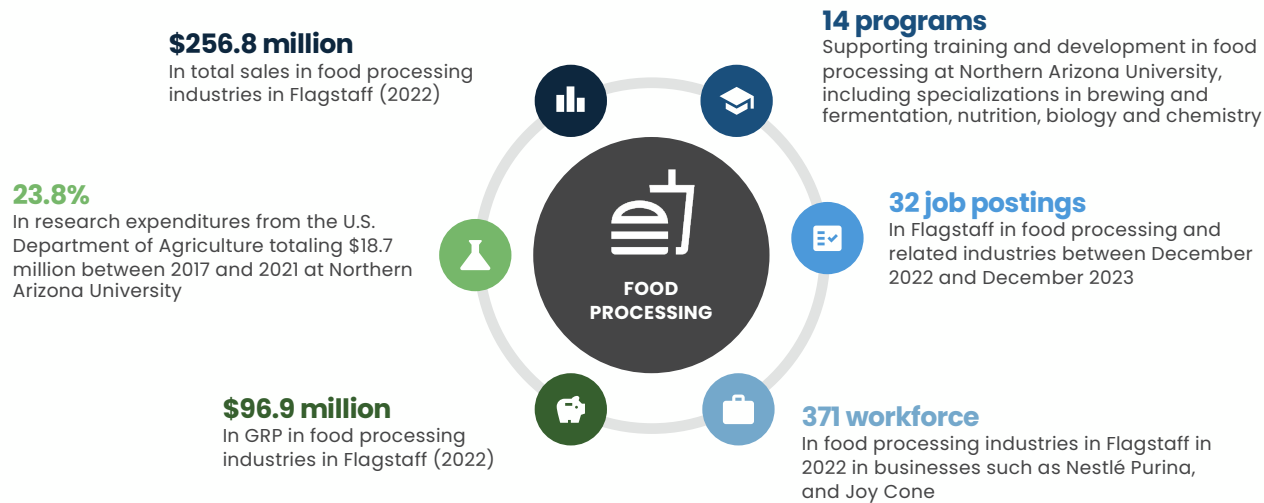
- Dark skies
- Space
- Optics/ Lasers/ Fiber
- Imaging and Sensing
- Artificial intelligence and robotics



CHOOSE
FLAGSTAFF

Food Processing

Flagstaff is home to major food processing businesses in Dog and cat food manufacturing and Cookie and cracker manufacturing. These businesses support hundreds of jobs and provide a solid foundation for further development. Benefitting from Flagstaff's strategic location between major urban markets and from the city's high-quality transportation and logistics infrastructure, this sector is poised for further development. Growth in this area could support enhanced affordability and food security solutions, contributing to Flagstaff's overall economic resilience.



Potential Sub-Sectors

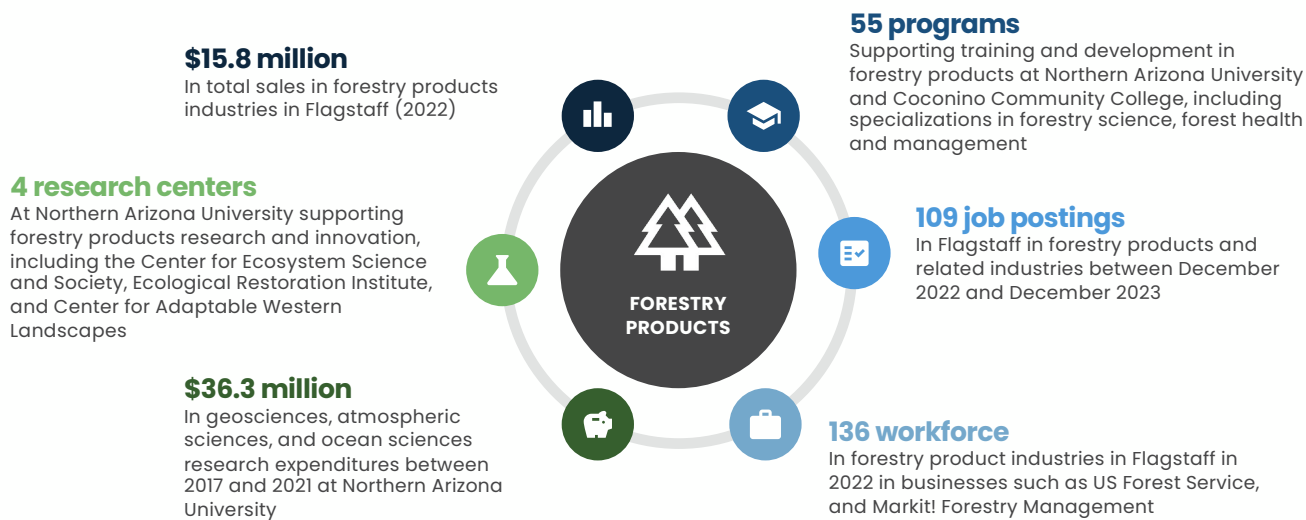
- Craft brewing
- Local/ sustainable food
- Beer 4.0
- E-commerce



CHOOSE
FLAGSTAFF

Forestry Products

The forestry products sector accounts for 40.0 percent of Flagstaff's research organizations, indicating potential untapped commercialization and employment opportunities for Flagstaff in this sector. With future opportunities in forest health and restoration, building on this sector also aligns with Flagstaff's overall sustainability goals and contributes to community health and environmental resilience.



Potential Sub-Sectors

- Forestry restoration and management
- Precision forestry management
- Big data/ predictive modelling/ management software
- Drones and remote sensing
- Biomass innovation



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FLAGSTAFF

Biomedical / Health Care

Biomedical and Health care is one of Flagstaff's strongest sectors and demonstrates considerable potential for growth and diversification. This sector was strategically chosen for its potential to address regional infrastructure needs, create high-wage job opportunities, and contribute to Flagstaff's overall community and economic resilience objectives.

The second-largest industry cluster

in Flagstaff is medical devices, which employs over 1,500 people

4 research centers

at Northern Arizona University focused on health research and innovation, including the Center for Health Equity Research and the Pathogen and Microbiome Institute

\$180.4 million

In life sciences research expenditures between 2017-21 at Northern Arizona University

46 programs

Supporting training and development in health and life sciences at Northern Arizona University and Coconino Community College, including specializations in public health, medical and health sciences, nursing and paramedicine

2,229 job postings

In Flagstaff in health and life sciences industries between December 2022 and December 2023

8,094 workforce

In health and life sciences industries in Flagstaff in 2022 in businesses such as the Flagstaff Medical Center and Northern Arizona Home Healthcare



Potential Sub-Sectors

- Life sciences and biosciences
- Medical 3-D printing and bioprinting
- Artificial intelligence and robotics
- AR and VR
- Wearables
- Connected Devices (internet of things)/ internet of medical things



CHOOSE
FLAGSTAFF

STILETTO

Manufacturing

The manufacturing sector is well established in Flagstaff, with strong concentrations of workers in surgical and appliance supplies manufacturing, food and medical manufacturing, and surgical and medical instrument manufacturing. The sector benefits from Flagstaff's strategic location between major urban markets, quality transportation and logistics infrastructure, as well as a skilled workforce – all of which can support sector growth and diversification in the city.

The 5th largest industry cluster

in Flagstaff is food processing, which employs over 600 people

Flagstaff is 14x more specialized

In biomedical manufacturing than any other city in the United States

\$33.8 million

In engineering, and computer and information science research expenditures between 2017-21 at Northern Arizona University



19 programs

Supporting training and development in manufacturing at Northern Arizona University and Coconino Community College, including specializations in mechanical engineering, mechatronics and robotics engineering, and construction technology

618 job postings

In Flagstaff in manufacturing and related industries between December 2022 and December 2023

3,078 workforce

In manufacturing industries in Flagstaff in 2022 in businesses such as Nestlé Purina Petcare, W.L. Gore and Associates, and Novakinetics AeroSystems

Potential Sub-Sectors

- Sustainable practices in manufacturing
- Additive/ advanced manufacturing
- Industrial Internet of Things



CHOOSE
FLAGSTAFF

Discussion



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FLAGSTAFF

STILETTO



**CITY OF FLAGSTAFF
STAFF SUMMARY REPORT**

To: The Honorable Mayor and Council
From: Stacy Fobar, Deputy City Clerk
Co-Submitter: Stacey Brechler-Knaggs
Date: 04/17/2024
Meeting Date: 04/23/2024

TITLE

Emergency Management Briefing - Public Safety Power Shutoffs (PSPS)

STAFF RECOMMENDED ACTION:

Discuss with the Mayor and Council how Arizona Public Safety (APS) PSPS events will work and the impact it will have on the city in the immediate and long term.

Executive Summary:

In late February, APS informed City Emergency Management that they would be carrying out Public Safety Power Shutoffs (PSPS) for certain power lines that they consider to be at high risk of causing a wildfire, or in the event of a wildfire the line would be de-energized. This decision was made due to several different factors. City Emergency Management has been working closely with APS and other key city partners to assess the potential impact of PSPS events, and to devise a plan for mitigating those impacts.

For the upcoming fire season, PSPS events will not affect the power supply of any city residential areas. However, some crucial city water infrastructure will be impacted. In this briefing, we will provide an overview of the expected impacts and the measures that city staff will take to minimize those impacts as much as possible.

Information:

City staff and APS will provide an overview and the impacts on the city.

THE POWERPOINT WILL BE PROVIDED BY MONDAY, APRIL 22.

Attachments: [Presentation](#)

APS Public Safety Power Shutoff

April 23, 2024



April 4, 2024

Arizona Public Service Wildfire Mitigation Update

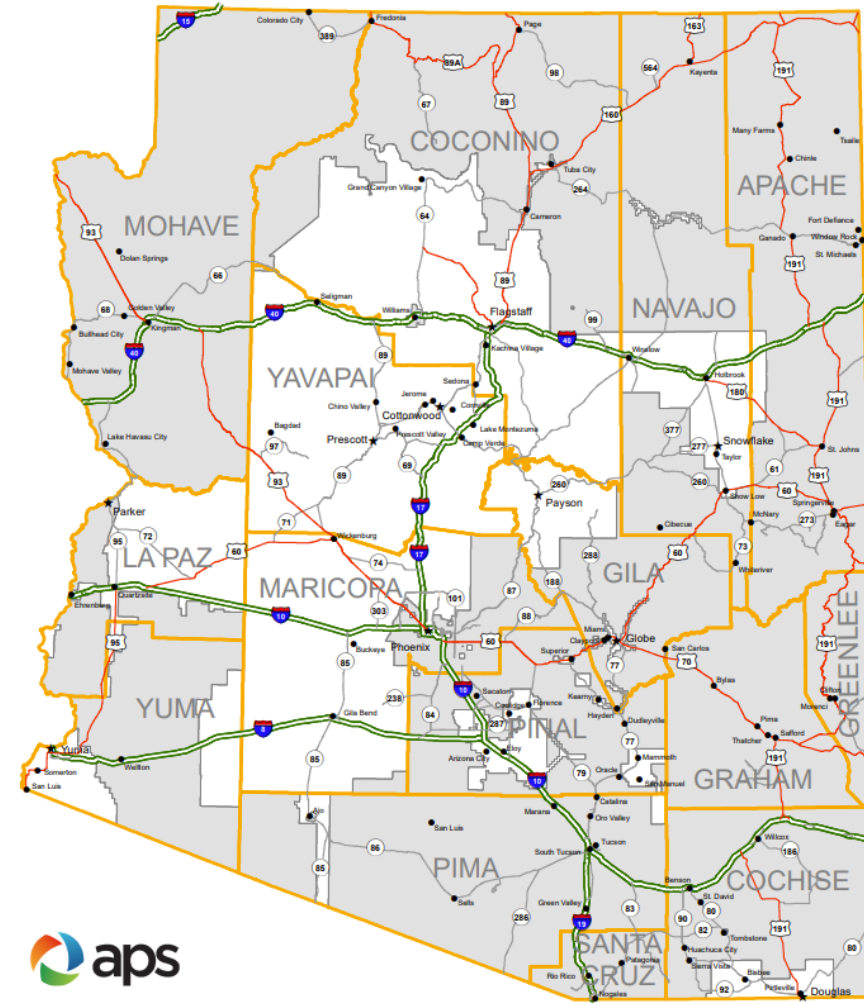


Introductions

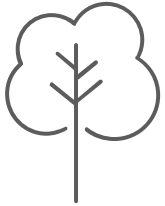
- Janet Dean – Public Affairs Manager
- Wade Ward – Manager, Fire Mitigation
- Joe Weathersby– NE Division Manager

Objectives

- Review our current efforts to mitigate wildfire risk
- Share our newest mitigation tool – Public Safety Power Shutoffs
- Discuss how you can help us prepare for this wildfire season

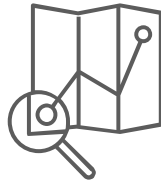


We have a multi-faceted strategy to protect against wildfires



Vegetation management

Trim and remove trees along our lines to minimize risk of tree-strike



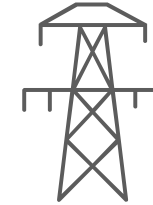
Enhanced inspections

Conduct routine inspections to identify required maintenance to reduce risk



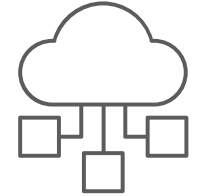
Improved monitoring

Monitor our system to enable early detection and suppression of wildfires



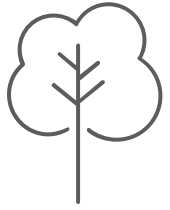
Grid hardening

Upgrade our system to make it more resilient



Risk modeling

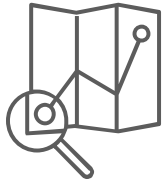
Use advanced tools to identify risk and more effectively plan work



Vegetation management: Robust program in place to manage vegetation around our equipment



- **Tree trimming** and clearing along our distribution lines on set cycles
- **Hazard tree program** to monitor and address issues



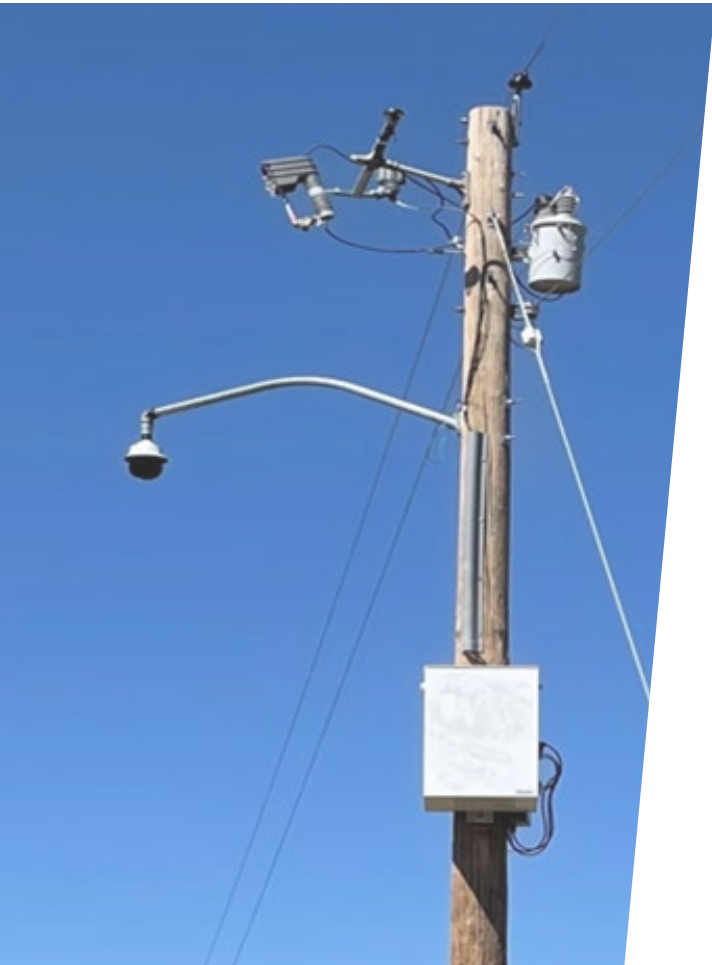
Enhanced inspections: Frequent inspections and use of technology to identify risks



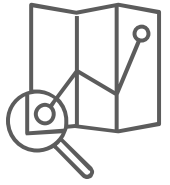
- **Conducting line patrols** to inspect infrastructure
- **Deploying drones** to inspect lines and reach difficult to access parts of our system
- **Using LiDAR and infrared imaging** to more effectively identify potential safety risks



Improved monitoring: Tools in place to identify wildfires early and enable faster suppression



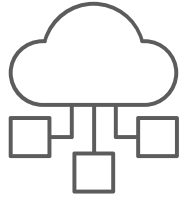
- **Using weather stations** to proactively identify when weather factors increase the risk of ignition
- **Leveraging use of high-definition cameras** to monitor wildfires



Grid hardening: We are continuously upgrading our system to make it more resilient



- **Deploying advanced technology** to better monitor and manage our grid
- **Increasing our investments** to increase resilience, reduce risk, and quickly address issues identified in inspections



Risk modeling: Use advanced tools to proactively identify risks on our system



- **Using risk modeling software** to identify where our system has elevated wildfire risk
- **Risk-informed capital planning** to focus our investments on proactively reducing risk

We are coordinating extensively with agencies and counties to mitigate risk and prepare emergency response

Federal and state partners



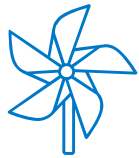
Local counties



+ others

Public Safety Power Shutoffs (PSPS) are another tool we have when the risk of wildfires is extremely high

Conditions that would lead to a power shutoff



High winds



Dry conditions



Extreme heat



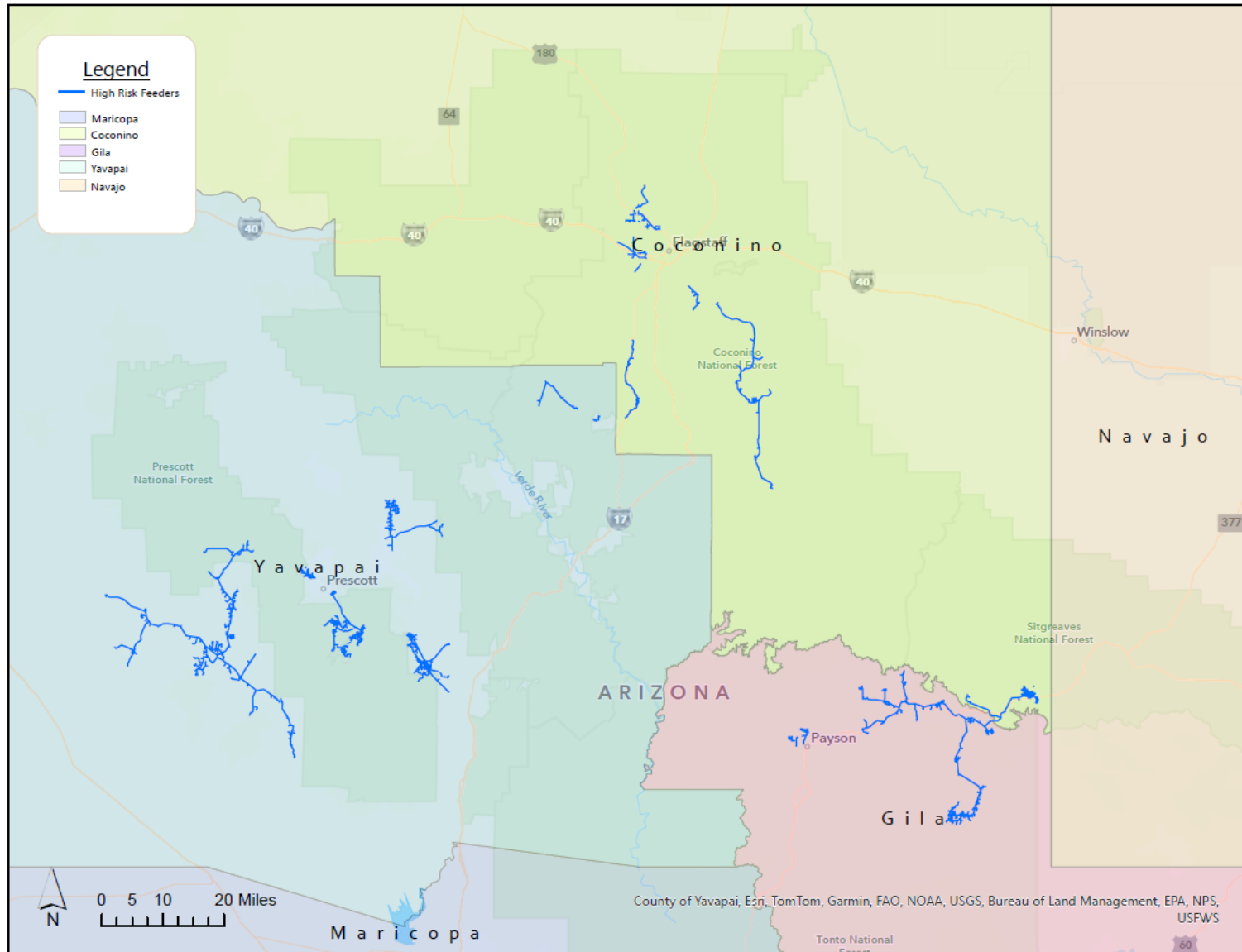
Risk of spread



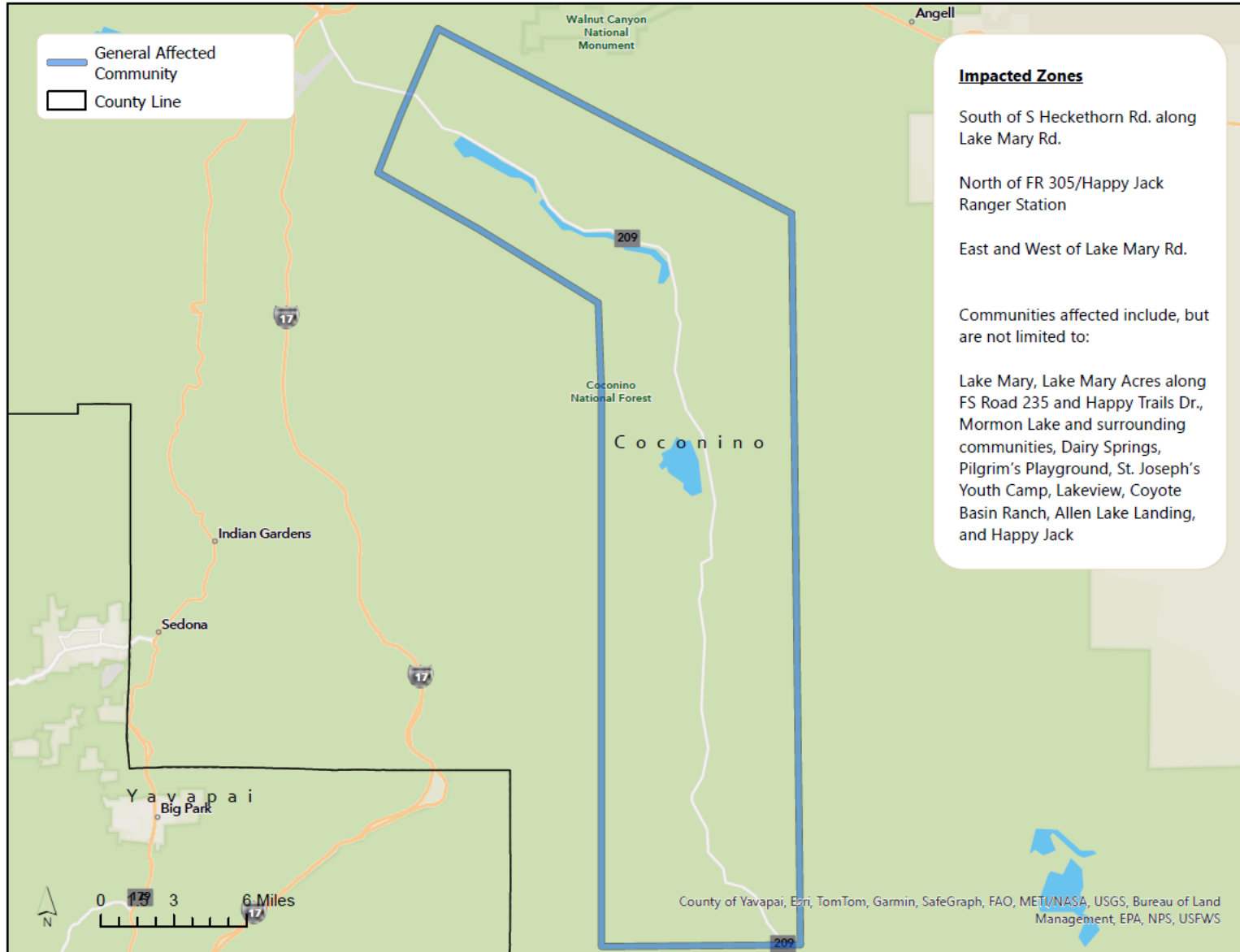
Implications of a public safety power shutoff on our customers

- **Targeted de-energization** of our lines on days of extreme risk
- **Outages lasting up to ~20 hours** while risk is elevated and to enable line inspection before they are re-energized

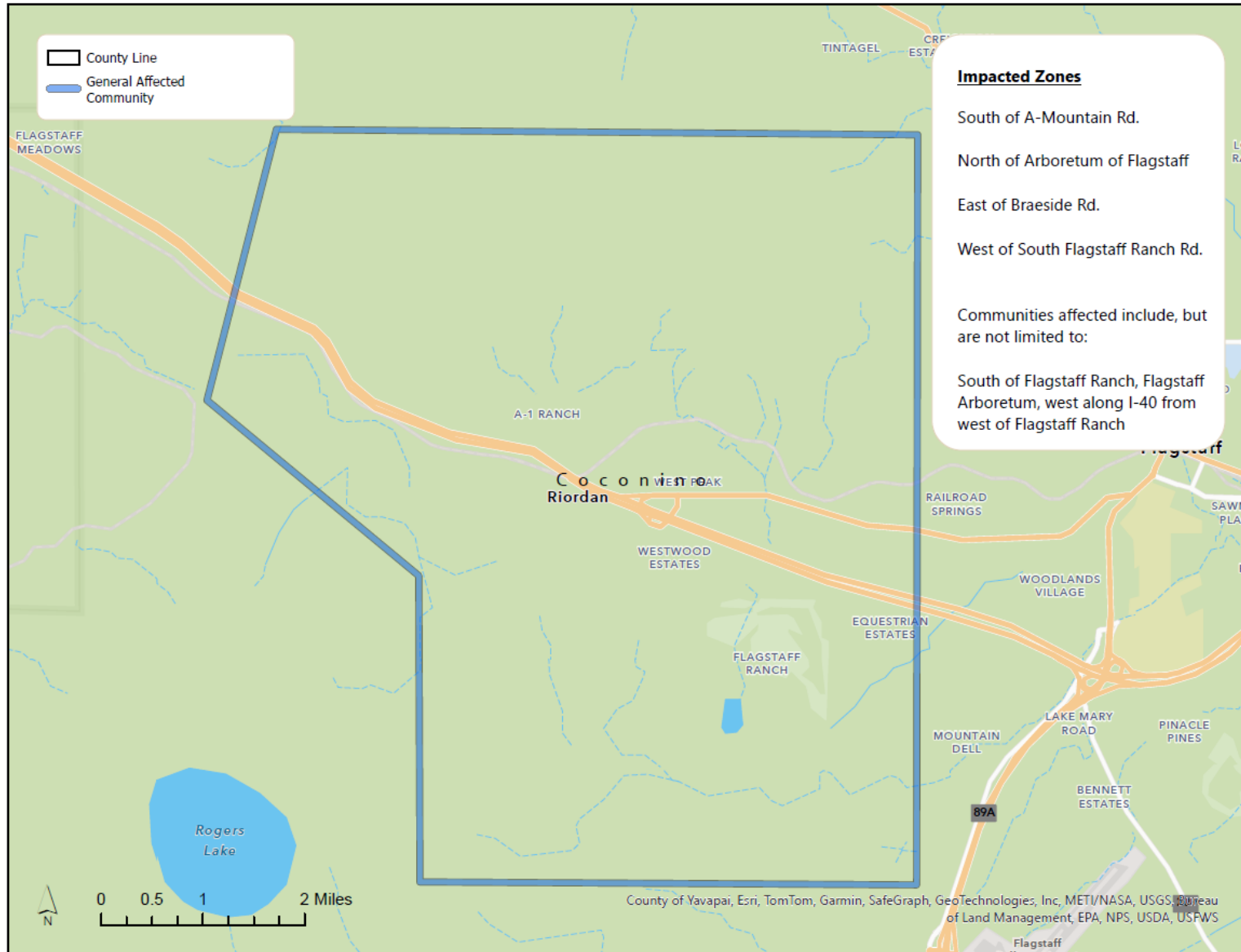
CIRCUIT LOCATIONS – OVERVIEW



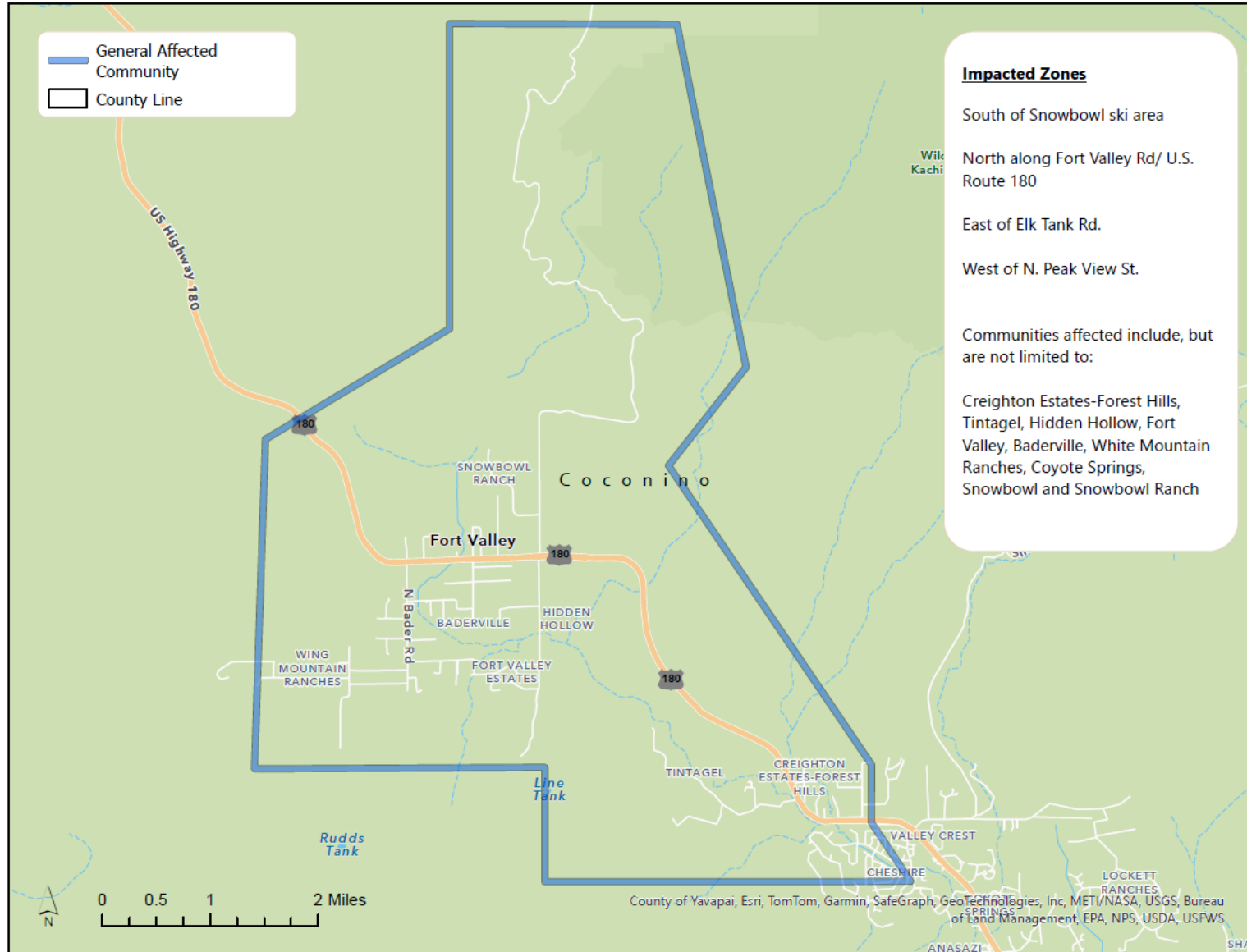
CIRCUIT LOCATIONS – COCONINO



CIRCUIT LOCATIONS – COCONINO



CIRCUIT LOCATIONS – COCONINO



We will communicate with local agencies and customers well in advance of a PSPS event so that they can prepare accordingly

5 days before outage

Initial notification to **emergency agencies**

Starting 4 days before outage

Daily communication with customers about potential outage and how to prepare

During outage

Communication with customers on **progress to restoration**

We'll communicate via multiple channels



Text messages



Email



Phone calls

We are proactively taking steps to prepare for Public Safety Power Shutoffs

PROTECTING YOU & YOUR COMMUNITY FROM WILDFIRE



At APS, our teams work year-round with public safety partners, first responders and wildfire experts in your community to prevent, reduce and respond to wildfires. As part of our efforts, we're reducing the risk of wildfires from our equipment by:

- Inspecting more than 30,000 miles of power lines to clear overgrown vegetation
- Creating defensible space by removing vegetation around poles and substations
- Using advanced technology to troubleshoot issues more quickly, reduce the number of customers impacted and decrease the duration of outages

A NEW TOOL TO REDUCE WILDFIRE RISK

Starting May 2024, we're adding a new way to protect you from wildfire, to be used only during extreme fire risk conditions. It's called **Public Safety Power Shutoff**.

In these conditions, we may shut off power to your area to prevent the electric system from starting or contributing to a wildfire through a downed wire or inadvertent spark. This can include periods of high winds, which can cause trees to contact lines and start a wildfire.

The decision to call a safety shutoff is based on several factors that impact the potential for fire and how fast a fire might grow in the area, such as:

- Available flammable material in the area, such as dense, dry brush
- Terrain that would impact fire direction and growth
- Weather, including high wind speed and gusts

These conditions may be occurring away from your home or business, but near APS power lines that provide you power, so it may not be immediately obvious why there is a safety shutoff.

A TOOL WE EXPECT TO USE RARELY

We recognize safety shutoffs create hardships for our customers and communities. However, we are committed to public safety, and preventing fires is a top priority.



STAY INFORMED IF THERE IS A SAFETY SHUTOFF IN YOUR AREA

We encourage you to create an account online by visiting aps.com/login, or if you already have an account, sign in to be sure your account information is up to date with your email address and cell phone number. You can also update your contact information by calling the APS Customer Experience Center at (800) 253-9405. When your contact information is current, it helps us keep you informed during an outage.



Scan to visit aps.com/login

HOW CAN I STAY SAFE & PREPARED?

- Get emergency alerts in your area and have an emergency plan for your family and pets. [Arizona County: www.arizona.gov](https://www.arizona.gov) [Gila County: www.gila.gov](https://www.gila.gov) [Maricopa County: www.maricopa.gov](https://www.maricopa.gov)
- Store important phone numbers for medical providers, family, friends, and APS in your cell phone or near your home phone.
- Make sure your cell phone is fully charged, and if possible, consider buying a portable charger.
- Keep your APS account number readily available.
- Have resources ready like flashlights, batteries, a radio, non-perishable food items that are easy to prepare without power, including pet and baby food and extra water, at least one gallon per person per day.
- Stock items and basic tools like a non-electric can opener.
- Make sure you have a basic first-aid kit, medications and toiletries.
- Learn to manually open your automatic garage door or security gates.
- During an outage, check aps.com/outage for cooling shelters, community resources and dry ice reimbursements. During an event, resources will be available on our outage map.

MEDICALLY SENSITIVE CUSTOMERS

In the event of an outage, we will make every effort to notify vulnerable customers on our Medical Care Program who depend on electricity for life-saving medical equipment. If you or someone in your household has a life-threatening illness or uses critical medical equipment, we encourage you to apply for the Medical Care Program. You will need to enroll each year. Learn more at aps.com/medical.



WHERE WILL PUBLIC SAFETY POWER SHUTOFFS BE CALLED?

Safety shutoffs could impact customers in the highest fire-risk communities located in northern Arizona. These communities include parts of Coconino, Gila and Yavapai counties.

HOW & WHEN WILL I BE NOTIFIED OF A SAFETY SHUTOFF?

We will communicate with impacted customers often and at regular intervals via email, text or phone call if a safety shutoff is expected or if one occurs. For example, you'll receive:

- Planning notification in advance based on extreme weather and fire condition forecasts
- Updated timing each day leading up to a shutoff
- Safety shutoff cancellation, if weather and fire conditions improve
- Status updates with an estimate of when power will turn back on and/or information on resources available

Please verify your contact information is up to date on your aps.com account. Text and email alerts are the fastest ways for us to reach you.

Note: Extreme weather can be erratic and may impact the exact timing of advance notification.

HOW LONG WILL MY ELECTRICITY BE OUT IF A PUBLIC SAFETY POWER SHUTOFF IS NECESSARY?

The time span of a Public Safety Power Shutoff can depend on how long extreme weather conditions last and extent of damage to electrical lines and equipment. Once extreme fire risk conditions diminish, field crews will inspect the lines that were shut off. If there is no damage, electricity will be restored during daylight hours. In most cases, power will be restored after about 20 hours, but the actual duration will depend on current weather conditions and if any equipment repairs are needed.

HOW CREWS GET POWER BACK ON AFTER A PUBLIC SAFETY POWER SHUTOFF

- Patrol lines and look for damage**
Get eyes on lines via crew or drone; determine what repairs are needed
- Make site safe for repairs**
Redirect traffic; secure job site
- Make repairs**
Remove damaged equipment; trim trees; dig holes; install poles; string power lines; safety checks
- Restore power**
Notify customers; clean up job site

Questions? To learn more about Public Safety Power Shutoff, visit aps.com/safetyshutoff. Our Customer Experience Team is also here to help. Call (800) 253-9405.



Informing customers now on what they can expect and how they can prepare ahead of time

Mailer distributed to customers in April 2024



American Red Cross

Working with County Emergency Managers and the American Red Cross to establish **community shelters** for our customers to use while the power is off

You can help us prepare for Public Safety Power Shutoffs today

1

Update contact and medical information in your APS account so that we know how to contact and support you

2

Enroll in emergency notifications with your county so that you are kept up to date on all developments

3

Learn more about PSPS by visiting aps.com/psps

City Response to Public Safety Power Shutoffs (PSPS)





Emergency Management (EM)

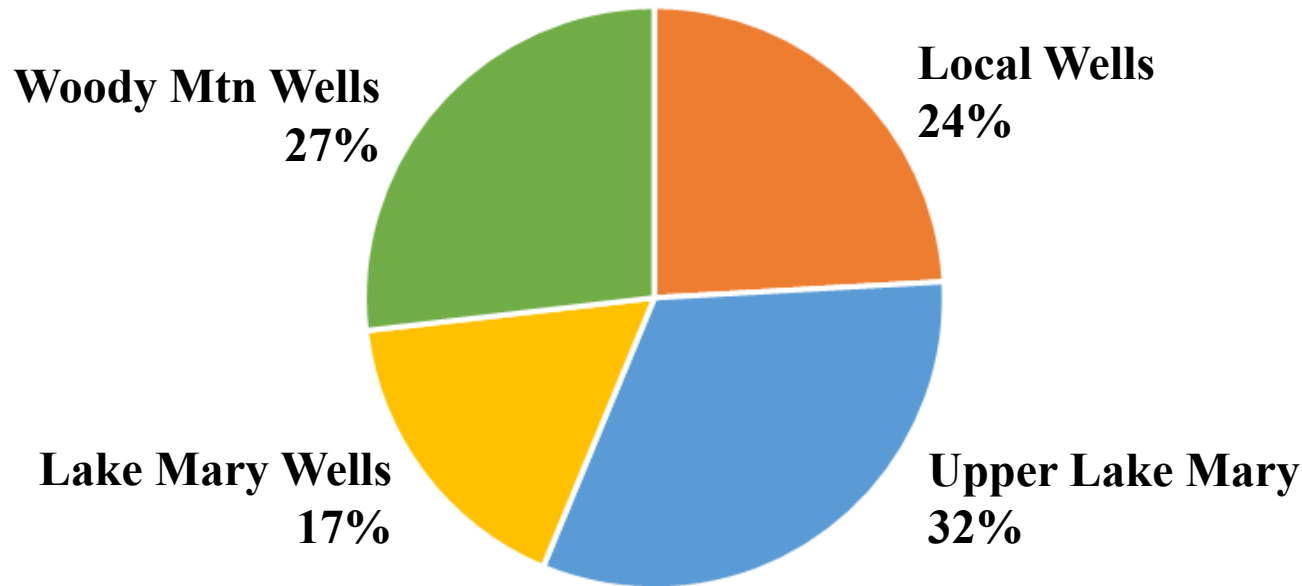
- Formed PSPS Task Force
 - Evaluated potential impacts and have measures in place
- PSPS Event
 - Notification – PSPS TF, senior and elected officials
 - Daily updates
 - Prepared to make resource requests of county and state



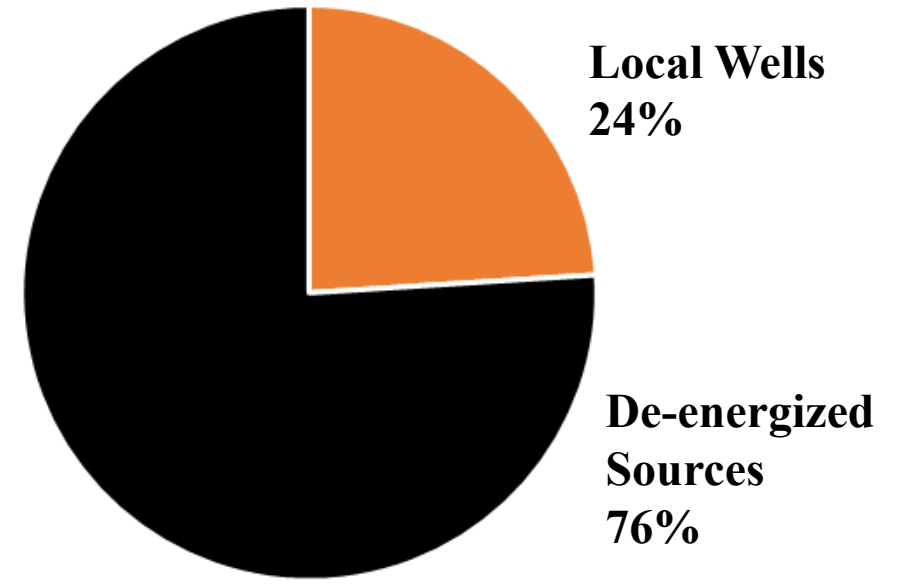
Water Services

A PSPS event will de-energize roughly 75% of Flagstaff's potable water supplies.

Current Potable Water Sources



De-energized Sources



Local Wells will be unaffected by APS PSPS events



Water Services



Tools & strategies available

- Communication with APS
- Increased system storage
 - Historically performed
- Local wells
- Back-up power for surface water production
- Inner Basin
- Public outreach & water conservation strategies
- Additional back-up power for groundwater wells

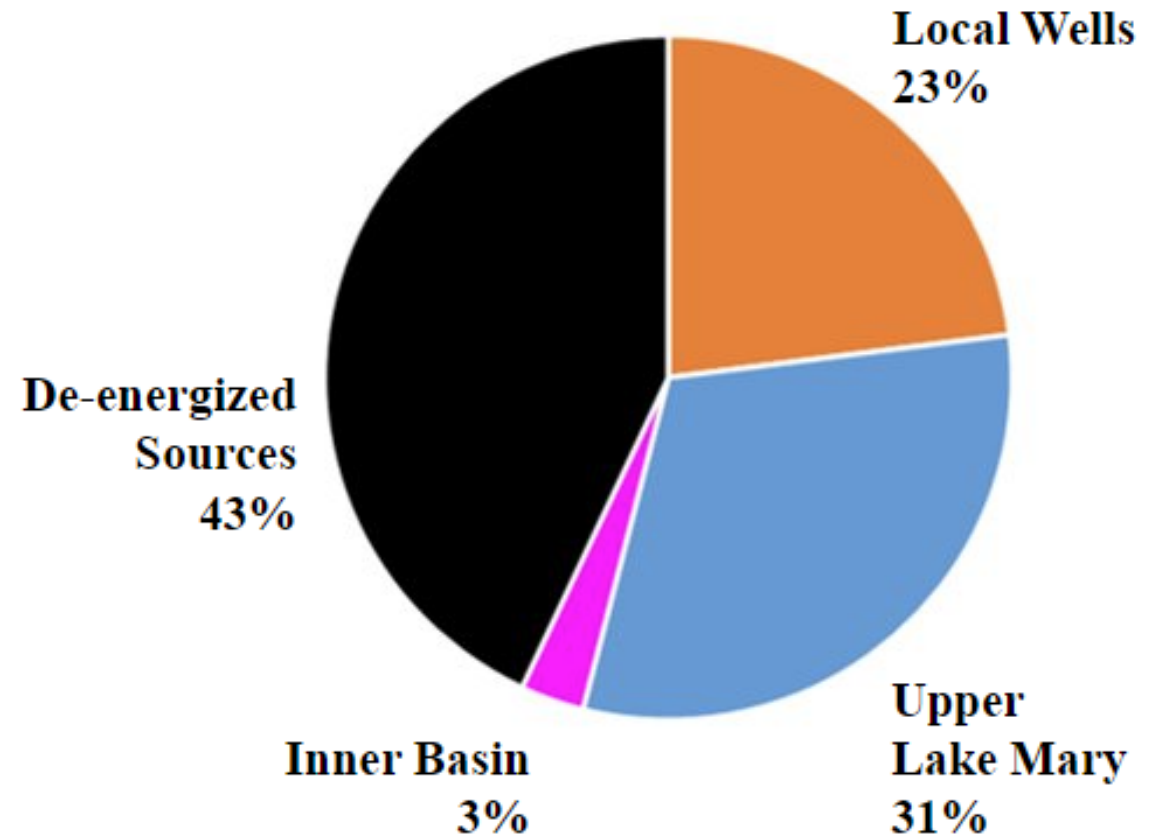


Water Services



Available water sources during a PSPS event

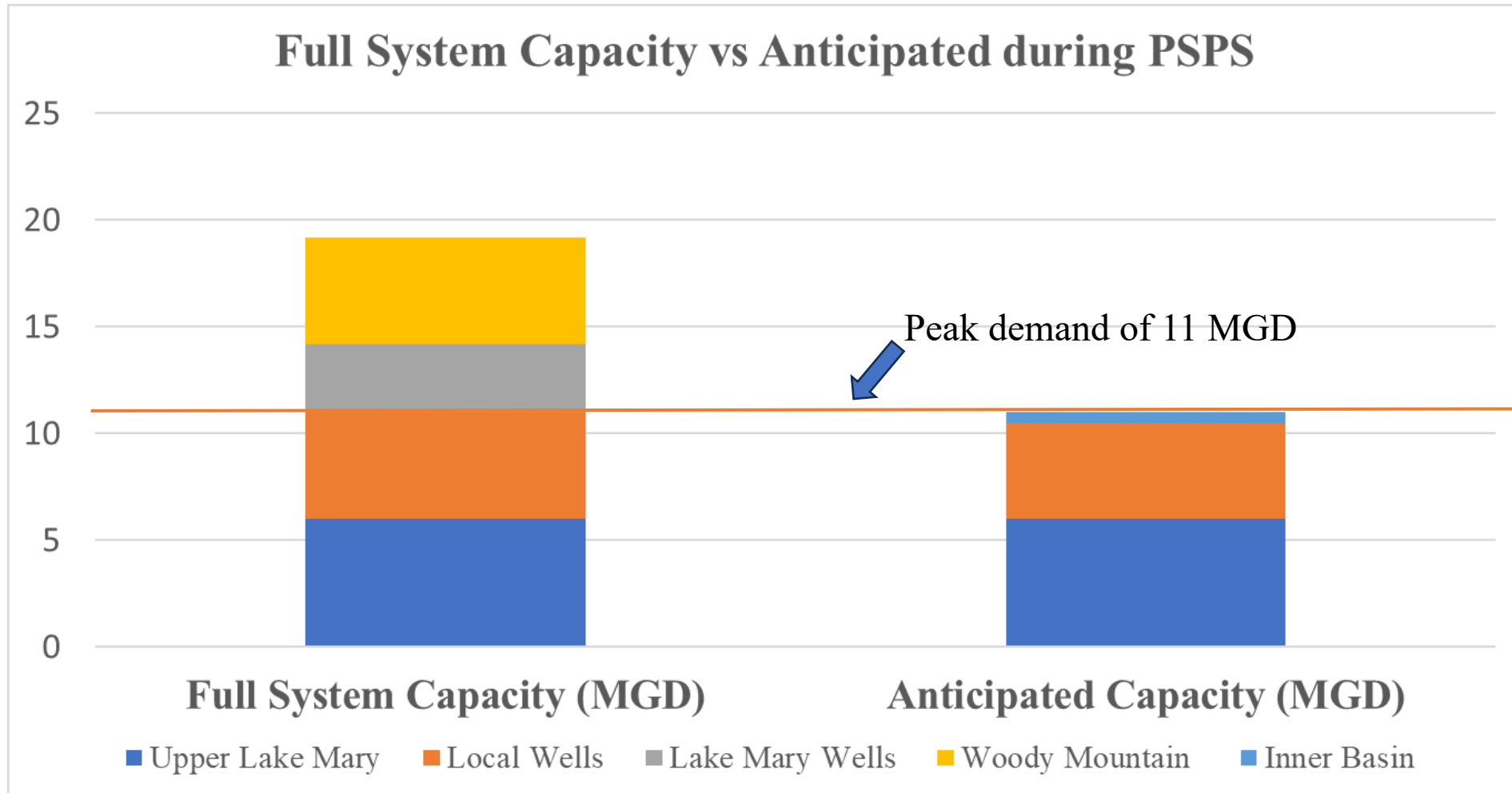
- Local Wells (unaffected by events)
- Surface Water Production with back-up power
 - Established 2020
 - Requiring 24/7 coverage of facilities
 - Generator transport, connection fueling, operation & monitoring.
- Inner Basin Springs & Wells
 - Seasonal source (May-Sept)
 - Repairs underway





Water Services

Anticipated capacity should meet peak demand of 11 million gallons per day



Redundancy will be limited or non-existent with potential for supply unable to meet demand



Water Services



- **Water conservation strategies**

- *Three strategy levels have been in existence since the early 2000's (were last utilized in 2002)*
- Strategy I: Water Awareness
 - Baseline operations, including every other day water based on address, no watering on Mondays or between 9am & 5pm
 - This is in effect when water demand is equal to or less than safe water production capability
 - Safe Production Capability means 90% of the total water resources available



Water Services

- Strategy II: Water Emergency
 - In addition to provisions in Strategy I:
 - No irrigating, no washing driveways/sidewalks/courts, no vehicle washing except for commercial businesses and public safety, no filling of ponds/pools over 100 gallons, rate increases for tier 3-4 residential and standpipe
 - This is in effect when water demand exceeds safe production capability for five consecutive days
- Strategy III: Water Crisis
 - No potable water used outdoors
 - This is in effect when water demand exceeds total production capability, and the amount of water in storage may impair fire protection for the City
 - Water Services will keep updated contact list of top 5 summer users for direct outreach



Fire



- Fire protection during APS initiated power outages
 - Fire flow to be unimpacted for fire hydrants and automatic sprinkler systems
 - Assuming water system production and distribution remains functional
 - Assuming an increase in daily consumption does not occur



Public Messaging

- Once APS starts communicating to the public about a scheduled PSPS event, key City of Flagstaff messages to the community will include:
 - A PSPS event will result in de-energizing some of the City's water sources
 - The City expects to be able to meet water demand during this period
 - The City has established water conservation strategies that can be enacted if conditions change
 - Be on the lookout for updates from the City

Questions?

