

NOTICE AND AGENDA
SANTA CLARA CITY COUNCIL WORK MEETING
Wednesday December 7, 2022
Time: 5:00 p.m.
AGENDA

Public Notice is hereby given that the Santa Clara City Council will hold a Work Meeting in the City Council Chambers, located at 2603 Santa Clara Drive, Santa Clara, Utah on Wednesday December 7, 2022, commencing at 5:00 PM. The meeting will be broadcast via You Tube linked on our website at <https://sccity.org/meetings>.

1. **Call to Order:**

2. **Communication and Appearances:**

3. **Working Agenda:**

A. General Business

1. City Alliance with Utah Tech University – Shop Local Campaign Presentation.
2. Discussion regarding Vineyard Drive Phase 1 Construction Drawings, Cost Estimates, and timeline.
3. Public Safety Discussion.
4. Administrative Code Enforcement Ordinance Discussion

4. **Staff Reports:**

5. **Adjournment:**

Note: In compliance with the Americans with Disabilities Act, individuals needing special accommodation during this meeting should notify the city no later than 24 hours in advance of the meeting by calling 435-673-6712. In accordance with State Statute and Council Policy, one or more Council Members may be connected via speakerphone or may by two-thirds vote to go into a closed meeting.

Zoom Meeting Participants: Participants on the Zoom call are limited to City Staff, Council Members, and applicants on the agenda. Email calendar invitations will be sent out in advance of the meeting. Instructions for each meeting will include the meeting ID, and password to join. When joining the meeting your screen name must show your full name. Each applicant will be accepted into the meeting when their item is up for discussion. Please contact Chris Shelley at (435)673-6712 Ext. 203 with any questions regarding public meetings.

The undersigned, duly appointed City Recorder, does hereby certify that the above notice and agenda was posted within the Santa Clara City limits on this 1st day of December 2022 at the Santa Clara City Hall, on the City Hall Notice Board, at the Santa Clara Post Office, on the Utah State Public Notice Website, and on the City Website at <http://www.sccity.org>. The 2022 meeting schedule was also provided to the Spectrum on January 12, 2022

Chris Shelley – City Recorder

Mayor
Rick Rosenberg

City Manager
Brock Jacobsen



City Council
Denny Drake
Leina Mathis
Ben Shakespeare
Jarett Waite
Christa Hinton

CITY COUNCIL

Meeting Date: December 7, 2022

Agenda Item: 1

Applicant: City Alliance with Utah Tech

Requested by: James McNulty

Subject: University Shop Local Campaign

Proposal

Description:

A City Alliance with Utah Tech University has been underway for the past several months. The Shop Local Campaign is one of the projects currently in process. A group of Utah Tech University students have been working on the project this semester (fall 2022). As a result, they've prepared a presentation for the City Council. A Shop Local Campaign Proposal document, and the presentation for the December 7, 2022 work meeting have been attached for your review.

Recommendation: Discussion

Attachments:

Cost: N/A

Legal Approval: N/A

Finance Approval: N/A

Budget Approval: N/A



Shop Local Campaign ***City of Santa Clara***

Lindsey Cozad, Laiza Moreno & Grayce Payne

Goal:

- Strengthen the City of Santa Clara's economic development through a shop local campaign.

Objectives

1. Awareness: Specifically increase those who consider shopping local to be moderately important to be very important by 10% within five months of the campaign.



Evaluative Research

1. We would like to survey residents again (using the same question that was in the original survey) to see if there is a marked increase from moderately important to very important.
 - a. We plan to give out this survey again during the 2023 Swiss Days.

2. Action: specifically to increase the number of visitors in local Santa Clara businesses by 10%, based on average visitors, within five months from the start of the campaign.

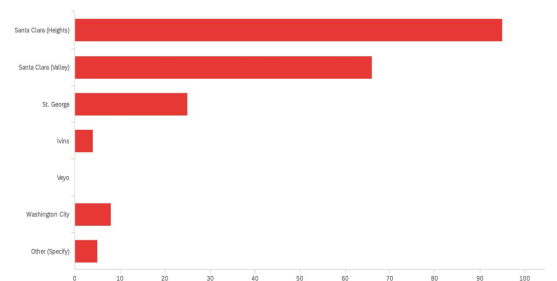


2. Insight Communication to re-interview the businesses. One of the interview questions focused on how many visitors they see per week. We would like to ask them the same question.

Survey Results

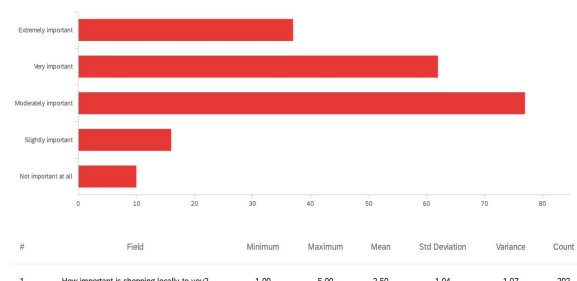
203 residents in Santa Clara and surrounding areas participated in an evaluative survey that was meant to gather information regarding residents' current shopping habits and their perceptions about the value of shopping locally. Below are the first three questions results:

1. - Where are you from?



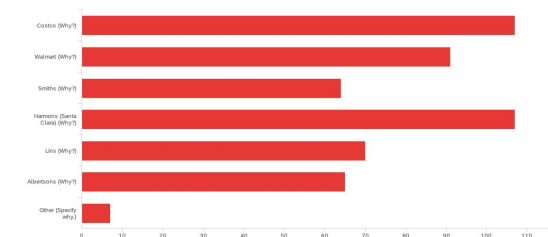
#	Field	Choice Count
1	Santa Clara (Heights)	46.80% 95
2	Santa Clara (Valley)	32.51% 66
3	St. George	12.32% 25
4	Inlrs	1.97% 4
5	Veyo	0.00% 0
6	Washington City	3.94% 8
7	Other (Specify)	2.46% 5
		203

2. - How important is shopping locally to you?



#	Field	Choice Count
1	Extremely important	18.32% 37
2	Very important	30.69% 62
3	Moderately important	38.12% 77
4	Slightly important	7.92% 16
5	Not important at all	4.95% 10
		202

3. - Where do you typically shop for groceries? (Select all that apply)

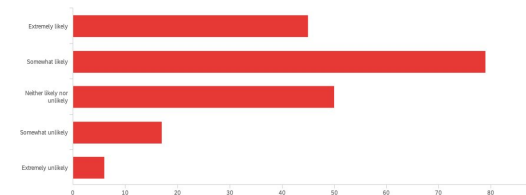


#	Field	Choice Count
1	Costco (Why?)	20.94% 107
2	Walmart (Why?)	17.81% 91
3	Smiths (Why?)	12.52% 64
4	Harmons (Santa Clara) (Why?)	20.94% 107
5	Lins (Why?)	13.70% 70
6	Albertsons (Why?)	12.72% 65
7	Other (Specify why.)	1.37% 7

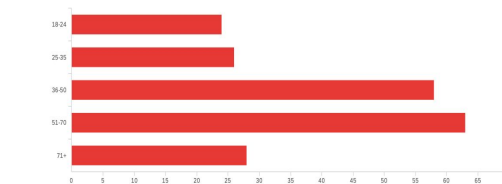
Below are the other three questions that were included in the survey. The word cloud features the most popular small business surveyors frequently shop at:

4. - How likely are you to change your shopping habits if it led to avoiding future tax

increases from your city?

[illegible]

6. - How old are you?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How old are you?	1.00	5.00	3.23	1.20	1.44	199
#	Field						Choice Count
1	18-24					12.06%	24
2	25-35					13.07%	26
3	36-50					29.15%	58
4	51-70					31.66%	63
5	71+					14.07%	28
							199



Survey Results

Where are you from?

- 46%: Santa Clara (Heights)
- 32% Santa Clara (Valley)
- 12% St. George
- The most responses were residents of Santa Clara.

We can cater our Shop Local campaign towards people who are likely to be frequent patrons at local businesses in Santa Clara

Where do you shop for groceries?

- 21% Harmons in Santa Clara
- 20% Costco
- 18% Walmart
- They offer reasonable prices and free delivery
- Knowing why people shop at chain stores will help us highlight the benefits of shopping locally as opposed to shopping at chain stores

How important is shopping locally?

- 38% of participants said shopping locally was “moderately important” to them
- Built-in audience already who would likely engage with a campaign that encourages them to continue shopping locally

If taxes would be lowered how likely are you to change your shopping habits?

- 23% are extremely likely to change their shopping habits if it led to avoiding future tax cuts
- 40% said that they were somewhat likely
- Using tax incentives could influence consumer behavior if the incentive was persuasive enough to change shopping habits

How old are you?

- 32% were 51-70 years old
- 29% were 36-50 years old
- This group of participants typically have more buying power, which can increase opportunities for the shop local campaign



Interview

Insight Communication interviewed 16 business owners in Santa Clara. Most of these interviews took place via phone conversations. These phone conversations lasted approximately 15 minutes long. The results of these interviews have been organized according to question and typical responses.

Q: What are you currently doing to drive customers into your business?

Word of mouth: "We use word of mouth and referrals from others."

- Woof! Wellness Center.
- Mountain Town Music
- Capriottis
- Uncle and Aunties
- Kathy Barton Hair Styling

Ads: "Radio ads that go out daily."

- O'reilly Auto Parts
- BT pearson Tire

Marketing Agency: "We use a larger marketing firm where everything we promote gets approval."

- Bucks Ace Santa Clara
- David Pettegrew Insurance
- State Bank Of Southern Utah.

Local events / Reward Systems: "We advertise in local events like Swiss Days and Trunk or Treat."

- Country Kids Children Center.
- Lamy's Mexican Grill
- Quench it
- Santa Clara Dental

Q: What goals would you like to achieve through the shop local campaign?

Awareness/ informative: "We want people to get to know our services beyond just driving by and word of mouth."

- Woof! Wellness Center.
- Mountain Time Music
- Lamy's Mexican Grill

More Clients/ Customers: "Want to see an increase in customers, and build relationships with them."

- Bucks Ace Santa Clara
- BT pearson Tire
- Frei's Fruit Market LLC
- Country Kids Children Center
- David Pettegrew Insurance
- Capriottis.
- Santa Clara Dental



Interview

Q: What kind of online marketing do you do?

Social Media (Facebook/Instagram):

- Santa Clara Dental
- State Bank of Southern Utah
- Mountain Town Music
- David Pettegrew Insurance
- Country Kids Children's Center
- Frei's Fruit LLC
- Woof Wellness Center!

Website/Marketing Firm:

- Bucks Ace Santa Clara
- BT Pearson Tires
- Santa Clara Dental

Q: What kind of online marketing do you do?

- Santa Clara Dental
- Kathy Barton Hair Styling
- Lamy's Mexican Grill
- Uncle and Aunties
- State Bank of Southern Utah
- Mountain Town Music
- Country Kids Children Center
- BT Pearson Tire
- Bucks Ace
- Woof! Wellness Center

The responses from these interviews indicate that business owners would like to grow their business and that many are interested in participating in the shop local campaign. They see the benefits of a shop local campaign that goes beyond word-of-mouth.



Tactical Program



Dates for the Shop Local Campaign: April 23-29

The official “Shop Local” week is May 1-7, 2023. However, there are several reasons why we chose to move up our Shop Local campaign.

- The Ironman competition in St. George is May 6, 2023
- Commencement for Utah Tech graduates is May 6, 2023
- Students in the area will want to participate in shopping locally, but many students won't be in town towards the end of that first week in May

Campaign Tagline & Logo

Four main components to the campaign logo:

- The green and brown color scheme represent the “historic character, scenic beauty, and collegial sense of community” within Santa Clara; the colors also represent the “roots” of the community
- The “We are open” sign symbolizes the welcoming feeling associated with shopping locally
- The tagline, “Find the Love in Local” speaks to the joy of developing a love for Santa Clara and the local culture and businesses
- “Shop Local” phrase at the bottom of the logo emphasizes the core purpose of the campaign



Yard Signs, Stickers, Flyers & Banners

Yard Signs

- 25 yard signs from Star Sign in St. George
- The signs will be double sided and feature the “Shop Local” logo
- The signs can be placed along Santa Clara Drive & Pioneer Parkway

Stickers

- 500 stickers featuring the “Shop Local” logo

Banners

- The city has an account with Rainbow Signs to print banners to advertise the “Shop Local” week

Outdoor flyers

- The outdoor flyers will also go up at the same time as the yard signs
- An inexpensive, accessible way to spread the word about the “Shop Local” campaign
- Businesses participating in the “Shop Local” week could also display the flyers in their windows





Website

A website could be a useful tactic to serve as a homebase for the campaign that explains what the campaign is and why the City of Santa Clara is encouraging people to shop locally. Potential pages on the website include:

- A list of businesses participating in the campaign
- The benefits of shopping locally
- How to shop locally year-round
- Information about gift basket giveaways on social media
- Information about participating in the “Mayor for the Day” event
- Testimonials from local businesses and frequent patrons

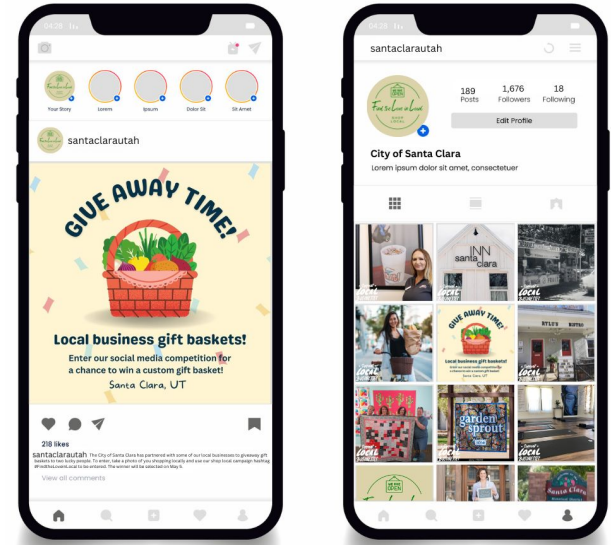
Social Media & Gift Baskets

Insight Communication will talk to local businesses and see which ones would like to participate in making a gift basket for winners of our “Shop Local” campaign

- Winners will be picked via social media; participants will post using our unique hashtag, #FindtheLoveinLocal, and will be chosen at random
- The more someone posts with the hashtag, the more likely they are to be chosen

Potential businesses to gather baskets from include:

- Bone Appetit Natural Pet Pantry, Power Yoga Southern UT, Moore N More Popcorn, Superbloom Coffee Roasters, The Knitting Post, and Vamp Body Art, LLC





Press Release & VMS Advertising

Press Release

- Allows for information regarding the “Shop Local” campaign to be dispersed to local news outlets, on the proposed website, and in other printable pieces of media (magazines, blogs, etc.)
- Serves as a one-stop shop for dates, times, and associated events for the campaign
- Strengths the city’s relationship with local media outlets

VMS Advertising

- VMS (variable message signs) are used throughout Utah for traffic management or PSAs
- Entities may rent VMS units through a permit process outlined in the planbook
- VMS advertising serves as another visually competent to promote the “Shop Local” campaign on popular roadways



Mayor for the Day

Mayor for the Day is meant to garner media coverage while at the same time, encouraging residents to shop local.

- Someone wins “Mayor for the Day” by finding an object of significance to the city that has been hidden within a local business
 - Hints to where the object is hidden could be shared on social media to encourage more people to follow the City of Santa Clara
- The winner won’t influence policy or governmental practices, but they would receive a sash, a cash prize, and Mayor Rosenberg could give the winner a fake key to the city
- This event would serve as a great photo opportunity, which would help generate media buzz for the campaign



Late Night Shopping Event

COVID-19 has caused many businesses to close their shops earlier and earlier because it is financially difficult to stay open late with limited staff and a decrease in patrons.

- Hosting a late night shopping event, for one night only, would not put a financial burden on local businesses
- This event could feature live music and appetizers to give the downtown shopping scene a more lively atmosphere
- A late night shopping event would also enable people, who usually can't make it to these local businesses during their regular hours, to visit these businesses and shop
- Pending permission from Buck's Ace Hardware, the shopping event could be held there

Insight Communication
Shop Local Campaign Proposal
City of Santa Clara



Lindsey Cozad, Laiza Moreno, and Grayce Payne

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Formative Research

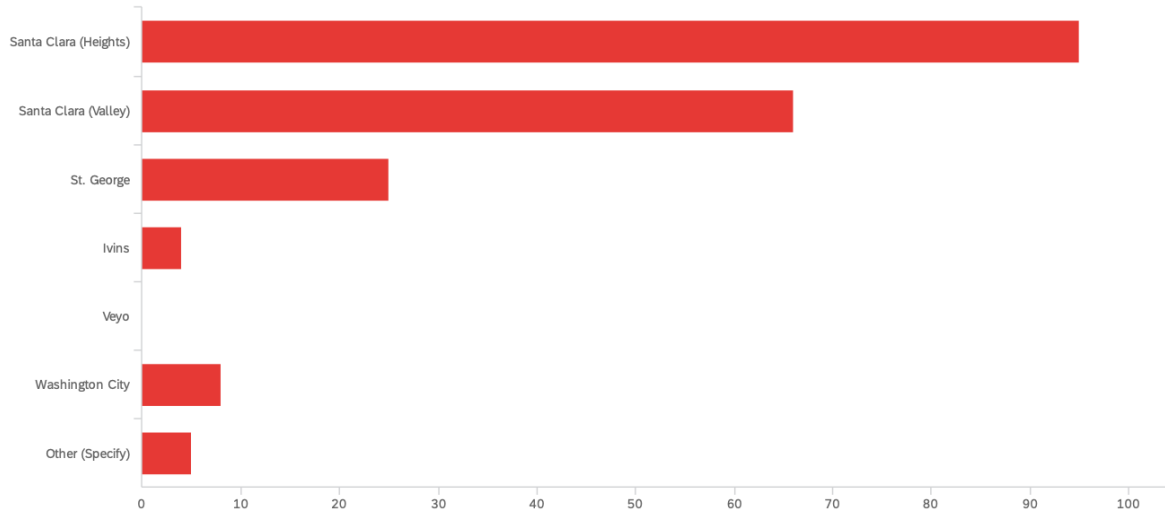
Insight Communication conducted extensive research during the Fall 2022 semester. This triangulated research effort consisted of a shop local survey followed by interviews with local business owners. This section explicates the research methods and results.

Shop Local Survey

Insight Communication wrote and distributed a five question survey to residents during the annual Swiss Days event (Saturday, September 23, 2022). The survey was also attached to the local utility bill that was sent to residents during the October 30, 2022 billing cycle. The survey was meant to gather information regarding residents' current shopping habits and their perceptions about the value of shopping locally. Residents were instructed to use a QR code and then fill out the five question survey, which was completed in Qualtrics. The results of the survey are articulated below:

Demographics

1. - Where are you from?



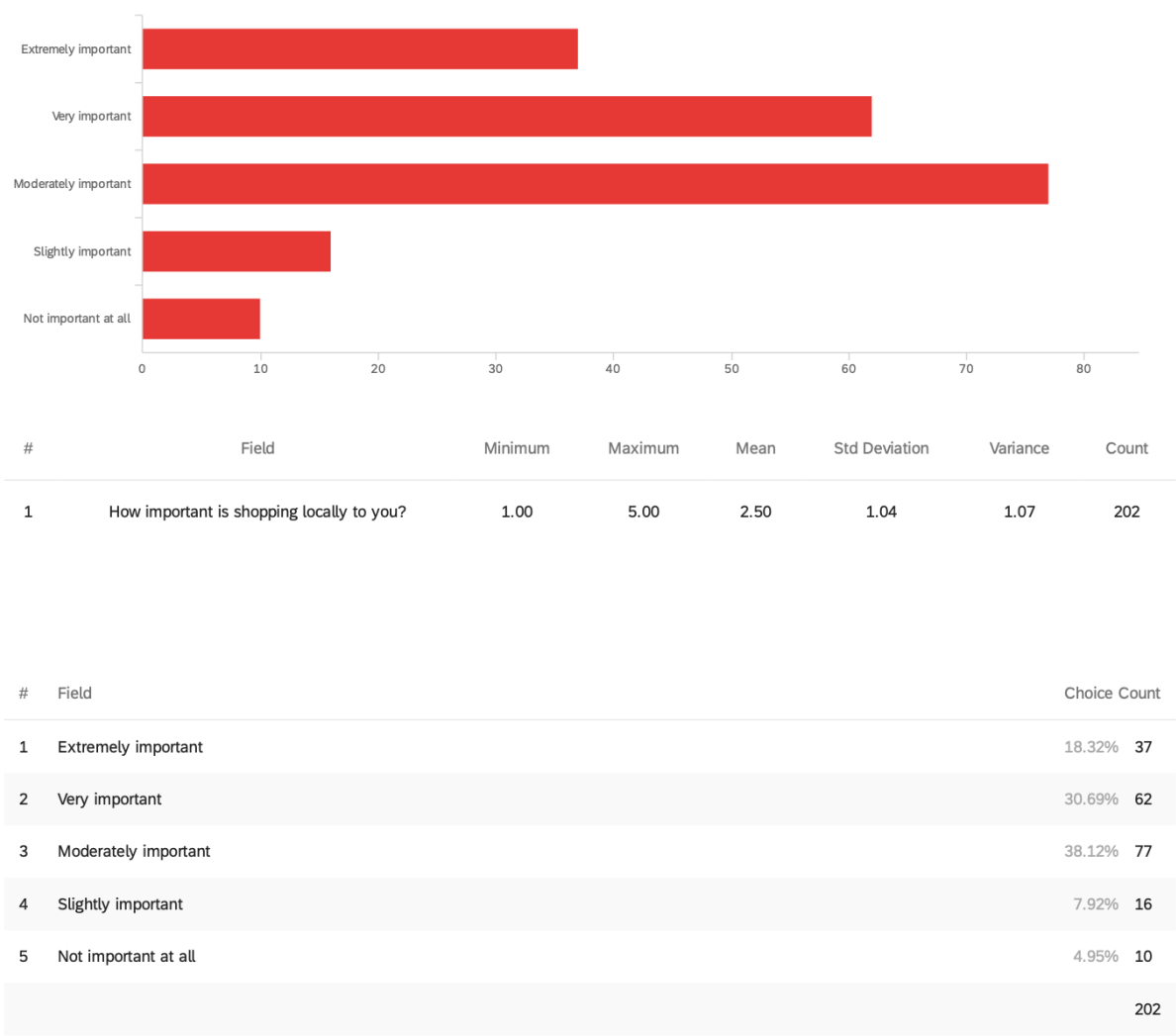
#	Field	Choice Count
1	Santa Clara (Heights)	46.80% 95
2	Santa Clara (Valley)	32.51% 66
3	St. George	12.32% 25
4	Ivins	1.97% 4
5	Veyo	0.00% 0
6	Washington City	3.94% 8
7	Other (Specify)	2.46% 5
		203

Location

The top two locations that emerged from the survey results were Santa Clara (Heights) at 46% and Santa Clara (Valley) at 32%. A smaller portion of respondents were from St. George (12%), and an even smaller percentage of respondents were from Ivins (2%) and Washington City (4%). These results indicate that a significant portion of respondents live in Santa Clara, or in the case of respondents from

neighboring cities like St. George, live close enough to the city of Santa Clara that they can travel there easily. Receiving a majority of respondents who are residents of Santa Clara means that we can cater our Shop Local campaign towards people who are likely to be frequent patrons at local businesses in Santa Clara.

2. - How important is shopping locally to you?

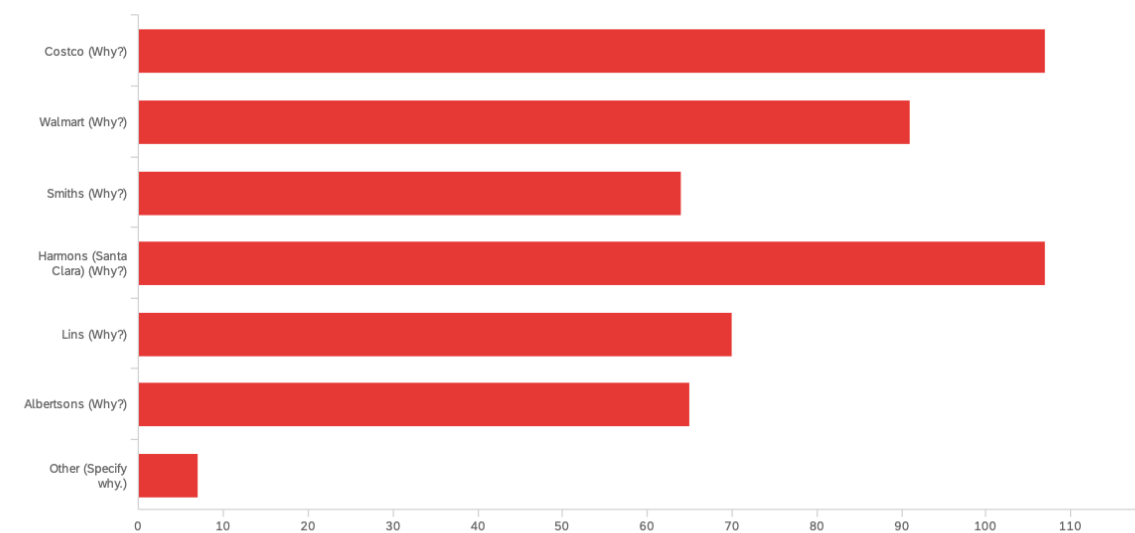


Importance of Shopping Local

Out of 202 responses, 38% of participants said shopping locally was “moderately important” to them. Nearly 31% of respondents said shopping locally was “very important to them,” and 18% of participants ranked shopping locally as “extremely important.” The results of this question indicate that individuals in the city of

Santa Clara and surrounding areas already deem shopping local as somewhat important, which means that we have a built-in audience already who would likely engage with a campaign that encourages them to continue shopping locally.

3. - Where do you typically shop for groceries? (Select all that apply)



#	Field	Choice Count
1	Costco (Why?)	20.94% 107
2	Walmart (Why?)	17.81% 91
3	Smiths (Why?)	12.52% 64
4	Harmons (Santa Clara) (Why?)	20.94% 107
5	Lins (Why?)	13.70% 70
6	Albertsons (Why?)	12.72% 65
7	Other (Specify why.)	1.37% 7
		511

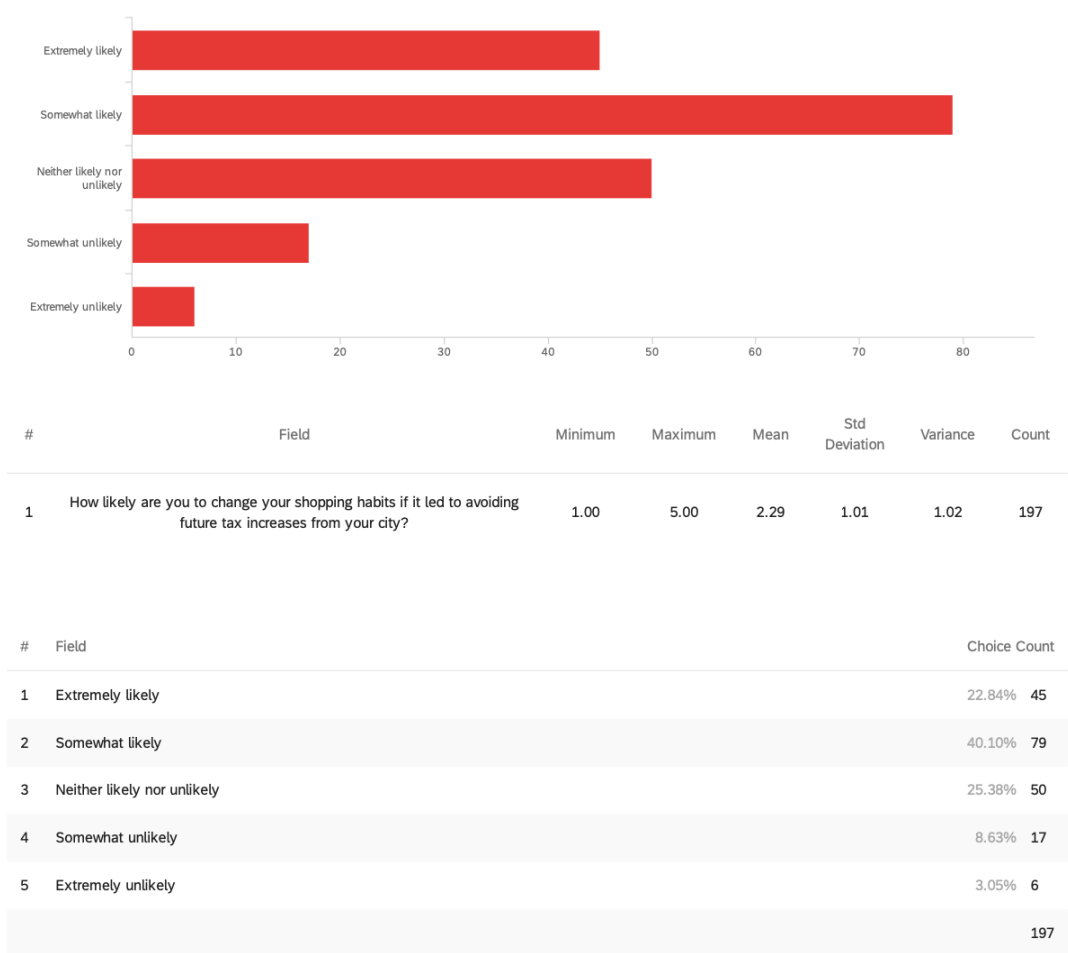
Where People Usually Shop for Groceries

The top three most popular stores to visit for groceries include the Harmons in Santa Clara (nearly 21%), Costco (20%), and Walmart (18%). Some respondents wrote in different stores that they visit instead of the ones provided on the survey.

Grocery store suggestions included Frei’s, the local farmer’s market, and Ace. In

terms of why respondents shopped at certain stores over others they said the store they frequent is more reasonably priced and provides customers with free delivery. Having an understanding from the survey that most people shop at chain stores like Walmart instead of smaller stores and markets will help us to develop campaign tactics around highlighting the benefits of shopping locally as opposed to shopping at chain stores.

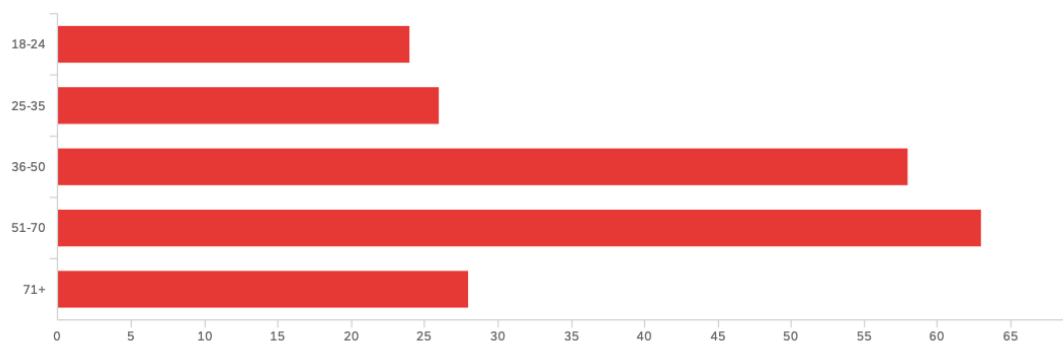
4. - How likely are you to change your shopping habits if it led to avoiding future tax increases from your city?



Avoiding Future Tax Cuts

According to the survey results, about 23% said that they are extremely likely to change their shopping habits if it led to avoiding future tax cuts while 40% said that they were somewhat likely to change their shopping habits if it led to avoiding future tax cuts. The information here indicates that using tax incentives could influence consumer behavior if the incentive was persuasive enough to change shopping habits. The survey did not ask how expansive those incentives could be; however, this is something to consider given the right circumstances.

6. - How old are you?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How old are you?	1.00	5.00	3.23	1.20	1.44	199

#	Field	Choice Count
1	18-24	12.06% 24
2	25-35	13.07% 26
3	36-50	29.15% 58
4	51-70	31.66% 63
5	71+	14.07% 28
		199

Age of Participants

The participants who were surveyed tended to be older: 32% were 51-70 years old and 29% were from 36-50 years old. This group of participants typically have more buying power, which can increase opportunities for the shop local campaign.

Interviews with Local Santa Clara Businesses

Insight Communication interviewed 16 business owners in Santa Clara. Most of these interviews took place via phone conversations. These phone conversations lasted approximately 15 minutes long. The results of these interviews have been organized according to question and typical responses.

Q: What are you currently doing to drive customers into your business?

Word of mouth: "We use word of mouth and referrals from others."

- Woof! Wellness Center.
- Mountain Town Music
- Capriottis
- Uncle and Aunties
- Kathy Barton Hair Styling

Ads: "Radio ads that go out daily."

- O'reilly Auto Parts
- BT pearson Tire

Marketing Agency: "We use a larger marketing firm where everything we promote gets approval."

- Bucks Ace Santa Clara
- David Pettegrew Insurance
- State Bank Of Southern Utah.

Local events / Reward Systems: "We advertise in local events like Swiss Days and Trunk or Treat."

- Country Kids Children Center.
- Lamy's Mexican Grill
- Quench it
- Santa Clara Dental

Q: What goals would you like to achieve through the shop local campaign?

Awareness/ informative: "We want people to get to know our services beyond just driving by and word of mouth."

- Woof! Wellness Center.
- Mountain Time Music
- Lamy's Mexican Grill

More Clients/ Customers: "Want to see an increase in customers, and build relationships with them."

- Bucks Ace Santa Clara
- BT pearson Tire
- Frei's Fruit Market LLC
- Country Kids Children Center
- David Pettegrew Insurance
- Capriottis.
- Santa Clara Dental

Q: What kind of online marketing do you do, and what are the results?

Social Media (Facebook/Instagram):

- Santa Clara Dental
- State Bank of Southern Utah
- Mountain Town Music
- David Pettegrew Insurance
- Country Kids Children's Center
- Frei's Fruit LLC
- Woof Wellness Center!

Website/Marketing Firm:

- Bucks Ace Santa Clara
- BT Pearson Tires
- Santa Clara Dental

Q: How many customers do you see per week? How do you currently track your sales?

50-100:

- Santa Clara Dental
- Kathy Barton Hair Styling
- Uncle and Aunties
- State Bank of Southern Utah
- Mountain Town Music
- Country Kids Children Center
- Woof! Wellness Center

1400-1600:

- Capriottis
- Lamy's Mexican Grill
- BT Pearson Tire
- Bucks Ace

The responses from these interviews indicate that business owners would like to grow their business and that many are interested in participating in the shop local campaign. They see the benefits of a shop local campaign that goes beyond word-of-mouth.

Strategic Plan—Goals & Objectives

Positioning Statement

For local consumers, the City of Santa Clara is the Southern Utah community that provides unique, quality shopping and dining experiences that foregrounds its historic character, scenic beauty, and collegial sense of community.

Goals and Objectives

Goal

Strengthen the City of Santa Clara's economic development through a shop local campaign.

Objectives

To have an effect on *awareness*; specifically to increase those who consider shopping local to be moderately important to be very important by 10% within five months of the campaign.

To have an effect on *action*; specifically to increase the number of visitors in local Santa Clara businesses by 10%, based on average visitors, within five months from the start of the campaign.

Tactical Program

The shop local campaign will take place for one week between April 23-30th. This particular week was chosen for a number of reasons: (1) This is the week before the Ironman 70.3 North American Championship in Saint George. There will be many participants in the Ironman visiting, which may encourage residents to (1) 'shop local' to avoid crowds (2) This is the week before Utah Tech University commencement, which, again, may encourage residents to 'shop local' to avoid crowds; (3) This week will still be part of the Spring 2023 semester so students can participate and organize events.

The following tactics are proposed for the Santa Clara shop local campaign.

Campaign Tagline & Logo

The logo for the campaign includes four main aspects.

- The green and brown color scheme represents the “historic character, scenic beauty, and collegial sense of community” presence in the city of Santa Clara. The colors symbolize the “roots” of the community (pulled from the trees in the City of Santa Clara’s logo).
- The “We are open” sign represents the welcoming feeling that is cultivated in the area where residents shop locally.
- The tagline, “Find the Love in Local” speaks to finding the joy of shopping locally. Insight Communication wanted to encourage finding more than just local businesses; “finding” denotes developing the love for the town and the local culture.
- The use of the phrase, “Shop Local” at the bottom of the logo emphasizes the core purpose of the campaign and serves as a reminder of the shop local movement.



Owned Media Tactics

Yard Signs, Stickers and Banners

We plan on purchasing 25 yard signs from Star Sign in St. George, or another reputable/affordable printing company, to be displayed throughout the city before and during our planned “Shop Local” campaign (see Budget for the expected cost). The signs will be double-sided and will feature the “Shop Local” logo and wouldn’t have dates on them, so the signs could be reused for future “Shop Local” weeks. These yard signs would ideally be placed along Santa Clara Drive and Pioneer Parkway (along in other residential places deemed important by City Council). The purpose of these yard signs is a visual reminder to shop local during the campaign. We also want to distribute stickers featuring the “Shop Local” logo and Atwood Innovation Plaza could print the stickers for free. We were planning on printing 500 stickers for the campaign. The city also has an account with Rainbow Signs who have made banners for them before, so we could also print banners to go up around the city to promote the “Shop Local” campaign as well.

Outdoor Flyers

Putting up flyers around Santa Clara and St. George a week before our planned “Shop Local” week is an inexpensive way to generate interest from local residents and students. Flyers for the “Shop Local” week make information about the event easily accessible by laying out when the week is, where it is and why people should go out and shop local during that week. Businesses in Santa Clara could also display the flyers in their windows to let their frequent patrons and new customers know that they’re participating in the “Shop Local” campaign. A QR code could also be included on the flyer that takes people to the website for the “Shop Local” campaign so people can learn more about the campaign and which

businesses are involved in the campaign. The Shop Local campaign website can be connected with the City of Santa Clara website (see below for more details).

An example of a flyer is below:



VMS Advertising Technology

VMS (Variable message signs) are digital signs featured on Utah highways, primarily used for traffic management public service announcements. On occasion some entities may rent VMS units from the private sector, through a permit process to be placed within any UDOT Right-of-Way (see Appendix B for contact information). This tactic is meant to, again, visually complement and supplement the shop local messaging in a way that encourages all residents to shop local. It will serve as another touchpoint for residents.

Interpersonal Communication and Earned Media Tactics

Mayor for the Day

This idea is meant to garner media coverage, but also to encourage residents to shop local. This idea centers around a contest where residents will need to find an object of city significance around the town that is hidden in a local business. The individual who finds this hidden object can become “Mayor for the Day.” Although this individual will not influence policy or governmental practices, the winner would receive a sash, a cash prize, and Mayor Rosenberg can give the winner a key to the city. This would serve as a wonderful photo opportunity to encourage media coverage. We could even do some kind of ribbon cutting ceremony where the winner would receive the key and a certificate. As the mayor for the day, they would also get the opportunity to bring their ideas for improving the city to a captive City Council.

Late Night Shopping Event

Since the Covid-19 pandemic, many businesses (especially chain stores) began to close earlier and earlier. The main reason for this was that it was challenging for companies to afford to pay their employees contracted wages along with decreasing the spread of the virus. Since Covid-19, many businesses saw this as an opportunity to save money and cut back on expenses that other managers were saving. A shop local campaign is a great opportunity to extend store hours to provide a unique shopping experience for consumers late into the night. Pending permission from Buck’s Ace Hardware, the late night shopping event could take place in their parking lot and the participating businesses could have pop-up shops.

Website

A website could be a useful tactic to serve as a homebase for the campaign. There could be several pages on the website that explain the campaign, which

businesses are participating in the campaign, how people can support local businesses, the benefits of shopping local, etc. There could also be information about how to get in the running to win baskets from the local businesses along with how people can enter to participate in the “Mayor for the Day” event. To strengthen the personal aspect of the campaign, there could be testimonials from local businesses about the origin of their business/why it’s important to shop local. Frequent patrons of local shops in Santa Clara could provide testimonials as well explaining why they chose to shop local. Below is not what the website would look like, but rather, it just highlights some of the potential pages that could be featured on the website. We can easily connect this website to the City of Santa Clara webpages for easy navigation.



Social Media

Social Media is an easy way to capture a wide range of ages with younger college students primarily using Instagram and older residents using Facebook. Social

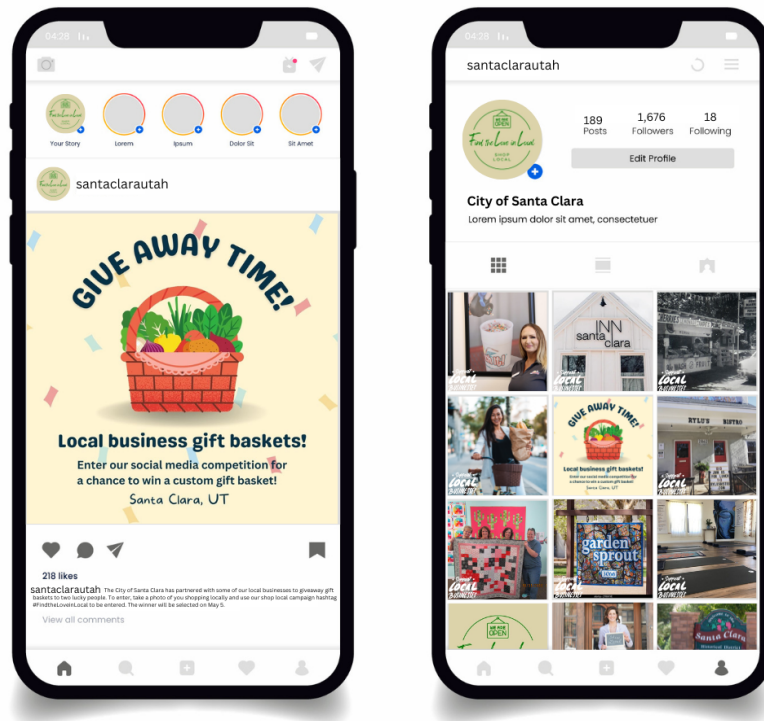
media allows for the spreadability of content through the use of hashtags, social media stories, and tagging businesses and the campaign in photos of people shopping locally. Having a central place to post content like an Instagram and Facebook page that the community can get information from and interact with will help them feel more inclined to participate in the campaign.

One centralized hashtag #FindtheLoveinLocal. Students from Insight Communication can manage the social media pages during the campaign week.

Insight Communication will talk to local businesses and ask them if they want to get on board and make a gift basket for the winners of our shop local campaign. The gift baskets would be more of a co-op where the city would cover most of the costs of putting together the baskets rather than the businesses having to cover the costs. Our top winners of the campaign will be awarded with a basket from one of these businesses, chosen at random. The winners will be picked via social media. Participants will post using our unique hashtag and will be chosen at random. The more you post, the more likely you are to be chosen. Users cannot be picked more than once.

Possible businesses:

- Bone Appetit Natural Pet Pantry
- Power Yoga Southern UT
- Moore N More Popcorn
- Superbloom Coffee Roasters
- The Knitting Post
- Vamp Body Art, LLC



Press Release

Implementing a press release articulating the tactics will allow for a physical copy of the goal of Santa Clara's Shop Local campaign to be distributed in local news outlets, on the potential website, and other printable pieces of media. Press releases offer the original source of information to create an official statement directly from the organization. This allows the public to be directly notified of the goals, opportunities and current events regarding the campaign (see Appendix A for the example of a press release).

Implementation

Timeline

This timeline is tentative and subject to change based on resource availability and feedback.

	March	April
Yard Signs, Stickers, and Flyers		
Design (student 1 & 2)	x	
Final copy approval (Erin and S.C.)	x	
To printer (student 1 & 2)	x	
From printer (student 1 & 2)		x
Delivery (student 1 & 2)		x

	February	March	April
Mayor for the Day			
Run sheet (student 1 & 2)	x		
Design materials (student 1 & 2)	x		
Website application (student 1 & 2)	x		
Contest rules written and approved (student 1 & 2)	x		
Local business visits and approvals (student 1 & 2)	x		
Final Copy Approvals (Erin & S.C.)		x	
Reservations - city hall, mayor schedule (student 1 & 2)		x	

Order materials (student 1 & 2)		x	
Media relations - write press release and promote contest (student 1 & 2)		x	x
Place hidden object (student 1 & 2)			x
Contest begins (all)			x
Pick and announce winner - media relations and contact winner (student 1 & 2)			x
Event (all)			x

	February	March	April
Website and Social Media Campaign			
Content and Copy (student 1 & 2)	x		
Technical support (student 1 & 2 & S.C.)	x		
Content and Copy (student 1 & 2) - interviews with local businesses	x		
Content and Copy approvals (Erin & S.C.)		x	

Publish website		x	
Social media calendar (student 1 & 2)	x		
Social media rules approved (student 1 & 2 & S.C.)	x		
Social media approvals (Erin and S.C.) and media relations (student 1 & 2)		x	
Posting (student 1 & 2)			x
Social media contest begins (student 1 & 2)			x
Obtain gift baskets from local businesses (student 1 & 2)		x	
Social media contest winners picked and announced (student 1 & 2)			x

	February	March	April
Late Night Shopping Event			
Run sheet (student 1 & 2)	x		

Local business visits and approvals (student 1 & 2)	x		
Content and Copy creation (student 1 & 2)	x		
Final Copy Approvals (Erin & S.C.)		x	
Reservations, if needed (student 1 & 2)		x	
Order materials (student 1 & 2)		x	
Promotion and media relations (student 1 & 2)			x
Food for the event at local businesses (student 1 & 2) - order and deliver			x
Hold the event (all)			x

Budget

Item	Cost	Notes
Yard Signs (Star Sign)	\$1,734.69	This includes H stakes and both double and single-sided signs
Stickers	\$500.00	
Flyers	\$500.00	This includes both

		double and single-sided printing
Mayor for the Day Event	\$50.00-500.00	This includes a sash, fake key, cash prize (depending on how much the cash prize is), and certificate.
Late Night Shopping Event	\$500.00	This includes promotional materials, such as flyers in addition to hors d'oeuvres at local businesses.
Total	\$3,734.69	

Evaluative Research

In order to ensure that we have successfully achieved our outcomes, Insight Communication has set up an evaluation program with appropriate metrics to measure success. As stated above, the two objectives that we proposed include the following:

1. To have an effect on *awareness*; specifically to increase those who consider shopping local to be moderately important to be very important by 10% within five months of the campaign.
2. To have an effect on *action*; specifically to increase the number of visitors in local Santa Clara businesses by 10%, based on average visitors, within five months from the start of the campaign.

The following evaluative research program articulates how we will be evaluating whether we achieved our objectives:

The first objective is to increase the level of perceived importance of shopping locally by 10%. In order to measure that increase, we would like to survey residents again (using the same question that was in the original survey) to see if there is a marked increase from moderately important to very important. We plan to give out this survey again during the 2023 Swiss Days. The before-and-after study will allow us to see if there has been an effect after this campaign goes live.

The second objective is to increase the number of visitors in local Santa Clara businesses. In order to evaluate this objective is for Insight Communication to re-interview the businesses that we contacted during the Fall 2022 semester. One of the interview questions focused on how many visitors they see per week. We would like to ask them the same question (again, in a before-and-after study evaluation) in order to see if there was a marked increase in shopping local after the campaign.

Insight Communication's hope is that these communication tactics will not only increase the City of Santa Clara's awareness in shopping locally, but it will allow them to see an increase in economic activity in the city.

Appendix A

News Release

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION, CONTACT:

Nov. 15, 2022

Rick Rosenberg

Mayor of Santa Clara

mayor@sccity.org

Santa Clara hosts Mayor of the Day event

SANTA CLARA, Utah – The city of Santa Clara's Shop Local Campaign is taking new heights by offering our wonderful and supportive community members the ability to participate in a Mayor for the Day event starting next week, from April 23-30, 2023. A hidden item will be located inside one of our small businesses in Santa Clara. The first three people to find this item and return it to the town hall will be awarded Mayor of the Day. This includes a cash prize, photos with Rick Rosenberg and other city officials, a ribbon cutting ceremony along with other exciting opportunities to be announced when the event goes live.

To enter this contest, you must apply on the Santa Clara's Shop Local website. There will be a link on the homepage live on April 23, 2023. By

participating in the contest, you will be supporting our local small businesses.

These small businesses provide opportunities for jobs, tax relief and keep our community connected. We are excited to hold this event and look forward to honoring Mayor of the Day to a few of our amazing community members.

###

Appendix B

“Special Event” VMS Permit Application:

<https://www.udot.utah.gov/public/olp/f?p=201:101:1489347138880:::>

UDOT Communications Region 4 (Southern Utah) Contact:

Kevin Kitchen

- Email: Kevin@Utah.gov
- UDOT Main: 801-965-4000
- Direct office: 435-979-4551

Mayor
Rick Rosenberg

City Manager
Brock Jacobsen



City Council
Denny Drake
Leina Mathis
Ben Shakespeare
Jarett Waite
Christa Hinton

CITY COUNCIL

Meeting Date: December 7, 2022

Agenda Item: 2

Applicant: Dustin Mouritsen

Requested by: Dustin Mouritsen

Subject: Vineyard Drive

Phase 1

Description:

Consider approving the Vineyard Drive Phase 1 construction drawings, cost estimates and timeline.

Recommendation: Discussion

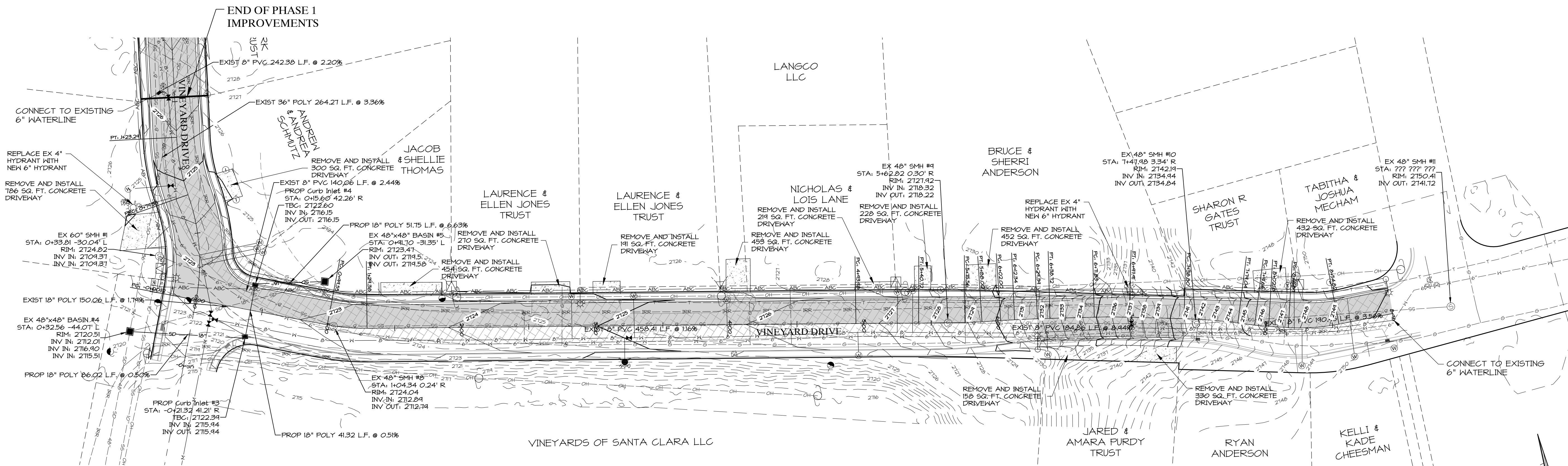
Attachments:

Cost: 0

Legal Approval: N/A

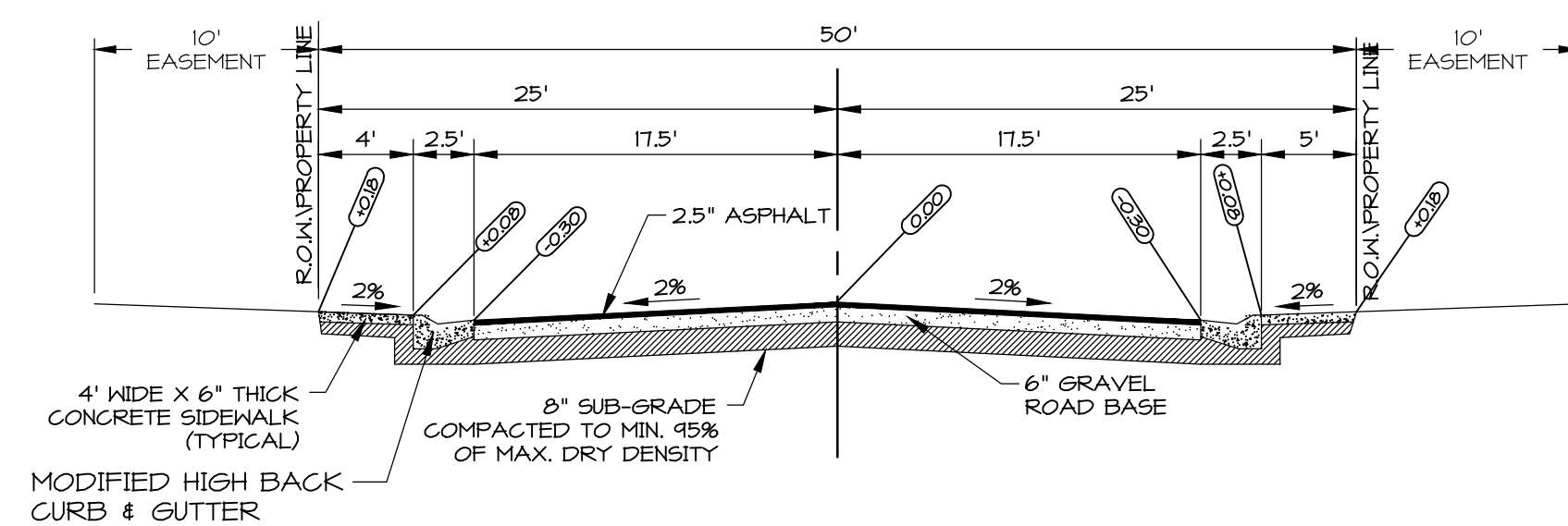
Finance Approval: Yes

Budget Approval: Yes

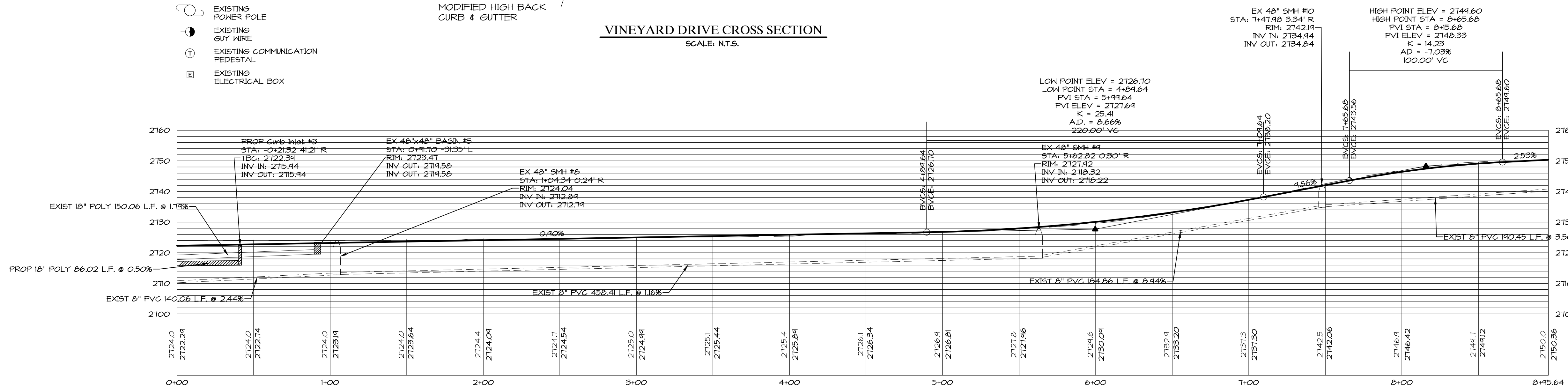


UTILITY LEGEND

—H—	EXISTING WATER LINE (SIZE INDICATED ON PLAN)	⊗	EXISTING WATER VALVE
—SS—	EXISTING SEWER LINE (SIZE INDICATED ON PLAN)	⊙	EXISTING WATER METER
—SD—	EXISTING STORM DRAIN LINE (SIZE INDICATED ON PLAN)	⊕	EXISTING FIRE HYDRANT
—OH—	EXISTING OVERHEAD POWER	⊖	EXISTING IRRIGATION VALVE
—T—	EXISTING COMMUNICATION LINE	⊙	EXISTING IRRIGATION METER
—G—	EXISTING GAS LINE	⊙	EXISTING SEWER MANHOLE
—IRR—	EXISTING IRRIGATION LINE	⊙	EXISTING CURB INLET
		⊙	EXISTING POWER POLE
		⊙	EXISTING GUY WIRE
		⊙	EXISTING COMMUNICATION PEDESTAL
		⊙	EXISTING ELECTRICAL BOX



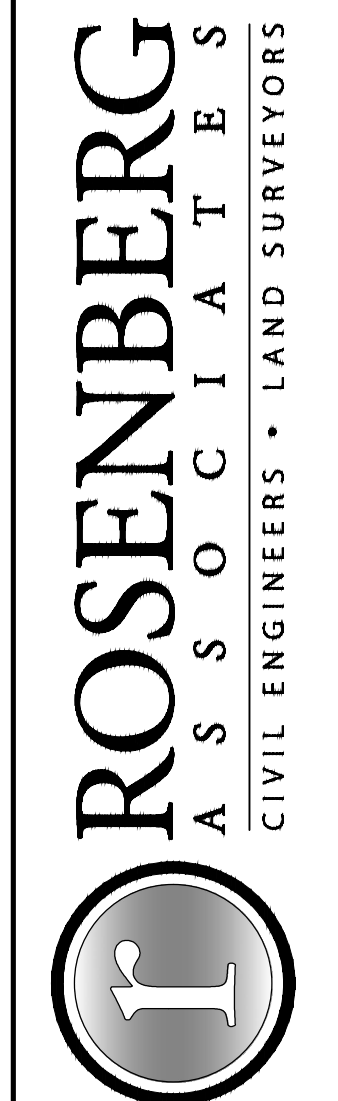
VINEYARD DRIVE CROSS SECTION
SCALE: N.T.S.



VINEYARD DRIVE

HORIZ. SCALE = 1" = 40'
VER. SCALE = 1" = 20'

DATE:	11/30/22
JOB NO.:	12454-21-001
DESIGNED BY:	AMH
CHECKED BY:	JWB
DWG:	Const Dwg
DATE:	
REVISIONS:	



352 East Riverside Drive, Suite A-2
St. George, Utah 84790
Ph (435) 673-8886, Fx (435) 673-8397
www.racivil.com

PLAN/PROFILE - VINEYARD DRIVE EAST
FOR
VINEYARD DRIVE S.I.D. IMPROVEMENTS
SANTA CLARA
UTAH



Rosenberg Associates
 352 East Riverside Drive, Suite A-2
 St. George, Utah 84790

PROJECT 12454-21-001
PREPARED Allen Hall
DATE November 30, 2022

Opinion of Probable Construction Costs
Vineyard Drive Phase 1 S.I.D. Improvements
Santa Clara, Utah

Item Description		Unit	Estimated Quantity	Unit Price	Total Price
1	Mobilization	Lump	1	\$17,368.00	\$17,368.00
2	Traffic Control & SWPPP	Lump	1	\$10,000.00	\$10,000.00
3	Earthwork	Cy	802	\$6.00	\$4,812.00
4	Mill Existing Asphalt	Sq Ft	26,307	\$0.15	\$3,946.05
5	Remove and Dispose Existing Concrete	Sq Ft	4,273	\$3.00	\$12,819.00
6	2.5" Hot Asphalt Mix	Sq Ft	21,872	\$1.93	\$42,212.96
7	Type II Roadbase (6" Thickness)	Sq Ft	21,872	\$1.00	\$21,872.00
8	30" Curb & Gutter	L.F.	1,257	\$18.00	\$22,626.00
9	4' Sidewalk	Sq Ft	5,028	\$6.00	\$30,168.00
10	4" Thick Concrete Driveway	Sq Ft	4,273	\$6.00	\$25,638.00
11	Connect to Existing 6" Class 200 Waterline	Each	2	\$500.00	\$1,000.00
12	8" C-900 PVC Water Line	L.F.	1,055	\$40.00	\$42,200.00
13	8" x 8" Tee	Each	1	\$1,000.00	\$1,000.00
14	8" Bends	Each	8	\$500.00	\$4,000.00
15	8" Gate Valves	Each	5	\$2,406.00	\$12,030.00
16	6" Fire Hydrant	Each	3	\$4,879.00	\$14,637.00
17	3/4" Water Services	Each	14	\$2,000.00	\$28,000.00
18	18" Poly Storm Drain	L.F.	179	\$60.00	\$10,740.00
19	Single Curb Inlet Catch Basin	Each	6	\$4,122.00	\$24,732.00
20	Power Trench and Services	L.F.	843	\$55.97	\$47,182.71
21	Street Signs	Each	6	\$425.00	\$2,550.00
Total Estimated Project Cost					\$347,353.72
Engineering					\$32,998.57
10% Contingency					\$34,735.37
Total Estimated Project Cost					\$415,087.66

*The user of this opinion of cost understands that **Rosenberg Associates** has no control over the cost or availability of labor, equipment or materials, or over market conditions or the Contractor's method of pricing; and the opinions of probable construction costs are made on the basis of professional judgment and experience. **Rosenberg Associates** makes no warranty, express or implied, that the bids or the negotiated cost of the work will not vary from the above.*



Rosenberg Associates
352 East Riverside Drive, Suite A-2
St. George, Utah 84790

PROJECT	8219-22-021
PREPARED	Emmitt Younger
DATE	November 29, 2022

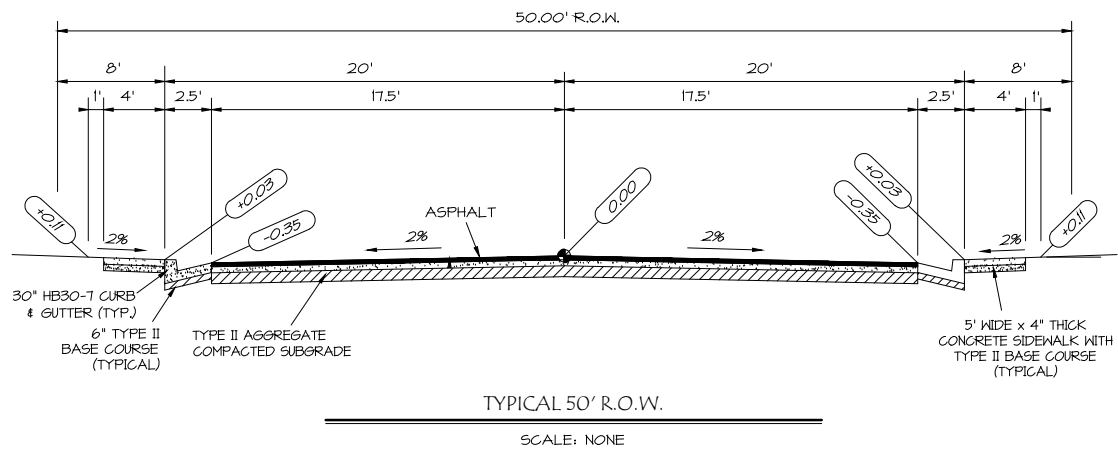
Engineer's Estimate - Public Improvements

Vineyards Drive

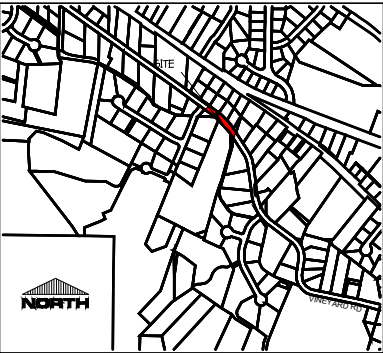
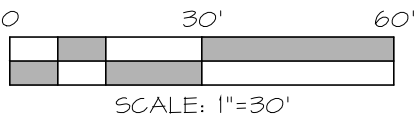
Santa Clara, Utah

Item Description		Unit	Estimated Quantity	Unit Price	Total Price
1	2.5" Hot Asphalt Mix	Sq Ft	2,990	\$1.75	\$5,232.50
2	Type II Roadbase (6")	Sq Ft	2,990	\$1.00	\$2,990.00
3	RU30 Curb & Gutter	L.F.	363	\$20.00	\$7,260.00
4	4' Sidewalk	Sq Ft	1,455	\$6.00	\$8,730.00
6	Remove & Replace Concrete Driveway	Sq Ft	1,747	\$10.00	\$17,470.00
7	1' Sawcut Asphalt	L.F.	360	\$5.00	\$1,800.00
6	Remove Concrete Driveway	Sq Ft	257	\$10.00	\$2,570.00
18	Single Curb Inlet Catch Basin	Each	1	\$4,122.00	\$4,122.00
20	15" Poly Storm Drain Pipe	L.F.	0	\$40.00	\$0.00
Total Estimated Public Improvements Cost					\$50,174.50

*The user of this opinion of cost understands that **Rosenberg Associates** has no control over the cost or availability of labor, equipment or materials, or over market conditions or the Contractor's method of pricing; and the opinions of probable construction costs are made on the basis of professional judgment and experience. **Rosenberg Associates** makes no warranty, express or implied, that the bids or the negotiated cost of the work will not vary from the above.*



VINEYARD PUBLIC IMPROVEMENTS



LEGEND	
	PROPOSED TBC
	PROPOSED SIDEWALK
	RIGHT OF WAY
	ROADWAY CENTERLINE
	PLANNED IMPROVEMENTS
	EXISTING ASPHALT
	PROPOSED ASPHALT
	PLANNED CONCRETE
	PROPOSED CONCRETE
	CUT/ REMOVE



PROJECT ENGINEER
ROSENBERG ASSOCIATES
352 EAST RIVERSIDE DRIVE, SUITE A-2
ST. GEORGE, UT 84790

CONTACT: JARED BATES
(435) 673-8586



Know what's below.
Call before you dig.

NOTICE: EXISTING UTILITIES ARE SHOWN ON PLANS FOR THE CONVENIENCE OF THE CONTRACTOR ONLY. THE CONTRACTOR IS RESPONSIBLE FOR THE LOCATION AND PROTECTION OF ALL UTILITIES. THE ENGINEER BEARS NO RESPONSIBILITY FOR UTILITIES NOT SHOWN OR SHOWN INCORRECTLY.

DATE: 11-29-22

JOB NO.: 8461-22-006

DESIGNED BY: ETY

CHECKED BY: JWB

DWG: PUBLIC IMPROV.

DATE

REVISIONS

ROSENBERG ASSOCIATES

CIVIL ENGINEERS • LAND SURVEYORS

352 EAST RIVERSIDE DRIVE, SUITE A-2 ST. GEORGE, UTAH 84790

PH (435) 673-8586 FX (435) 673-8587

WWW.RADIVIL.COM

PUBLIC IMPROVEMENTS

FOR

VINEYARD RD

SANTA CLARA

UTAH

SHEET

1

OF 1 SHEETS



**Santa Clara–Ivins
Fire Rescue
2023–24 Budget
Proposal**

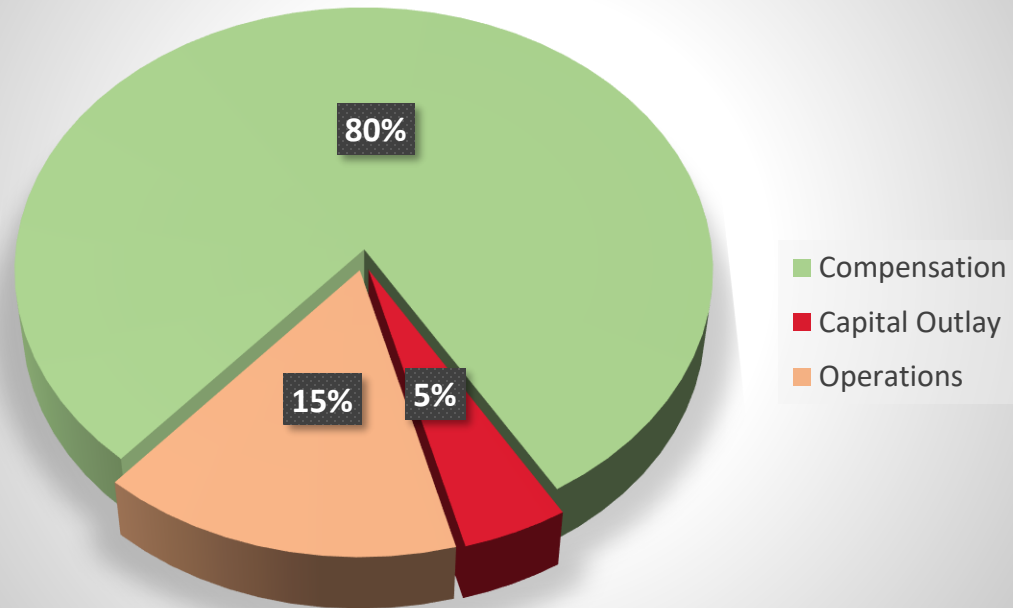


Proposed 2023–24 Fire Budget

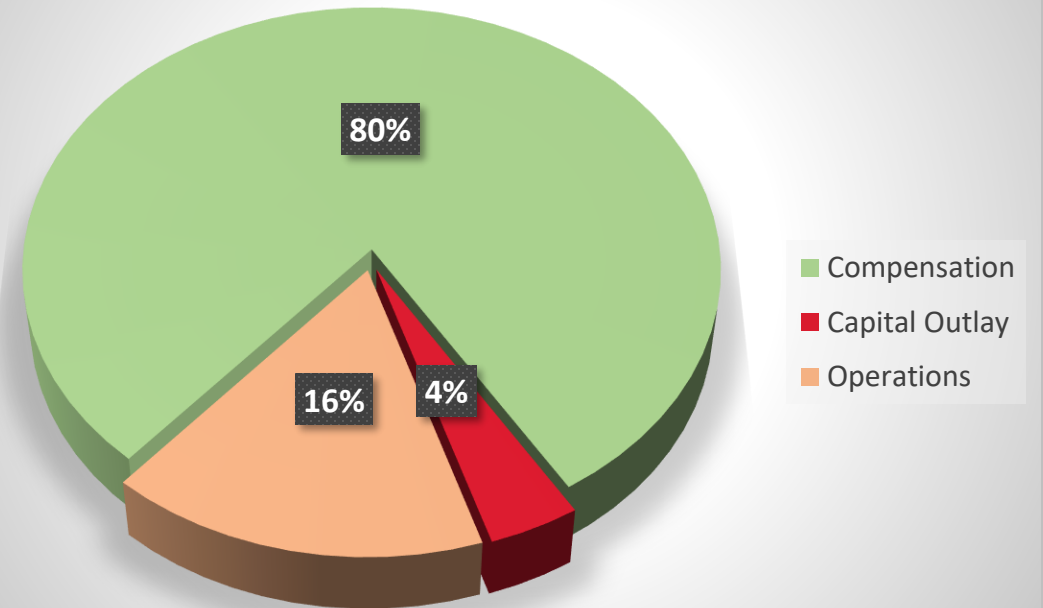
Compensation: \$2,430,397		Capital: \$119,944	Operations: \$496,546
Compensation	\$2,430,397	Health & Wellness	\$3,000
Capital Outlay	\$119,944	Response Planning	\$45,950
Administration	\$22,179	Risk Reduction	\$8,300
Community Relations	\$6,420	Special Operations	\$32,800
EMS	\$120,100	Station Operations	\$42,120
Fire Suppression	\$25,000	Vehicle Operations	\$88,300
Fire Training	\$13,400	Volunteer Programs	\$63,977

2022–23 Compared to 2023–24 Fire Budget

2022–23



2023–24



2022–23

Personnel Compensation	\$ 1,937,878.00
Operations	\$ 375,334.00
2022 Budget Total	\$ 2,313,212.00
2022 Capital Projects	\$ 110,000.00

2023–24

Personnel Compensation	\$ 2,430,397.00	20%
Operations	\$ 496,546.00	24%
2023 Budget Total	\$ 2,926,943.00	21%
2023 Capital Projects	\$ 119,944.00	

Increase Cost Description

2023–24

Personnel Compensation	\$ 2,430,397.00	20%
Operations	\$ 496,546.00	24%
2023 Budget Total	\$ 2,926,943.00	21%
2023 Capital Projects	\$ 119,944.00	

2023-24 Compensation Increases (\$492,519)

- *Includes 6.5% COLA*
- *8% Insurance Increase*
- *Events & Constant Staffing Over-time Allocation (NEW)*
- *FLSA Time for 48/96 Schedule (NEW)*
- *Battalion Chief Administration Position (NEW)*

2023-24 Operations Increases (\$121,212)

- *\$63,977 Volunteer Programs (NEW)*
- *\$32,800 Special Operations (NEW)*
- *\$24,435 Increase for Vehicle/Station Operations (Fuel & Maint.)*

Budget Shortfall 23–24

Santa Clara

44%: \$270,042

Optional Capital Wants

- Station Generator \$20,000
 - Station Bunks \$ 5,500
- Turnout Lockers \$5,876
- Fitness Equipment \$23,106

Ivins

56%: \$343,689

Optional Capital Wants

- Station Generator \$20,000
 - Turnout Lockers \$5,876
- Fitness Equipment \$23,780

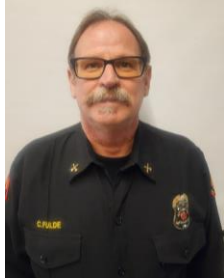
FD Allocations

Compensation: \$492,519
Operations: \$121,212

Budget Program Managers

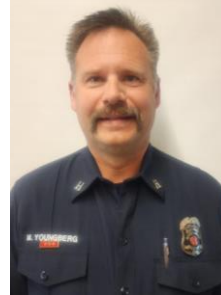
Con Fulde

Community Relations & Risk Reduction



Mark Youngberg

Fire Training



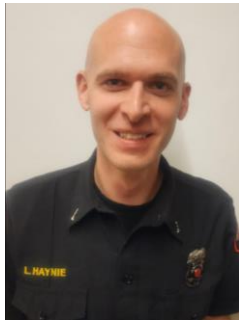
Ty Hansen

Fire Suppression



Lance Haynie

Response Planning



Dustin Benoit

Health & Wellness



Jason Monahan

Vehicle & Station Operations



Ryan Moore

Emergency Medical Services



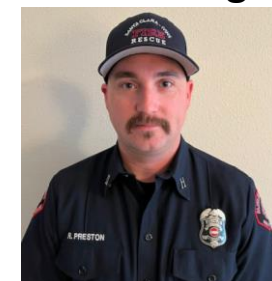
Gabe Runolfson

Special Operations



Rich Preston

Volunteer Programs



Personnel Compensation

\$1,493,497
\$205,204
\$114,253
\$397,153
\$17,500
\$31,000
\$171,790

- Salaries
- Retirement
- FICA
- Insurance
- Uniform Allowance
- FLSA
- Events & Constant Staffing Overtime

\$2,430,397

Capital Outlay

\$10,000
\$50,321
\$27,930
\$26,693
\$5,000

- M32 Vehicle Wrap
- Expired Firefighter PPE
- Expired Firefighting Hose
- Replace KNG Wildland Radios
- Vortex Rescue POD (NEW)

\$119,944

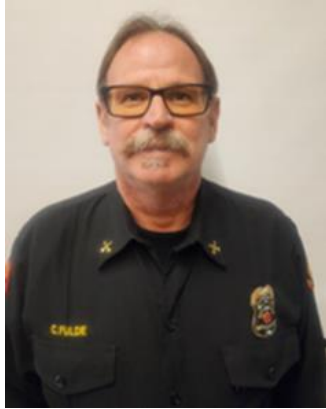
Administration

\$1,800
\$4,089
\$600
\$2,750
\$5,200
\$3,000
\$2,400
\$2,500

- Travel & Meetings
- Printing Services
- Membership Dues
- Subscriptions
- Events
- Contract Services
- Legal Services
- Operating Supplies

\$22,179

Community Relations



\$500

\$2,000

\$3,920

- PR Supplies
- Open House
- Operating Supplies

\$6,420

Emergency Medical Services



\$1,100
\$15,000
\$33,000
\$50,000
\$18,000
\$3,000

- Travel & Meetings
- Paramedic Education
- Professional Services
- Medical Supplies
- Licensing Fees
- Contract Services

\$120,100

Fire Suppression



\$8,940

\$4,000

\$10,600

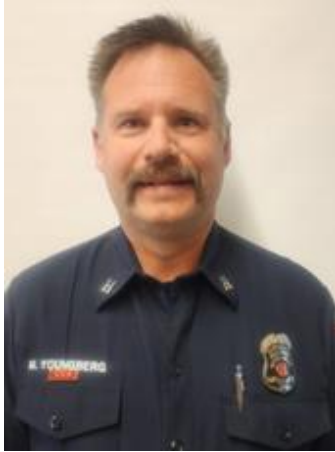
\$2,580

\$3,180

- Small Tools & Equipment
- Safety Gear Maintenance
- Contract Services
- Wildland Tools & Equipment
- Wildland PPE Maintenance

\$25,000

Fire Training



\$6,500

\$1,000

\$150

\$5,750

- UFR A FF Training
- Test Supplies
- Stationary
- Operating Supplies

\$13,400

Health & Wellness



\$500

\$1,500

\$1,000

- Contract Services
- Medical & Drug Testing
- Operating Supplies

\$3,000

Response Planning



\$15,000

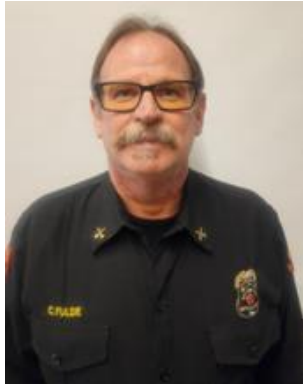
\$5,500

\$25,450

- Cellular Technology
- Operations & Maintenance
- Contract Services

\$45,950

Risk Reduction



\$3,900

\$2,700

\$700

\$1,000

- Education
- Code Publications
- Contract Services
- Emergency Management

\$8,300

Special Operations



\$12,000

\$13,800

\$1,500

\$3,500

\$2,000

- Rope Rescue Training
- Tools & Equipment
- Contract Services
- TECC Supplies
- Safety Gear

\$32,800

Station Operations



\$5,570
\$1,900
\$7,300
\$8,500
\$2,700
\$8,850
\$7,300

- Station 31 Supplies
- Station 31 Contract Services
- Station 31 Operations & Maintenance
- Station 31 Utilities
- Station 32 Contract Services
- Station 32 Supplies
- Station 32 Operations & Maintenance

\$42,120

Vehicle Operations



\$44,400

\$40,000

\$3,900

- Operations & Maintenance
- Fuel
- Improvements

\$88,300

Volunteer Programs



\$11,317
\$11,900
\$1,000
\$2,500
\$1,500
\$15,600
\$20,160

- Uniforms
- Safety Gear
- Training
- Fire Explorers
- Operations
- Stipends
- Wages

\$63,977

Mayor
Rick Rosenberg

City Manager
Brock Jacobsen



City Council
Denny Drake
Leina Mathis
Ben Shakespeare
Jarett Waite
Christa Hinton

CITY COUNCIL

Meeting Date: December 7, 2022 Agenda Item: 4

Applicant: Santa Clara City

Requested by: Cody Mitchell

Subject: Review of proposed Administrative Code Enforcement Ordinance.

Description:

The intent of this discussion item is to propose an additional section to the Santa Clara City Code to provide direction for code enforcement. This proposal will provide a course through city ordinance to administrate code enforcement action when required. With this, all employees authorized to enforce the city code will have an established protocol ensuring that a consistent, clear direction to compliance is available. This tool will be implemented when working with residents, establishing a common path toward code compliance.

Recommendation: Approval

Attachments:

Cost: N/A

Legal Approval: Yes

Finance Approval: N/A

Budget Approval: N/A

GENERAL PROVISIONS

SHORT TITLE:

This title shall be known as the *ADMINISTRATIVE CODE ENFORCEMENT PROGRAM*, the *ACE PROGRAM*, or *TITLE 4 OF THE SANTA CLARA CITY MUNICIPAL CODE*. It may be cited and pleaded under any such designation.

DECLARATION OF PURPOSE:

The city council finds that the enforcement of the city code and applicable state codes throughout the city is an important public service. Code enforcement is vital to the protection of the public health, safety, and quality of life. The city council recognizes that enforcement starts with the drafting of precise regulations that can be effectively applied in administrative code enforcement hearings and judicial proceedings. The city council further finds that a comprehensive code enforcement system that uses a combination of judicial and administrative remedies is critical to gain compliance with these regulations. Failure to comply with an administrative code enforcement action may require the city attorney to file a judicial action to gain compliance.

SCOPE:

The provisions of this title may be applied to all violations of the city code or applicable state codes which occur within the city. It has been designed as an additional remedy for the city to use in achieving compliance with such codes.

EXISTING LAW CONTINUED:

The provisions of this title shall not invalidate any other title or ordinance, but shall be read in conjunction with those titles and ordinances as an additional remedy available for enforcement of those ordinances.

CRIMINAL PROSECUTION RIGHT:

The city has sole discretion in deciding whether to file a civil or criminal case for the violation of any of its ordinances. The city may choose to file both, or one or the other. The enactment of this administrative remedy shall in no way interfere with the city's right to prosecute city ordinance violations as criminal offenses. The city may use any of the remedies available under the law in both civil and criminal prosecution. If the city chooses to file both civil and criminal charges for the same day of violation, no civil penalties may be assessed, but all other remedies are available.

EFFECT OF HEADINGS:

Title, chapter, part, and section headings contained herein shall not be deemed to govern, limit, modify, or in any manner affect the scope, meaning or intent of the provisions of any title, chapter, part or section hereof.

SEVERABILITY:

If any section, subsection, sentence, clause, phrase, portion, or provision of this title is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this title. The city council hereby declares that it would have adopted this title and each section, subsection, sentence, clause, phrase, portion, or provision thereof, irrespective of the fact that one or more sections, subsections, sentences, clauses,

phrases, portions, or provisions be declared invalid or unconstitutional. This section shall apply to all amendments heretofore or hereafter made to this title.

NO MANDATORY DUTY; CIVIL LIABILITY:

It is the intent of the city council that in establishing performance standards or establishing an obligation to act by a city officer or employee, these standards shall not be construed as creating a mandatory duty for purposes of tort liability if the officer or employee fails to perform his or her directed duty or duties.

GENERAL RULES OF INTERPRETATION OF ORDINANCES:

For purposes of this title:

- (1) Any gender includes the other gender.
- (2) "Shall" is mandatory; "may" is permissive.
- (3) The singular number includes the plural, and the plural the singular.
- (4) Words used in the present tense include the past and future tense, and vice versa.
- (5) Words and phrases used in this title and not specifically defined shall be construed according to the context and approved usage of the language.

DEFINITIONS APPLICABLE TO TITLE:

The following words and phrases, whenever used in this title, shall be constructed as defined in this section, unless a different meaning is specifically stated to apply:

ABATEMENT: Any action the city may take, or cause a responsible person to take, on public or private property as may be necessary to remove or correct a violation, including, but not limited to, demolition, removal, repair, boarding and securing or replacement of property.

ADMINISTRATIVE CODE ENFORCEMENT HEARING PROGRAM ADMINISTRATOR OR ACE ADMINISTRATOR: Any person authorized by the city to supervise, administer the administrative code enforcement hearing program, and enforce violations of the city code or applicable state codes.

ADMINISTRATIVE CODE ENFORCEMENT ORDER: An order issued by an administrative law judge. The order may include an order to abate the violation, pay civil penalties and administrative costs, or take any other action as authorized or required by this title and applicable state codes.

ADMINISTRATIVE LAW JUDGE: The administrative law judge appointed by the mayor and city council to preside over the administrative code enforcement hearings established herein.

CITY: Santa Clara City, a Utah municipal corporation, and the area within the territorial city limits of the city, and such territory outside of this city over which the city has jurisdiction or control by virtue of any constitutional or incorporation provisions or any law.

CITY CODE: The Santa Clara municipal code or other codes of Santa Clara City.

CITY COUNCIL: The city council of Santa Clara City.

CODE ENFORCEMENT PERFORMANCE BOND: A bond posted by a responsible person to ensure compliance with city code, applicable state codes, a judicial action, or an administrative code enforcement order.

CODE ENFORCEMENT TAX LIEN: A lien recorded to collect outstanding civil penalties, administrative fees and abatement costs.

CONSOLIDATED FEE SCHEDULE: The fee schedule adopted by the city council that sets forth civil penalties and costs applicable to enforcement of this title. The consolidated fee schedule is on file in the office of the city recorder.

ENFORCEMENT OFFICIAL: Any person authorized to enforce violations of the city code or applicable state codes.

FINANCIAL INSTITUTION: Any person that holds a recorded mortgage or deed of trust on a property.

GOOD CAUSE: Incapacitating illness; death; lack of proper notice; unavailability due to unavoidable, unpreventable or extenuating emergency or circumstance; if a required act causes an imminent and irreparable injury; and acts of nature adverse to performing required acts.

IMMINENT LIFE SAFETY HAZARD: Any condition that creates a present, extreme and immediate danger to life, property, health or public safety.

LEGAL INTEREST: Any interest that is represented by a document, such as a deed of trust, quitclaim deed, mortgage, judgment lien, tax or assessment lien, mechanic's lien, or other similar instrument that is recorded with the Washington County recorder's office.

NOTICE OF COMPLIANCE: A document issued by the city, representing that a property complies with the requirements outlined in the notice of violation.

NOTICE OF SATISFACTION: A document or form approved by the administrative law judge or his or her designee, which indicates that all outstanding civil penalties and costs have been either paid in full, or that the city has negotiated an agreed amount, or that a subsequent administrative or judicial decision has resolved the outstanding debt. In addition to the satisfaction of the financial debt, the property must also be in compliance with the requirements outlined in the notice of violation.

NOTICE OF VIOLATION: A written notice prepared by an enforcement official that informs a responsible person of code violations and orders the responsible person to take certain steps to correct the violations.

OATH: Includes affirmations and oaths.

PERSON: Any natural person, firm, joint venture, joint stock company, partnership, association, club, company, corporation, business trust, organization, or the manager,

lessee, agent, sergeant, officer, or employee of any of them, or any other entity that is recognized by law as the subject of rights or duties.

PROPERTY OWNER: The record owner of real property based on the county assessor's records.

PUBLIC NUISANCE: Any condition caused, maintained or permitted to exist that constitutes a threat to the public health, safety and welfare, or that significantly obstructs, injures or interferes with the reasonable or free use of property in a neighborhood or community or by any considerable number of persons. A "public nuisance" also has the same meaning as set forth in Utah Code Annotated and this code.

RESPONSIBLE PERSON: A person who is responsible for causing or maintaining a violation of the city code or applicable state codes. The property owner, tenant, person with a legal interest in the real property, or person in possession of the real property shall be liable for any violation maintained on the property. In all cases, the property owner shall be considered a "responsible person".

WRITTEN: Includes handwritten, typewritten, photocopied, computer printed or facsimile. (Ord. 2005-10, 2005)

4.01.111: ACTS INCLUDE CAUSING, AIDING AND ABETTING:

Whenever any act or omission is made unlawful in this title, it shall include causing, permitting, aiding, or abetting such act or omission.

SERVICE REQUIREMENTS

SERVICE OF PROCESS:

(1) Whenever service is required to be given under this title for enforcement purposes, the document shall be served by any of the following methods, unless different provisions are otherwise specifically stated to apply:

- (a) Personal service;
- (b) Regular mail, postage prepaid, to the last known address of the owner or other responsible person;
- (c) Posting the notice conspicuously on or in front of the property. If not inhabited, the notice must also be mailed as in subsection (1)(b) of this section. The form of the posted notice shall be approved by the ACE administrator or his or her designee; or
- (d) Published in a newspaper of general circulation where the identity or whereabouts of the person to be served are unknown and cannot be ascertained through reasonable diligence, where service is impracticable under the circumstances, or where there exists good cause to believe that the person to be served is avoiding service of process.

(2) Service by regular mail in the manner described above shall be deemed served on the fifth day after the date of mailing.

(3) If service complies with the requirements of this section, it shall be deemed a valid service even if a party claims not to have received the service and it shall not affect the validity of any proceedings taken under this title.

(4) The failure to serve all responsible persons shall not affect the validity of any proceedings.

CONSTRUCTIVE NOTICE OF RECORDED DOCUMENTS:

Whenever a document is recorded with the Washington County recorder as authorized or required by this title or applicable state codes, recordation shall provide constructive notice of the information contained in the recorded documents.

GENERAL AUTHORITY AND OFFENSES

GENERAL ENFORCEMENT AUTHORITY:

Whenever the ACE administrator or any enforcement official finds that a violation of the city code or applicable state codes has occurred or continues to exist, the appropriate administrative enforcement procedure may be used as outlined in this title. The ACE administrator or enforcement official has the authority and power necessary to gain compliance with the provisions of the city code and applicable state codes. These powers include the power to issue notices of violation and administrative citations, inspect public and private property, abate public and private property, and use whatever judicial and administrative remedies are available under the city code or applicable state codes.

ADOPTION OF POLICY AND PROCEDURES:

The administrative law judge is authorized to develop policies and procedures relating to the hearing procedures, scope of hearings, subpoena powers, and other matters relating to the administrative code enforcement hearings program.

FAILURE TO OBEY SUBPOENA:

It is unlawful for any person to refuse or fail to obey a subpoena issued for an administrative code enforcement hearing. Failure to obey a subpoena constitutes contempt and may be prosecuted as a class B misdemeanor.



ADMINISTRATIVE CITATION

Date of Citation:_____ Case No._____

Date of Violation:_____

Location of Violation:_____

Name of Responsible Person(s):_____

Telephone Number:_____

If the alleged violation involves a vehicle:

Vehicle Year	Vehicle Make	Vehicle Model	License No.	Vehicle Color
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If the alleged violation involves other personal property, describe:

If the alleged violation involves an animal, describe type of animal, breed and color:

THE ABOVE-NAMED RESPONSIBLE PERSON IS CHARGED WITH VIOLATING:

<u>Code Section:</u>	<u>Title & Summary:</u>
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_____	_____
_____	_____
_____	_____

CIVIL PENALTY

- ☐ Warning only.
- ☐ \$100 – First offense.
- ☐ \$250 – Second offense within 12 months for previously cited violation.
- ☐ \$500 – Third or more offense within 12 months for previously cited violation.

Payment in full of the foregoing civil penalty is due within 15 days from the date of this Administrative Citation. Please make checks payable to Santa Clara City and deliver to:

Santa Clara City Administrative Code Enforcement
2603 Santa Clara Dr.
Santa Clara, Utah 84765

NOTICE

To avoid additional citations/penalties/costs being assessed against you, you must correct the alleged violation(s) and pay the civil penalty within 15 days from the date of this Citation.

Signature of Code Enforcement Officer

Signature of Responsible Person

NOTICE

**YOU MAY REQUEST A HEARING
to challenge the alleged violations by completing and
returning the attached “REQUEST FOR HEARING”
to Santa Clara City within 15 days from the date of this
Citation.**

**FAILURE TO DO SO WILL WAIVE YOUR RIGHT
TO A HEARING ON THE ALLEGED VIOLATION(S)!**

**Please note, however, that an unsuccessful
challenge may result in all costs of the
hearing being assessed against you.**

REQUEST FOR HEARING

Case No. _____

LOCATION OF VIOLATION: _____

Name of Responsible Person(s): _____

Address: _____

Telephone No. _____

Please identify the cited violation you want to challenge and why: _____

Signature: _____

Dated: _____