

The Regular Meeting of the
Brian Head Town Council
www.Zoom.us ([Click Here](#))
Via Zoom Meeting ID# 851 9482 5811
TUESDAY, OCTOBER 12, 2021 @ 1:00 PM

AGENDA

- A. CALL TO ORDER**
- B. PLEDGE ALLEGIANCE**
- C. DISCLOSURES**

- D. APPROVAL OF THE MINUTES:** September 28, 2021, Town Council Meeting
- E. REPORTS / PUBLIC INPUT ON NON-AGENDA ITEMS.** Public input is limited to three (3) minutes on non-agenda items.
- F. AGENDA ITEMS:**
 - 1. CAMPING ON RESIDENTIAL PROPERTY DISCUSSION.** Bret Howser, Town Manager. The Council will hold a discussion on the current Town Code that disallows camping on residential unimproved property.
 - 2. WORKFORCE HOUSING DISCUSSION.** Bret Howser, Town Manager. The Council will hold discussion on potential strategies for resolving the workforce housing issues.
 - 3. OFF-HIGHWAY VEHICLE ENFORCEMENT SEASON FOLLOW-UP.** Bret Howser, Town Manager. The staff will give a season follow-up on the OHV Enforcement for the 2021 year.
 - 4. STRATEGIC PLANNING PROCESS 2.0/FY 2022 QUARTER 1 UPDATE.** Shane Williamson, Town Treasurer. Shane will give a demonstration on the Asana software as it relates to the Strategic Plan.
 - 5. FUTURE AGENDA ITEMS.** The Council will discuss potential items for future agendas.

- G. ADJOURNMENT**

Date: October 8, 2021

Available to Board Members as per Ordinance No. 11-003 authorizes public bodies, including the Town, to establish written procedures governing the calling and holding of electronic meetings at which one or more members of the public board may participate by means of electronic communications. In compliance with the Americans with Disabilities Act, persons needing auxiliary communications aids and services for this meeting should call Brian Head Town Hall @ (435) 677-2029 at least three days in advance of the meeting.

CERTIFICATE OF POSTING

I hereby certify that I have posted copies of this agenda in three conspicuous locations: The Mall, Post Office, and the Brian Head Town Hall and have posted copies on the Utah Meeting Notice Website and the Brian Head Town website and have caused a copy of this notice to be delivered to the Daily Spectrum, a newspaper of general circulation.

Nancy Leigh, Town Clerk





DEPARTMENT UPDATE

ADMINISTRATION DEPARTMENT

October 8, 2021

Brian Head Town Administration Department consists of the Town Manager, Clerk, Treasurer, Planner, and Guest Services staff. The Department primarily handles public information and records, finances and accounting, human resources, land use planning, economic development, business licensing, strategic planning, and related issues. The following highlights a few of the items the Administration Department has handled in the past month which would be of most interest to the Town Council and the public.

Public Information & Communication

- Ellen Boyer will begin working at the front desk on Tuesdays and Fridays next week. Come on in and meet her when you have a chance.
- I met with Ally Isom, a Republican Candidate for Senate (challenging Mike Lee) on Friday 10-8. She was on a tour of cities in Utah to find out more about issues. We discussed the relevant issues in Brian Head, including housing, land use authority, working with surrounding federal agencies, etc.
- Brian Head 50th Birthday Celebration committee. The Mayor, Nancy, Cecile and Flint Decker are heading up the big celebration with an open house kickoff to seek out volunteers and speak with those who have knowledge of Brian Head's history. The open house is scheduled for October 20, 2021, from 10-2 at the Town Hall.
- The mail-in ballots for the upcoming Municipal Election will be mailed out October 12, 2021. Nancy is working with the County Clerk challenging some registered voters whose addresses are questionable.

Community & Economic Development

- The Planning Commission held a meeting on 9-21 to consider a design review for the Crooked Creek Convenience Store. The item was tabled, basically due to an incomplete application.
- The Town lost on appeal its revocation of a Special Use Permit for Brian Head Powersports for non-use over the past year.
- The Mayor, Town Manager, and Town Attorney met with representatives from Gardner Plumb regarding a potential annexation for "Aspen Meadows" project on the 1,700 acres northeast of Town. We received few additional details about the planned development but began working out the process for annexation to be considered and looked at potential inclusions in an annexation agreement at a high level.
- I met with the Library Director for Cedar City regarding some ideas about potentially locating a library in Brian Head and possibly doing some art programs in Town. I listened to his ideas and passed some along to Gardner Plumb, as a small library concept may fit into their development.

Code Enforcement

- Nancy has been working with the short-term rental tracking software, Granicus. The program should be in full swing by December.

ADMINISTRATION DEPARTMENT UPDATE (CONT.)

- The month of September was a busy one with notifying and working with property owners on code violations. Listed below are the stats for the month:
- Warnings Issued: Total: 26
 - Attractive Nuisances: 16
 - Accessory Structure violations (connex boxes): 1
 - Illegal Fences: 1
 - Temporary Signs: 2
 - Operating without a license: 1
 - Excavating/Grading without permit: 2
- Citations Issued: 3
 - Operating without a License (STR): 1
 - Temporary Sign: 2
- Resolved Warnings & Citations: Total: 15
 - Operating without a license: 2
 - Illegal Fence: 1
 - Attractive Nuisance: 7
 - Temp Sign: 3
 - Tree Removal: 1
 - Accessory Structure Violations: 2
- Code Enforcement is currently working on attractive nuisances throughout the Town. The removal of logs and other debris from lots. The majority of people have been cooperative, but there have been a few that have expressed their concern that people are dumping on their land and they have to eat the cost of the cleanup.
- Another area that has received attention are Temporary Signs throughout the Town.
- If you have any questions on what's happening in Code Enforcement, please do not hesitate to contact Amanda.

Trails

- Brushing on the Alpine Creek Loop (formerly Scout Camp Loop) is completed, restoring nearly two miles of trail between the Scout Camp and the Dark Hollow Trail. The UCC crews even had time to do some cleanup on the Hendrickson Lake Trail, which is now "restored" although it is still incredibly steep and unsustainable (and some of the tread is loose and a little dangerous).
- The Fall Town Hike (held on 10-2) was successful this year, with about 12 participants. We hiked the Navajo Loop Trail, and the participants were interested in hearing about efforts to restore the trail. It was a beautiful day.





Brian Head Town Council Update

October 1, 2021

BRIAN HEAD MARSHALS OFFICE:

Things had slowed a bit during the month of August. But I can assure you they picked back up for the month of September. Deputies responded to a large variety of calls including alcohol offenses, drugs, protective order violations, animal problems, vehicle burglaries, construction theft, missing persons, shots fired and many medicals including vehicle accidents. It was a very busy month with a total incident count of 78.

Labor Day weekend was very busy. We handled the crowds and ATV's with a proactive, very visible approach that seemed affective. During the entire month of September, we only had one () OHV/ATV complaint and it happened over the Labor Day weekend. The complainant was upset that we did not get on the complaint as fast as he would have liked. But at that moment we were bouncing between people stuck on an elevator, a domestic dispute at a hotel, and an outside fire call. We had to prioritize a lot during the weekend but all seemed to get handled in a timely and orderly fashion.

We had a larger case involving numerous auto burglaries and one construction site theft. We were able to identify the suspect and found that Millard County Sheriff's Office had actually stopped our suspect and found him in possession of drugs. We concluded our investigation and tied him to all of our burglaries and thefts. He is serving time in Millard County for their crimes. He also has a large warrant out of the Salt Lake area. We have our charges in place and will stay in line to make him account for his crimes in Brian Head. The great news is that we were able to identify the items stolen from the victims and most of those items have been photographed and returned to the rightful owners.

Deputy Mathews handled a larger juvenile case involving a couple of different condo properties and some vandalism. Juveniles had been running through hallways and breaking light fixtures and causing damage to multiple properties. Deputy Mathews was able to investigate and track down the suspects at their family's condos. He was able to make two juvenile arrests/referrals and contact the parents who were very appreciative and cooperative.

We finally got Deputy Caylor Mathews sworn in as our newest full time deputy. It is so great to have Deputy Mathews and Deputy Bettridge as part of our Brian Head

Public Safety Family. They have been great assets and proven to be professional and very competent in their service.

BRIAN HEAD FIRE DEPARTMENT:

Firefighters have also been busy with their fire service. Numerous calls came out this month involving outside fires, motor vehicle accidents, and fire alarms. It was great to have a few of our volunteers take out our fire trucks on some patrols during the Labor Day Weekend. This visibility never hurts and keeps a proactive presence of all Public Safety.

The fire trucks all participated in the Iron County Labor Day Parade. The trucks looked great and the drivers looked pretty ok too. They put a lot of time cleaning the equipment and represented the Town and department well. I love that our volunteers get to participate in this activity and can involve their families as they drive the parade route. This year our volunteer association took it upon themselves and reached out to all fire departments in Iron County to participate in the parade. They were able to get an engine from every fire department (Brian Head, Parowan, Cedar City, Kanarraville, New Castle, Beryl) aside from Paragonah to participate in the parade. This was a great show of capabilities and support leading into the week of 9/11 and Patriots Day.

The volunteers also helped set up and shoot the fireworks at the Iron County Fair and Rodeo. The show as on Saturday night and was a great show after a fun night of Professional Rodeo.

Training for the month consisted of “Ropes and Knots”. The new rule is, “If you can’t tie a knot, tie a lot.” We learned a lot of skills that can be used in rescue operations as well as knots and techniques that can be used on the fire grounds for hauling and moving equipment. We also had our annual OSHA trainings. This includes hearing and eye protection, toxic substance in the work space and lock out tag out of hazards and dangers. It is so great to be able to pull from our own staff and have such meaningful and professional trainings. We are truly blessed with great employees and volunteers.

















Brian Head Town

Public Works Department Update

October 12, 2021

The Summer construction season is ending and with it the leaves are leaving quickly. Rain and snow are in the forecast and Public Works has the snowplows and one dump truck ready to go, for when the snow comes. The weather looks to somewhat clear up after the week of the 11th and Staff will continue to push on projects as long as they can. Staff will be attending a few trainings in October and November as these are beginning to once again be held after going through the trials of Covid 19. Staff will continue to not only be working the current tasks that have been assigned to us, but also on gathering data for engineering for next year's projects that have yet to be assigned to us.

The following are a list of the projects that Public Works has been working on:

STREETS

- The 2021 Streets project has been completed by Western Rock. As per the Streets Plan the Town looks forward to completing chip seal on Bristlecone, Zion View and Village way next year.
- The Surface on Spruce where the water repair has been cleaned up and layer of road base has been put down.
- Signs that have been requested by residents of the Town continue to be installed as the list keeps growing.
- Snowshoe village contractors have raised the manhole and water meter lids that were paved over during the project.
- The new snow blower has arrived. Operators will get it fitted to the loaders and have it ready to go when it is needed.
- The first order of salt has been delivered and is mixed and covered in Parowan. Staff will haul this up when we get a clear day.

CULINARY

- A leak found on Spruce has been repaired. Operators had almost everything that could go wrong with this dig, go wrong, from the location of the watermain and existing utilities to the rock ledges that were found when digging in the new lateral. Staff has been in contact with the homeowner, and they are satisfied with the work. This project corrected a 2 gallon per minute leak that has leaked for decades, relocated a culinary mainline that was too close to a sewer main and also the home now has a proper meter service for correct billing.
- Repair of the meter reading system continues.

- Staff will begin collecting data points for two of the projects that were listed on the Capital Facilities Plan. Each of the residents in these areas have approached the Town with the intent to participate in these either by forming special service districts or contributing in other ways financially.
- A walk thru has been scheduled for interested contractors that will possibly be bidding on the projects this spring.
- Repairs from the Sanitary survey are being worked on.

SEWER

- Data collection on the remaining manholes will begin the week of the 10th.
- Staff continues to work with Alpha on the Sewer Capital Plan.
- Twin D has completed the cleaning and video inspection of the mainline down the Canyon.

PARKS & TRAILS

- Non-working solar lights have been replaced on the phase 1 of the paved trail.
- Staff is working on gathering data for the engineering of the Paved Town trail phase III
- The third Pavilion pad has been prepped and staff is waiting on the Contractor to get this poured.
- The culvert at the Chair 1 parking lot has been installed.
- Driveway rock has been spread across the trail along the time to help clean up the transition from the paved trail to the grass of the park.
- Work around the edges of Chair 1 parking lot is scheduled to begin next week, but weather will dictate where the crew will go.

IN-HOUSE PROJECTS

Public works will continue to work on in-house projects and maintaining buildings and equipment as needed. If you have any questions or concerns, please do not hesitate to call.



STAFF REPORT TO THE TOWN COUNCIL

SUBJECT: Camping on Residential Property
AUTHOR: Bret Howser
DEPARTMENT: Administration
DATE: October 12, 2021
TYPE OF ITEM: Discussion

SUMMARY:

The Town Council will discuss their current policy disallowing camping on residential unimproved property.

BACKGROUND:

In March 2021 the Town Council discussed the issues with overnight camping in town which led to the adoption of ordinance #21-003 modifying the parking code (Brian Head Town Code §6-2A-5(I)(2)), which now reads as follows:

I. Overnight Parking, Camping:

1. It shall be unlawful to park a vehicle (such as a camper van, recreational vehicle, camping trailer, etc.) on a public street, or within a public parking facility, or within public parks, playing fields, or other areas for purposes of overnight camping, sleeping or other habitation without written approval from the Town Manager. The Town Manager may give temporary written approval in conjunction with a special use permit or in times of emergency.
2. Vehicles may be parked on private property for purposes of overnight camping sleeping or other habitation under the following conditions:
 - a) The vehicle is on a property which has an active building permit associated with it and construction activity is active and ongoing.
 - b) No more than one vehicle per property at any given time is allowed for purposes of overnight camping, sleeping or other habitation. A second inhabited vehicle may be allowed by the Town Manager where no additional ground disturbance is required.
 - c) Generators must comply with the Town's Noise Ordinance. Generator use will be prohibited after 10pm.
 - d) Vehicles are not allowed to be parked in the public right-of-way.
 - e) Vehicles must be properly licensed and registered.
 - f) Vehicles may only be parked for overnight camping, sleeping or other habitation between April 30 and November 1.

A previous iteration of the parking code had allowed for overnight camping for 16 days during the summer. This provision was added in 2019, prior to which the parking code was silent on the matter of camping on private property. However, staff found the 16-day limit to be difficult to enforce since an RV could be parked on a property for the entire summer and staff wouldn't know when it was occupied and when it wasn't. Indeed, this was a common practice on unimproved residential properties – people would use the property for camping, leave their trailer there all summer and come up and camp in it some weekends, basically using it as a temporary structure residence.

During the Council meeting on 9-28-21, a member of the public provided comment asking the Council to reconsider their policy position regarding camping on private property. Three Council members expressed an interest in revisiting the policy.

ANALYSIS:

It should be clarified that at its core the “new camping law” is not new. The underlying law here is land use: §9-7-1(B) of the Town Code lays out permitted uses in a single-family residential zone. Camping is not, and never has been, one of those uses. The parking code briefly allowed for camping as a temporary use between 2019 and 2021, but outside of that, it has never been explicitly allowed. Nor is the policy atypical to curtail camping on private property. Parowan City doesn’t allow living in an RV permanently. Iron County only allows R.V.’s to be lived in outside a travel trailer park, for one year, while they are constructing a house. Even then, they must have a building permit, the water developed (no hauling of water), the wastewater system installed, and an approved source of electricity (they cannot run off a generator).

Throughout the summer of 2021, staff has been educating the public about and enforcing the Council’s policy that our neighborhoods are not campgrounds. Staff developed the flyer shown here and has distributed it to dozens of property owners found camping on their land. Some property owners have expressed serious concerns, claiming that they only purchased the land to camp on it. Some neighbors have called the Town with concerns when groups of dozens of people have showed up to camp for a week on the vacant lot next door. Staff has had some people threaten lawsuit, and we’ve heard of some people selling their lots because of the imminent enforcement of this policy.

FINANCIAL IMPLICATIONS:

N/A

BOARD/COMMISSION RECOMMENDATION:

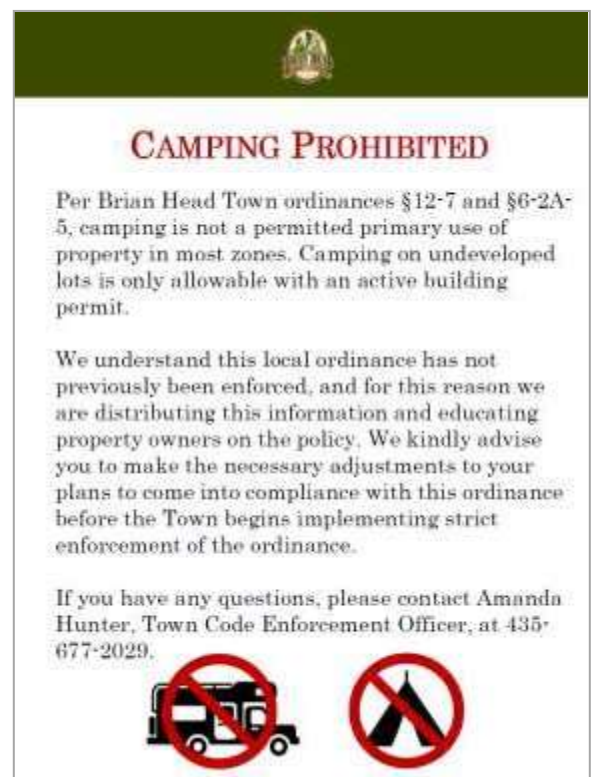
The Planning Commission’s recommendations from 2019 have been incorporated into the existing ordinance. We have not obtained a new recommendation from them.

STAFF RECOMMENDATION:

Staff does not have further input regarding the policy position. We believe that progress has been made in implementing the Council’s policy. We believe the policy question is clear: Do you want to allow camping as a use in the neighborhoods or not? Attempts in the past to straddle that line have been tricky to enforce, and generally lead to people camping whenever and wherever they want. So, if the Council chooses to attempt to find some middle ground, we ask that it be done in an enforceable manner.

PROPOSED MOTION:

No motion necessary, item is discussion only





STAFF REPORT TO THE TOWN COUNCIL

SUBJECT: Workforce Housing Discussion
AUTHOR: Bret Howser
DEPARTMENT: Administration
DATE: October 12, 2021
TYPE OF ITEM: Discussion

SUMMARY:

Council will discuss potential strategies for resolving workforce housing issues.

BACKGROUND/ANALYSIS:

The Town Council has been seeing workforce housing as a potential issue on the horizon for many years, identifying it in the Strategic Plan as requiring a study. The Town has been working with 5 County Association of Governments to develop a Workforce Housing Plan, although that project has stalled since the spring. Staff recently reached out to 5 County AOG to discuss getting the project back on track. This study would identify existing deficits in the affordable housing stock, evaluate the Town's Land Management Code for impediments to affordable housing development, and suggest various tools/policies the Town might employ to resolve affordable housing deficits.

With the prospect of a large annexation and development in the relatively near future at Aspen Meadows, the Town Council has expressed an interest in beginning the discussion about potential housing policies and tools prior to completing the Workforce Housing Study. To that end, the 5 County AOG has prepared a listing of housing tools and strategies for the Council to review, which are attached to this report.

Council should review the attachment and be prepared to discuss during the 10-12-21 Council Meeting. A representative from 5 County AOG will be available to answer questions during the discussion.

FINANCIAL IMPLICATIONS:

N/A

BOARD/COMMISSION RECOMMENDATION:

Eventually, Council will want to get input from the Planning Commission regarding any land use policies or ordinances resulting from the Workforce Housing Plan

STAFF RECOMMENDATION:

N/A

PROPOSED MOTION:

No motion necessary, item is discussion/informational only

ATTACHMENTS:

A – Affordable Housing Tools and Strategies

Strategies to Remove Barriers to Affordable Housing

- Local governments can seek low-interest loans and/or grants to reduce development costs.
- Enact measures to reduce or waive fees for projects that include affordable housing opportunities.
- Enact graduated impact fees, which set higher fees for larger, less centralized development, lower fees, and more central development, thus more accurately pricing the impact of the development, and increasing affordability of housing.
- Charge fees for Vacant Property or donate the property to a non-profit organization that will develop/redevelop it.
- Reduce parking requirements.
- Streamline the permitting process and adjust permitting costs that appropriately reflect efficiency.
- Employ *inclusionary zoning* to help ensure that housing developments allocate a certain portion of the units to low- and moderate-income home buyers.
- Evaluate local land use ordinances in order to suggest amending regulations, where possible.
- Zoning requirements that allow for a certain percentage of new units to be affordable.
- Employ Density Bonuses.
- Short term Rentals?
- Zone for higher densities to centralize services.
- Encourage in-fill development and adaptive reuse.
- Implement mixed-use rehabilitation projects, i.e., retail main street store fronts with upstairs low-income apartments.
- Zone for higher densities and allow for smaller building lots, multi-family housing, and accessory dwelling units.
- Allow for flexibility in zoning ordinances for open space requirements, parking provisions, etc. on low-income housing projects.
- Explore how community land trusts could reduce some costs of pre-development.
- Implement a first-time homeowner down payment assistance program.
- Partner with non-profits and/or Housing Authorities on low-income housing developments
- Encourage jurisdictions to allow density bonuses for projects which provide affordable housing opportunities.
- Collaborate with other agencies and housing providers to network information, resources and services.
- Partner on projects with other housing providers and lenders to reduce costs to low-income consumers.
- Provide educational program(s) to enlighten local governments on their role in the scope of participation with other entities.
- Implement joint rapid-rehousing projects.
- Work with local employers to establish employer assisted housing (EAH). Ultimately, EAH builds employee loyalty and reduces turnover by offering rental assistance.
- Collaborate with local non-profits, clergy, and Housing Authorities to increase the availability of rental assistance programs, including Section 8 housing.
- Encourage low-income persons to participate in First Time Home Buyers education courses, when available.
- Outreach to residents and tenants of public and manufactured housing assisted by public housing agencies to inform them of available down payment/closing cost assistance.
- Encourage local jurisdictions to follow fair housing laws to help prevent discrimination against

- minority groups, the elderly, disabled, single parent households, and other protected classes.
- Educate lawmakers about the challenges associated with landlord policy.
 - Develop creative strategies for landlord outreach efforts, including incentives/assurances for landlords who are willing to work with RRH and PSH providers.
 - Community advocacy and landlord educational outreach.
 - Increasing and building relationships with private landlords and developers.
 - Work with additional private landlords to house vulnerable clients.
 - Provide each deposit assistance / RRH client with tenant education developed by the Utah Housing Coalition.
 - Establish landlord indemnify pools for access damages/evictions.
 - Targeted case management to assist housing clients to prioritize housing first.
 - COC Rapid Re-housing funding has the ability to pay double-deposit, 1st and last month rent upfront.
 - Monthly follow-up with current landlords to identify and mediate client/landlord issues as much as possible.
 - Greater utilization of HEAT and Weatherization programs in housing stabilization plans for Section 8 vouchers, Rapid Re-housing, and Permanent Supportive Housing.
 - Provide targeted Asmart-energy use@ education to housing clients (lowering thermostat by degrees, weatherizing housing, reporting energy usage problems early, etc.)
 - Provide community grants or loans for the maintenance or rehabilitation of existing affordable units.
 - Support non-profit developers such as NeighborWorks in increasing inventory.
 - Better outreach of low-income tax credit for developers.
 - Encouraging local municipalities to address zoning and enforcement issues related to vacation rentals.
 - Manufactured and mobile homes in communities help meet some of the need for low-income housing.
 - Allowing smaller lot sizes, multi-family, and accessory dwelling units would help address the need for affordable housing in many communities in the region.
 - Establish by-right development.
 - Eliminate or reduce off-street parking requirements.
 - Enact high-density and multifamily zoning.
 - Allow accessory dwelling units.
 - Establish development tax or value capture incentives.
 - Use Property Tax Abatements.
 - Consider Community Land trusts or home purchase assistance loans to support LMI persons in purchasing homes.
 - Support connections between affordable housing, transit, and workforce development
 - Use multi use trails, paths, public transportation to connect affordable housing to workplaces.

*This list is not comprehensive and does not necessarily meet the housing needs of every community.



STAFF REPORT TO THE TOWN COUNCIL

SUBJECT: OHV Enforcement – End of Season Report
AUTHOR: Bret Howser
DEPARTMENT: Administration
DATE: October 12, 2021
TYPE OF ITEM: Informational

SUMMARY:

Council will receive a report regarding OHV enforcement efforts during summer of 2021.

BACKGROUND:

Brian Head Town has long been welcoming to OHVs as both a recreation and transportation option. Guests and residents over the years have time and time again repeated the refrain that they love the fact they can just jump on their OHV and cruise around Town. Most people that we hear from believe that the ability to use their OHVs around Town enhances their mountain living experience. Indeed, the Community Vision established in 2013 points to “Diverse Recreation... Opportunities” which certainly includes OHV use.

In the late 1980’s and 1990’s the Town passed several ordinances regulating OHV use. Current regulations in Town on OHVs can be found in [Title 6 Chapter 3](#) of the Town Code. In addition to [state statute](#) governing OHV use, noteworthy inclusions in the Town Code are:

- All town streets open for limited OHV use except Hwy 143
- Ski slopes explicitly barred
- Hours of operation 10pm-8am
- Noise – Stock mufflers required, and noise not-to-exceed 99 decibels at 20 inches
- Speed limit 15 mph, 25 mph for snowmobiles, 5 mph when passing pedestrians

With the sharp increase of visitors in Brian Head experienced in the summer of 2020, the Town began seeing more and more issues with OHVs. While these issues are similar in nature to those we’ve experienced throughout the years (noise, dust, safety, etc), the sheer volume of OHV use in Town has begun to have a more tangible impact on the character of the Town. This was clearly reflected in calls received by the Town, by the Public Safety Dept, commentary from the community to members of the Council, and was a common issue raised in our public input forums in January 2021. The Town was clearly being asked to step up enforcement efforts to manage the influx of OHV users.

During the development of the FY 2022 Strategic Plan and Budget, the Council directed staff to make provisions for enhanced enforcement of OHV regulations, including adding two new officers. What follows is a description of our OHV enforcement efforts during the summer of 2021 and an analysis of their effectiveness.

ANALYSIS:

The following list of enhanced OHV enforcement strategies was included in the Strategic Planning Retreat packet. For each strategy, a description of the implementation and an analysis of it’s effectiveness is provided in [blue](#).

Proposed Changes to Manage OHV Issues with Current Resources

- 1) Create a designated OHV management strategy or strategies with accompanying action steps in the FY 2022 Strategic Plan.
 - a. Implementation: This was completed and included in the adopted FY 2022 Strategic Plan as Strategy MA04: Keep Brian Head a multi-recreation community through OHV education and enforcement.
 - b. Effectiveness: While writing a strategy on a piece of paper certainly doesn't directly change the behavior of OHV users, it did help staff to give extra focus to the issue as we reviewed our action steps in our monthly strategic planning meetings. We feel this brought some extra attention to the matter from a management perspective.
- 2) Move toward a zero-tolerance enforcement strategy.
 - a. Implementation: All of the Marshals were instructed to strictly enforce OHV speed limits, noise restrictions, trespassing, etc. An electronic sign sat at the entrance to Town all summer informing guests that OHV laws will be strictly enforced. OHV rental businesses worked with the Town to inform their customers of the zero-tolerance policy.
 - b. Effectiveness: The idea was to create a reputation if you are irresponsible on your OHV in Brian Head, you will be cited. Even with additional officers on duty, it would be impossible to catch all of the OHV violators, so the strategy is to instill fear (quite frankly) so people would be worried that there might be a Marshal around any corner, which in a way increases the size of your force – a sort of invisible personnel.

From conversations with marshals and some in the community, I believe this strategy worked beautifully. I had visitors on OHV come up to me and say, "I heard you guys are really cracking down on OHVs in Town. Where can I go to ride without being worried about getting a ticket?" That is precisely the outcome we wanted.

- 3) Completely revamp our OHV signage.
 - a. Implementation: An entirely new scheme of signage was implemented on the OHV Trail. The signage was designed with the following in mind:
 - Guiding OHV users through Town and out of Town along the designated OHV Trail
 - Discouraging speeding and dust creation through clear and repeated communication of lower OHV speed limits
 - Making the designated OHV Trail so abundantly clear that there is little chance of OHV users accidentally starting into neighborhoods
 - Increasing clarity of communication through consistent sign design
 - b. Effectiveness: It's difficult to ascertain how effective this strategy was, although we did receive positive feedback on the signs from residents and visitors alike. It was also helpful in enforcement efforts as Marshals could easily direct people to the trail.

4) Change to limited use of public roads

- a. Implementation: The Town Council modified its OHV ordinance to allow limited use of local roads “to gain direct access to or from a private or public areas open for off-highway vehicle use” only, as allowed under State Code 41-22-10.5
- b. Effectiveness: The idea here was to give another local ordinance that the marshals could enforce that would prohibit OHVs from using our local roads as recreational trails rather than for transportation. Indeed, the Marshals cited this code often in their education efforts, although no citations were issued specifically for this violation.

Proposed Changes to Manage OHV Issues with Expanded Resources

1) Increase wages for part-time marshals and run dedicated OHV shifts

- a. Implementation: Wages Part-Time Officers were increased in the FY 2022 budget from \$16.80 to \$20/hour. Public Safety reports the following statistics from the summer:
 - 11 OHV enforcement shifts were scheduled (2 were dropped due to illness)
 - An estimated 120 OHV traffic stops. Most stops involved 3 or more OHV's so we estimate about 400+ contacts.
 - We made 4 visits to our rental shop this summer to discuss consumer education.
 - We only had 6 complaints from May 1 through September 30.
 - 13 citations including 2 for exhibition or for riding a wheelie down the Hwy. 6 for driving on the Hwy (Not street legal), 1 for nuisance/noise the rest for speed or failure to register.
- b. Effectiveness: This strategy gave real teeth to the zero-tolerance strategy. With additional officers and higher pay for part-time officers, we had the manpower to run these dedicated shifts and do some real education. Without these shifts, the zero-tolerance policy may have quickly been revealed to be empty threats. The additional wage for part-time officers may not have increased our pool of available officers as we'd hoped, but it probably helped to get more hours from our existing pool. It may take a little more time to really evaluate how effective the part-time wage hike is.

2) Double dust control budget

- a. Implementation: The dust control budget (Mag Chloride) went from \$5,000 to \$12,000 to allow for a 2nd application each summer. Additional weekend shifts were scheduled to run the water truck for dust control, for which the Streets Dept overtime line was increased \$3,000
- b. Effectiveness: Staff believes we were more successful with dust control this year. The monsoons returned and certainly helped with that. The 2nd application of Mag Chloride never happened because by the time the rains let up, it didn't make much sense to do the application anymore. We did receive a couple of complaints, particularly on Aspen Drive between Spruce and Kokopelli where the Mag Chloride application didn't last. But the additional water truck applications were definitely helpful.

- 3) Add specific budget for neighborhood dust control/speed signs (some have already been installed, but plenty more are needed as evidenced by rogue signs being put up by residents)
 - a. Implementation: Public Works estimates a dozen or so signs were installed between Aspen Drive, Upper Hunter Ridge, Falcon/Forest/Fox Run, all under the new neighborhood signage request program. Staff did not budget additional funds specifically for these signs, but rather used the existing pool of signage funds.
 - b. Effectiveness: Very difficult to say for sure if these signs are working, but the neighborhoods haven't submitted additional requests.
- 4) Acquire additional electronic speed sign(s) to distribute at key points for traffic calming
 - a. Implementation: These signs were acquired and deployed late in the season.
 - b. Effectiveness: Given the lateness of the implementation, it is difficult to assess the effectiveness at this point.

FINANCIAL IMPLICATIONS:

N/A

BOARD/COMMISSION RECOMMENDATION:

N/A

STAFF RECOMMENDATION:

N/A

PROPOSED MOTION:

No motion necessary, item is discussion/informational only

ATTACHMENTS:

N/A



STAFF REPORT TO THE TOWN COUNCIL

SUBJECT: Strategic Planning Process 2.0/ FY 2022 Q1 Update
AUTHOR: Shane Williamson
DEPARTMENT: Administration
DATE: October 12, 2021
TYPE OF ITEM: Discussion

SUMMARY:

Staff will demo the Asana software currently in trial to help take our strategic plan to the next level.

BACKGROUND:

In the FY 2021 and FY 2022 Strategic Planning Retreats, Council and Staff discussed the idea of Strategic Planning 2.0. The idea really focuses on bringing new life to the plan that would place it more on the forefront of daily operations.

ANALYSIS:

ASANA is web-based software primarily designed to increase collaboration and execution of projects. Currently, Staff is demoing the software with our Strategic Plan, with access to all Department Heads, the Town Treasurer, and the Town Clerk. The program helps Staff bring the Strategic Plan to life, with instant updates, scheduling, sub-tasking, communication, and delegation. It also allows for syncing action steps to the Google Calendar used by Staff.

In addition, Asana has reporting featuring that are customizable to see progress toward specific action steps, goals, strategies, staff members, and even departments. Though, we are not fully sure how or what report best represents the traditional update report to council, we will illustrate and discuss the options during this agenda item.

Most of the discussion will come from a live demonstration of the program during the meeting.

FINANCIAL IMPLICATIONS:

Asana is costing the Town \$1,200 annually for 5-users. Staff estimates it to be under \$3,000 to incorporate all staff members and Council members if we choose so in the future.

BOARD/COMMISSION RECOMMENDATION:

N/A

STAFF RECOMMENDATION:

N/A

PROPOSED MOTION:

No motion necessary, item is discussion/informational only

ATTACHMENTS:

No Attachments