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

June 2014

It has been an incredible journey...

By City Manager Jacque Betz

I saw an article recently entitled “7 signs it’s time for you to get a new job.” Gallup State of the American Workforce Survey found that 70 percent of workers are either “not engaged” or “actively disengaged” from a job - how do you know if it’s just a bad week or a larger problem? Here are the signs it’s time to clean out the office:



- You’re habitually contracting the Sunday Blues;
- You spend way more time day dreaming than doing your job;
- You just passed the 10 year mark at your organization and it’s been as long since you picked up a new skill or a promotion;
- Your co-workers secretly refer to you as the department’s Debbie Downer;
- You’re one of the last ones standing (after layoffs)/
- Your relationship with your boss resembles that of a bad boyfriend or girlfriend; and
- You often find yourself asking, “What weekend?”

Well I am pleased to say that none of those reasons are what caused me to venture into a new community, but I thought it would be fun to share them. In my profession I am often reminded to pursue a healthy balance outside of work so you don’t get burned out. If you are not enjoying the journey and having fun along the way then once you reach your so called “career destination” you’ll be disappointed. Believe me I am enjoying the journey immensely... and someday I will make sure you all know when I have arrived at my “destination”, if I ever do.

I have been with the City for 14 ½ years and am proud to have progressively worked my way up in the organization. Thank you Phil, Sue, Brian, Nola, and Paul for appointing me to be the City Manager in 2012. I can say, without hesitation, that I tried to lead by example; by being the first one to arrive at work each day and the last one to leave (except for Hilary) and I was never above doing anyone else’s job (i.e. emptying my own trash).

The projects I was able to help accomplish throughout my tenure are many as are the private/public partnerships I helped cultivate. However, I could not have done that without the assistance of Shawn Penrod and Megan Messmer and I am grateful for their loyalty. I genuinely value public safety; both for the community and within our law enforcement family-

INCREDIBLE JOURNEY, Page 1

they are the ones that make us sleep a little bit easier at night. I will miss the Department Heads and hope I instilled a team approach to tackling tough issues and being able to creatively explore means of improving the quality of life for our citizens and employees. Erin, Mike, Kevin, Kelli, Wendy, and Lynn - you are elitist and I am so proud of your leadership qualities. You will continue to do great things - just remember to also pursue that work/life balance and encourage such with your fantastic staff.

These last few weeks people have asked, "Why subject yourself to new challenges - why start over?" Well, it's about having ambition, perseverance, and the satisfaction one receives from facilitating processes that find the common good for all that made me stray. There are still a lot of great projects to complete in Florence and they will get done; however, the timing of this professional opportunity in Newberg was compelling and I am ready to begin this new chapter in my life.

Thank you Florence for believing in me and giving me a chance. I will never forget where I came from and I will always be loyal to this wonderful community. Please continue to find the good in government and remember to enjoy your journey. The best is yet to come.

Sincerely,

Jacque Betz

Florence Police Department Hires New Communication Officers



Tyler Marler

The Florence Police Department is proud to welcome our two new Communication Officer Recruits, Tyler Marler and Laura Olson. Initially, the department recruited for one position, but both candidates excelled in every step of the testing and interview process. Tyler and Laura are both in the process of on-the-job training and will begin attend the Academy classes in July.

Tyler Marler comes to us from Spruce Point Assisted Living and has been a Volunteer Firefighter with Siuslaw Valley Fire & Rescue since June 2008. He is in the process of completing his Associate's Degree through Southwestern Oregon Community College. Tyler has two young sons and enjoys many outdoor activities.



Laura Olson

Prior to joining our team, Laura Olson was the manager of the local Verizon Store and has experience in customer service. She has a Bachelor's degree in Sociology from the University of Oregon. Laura enjoys spending time with her family exploring the Oregon Coast, and also shopping.

New Police SUV Arrives in Florence



The Florence Police Department is pleased to announce the newest addition to our fleet of patrol vehicles — a 2014 Police Ford Interceptor SUV. This is the first SUV in our fleet and it is proving to be a popular choice with the officers. The vehicle was purchased earlier this year through Johnston Motors, our local dealership. The Department has greatly appreciated the continued support of City Manager Jacque Betz and the City Council in providing the funding to keep our fleet of vehicles up-to-date.

Budget Highlights: Preparing the Budget

The City of Florence Adopted 2014-15 Budget has reconciled increasing service demands with scarce resources through careful financial planning and management. Throughout the budget process the Budget Committee met to review the proposed budget as prepared by City staff and approved how the City would raise and spend money over the next fiscal year. After affording the citizens an opportunity to review and comment on the proposed document, the Budget Committee approved the budget. The City Council also held a public hearing to give citizens another chance to get a say in what they pay for and to provide an opinion of the budget and what services they get from the City. Although the budget process never stops, this article will focus on the 2014-15 Budget as adopted by City Council on June 2, 2014.

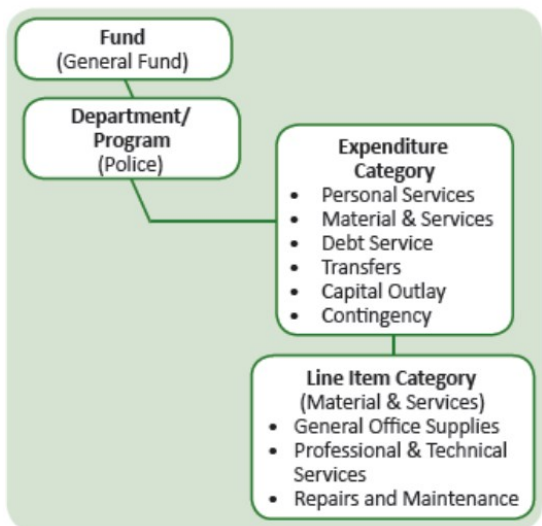
How was the Budget prepared?

The Budget was prepared within the parameters of the City’s Long-Range Financial Plan and guided by the City Council’s priorities as established in their 2014 Goals. The annual budget is the single most important financial document of the City. It sets standards and establishes a financial plan for the delivery of City services for fiscal year.

The State of Oregon’s budget law requires citizen involvement in the preparation of the budget through a Budget Committee that consists of the City Council plus an equal number of appointed citizens with equal voting rights. The City Manager develops and presents a Proposed Budget to the Budget Committee. They review the proposed spending plan during public meetings, receive public testimony, and recommended the Budget to the City Council for a public hearing and adoption.

2014-15 Budget Committee	
City Council	Citizen Members
Nola Xavier, Mayor	Pat Zeh, Chair
Suzanne Roberts	Robert M. Forsythe
Brian Jagoe	Hugh Guinn
Joshua Greene	Debra Lamb
Joe Henry	Sally Wantz

How is the Budget organized?



The Budget is structured on the basis of Funds, or account groups, and each Fund is considered a separate accounting entity that must self-balance. In total, there are 10 separate Funds which account for over 15 Departments and Program budgets which provide greater control and transparency in the way public expenditures are managed. Within each program or department there are seven expenditure categories, such as personnel services and materials and services. Finally, for administrative purposes only, the City will budget by line items within each expenditure category. By law, the Budget Committee and City Council adopt a budget by the Fund, or by the Expenditure Category level of appropriation. To illustrate, the City’s largest operating fund is the General Fund, which includes the budgets for Police, Municipal Court, Planning, Building, Parks, and the general administrative services.

Budget Overview

In total for all City funds, the 2014-15 City of Florence Budget is \$25,429,978 that is comprised of \$20,414,513 in spendable appropriations and \$5,015,465 in unappropriated/reserved ending fund balance (unspendable). The Budget includes a property tax rate of \$2.861/\$1,000 of assessed value or \$2,220,000 in property tax revenue. The General Obligation Bond debt service amount is \$250,500.

2014-15 Adopted Budget	
Total Appropriations	\$ 20,414,513
Total Unappropriated Reserves	5,015,465
Total Budget	<u>\$ 25,429,978</u>

Mayor and City Council Open Positions

On November 4th, City voters will elect the following open positions...

- Mayor (position currently held by Nola Xavier) – 2 year term
- Councilor (position currently held by Sue Roberts) – 4 year term
- Councilor (position currently held by Brian Jagoe) – 4 year term



The City of Florence Mayor and Councilors are volunteers who serve as the governing body for the City of Florence. The City Council works as a collective body to pass laws, fees, policies, budget, and to supervise the City Manager and Municipal Court Judge positions. In order to be versed enough to make such decisions, serving on the Council requires countless hours of study into the pressing issues of the City of Florence, as well as attendance at regular meetings, work sessions, and other external meetings where the Councilor/Mayor will represent the City and its interests.

The Mayor is the presiding officer of the City Council and thus officiates City Council meetings in order to preserve order. The Mayor also works directly with the City Manager to determine the order of business of City Council meeting agendas, and serves as the figurehead for the City of Florence.

Serving on the City Council or as Mayor is a uniquely interesting and rewarding job that requires applicants to be dedicated to uplifting the City by understanding the citizens' values and goals. The Florence City Council conducts its regular meetings on the first and third Monday of each month at 7:00 p.m.

To run, all Mayor and City Council candidates must be a registered voter and have lived in the City of Florence for at least one year preceding the election. More information about these positions can be found on the City of Florence website at www.ci.florence.or.us, including information on the process for running for office. Completed initiative petition forms must be filed with the City Recorder by **August 26, 2014**.

Please consider serving your community through this very worthwhile opportunity! Contact City Recorder Kelli Weese at 541-997-3437 or via email at kelli.weese@ci.florence.or.us for more information or to set up a meeting.

BUDGET HIGHLIGHTS, Page 3

The City's total appropriations include the expense categories of personnel services (employee salaries and benefits), materials and services, capital outlay, transfers, debt service and contingency.

2014-15 Adopted Budget Expenditures	
Personnel Services	\$ 5,045,343
Materials & Services	2,954,323
Capital Outlay	4,485,000
Debt Service	2,667,930
Transfers	3,456,917
Contingencies	1,805,000
Unappropriated Ending Fund Balance	5,015,465
TOTAL BUDGET	\$ 25,429,978

2014-15 City-Wide Resources & Revenues	
Beginning Fund Balances	\$ 7,200,139
Property Taxes	2,515,500
Other Taxes	1,253,300
Franchise Fees	496,800
Intergovernmental	1,152,500
Licenses & Fees	1,219,222
Fines & Forfeitures	265,000
Charges for Services	5,912,850
Miscellaneous Revenues	112,750
Transfers	3,456,917
Proceeds from Debt	<u>1,845,000</u>
TOTAL BUDGET	\$ 25,429,878

How are City services paid for?

The City funds public programs and services through a variety of different types and sources of revenue. Resources also include amounts that are set aside from the previous year as a cash carryover. The majority of the City's revenues are restricted or designated for specific operations or programs. For example, fees collected for treating and providing clean water to Florence residents must be used to fund the water utility.

Sustaining Our Street Network: Street Survey Results



Streets and roads are critical assets for all local communities. The federal government and State of Oregon fuel taxes are passed on to our City as the primary source of revenue to fund our local roads. In Florence, like many cities, funds received from the State/Federal Highway tax are the primary source of Street Funding. Across the nation and here in Florence our street networks are deteriorating, and the cost to maintain and improve this asset has increased dramatically which decreases the purchasing power of the highway fund dollars received each year. Unlike other government provided utilities like water and sewer, there has not traditionally been the expectation, nor an adequate, local funding mechanism in place to charge the users of the infrastructure for their proportionate share of the system.

Without a local funding mechanism to charge the users of this utility, streets fall into disrepair and the cost of reconstruction is much more due to the lack of ongoing maintenance. To address the need for a local funding mechanism, many cities have enacted a local fuel tax, which charges those who utilize the streets for the maintenance and repair of those streets. With a fuel tax, all users of the city network would pay to support the street network, not just city residents.

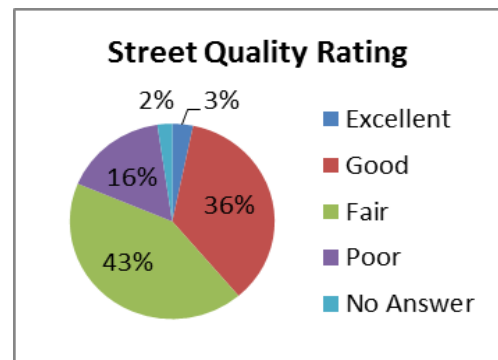
Street Survey Results

As the City Council looks to propose a local fuel tax to the voters, we created a short Streets Survey that was sent out to residents of Florence with the April utility bills. This survey included a brief introduction explaining the inventory of streets in Florence, the amount of deferred maintenance, and the importance of taking care of this large infrastructure investment. Respondents were asked about their driving and fueling habits, to rate the condition of Florence streets, and to indicate whether they would support a local fuel tax with three scenarios provided. In response, the City received 859 surveys from citizens in Florence. Some key highlights from those survey results are provided for review.

One question that was asked of citizens was how they would rate the street condition in Florence. The majority of respondents indicated that they would rate the streets as fair with many indicating Highway 101 and Rhododendron Drive as poor.

As mentioned earlier, citizens were asked whether they would be supportive of three different fuel tax scenarios with either a yes or a no answer. The three scenarios were:

- A seasonal gas tax of 2¢/gal (Nov. – Feb.) and 4¢/gal (Mar. – Oct.)
This would fund \$3.9 million in street maintenance projects.
- A seasonal gas tax of 3¢/gal (Nov. – Feb.) and 5¢/gal (Mar. – Oct.)
This would fund \$5 million in street maintenance projects.
- A year round gas tax of 4¢/gal (January – December)
This would fund \$4.5 million in street maintenance projects.



STREET SURVEY, Page 5

The feedback we received in the survey shows that approximately 59% of the respondents indicated that they would be open to voting for at least one of the options presented above. On the other side, 25% indicated that they would not vote for any of the options presented. Of those who indicated they would vote yes for at least one of the options, their preference, as demonstrated in the chart, would favor a seasonal tax.

The State of Our Streets

Collectively, Florence's 34 miles of paved roads represent one of the biggest investments owned by the community. Unfortunately pavement deteriorates over time as usage and weather wears down the top surface, repeated pressures of vehicle loading (especially from trucks, RV's, and buses) wears down the underlying structure, and as the ground beneath the pavement settles. Smooth, long-lasting roads ensure that goods and people can move efficiently throughout Florence, and enhance the appearance of our community. In contrast, roads in poor condition result in increased street maintenance costs, vehicle repair costs, unpleasant travel, and are detrimental to the economy of our city.

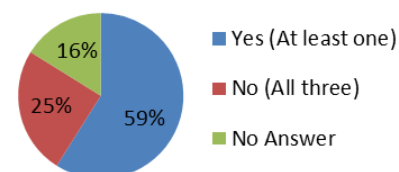
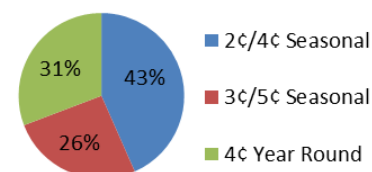
The City of Florence does not currently have adequate resources to conduct proper street maintenance and preservation. City Officials have to triage, choosing what emergency road treatments to provide with the Street Maintenance Fee resources, while watching overall city road conditions slide down the life cycle curve. Although we have been able to invest an additional \$250,000 a year since the Street Maintenance Fee was implemented (see page 8 for the 2014 street maintenance projects), it still is not enough to address the needs. With limited resources to pay for maintaining our street infrastructure the City of Florence continues to defer maintenance and reduce services. It is estimated that there is currently about \$5,000,000 in deferred street maintenance projects. The "unnoticed" service, street preservation and maintenance funding has deteriorated over the last decade. Pavement preservation is cost-effective, but it requires the completion of key projects at critical times.

What's Next?

As the City Council explores a local fuel tax to sustain the street network, they will be reviewing the Street Maintenance Fee. While this fee supports a handful of street maintenance projects per year, it also provides funding for the street lights in Florence. Our electrical costs to operate the City's street lights is \$114,000 annually, which represents 49.2% of our entire street maintenance operations budget. The City Council will be reviewing staff's recommendations to reduce this fee to cover the cost of street lights if they choose to propose a fuel tax to voters.

As mentioned prior, one of the main reasons that the City Council has chosen to explore a local fuel tax is because all users of the city network would pay, not just city residents. This aspect of a local fuel tax is appealing to tourist areas such as Florence. The scenarios that will be proposed to the City Council are expected to bring in more revenue than we are currently collecting in Street Maintenance Fees that are dedicated to street improvements and preservation.

The proposed fuel tax scenarios that the City Council will be evaluating are seasonal ones – we propose to vary the tax rate per gallon of fuel based on the season; meaning that during low season which would span the four months of November – February the fuel tax would be less than that taxed during the high season which would cover the eight months of March – October. More information can be found in the June 2nd City Council Meeting Packet located at <http://www.ci.florence.or.us/council/city-council-meeting-86>.

Would you support a fuel tax?**Which scenario is preferred?**



Closer Look: What is the Municipal Court's Role in the Community?

Submitted by Judge Brissenden

The general public typically views a court's role in dealing with a convicted criminal defendant as terminating with his or her judgment and conviction. Indeed, in felony cases in state courts, this is largely true, with the exception of the occasional probation violation/revocation proceeding.

This is often not at all true in the Florence Municipal Court. Frequently, a defendant will say to me during the sentencing proceeding, "I just want to get this over with." I tell them, "You've barely begun; it starts today and you've got a lot of work to do. I'm here to make sure you get it done. You'll know me: I'll be the one on your back."

The Court's process of supervising probationers began its development back in 1998, my second year on the bench. That is when we sought and secured the approval of the City Council for an additional court day per month. One of the main reasons for this request was to allow us to create a special docket on this Monday afternoon. Its purpose was to call defendants back before the court who were not fulfilling their responsibilities to the court and the community. At the time, I saw this as a means of holding people accountable and collecting past due fines, both important functions of a court. Eventually, I came to see it as something more: a form of meaningful probation supervision and life skills training. Over the years, as county budget cuts reduced and eventually eliminated our access to county probation officer services, this docket has become more and more critical to the work we do in the Court.

I sometimes describe my job as social work. I listen to our "clients". I attempt to motivate them. I try to be understanding of folks' particular challenges. I am sometimes empathetic, even sympathetic at times. But I don't hold defendants' hands; I hold them to task. I am firm in what I require of them; it is always put in writing and I hold them to it. We have a jail and I use it – *judiciously*. This means that, for most probation violations – such as failure to comply with treatment programs or failure to pay financial obligations – I do not send defendants to jail straight out of the gate. First, they are given the chance to correct their shortcomings in probation performance. At their next review date, I assess their efforts based on treatment provider reports, payment records, letters from the defendants themselves, etc. If they have gotten themselves back on track, they have nothing to worry about. If they have made an honest effort, but they are still falling short, we keep working with them. If their efforts are lackluster and insincere, they will likely get some quiet time in a cell to contemplate a new course of action that might work out better for them. Then we get back to work with them again.

With some defendants, once we have gotten their attention with the initial show cause order for violation of probation or contempt of court, they get their act together in short order and things run fairly smoothly after that. With others, the process may go on for some time. We are not always successful. You don't bat a thousand in the league we play in. On the other hand, we have had some folks who my staff and I had very nearly given up all hope of ever bringing around. Some people on our dockets have so many challenges and shortcomings that the prognosis looks well-nigh hopeless. But surprises do happen; in fact, several have occurred within the past year: people with serious drug or alcohol problems getting clean and staying that way, and people with large fine balances paying them off. (Just two months ago, in March, the Court doubled its previous record-high for past-due fines/restitution collections in a single month.) These cases are the result of a lot of hard work and patience: from court staff; treatment providers; members of the community in AA groups, churches and elsewhere; and – credit where credit is due – from the defendants themselves.



See *Municipal Court*, Page 8

Street Reconstruction Projects Start in June

During the June 2nd City Council meeting, City Council authorized City Manager Jacque Betz to enter into a contract with Johnson Rock Products, Inc. for Phase I of the 2014 City Roadway Improvements that were described in the March edition of "Focus on Florence."



Intersection at 9th Street and Rhododendron Drive



Nopal Street between 9th and 10th Streets



15th Street between Highway 101 and Spruce Street



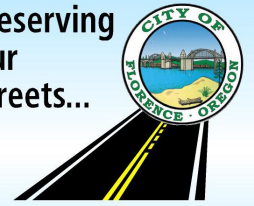
25th Street from Highway 101 to Spruce Street

The 2014 City Roadway Improvements include the reconstruction of the intersection of 9th Street and Rhododendron Drive; reconstruction of Nopal Street between 9th and 10th streets; reconstruction of 15th Street between Hwy 101 and Spruce Street; and reconstruction of 25th Street from Hwy 101 to Spruce Street. This improvement project also includes 740 square feet of sidewalk replacement; 90 square feet of curb ramps; 225 lineal feet of curb and gutter installation; 325 square feet of driveway apron replacement; pavement markings and landscape restoration. Johnson Rock Product's bid was for \$285,866. Construction is expected to begin the second week of June and Johnson Rock Products estimates substantially completing the project by June 30th, 2014.

Phase I of the roadway improvements is being paid for by the City's Street Maintenance Fees (SMF). Established in 2012, the \$5 per month per equivalent residential unit SMF helps raise funds for the resurfacing of City streets and small street reconstruction projects, as well as payment of the City's "public" street light electrical costs. The SMF helps offset the loss of Secure Rural School (Timber Receipts) funds and steadily decreasing State highway revenue sharing funds which had negatively impacted the City's ability to perform much needed street maintenance.

The next phase of roadway improvements will include a chip seal of Oak Street from 20th to 35th streets and is scheduled to start after school ends for the summer. For more information on the Pavement Maintenance Project or Street Maintenance Fees, please contact Public Works at 541-997-4106.

Preserving
Our
Streets...



Your Street Maintenance
Fees at Work!

For Project Information: 541-997-4106

MUNICIPAL COURT, Page 7

Achievement has to be measured and understood in a different way in our arena, but when it happens it must be recognized and congratulated just the same. Doing the job of a court is not about demonizing those before you. It is about holding them accountable to their community. It is trying to make them successful in addressing the problems that brought them to your court, compensating victims, and recognizing their wrongs.

This is the gratification I get from my work. I will not lie to you, it can be grueling, frustrating, draining and downright depressing. But when I feel that the Court has helped someone be successful in fulfilling their obligations to the community – and thus to *themselves* – it makes me realize that this is a big part of what a criminal court is for. This is our role.



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

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BUDGET HIGHLIGHTS, Page 4

Utility Rates

The City of Florence serves approximately 4,000 utility accounts. As a full-service City, Florence provides residents with water, wastewater, stormwater, and street utility services. Utility revenues must stay in line with the cost of services and provide adequate revenue streams to support existing debt service expenses. Information obtained from the City's utility rate analysis report plays an integral part of the long-range financial planning process for the utility enterprise. Utility rates are set annually as part of the budget process. The City Council approved utility rate adjustments effective July 1, 2014, for water (1%) and wastewater (2%). The long-range financial plan forecasted a 3.5% water rate increase, but, due to a new surplus water customer that will purchase approximately \$47,000 of water per year, we were able to keep the water rate increase at 1%. The typical residential utility customer will see their bill increase approximately \$1.30 per month. It is important to highlight that the street maintenance fee remains unchanged until the voters weigh in on the local fuel tax this fall.

Through the budget and the long-range financial planning processes the City Council is able to establish priorities, set policies, allocate resources, and determine service levels. The detail budget document and other financial reports can be accessed on the City's website at <http://www.ci.florence.or.us/finance> or a hard copy obtained through the Finance Department.

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.

June 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 City Council Meeting 6 pm Siuslaw High School Band FEC @ 7 pm	3 Siuslaw High School Choir FEC 7 pm	4	5 Coastal Fitness Gymnastics FEC 6:30 pm	6	7 Air Force Band of the Golden West FEC 7 pm
8	9	10 Planning Commission City Hall 7 pm	11	12	13	14 Monkey Bugs FEC 8 am—2 pm
15	16 City Council Meeting 7 pm	17	18	19 EMAC City Hall 1:30 pm	20	21 Happy 1st Day of SUMMER Yard Debris Disposal Day 27th St. 9am—2pm
22	23	24 Planning Commission City Hall 7 pm	25 TAC City Hall 1:30 pm FURA Meeting City Hall 6:30 pm	26	27	28 Indoor Yard Sale FEC 8 am—2 pm
29	30 Phoenix Children's Chorus Dance FEC 7 pm					