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City Recorder
 541-997-3437

City Manager's Office
 541-902-2182

Public Works
 541-997-4106

Police Department
 541-997-3515

Florence Events Center
 541-997-1994

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Siuslaw Bridge photo courtesy of Joshua Greene, © 2011 All Rights Reserved

Focus on Florence

February 2012

New Year Brings New Laws

Submitted by Police Chief Ray Gutierrez

There were dozen's of law changes that went into effect January 1, 2012. I would like to touch on just a couple of those.

For most drivers, it is already against the law to use a hand-held cell phone while driving in Oregon. The original law, however, allowed cell phone use "in the scope of the person's employment if operation of the motor vehicle is necessary for the person's job." That exemption is removed with House Bill (HB) 3186, so that the only drivers allowed to use a hand-held mobile communications device are those over 18 who are operating a road-side assistance or tow vehicle or

See Law Changes Page 6

Betz Sworn In As City Manager



Florence Mayor Phil Brubaker swears in new City Manager Jacquie Betz during the January 3rd Council meeting. Betz, who previously was the Assistant City Manager, has worked for the City for more than 12 years. In attendance were members of her family, including her 92-years-young grandmother, Evelyn Ransdell (above, far right).

Garbage Haulers Rate Review Underway

Submitted by Community Development Department

On February 16th, the Florence Environmental Management Advisory Committee (EMAC) will hold a hearing on residential and commercial garbage pick-up rates.

EMAC and city staff review the haulers' financial and operational records annually in order to set garbage rates. This year's rate review however is being performed by Bell & Associates, a consultant who specializes in assisting municipalities in solid waste rate and service analysis.

An independent review is being conducted at

the request of the haulers, who during last year's hearing process, offered to pay for an outside look at the near decade long rate review system in place. Both the EMAC and the haulers hope to learn whether the current rates are on track or if they are lagging when compared to the cost of operations and other local, regional, state and national comparisons.

Prior to both hearings, the report and rate schedules will be made available to the public. At the conclusion of their hearing, EMAC will provide a

See Rate Review Page 2

Employee Spotlight

Community Outreach Manager Tara Haley

A 17 year resident of the Florence area, Florence Events Center (FEC) Community Outreach Manager Tara Haley has been a fixture at the FEC since 2006 where she is busy managing the office in addition to heading up the FEC Gallery Committee. When she's not assisting the public with events and coordinating gallery shows, Tara enjoys camping, riding motorcycles and attending sporting events with her husband, Trent Foglio, and her three children, Jaidan, Dayson and Delaney. "When the sun comes out and the wind dies down we love to spend time at Loon Lake boating, tubing and my favorite, wakeboarding," said Tara. "All these things are great fun, but none measure to a day spent riding my horse, Daisy, or just hanging out at the barn."



Tara Haley has worked at the Florence Events Center for more than five years.

Best thing about working at the Events Center

"The FEC is a great place to work for many reasons! If I have to choose, the thing I love most about my job, I would have to say it would be the people I work with! I am so fortunate to have great coworkers and so many really amazing volunteers. I am proud to work at the FEC and be a part what it provides for our community."

Most rewarding moment at the City

"It is rewarding to have the position as Community Outreach Manager of the FEC and I feel lucky to have the opportunity to advance in my career."

Strangest request you've had from the public

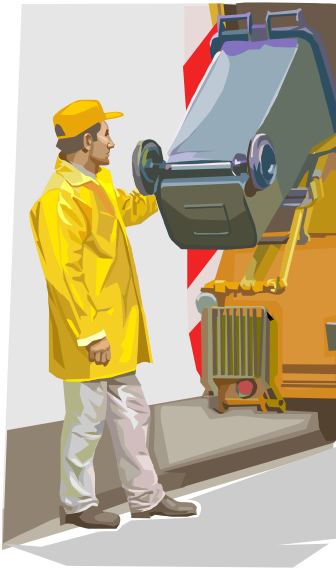
"I had someone call the FEC wanting to rent a backhoe."

RATE REVIEW from Page 1

recommendation to the Florence City Council, who will conduct their public hearing in March or April. Both the EMAC and Council hearings provide an opportunity for members of the community to learn about and weigh-in on Bell & Associates' report and the proposed rate schedule.

Greener Florence Program

Other EMAC happenings include the 3rd annual Greener Florence Business recognition program. Each Spring the program recognizes businesses who go the extra mile to reduce, reuse, recycle, reduce or compost waste. Applications are due in March with the awards presented in April during Earth Week. Businesses wanting an application or to find out the secret to reducing their garbage bill and discover the waste reduction opportunities available to them locally are encouraged to call their hauler or city staff. Additionally both provide free waste audits and employee training that can be educational and helpful. Join the ranks of Real Food Co-Op, Oregon Pacific Bank, Three Rivers Hotel and Casino,



Bay Street Grille and Morgan's Country Kitchen to make Florence even Greener!

Recycling Tips

EMAC wants to remind you that both haulers, Central Coast Disposal and County Transfer and Recycling, offer curbside co-mingled recycling. Plastic bottles and tubs, paper and metal can all be thrown together in one container--No Sorting Needed. It doesn't get any easier than that. For safety reasons glass jars and bottles should still be placed in a separate container. Help keep your garbage bill down and ensure the highest resale value of your recyclables by making sure they are clean and there are no contaminants such as plastic bags and film, plastic lids, broken dishware, strings or foam.

Recycle junk mail or reuse it as scratch paper. To opt-out of certain junk-mailing lists, go to opt-out.cdt.org.

For more information about EMAC or any of its programs, please email Wendy Farley at wendy.farley@ci.florence.or.us or call her at 541-997-8237.

City of Florence
2012 City Council Goals

Key

◆ = Funding Sources Required

● = Goal continued from previous year. (As a general rule, goals that have been continued are a higher priority than new goals.)

The City Recorder has 1 goal for 2012:

1. Develop a **Five Year Strategic Plan for Records Management.** ●

The City Manager has 3 goals for 2012:

1. Continue **Siuslaw Interpretive Center** development process. ●◆
2. Complete analysis of **Street Utility Fee.** ●◆
3. Create and Implement **City Wellness Program.**
4. Analyze the ramifications to the City of Florence of **Heceta Water District forming a Public Utility District.** ◆

The Community Development Department has 4 goals for 2012:

1. Continue to accomplish goals set out by the **Siuslaw Estuary Partnership** (EPA grant funded) including the **monitoring of groundwater and surface water.** Seek **funding opportunities** to continue these programs. ●
2. Revisions to **Florence City Code Title 10** concerning solar bill and other strategic amendments.
3. Complete an analysis of **Solid Waste System** including viability of **yard debris program expansion** into curbside pickup. ●◆
4. Continue update of the **Transportation System Plan, Community Transit Plan, and Capital Improvement Plan** for transportation improvements. (TGM grant funded). ●

See Goals Page 4

*GOALS from Page 3***Key**

◆ = Funding Sources Required

● = Goal continued from previous year. (As a general rule, goals that have been continued are a higher priority than new goals.)

The Finance Department has 3 goals for 2012:

1. **Connect departments and city buildings** through dedicated data connections and provide internet: ●◆
2. Improve Department and City Council **financial reporting** ●
3. Revise **Florence Utility Codes** to streamline implementation.

The Public Works Department has 10 goals for 2012:

1. Implement priority **Parks and Recreation Projects** including....
 - a. Creation of a **parks volunteer program**
 - b. Identifying location for and determining feasibility for construction & operation of a **Dog Park**. ●◆
 - c. Exploring grant opportunities for **recreational trails** ●
2. Pursuit of grant funding for **Biosolids Program** ●
3. Continue updates of **Sewer Master Plan** and update and revise **Sewer, Water, Transportation, and Stormwater SDCs**. ●
4. Begin construction of the **FURA infrastructure projects** (water, wastewater, stormwater and street modernization). ●
5. Complete the trunk **sewer replacement project** (AKA Hwy 101 bottleneck project). ●
6. Implement **improvements to the east reservoir site** which supplies drinking and fire protection water to Rhodoview Dunes. (Project design and Reservoir roof replacement or replacement of the storage tank).
7. Complete the purchase, installation and start-up of the 400 KW emergency power **generator project at the water treatment plant**. ●
8. Complete the development of **well #13** (install pump/motor, controls, underground power, water transmission line to treatment plant). ●
9. Develop list of streets for **spring 2012 overlay/seal program** and secure contracts to perform the work.
10. Complete the **12th Street multi-use path project**.

New Pedestrian Crossings Increase Pedestrian Safety

Submitted by Public Works Department

With the completion of three additional pedestrian crossings along Hwy 101 last summer, there are questions on how they operate, how long a vehicle has to stop and what are the “rules of the road” for the motoring public. The three new crossings located at 2nd Street, midblock 7th/8th Street and midblock 18th/19th Street are of the same design as the pedestrian crossing at 30th Street and Hwy 101 that was constructed in 2009. These pedestrian activated Rectangular Rapid Flashing Beacon, or RRFB as it is known in the traffic engineering industry, are being used throughout the State of Oregon.

Pedestrians and drivers should become familiar with the operations of these new pedestrian/traffic signals. The signal operates in the following manner:

When activated by the pedestrian push button the beacon will begin flashing alternating yellow colored light similar to the pace of a strobe light. The lights and push buttons are located on both sides of the Highway behind the curb and in the center median island. There are signs and pavement markings directing the traveling vehicles to stop 50 feet back from the pedestrian crossing point. Once the vehicles are stopped the pedestrian is safe to travel across the roadway. If the pedestrian is not able to completely cross the Highway within the time allowed, there is another push button in the center refuge island that will allow the pedestrian to once again activate the light system in order to cross the remaining highway lanes. Vehicles are safe to travel once the pedestrian has reached the sidewalk or crossed into the oncoming lanes on the opposite side of the center refuge island. Successful operation of the crossing signal requires cooperation and understanding by both the pedestrian and drivers of motorized vehicles. It is very important that the pedestrian understands that there are no laws in Oregon that require a vehicle to stop for a yellow flashing light and that just because the light is activated, it is not safe to cross the Highway until all the vehicles are stopped

behind the painted stop bar. A single vehicle that stops ahead of the stop bar in the outside lane may leave the pedestrian with the impression it is safe to cross while a vehicle proceeding in the

inside lane may be unaware of the pedestrian crossing the Highway. The 50 feet of clearance provides some visibility and reaction time for the vehicle and pedestrian.

The RRFB design is receiving significant compliance here in Florence and are being highly used.

In response to concerns from our citizens, Public Works has installed new advance warning signage to alert motorists to pedestrians crossing Nopal/Bay Street. Since there is not a true intersection on Bay/Nopal (the driveway to the Port parking lot is not an



Pedestrian crossings were completed along Highway 101 last summer. They feature Rectangular Rapid Flashing Beacons, which are starting to be used throughout the state.

intersection) and we don't have the required ADA curb cuts/ramps, Public Works is testing the usage of the advance signage so that motorists are more aware of the pedestrian congestion in this area. This is a temporary solution until the City can take a closer look at engineered solutions (curb cuts/ADA ramps) that can be incorporated with our Florence Urban Renewal Agency infrastructure project for that area.

The MUTCD (Manual on Uniform Traffic Control Devices) provides the standard for installing these types of signs. These signs are considered an in-street pedestrian crossing sign that may be used to remind road users of laws regarding right-of-way at unsignalized crosswalks. Although the posted speed in this area is 20 mph and there are low traffic volumes, pedestrian safety continues to be raised as an issue during the City's transportation advisory committee meetings. Due to the configuration of the street, sight distances, etc., a new crosswalk (curb cuts/ADA ramps) in this area can cost nearly \$40,000 to install. This is a good interim solution until we have funding or are successful in incorporating a pedestrian crossing project into our water improvement project that is slated for construction in fall/winter 2012.

Citizens are encouraged to call the City of Florence Public Works office with any concerns and questions at (541) 997-4106.

Florence City Council



From left to right: Councilor Brian Jagoe, Council President Nola Xavier, Mayor Phil Brubaker, Council Vice-President Suzanne Roberts, Councilor Paul Holman

Visit the City of Florence online at www.ci.florence.or.us

City E-mail Addresses

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LAW CHANGES from Page 1

operating a utility vehicle for the purpose of servicing a utility. The violation is a Class D offense with a fine of \$142.00 plus costs.

ORS 807 (SB546 from the 2009 Oregon Legislature), Motorcycle training. New motorcyclists age 40 and under must complete an ODOT-approved motorcycle safety course before they can be issued a motorcycle endorsement by DMV. This is part of a phased-in law passed by the 2009 Oregon Legislature.

HB 3075 requires first-time offenders to install breath-test devices that will allow their cars to start only if they are below the legal limit of 0.08% blood alcohol. The requirement for the devices will be extended to about 10,000 first-time offenders a year who normally go through diversion programs instead of jail. Offenders will be responsible for the cost of installation, estimated at \$75, and of monthly moni-

toring ranging from \$50 to \$75. The term is one year, the length of a diversion agreement. Diversion allows a first-time offender to escape a conviction on a driving record, if treatment is completed within one year.

Under House Bill 2104, penalties for DUI's and the administrative fees for diversion agreements are increased by \$100 each. The penalties for all impaired-driving offenders will increase from \$130 to \$230, and the fees from \$261 to \$361. The additional money will go into the Intoxicated Driver Program fund, which is administered by the Oregon Health Authority. The fund provides education and treatment, as well as financial assistance for offenders who cannot afford interlocks. Until this year, Oregon did not require interlocks for first-time intoxicated-driving offenders.

For additional information on these and other Bills and Laws go to: http://www.leg.state.or.us/bills_laws/

City Calendar

For more information about meetings (days marked in yellow), contact City Hall at 541-997-3437.
For information on events & concerts (days marked in blue), contact the Florence Events Center at 541-997-1994

February 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 Transportation PAC Open House/Meeting at FEC 4 pm Florence Urban Renewal Agency Meeting 5:30 pm	2	3 Emerald City Jazz Kings at FEC 7:30 pm	4 Shanghai Circus at FEC 3 & 7:30 pm Florence Crab Crack at FEC 4:00 pm
5	6 City Council Work session 6:30 pm	7	8	9 Chamber of Commerce Business Expo at FEC 3:00 pm	10 Il Voce at FEC 7:00 pm	11 Indoor Yard Sale at FEC 8:00 am
12	13 Lane Blood Bank at FEC 8:30 am	14 Planning Commission Meeting 7:00 pm	15 Siuslaw Estuary Partnership Community (5 pm) & Elected Stakeholders (6:30 pm) Meetings	16 Environmental Management Advisory Committee Meeting 2:00 pm	17 Western Lane Community Foundation Banquet at FEC 6:00 pm	18 Lenten Renewal at FEC 10:30 am
19	20 Presidents' Day City Hall Closed	21 City Council Meeting 7:00 pm	22	23	24	25
26	27 Budget Orientation Meeting 6:00 pm	28 Planning Commission Meeting 7:00 pm	29	FEC Events & Concerts	City Meetings	

Color Key: