



Florence City Hall
 250 Highway 101
 Florence, OR 97439
 www.ci.florence.or.us

Finance Department
 541-997-3436

Planning Department
 541-997-8237

Building Department
 541-997-2141

Inspection Request
 541-997-2141 ext. 3

City Manager's Office
 541-997-3437

Public Works
 541-997-4106

Police Department
 541-997-3515

Florence Events Center
 541-997-1994

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Focus on Florence



July 2014

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

"If I were Mayor" Contest

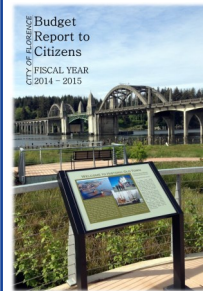


Photo courtesy of the Siuslaw News.

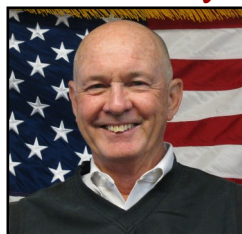
Mayor Nola Xavier presented Lainey Goss as the winner of the Florence "If I were Mayor" contest at the City Council meeting on June 2, 2014. Lainey Goss is an 8th grade student at Siuslaw Middle School. Entries were judged based on creativity, clarity, structure, and relevancy to the position of mayor. Lainey's winning essay outlined the benefits of community gardens. Mayor Xavier has submitted Lainey's essay to the statewide "If I were Mayor" contest hosted by the Oregon Mayor's Association.

2nd Annual Budget Report to Citizens

The 2nd Edition of the Budget Report to Citizens is now available. Residents and businesses within the City limits were mailed at the end of June. Additional copies of the Report can be picked up at City Hall.



City Manager Pro Tem Larry Patterson



Hello Florence. I wanted to take this opportunity to introduce myself and tell you how honored I am to be able to serve as City Manager Pro Tem as you search for a permanent City Manager. As way of background, I have been involved in municipal government since 1974. During this time, I have worked fulltime for 5 different cities (3 in Texas and 2 in Oregon). Those included the Texas cities of Huntsville, Baytown, and Weatherford, as well as Bend and Oregon City here in Oregon. These five cities afforded me an exciting, diverse, and rewarding career in government service.

Since retiring in 2010 I have continued serving municipal governments as a consultant and interim manager. Prior to Florence I served both Ashland and Creswell as their interim City Administrators. Additionally I have provided consulting services to several other cities in Oregon in the areas of executive recruitment, economic development, urban renewal, goal setting, board training, and strategic planning.

On a personal note, my wife Lynn and I have three children all grown and two granddaughters, our daughter Kimberly, our two sons Zach and Ryn, and our granddaughters Kaylee and Savannah. We are extremely proud of each one so don't hesitate to ask me about them, if you don't mind listening to a long winded father and grandfather.

See Larry Patterson, Page 3

Employee Spotlight

Planning Technician Glen Southerland

Glen Southerland began working with the City of Florence in November 2013. As the Planning Technician, he can be found in the Planning Department at City Hall. Prior to moving to Florence, he graduated from Portland State University with degrees in Community Development and Social Science with a minor in Sustainable Urban Development. In his free time, Glen enjoys reading, learning new things, and model building. He also likes to travel when he gets the opportunity to do so.



What do you like most about your job?

"I really enjoy working with and helping the community. When people call or come into the Planning Department with questions and problems, I enjoy finding the answers they need. Every day is a learning experience that I appreciate a great deal."

What is the most rewarding aspect of working with the City?

"There have been many. It has been extremely satisfying working in a small community and getting to know the public. I have enjoyed being able to help people, even with small questions or problems."

What does your position as Planning Technician entail?

"As the Planning Technician in the City's Planning Department. I help answer any questions from people who call or visit the Planning Department. Some of my responsibilities include providing support for the Planning Commission, processing Planning applications, and Transit Advisory Committee meeting support and projects."

What is the strangest incident you've had working for the City?

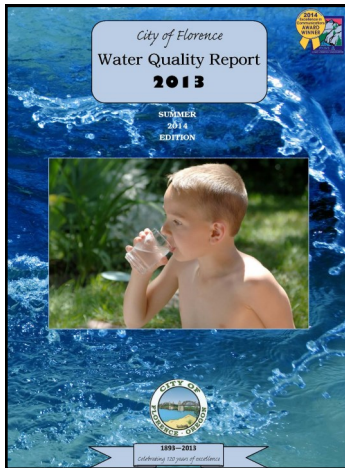
"I have not had any especially strange requests, though quite a few people have called or emailed looking for a Florence in another state."

Interim Planning Director Wendy Farley Campbell



Wendy Farley Campbell was selected to serve as the City of Florence's Interim Planning Director on June 1, 2014, taking over the position held by Kelli Weese since October 2012. Kelli returned to the City Management Department full-time adding Economic Development to her City Recorder position. Wendy has lived in Florence since 2001 when she joined the City as an intern with the Resource Assistance for Rural Environments (RARE) program. Since 2002 she has held the positions of Assistant, Associate, and Senior Planner. Wendy holds a Master's Degree in Community and Regional Planning from the University of Oregon. She will be responsible for management of the building and planning programs; oversight of the Planning Commission, EMAC, and TAC committees; and the completion of the Council directed goals: finalizing co-adoption, implementing a dark-sky ordinance, and updating policies and materials related to orderly growth.

2014 Water Quality Report Now Available



City of Florence Public Works Director Mike Miller announced last week that the City's 2013 Water Quality Report is now available.

"The City of Florence works hard to ensure that our water not only complies, but exceeds state and federal drinking water standards," said Miller. "This report shows our efforts are working."

As a water supplier, the City is required by the Environmental Protection Agency (EPA) to provide an annual Consumer Confidence Report. Commonly known as a Water Quality Report, it provides water quality data from January 1st to December 31st of 2013. The report also informs customers of the location of the City's water sources, the City's source water protection programs, if there are any contaminants in the drinking water as well as the water analyses undertaken to ensure that the water

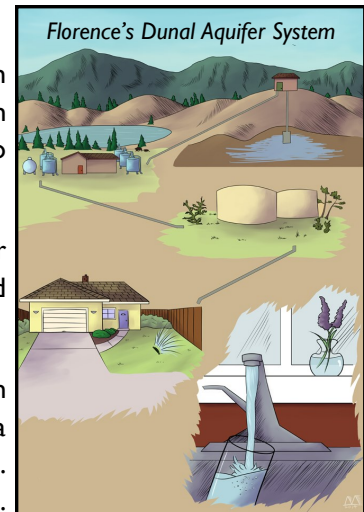
delivered is safe and of the highest quality.

The City's 2012 edition of the report was recognized by the Pacific Northwest Section of the American Water Works Association (PNWS-AWWA) with an Excellence in Communications award. Every year, the PNWS recognizes water utilities who go above and beyond in communicating their water's quality to consumers.

Founded in 1927, the PNWS-AWWA provides leadership to drinking water professionals in Idaho, Oregon, and Washington in the areas of water quality and distribution, water resource policy, conservation, and engineering.

In addition to the legally required language, the 2013 version includes information regarding the City's efforts to protect the aquifer, fun and informative water facts, a chart displaying daily water production as well as the City's well rehabilitation efforts. The 2013 edition also includes a new graphic on our local dunal aquifer system.

Created by local artist Katie Miller, the graphic clearly depicts how water travels from the aquifer to the home.



"Florence's dunal aquifer system is the only one of its kind in the State of Oregon," said Miller. "Protecting it and providing our residents with high quality drinking water is our top priority."

The 2013 City of Florence Water Quality Report was released on June 24th on the City of Florence website in a downloadable PDF. Paper copies will only be mailed by request or a copy can be picked up at the Public Works building at 989 Spruce Street or City Hall at 250 Highway 101. To request a paper or electronic copy of the 2013 Water Quality Report, please contact Public Works at 541-997-4106 or e-mail shawn.penrod@ci.florence.or.us.

LARRY PATTERSON, Page 1

My directive in Florence is to insure the City's current work plan keeps moving forward and provide a seamless as possible transition from Jacque to your new manager. I will say that I believe Florence has been well managed and is in very good shape. Also, I believe that the City is served by a caring Council and very capable and dedicated staff. Florence, like all cities, faces a future that will be full of new challenges. Those challenges will take the energy and collective thinking of all of us to meet them.

Lynn and I are happy to be here. I look forward to meeting as many of you as I possibly can during the next two to three months and am happy to talk with you about the city as the opportunities present themselves.

Lawn Maintenance Reminder

Summer is upon us and the grass is growing, which means it's also lawn mowing season. The City's Municipal Code states it's the property owners' responsibility to keep grass, shrubbery, brush, bushes, weeds, and other vegetation mowed. Weeds and grass more than 12 inches in height are considered noxious vegetation and constitute a nuisance.

The Code further requires a property owner to cut down or destroy grass, shrubbery, brush, bushes, weeds, or other noxious vegetation as often as needed to prevent them from becoming unsightly, from becoming a fire hazard, or in the case of weeds, from maturing or going to seed.

If you have any questions or to report problem properties, contact Code Enforcement Officer Dan Frazier at 541-902-2180 or dan.frazier@ci.florence.or.us.



City Alters Business License Fees

In an effort to improve processes and customer service, the City Council set out to amend the business license code. The last step of that process, updating the business license fees, will become effective July 1st.

The fee changes seek to improve the equity among rate payers of business license fees such that new applications for business licenses (which take the most amount of staff time per applicant) will be subject to a new application fee, and renewing business licenses (which take the least amount of staff time per applicant) will be eligible for an on-time payment credit. Below are the new business license fees.

Business License Fees (effective July 1, 2014)

Fees vary depending on the type and length of time a business license will be needed.

1. Application Fee — \$10 (For new business license applications)
2. Permanent Business License Fees — \$80 per calendar year (\$40 after July 1st)
Fee is waived for non-profit organizations with a valid 501(c)3
3. Temporary Business License Fees — \$40 for 6 months
4. Home Occupation License Fees — \$45 per calendar year (\$25 after July 1st)
5. Master Vendor / Vendor Fees — \$20 per vendor



Business License Renewals (due January 1st)

- Payments made on or before December 31st: Business licenses that are renewed before they expire shall be allotted an 'on-time payment credit' of \$10 to be allocated toward the next calendar year's business license payment.
- Payments made after January 20th: Business licenses that are renewed after January 20th shall pay a delinquency charge of 50% of the business license fee.

For questions about the changes in the business license fees, or for more information about the business license program, please contact City Recorder Kelli Weese at (541) 997-3437, or via email at kelli.weese@ci.florence.or.us.

PCI... Huh?: Pavement Condition Index 101

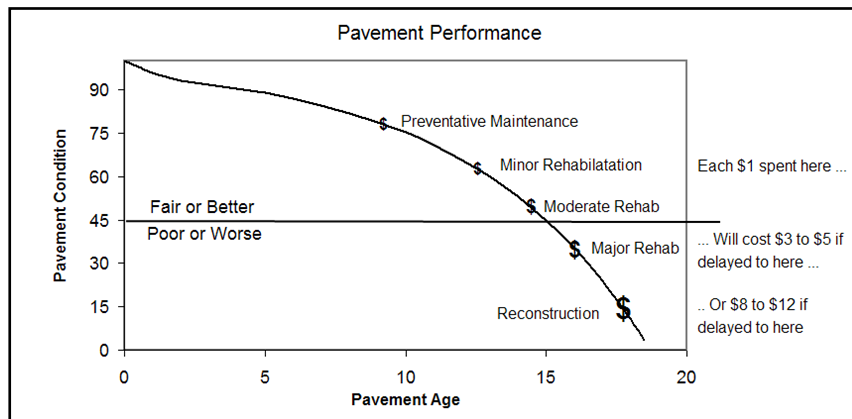
By Public Works Director Mike Miller

There are two ways to measure the condition of a road network. The first way is to call it the Squeaky Wheel, sit back and wait for the complaints. The more complaints, the worse the condition of the roads. The second way is to use a more thorough, comprehensive, and pro-active approach to review the entire road network.

The Pavement Condition Index (PCI) is a simple, convenient, and inexpensive way to monitor the condition of the surface of roads, identify maintenance and rehabilitation needs, and ensure that road maintenance budgets are spent wisely. The information obtained from the pavement condition surveys provides the City with a measure of the current health of the City street system. The pavement condition data also enables the City to track pavement performance and determine rehabilitation and funding needs on a network wide basis.

Pavement condition surveys are currently conducted every three years. The next survey and Pavement Condition Report is scheduled for 2014.

Pavement Preservation Taking Care of What We Have



The chart to the left explains it well. The better the condition of the street network, the less we will need to spend in order to maintain the pavement. Of course, there is a life expectancy for any street, but as long as we can perform more of the routine preventative maintenance and minor rehabilitations, the further we can postpone major rehabilitation.

Pavement Condition Index Basics

What It Is — The Pavement Condition Index (PCI) rates the condition of the surface of a road network. The PCI provides a numerical rating for the condition of road segments within the road network, where 0 is the worst possible condition and 100 is the best.

What It Measures — The PCI measures two conditions:

- The type, extent, and severity of pavement surface distresses (typically cracks and rutting).
- The smoothness and ride comfort of the road.

How To Do It — The PCI is a subjective method of evaluation based on inspection and observation. It is neither a complex nor time-consuming exercise. Knowledgeable and experienced pavement inspectors drive the road network and evaluate its condition in a systematic way. The observations are entered into a database for evaluation and use.

What It Provides — The PCI tells public works professionals:

- The current condition of the road network.
- The rate of deterioration of the road network over time.

PCI HUH?, Page 5

PCI Uses and Benefits — A PCI is used to:

- Identify immediate maintenance and rehabilitation needs.
- Monitor pavement condition over time.
- Develop a network preventive maintenance strategy.
- Develop road maintenance budgets.
- Evaluate pavement materials and designs.

Using the PCI

Making Decisions — The PCI decision matrix provides specific guidelines for the improvements required for various road classifications. Using the PCI can help identify trigger points for preventive maintenance that can stop a road deteriorating to the point that it needs expensive rehabilitation. As a rule of thumb, the higher the PCI, the better condition the road is in. For example, a local road with a PCI of 72 will probably not need any rehabilitation work for at least six years.

PCI Limitations

The Pavement Condition Index is a useful tool but it has its limitations.

- *It is subjective.* While most people would agree on which roads are rated as excellent and which ones are rated as poor, deciding on whether a road is in fair condition or good condition is more difficult. Being too lenient may mean that important maintenance work is delayed. Being too strict may mean spending money on fixing a problem before it really needs to be done.
- *It deals with surface conditions only.* Surface conditions are symptoms of underlying problems and need to be properly diagnosed. In the worst case, there can be severe distresses below the pavement with no visual signs of distress. Other testing and inspection methods (a profilograph to measure smoothness, for example, or load deflection testing to analyze structural strength) should be used to quantify specific pavement conditions. Other factors such as capacity, drainage, surface width, shoulder width, horizontal and vertical alignment, and geometrics should be considered in the pavement analysis.
- *It is only one tool.* The PCI provides a broad overall measure of the state of a road network and can help prioritize specific road maintenance and rehabilitation requirements.

For more information on street conditions and street maintenance projects within the City of Florence, please contact the Public Works Department at 541-997-4106 or visit them at www.ci.florence.or.us/publicworks.



Planning an event? Don't forget to reserve the park!



Are you planning an event this summer in one of the City parks? The City of Florence has a Special Event/Park Use Application for reserving the parks. There is no cost to reserve a park and you will get a confirmation letter that your event has been scheduled. See page 8 for a map of Florence parks and features.

For more information on reserving parks, call 541-997-3437 or download the Special Event/Park Use Application at <http://www.ci.florence.or.us/citymanager/special-event-applications>.

Rates for Trash Collection Adjusted

On July 1, 2014, residents and businesses will see their garbage collection rates increase in accordance with a 2012 study of local solid waste collection rates, which prompted City Council to approve an increase to be phased in over three years. With that increase, 2014 is the last of the three years and a full rate review will be conducted again in 2015.

On September 1, 2014, Florence residents and businesses will likely see another garbage collection rate increase if the Lane County Board of Commissioners approves a proposal to increase solid waste rates for the first time since 2007. This proposal includes raising the \$68 per ton your hauler pays to dispose of your trash to \$75.55 per ton this year and by the consumer price index annually thereafter. This increase is made up of two categories: "disposal fee" - \$4.85 and "system benefit fee" - \$3.70. A third category, "long range planning" is not proposed to increase. The disposal fee funds operations, maintenance, and capital improvements for Short Mountain Land Fill. The system benefit fee funds the 16 transfer stations (such as Florence), nuisance abatement (illegal dumping), recycling opportunities at the transfer sites (listed below), Household Hazardous Waste Disposal Program and recycling education and volunteer management such as the Master Recycler Program. County staff anticipates the impact to be approximately \$0.40 per month for the most common customer. The new rates will be made available at the City website once they are approved by the Lane County Board.

The take away message is, the monthly fee you pay your hauler or home owner association actually gets you more than just curbside disposal and recycling service. Below are disposal opportunities and education program opportunities available to you as a Lane County resident that you are paying for in your System Benefit Fee. Call the Planning Department at 541-997-8237 for more information.

Free Disposal at the Florence Transfer Station	
Antifreeze	
Appliances without cooling features	dishwashers, stoves, washers, dryers, water heaters
Batteries-Auto	lead acid
Batteries-Household	button, rechargeable, NiCad, Lithium, Silver Oxide & Mercury, 18 year-old alkaline
Disposable Propane Tanks	small green ones
E-Waste:	keyboards, printers, mice, phones, stereos, TVs, DVD & VCR players, computers, laptops, monitors, other media electronics
Motor Oil & Filters	
Plastic bags and Sheeting	Grocery, shopping, soil and rock
Sharps/Needles	Medical in a rigid plastic red or orange colored container (e.g. laundry soap)
Household Hazardous Waste	At scheduled events at the station
Disposal at the Florence Transfer Station for a Fee	
Wood Waste	Nails & screws okay
Yard Debris	Up to 20" in diameter
Passenger tires	Up to 22" in diameter
Propane Tanks	Up to 10 gallons
Appliances with cooling features	Refrigerators, freezers, air conditioners, heat pumps
Education and Other Opportunities	
Master Recycler Program	Offered 3 times a year
Lane County Website	Brochures etc... on composting, recycling, reuse projects
Free Durable Tableware Lending Program	100 sets available locally. Call 541-590-0506
Free Recycle Bin Lending Program	Bins for your events, volunteers available for large events. Call the Planning Department 541-997-8237.

Florence City Council



From left to right: Councilor Joe Henry, Councilor Brian Jagoe, Mayor Nola Xavier, Councilor Suzanne Roberts, Councilor Joshua Greene

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

City E-mail Addresses

Mayor Nola Xavier
nola.xavier@ci.florence.or.us

Council President
Suzanne Roberts
suzanne.roberts@ci.florence.or.us

Council Vice-President
Brian Jagoe
brian.jagoe@ci.florence.or.us

Councilor Joshua Greene
joshua.greene@ci.florence.or.us

Councilor Joe Henry
joe.henry@ci.florence.or.us

City Manager Pro-Tem
Larry Patterson
larry.patterson@ci.florence.or.us

City Recorder Kelli Weese
kelli.weese@ci.florence.or.us

Finance Director
Erin Reynolds
erin.reynolds@ci.florence.or.us

Interim Planning Director
Wendy FarleyCampbell
Wendy.farleycampbell@ci.florence.or.us

Public Works Director
Mike Miller
mike.miller@ci.florence.or.us

Florence Events Center
Director Kevin Rhodes
kevin@eventcenter.org

Police Chief Lynn Lamm
lynn.lamm@ci.florence.or.us

Newsletter Editor
Megan Messmer
megan.messmer@ci.florence.or.us

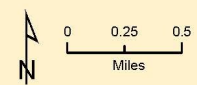
Focus on Florence

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City of Florence Park System Map

Parks	Drinking Fountain	Restrooms	Picnic Tables	Playground	Hiking/Walking	Special Features/Activities
Gallagher's Park	X		X		X	Rhododendron Garden
Hurd Park					X	Scenic River Overlook
Miller Park	X	X	Group	X	X	Skatepark, Baseball Fields, Basketball Court
Munsel Creek Bike Path					X	Benches
Munsel Greenway Park					X	Dunes, Seasonal Lake, Nature Trails
Munsel Road Park			X	X		Basketball Court
Old Town Park	X	Close By	X			Gazebo, River Viewing Area
Pepperoaks Park	X			X		Basketball Court
18 th Street Pocket Park			X	X		Basketball Court
Rolling Dunes Park	X	X				Tennis Courts, Horseshoe Pit, Barbeques
Singing Pines Park	X		X	X	X	Path to Miller Park, Future Senior Center
Veteran's Park		Close By				Memorial Wall Flag



City Calendar

For more information about meetings contact City Hall at 541-997-3437.
For information on events & concerts contact the Florence Events Center at 541-997-1994.



July 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4 City Hall and FEC Closed ***** INDEPENDENCE DAY *****	5 5th Annual Wings & Wheels Florence Airport (2001 Airport Way) 10 am—3 pm
6	7 City Council Meeting 7 pm	8	9	10	11 Oregon Bach Festival FEC 7:30 pm	12
13	14	15	16	17 EMAC City Hall 2 pm	18	19 Yard Debris Disposal Day 27th St. 9am—2pm ... Van Fans Fundraiser FEC 1 pm—4 pm
20	21 City Council Meeting 7 pm	22 Planning Commission City Hall 7 pm	23 TAC City Hall 1:30 pm	24	25	26
27	28	29	30	31		