

CLEARFIELD CITY COUNCIL
AGENDA AND SUMMARY REPORT
June 1, 2021 – WORK SESSION

Meetings of the City Council of Clearfield City may be conducted via electronic means pursuant to Utah Code Ann. § 52-4-207 as amended. In such circumstances, contact will be established and maintained via electronic means and the meetings will be conducted pursuant to the Electronic Meetings Policy established by the City Council for electronic meetings.

City Building
55 South State Street
Multi-Purpose Room
Second Floor
Clearfield City, Utah

6:00 P.M. WORK SESSION

Discussion on the Award of Bid for the Restroom Facilities Project at Steed Park

Review of the City's Municipal Wastewater Planning Program (MWPP) Annual Report

Update on the Clearfield Station Transit-Oriented Development (TOD) Infrastructure Planning Progress

Discussion on Communications and Messaging

*****ADJOURN AS THE CITY COUNCIL*****

Dated this 27th day of May, 2021.

/s/Nancy R. Dean, City Recorder

The City of Clearfield, in accordance with the 'Americans with Disabilities Act' provides accommodations and auxiliary communicative aids and services for all those citizens needing assistance. Persons requesting these accommodations for City sponsored public meetings, service programs or events should call Nancy Dean at 525-2714, giving her 48-hour notice.



STAFF REPORT

TO: Mayor Shepherd and City Council Members
FROM: Curtis Dickson Community Services Deputy Director
MEETING DATE: June 1, 2021
SUBJECT: Bid Award for the Restroom Facilities at Steed Park

RECOMMENDED ACTION

None. Work Session

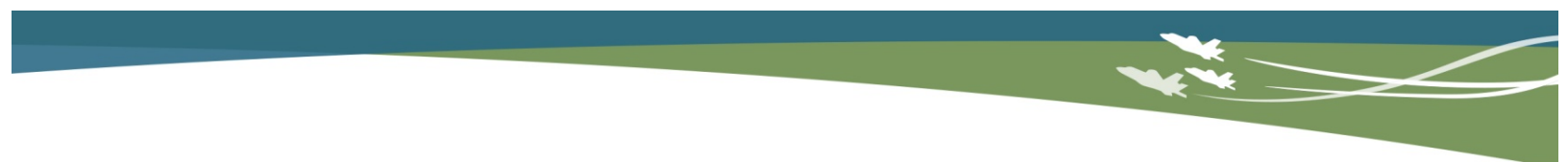
DESCRIPTION / BACKGROUND

The Parks and Open Space capital budget for FY2021 has \$190,000 budgeted to renovate the restrooms at Island View, Kiwanis and Steed Parks restrooms, and a new restroom at Central Park. However, due to the enormous demand and use at the City's new pickleball complex at Steed Park, funds for those projects were redirected to install a new restroom at the pickleball complex. To complete this project, a new sewer line needs to be installed from the pickleball complex to the main sewer line located in 300 N.

The available funding for the project is intended to purchase the restroom and to install the sewer line, water line, and electrical connections. The cost of the restroom is \$120,924.00 leaving \$69,076.00 for the installation of the sewer line. Initial cost estimates for the sewer line were \$50,000. The water line and power connections are already located near the pad location for the restroom. The contract would also include stubbing these connections to the pad site and prepare the pad for the restroom.

Staff solicited bids to install the new sewer line and had one potential bidder show for the non-mandatory walkthrough on May 11, 2021. The bid closed with three bids submitted. The bids ranged from \$104,988.75 to \$157,340.00. While there is some asphalt work that can be removed from the bid, the cost of the sewer line will be \$95,000.00.

Since the lead time for delivery of the restroom is 4-5 months, the restroom has been ordered and is set to be delivered in late August or early September. In order to have the pad prepared and sewer line installed in time to have it all ready for the delivery of the restroom, the installation of the sewer line and preparation of the building pad needs to be completed in the next two months.



HEDGEHOG ANALYSIS

The project does not have a hedgehog score. However, since this was a change for the Council's capital priorities for FY2021 staff is working to adjust its projects for the year.

CORRESPONDING POLICY PRIORITY (OR PRIORITIES)

Providing Quality Municipal Services: This project continues the path of continuous improvement, fiscal responsibility and having well planned facilities and infrastructure. This project will help the continual improvement of the City's existing park amenity infrastructure by making this area a place where people who use the pickleball courts, especially for tournaments, will have a restroom facility nearby. The restroom will also be close enough to service those using the rail trail near the Steed Park portion of the trail.

FISCAL IMPACT

The fiscal impact is the capital investment of installing the sewer line for the bid amount of \$95,000 and the cost of the restroom at \$120,924 which would exceed the budget by almost \$26,000. There will be a slight increase in parks maintenance required due to additional restroom cleaning during the usage season.

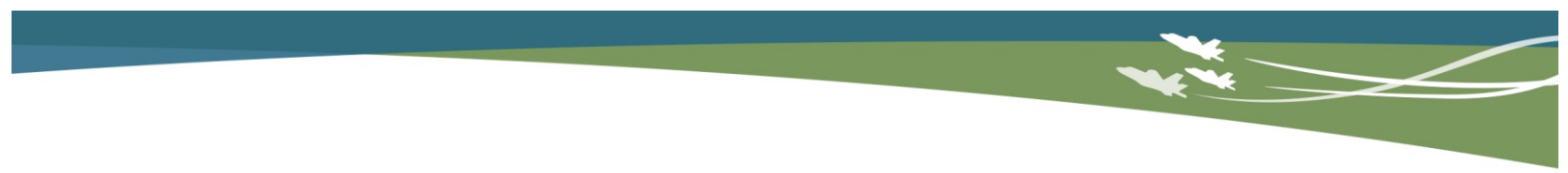
ALTERNATIVES

Alternatives for this project are as follows:

- Fund the project using the re-allocated funds outlined in the FY2021 budget and install the restroom soon after. (Staff's recommendation) This option would require an additional allocation of \$30,000 - \$35,000 to complete the project due to escalating costs. These additional funds could be allocated from (1) fund balance, (2) PARAT Tax revenues, (3) by reappropriating funds from other projects.
- Not fund the project.

SCHEDULE / TIME CONSTRAINTS

If Council is willing to move forward this will be on the next policy session for formal approval. The project would begin immediately once contracts are signed and in place. The goal is to have the project finished by the end of the 2021 summer.



LIST OF ATTACHMENTS

Letter of Recommendation

Bid Results

Bid Tabulation

20th May 2021

Clearfield City
55 South State Street
Clearfield, Utah 84015

Attn: Mayor Mark Shepherd and City Council
Proj: **Pickleball Restroom Facilities Project, 300 North - Steed Park**
Subj: Bid Results, Bid Proposal Tabulation & Recommendation

Dear Mark Shepherd and Council Members,

The "Bid Opening" for the above referenced project was conducted this afternoon. The lowest responsible bidder is Thurgood Construction of Clinton City, Utah.

Enclosed are the "Bid Results" and "Bid Proposal Tabulation". Thurgood Construction's bid was reviewed and found to meet the bidding conditions required in the Contract Documents.

Since Thurgood Construction's bid is the low bid for the advertised project, and their bid meets the conditions of the Contract Documents, I herewith recommend award of the above referenced project in the amount of \$104,998.00 to Thurgood Construction Company.

Should you have any questions or desire additional information concerning the contractor or his bid, please feel free to contact our office at your earliest convenience.

Sincerely,
CEC, Civil Engineering Consultants, PLLC.



N. Scott Nelson, P.E., S.E.
City Engineer

Cc: Eric Howes, Community Services Director

BID RESULTS

Pickleball Restroom Facilities Project 300 North – Steed Park

OWNER: CLEARFIELD CITY
ENGINEER: CEC, CIVIL ENGINEERING CONSULTANTS, PLLC.

BID DATE: Thursday, May 20th, 2021
TIME: 2:00 PM

BID LOCATION: Clearfield City Offices
55 South State Street; 3rd Floor
Clearfield, Utah 84015

BIDDERS NAME	ADDENDUM	BID BOND	BID AMOUNT
Thurgood Construction	N/A	5%	\$104,998.00
Wasatch West	N/A	5%	\$126,177.13
MJM Construction	N/A	5%	\$157,340.00

BID PROPOSAL TABULATION

Pickleball Restroom Facilities Project

BID DATE: 20 May 2021

OWNER: CLEARFIELD CITY

COMMUNITY SERVICES DIRECTOR: ERIC HOWES

Bid Item	Description	Quantity	Unit	Thurgood Excavating 2381 West 1200 North Clinton, Ut. 84015		Wasatch West Contracting PO Box 160442 Clearfield, Ut. 84016		MJM Construction Inc. 788 West 2150 North Garden City, Ut. 84028	
				Unit Price	Total Amount	Unit Price	Total Amount	Unit Price	Total Amount
1.	Mobilization, SWPPP & traffic control.	1	ls.	\$17,400.00	\$17,400.00	\$38,096.73	\$38,096.73	\$18,000.00	\$18,000.00
2.	Saw cutting, removal and disposal of asphalt surfacing.	400	sy.	\$16.00	\$6,400.00	\$1.52	\$608.00 *	\$12.00	\$4,800.00
3.	Removal and disposal of concrete sidewalk/flatwork.	140	sf.	\$5.50	\$770.00	\$2.16	\$302.40 *	\$6.00	\$840.00
4.	Removal and disposal of existing curb & gutter/curb wall.	125	lf.	\$10.00	\$1,250.00	\$5.82	\$727.50 *	\$8.00	\$1,000.00
5.	Furnish and install concrete curb & gutter/curb wall.	125	lf.	\$21.50	\$2,687.50	\$59.83	\$7,478.75 *	\$30.00	\$3,750.00
6.	Furnish and install 4-inch thick concrete sidewalk/flatwork.	60	sf.	\$5.00	\$300.00	\$19.15	\$1,149.00 *	\$18.00	\$1,080.00
7.	Furnish and install 6-inch thick concrete sidewalk/flatwork.	80	sf.	\$8.50	\$680.00	\$22.17	\$1,773.60 *	\$20.00	\$1,600.00
8.	Furnish and install 6-inch pvc SDR-35 sanitary sewer pipe.	490	lf.	\$45.25	\$22,172.50	\$21.83	\$10,696.70 *	\$110.00	\$53,900.00
9.	Furnish and install 4-foot diameter sanitary sewer manhole.	3	ea.	\$3,975.00	\$11,925.00	\$3,213.66	\$9,640.98 *	\$4,400.00	\$13,200.00
10.	Furnish clean import material for trench backfill.	900	ton	\$14.00	\$12,600.00	\$27.89	\$25,101.00 *	\$15.00	\$13,500.00
11.	Furnish and install pipe bedding.	180	ton	\$21.50	\$3,870.00	\$30.32	\$5,457.60 *	\$26.50	\$4,770.00

Bid Item	Description	Quantity	Unit	Thurgood Excavating 2381 West 1200 North Clinton, Ut. 84015		Wasatch West Contracting PO Box 160442 Clearfield, Ut. 84016		MJM Construction Inc. 788 West 2150 North Garden City, Ut. 84028	
				Unit Price	Total Amount	Unit Price	Total Amount	Unit Price	Total Amount
12.	Furnish and install untreated roadbase materials – 8” thick.	215	ton	\$18.25	\$3,923.75	\$30.03	\$6,456.45 *	\$35.00	\$7,525.00
13.	Furnish and install bituminous asphalt paving materials 3” thick.	90	ton	\$134.00	\$12,060.00	\$98.04	\$8,823.60 *	\$120.00	\$10,800.00
14.	Adjust manhole ring and cover to finish grade.	3	ea.	\$485.00	\$1,455.00	\$424.45	\$1,273.35 *	\$750.00	\$2,250.00
15.	Remove and replace all landscaping sod improvements, public/private damaged during construction.	600	sf.	\$3.50	\$2,100.00	\$4.85	\$2,910.00 *	\$10.00	\$6,000.00
16.	Furnish and install 1" diameter type "K" copper pipe and stub-up.	30	lf.	\$29.50	\$885.00	\$42.44	\$1,273.20 *	\$75.00	\$2,250.00
17.	Furnish and install the restroom 2" diameter electrical utility conduit and stub-up.	70	lf.	\$14.00	\$980.00	\$21.83	\$1,528.10 *	\$35.00	\$2,450.00
18.	Furnish and install 6" pvc SDR-35 sanitary sewer pipe for the restroom sewer utility pipeline and stub-up.	35	lf.	\$29.00	\$1,015.00	\$23.04	\$806.40 *	\$75.00	\$2,625.00
19.	Parking lot striping repair.	1	ls.	\$575.00	\$575.00	\$545.72	\$545.72	\$2,500.00	\$2,500.00
20.	Furnish and install untreated roadbase materials - 6" thick for restroom building support base.	1	ls.	\$1,950.00	\$1,950.00	\$1,528.00	\$1,528.00	\$4,500.00	\$4,500.00
TOTAL BID:				\$104,998.75		\$126,177.08 *		\$157,340.00	
Surety Company City, State Bid Security - Bid Bond Amount Contractor's License Number * Indicates discrepancy in Bid Proposal.				The Ohio Casualty Insurance Company Boston, Massachusetts 5% 359225-5501		Atlantic Specialty Insurance Company Plymouth, Minnesota 5% 7072115-5501		Old Republic Surety Company Waukesha, Wisconsin 5% 7134059-5501	



STAFF REPORT

TO: Mayor Shepherd and City Council Members
FROM: Kenny England, Utility Superintendent
MEETING DATE: June 1, 2021
SUBJECT: Present the Annual Wastewater Management Planning Program Report

RECOMMENDED ACTION

No action is needed for this item.

The State of Utah requires an annual Wastewater Management Planning Program Report be submitted to the state and presented to Boards and Councils yearly.

DESCRIPTION / BACKGROUND

The Division of Water Quality, a division of the State of Utah requires all jurisdictions operating a sanitary sewer collection system establish a Wastewater Management Planning Program Report for the operations and maintenance of the sanitary sewer system.

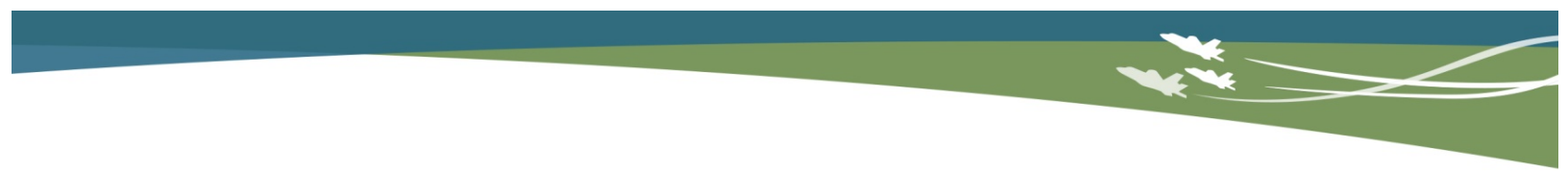
Some of the key elements contained in the Annual Wastewater Management Report are:

- General information and operations of the City's sanitary sewer system.
- Sewer systems financial evaluation, fiscal sustainability, new development, and overall system condition evaluation.
- To ensure that City Council is aware of the current needs and conditions of Clearfield's Wastewater System.

City staff will be conducting a fee study to see if our fees need to be adjusted to correct the deficiencies spelled out in the report. City staff is dedicated to making sure the City's sewer system operates efficiently now and in the future. The report is one of many tools used to evaluate the system and understand the deficiencies to allow for corrections.

IMPACT

N/A



SCHEDULE / TIME CONSTRAINTS

The Municipal Wastewater Planning Program (MWPP) Annual Report for 2020 has been submitted to the State for review.

LIST OF ATTACHMENTS

- Municipal Wastewater Planning Program (MWPP) Annual Report 2020

Municipal Wastewater Planning Program (MWPP)
Annual Report
for the year ending 2020
CLEARFIELD CITY

Thank you for filling out the requested information. Please let DWQ know when it is approved by the Council.

Please download a copy of your form by clicking "Download PDF" below.

Below is a summary of your responses

[Download PDF](#)

SUBMIT BY APRIL 15, 2021

Are you the person responsible for completing this report for your organization?

☒ **Yes**

☐ **No**

This is the current information recorded for your facility:

Facility Name:	CLEARFIELD CITY
Contact - First Name:	Kenny
Contact - Last Name:	England
Contact - Title	Utilities Superintendent
Contact - Email:	ken@clearfieldcity.org

Contact - Phone:	801-525-4430
Contact - Email:	kenny.england@clearfieldcity.org

Is this information above complete and correct?

☒ **Yes**

☐ No

Your wastewater system is described as Collection & Financial:

Classification: COLLECTION

Grade: III

(if applicable)

Classification: -

Grade: -

Is this correct?

WARNING: If you select 'no', you will no longer have access to this form upon clicking Save & Continue. DWQ will update the information and contact you again.

☒ **Yes**

☐ No

Click on a link below to view examples of sections in the survey:
(Your wastewater system is described as Collection & Financial)

[MWPP Collection System.pdf](#)

[MWPP Discharging Lagoon.pdf](#)

[MWPP Financial Evaluation.pdf](#)

[MWPP Mechanical Plant.pdf](#)

[MWPP Non-Discharging Lagoon.pdf](#)

Will multiple people be required to fill out this form?

☒ Yes

☐ No

Please update the information for the person in charge of filling out each section.

	Email ex. john@email.com	Name (first and last)	Notes These notes will be sent in the invite email
Financial Evaluation	kenny.england@clearfieldcity.org	Kenny England	
Collection System	kenny.england@clearfieldcity.org	Kenny England	
Review, sign and submit	kenny.england@clearfieldcity.org	Kenny England	

Click 'Yes' to send an email to each responsible person with the notes you've included (if any) with a link to the forms and to receive updates

☐ Yes, send the link to this form for the next person to fill out.

☒ **Continue filling out the form myself and send the link to others later.**

Financial Evaluation Section

Form completed by:

Rich Knapp

Part I: GENERAL QUESTIONS

Yes

No

Are sewer revenues maintained in a dedicated purpose enterprise/district account?

Yes

No

Yes

No

Are you collecting 95% or more of your anticipated sewer revenue?

☒

☐

Are Debt Service Reserve Fund⁶ requirements being met?

☒

☐

What was the annual average User Charge¹⁶ for 2020?

34.37

Do you have a water and/or sewer customer assistance program* (CAP)?

☐ Yes

☒ No

Part II: OPERATING REVENUES AND RESERVES

Yes

No

Are property taxes or other assessments applied to the sewer systems¹⁵?

☐

☒

Yes

No

Are sewer revenues¹⁴ sufficient to cover operations & maintenance costs⁹, and repair & replacement costs¹² (OM&R) at this time?

☒

☐

Are projected sewer revenues sufficient to cover OM&R costs for the <i>next five years</i> ?	☒ Yes	☐ No
Does the sewer system have sufficient staff to provide proper OM&R?	☐	☒
Has a repair and replacement sinking fund ¹³ been established for the sewer system?	☐	☒
Is the repair & replacement sinking fund sufficient to meet anticipated needs?	☒	☐

Part III: CAPITAL IMPROVEMENTS REVENUES AND RESERVES

	Yes	No
Are sewer revenues sufficient to cover all costs of current capital improvements ³ projects?	☒	☐
Has a Capital Improvements Reserve Fund ⁴ been established to provide for anticipated capital improvement projects?	☒	☐
Are projected Capital Improvements Reserve Funds sufficient for the <i>next five years</i> ?	☐	☒
Are projected Capital Improvements Reserve Funds sufficient for the <i>next ten years</i> ?	☐	☒
Are projected Capital Improvements Reserve Funds sufficient for the <i>next twenty years</i> ?	☐	☒

Part IV: FISCAL SUSTAINABILITY REVIEW

	Yes	No
Have you completed a Rate Study ¹¹ within the last five years?	☒	☐
Do you charge Impact fees ⁸ ?	☒	☐

Yes

No

2020 Impact Fee (if not a flat fee, use average of all collected fees) =

624

Yes

No

Have you completed an Impact Fee Study in accordance with UCA 11-36a-3 within the last five years?



Do you maintain a Plan of Operations¹⁰?



Have you updated your Capital Facility Plan² within the last five years?



In what year was the Capital Facility Plan last updated?

2013

Yes

No

Do you use an Asset Management¹ system for your sewer systems?



Describe the Asset Management System (check all that apply)

☒ Spreadsheet

☒ GIS

☒ Accounting Software

☐ Specialized Software

Yes

No

Do you know the total replacement cost of your sewer system capital assets?

☒☐

2020 Replacement Cost =

457,864 ft. X \$85=\$38,918,440 +/-

Yes

No

Do you fund sewer system capital improvements annually with sewer revenues at 2% or more of the total replacement cost?

☒☐

What is the sewer/treatment system annual asset renewal* cost as a percentage of its total replacement cost?

☒☐

What is the sewer/treatment system annual asset renewal* cost as a percentage of its total replacement cost?

3

Part V: PROJECTED CAPITAL INVESTMENT COSTS

Cost of projected capital improvements

	Cost	Purpose of Improvements		
	Please enter a valid numerical number	Replace/Restore	New Technology	Increase Capacity

	numerical value Cost	Purpose of Improvements		
2021	600,000	☒	☒	☒
	Please enter a valid	Replace/Restore	New	Increase
2021 thru 2025	numerical value	☒	Technology	Capacity
	3,678,750			
2026 thru 2030	TBD	☒	☒	☒
2031 thru 2035	TBD	☒	☒	☒
2036 thru 2040	TBD	☒	☒	☒

This is the end of the Financial questions

To the best of my knowledge, the Financial section is completed and accurate.

☒ Yes

This is the end of the Financial section. What would you like to do next?

This entire section is complete. Send the link to the next person in charge.

☐ (Once you Save & Continue, you will no longer be able to use the same link to view/edit your responses).

☒ I will continue to fill out/review the next section myself.

Collections System Section

Form completed by:

May Receive Continuing Education /units (CEUs)

Kenny England

Part I: SYSTEM DESCRIPTION

What is the largest diameter pipe in the collection system (diameter in inches)?

15

What is the average depth of the collection system (in feet)?

5

What is the total length of sewer pipe in the system (length in miles)?

85

How many lift/pump stations are in the collection system?

0

What is the largest capacity lift/pump station in the collection system (design capacity in gallons per minute)?

N/A

Do seasonal daily peak flows exceed the average peak daily flow by 100 percent or more?

☐ Yes

☒ No

What year was your collection system first constructed (approximately)?

1940

In what year was the largest diameter sewer pipe in the collection system constructed, replaced or renewed? (If more than one, cite the oldest)

constructed, replaced or renewed? (If more than one, cite the oldest)

2013

PART II: DISCHARGES

How many days last year was there a sewage bypass, overflow or basement flooding in the system due to rain or snowmelt?

0

How many days last year was there a sewage bypass, overflow or basement flooding due to equipment failure (except plugged laterals)?

0

The Utah Sewer Management Program defines two classes of sanitary sewer overflows (SSOs):

Class 1- a Significant SSO means a SSO or backup that is not caused by a private lateral obstruction or problem that:

- (a) affects more than five private structures;*
- (b) affects one or more public, commercial or industrial structure(s);*
- (c) may result in a public health risk to the general public;*
- (d) has a spill volume that exceeds 5,000 gallons, excluding those in single private structures; or*
- (e) discharges to Waters of the state.*

Class 2 - a Non-Significant SSO means a SSO or backup that is not caused by a private lateral obstruction or problem that does not meet the Class 1 SSO criteria.

Below include the number of SSOs that occurred in year: 2020

Number

Number
Number

Number of Class 1 SSOs in Calendar
year

0

Number of Class 2 SSOs in Calendar
year

0

Please indicate what caused the SSO(s) in the previous question.

N/A

Please specify whether the SSOs were caused by contract or tributary
community, etc.

N/A

Part III: NEW DEVELOPMENT

Did an industry or other development enter the community or expand
production in the past two years, such that flow or wastewater loadings to
the sewerage system increased by 10% or more?

☐ Yes

☒ No

Are new developments (industrial, commercial, or residential) anticipated
in the next 2 - 3 years that will increase flow or BOD5 loadings to the
sewerage system by 25% or more?

☐ Yes

☒ No

Number of new commercial/industrial connections in the last year

5

Number of new residential sewer connections added in the last year

44

Equivalent residential connections⁷ served

65

Part IV: OPERATOR CERTIFICATION

How many collection system operators do you employ?

5

Approximate population served

30,000

State of Utah Administrative Rules requires all public system operators considered to be in Direct Responsible Charge (DRC) to be appropriately certified at least at the Facility's Grade.

List the designated Chief Operator/DRC for the Collection System below:

	Name First and Last Name	Grade	Email Please enter full email address
Chief Operator/DRC	Kenny England	IV	kengland0405@gmail.com

List all other Collection System operators with DRC responsibilities in the

field, by certification grade, separate names by commas:

	Name separate by comma
SLS ¹⁷ Grade I:	
Collection Grade I:	
Collection Grade II:	
Collection Grade III:	
Collection Grade IV:	Kenny England Adam Favero

List all other Collection System operators by certification grade, separate names by commas:

	Name separate by comma
SLS ¹⁷ Grade I:	
Collection Grade I:	
Collection Grade II:	
Collection Grade III:	Dan Ross Thadd Layton
Collection Grade IV:	Ryan Hamblin
No Current Collection Certification:	

Is/are your collection DRC operator(s) currently certified at the appropriate grade for this facility?

- ☒ Yes
- ☐ No

Part V: FACILITY MAINTENANCE

	Yes	No
Have you implemented a preventative maintenance program for your collection system?	☒	☐
Have you updated the collection system operations and maintenance manual within the past 5 years?	☒	☐
Do you have a written emergency response plan for sewer systems?	☒	☐
Do you have a written safety plan for sewer systems?	☐	☒
Is the entire collections system TV inspected at least every 5 years?	☒	☐
Is at least 85% of the collections system mapped in GIS?	☒	☐

Part VI: SSMP EVALUATION

	Yes	No
Has your system completed a Sewer System Management Plan (SSMP)?	☒	☐
Has the SSMP been adopted by the permittee's governing body at a public meeting?	☒	☐
Has the completed SSMP been public noticed?	☒	☐
During the annual assessment of the SSMP, were any adjustments needed based on the performance of the plan?	☐	☒

Date of Public Notice

10/18/2018

During 2020, was any part of the SSMP audited as part of the five year audit?

☐ Yes

☒ No

Have you completed a System Evaluation and Capacity Assurance Plan (SECAP) as defined by the Utah Sewer Management Program?

☒ Yes

☐ No

Part VII: NARRATIVE EVALUATION

This section should be completed with the system operators.

Describe the physical condition of the sewerage system: (lift stations, etc. included)

Gravity fed sewer lines that flow to North Davis Sewer.

What sewerage system capital improvements³ does the utility need to implement in the next 10 years?

Freeport Center G Street upgrade. Phases 1,2, and 3.

What sewerage system problems, other than plugging, have you had over the last year?

Grease problems in Freeport Center as well as "Disposable Wipes"

Is your utility currently preparing or updating its capital facilities plan²?

☒ **Yes**

☐ No

Does the municipality/district pay for the continuing education expenses of operators?

☒ **100% Covered**

☐ Partially cover

☐ Does not pay

Is there a written policy regarding continuing education and training for wastewater operators?

☐ Yes

☒ **No**

Any additional comments?

No

This is the end of the Collections System questions

To the best of my knowledge, the Collections System section is completed and accurate.

☒ **Yes**

This is the end of the Collection System section, what would you like to do next?

This entire section is complete. Send the link to the next person in charge.

☐ *(Once you Save & Continue, you will no longer be able to use the same link to view/edit your responses).*

☒ I will continue to fill out/review the next section myself.

I have reviewed this report and to the best of my knowledge the information provided in this report is correct.

 clear

Has this been adopted by the council? If no, what date will it be presented to the council?

☐ Yes

☒ No

What date will it be presented to the council?

Date format ex. mm/dd/yyyy

06/01/2021

Please log in.

Email

kenny.england@clearfieldcity.org

PIN

....

NOTE: This questionnaire has been compiled for your benefit to assist you in evaluating the technical and financial needs of your wastewater systems. If you received financial assistance from the Water Quality Board, annual submittal of this report is a condition of that assistance. Please answer questions as accurately as possible to give you the best evaluation of your facility. If you need assistance, please send an email to wqinfodata@utah.gov and we will contact you as soon as possible. You may also visit our [Frequently Asked Questions](#) page.

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STAFF REPORT

TO: Mayor Shepherd and City Council Members
FROM: Braden Felix, City Engineer/Public Works Deputy Director
MEETING DATE: June 1, 2021
SUBJECT: Updates and Discussions Items for the Clearfield Station Transit-Oriented Development

RECOMMENDED ACTION

None. This is simply an update of the design progress for the development.

DESCRIPTION / BACKGROUND

As part of the Master Development Agreement by and between Clearfield City, UTA, Hamilton Partners, and Stack Real Estate; City staff hired CRS Engineers to perform the site engineering services of the Clearfield Station TOD including survey, streets, utilities, right-of-way, and coordination with UDOT and UTA. They have created plans for the intersections, utilities, roadways, plats, and property acquisitions. At around 90% completion of the plans currently, this report is an update to the Mayor and City Council to the progress, questions, and discussion items for the project.

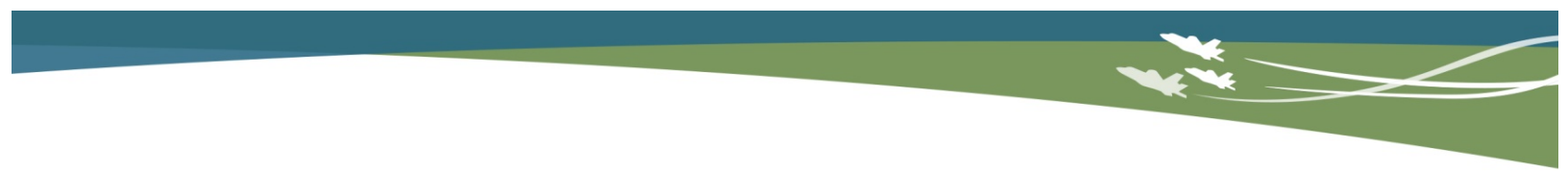
Discussion Items:

- Plan design and approvals
- Schedule
- Budget and Cost Increases
- CRS Change Order
- Property Acquisitions
- Other Concerns and Questions

CORRESPONDING POLICY PRIORITY (IES)

Provide Quality Municipal Services – While City staff is not usually wearing the developer hat, we are working hard to ensure this development works well for the City, UTA, commerce, and future and current residents.

Improve Clearfield's Image, Livability, and Economy – This development will help improve the image, livability, and economy of Clearfield City.



FISCAL IMPACT

- The current estimates are as follows:

Civil improvements	\$10.8M
Park and park strip landscaping	\$4M
Streetlights	\$228k
UTA transit plaza and restrooms	\$480k
Gas & power	\$440k
Property acquisition	\$1.8M
Design engineering	\$400k
Construction Management	\$648k
Total	\$18.8M

SCHEDULE / TIME CONSTRAINTS

CRS is about 4 weeks behind on schedule. This was somewhat anticipated as certain restraints come up like UDOT review, utility conflicts, and City staff review.

LIST OF ATTACHMENTS

None.



STAFF REPORT

TO: Mayor Shepherd and City Council Members
FROM: Trevor Cahoon, Communications Manager
MEETING DATE: June 1, 2021
SUBJECT: Discussion on Communications and Messaging

RECOMMENDED ACTION

General discussion on Communications Division scope and composition.

Direction on messaging and communications priorities for Clearfield City.

DESCRIPTION / BACKGROUND

Communications Structure:

In 2016 the City created a Communications Coordinator position, combining two part-time staff members into a full-time position. Since that time, the City has dedicated further resources to getting out messaging and communications for the community.

This division absorbed the Graphic Design & Marketing Specialist that was located within the Community Services Department in 2018. This was done to have a consistent voice in general messaging and create better synergy of thought for future promotional opportunities. In 2019 as part of the FY20 budget the division added a Communications Assistant. Each year since 2018 the Communications Division has hired a Marketing/Special Events Intern to assist with summer activities, especially the 4th of July. Generally, the Communications has had approximately 100 hours per week of staff time throughout the year, with an added 25-30 hours per week between April and August.

The scope of the division has been fluid, with goals and direction sometimes sitting on a moving target. While much good has come from the division, namely the increase in community pride and engagement over the years, it has been difficult to know in which areas the division should spend its time. Often the schedule is dictated by the needs of other departments and Council directives. This has made the work completed by the division reactionary in nature, and while stringing consistent messaging is possible under such circumstances, having a more proactive nature would make this more effective.

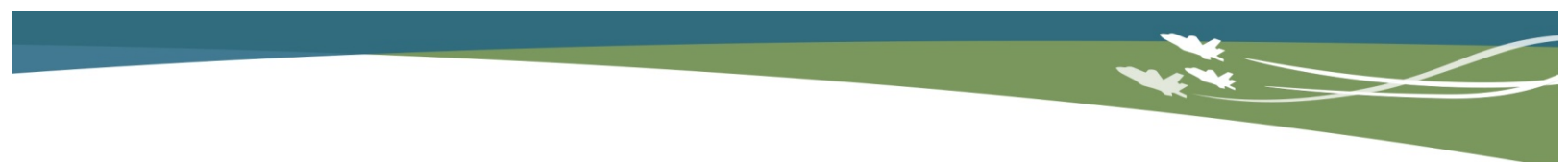
Much of the division's time has been placed on Community Services as they have many different needs. In general, 90% of the Communications Assistant and Digital Marketing Specialist's time has been spent on Community Services marketing needs, as well as about 15% of the Communications Manager's time. On average the communications department spends 60 hours per week on Community Services needs. While this has helped in program participation and improving the brand perception of the Aquatic & Fitness Center, it has come at the cost of decreased attention for other departments.

To focus more on external messaging and outreach, a decision was made to move a part-time position back to Community Services to better accommodate internal needs for that. This option was discussed at length internally between departments, and it was determined that this was the best course of action given the circumstances. This will mean that there will be 30 hours per week that will be able to be better utilized for communications and public relations for the City.

In conjunction with this direction, the Communications Division has determined the limitations of bandwidth by auditing total time spent on various tasks and demands for the division. Analysis is as follows:

Communications Division Responsibilities

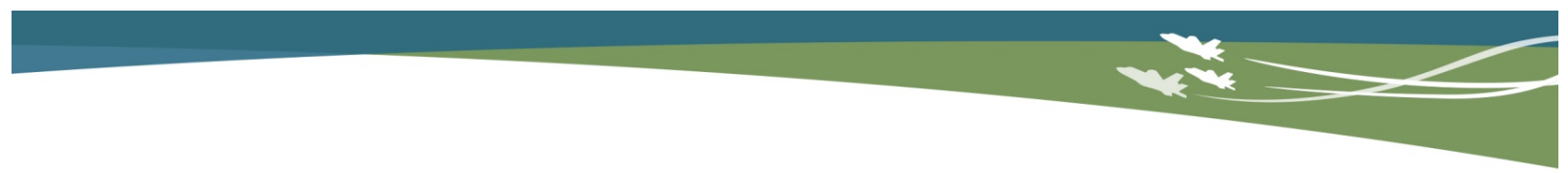
Publications-8hrs/week	
Quarterly General Newsletters	-Published/mailed -Emailed to contact list -PDF on Website -\$6k/quarter and 10.5k residents -3.25hrs/week 40hrs/quarter
Quarterly Utility Newsletters	-Published/mailed in utility bills -Emailed to contact list -PDF on Website -\$700 and 6K residents -1.25hrs/week 16hrs/quarter
Monthly Utility Inserts	- Published/mailed in utility bills -1hr/week 4hrs/month
Other Ad Hoc Publications	-once a month average -2hr/week 4-24hrs/month
Press Releases	-.5hrs/week 4-8hrs/Quarter
Website-9.25hrs/week	
Content Management	-8hrs/week



Blogging or updates	-1hr/week	4-8hrs/month
User maintenance/training	-.25hrs/week	1-2hrs/month
Social Media-20hrs/week		
Posts and Post Management	-10hrs/week	
Event Posts and Management	-.5hrs/week	2hrs/month
Resident Requests	-4hrs/week	
Facebook Lives	-4hrs/week	
Video Creation-	-1.5hrs/week	6hrs/month
Photography/Graphics-4.5hrs/week		
Taking pictures	-2hrs/week	
Manage library	-1hr/week	
Logo work	-.5hrs/week	2hrs/month
Graphic Creation	-1hr/week	4-8hrs/month
Internal Services-10hrs/week		
CD support	-2hrs/week	
PW support	-2hrs/week	
PD support	-2hrs/week	
HR/Exec support	-3hrs/week	
CSD support	-1hrs/week	
Management-8hrs/week		
Staff training/develop	-2hrs/week	
Bills/invoices	-2hrs/week	
Meetings	-4hrs/week	
Community Engagement Events	-3hrs/week	
Council and Additional Requests	-5hrs/week	
Total – 67.5 hrs/week		

Messaging:

Other hurdles that can make messaging difficult is the feeling that each department has their own strategic initiatives that are not easily tied to a common theme. In recent years we have begun the work to direct thinking toward a Hedgehog Concept as described in the book *Good to Great*. This concept, as understood by the City, has been tied to the moniker of “Creating a place where people want to be.” While this direction has been largely positive, work still needs to be done in uniting all City services under its banner.



Messaging has been symptomatic of the same issues as mentioned before. To have a consistent message, that message needs to be defined and approved by the governing body of the organization. In terms of Clearfield, which much work has been done with strategic long-term plans, we have not adequately defined what the messaging is for the organization, nor have we prioritized that messaging above the individual initiatives that have been housed by each department. This has resulted in a wide array of messages that have been shared by the communications department, with the only common thread that can be delineated being that we as a City are growing and trying to improve.

To progress, it would be pertinent to define accurately and definitively what the messaging scope and priorities are for the organization and integrate that message into what each department does. This can be on the surface, “spinning” current initiatives to relate to the message, but more effectively it should drive the decisions that the organization makes on a micro and a macro level.

Looking at the incredible amount of work that this would undertake, and considering the scope information that was covered previously, the Communications Division does not currently have bandwidth for strategic communication planning and ideation. This then would facilitate a larger conversation of whether to higher out a Marketing/Public Relations Firm to help create a plan, or plan for additional internal staff to facilitate the creation of the plan. In either instance further staff time will need to be allocated to execute the created plan.

Some preliminary outreach to marketing and public relations firms for a general pricing list has yielded mixed results. It is anticipated that creating this plan would take a substantial amount of time ranging from three to six months. The costs vary by each firm, however a general range for creating this plan would be between \$35,000 to \$75,000. If deliverables are then needing to be created this can be done on an as needed basis, but typical hourly rates would rest around \$175 - \$250 per hour.

CORRESPONDING POLICY PRIORITY (OR PRIORITIES)

Improving Clearfield’s Image Livability and Economy