



Council Initiatives

Background

- Communications has four council initiatives to focus on each year on top of day-to-day tasks.
- Budget of \$15,000 (from comms, used for bridge party) + \$50,000 (from council)
- Selected for FY26:
 - *Apartment parties*
 - *Chatbot research*
 - *Jet program*
 - *Mural*
 - *Christmas décor (Comms Services)*

Apartment Parties

- Fall outreach to apartments to support their parties
- Contacted managers and emailed flyer
- No response

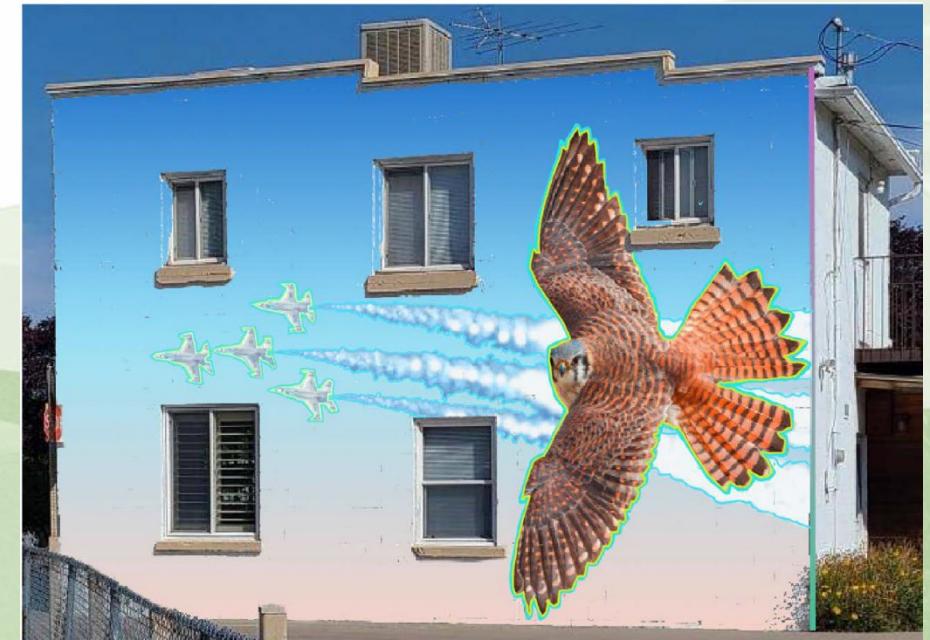
**ARE YOU THROWING
PARTIES FOR TENANTS?**

CLEARFIELD CITY WANTS TO HELP!



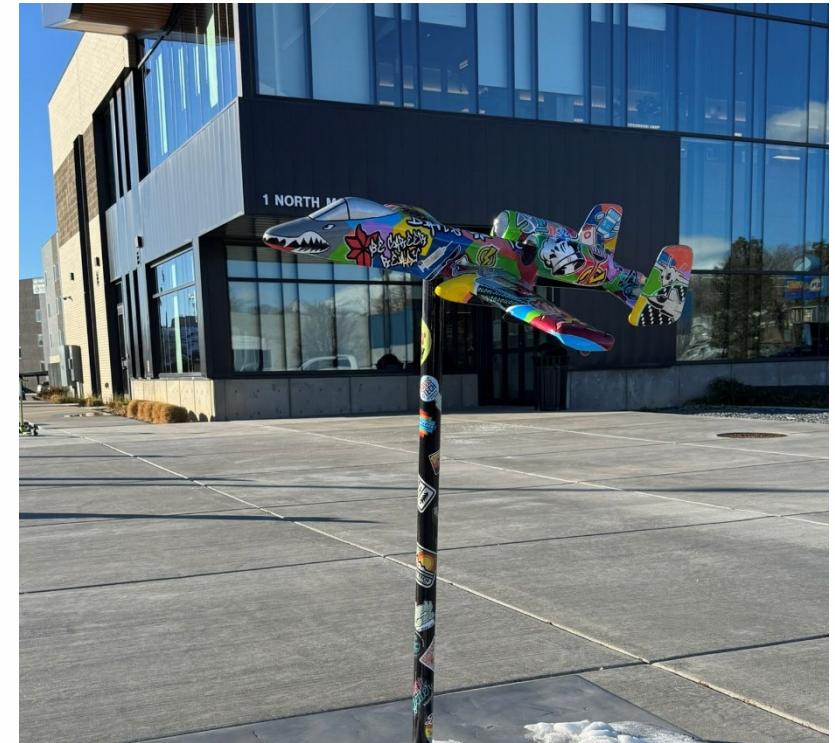
Mural

- *Mural committee to meet for edits on design*
 - *All changes must be submitted in writing and approved by county*
- *County is sending along \$10,000 grant check soon*
- *Mural must be painted by May 1*
- *KH Design business is excited*



Jet program

- *9 jets*
 - *9 sponsors, 7 privately-owned locations, 5 contracts, 4 artists, 3 jet molds, a sculptor, an autobody shop, a concrete contractor, a plaque maker*
- *Stolen jet will be repaired by end of Jan.*
 - *Then artist will touch up and it will be re-sealed*
 - *Court case: victim impact statement and restitution amount*
- *New sculptor for next round*
 - *Utah Tech's recommendation*



Jets to buy

A-1



B-17



B-24



Jets to buy

F-105



F-4



F-22



Jet Research

A-1 E

- Piloted by local Clearfield pilot Bernie Fisher in rescue mission in Vietnam – awarded medal of honor

B-17

- Piloted by Col. Poyer P. Hill, a test pilot who died testing the B-17. HAFB is named after him

B-24*

- Most significant WWII era workload at Hill
- First progressive maintenance assembly line in the world allowed the overhauling of one bomber per day

F-105

- Jay Hess - fighter pilot shot down in Vietnam & became a POW. He was the Clearfield High ROTC teacher

F-4 Phantom*

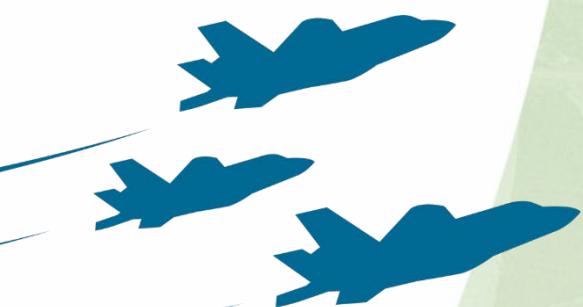
- Most significant Vietnam era workload at Hill
- HAFB was sole depot for the weapon system office, maintenance, training, and battle damage repair

F-22

- HAFB was sole depot for repair, maintenance, and modernization of fleet
- Hill is home to its weapon system program office

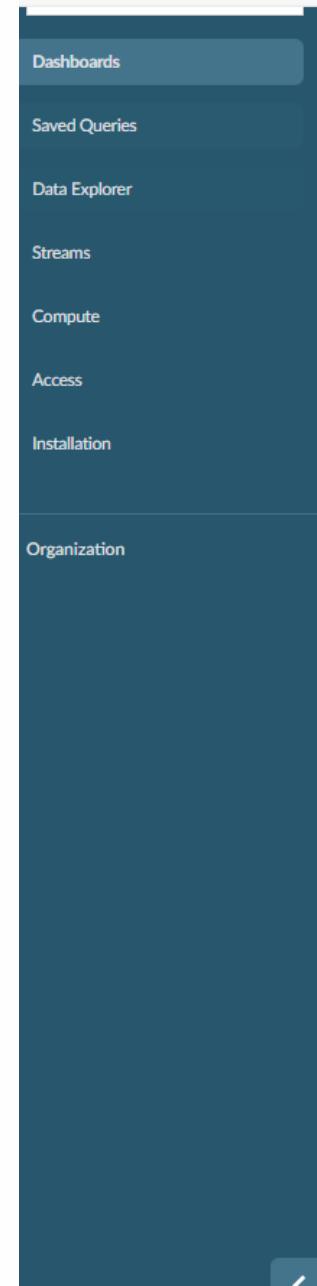
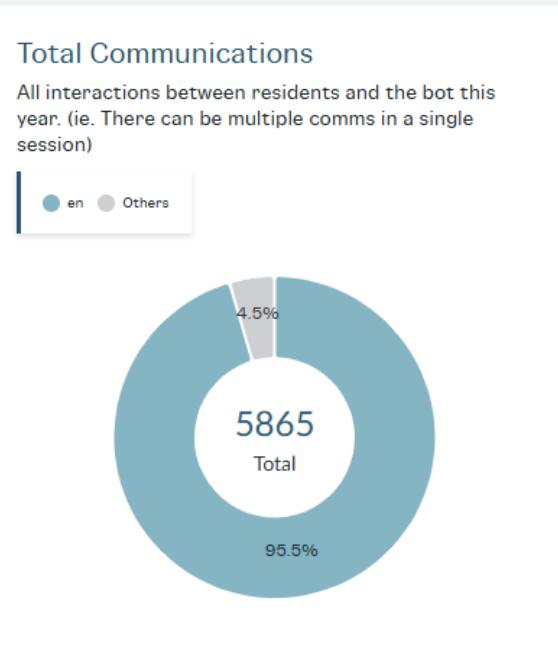
Automated Chatbots

- *Citibot*
 - *\$22,500 first year (\$10,000 annual)*
 - *Fully branded, Ai with least bot training required*
- *TextMyGov*
 - *Texting service w/ 17,500 verified numbers*
 - *\$16,400 first year (\$10,000 annual)*
 - *Must train texting bot*
 - *Residents don't need to sign up for it to receive texts*



Ogden's recommendation

- *They love it, but usage isn't as high as they'd like.*
- *Recommend promoting it and making the icon stand out from website background.*
- *Bot can be cheaper than average cost of a phone call. (\$0.34 vs. \$4)*

A screenshot of a dashboard sidebar with a dark blue background and white text. The sidebar includes links for Dashboards, Saved Queries, Data Explorer, Streams, Compute, Access, Installation, and Organization. The 'Dashboards' link is highlighted with a blue background.

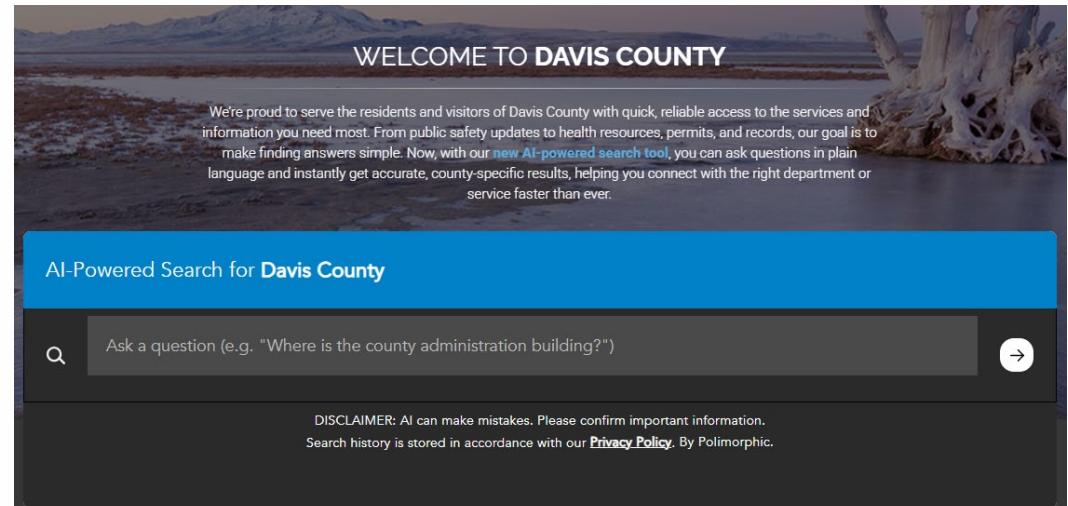
Woods Cross recommendation

- *They love it. Said their resident satisfaction survey results skyrocketed after implementation.*
- *They get an average of 5 texts a day that aren't answered by the bot.*
 - *Event season – 30 per day*
 - *Recommend building out event questions*
- *Used primarily for Public Works & Police notifications.*



Davis County

- *Unable to be reached.*
- *I self-tested it and it didn't perform as well as Citibot.*
- *Is likely cheaper than Citibot.*
- *What would you like to do?*



Christmas Décor - \$16,875





FY 27 Initiatives?