

PROCLAMATION

Office of the Mayor, City of Florence



THE POWER OF FLORENCE

EACH ONE, ONE DAY, MAKING A DIFFERENCE, TOGETHER

ANNUAL POWER OF FLORENCE DAY

WHEREAS, Florence citizens volunteer for many organizations to enrich the community's culture, education and well being; and

WHEREAS, The Florence community benefits when its residents come together annually to support positive volunteer service projects throughout the community; and

WHEREAS, The Power of Florence has proven itself as an influential tool to bring citizens together for community service endeavors; and

WHEREAS, The City of Florence supports campaigns to create a more attractive City and encourage community pride through citizens and civic organizations coming together to implement community projects that will benefit Florence; and

NOW, THEREFORE, I, Rob Ward, Mayor of the City of Florence, do hereby proclaim the fourth Saturday of July to be "**Power of Florence**" annually in the City of Florence and urge all Florence residents to come together on this day to support the City's wonderful community causes and celebrate the contributions volunteers make in our community throughout the year.



Rob Ward, Mayor

Employee Recognition

Recent Hires



Tamara Geil
Admin Assistant II (FIN)
Hired: May 28



Kevin Strenke
Police Officer
Hired: June 1

MARKETING PARTNERS



TEAMING UP FOR FLORENCE



OUR ANNUAL MARKETING REPORT

THE CHAMBER IS A CONTRACTOR FOR THE CITY PROVIDING SERVICES FOR A PERCENTAGE OF TRANSIENT LODGING TAX REVENUE. THESE TLT FUNDS ARE RESTRICTED AND MUST BE USED FOR TOURISM DEVELOPMENT.

Together
we make **BIG**
things
happen!

**HERE IS HOW THE CHAMBER'S TOURISM MARKETING
PLAYED A MAJOR ROLE IN FLORENCE
REACHING 260 MILLION IN TOURISM SPENDING
WITH 73 MILLION IN EARNINGS**

GENERATING \$2,897,000.00 in LOCAL TAX REVENUE

Employing 2,330 People Out Of 5,600 Jobs In Our Area
That Is 1 In 2.5 Jobs That Are Reliant On The Tourism Industry
In The Florence Area

County / Summary

Direct Travel Impacts, 2023p

DEAN RUNYON REPORT

	Spending (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (000's)	State Tax (000's)	Total Tax (000's)
East Lane	\$1,052.2	\$260.9	8,110	\$16,298	\$24,901	\$41,199
West Lane	\$259.7	\$73.4	2,330	\$2,897	\$5,891	\$8,788
Lincoln	\$634.3	\$236.3	6,670	\$16,631	\$19,697	\$36,328
Linn	\$207.9	\$59.3	2,140	\$2,886	\$6,772	\$9,658
Malheur	\$66.1	\$19.8	700	\$1,500	\$1,955	\$3,454
Marion	\$549.4	\$147.5	4,860	\$6,746	\$17,033	\$23,779
Morrow	\$20.0	\$6.3	260	\$6	\$660	\$666
Multnomah	\$4,216.3	\$1,224.0	21,360	\$104,564	\$91,900	\$196,464
East Multnomah	\$204.5	\$61.5	1,880	\$4,949	\$5,449	\$10,398
West Multnomah	\$4,011.8	\$1,162.4	19,480	\$99,615	\$86,451	\$186,066
Polk	\$231.9	\$87.5	2,860	\$128	\$6,652	\$6,780
Sherman	\$5.5	\$1.2	40	\$16	\$143	\$160
Tillamook	\$281.4	\$98.2	2,060	\$6,886	\$7,393	\$14,279
Umatilla	\$234.6	\$78.1	2,870	\$2,890	\$7,189	\$10,079
Union	\$53.1	\$20.9	710	\$1,046	\$1,629	\$2,675
Wallowa	\$36.0	\$21.3	760	\$496	\$1,305	\$1,801
Wasco	\$106.5	\$49.6	1,660	\$1,863	\$3,632	\$5,495
North Wasco	\$91.2	\$43.3	1,430	\$1,863	\$3,162	\$5,025
South Wasco	\$15.3	\$6.3	220	\$0	\$470	\$470
Washington	\$901.0	\$333.5	8,700	\$17,859	\$31,987	\$49,846
Wheeler	\$4.8	\$1.2	50	\$0	\$132	\$132
Yamhill	\$181.0	\$52.4	1,880	\$2,668	\$5,725	\$8,393

Note: Total Earnings includes wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.

THE FLORENCE AREA CHAMBER OF COMMERCE'S ADVERTISING AND PR SIGNIFICANTLY KEEPS FLORENCE ON THE MAP AS AN ATTRACTIVE TOURIST DESTINATION AMONG TRAVELERS. KEEPING OUR COMMUNITY THRIVING AND OUR ECONOMY STRONG.

"The Chamber is a membership 501(c-6) organization whose purpose is to support economic stability and promote its members. This marketing partnership leverages the chamber's assets and shared purpose with the city."

IN ADDITION TO THE MARKETING CONTRACT INCOME,
THE CHAMBER INVESTED \$148,500
IN ECONOMIC TOURISM DEVELOPMENT LAST YEAR.



MANAGEMENT AND ADMINISTRATION

"Management and administration of the Visitor Center located in the City of Florence. The Chamber shall provide all necessary staff, volunteers, materials and services to meet with visitors, dispense information regarding the area, develop necessary informational programs and coordinate with associated agencies and entities."



OVER 20 VOLUNTEERS DONATED 1,350+ HOURS OF THEIR TIME RUNNING THE VISITOR CENTER.

THE VISITOR CENTER SERVES 15,000 TOURISTS AND LOCALS.

**VOLUNTEERS AND CHAMBER STAFF PROVIDE INFORMATION, DIRECTIONS,
DESTINATION SUGGESTIONS AND REFERRALS.**

THE VISITOR CENTER IS ALSO A SHOWCASE GALLERY VENUE.

The Association Of Chamber Executives (ACCE) Magazine Featured The Florence Chamber & our Visitor Center, In their 2024 Spring Edition. Highlighting in their article, The Unique Way We Promote Local Artists.

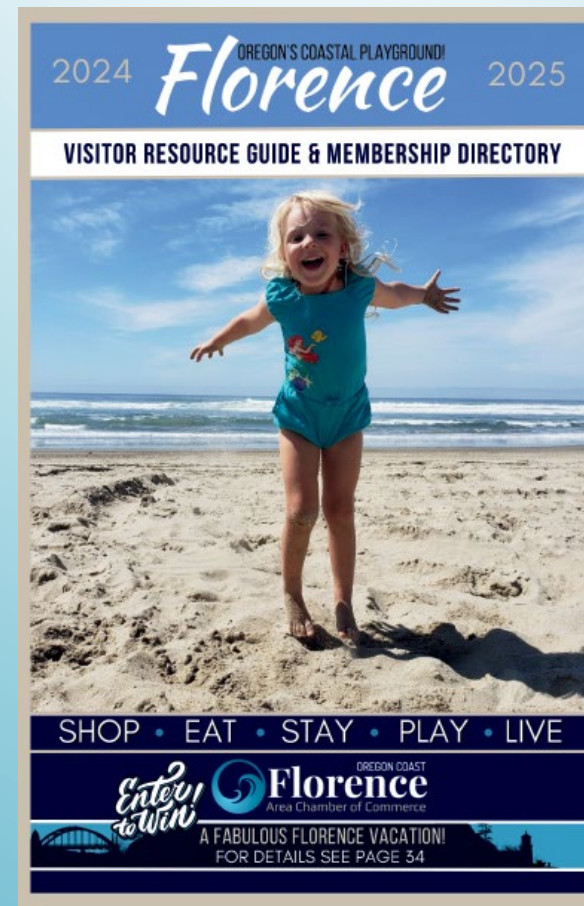


MARKETING AND VISITOR PROMOTION ACTIVITIES

"Chamber shall provide all functions, literature, advertising, staff, supplies, equipment and support associated with an educational awareness program designed to promote the City of Florence as a destination for tourism."



20,000 DISCOVERY MAPS WERE DISTRIBUTED TO VISITORS VIA MAIL & IN PERSON, TO LOCAL BUSINESSES AND TO OUR TOURISM PARTNERS ACROSS THE STATE.



34,000 DIRECTORIES HAVE BEEN DISTRIBUTED VIA THE VISITOR CENTER, IN RELOCATION & TOURISM PACKETS, AT THE EUGENE AIRPORT, IN HOSPITALITY TOURISM RELATED BUSINESSES & EVENTS BUSINESS LOCATIONS THROUGHOUT FLORENCE & VISITOR CENTERS WASHINGTON, OREGON & CALIFORNIA



THE VISITOR CENTER'S LED SIGN MARKETS TO THE 4 MILLION CARS THAT DRIVE BY THE VISITOR CENTER ANNUALLY.



*Florence
STAY*



*Florence
PLAY*



Florence
OREGON'S
COASTAL
PLAYGROUND



*Florence
SHOP*

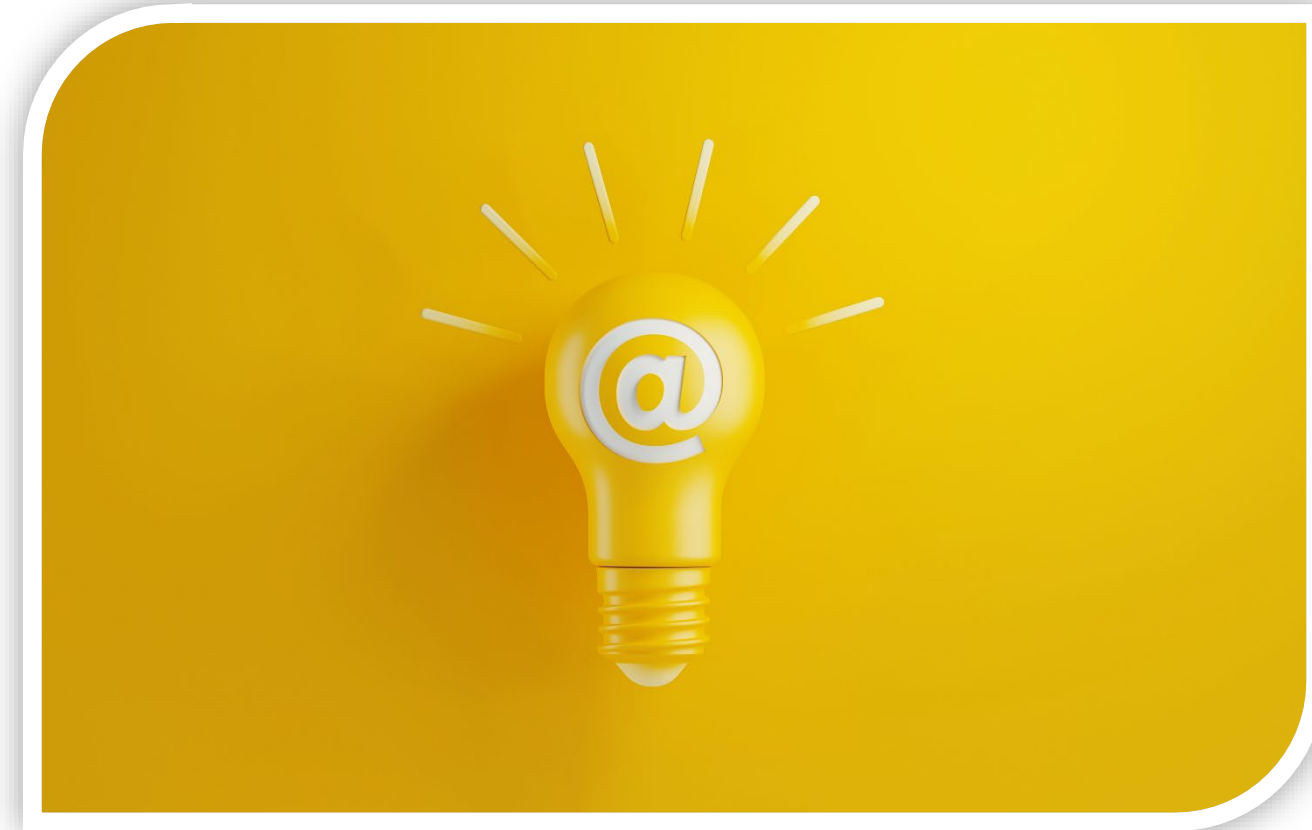


*Florence
EAT*

HIGHWAY BANNER PROGRAM

NEW BANNER DESIGNS WERE CREATED AND INSTALLED BY THE CITY'S PUBLIC WORKS DEPARTMENT & BERNIE CUNNINGHAM OF THE COPIER DOCTOR IN 2024. ALONG HIGHWAY 101 AND AT THREE RIVERS CASINO. TO ENCOURAGE THOSE TRAVELING IN OUR AREA TO STOP, STAY, PLAY, SHOP & EAT AT OUR LOCAL HOTELS, RECREATIONAL AREAS, STORES & RESTAURANTS.

DIGITAL CONNECTIONS



#FLORENCEOREGINOCOAST

Instagram & Facebook Pages have a combined 196,000 engaged followers
Both tourists and locals use these platforms to learn of events and information about Florence.
OUR VISITOR INSIGHT & INFORMATION EMAIL LIST HAS GROWN TO OVER 25,000

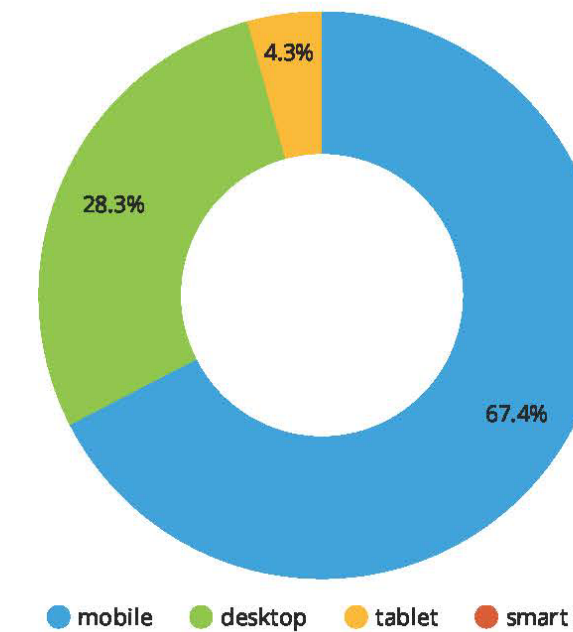
FLORENCE CHAMBER SEO

OVERALL TRAFFIC SUMMARY

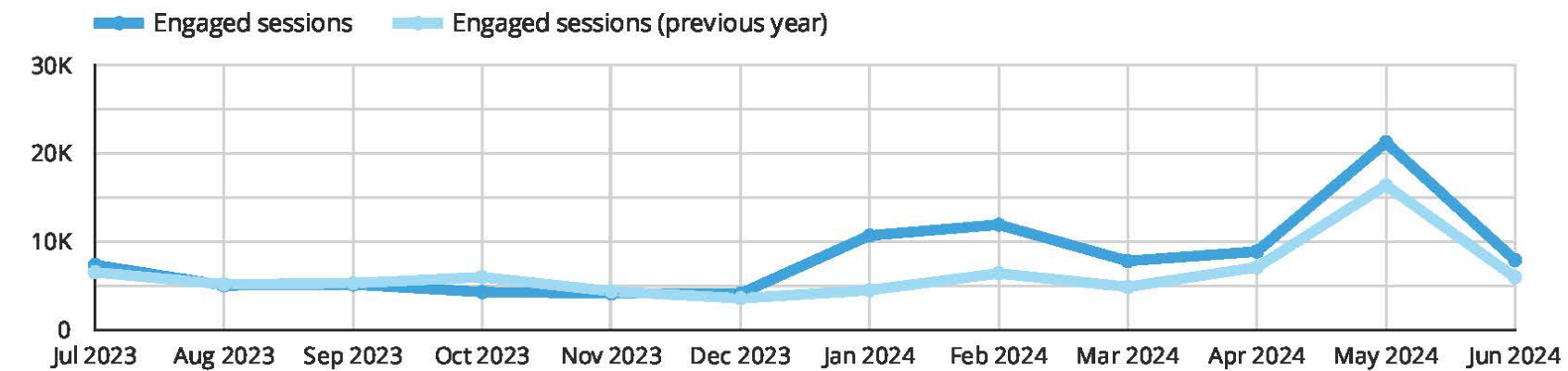
Oct 1, 2023 - Jun 30, 2024

Active users 85,493 ↑ 7.4%	Sessions 118,223 ↑ 9.2%	Engaged sessions 81,843 ↑ 39.4%	Engagement rate 69.23% ↑ 27.7%	Avg. Engagement Time 00:01:11 ↓ -5.6%	Conversions 35,923 ↑ N/A
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Device Category (Users)



Engaged Sessions over time (Last 12 months YoY)



By Channel

Session default channel group	Active users	Engaged sessions	Avg. Engagement Time
Organic Search	42,779	47,155	00:01:35
Organic Social	16,680	13,400	00:00:34
Direct	15,889	12,813	00:00:48
Referral	5,413	5,386	00:01:40
Paid Search	4,681	1,588	00:00:11
Unassigned	1,299	239	00:00:27
Email	420	173	00:00:22
Organic Video	3	1	00:00:20

MARKETING AND VISITOR PROMOTION ACTIVITIES

"The Chamber shall manage events and festivals of which the intent is to attract and provide entertainment for tourists." Such events shall include the Rhododendron Festival."



The Chamber in 2023 organized the Shop Small Saturday promotion & Holiday Festival. So far in 2024, we have managed the Wine, Chowder & Glass Float Trail, the Rhododendron Festival. The 4th of July Celebration we managed with the help of our partners at the City and the Port of Siuslaw.

FLORENCE TOURISM EFFORTS COORDINATION

"The Chamber shall coordinate its activities as appropriate, with affiliated regional tourism related businesses and/or non-profit entities, including but not limited to the Florence Events Center. to ensure cohesiveness of tourism message(s) to the extent practicable. In addition, the Chamber of Commerce shall collaborate with the Florence Events Center in relation to any request for Rural Tourism Marketing Program (RTMP) monies that would affect both parties."

MARKETING TEAM

Leveraging stakeholders and working together to build branding and marketing cohesiveness. The Chamber's marketing team consists of Stakeholders from the Florence Area & travel partners. [Three Rivers Casino](#), [Driftwood Shores](#), [Best Western](#), [Travel Lane County](#), [Oregon Coast Visitors Association](#), [The City of Florence](#) and other invested partners working together to promote Florence as Oregon's Coastal Playground.

MARKETING CONSULTANT

[Scott Steward of Creative Wave Marketing](#) has been the Chamber's marketing consultant for the past seven years and bring experience, collaborative connections and resources to our successful marketing performance.

CHAMBER CEO & PRESIDENT - BETTINA HANNIGAN

Bettina sits on the Travel Lane County Board of Directors, the Oregon State Chamber of Commerce Board of Directors and Lane County Workforce Partnership Board of Directors, in addition to the many collaborative committees and teams working together to make our community strong & sustainable. In 2024 she graduated from IOM, the Institute of Organizational Management. A 4-year national program designed to enhance individual performance, elevate professional standards, and recognize association, Chamber of Commerce and other Non-profit professionals who demonstrate the knowledge essential to the practice of non-profit management.

DIRECTOR OF TOURISM DEVELOPMENT – MITZI HATHAWAY

Mitzi graduated from W.A.C.E. the 3-year Western Association of Chamber Executives program in 2024. A program designed to promote the professional growth of Chamber Executives. She will be starting her journey at the Institute of Organizational Management during their Winter session.

VISITOR CENTER MANAGER – LISA BRANDOW

Lisa who began her position as Visitor Center Manager in November of 2023. She is a huge asset, assisting in all that we do at the Chamber. She will begin the W.A.C.E – Western Association of Chamber Executives 3-year program next month.



**DIGITAL ADS + STREAMING,
CABLE & TV AD CAMPAIGN and
EARNED MEDIA REPORT**

FY 2023-2024

A decorative horizontal bar at the bottom of the page, consisting of a gradient from light blue on the left to a darker blue on the right.

EXECUTIVE SUMMARY OF 2023-2024 MEDIA BUY PUBLIC RELATIONS SUCCESSFUL CAMPAIGNS

MEDIUM	REACH	IMPRESSIONS	NOTES
PRINT			
101 THINGS TO DO ON THE OREGON COAST	112,000 copies	224,000 readers + 98,700 through their website	
EUGENE, CASCADES & COAST VISITOR GUIDE	120,000	240,000 readers	
OREGON COAST VISITORS ASSN. VISITOR GUIDE	100,000	200,000 readers	
FLORENCE AREA CHAMBER OF COMMERCE VISITOR GUIDE	34,000 From Seattle/Canada Ferries To SFO & San Jose Airports	70,000 Readers	Seasonal Distribution Emphasis: North Of Eugene In Winter, South Of Eugene In Summer
		ESTIMATED TOTAL READERS = 832,700	

DIGITAL



**KEZI DIGITAL—I-5,
HWY 101, I-84 &
HWY 97 CORRIDORS**

980,224 DISPLAY ADS ON
WEBSITES & SOCIAL MEDIA +
133,667 VIDEOS

.63 CLICK-THROUGH
RATE ON ADS

.12 CTR ON VIDEOS

**(.08 TO .10 IS
CONSIDERED A
SUCCESSFUL INDUSTRY
AVERAGE)**

**ESTIMATED TOTAL = 1,113,891
DIGITAL IMPRESSIONS**

CABLE & STREAMING SVCS			
COMCAST CABLE & STREAMING Portland & Key Portland Suburbs, Salem, Corvallis, Albany, Eugene/Springfield, Roseburg		691,396 Eugene DMA 555,398 Portland DMA	MORE THAN 250 HOURS WORTH OF OUR 15-SECOND COMMERCIALS WERE SEEN
SPECTRUM CABLE & STREAMING Grants Pass, Medford, Ashland, Klamath Falls, Crescent City/Brookings, Yreka, Redding		72,310	71,337 COMPLETE VIEWINGS OF OUR COMMERCIALS = 98.7% COMPLETION RATE
		ESTIMATED TOTAL = 1,319,104 CABLE & STREAMING IMPRESSIONS	

CABLE & STREAMING SERVICES INCLUDING:

Roku, Samsung, Lg, And Visio TVs; Services Including Apple TV, Firestick, IOS, Xbox, PlayStation, Chromecast & Dozens Of Applicable Networks (Think HGTV, Travel, Food, Discovery, Lifetime, CNN & Fox News), And Free Services Such As Pluto TV Statewide)

PUBLIC RELATIONS:

*News releases
received
coverage
from...*

PRINT:

**OREGONIAN/OREGONLIVE.COM, WILLAMETTE WEEK,
REGISTER-GUARD, SIUSLAW NEWS, COTTAGE GROVE
SENTINEL, ROSEBURG NEWS-TRIBUNE, COOS BAY WORLD,
OREGON BUSINESS MAGAZINE, SOUTHERN OREGON
BUSINESS MAGAZINE & OREGON BEACH CONNECTION.COM**

RADIO:

KPNW, KKNU, KMGE (Eugene)

TV:

**KGW-TV, KATU-TV, AND KOIN-TV in PORTLAND
KVAL, KMTR, & KEZI in EUGENE
KCBY in COOS BAY/NORTH BEND AND KPIC in ROSEBURG**

***This Gave Us An Incalculable “Earned Media” Value,
Of Approximately A Million Dollars Worth Of Coverage!***



COMCAST

GOOGLE ANALYTICS VIA COMCAST: CONTINUED

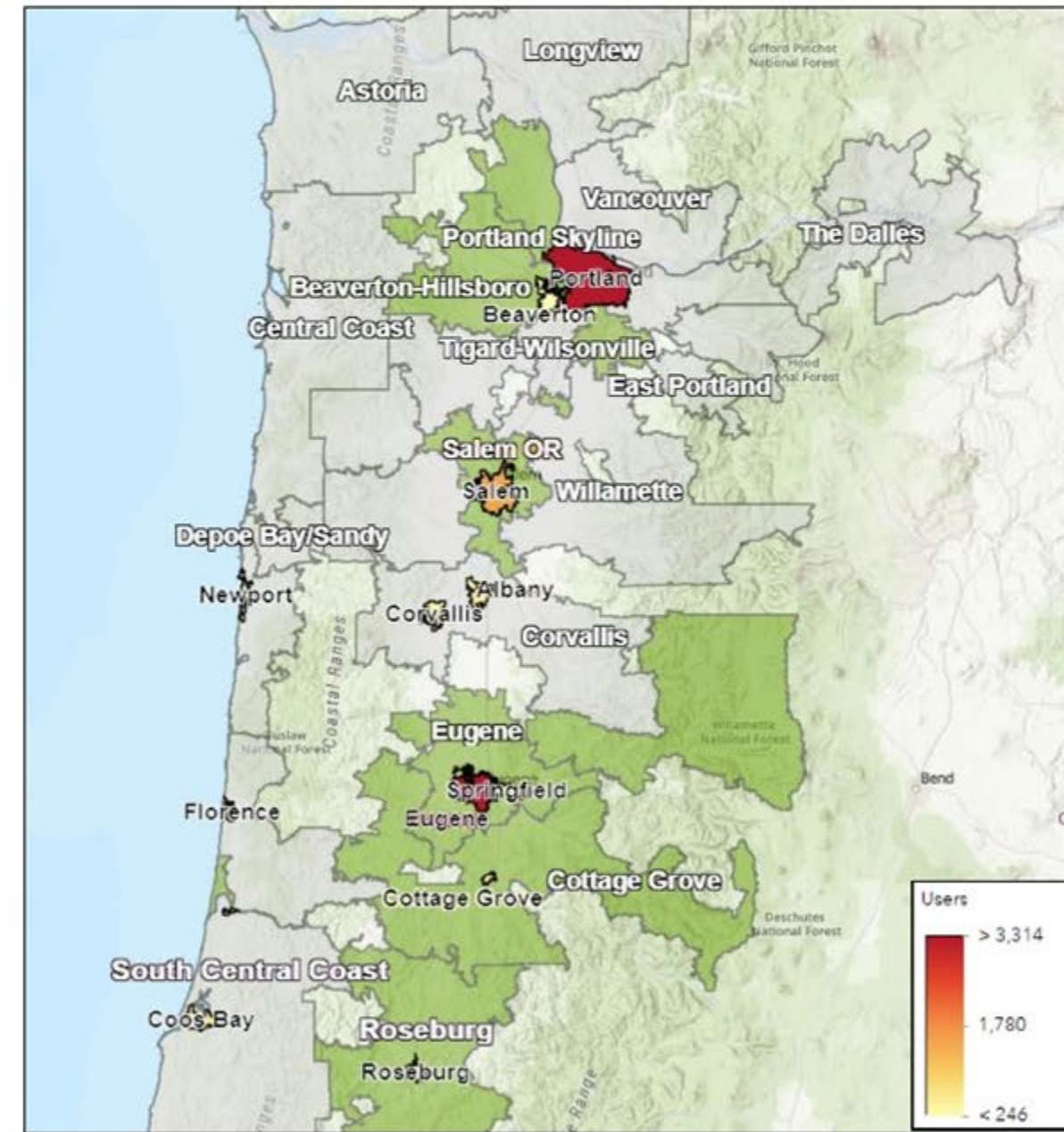
Google Analytics Campaign Insights

TRAFFIC IS COMING FROM YOUR AD ZONES

Florence Area Chamber of Commerce | 1/1/24 – 5/12/24 | Region: Oregon

Top 15 Cities Bringing in Users

Cities					
	City	Users	New Users	Engaged Sessions	Engagement Rate
1	Portland	5,774	5,410	5,056	72.8%
2	Florence	5,169	4,784	6,308	75.1%
3	Eugene	3,531	3,362	3,527	76.1%
4	Salem	1,490	1,464	886	50.5%
5	Grants Pass	1,156	1,111	743	50.4%
6	Springfield	1,100	1,015	939	72.5%
7	Medford	1,008	967	565	47.2%
8	Coos Bay	618	590	553	78.0%
9	Roseburg	589	564	522	75.4%
10	Albany	524	508	336	56.9%
11	Cottage Grove	421	387	350	72.0%
12	Corvallis	322	299	263	69.8%
13	Reedsport	295	275	242	69.7%
14	Newport	278	256	240	71.2%
15	Beaverton	246	229	221	75.7%



Advertising Zones

Source: Google Analytics Account. Accessed 5/13/2024. Google Analytics Date Range: 1/1/24-5/12/24. Google Analytics reported by state and/or cities. Esri ArcGIS Map. arcgis.com; Effectv Hybrid Exclusive Zones, filtered to the Portland and Eugene DMAs.

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CHAMBER GOALS ACCOMPLISHED IN 2023

- INSTALLATION OF NEW BANNERS ALONG HWY 101
- CREATE NEW STRATEGIC PLAN
- UPDATE AND MAKE IMPROVEMENTS TO NEW SIMPLEVIEW TOURISM WEBSITE
- DISTRIBUTE 26,000 ADDITIONAL BUSINESS DIRECTORIES THROUGHOUT OREGON
- LAUNCH THE WHEEL THE WORLD PROGRAM IN FLORENCE. OVER 50 BUSINESSES EVALUATED & UPDATED FOR VISITOR ACCESSIBILITY
- MANAGE TOURISM REVENUE THROUGH DESTINATION MARKETING & TOURISM RELATED EVENTS

OUR VISION: We are a vibrant community where businesses and residents thrive together with sustainability, livability, and high quality of life.

OUR MISSION: Champion business. Promote Florence. Embrace cultural prosperity. Connect community.

2024 – 2026 Strategic Plan

CHAMPION BUSINESS

Purpose: Create an environment where Florence area businesses thrive.

Objective A: Strong business leadership.

- Strategy 1: Develop generations of business owners.
- Strategy 2: Be the conduit for business leaders and resources.

Objective B: Positive sentiment for business.

- Strategy 1: Represent business interests with policymakers.
- Strategy 2: Foster relationships with elected and appointed officials.

Objective C: A thriving workforce.

- Strategy 1: Advocate for educational resources that develop career pathways.
- Strategy 2: Connect businesses to staff development resources.
- Strategy 3: Expand business-education partnerships to increase workforce.

PROMOTE FLORENCE

Purpose: Celebrate what the Florence area offers now and for future generations.

Objective A: Talent attraction and livability.

- Strategy 1: Showcase the benefits and environmental assets that offer quality of life experiences.
- Strategy 2: Support diverse housing options and childcare initiatives.

Objective B: Economic diversification.

- Strategy 1: Promote opportunities to expand the diversity of businesses in the area.
- Strategy 2: Partner with recruiting sources to attract non-tourism businesses.

Objective C: Florence area as a destination.

- Strategy 1: Promote unique experiences to attract new and returning visitors to the area.
- Strategy 2: Leverage innovative marketing to attract visitors.
- Strategy 3: Encourage the sustainability and protection of our natural resources.

CONNECT COMMUNITY

Purpose: Cultivate an environment to increase engagement and a sense of place for all who call the Florence area home.

Objective A: Interdependent community.

- Strategy 1: Facilitate two-way communication to our retirees, youth, and workforce.
- Strategy 2: Curate opportunities to bring the community together.

Objective B: Business – Community Synergy.

- Strategy 1: Cultivate relationships among members and non-members.
- Strategy 2: Elevate the benefits of business to the community.
- Strategy 3: Encourage business loyalty through community service.

ON OUR HORIZON ...

LAUNCH OF THE FLORENCE AREA YOUNG PROFESSIONALS GROUP



The Florence Area Young Professionals Group aims to foster relationships among young professionals, develop business opportunities, support civic involvement, and promote an overall investment in the future of our community. Open to individuals ages 21-45, this network provides a platform for young professionals to connect, grow, and make a meaningful impact.

simpleview 



NEW LEADING-EDGE EMAIL MARKETING PLATFORM

A full-suite of marketing automation features that enhance customer experiences, increase engagement, collect in-depth information to analyze target audience behaviors which saves time through automation. This platform nurtures long-lasting customer relationships.

RETURN OF NOON BUSINESS FORUMS



Resources & Knowledge for our businesses in our area, including those in the hospitality & tourism industry.



“RIDING THE WAVE OF SUCCESS”
JULY 25th – FLORENCE EVENTS CENTER



BOARD OF DIRECTORS

CHAIRPERSON **AL ROJAS** OREGON PACIFIC BANK

PAST CHAIRPERSON **BONNIE WELCH** TR HUNTER

CHAIR ELECT **BETH RUDOMETKIN** AMERICAN PACIFIC MORTGAGE

TREASURER **BRITTANY HORNUNG** BUCKWALD & HORNUNG CPAS PC

SECRETARY **ANGELA NELSON** FRED MEYER

NEIL ECKER HYAK

RICH COLTON THREE RIVERS CASINO

STEVE SHREWSBURY BEST WESTERN PIER POINT INN

DAVID TWOMBLY ALL ABOUT OLIVES

GEORGE HENRY COAST RADIO

&

BETTINA HANNIGAN PRESIDENT & CEO



Thank You From The Florence Area Chamber Of Commerce

July 15, 2024

City Council Meeting

Agenda Item #1

Public Comment

Speaker's Cards & Written Comments Received

Speaker's Cards – *In order of receipt*

- **Speaker 1**– Mike Allen (*Included Written Comment*)

Written Comment – *In order of receipt*

- **Commenter 1**– Mark Brennan
- **Commenter 2**– Rose Wood

Published on *City of Florence Oregon* (<https://www.ci.florence.or.us>)

[Home](#) > [Request to Address City Council \(Speaker's Card\)](#) > [Webform results](#) > [Request to Address City Council \(Speaker's Card\)](#)

Submission information

Form: [Request to Address City Council \(Speaker's Card\)](#) [1]
Submitted by Visitor (not verified)
Mon, 07/15/2024 - 8:28am
35.132.165.39

Name

Michael Allen

City Council Meeting Date

Mon, 07/15/2024

Agenda Item Number

1

Please note if you are speaking as an proponent, opponent, or neutral party

Proponent

Brief Overview of What You Wish to Discuss

Climate Petition as of July 15, 2024 with 2,024 signatories

Do you Represent an Organization?

Yes

Name of Organization

Florence Climate Emergency Campaign

Residence Address

87490 Rhodowood Drive

Email

mike.pat.allen@outlook.com

Phone Number

5054017762

Source URL: <https://www.ci.florence.or.us/node/17771/submission/30849>

Links

[1] <https://www.ci.florence.or.us/council/request-address-city-council-speakers-card>

To: Mayor Rob Ward, City Councilors and City Manager Erin Reynolds
From: Michael and Patricia Allen, Florence Climate Emergency Campaign
Date: July 15, 2023
Subject: Climate Petition as of July 15, 2024 with 2,024 signatories

****MILESTONE – over 2,000 SIGNATURES ON OUR CLIMATE PETITION****

On July 4th, a visitor from Corvallis became the 2,000 signatory to the attached climate petition. She was in Florence with her husband and two young girls to enjoy the Independence Day festivities and get away from the heat. Members of the Florence Area Democratic Club who were tabling in Old Town witnessed the event and clapped and cheered. As it turned out I collected a total of 21 signatures in two hours, 11 of which were from teenagers on a tour from all over the country.



I went on to collect more signatures at the Farmers Market, Climate Strikes, and other venues in town to bring our current total of signatories to 2,024. These 2,024 signatories are an even split between local residents and visitors from Lane County, Oregon, the United States and the world.

We started collecting signatures in September 2019, four and 3/4 years ago. Each signer attests to their belief that all governmental entities, large or small, must acknowledge that we have a climate crisis and take action.

We ask that you partner with members of our own community to develop a comprehensive climate action plan unique to Florence. That means working with the Chamber, the Siuslaw School District, the Port of Siuslaw, Central Lincoln, faith based organizations, civic organizations, environmental groups, our youth, and most importantly working with residents of Florence and the surrounding area.

Please start the process by using the talents of your excellent staff, members of city committees, and interested citizens from the community to form a task force. Together we can become a role model for what can be done by a small, rural, coastal city to address climate change.

Attachment: Climate Petition as of July 15, 2024

Florence Climate Emergency Campaign Petition



To: Florence City Council

After many long and frustrating attempts at getting action from federal, state, and local governments regarding our climate crisis, Michael Allen presented the Florence City Council a formal request to address the climate crisis during public comment at the July 15, 2019 Council meeting. Since no response was received from city councilors or city staff, we the undersigned are joining with Mr. Allen to demand the City Council respond to the urgent requests below by giving them due consideration.

Whereas, the former President of the United States withdrew us from the Paris Climate Agreement, and

Whereas, the Oregon State Legislature failed to pass a Climate bill, and

Whereas, we are closer to reaching a tipping point beyond which climate change becomes an existential threat, and

Whereas, a study by the Rocky Mountain Institute shows that pledges from cities, businesses, and individuals throughout the world would enable us to reach two thirds of the Paris Climate Agreement goals;

Therefore, we request that the City Council produce a resolution that pledges to join forces with community, county, state and federal entities to address our climate emergency, and

We further request the City Council designate a task force that includes a wide range of interested parties in order to develop a comprehensive Climate Action Plan for the City of Florence.

We also request the City Council support the youth of our state by asking the Governor of Oregon to declare a climate emergency.

Respectfully,

Michael Allen
Patricia Allen
Nan Harvey
Don Harvey
John Raymonda
Mildred Rowley
Linda Cossey
Wende Jarman
Patricia P. Reno
Beverly Sherrill
Ray Sherrill
Lea Patten

Judy Kinsman
Ivy Medow
Victoria Lambert
John Ebbe
Judy Ebbe
Ann Lathrop
Frank Smith
Susan Armstrong
Patricia Burke
Leonora Kent
Michael E. Hubbard
Jacob Lloyd

Brianna Hammontree
Antonio Chavez
Clayton Shake
Joan Skarda
Rand Dawson
Kathryn Damon-Dawson
Mary Washkoske
Wanda Hill
Vicki Philben
RoxAnne Goodrich
Julia Tousley-Ritt
Jill Rizk

Crystal Clark
Karen Love Baisinger, Rev.
Annette Gebb
Robin Woodsmith
Richard Woodsmith
Ron Preisler
Allan Muir
Eric Hauptman
Deb Longhofer
Kathy Mittge
Marney Reed
Lyn Hackelman
Richard H. Norwood
Darlene Norwood
Karen Mahoney
Patricia Olmstead
John Escher
Mary James
Lynne Ann Kogut
Julie Ellis
Eileen Angilletta
Pat Briggs
Sarah Bower
Rollin Olson
Madelyne Barnett
Sharon Rieke
Mary DeCeault
Peggy Jimington
Laura J. Pirkey
Donna Oshel
Erick Oshel
April Dumas
David A. Dumas
Allan Bacon
Shirley A. Nelson
Milton L. Nelson
Jeanne Kimball
Midori Ikebe
Serena Appel
Ruth Baumrucker
Marina Saltman Ph.D.
Janet DiDonato
Denise Weatherwax-Ebner
Jo Beaudreau
Steve Olienyk
Brad Koehn

Dustin Williams
Dina McClure
Richard Bailey
Catherine Rourke
Sandra Balston
Dafydd Balston
Patricia Stanchfield
Steve Saubert
Vickie Kennedy
Karl Engel
Dylan Huber-Heidorn
William Morrison
Karen Cooper
Ricki Kerner
Beth Kerner
Sheila Evans
Rick Briggs
Nancy Rickard
Beth Hatcher
Sally Wantz
Maureen Miltenberger
Martin Huber
Tina Haydel
Meris Robison
Suzanne Mann-Heintz
Paul F. Peterson
Greg Wood, Rev.
Norma Wood
Helen Lee Ochs
Linda Johnson
Pat Benfield
Doug Kopcha
Priscilla Washington
Marion L Johnson
Marijo Vollmar
Nyah Vollmar
Amber Fuller
Alex Fuller
Siobhan Armstrong
Devaney
Kathleen Skelly
Susie Stevens-Briody
Kathleen Yelle
John D. Bradley
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Chase Murray
Shaun Nutcher
Janet Gambia
Shaun Nicklas
Claude Pariseau
France Robillard

Gary P. Gleason
Michele Landon
Quinn Hammond
Delylah Hammond
Sheldon Walker
Noelle Smith
Rex Betz
Adam Easterday
Bryan Mcbard
Chloe Czarkowski
Taylor Eschete
Robert T. Sanford
Matt Schwartz
Sydney Long
Scott Kolter
Connie Chandler
Norman Noble
Daniel Winterowd
Janice Cole
Robert L. Cole
Renea Deighton
Christine Frances
Taylor Kohn
Lorie Strauch Fontaine
Ken Brown
Kathleen Hulme
Dan Kerrigan
Sarah Kerrigan
Steve Siskowic
Caroline Siskowic
Alayna Ortiz
Alex Ortiz
Chandra LeRue
Ellie Morgan
Susan Dirks
Kent Stevens
Carol A. Thureen
Paul Ouellette
Juliet Wyers
Giselle Wyers
Irene Phillips
David Thomas
Clyde Self
Corey Wilks
Sabree Braley
Jacob Edwards
Andie Oswald

Mark Bross
Sharee Bross
E. Peacher
Bill Peacher
Denali Brooke
Arlene Gardner
Peter Grove
Patty Jackson
Iriena khufu
Louise Prevost
Ellen Fiscus
Jennifer Yocum
Robert Taylor
George G. Durant
Janet Durant
Charles Oseroff
Michele Oseroff
David Riordan
Janice Riordan
Jacque Hoey
Susan Hicks
Deborah Longhofer
Ben Hauck
Louise Biggs
Natalii Biggs
Roma Mofford
Debra Taylor
Lori A. Ramirez
Sandra Graham
Airole McGraw
Axel Baker
Melissa Baker
Lisa Fischer
Douglas Fischer
Adrian Arnold
Shawn Kimmell
Michelle Kimmell
Mindy Barnes
Tod Kimmell
Leah Ruby
Anthony Zaccagni
Katie Love
Mark Kirchhefer
Richard McIntyre
Jeiziner Silvia
Mark Kavert
Linda Rodrigues

Trent Triplett
Karen Dunlop
Bill Dunlop
Clinton Fear
Susan Petersen
Debra Price
Robert W. Sulser
Patricia Ayerza
Dau Teichmer
Gordon Davis
Susan Abraham
Martha Molumby
Mike Molumby
Matt Driskill
Carol Richards
Ireland Quigley
Enola Cirrencione
Christian Johnson
Autumn McDaniel
Callie Inman
Ellie Ziegler
Elsie Henrichsen
Margot
Lila Maves
Aileigh Carney
Jabril Via
Monica MacLean Anderson
Peter Seashols
Gina Soter
Cyndi McAlpine
Josh Taylor
Lee Wilkinson
Pat Bradshaw
Sylvia Hand
Madison Condy
Vanessa Flosi
Alexia Clark
Matt Learn
Toni Trauman
Kate McClellan
Catherine Spann
Patty Harrison
Kate Huber
Sheila Huber
Kris Yates
Chris Burr
Karen Schager

Rev. David Forsberg
Jason Kendrick
Jill Simpson
Karri Skinner
Iris Sanchez
Daniella Sanchez
Savannah Sanchez
Debi Colvin
Dennis M. Baker
Julia Romero
Mads Andersen
Kasey Parker
Zackery Owsley
Sidra Pierson
John Fox
Karah Vink
Ryen Staley
Amber Jansson
Hannah Vink
Robert Hohn
Diane Stewart
Ken Otto
Stephanie Saare
Kathryn Lenox
Lily Singh
Shreya Rodriguez
Shringar Rodriguez
Andrew M. Rodriguez
Louis Kerner
Bill Broadfoot
Ron Hill
M. Gardner
Deb Ripley
Mary Mannen
Richard Rask
David Owen
Mina Russell
Matt Barnes
Teddi Trotter
Savannah Trotter
Bill Bauer
Brittany Hornung
Timothy Ingalsbee
James Hare
Sandra Hare
Aine Sonnen
Elisabeth Hardy

Chris Hardy
Bonnie Perri
Luke Casidy
Brandon Avellaneda Valdez
Brandy Aguilar
Jessica Aguilar
Daniela Balolla
Angel Hernadez
Carol Bichsel
Brent Richardson
Jason Cooper
Lizette Cosko
Julie MacFarlane
Britney Smith
Cele Smith
Chloe Smith
Bryan Sweeney
Gina Trent
Ayden Smedley
Chad Johnston
Gene Iantorno
Craig McPherson
Norah Palmer
William Palmer
Stephen M. Ruiz
Gary Hudson
Kelly Murphy
Michelle Chernick
David Chernick
Christie Jackson
Ramsy Ripley
Andrew Grebenisan
Elaine Winn
Will Winn
Joanne Rumbley
Skyler Goldsmith
Claudia Hooks
Pam McBride
Philip Clark
Andrew Pitts
Axel Pitts
Alora Pitts
John Egar
Maeve Castle
Guillermo Rosas
Jacey Corrente
Evan Mallory

Rachel Sheldon
Kyle Magruder
Robin Magruder
Diane McCalmont
Linda Pugh
Mark S. Anderson
Matthew Skelly
Sarah Skelly
Ray Wurgaft
Kevin Tilka
Emily Armstrong
Jeannine Clarke
Esther Brown
Hang-Peter Will
Irmtraud Will
Frank DeArmas
Jan DeArmas
Elizabeth Sesma-Olinsky
Rob Hollaway
Laura Marie Taylor
Ming Lai
Stephen TwoWolves
Mike Nowak
Carrie Oldright
Orval E. Rong Jr.
Gray Immel
Margaret Weld
Mary Brinton
Billy Hartman
Daphne Jones
Edmund Ruffin
Emily Stewart
Kathy Statler
John Brower
Geoffrey Pearson
Tommy White
Josette C. Davis
Dennis D. Davis
Adam Howard
Steve Marro
Kay Olsen
Karl Olsen
Chris Handley
Ronnie Huber
Jim Pittenger
Jane Pittenger
Dan Johnson

Monika Johnson
Debbie Woods
Pip Cole
Blaise Khufu
Darrell Peters
Jerald Turk
Lester Roney
Kenneth Griffin
Laura Romin
Larry Dalton
Sandra Cilk
Kathleen McDonald
Chas Bruske
Nilendra G. Deshpande
Beverly Ward
Kristian Betzer
Kloee Betzer
Nina Christensen
Bernie Christensen
Bobby Edwards
Mark Gardner
Deborah Daellenbach
Rebecca Reetz
Sue Peterson
Sam Melton
Jacob Craven
Katherine Wadsworth
Jonathan Wood Logan
Marceline M. Wilken
Anthony Jedel
Jim Taylor
John Latour
John West
Karen West
Robi Sclafani
Shannon Warren
Everest Warren
Lance Warren
Lauren Trine
Candice Guth
David Pogel
Wendy Bean
Debra Brummett
Nancy Betts
Dave Betts
Joanne Daschel
Shawnita Zimmer

Gayle Dillon
Paul Dillan
Dave Brumaghim
Lioba Multer
Fles Clyde
Dylan Robichaud
Rick Cote
Kristina Jones
Beth Kinsey
Ray Kinsey
Veronica Ledoux
Judy Uptmor
Corwne Boyer
Dion Clark
Linda Ague
Kellen Ague-Kneeland
Douglas Cook
Alan Bacon
Matt Sayre
Axel Osterberg
Barbara Boye
Ethan Moll
Hannah Young
Jim Grano
Andrew Lugo
Douglas Black
Denice Flannery
Kelly Long
Sadie Stark
Jasmine Lewis
Kristi Kimball
Jason Metting
Enid Deibert
Ken Deibert
Breanna Bozarth
Cidney Selterth
Clavo Wellnam
Olivia Kelzenberg
Malachi Mehic
Fesquet Margot
Seite Eloi
Deborah Kozar Duus
Jessica Liston
Amrutha Ramaswamy
Smokie Wyrick
Alan Erikson
Heather Borgaro

Richard Borgaro
Danielle Witten
Eden Witten
Colton Marshall
Casey Patterson
David Dunn
Barbara Kindrich
Gary Jennings
Elijah Yager
Nancy Jumper
Glenna Hale
Lori Thomas
Brenda Kennedy
Edward Johnston
James Parsons
Ashley McGinley
Roger Kirkpatrick
Kathleen Kirkpatrick
Brandie Lee
Debbie Ubnoske
Katie Pollut
Tara Rush
Vanessa Reimer
Desmond Ford
Lori Lowell
Dennis Sullivan
Laura Gillpatrick
Michelle Miller
Nancy Webster
Keith Oldham
Melissa Martin
Laura Gehrke
Kevin Bell
Esteban Camacho Steffensen
Nathan LeClear
Jim Henry
Nicolas Ball
Sam Bojorquez
Shellina Velji
Sigrid Niewold
Neil McLain
Deb Lamb
Kamorah Lake
Mike Chason
Jan Chason
Jackson Nguyen
Gabrielle Vu

Sophia Contreras
Sam O'Leary
Chloe Henderson
Kelly Bell
Keith Pangborn
Dillon Lindsey
Mike Myers
Teri Myers
Liz Lemhaise
Jack Marx
Ciara Hall
Kim Meretti
Kate Wadsworth
Brad Moon
Shane Spears
Eirica Moriarty
Lloyd Beere
Ken Lewis
Nancy Smith
Peter Hermany
Ellen Furstner
Kevin Bell
Keaton Porges
Lynne Lansdon
Jesse Madden
Jackie Watts
Marjorie Menard
Eric Menard
John Grubb
Pam Vergun
Dewey Darold
Ken Batts
Mark Bourne
Bunny Morrill
Julie Williams
Nancy Everson
William M, Musser IV
Lisa Adotto
Eric Strid
Aya Cockram
Diana Derwart
Terry Duddy
Mary Henry
Marilyn Medler
Laurie Green
Barbara B. Davis
Debra Fant

Marcella Nadler
Monica Cox
Paula Jo Clark
Cathleen Collins
Sam Perkins
Sheryl Blair
David McEvelly
Donna McEvelley
Alexis Fritz
Leilani Canon
Brecken Riemer
Henry Mcferron
Annalisa Roberts
B. Saldara
Alex Saldana
Betsy Dresser
Nancy Walters
Heidi Wasson
Brian Carmer
Paula Shores
Amanda Sarles
Sarah Lelle
Sheyla Urban
Radiant Gaines
Lisa Gladiola
Lynn Gladiola
William Faught
Becky Faught
Tara Nudo
Marsharee Chastain
Lara Brown
Richard Brown
John Anderson
Harrison Peet
Seth Denker
Branden Forthhamer
Samual Granit
Sebastion Pane
Mathew Debeeze
Ely Strinsiner
Pete Amlin
Sara Amlin
Margaret Tully
Corbin McDonald
Matison Long
Lyla Smith
Kylee Bijari

Amy L. Munger
Josh Munger
Teresa Meadows
Griffon Jillson
Pete Herron
Ann Marie Herron
James Arthrell
Ashley Arthell
Olivia Carro
Andrew Zavala
Sherry Robeson-Loftis
Derrick Johnson
Madison Ausborn
Carrie Phillips
Abby Farber
David Robinson
Laura Phelan
Norma Steiner
Art Steiner
Sally J. Stevens
Gordon Williams
Lloyd Marbet
Cathryn Chudy
Judi Armstrong
Lynn Gamble

LETTER TO CITY COUNCIL 7-15-2024

Greetings Florence City Council and city leaders-

I would like to ask once again for the City Council to consider expanding the total number of council seats. I also call on any currently seated Council members who have decided they no longer wish to serve the citizens of Florence to tender their resignation. I believe seeking a position in State government while holding a seat on the Florence City Council is inconsistent with their obligation to the citizens of Florence.

It is equivalent to having a date for the Senior prom, but telling your date, you really wish you were going with someone else but will settle if rejected by the new beau. It is probably not prohibited by the state election statutes to run for one office while holding another, but I have requested an opinion from the Elections Division for further guidance.

Please enter this brief letter into the minutes for the July 15, 2024 meeting if possible.

Thank you all for your time regarding this matter.
Mark James Brennan

Lindsey White

From: Rose Wood <Rosewoodvocals@outlook.com>
Sent: Monday, July 15, 2024 4:28 PM
To: City Recorder
Subject: Tonight's meeting

Lindsay,

I'm unable to make tonight's meeting at City Hall but I'd like to submit this email for public comment.

I'm a trans woman living here in Florence. In the past month my roommate, Sheena Moore, and I have experienced two hate crimes and an act of vandalism. Someone came to our home, came next to our front door, and cut down our Pride flag. The second time they broke our flagpole. This was during one of the busiest times in Old Town, the 4th of July.

These repeated acts of hate are part of a larger pattern in our community. These people feel emboldened to harass and intimidate marginalized groups because the culture of our community permits it.

I am calling on this city council to set an example for its citizens with the following actionable items:

1. Ensure public comment is heard. I tried to share this information at the last city hall meeting, was given assurances I would speak, and was then skipped over.
2. Last year the city council gave a public decree acknowledging Pride month. Continuing your public support for ALL of your citizens reminds people that they are not alone and that hate is not welcome.
3. Continue to partner with local groups like PFLAG and reach out to groups like the Siuslaw High School GSA. This amplifies our voices and gives our community agency.

Thank you for your time.

Rose Wood

4571 S. Harbor Vista Dr.
Morrison & Gardner
Annexation and Zone Assignment

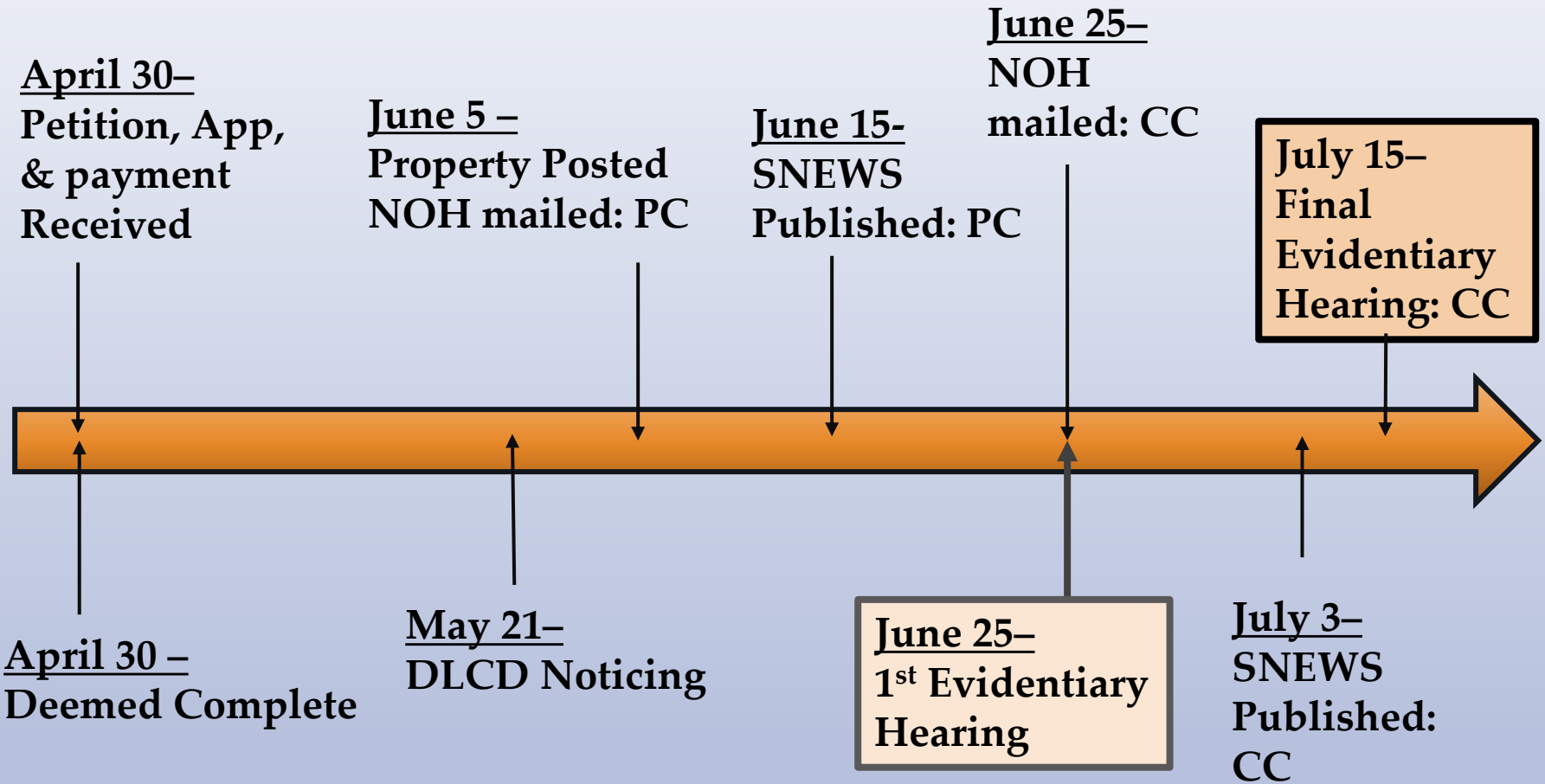
...

Ordinance No. 6, Series 2024
Ordinance No. 7, Series 2024



CITY OF FLORENCE
**COMMUNITY
DEVELOPMENT**

Introduction / Timeline



Vicinity Map



Annexation Criteria

Oregon Revised Statutes:

ORS 222.111, 222.120, 222.125, 222.170

OAR/Oregon Land Use Planning Goals:

Goal 10: Housing (OAR 660-015-0000)

Goal 12: Transportation (OAR 660-012-0060)

Florence Realization 2020 Comprehensive Plan:

- Chapter 1: Citizen Involvement, Policy 4
- Chapter 2: Land Use, Policy 6
- Chapter 14: Urbanization, Annexation section, Policies 1 - 7

Florence City Code (FCC) Title 10: Zoning Regulations

- Chapter 1: Sections 10-1-1-6-3 & 4, 10-1-2-3, & 10-1-3

Zone Assignment Criteria

Florence Realization 2020 Comprehensive Plan:

- Chapter 1: Citizen Involvement, Policy 4
- Chapter 2: Land Use, Policy 6; Residential Policies 2, 7, 8 & 10; and Section on Residential Plan Designations
- Chapter 12: Transportation Policy 8

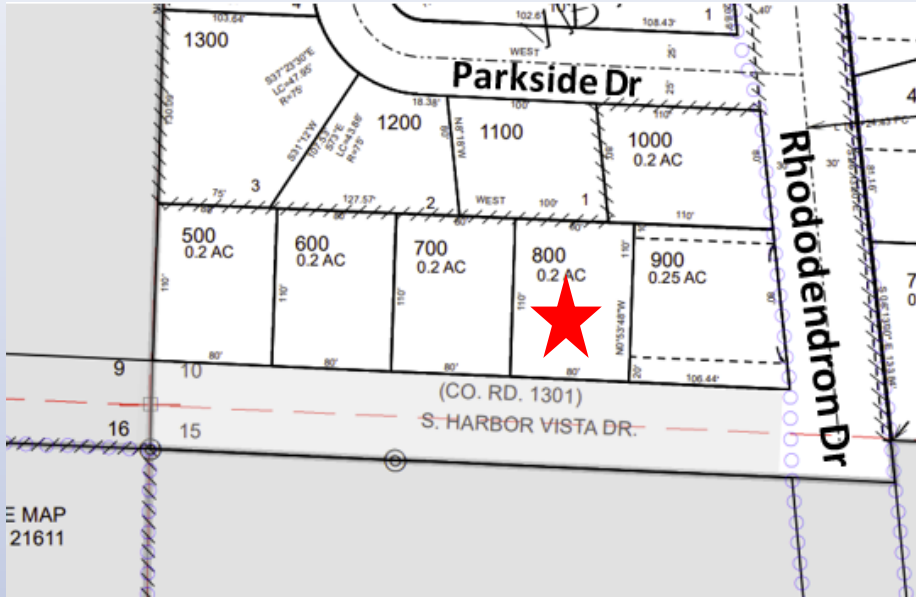
Florence City Code (FCC):

- Title 10 Chapter 1: Sections 10-1-1-6-3, 10-1-1-6-3, 10-1-2-3, and 10-1-3
- Title 10 Chapter 10: Section 1

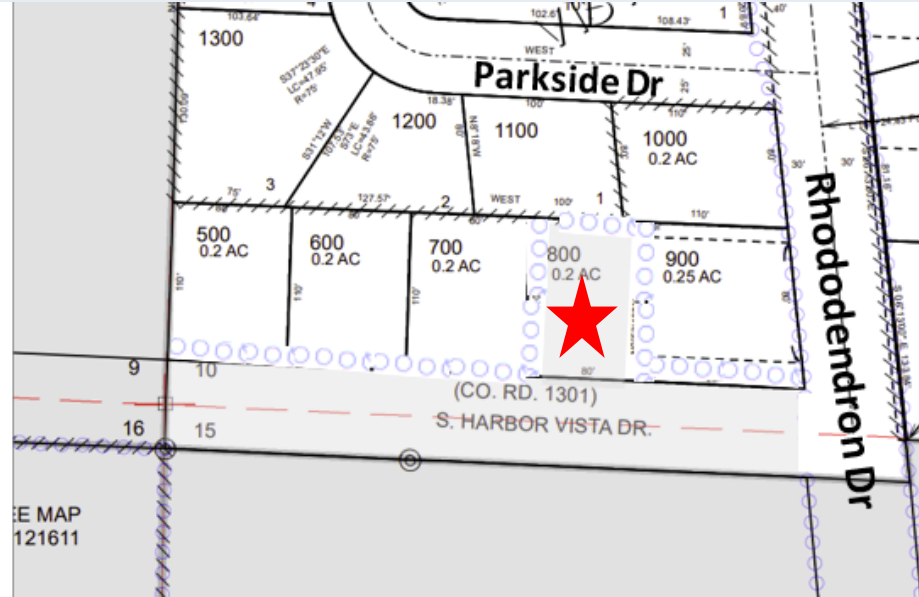
Oregon Land Use Planning Goals:

- Goal 10: Housing (OAR 660-015-0000)
- Goal 12: Transportation (OAR 660-012-0060)

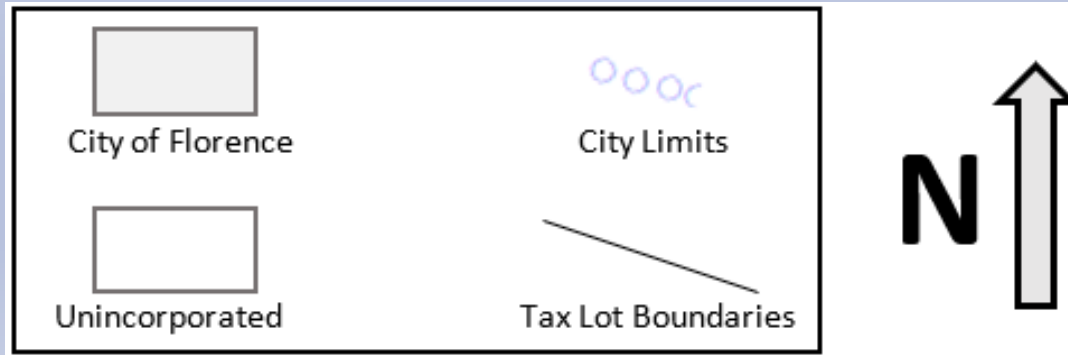
Annexation Map



Before Annexation



After Annexation



Comprehensive Plan Designation Medium Density



Saltaire Dr

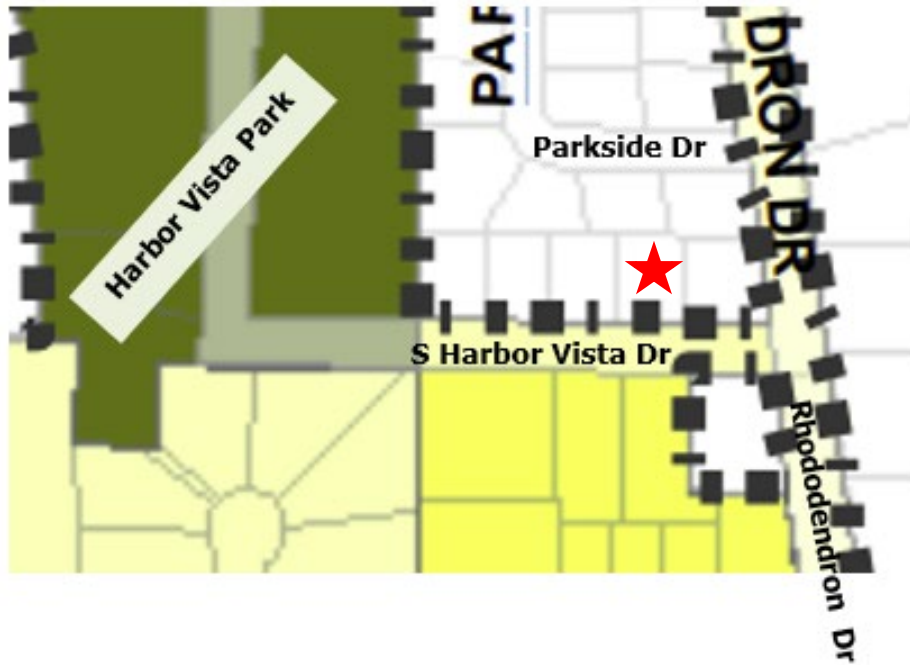
Parkside Dr

Rhododendron Dr

Zoning Map

Before Zone Assignment

After Zone Assignment



Medium Density Residential

Commercial

Open Space

City Limits

Tax Lot Boundaries

Unincorporated

Referral Comments

- **Public Works Dept.:**

- Gravity sewer is stubbed to property line
- Utilities present in S. Harbor Vista Dr. ROW
- S. Harbor Vista annexed & maintained by PW

- **Lane County Transportation:**

- No comments submitted

- **Heceta Water District:**

- No concerns reported with continued service.

Utilities & Access

- **Water:** Existing connection to HWPUD
- **Access:** Existing connection City Maintenance
- **Sewer:** Connect gravity line at property COF
- **Stormwater:** Not available/applicable

Services

- **Fire and Ambulance:** No change
 - Siuslaw Valley Fire and Rescue District
 - Western Lane Ambulance District
- **Police, Jail, and Court Services:** Add
 - City of Florence Police
 - City of Florence Municipal Court

Consents

- **Triple Majority method is met**, State law requires signatures from at least 50% of the property owners, more than 50% of petitioners represent more than half the assessed value of all real value, and electors of the property to petition for annexation without an election.
 - 100% of owners (Morrison & Gardner),
 - 100% of owners of assessed value of real property, and
 - No elector resides on the property
- ORS 222.170– Annexation by consent

Public Testimony

- None received

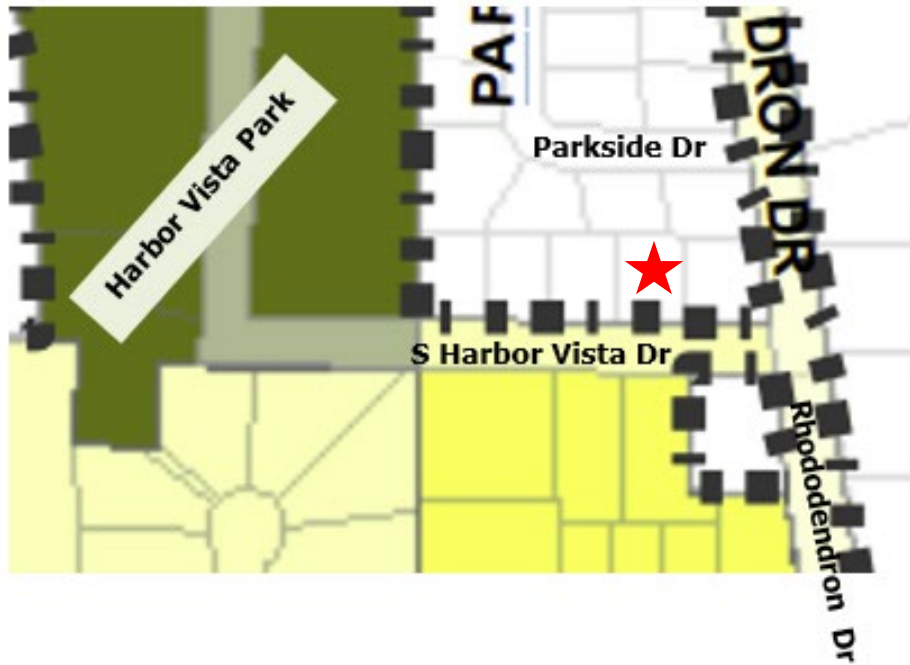
Alternatives

1. Approve Ord. Nos. 6 & 7, Series 2024 as presented or with modifications, or
2. Deny the annexation and zone change based on the Council's findings to support denials, or
3. Continue the public hearing to a date certain, or
4. Close the hearing and leave the written record open for 7 days

Recommendation:

Alternative 1: Approve Ord. Nos. 6 & 7, Series 2024 as presented or with modification.

Questions?



Medium Density Residential

Commercial

Open Space

City Limits

Tax Lot Boundaries

Unincorporated

2024 COMMUNITY BLOCK PARTY STREET CLOSURE REQUEST FRIDAY, JULY 26, 2024

*Applicant: Megan Messmer,
Assistant City Manager*



COMMUNITY BLOCK PARTY

**CITY OF
FLORENCE**

Old Town Florence
Between Laurel St. & the Bridge
5–10 P.M.

**JULY 26,
2024**

Music, Fun, & Games
for the Whole Family!

Full details at
www.ci.florence.or.us/2024blockparty

FEATURING:

sguysnamedmoe

LIVE MUSIC BEGINS AT 6 P.M.

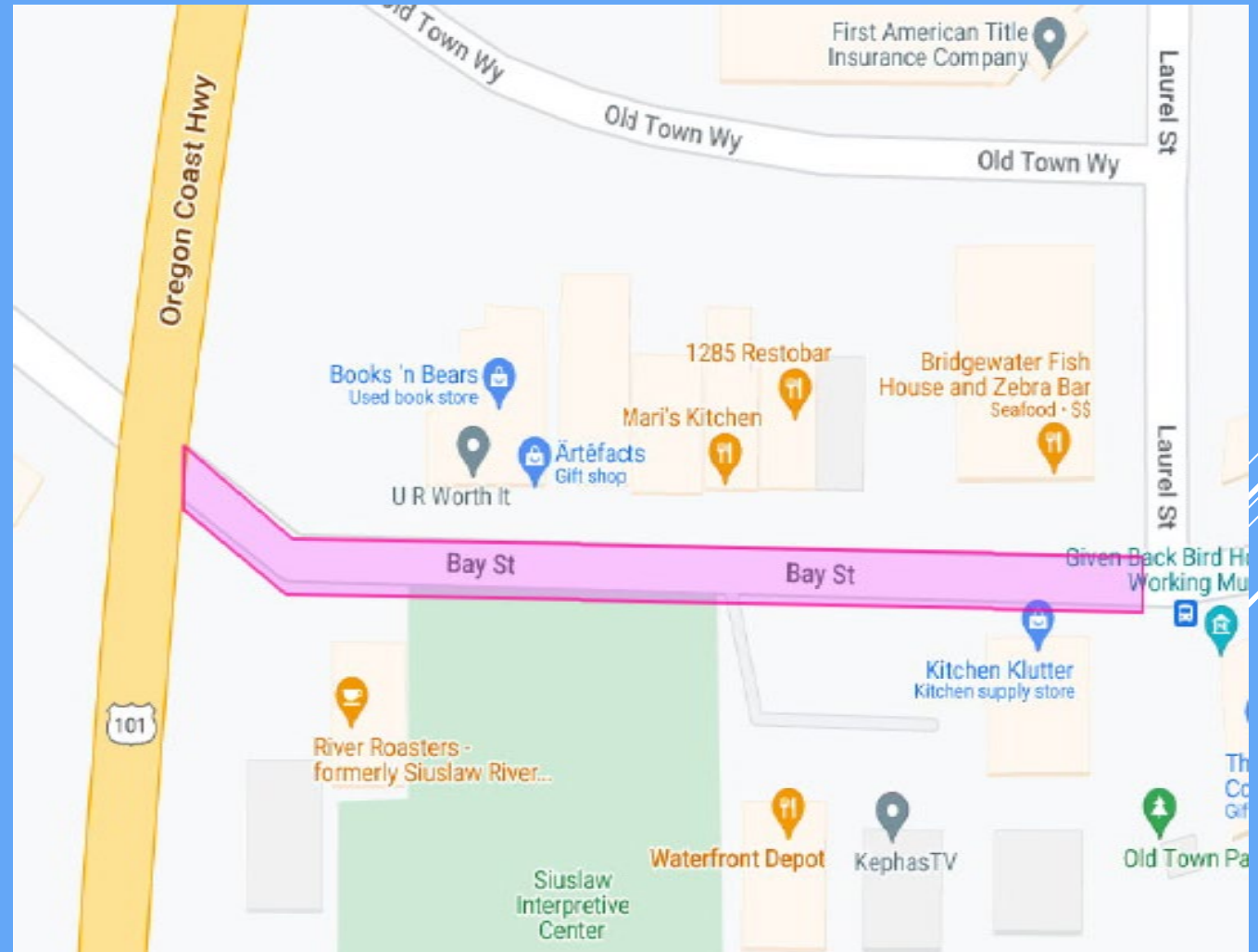
The Details

Street Closure Location:

- The block party will be held on Bay Street between Laurel Street and the Siuslaw River Bridge.
- Event participants will have ingress and egress at the Siuslaw Bridge underpass and at the intersection of Bay Street and Laurel Street.

Street Closure Time:

- Friday, July 26, 2024,
12:00 pm – 11:00 pm



The Process

- Applicant submitted a Street Closure application.
- Street closure fee was waived as this is a City sponsored event.
- City staff has reviewed and determined the responsibilities of the applicant and the City.



Applicant must plan for and provide:

1. Access to street closure area for residents, visitors, deliveries and event participants.
2. Sanitation (trash receptacles, public restrooms)
3. Security
4. Emergency services access



The City has:

1. Notified business and property owners within 100 feet of street closure of the public hearing to discuss this application on July 1, 2024.
2. Notified Siuslaw Valley Fire & Rescue and Western Lane Ambulance District of the event.
3. Posted a Public Hearing Notice in the Siuslaw News on July 3, 2024.
4. Reviewed the street closure application for compliance with City code.



APPLICANT INTRODUCTION



- ▶ Does the applicant have any additional information to share with City Council?
- ▶ Does City Council have any questions for the applicant?





The Next Steps

- Questions for staff?
- Public Hearing



Decision on street closure:

OPTION 1: Approve with conditions specified.

OPTION 2: Approve with alternate conditions.

OPTION 3: Do not approve application.

STAFF RECOMMENDATIONS

Staff recommends approval of request with conditions specified in staff report:

- 1) Responsibilities of applicant for:
 - Signage
 - Traffic control points monitoring
 - Access for delivery and resident vehicles
- 2) Responsibilities of City for:
 - Parking enforcement





Siuslaw Estuary Trail Contract Award

MIKE MILLER, DIRECTOR PUBLIC WORKS



CITY OF FLORENCE
PUBLIC WORKS



Bids

Laskey-Clifton Corp



\$462,309.85

Ray Wells, Inc



\$473,885.00

Morello Construction, Inc



\$478,967.00

NW Construction General Contracting, Inc



\$498,752.95

Cascade Civil

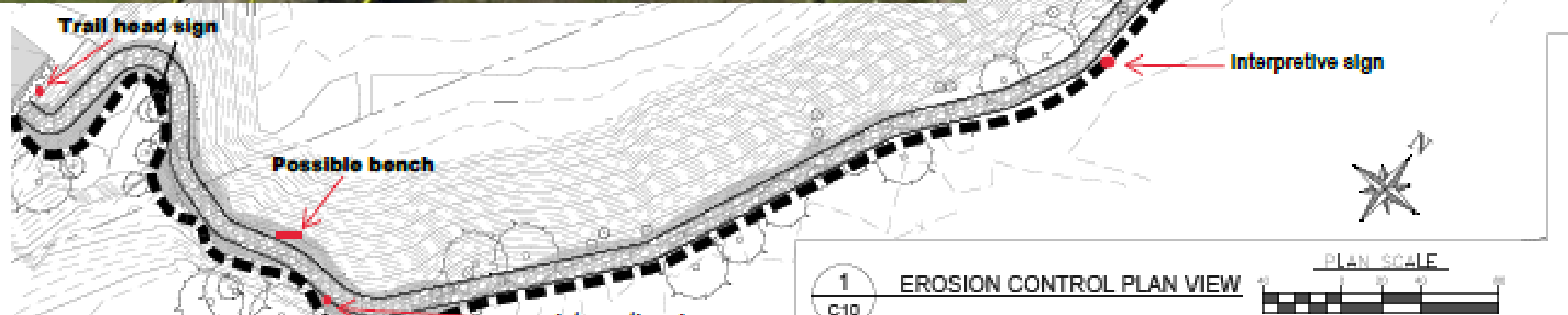
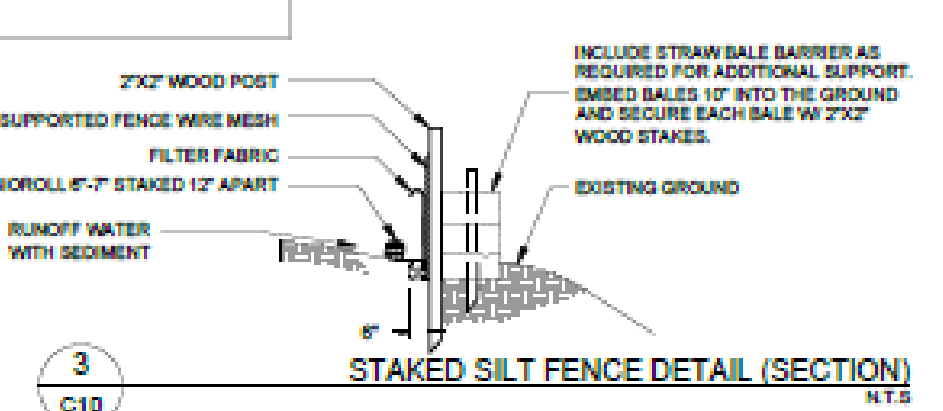
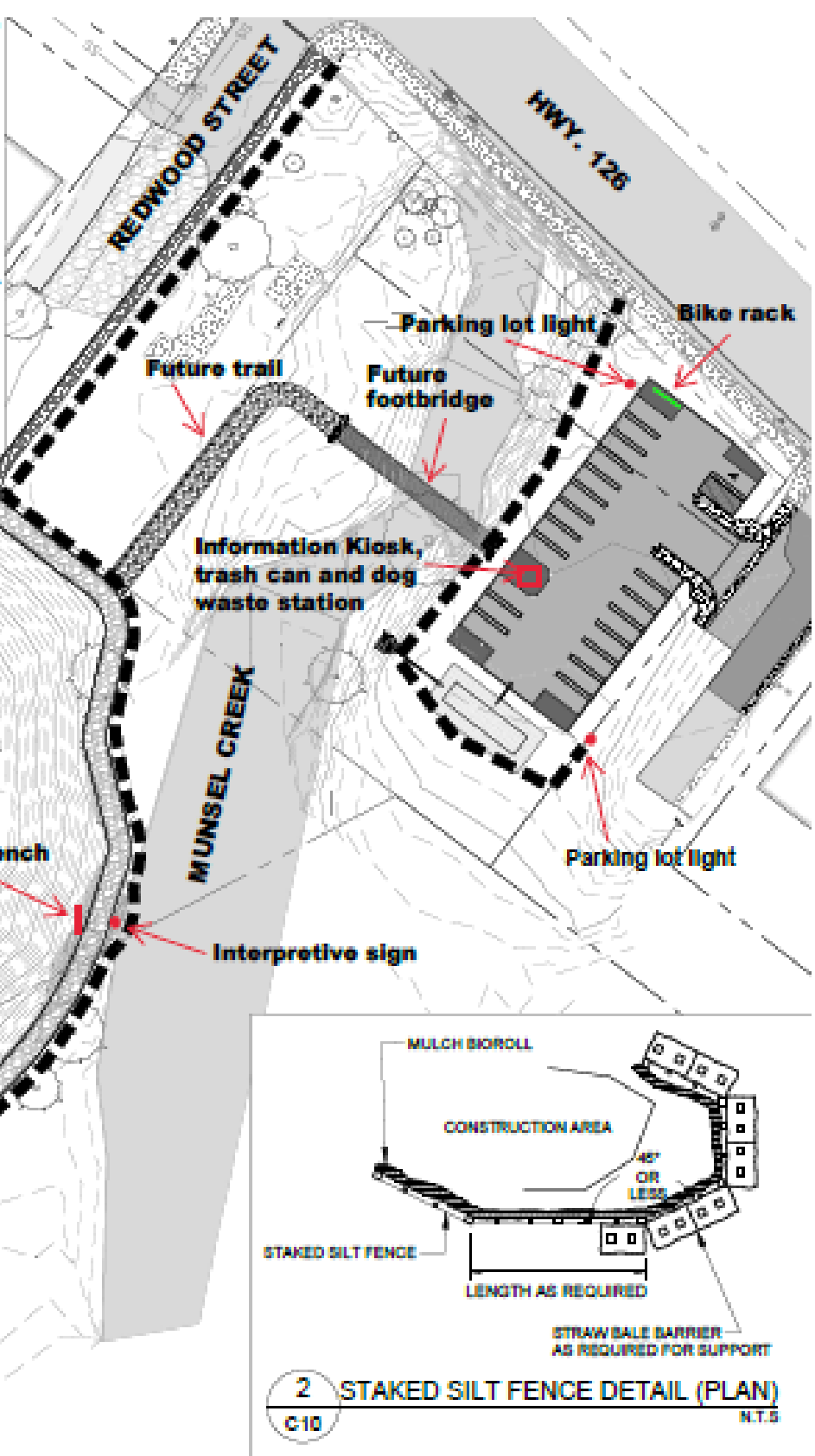
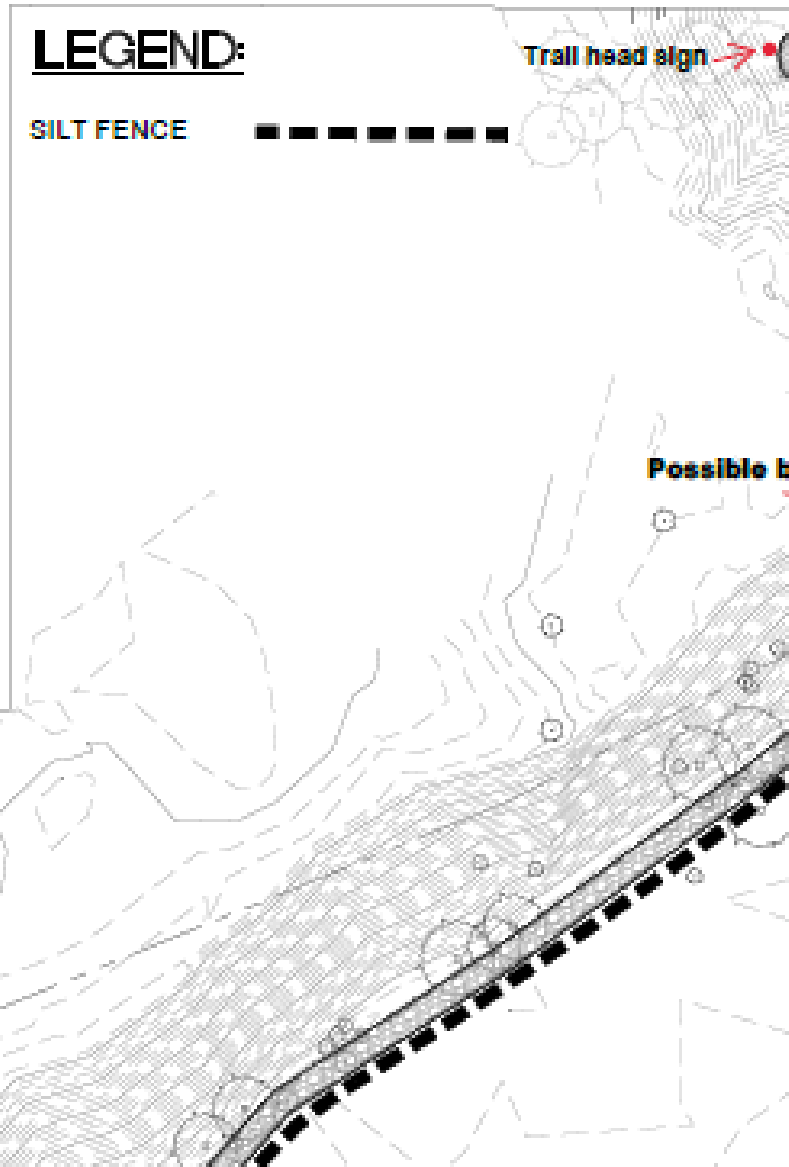
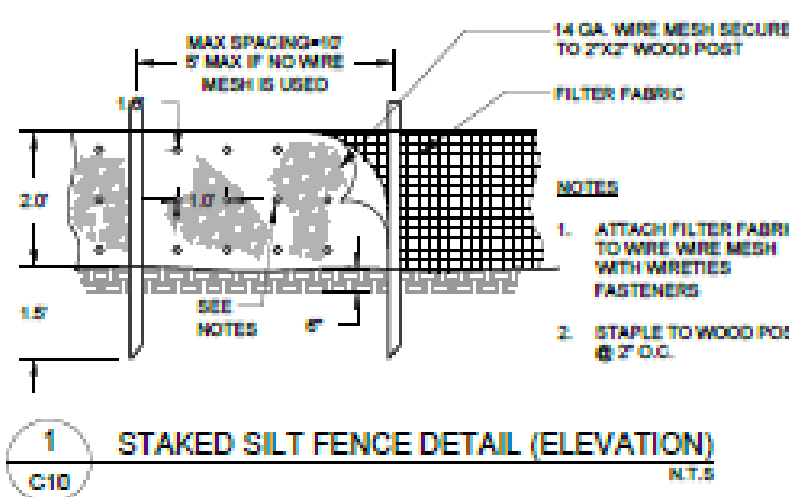


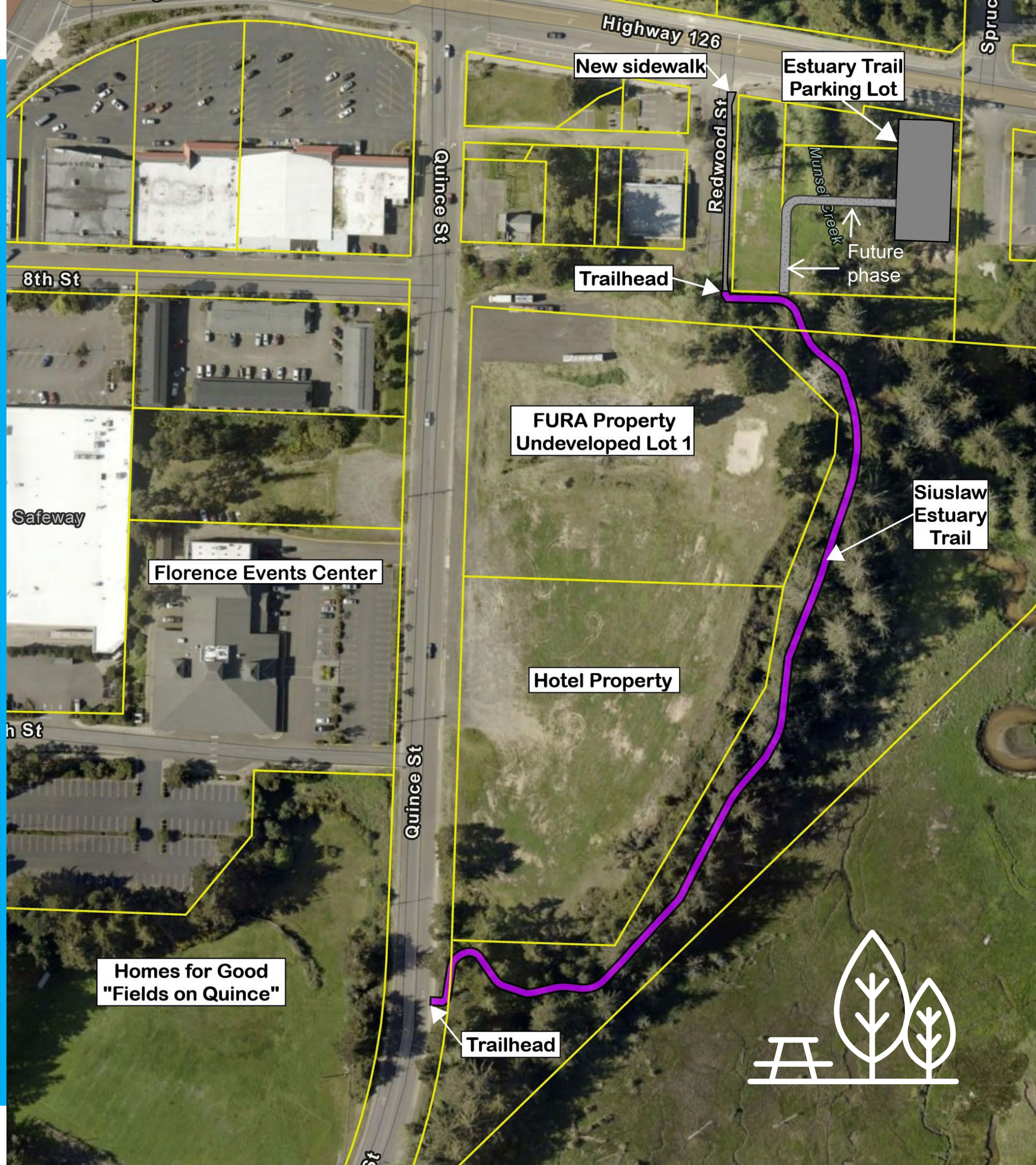
\$514,513.00

Knife River



\$523,862.25





- 12,870 square feet of gravel pathway
- 50 cubic yards of foundation stabilization
- 229 lineal feet of curb/gutter
- 1,221 square feet of sidewalks
- 266 square feet of concrete driveway
- 316 square feet of valley gutter
- 516 lineal feet of standard vertical curb
- 440 cubic yards of aggregate base
- 310 tons of Level 3 Hot Mix Asphalt Cement (HMAC)
- 1,320 square yards of geotextile fabric
- 46 lineal feet of 12-inch stormwater line
- 50 lineal feet of 8-inch stormwater line
- 1 catch basin
- Stormwater raingarden facility
- 20 cubic yards of 6-inch D50 Rip-rap
- 3 concrete bollards
- 18 tree removals
- Painted striping and thermoplastic markings
- Erosion and sediment control
- Landscape restoration and cleanup



Projects Completed by Laskey-Clifton

project start - November 2023

Oregon State Parks

\$4 million of water, sewer, electrical
and roadway replacement at the
Beverly Beach campground

2022

City of Reedsport

Sanitary Sewer Project

2022

City of Toledo

Waterline Project



Fiscal Impact

Available Funding	Remaining Budget
Siuslaw Estuary Trail Project	\$250,000
Quince Street Preliminary Engineering	\$200,000
Capital Equipment Replacement – Dump truck purchase	\$80,000
Total funds available for Siuslaw Estuary Trail Project	\$530,000

Fund	Available Funds	Engineers Estimate (EE)	Bid	Bid Over/(Under) Funding	Bid Over/Under) EE
Street	\$530,000	\$502,400	\$462,309.85	(\$67,690.15)	(\$40,090.15)



The Siuslaw Estuary Trail Project is related to the City work plan objectives of:

Construction of the Siuslaw Estuary Trail - Hwy 126 to Port of Siuslaw property

Relevance to Adopted City Work Plan:

- City Service Delivery
- Livability & Quality of Life
- Economic Development
- Communication & Trust
- Financial & Organizational Sustainability

Alternatives

1. Award contract to Laskey-Clifton Corporation
2. Do not award proposal
3. Reject the proposals, re-scope the project and rebid

Recommendation

Staff recommends that the City Council accept the proposal from Laskey Clifton Corporation and authorize the City Manager or designee to proceed with a construction contract.

Questions

MIKE MILLER, DIRECTOR PUBLIC WORKS



CITY OF FLORENCE
PUBLIC WORKS

TEMPORARY SHELTERING Program

Resolution No. 16, Series 2024

JULY 15, 2024



Packet Overview

AIS, dated July 15, 2024

Attachment 1:

- Resolution No. 16, Series 2024
- Exhibit A – Standards and Guidelines Content

Attachment 2: Registration Sample Forms and Materials

Proposal

Temporary Shelter Site Registration Program



Registration Required Information



Registration Standards and Guidelines



Approval Process



Termination and Revocation

Registration

REQUIRED INFORMATION

- **Name and Contact:** Applicant, Owner, Occupant
- **Property:** Address, Zoning, Type, City Limits
- **Permissions:** Owners and Tenants
- **Occupants:** Number, Pets, Residency, Statement
- **Certifications:** S&G from Shelter Occupants and Property Owner and Honesty from Applicant
- **Site:** Location of shelter, garbage, storage, setbacks, sanitation method
- **Shelter:** Type, description, dimensions

STANDARDS AND GUIDELINES

- **Utilities:** Generators, electrical connections, city sewer, holding tanks, garbage service
- Emergency Services Accessibility
- **Code Excerpts:** Dog at Large and nuisance animal, noise, outdoor burning, driveways and sidewalks access
- **Resource Information:** MCR and SOS
- Termination Timeline
- Revocation Procedures

Registration

APPROVAL / REVIEW PROCESS

Applicant Submits:

- Temporary Shelter Registration Packet
- Registration Fee--\$75

Staff Reviews within 5 Business Days

City issues Proof of Registration Card

TERMINATION AND REVOCATION

■ Termination Decision Point:

- Registration Duration for a Single Application
- Maximum Number of Times/Days Site can Host
- Maximum Number of Times/Days Occupant utilization

■ Revocation Appeal Decision Point:

Offer a City Council appeal opportunity of City Manager's decision with an appeal fee of \$167?

Next Steps

Prepare Education and Information:

- Create a New Webpage
- Information Sheet
- Updated Buffer and Exclusion Map
- Police and Code Enforcement Notification and Education

Prepare Registration Materials:

- Registration Form
- Standards and Guidelines

Public Comments

- Bill Gibbs: Registration fee insufficient, Neighbor reporting of violations, Residency requirements, vetting process of those utilizing and providing shelter

Alternatives

1. Approve Resolution 16, Series 2024, a resolution establishing the content for the Standards and Guidelines Document and an application fee of \$75 application fee as presented, or
2. Adopt Resolution No. 16, Series 2024, as amended by Council, or
3. Do not approve Resolution No. 16, Series 2024 and provide direction to staff

Recommendation

Approve Resolution 16, Series 2024, a resolution establishing the content for the Standards and Guidelines Document and an application fee of \$75 application fee as presented

Questions



July 15, 2024

City Council Meeting

**Agenda Item #5
Temporary Sheltering Registration Program
Speaker's Cards & Written Testimony Received**

Written Comment – *In order of receipt*

- **Item 1** – Bill Gibbs

Lindsey White

From: William Gibbs <billster.gibbs@gmail.com>
Sent: Monday, July 15, 2024 11:25 AM
To: City Recorder
Subject: Temporary Shelter Project

Honorable Council,

- 1) Expenses to administer, monitor and police this project will far exceed the \$75 registration fee.
- 2) Where exactly does the ordinance allow temporary sheltering?
- 3) Is the city required to provide a program such as this?
- 4) How does the recent decision by the Supreme Court affect this program? (City of Grants Pass Johnson)? VS
- 5) What recourse will a homeowner have when violations are observed when the homeowner "next door" to a temporary homeless shelter? lives
- 6) How thorough will the vetting process be in regards to landowners and persons experiencing homelessness who want to engage in a temporary homeless shelter?
- 7) Is the program limited to only individuals who can prove residency in the city?
- 8) If so, what exactly will the residency requirements be?
- 9) Is the reason for this program that too many situations of current temporary shelters in and around Florence exist? What actions have been taken to control the current ones? How will this proposed program help the situation?

God Bless You and I hope everything goes well.

Bill Gibbs
Florence Resident


RHODY EXPRESS RIDERSHIP SURVEY

What: Rhody Express Ridership Survey


When: April 27th – May 10th

Where: Bus, SOS, DHS, Food Share, Helping Hands, Shore Pines & City Hall

Surveys: 32 surveys returned



FLORENCE PUBLIC TRANSIT



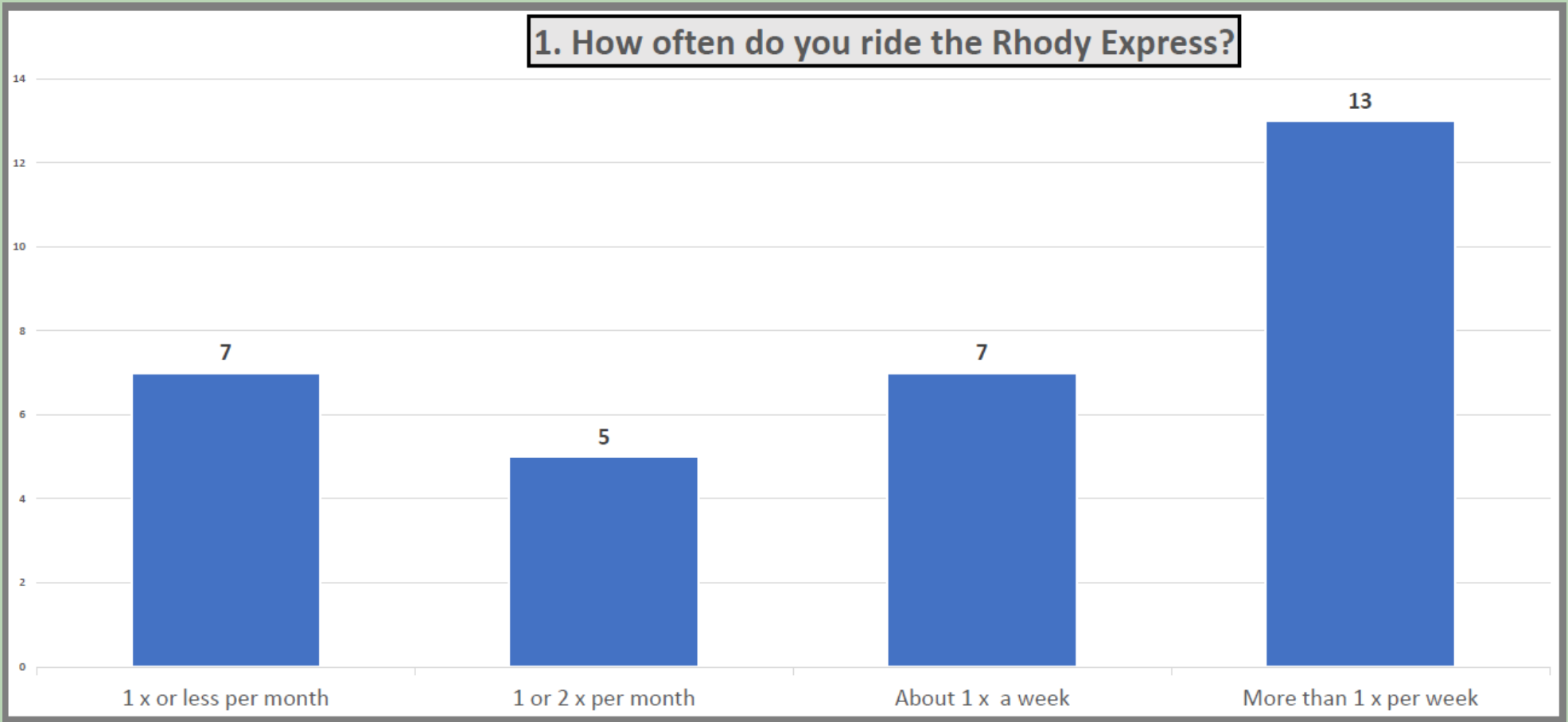
Ridership Survey

1. How often do you ride the Rhody Express?

<input type="checkbox"/> 1 time or less per month	<input type="checkbox"/> One or two times a month
<input type="checkbox"/> About once a week	<input checked="" type="checkbox"/> More than once a week

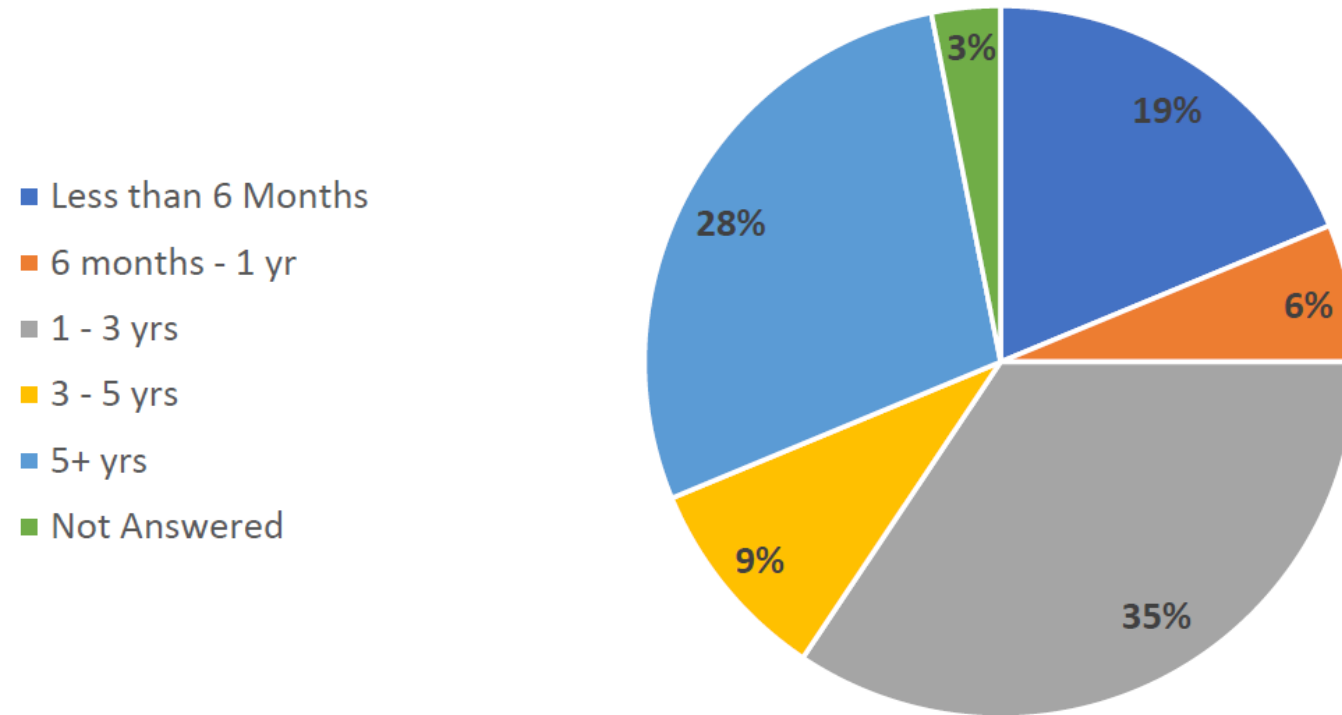


I. HOW OFTEN DO YOU RIDE THE RHODY EXPRESS?



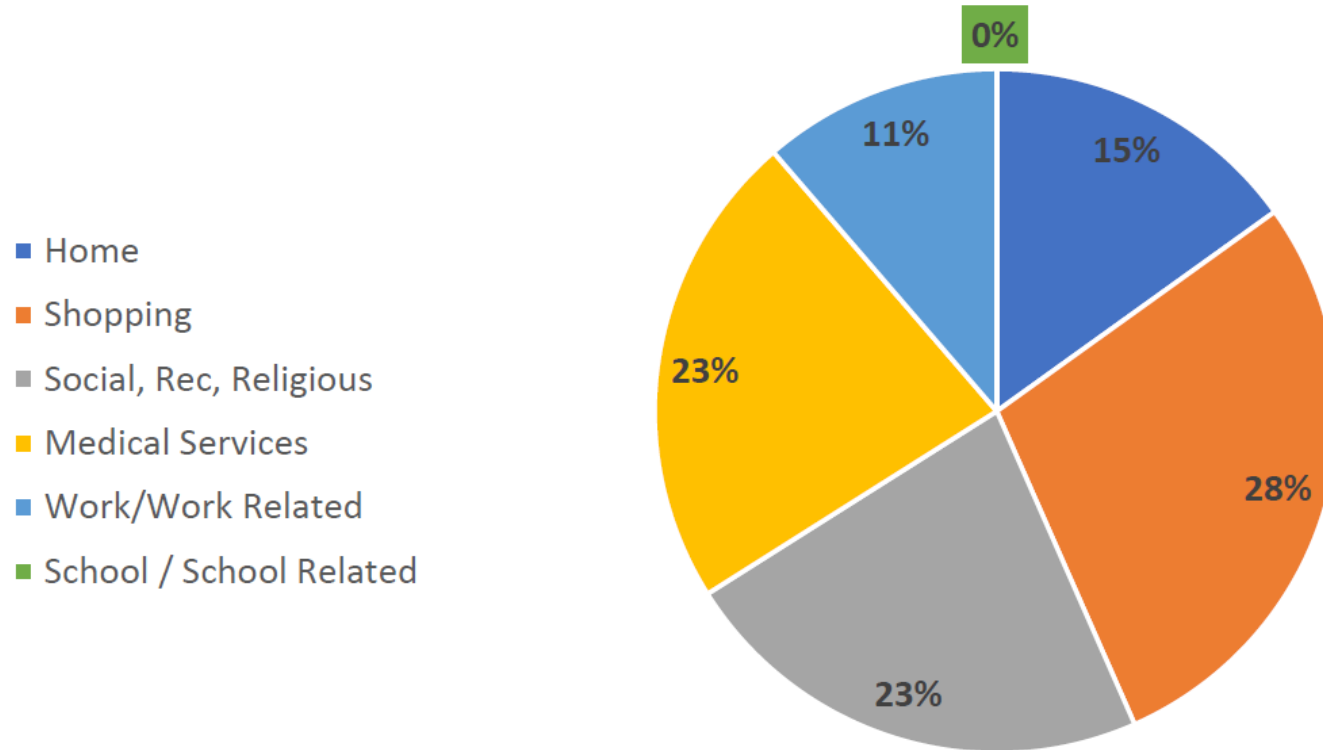
2. HOW LONG HAVE YOU BEEN USING THE RHODY EXPRESS?

2. How long have you been using Rhody Express



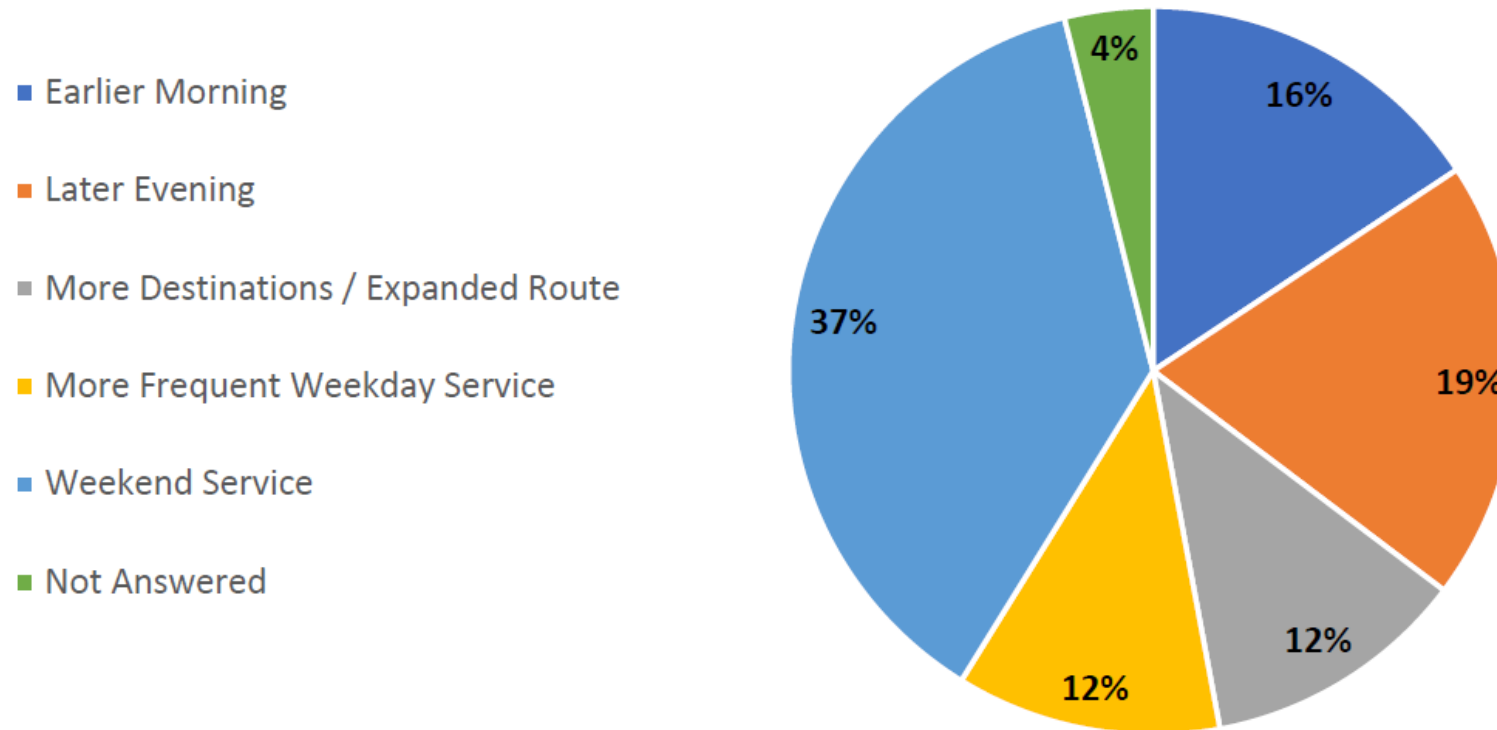
3. MAIN PURPOSE FOR RIDING THE RHODY EXPRESS?

3. What is your main purpose for riding the Rhody Express?

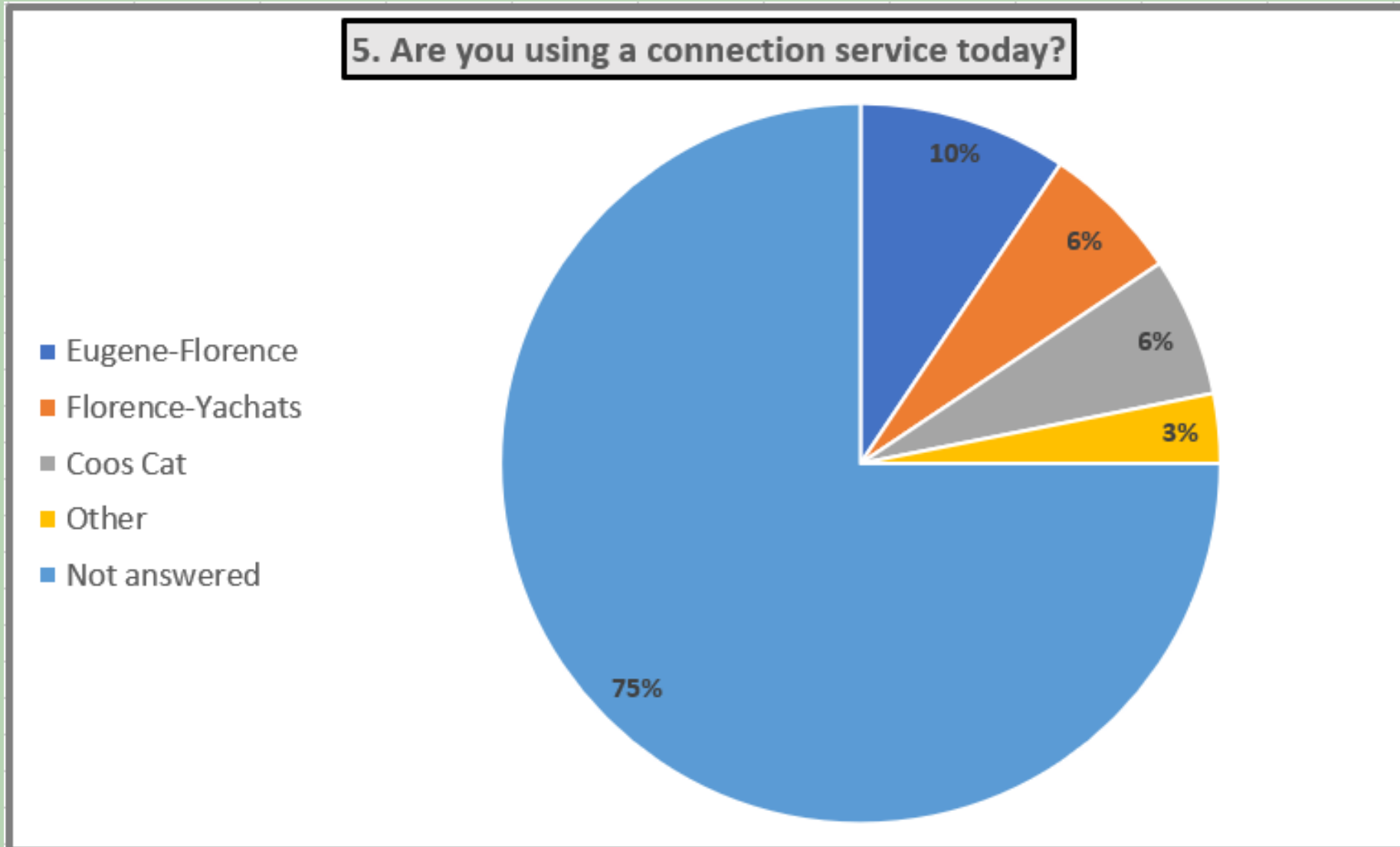


4. CHANGES TO MAKE SERVICE MORE CONVENIENT?

4. What Changes to Rhody Express service would make riding more convenient?

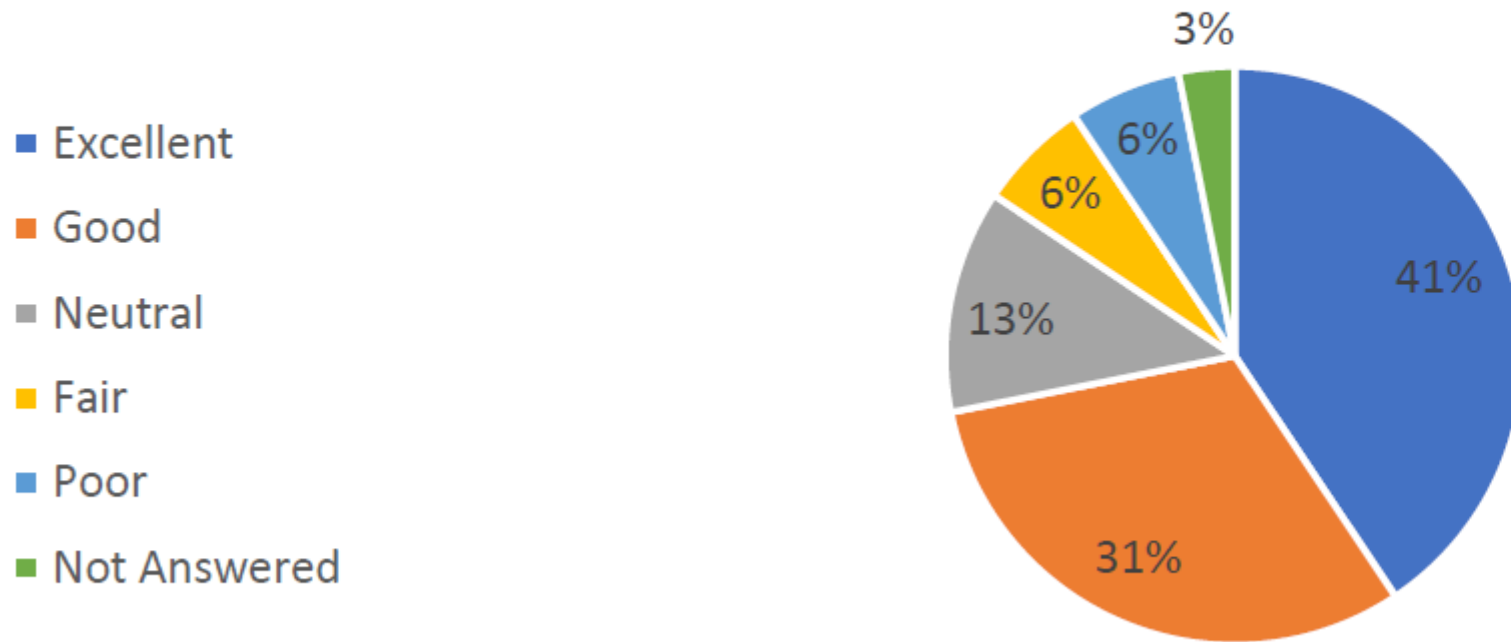


5. ARE YOU USING A CONNECTION SERVICE TODAY?



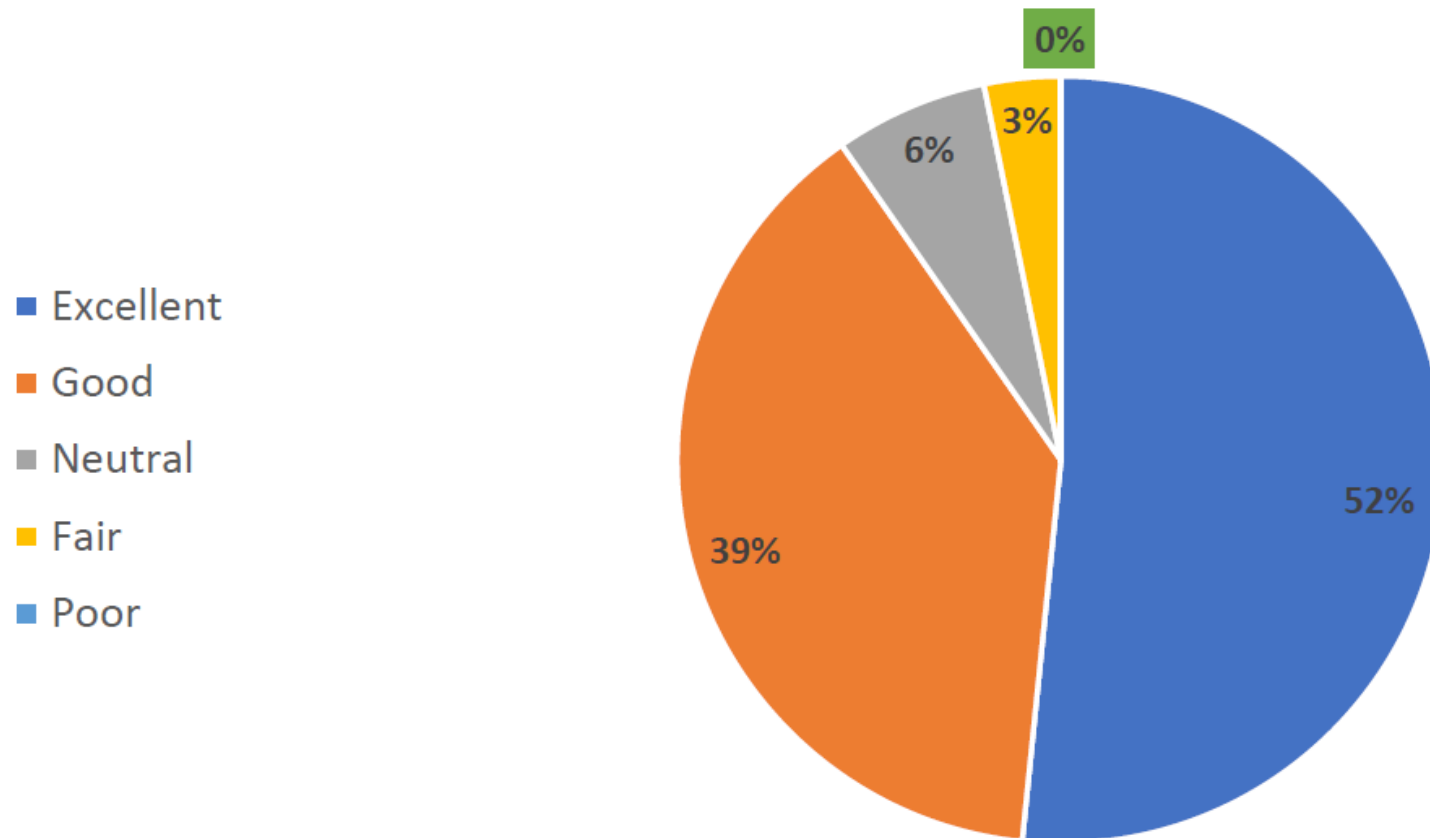
6. HOW WOULD YOU RATE THE SAFETY?

6. How would you rate the safety of Rhody Express and bus shelter / stop

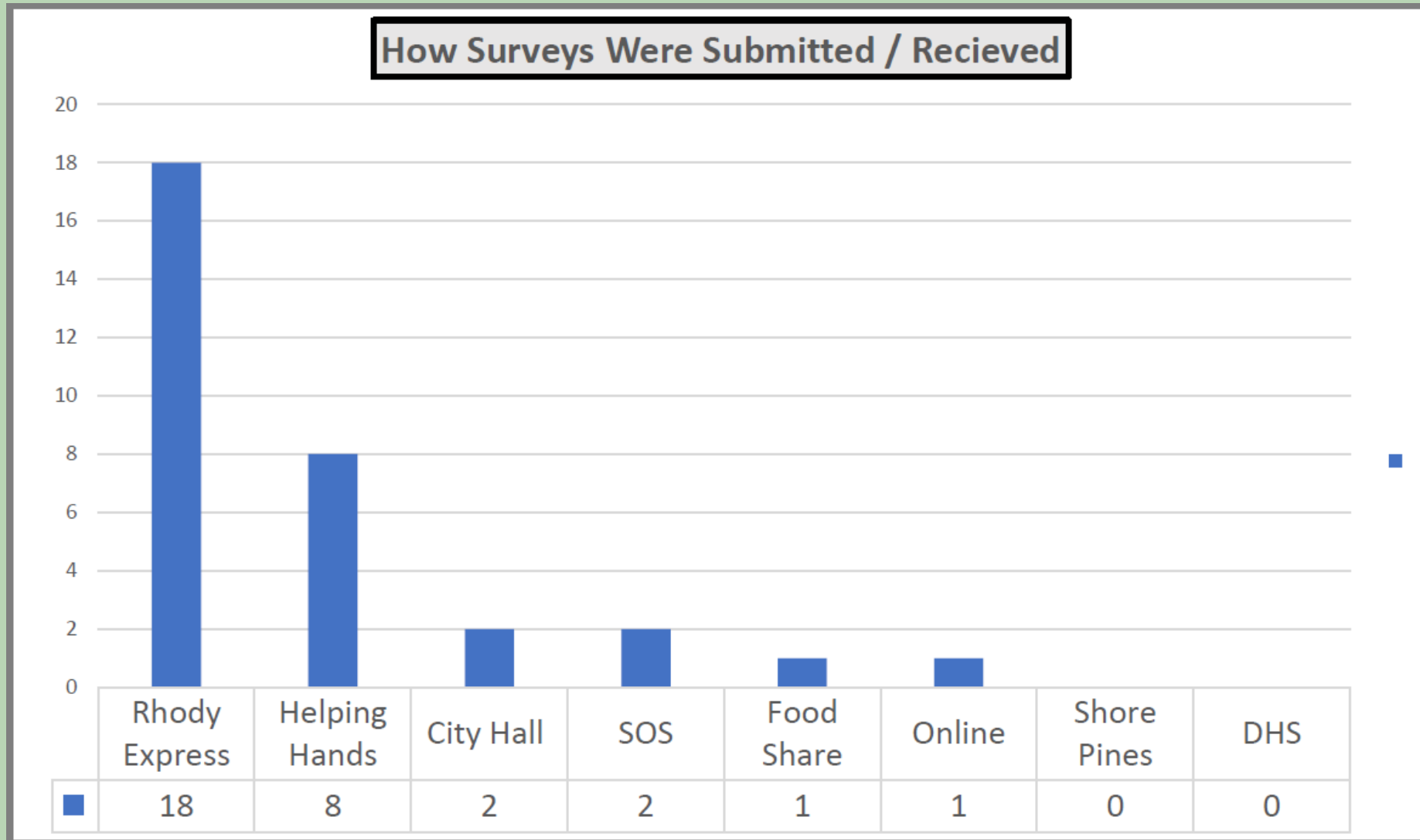


7. RATE THE QUALITY OF THE SERVICE?

7. How would you rate the quality of the current Rhody Express service?



HOW AND WHERE SURVEYS WERE SUBMITTED



A photograph of a pickleball court with a building and trees in the background. The court is green with white lines. The building has a brown roof. The trees are green and tall. The sky is blue.

ROLLING DUNES

PICKLE BALL COURT EXPANSION

Project Update

Mike Miller Director of Public Works

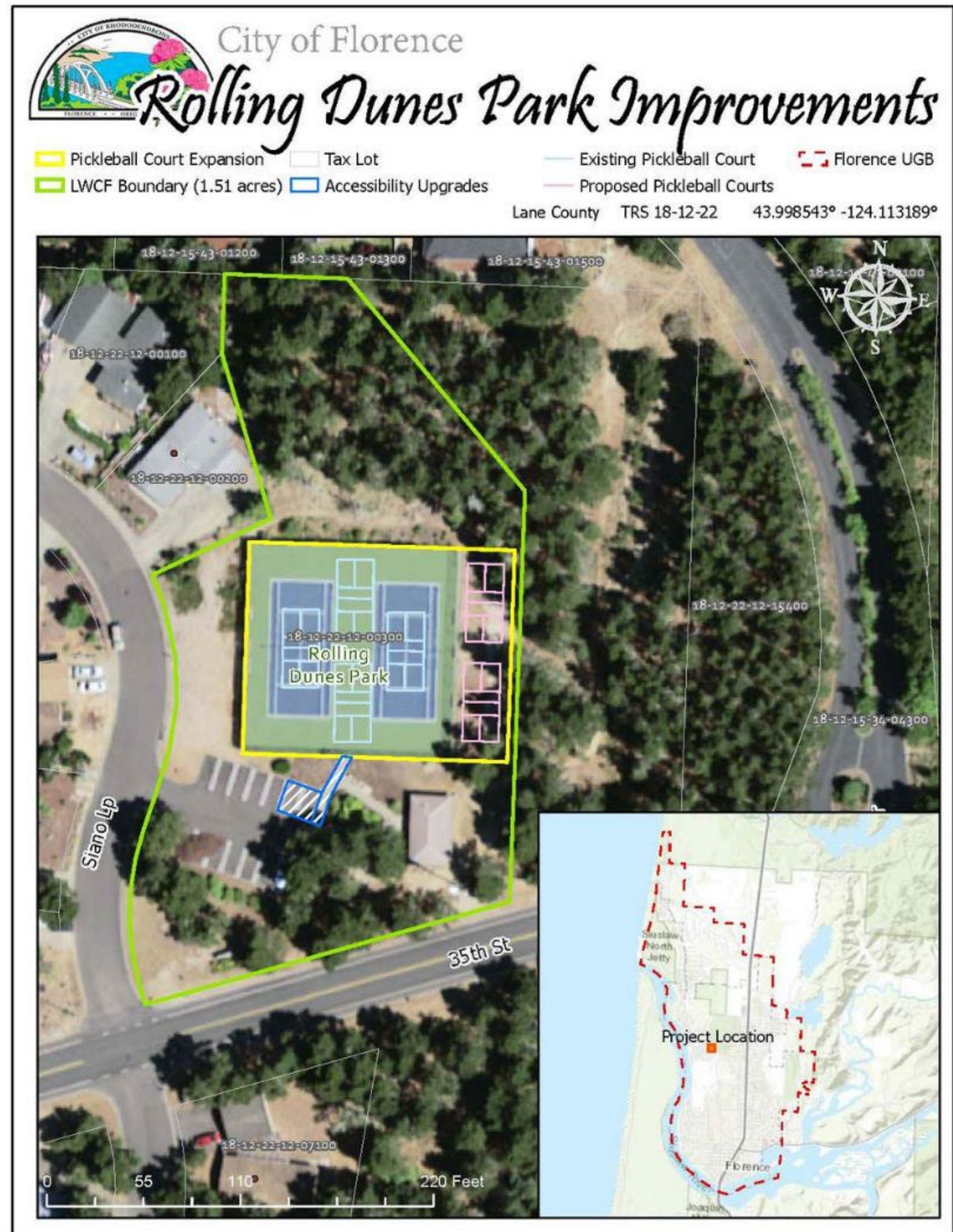
Rolling Dunes



**Court Expansion
& Improvements**



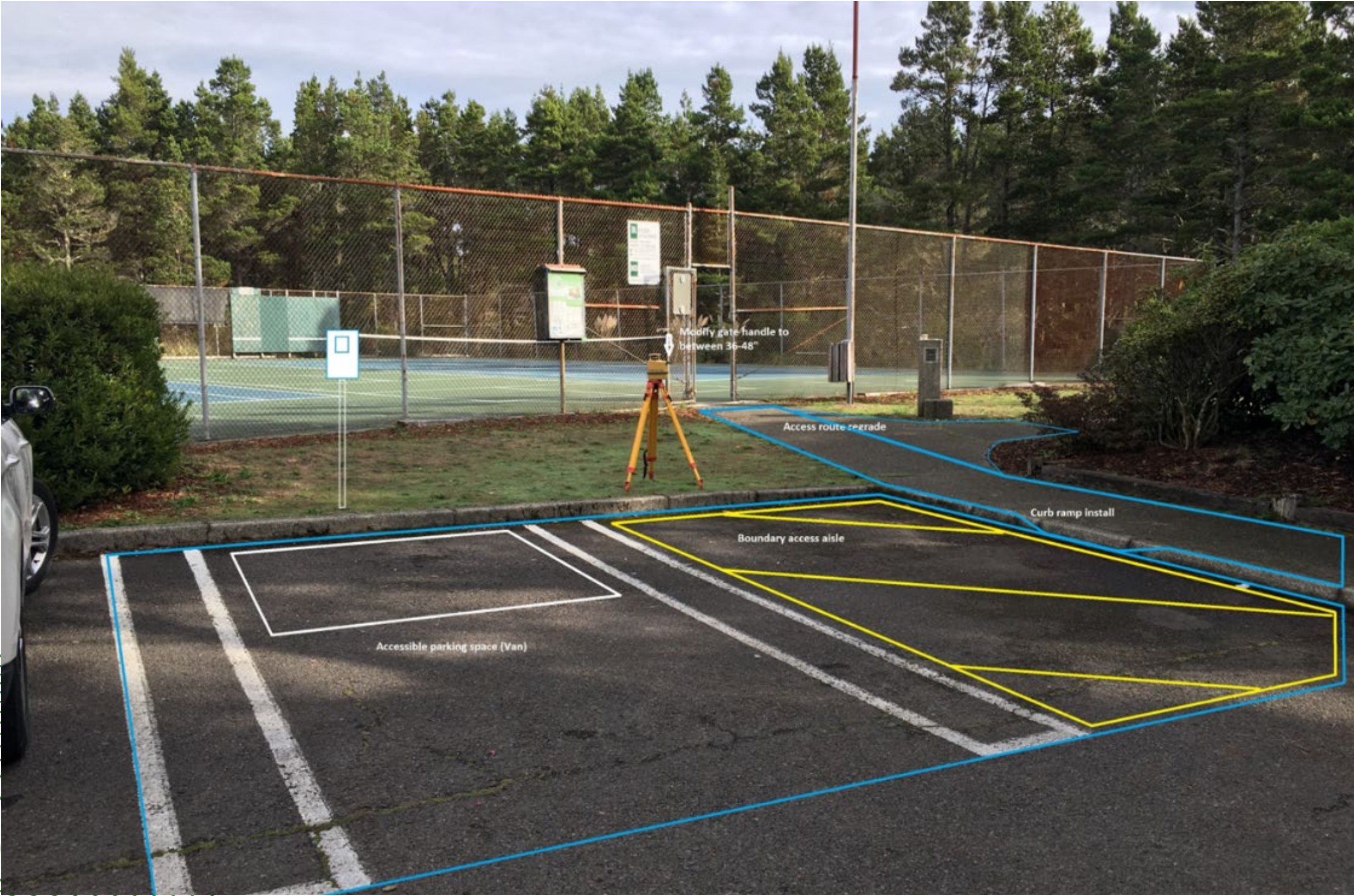
**Parking lot Improvements &
Picnic Shelter Construction**



Court Expansion & Improvements



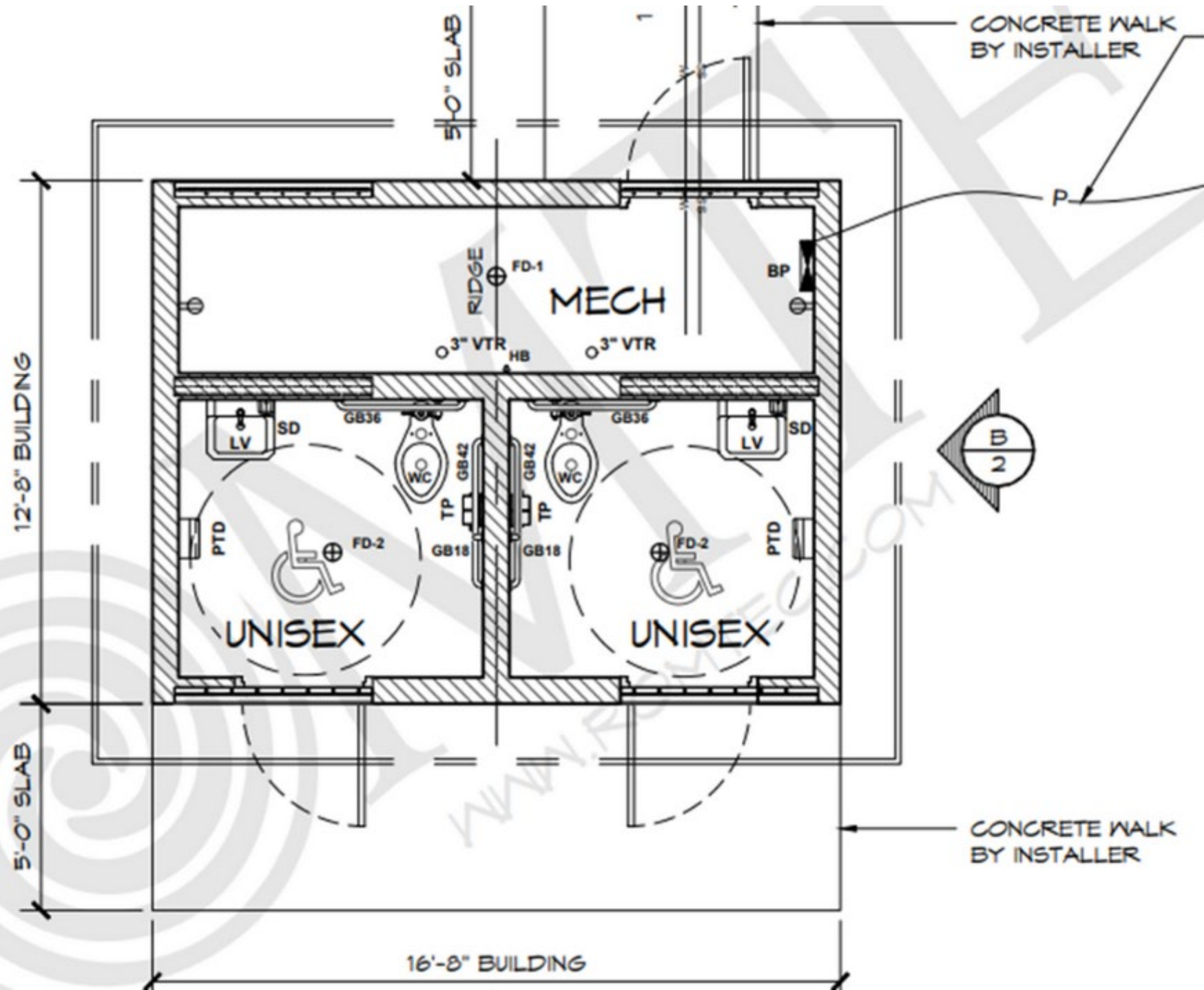
ADA Parking Lot & Accessibility Improvements



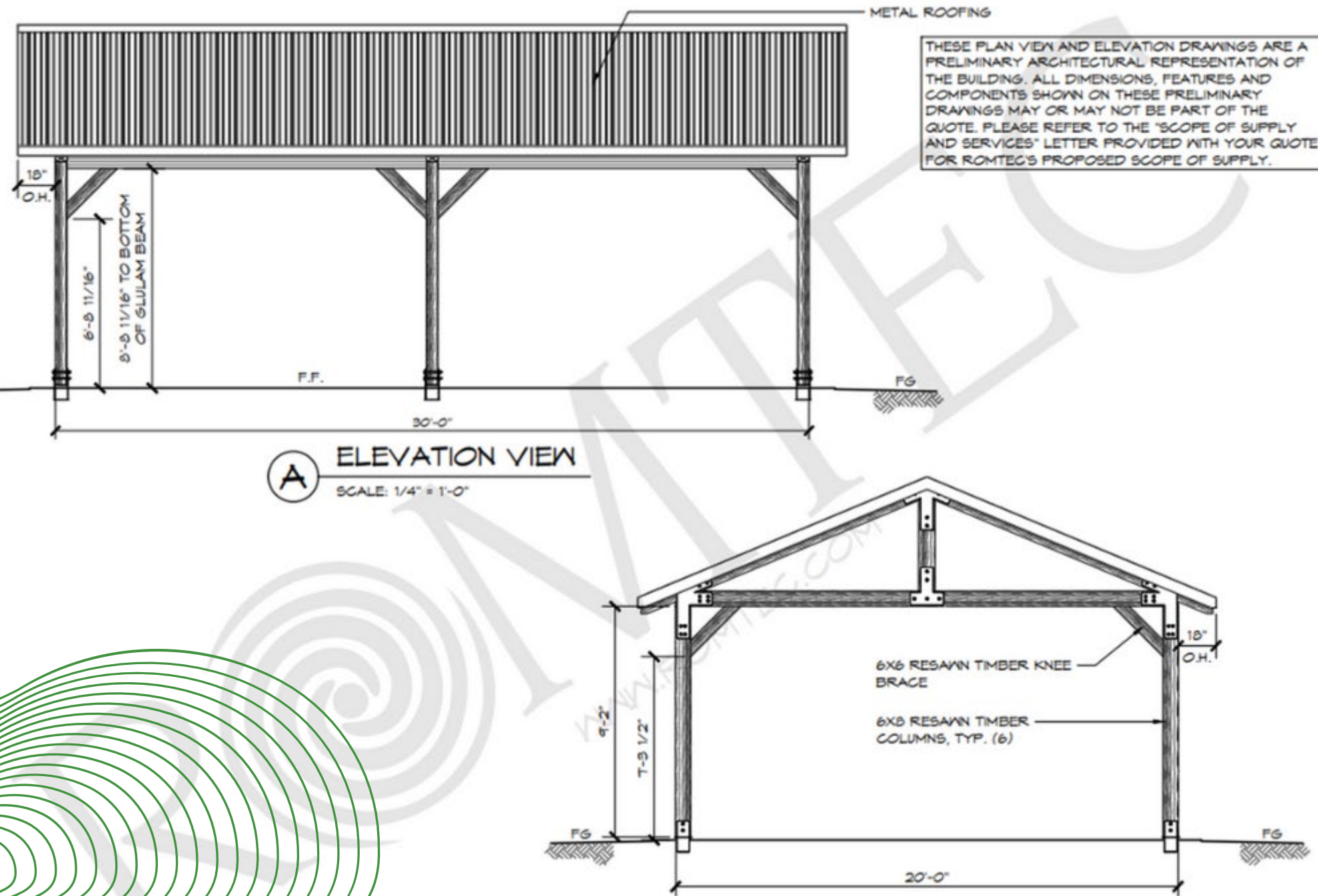
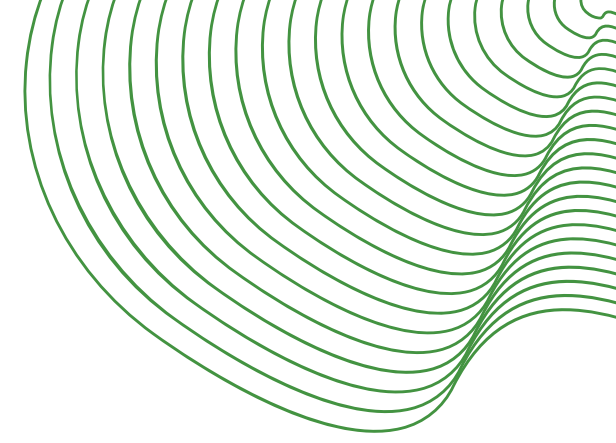
Picnic Shelter & Bathrooms Construction



Picnic Shelter & Bathrooms Construction



Picnic Shelter & Bathrooms Construction



Landscaping



Parking



Preserving What is There



Grant Funding



Land & Water
Conservation Fund
\$156,500



Budget

Available Funding	Remaining Budget
Land & Water Conservation Fund	\$156,500
City Match Funding	\$156,500
Total funds available for Rolling Dunes Project	\$313,000



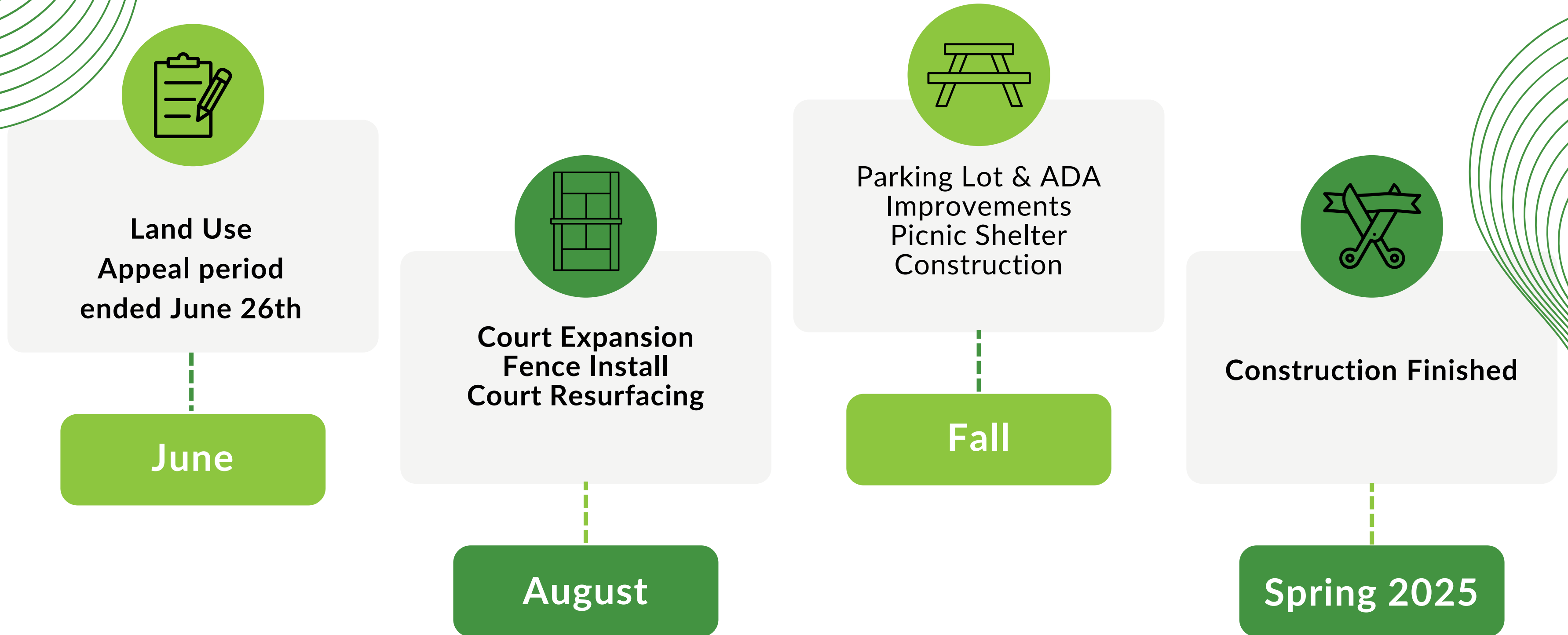
Project Costs

Project Budget:

Expense Item	Cost or Valuation
Foundation and asphalt (3,600 sq. ft)	33,100.00
Fencing (10' x 180' galvanized chain link)	12,000.00
Curb ramp installation	5,000.00
Access route installation	10,000.00
Parking stall, sign, and paint	700.00
Resurfacing and striping tennis and pickleball courts (18,000 sq. ft)	50,000.00
Open mesh vinyl windscreens (203' x 9')	1,200.00
Construction drawings	5,000.00
Demolition of existing restrooms and site prep	10,000.00
Prefabricated restroom	100,000.00
Finish work of restroom, including plumbing and fixtures (toilets, sinks, ADA grab bars, paper product holders, door hardware and closures, etc.)	20,000.00
Heavy timber pavilion structure – replacement of existing structure	50,000.00
Accessible picnic tables (2 concrete picnic tables)	6,000.00
Archaeological monitor	10,000.00
Total Project Cost	313,000.00



Estimated Construction Time Line





Contact

541-997-4106

PublicWorks@ci.florence.or.us



CITY OF FLORENCE
PUBLIC WORKS



Website

bit.ly/RollingDunesExpansion



250 HIGHWAY 101
 FLORENCE, OR 97439
 CI.FLORENCE.OR.US

July 17, 2024

Oregon State Legislature
 Attn: Joint Commission on Transportation
 900 Court St. NE
 Salem, OR 97301

RE: Letter of Support for LTD Financial Support for Rhody Express ODOT STIF

To Whom It May Concern:

The City of Florence is writing in support of the Oregon Department of Transportation’s Statewide Improvement Fund (STIF) Program continuing to fund, in part, Lane Transit District’s (LTD) Rhody Express public transit service in the City of Florence Oregon during the 2025 legislative session when the funding will be up for review.

LTD’s Rhody Express is an important service for providing the public with access to local medical, shopping, and other services as well as providing regional connections. This is the only public transit system that provides local service along a fixed route within the City limits, but also serves as a connection service for Link-Lane’s Florence-Yachats and Eugene-Florence Connectors and Coos County Area Transit’s regional services.



In April 2024 the City’s Transportation Committee worked in partnership with LTD to launch a ridership survey that ran from April 27th through May 10th. The survey results demonstrated that 41% of riders use this service more than 1 time per week. Of the respondents the most common uses were shopping (47%), social/recreation/religious (38%), and medical services (38%). This survey provided valuable information into how the service is used. 28% of respondents have been using this service for more than 5 years.

The City of Florence adopted an updated Transportation System Plan (TSP) in October 2023. The advisory committee for this project included representation from LTD and the local Rhody Express operator. The TSP included a plan to increase service frequency from once per hour to every 30 minutes, which has been implemented and operating since June 17, 2024. Beyond providing the City with valuable services, LTD continues to partner with the City to improve and expand services.

The continued funding of LTD’s Rhody Express service is essential to providing access for residents to local services as well as connections for residents and visitors alike to regional transit services.

Sincerely,

Erin Reynolds
 City of Florence City Manager

	<u>Public Works</u> 2675 Kingwood St. (541) 997-4106	<u>City Manager / City Recorder</u> 250 Highway 101 (541) 997-3437	<u>Community Development: Planning & Building</u> 250 Highway 101 (541) 997-8237	<u>Finance / Utility Billing</u> 250 Highway 101 (541) 997-3436	<u>Justice Center</u> 900 Greenwood St. (541) 997-3515	<u>Florence Events Center</u> 715 Quince St. (541) 997-1994	
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