

## **WORK SESSION AGENDA**

**CITY COUNCIL WORK SESSION  
TUESDAY  
FEBRUARY 28, 2023**

**COUNCIL CHAMBERS  
211 WEST ASPEN AVENUE  
3:00 P.M.**

**All City Council Meetings are live streamed on the city's website  
(<https://www.flagstaff.az.gov/1461/Streaming-City-Council-Meetings>)**

### **\*\*\*PUBLIC COMMENT\*\*\***

**Verbal public comments may be given through a virtual public comment platform or in-person**

**If you want to provide a verbal comment during the Council Meeting, use the link below to join the virtual public comment room.**

### **VIRTUAL PUBLIC COMMENT WAITING ROOM**

**Written comments may be submitted to [publiccomment@flagstaffaz.gov](mailto:publiccomment@flagstaffaz.gov). All comments submitted via email will be considered written comments and will be documented into the record as such.**

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#### **1. Call to Order**

#### **NOTICE OF OPTION TO RECESS INTO EXECUTIVE SESSION**

*Pursuant to A.R.S. §38-431.02, notice is hereby given to the members of the City Council and to the general public that, at this work session, the City Council may vote to go into executive session, which will not be open to the public, for legal advice and discussion with the City's attorneys for legal advice on any item listed on the following agenda, pursuant to A.R.S. §38-431.03(A)(3).*

#### **2. ROLL CALL**

*NOTE: One or more Councilmembers may be in attendance through other technological means.*

MAYOR DAGGETT  
VICE MAYOR ASLAN  
COUNCILMEMBER HARRIS  
COUNCILMEMBER HOUSE

COUNCILMEMBER MATTHEWS  
COUNCILMEMBER MCCARTHY  
COUNCILMEMBER SWEET

#### **3. Pledge of Allegiance, Mission Statement, and Land Acknowledgement**

#### **MISSION STATEMENT**

*The mission of the City of Flagstaff is to protect and enhance the quality of life for all.*

## LAND ACKNOWLEDGEMENT

*The Flagstaff City Council humbly acknowledges the ancestral homelands of this area's Indigenous nations and original stewards. These lands, still inhabited by Native descendants, border mountains sacred to Indigenous peoples. We honor them, their legacies, their traditions, and their continued contributions. We celebrate their past, present, and future generations who will forever know this place as home.*

### 4. **Public Participation**

*Public Participation enables the public to address the council about items that are not on the prepared agenda. Public Participation appears on the agenda twice, at the beginning and at the end of the work session. You may speak at one or the other, but not both. Anyone wishing to comment at the meeting is asked to fill out a speaker card and submit it to the recording clerk. When the item comes up on the agenda, your name will be called. You may address the Council up to three times throughout the meeting, including comments made during Public Participation. Please limit your remarks to three minutes per item to allow everyone to have an opportunity to speak. At the discretion of the Chair, ten or more persons present at the meeting and wishing to speak may appoint a representative who may have no more than fifteen minutes to speak.*

### 5. **Review of Draft Agenda for the March 7, 2023 City Council Meeting**

*Citizens wishing to speak on agenda items not specifically called out by the City Council may submit a speaker card for their items of interest to the recording clerk.*

### 6. **Proclamation:** Women's History Month

### 7. **February Work Anniversaries**

Recognition of employees celebrating work anniversaries in the month of February

### 8. **City Manager Report**

Information Only

### 9. **Timely Public Access to Traffic Study Data**

The desired outcome of this item is to maintain the existing requirements of the Arizona Public Records Law. The Arizona Public Records Law states that any person may submit a request to examine or be furnished with copies of public records, and that the responding agency shall promptly respond to such requests, and that the time it takes to respond to the request will depend on the complexity of the request, volume of responsive documents, and other factors.

### 10. **Traffic Calming in Boulder Pointe**

The desired outcome of this item is to bring the proposed traffic calming to 100% design plans and complete construction in summer 2023.

### 11. **Annual Update on the CARE unit**

Education on the previous years operation along with successes and challenges.

**12. THIS ITEM WILL OCCUR NO EARLIER THAN 5:00 P.M.**

**Post-Wildfire Flooding Update**

For information only.

**13. Public Participation**

**14. Informational Items To/From Mayor, Council, and City Manager; future agenda item requests**

**15. Adjournment**

CERTIFICATE OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Flagstaff City Hall on \_\_\_\_\_, at \_\_\_\_\_ a.m./p.m. in accordance with the statement filed by the City Council with the City Clerk.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 2023.

\_\_\_\_\_  
Stacy Saltzburg, MMC, City Clerk

**CITY OF FLAGSTAFF  
STAFF SUMMARY REPORT**

**To:** The Honorable Mayor and Council  
**From:** Stacy Saltzburg, City Clerk  
**Date:** 02/14/2023  
**Meeting Date:** 02/28/2023



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**TITLE:**

**February Work Anniversaries**

**DESIRED OUTCOME:**

Recognition of employees celebrating work anniversaries in the month of February

**EXECUTIVE SUMMARY:**

**INFORMATION:**

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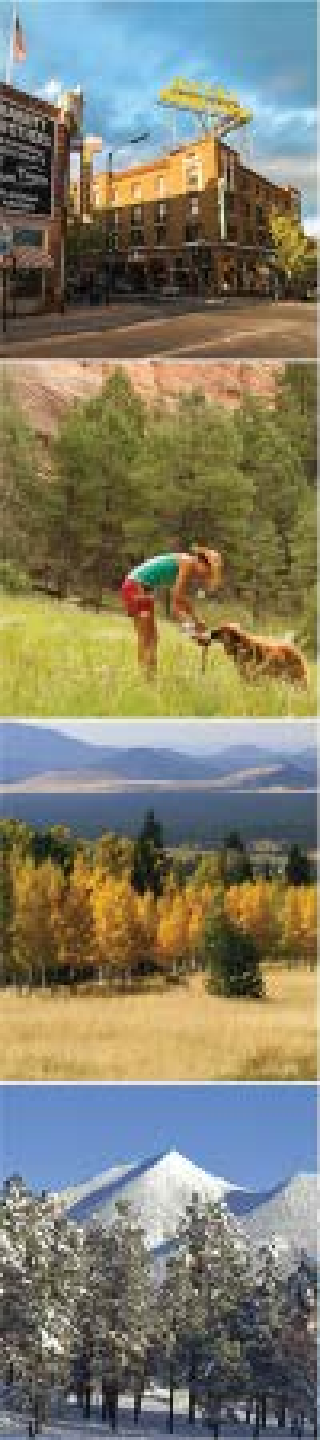
**Attachments:** [Presentation](#)



# Five Year Anniversaries



Paul Lancaster  
Recreation Official I



**TEAM FLAGSTAFF**  
WE MAKE THE CITY BETTER



# Ten Year Anniversaries



Clayton Rethlake  
Airport Ops/ARFF Specialist



**TEAM FLAGSTAFF**

WE MAKE THE CITY BETTER



# 25 years plus!!!

Stacey Brechler-Knaggs or may be better known as “SBK” is celebrating thirty-nine years with the City of Flagstaff this month.

Some exciting changes for SBK this year with becoming the Grants, Contract & Emergency Management Director. She has successfully hired the City’s first Emergency Manager and continues to work towards creating the emergency management program. She is busy recruiting to bring a Contract Manager to the team too. She has been instrumental in working with County Emergency Management to seek funds to address flooding in the Flagstaff community and UWNA to establish volunteer events. All of this while she continues to work on ARPA funding and other grant funding requirements.

Thank you SBK for your dedication to TEAM FLAGSTAFF and serving the community!



**TEAM FLAGSTAFF**  
WE MAKE THE CITY BETTER



**CITY OF FLAGSTAFF  
STAFF SUMMARY REPORT**

**To:** The Honorable Mayor and Council  
**From:** Stacy Saltzburg, City Clerk  
**Date:** 02/15/2023  
**Meeting Date:** 02/28/2023



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**TITLE:**

**City Manager Report**

**DESIRED OUTCOME:**

Information Only

**EXECUTIVE SUMMARY:**

These reports will be included in the City Council packet for regularly scheduled Work Session meetings. The reports are intended to be informational, covering miscellaneous events and topics involving the City organization.

**INFORMATION:**

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**Attachments:** City Manager Report  
PROSE Monthly Report  
IT Monthly Report  
Economic Vitality Monthly Report

# City Manager's Report

February 27, 2023

Council and Colleagues, greetings. These reports will be included in the City Council packet for Council Work Sessions. The reports are intended to be informational, covering miscellaneous events and topics involving the city organization. Updates attached to this report include the February update for PROSE, Informational Technology, and Economic Vitality.

## **Police Department**

We attended the very first graduation of the High Country Training Academy on Friday, February 24<sup>th</sup>. The venue, moved to the City Council Chambers, was packed.

The ceremony for the Graduation of "Class 1" was presided by Lieutenant Collin Seay, who was instrumental in setting up this academy. Guest Speakers included Mark Maciha (Coconino Community College), Chief Dan Musselman (City of Flagstaff), Sheriff Jim Driscoll (Coconino County), Duane Tewa (Graduating Class), and Nick Jacobellis (Class Sergeant).

The Honorable Judge Dan Slayton provided the Oath of Office. Below are some images of the ceremony for your enjoyment. This was a momentous occasion and a milestone for the City of Flagstaff for now having its recruits train and graduate locally – a first for the Flagstaff Police Department.

The Graduates:

- Logan Brannan
- Lelano Brown
- Jacob Buckwald
- Patrick Collins
- Dominick Cortez
- Kevin Johnson
- Austin Kane
- Dalton Lasley
- Duane Tewa

We are proud of our newly sworn officers, and more importantly, the inaugural graduating event of our new academy.



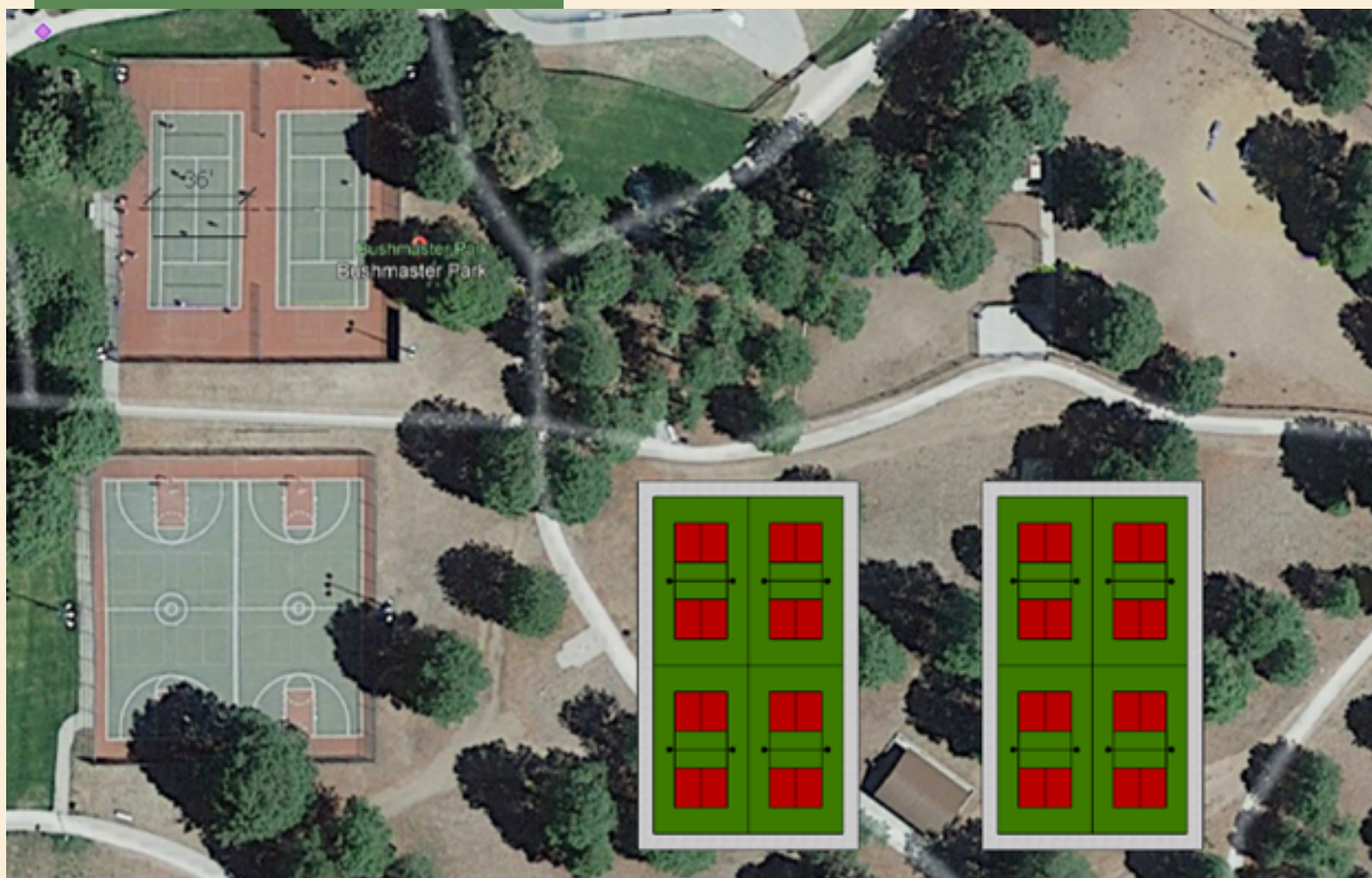


That's a Wrap! Thank you.

# PROSE

## PARKS, RECREATION, OPEN SPACE, AND EVENTS

February 2023

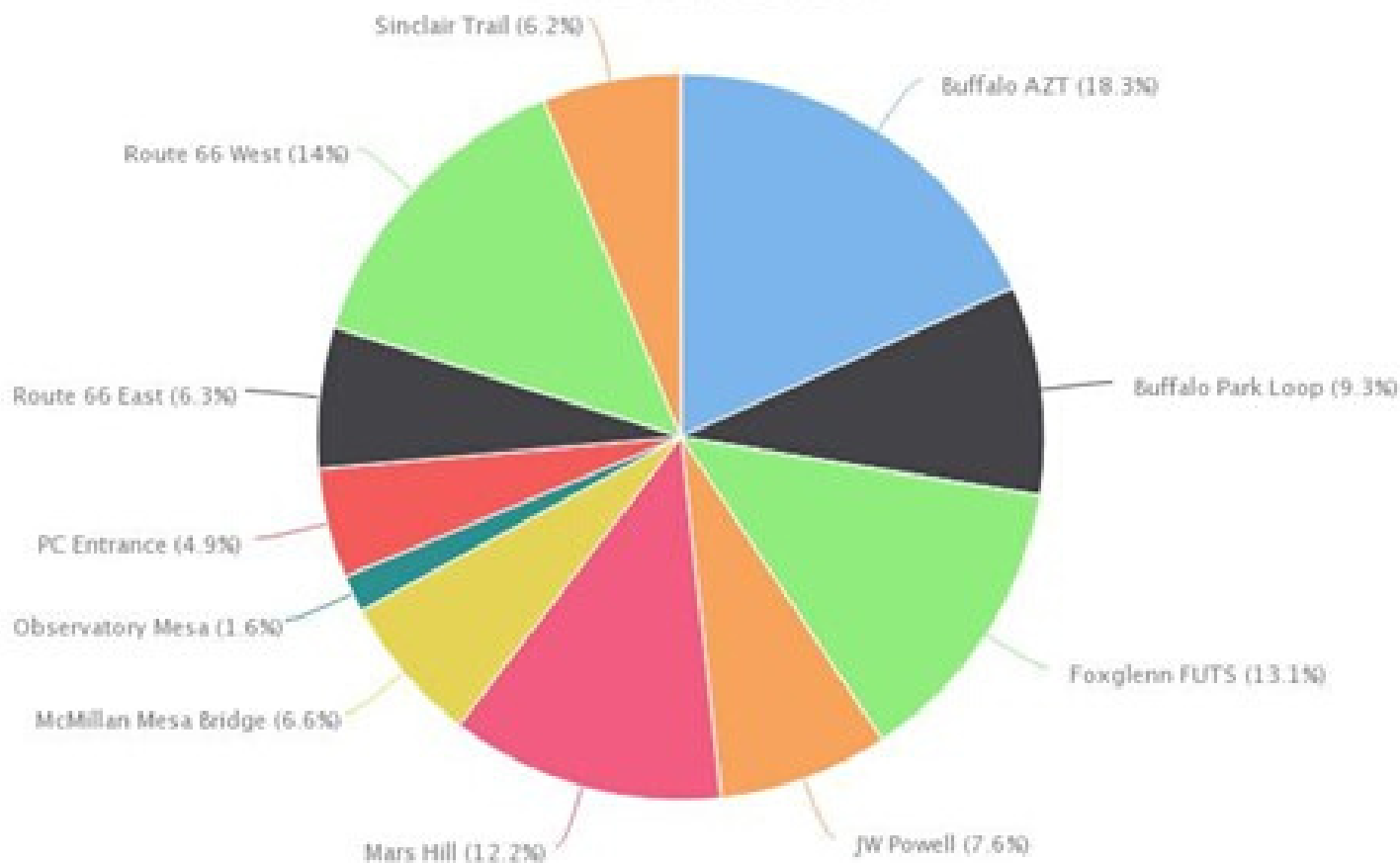


The conceptual design of the pickleball courts at Bushmaster Park is underway with staffing taking the contract for design build to City Council on March 21. The current critical path for this project has delivery of the courts occurring from May to August 2023.

With winter weather, the grant funded Buffalo Park Project has been on hold since late December. The universal equipment was installed just before a string of snowstorms arrived. Up next will be the concrete walkway and accessible parking spaces portion of the project followed by signage and a last run on the trail mix before considering the grant complete. Substantial completion is scheduled for April of 2023.

## Compare Sites

2023-01-01 to 2023-01-31



Trail counts on FUTS (includes those in our Open Spaces) for the month of January were 16,241 passersby at the 14 locations listed below. When you consider the snowfall amounts our community experienced being the third highest accumulation in a January in Flagstaff history, it is amazing that our trails see this much activity even with inclement weather!

Site Name	Daily Average
Buffalo AZT	97.1 (18.3%)
Buffalo Park Loop	49.4 (9.3%)
Foxglenn FUTS	69.6 (13.1%)
JW Powell	40.2 (7.6%)
Lone Tree CCC	0 (0.0%)
Mars Hill	64.8 (12.2%)
McMillan Mesa Bridge	35.3 (6.6%)
Observatory Mesa	8.6 (1.6%)
PC Entrance	26 (4.9%)
PC Rio de Flag	0 (0.0%)
PC Waterbird	0 (0.0%)
Route 66 East	33.4 (6.3%)
Route 66 West	74.1 (14.0%)
Sinclair Trail	32.7 (6.2%)



Snowstorm impacts.... have you ever wondered how a large snow event affects resources such as labor hours or equipment usage? Or how many tons of snow were potentially moved? During the month of January, there were 1,090 labor hours spent on snow operations with 70% of those hours on equipment and the rest with performing handwork, i.e. shoveling or snow throwing.

During the month, 61.4 inches of snow accumulation occurred becoming the third largest on record for Flagstaff! When using the standard of an inch of snow per square foot weighs 1.25 pounds, Parks estimates that over 87 million pounds of snow were moved during the month.

In January, the Flagstaff Aquaplex held the annual membership drive adding 579 new members to the center and renewing 257! The team continues to identify ways to increase membership as the endemic recovery is underway. One potential opportunity will be to offer different classes in the studio than competitors are offering and to increase the offering within the aquatics realm knowing that there are limited pools in our community.

**Did you know that pickleball and badminton are offered inside at the Aquaplex?**





At Hal Jensen Recreation Center, youth basketball is in full buzzer shots with 280 registered youth community members!

Ready to bump, set, and spike? Spring Volleyball kicks off this month with womens and all-gendered teams for all levels of play.



At Joe C. Montoya Community and Senior Center, the new elliptical machine arrived adding to the offering inside the quaintest fitness center in town!

This recreation center continues to host AARP free tax prep...come get your taxes done!



The only sheet of ice in northern Arizona has been slammed with programming at Jay Lively Activity Center.

This month they hosted the NAU vs. GCU game with 200 spectators, user groups spent 126 hours on the ice, and over 2,000 people joined us for public and adult skating sessions

The Open Space section hosted a Full Moon Hike on Sunday February 5, 2023 at Buffalo Park, and 36 people attended (19 more than January)! Many accepted snow/ice cleats provided by Risk Management. Not all finished the Nate Avery loop, as the snow was deep in some spots, and tough to walk on in others, but we all saw the full moon rise over Mt. Elden! We expect to gain at least one Open Space Steward as a result of this hike. We will host another Full Moon Hike on Tuesday March 7, 2023 at 5:30pm, hiking McMillan Mesa Loop Trail; we'll meet at the buffalo at Buffalo Park.



Sarah Holditch joined the Open Spaces Section as our new full-time Open Space Educator! She started work on January 23, 2023 under a one-year grant funded position.

Sarah holds a B.S. in Environmental & Sustainability Studies with a minor in Philosophy & Political Science from Northern Arizona University, and she has been the Manager at Flagstaff Climbing. Sarah will be working to create outdoor educational programming, collaborating with educators to provide students with field trips to city open spaces, creating educational campaigns to generate student interest in STEAM topics, and coordinating partners to provide outdoor learning opportunities for the community. We are excited to have her on Team Flagstaff!

Have you heard the news? Athletic allocations have moved on over to the Event and Marketing team. Permitting is this section's bread and butter and the team is enjoying working closely with our Athletics Department to make the shift. Allocations have officially closed which means opening day is just around the corner!

Speaking of permitting, 23 applications crossed our desks this month for approval. That's a strong start to the season!



PROSE marketing has made a major shift this year with branded content and advertisements. Staff have created a stylus guide to use for all PROSE content and the numbers have shown this method works. Our post engagements are at an all time high on social media with our Aquaplex Membership Drive ad reaching almost 10,000 people. Follow us on social media to see us in action!

Planning for the upcoming Concerts in the Park series is underway! A Call for Musicians is out to the public with selection taking place the last week of March. We are excited to offer another year of mobile concerts including a growing partnership with Coconino County Parks and Recreation.

Want to be our next big act? Email your demo to [specialevents@flagstaffaz.gov](mailto:specialevents@flagstaffaz.gov)!





# MONTHLY REPORT

January 2023

*"Our purpose is to provide you the secure tools to make your job easier tomorrow than it was today."*

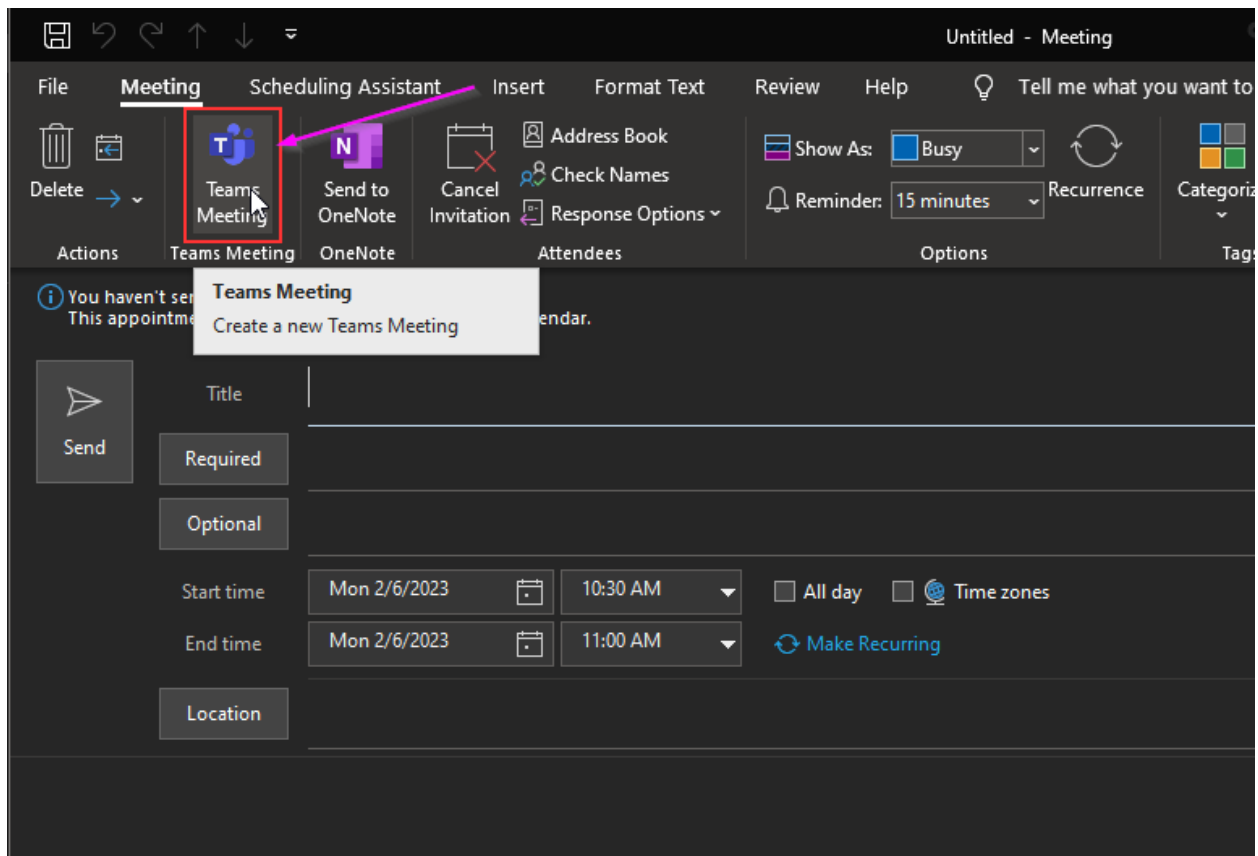
*Division of IT Mission*

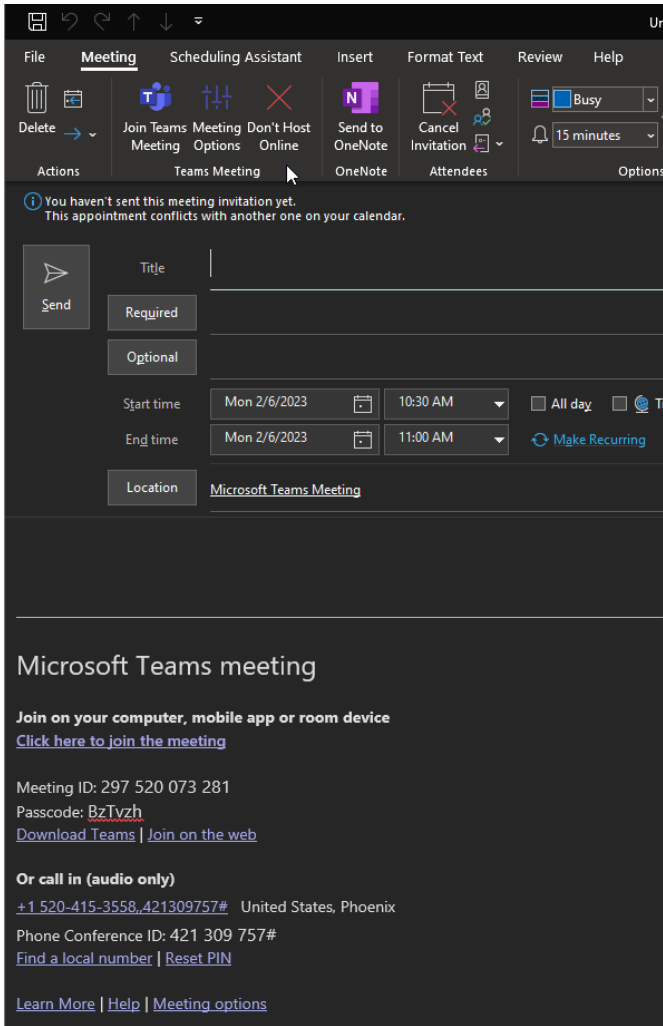


## Tech Tip – Outlook, Teams Meeting – By Matt Kakert

Due to new licensing, **all** employees now have the ability to create their own Teams meetings, now including call in numbers for standard phone users (think 1-800 number). You can do this by following the below steps.

Create a new meeting, then click on **Teams Meeting** in the ribbon. Generally, new meetings will default to adding Teams Meeting information.





File Meeting **Scheduling Assistant** Insert Format Text Review Help

Delete → Join Teams Meeting Don't Host Meeting Options Online Send to OneNote Cancel Invitation Attendees Options

Actions Teams Meeting

❗ You haven't sent this meeting invitation yet. This appointment conflicts with another one on your calendar.

Send

Title

Required

Optional

Start time: Mon 2/6/2023 10:30 AM All day ☐ ☐ Ti

End time: Mon 2/6/2023 11:00 AM Make Recurring

Location: Microsoft Teams Meeting

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### Microsoft Teams meeting

Join on your computer, mobile app or room device  
[Click here to join the meeting](#)

Meeting ID: 297 520 073 281  
 Passcode: BzTvzh  
[Download Teams](#) | [Join on the web](#)

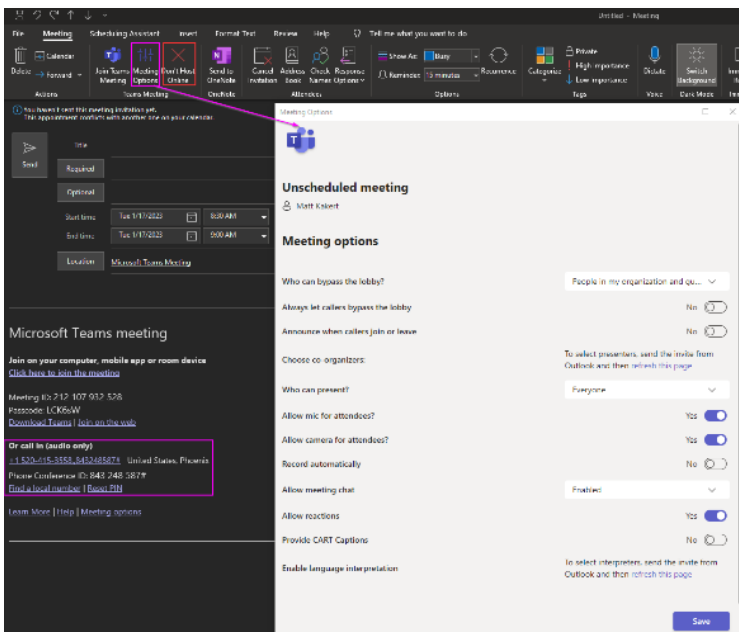
**Or call in (audio only)**  
 +1 520-415-3558, 421309757# United States, Phoenix  
 Phone Conference ID: 421 309 757#  
[Find a local number](#) | [Reset PIN](#)

[Learn More](#) | [Help](#) | [Meeting options](#)

After the meeting is changed to a Teams Meeting, you will notice the Location change to “Microsoft Teams Meeting” as well as meeting information inserter into the body of the invitation.

The first link (click here to join meeting) is used to join a meeting from a PC if you already have the Teams client installed, and if not will launch the browser version. The second section contains all the pertinent meeting information in case you have to give to to someone or manually input for any reason.

Lastly, the **new** section is where the audio only (call in) information is. There will be a phone number (may be different for each meeting), conference room ID. This will give someone calling in all the information required to join via telephone.



File Meeting **Scheduling Assistant** Insert Format Text Review Help Tell me what you want to do

Office → Forward → Join Teams Meeting Meeting Options Cancel Cancel Invitation Attendees Options

Actions Teams Meeting

❗ You haven't sent this meeting invitation yet. The appointment conflicts with another one on your calendar.

Send

Title

Required

Optional

Start time: Tue 1/17/2022 10:30 AM

End time: Tue 1/17/2022 11:00 AM

Location: Microsoft Teams Meeting

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### Microsoft Teams meeting

Join on your computer, mobile app or room device  
[Click here to join the meeting](#)

Meeting ID: 215 007 912 528  
 Passcode: 1CK5W  
[Download Teams](#) | [Join on the web](#)

**Or call in (audio only)**  
 +1 520-415-3558, 421309757# United States, Phoenix  
 Phone Conference ID: 842 248 387#  
[Find a local number](#) | [Reset PIN](#)

[Learn More](#) | [Help](#) | [Meeting options](#)

**Meeting Options**

Unscheduled meeting  
 Matt Kibbet

**Meeting options**

Who can bypass the lobby? People in my organization and guests

Always let callers bypass the lobby: No

Announce when callers join or leave: No

Choose co-organizers: To select presenters, send the invite from Outlook and then refresh this page

Who can present? Everyone

Allow mic for attendees? Yes

Allow camera for attendees? Yes

Record automatically: No

Allow meeting chat: Prohibited

Allow reactions: Yes

Provide CART Captions: No

Enable language interpretation: In select interpreters, send the invite from Outlook and then refresh this page

Save

You will also notice a Meeting Options on the ribbon, which will give you the below options, namely how it treats external users & guests.

Next you can remove the Teams Meeting from the meeting request, should you desire to.



# Staff Spotlight

## Alan Church – Business Systems Administrator – Public Safety



### What does Alan do?

Alan is the IT Administrator for the Applications team supporting Public Safety. Alan's focus as an administrator is on providing software support for multiple different applications that are used by our City of Flagstaff Polices Department, Flagstaff Fire Department and other surrounding fire departments outside of the city limits.

### How did Alan make your job easier this month?

Despite Alan's due diligence in working with the vendor of our dispatch software to ensure a seamless transition in event number sequencing in the new year; the clock struck midnight and event numbers did not change from 2022 to 2023. Alan quickly identified and resolved the issue for event numbers moving forward and has been painstakingly manually changing event numbers in several locations to fix the issue. After a tough lesson

learned, Alan has created an SOP and documentation for the switchover to ensure this does not occur next year.

### What is Alan working on now?

Alan has been working hard to distribute new laptop technology to City of Flagstaff police officers. Each laptop is installed with industry specific and carefully configured software to help keep the citizens of Flagstaff and the officers safer as they respond to emergencies.

### Get to know Alan.

*"I am relatively new employee to the City of Flagstaff working here for only about 7 months. I have worked in the IT field for over 25 years and have experience in many different types of industries. I am an Arizona native born in Phoenix, but was able to relocate to the Flagstaff area fulltime about 4 years ago. In my free time I enjoy listening to live music, spending time with my family and exploring the wonders of the Flagstaff area with my wife and 4-legged family."*

-Alan Church



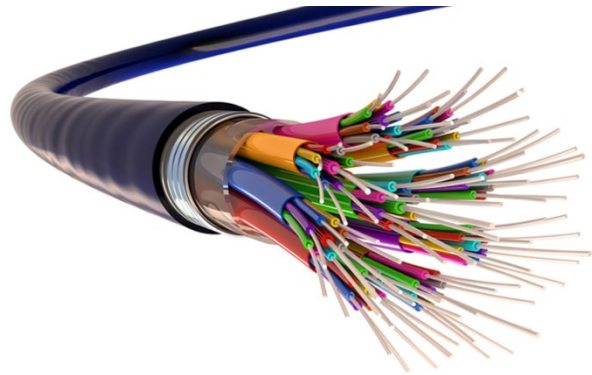
# Major Project Updates

## Fiber

### Fiber Project Starting Soon!

We are working on starting construction of a fiber project connecting City Hall to our existing fiber at Butler/Beaver. This fiber will also connect the Visitor's Center, a Butler Pedestrian Crosswalk and interconnect us with NAU. We did a site walk with the excavation contractor last week.

We recently worked with Lumen to collaborate on some conduit as part of this project. Big thanks to Lumen for being willing to accommodate our needs.



## Police Department IT Support

### Intergovernmental Agreement

Work continues between the City of Flagstaff, Coconino County and NAU to fine-tune the Intergovernmental Agreement. We are expecting to bring the final IGA to Council on March 7.



# Problems Under Review

## Dispatch Center Outage

1/29/2023 - #PRB-171

We had a major outage of our 911 Dispatch Software. Several critical services connecting to our database infrastructure failed. Our after-hours staff were contacted over the weekend and were able to immediately respond to the issue and begin troubleshooting. We coordinated an effort between City Applications, Operations and Coconino County Sheriff to identify and resolve the problem.

While we identified the cause of the issue and have updated our documentation to quickly fix this issue if it occurs again in the future. We have a case open with Hexagon support to determine why the database services failed in the first place.

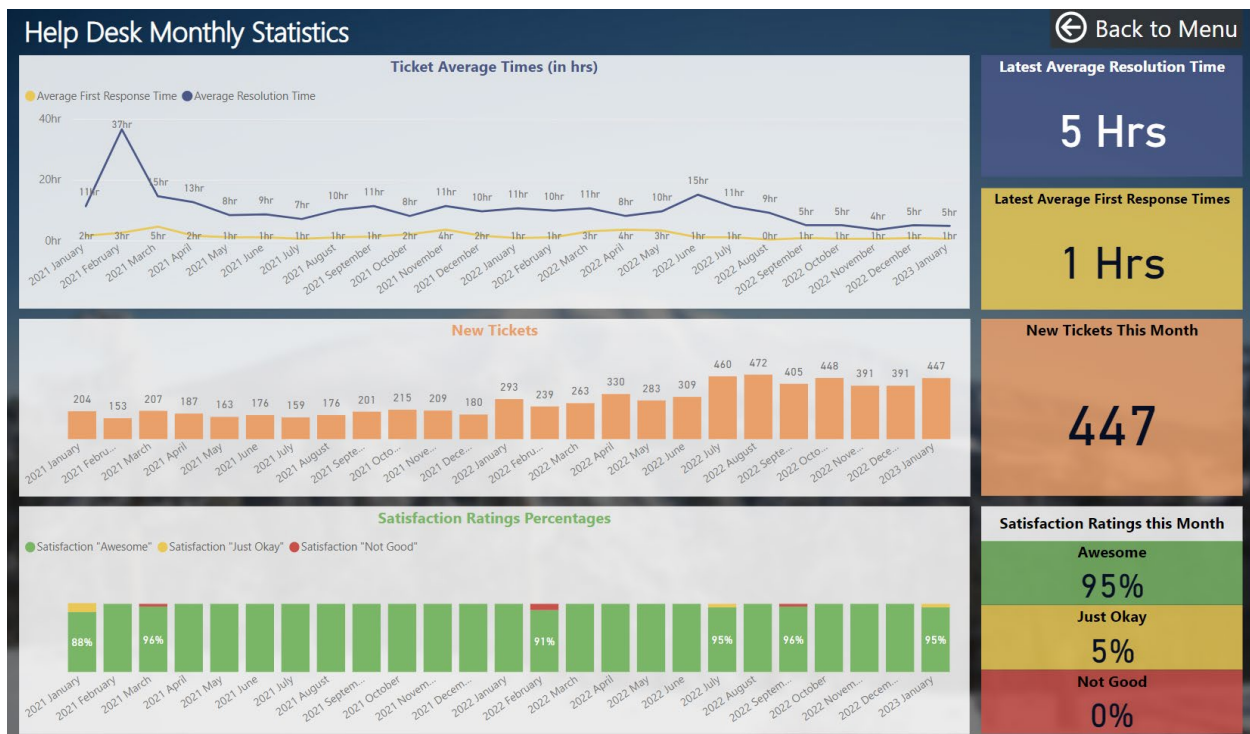


# Program Accomplishments

## Help Desk

Incoming tickets for the month of January totaled **447**. Our average response time was just under 1 hour, and our average ticket resolution time was just under 5 hours.

Customer Satisfaction for the month of January was about 95% Awesome.

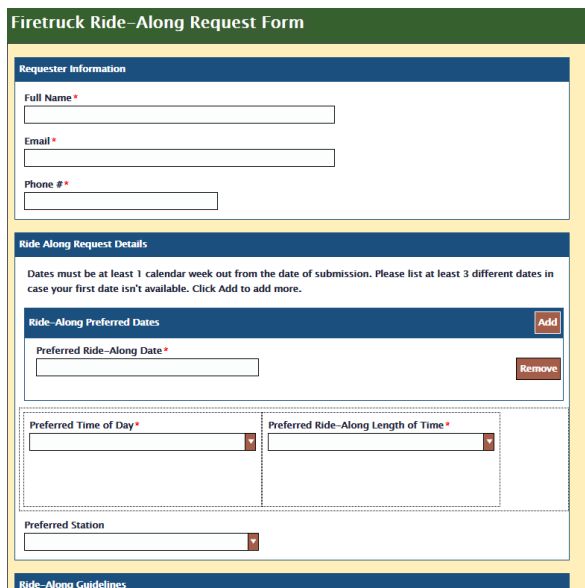


# Program Accomplishments

## Applications

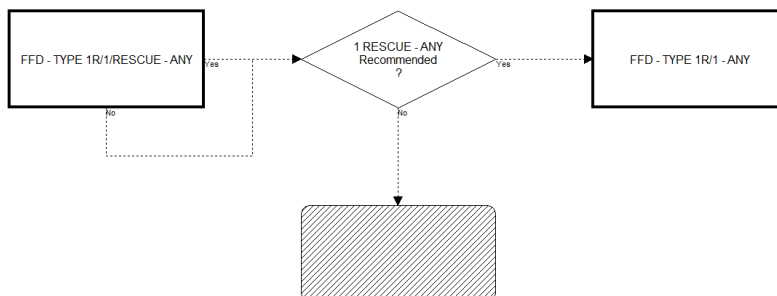
### All Things Fire Department

Adam Zwebti and Alan Church in collaboration with Jessica Vigorito and Noelle Van Rossum have begun work on a series of forms to streamline and centralize FFD business processes. The first is a Firetruck Ride-Along Request Form in which the public will utilize. These requests are made for education requirements, learning more about the FFD, the duties/structure of the department and meeting the staff, some are applying and want to see more while going through the process, and firetrucks are rad!



The screenshot shows a web form titled "Firetruck Ride-Along Request Form". It is divided into several sections: "Requester Information" with fields for Full Name, Email, and Phone #; "Ride Along Request Details" with instructions and a table for "Ride-Along Preferred Dates" (including Add and Remove buttons); fields for Preferred Time of Day and Preferred Ride-Along Length of Time; and a Preferred Station dropdown. A "Ride-Along Guidelines" section is at the bottom.

Alan Church and Shawn Armour have begun collaborating with Cpt. Wes Forbach to audit and revamp the FD "response plans." A response plan is what the software uses when someone calls 911 about a fire to properly assign the correct types and amounts of fire trucks. These response plans are out-of-date, once revised it will improve the lives of Dispatch, FFD, and the entire City of Flagstaff's safety.



# Program Accomplishments

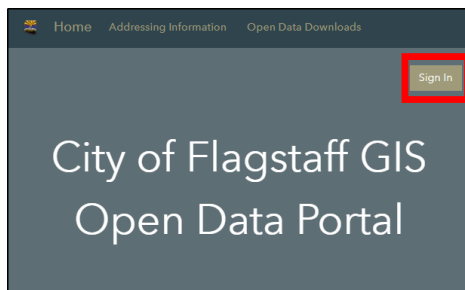
## GIS

Kelsea has created a great GIS Gallery online, showing a catalog of the services we can provide you and your program. See examples and live samples of maps, data collection options, websites, and mapping applications that GIS can build for you, or get you started building your own datasets or website. Check out the gallery here: [GIS Service Catalog | City of Flagstaff GIS Open Data Portal \(flagstaffaz.gov\)](https://gis.flagstaffaz.gov)

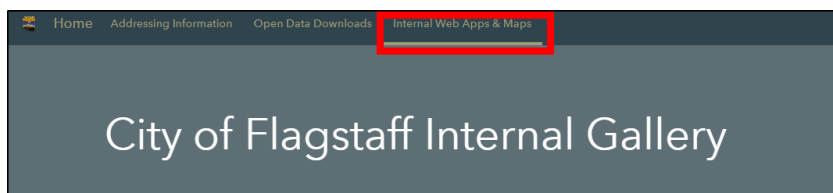


... And don't forget that our most popular GIS web applications are available to the public here: <https://gis.flagstaffaz.gov>

When visiting <https://gis.flagstaffaz.gov>, you can **Sign In** using your City login:



And a new tab will appear, which will show Internal information and applications and more of what we currently offer:



# Program Accomplishments

## Operations

### Networking

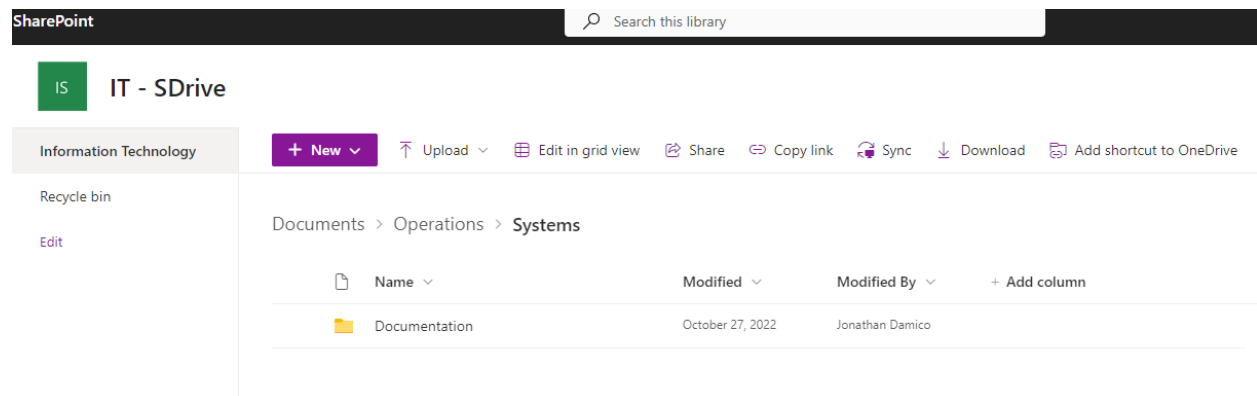
Networking has received our long-awaited Wireless Lan Controller **upgrade**. What exactly do these units do? Firstly, they control the WAPs (Wireless Access Points) that provide Wi-Fi across all the City facilities. Secondly, the controllers add the ability for your wireless device to roam seamlessly from one WAP to another without interruption.

We are getting these installed today and will be configuring. You'll be getting a notice from IT in the coming week for Wi-Fi maintenance to perform the upgrade. Stay tuned for updates!



### Systems

Systems has begun research and testing bringing our S Drive into the modern era. Increased functionality is what the primary goal is, especially that of enabling our remote workers and Public Safety users better access while away from a City facility or laptop. Our look is at SharePoint, which many of us are already familiar with. More details to come in the next few months, stay tuned!



# Economic Vitality Division

Enhancing Quality of Life 365 Days a Year

AIRPORT • COMMUNITY INVESTMENT

LIBRARY • TOURISM



## AIRPORT

### AIRPORT RESCUE FIRE FIGHTING (ARFF):

- ARFF/Operations crews were busy keeping the runway clean and open with the 65 inches of snow that fell at the airport. We are excited to announce a new Ops/ARFF Specialist began this month, filling all open positions.
- The Airport Ops/ARFF Manager and the Fire Department's Regional Training Chief attend a Basic 40-hour ARFF certification class. Intent was to expose member of the Command Staff to a basic ARFF class to start thinking about ways FFD could help support ARFF. Airport Ops/ARFF Lead/Capt.
- Joel Barnett was asked to speak to the kids at Marshall Magnet Elementary School on the importance of being helpful.



**ARIZONA AIRPORTS ASSOCIATION:** The Arizona Airports Association (AzAA) held their Winter Board Meeting at Little America with the Airport Director in attendance. AzAA will hold their annual spring conference at Little America in May. This event will draw approximately 200 airport executives, consultants, FAA and ADOT Aeronautics Officials.

**AIRPORT OPERATIONS:** January was the lowest level of operations since records began 20 years ago. Total operations for January were 1,908 which included two days of no operations. The airport received 65 inches of snow and did not close the runway, but operations were impacted by visibility issues with snow flurries and fog.



**AIRPORT MARKETING:** The airport continues to run targeted digital ads to visitors and residents in Verde Valley, Prescott, Phoenix, and Flagstaff.



**CARES ACT PROJECT UPDATES:** Design efforts for the Airport Terminal Fire Sprinkler replacement project began in January. Construction is expected to start in May and will last for several months. Several additional maintenance projects are expected to start this winter and construction notices will be posted to that Airport website, [flyflagstaffaz.com](http://flyflagstaffaz.com), as work progresses.

**AIRPORT PARKING LOT UPDATE:** Schedit and Bachmann USA has been selected as the system supplier for the Airport's paid parking program. Procurement and installation of the equipment is ongoing with the Economy Lot and paid parking system scheduled to open later this spring.

**FLYBRARY:** A FLYBRARY opened in the hold room. Passengers are encouraged to take (or leave) a book. Thanks to the library for donating books. The FLYBRARY has been popular with books flying off the shelves. New shelving and prominent signage coming soon!

**IN THE NEWS:** The airport was featured on [AZCentral](http://AZCentral.com) and in the [Arizona Daily Sun](http://ArizonaDailySun.com) this month.

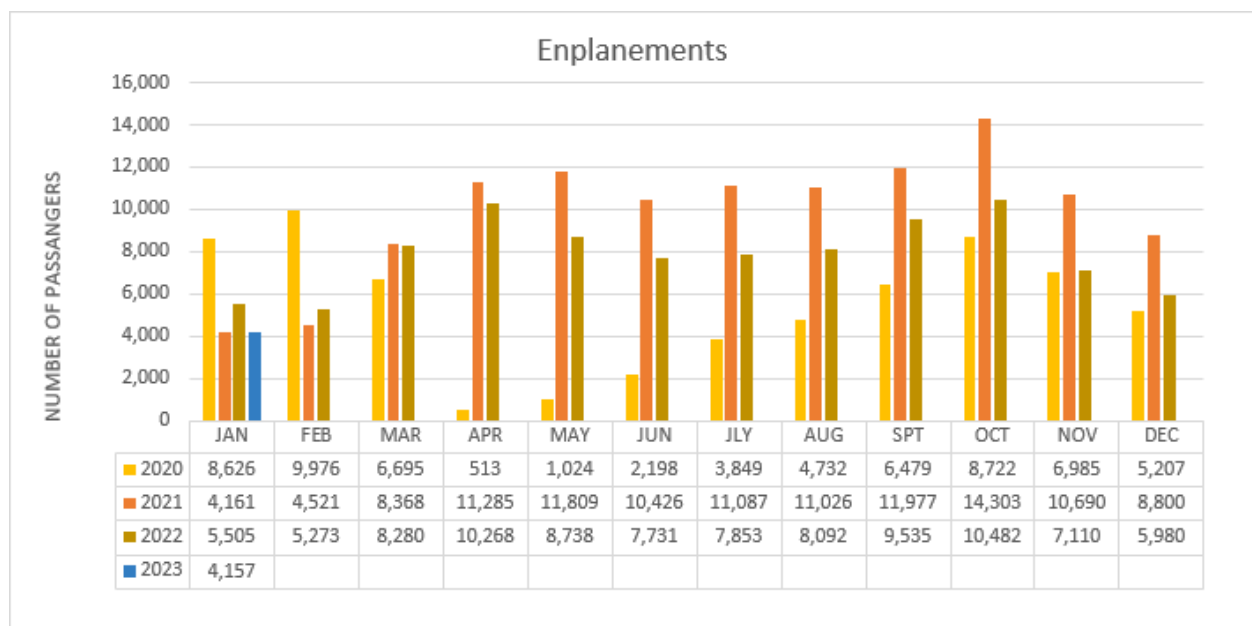




## MARKET YOUR BUSINESS AT THE AIRPORT:

Reach out to Claire Harper at [Claire.harper@flagstaffaz.gov](mailto:Claire.harper@flagstaffaz.gov) today!

**ENPLANEMENTS:** Total enplanements were fell short of 2022 numbers but were flat to 2021.



CHOOSE  
FLAGSTAFF

## COMMUNITY INVESTMENT

### BEAUTIFICATION AND ARTS & SCIENCE:

#### COMPLETED PROJECT - WILLOW BEND POLLINATOR MURAL

Willow Bend Environmental Education Center is excited about its new BIA grant funded mural with other project components from their BBB funded Art & Science grant. The project included a 7x8 ft mural, a free little lending library and events that highlight the importance and significance of pollinators in an interactive, artistic,



and aesthetic manner. The mural is bright and colorful and depicts a local meadow scenery with the Peaks in the background, native plants, and a Two Tailed Swallow-Tailed Butterfly (the state butterfly of Arizona). It was created to be interactive, such a way that observers can become “part” of the mural, by standing in-front of the butterfly, becoming the body of the butterfly, and having the wings in the background.

## ONGOING PROJECTS

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- **Airport Art, Coconino Scroll:** Contract extensions in place for redo of medallions in 21” diameter and for glass cutting as well as the contract for art fence installer. Artist team is taking the cut jigsaw pieces for the fence and putting the imagery together to prep for welding.
- **Aspen Bicycle and Pedestrian Enhancements:** Century link and staff gave final approvals to work scope for Loven contracting.
- **Aspen Avenue Library Entry:** Schedule review with contractor indicates that February 23<sup>rd</sup> is now the complete date for the hardscape work. Staff reviewed installation of plaza sculptures and determined that epoxy used did not create a strong enough anchor. Contractor to send in alternate approach. Location of two of the sculptures is also under review. Staff reviewed and okayed updated plaque and requested Braille sample in cardboard be sent to designated member of Inclusion and Adaptive Living to review for accuracy. Staff presented to BPAC on temporary project ideas for grand opening and ArtX and met with the Interim Library Director to review of an idea with *Thread Together* to create a community-based temporary art project as one of the projects
- **Courthouse Poetry Component:** Staff led voice recording session of poems read by David McIntire and Rose Toehe and an artist statement by project artist Marie Jones for QR feature for artwork *Among Trees*. Shout out to Creative Flagstaff and Jay Gallegos for use of their digital facilities and his assistance. Another shout to our recording artists, all were spectacular! Staff then took and edited recordings and downloaded as WAV files. Staff worked on landing page set up for QR Code to ensure easy access for users and selected a vendor for an adhesive metal QR Code element for public art plaque.
- **Downtown Connection Center:** Design focus was on finishing 75% plans with more details on



lighting placement for the artwork. Mountain Line and City staff met and determined to do a reimbursement agreement in lieu of an IGA to

cover Mountain Line's contractor's costs for artwork support features. Staff created and routed Council package and presented both art concepts to Council in a Work Session for response. Amongst the very positive feedback was that the community felt heard and represented in the art. Staff also conducted risk assessment with Risk Management. No changes were requested. Staff worked with artist team on final budget numbers, reviewed Council Package for contract approval with legal. March 7<sup>th</sup> is Council approval date. The construction schedule has the glass installation in March 2024 and the sculpture installation in December 2024.

- **Flowers and Enhanced Landscaping:** Staff drafted text and presentation for Council on the flower project for the contract renewal for 2023-2024. Cost for the project is estimated to be about \$103,000.
- **I17 & J.W. Powell Overpass:** Staff chose rustification for abutments and updated Capital Projects on design choices.
- **Lone Tree Overpass:** Staff reviewed artist submitted modified form liners for costing and participated with artists in project teams value engineering meeting.
- **Phone Booth Library:** Staff approved vendor's scope of design work and reached out to procurement to finalize PO. Project initiation meeting held with direction given on bench concepts and end of May target for completion.
- **Switzer Canyon Roundabout:** Staff developing community forum questions and focus group exercises.
- **Traffic Signal Cabinets Phase 3:** Call opened! See outreach below. Selection Panel recruitment completed, and meetings set up for February after call closes. Staff conducted a pre-application meeting and answered questions for appx. 30 applicants. Call closes February 1<sup>st</sup>.

## PROGRAMS & OUTREACH

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**Arizona Public Art Network:** Staff participated in reconnect with Public Art Administrators from around the state that focused on post-pandemic updates on everyone's respective programs. This was organized and hosted by Tempe at historic Eisendrath House <https://eisendrathhouse.org/>. Program is in talks to host a meeting in Flagstaff in August. Out of meeting, an updated contact list was created, and a regional network was set up on the Public Art Exchange site.

### Flagstaff Business News Article:

<https://bloximages.chicago2.vip.townnews.com/azdailysun.com/content/tncms/assets/v3/editorial/4/19/4195c582-95f7-11ed-b41f-2f80f55f586c/63c5e27fdc534.image.jpg?resize=400%2C267>



- **Outreach for DCC Civic Space:** DCC Civic Space re-visioning meeting shared with local artist list and BPAC (Mountain Line is conducting main outreach). Staff then participated in the public meeting at Murdoch Center on January 12<sup>th</sup>.

**Outreach for Traffic Signal Cabinets Phase 3:** Staff conducted outreach for the Traffic Signal Cabinets Phase 3 including flyers at downtown businesses, FB & Instagram postings, a press release with follow up to AZ Daily Sun reporter, emailing call to local artist list, Sunnyside and Southside community groups,



selection panelists and BPAC. Staff gave interview on project to AZ Daily Sun, which resulted in this article on January 16<sup>th</sup>:

[https://azdailysun.com/news/local/city-of-flagstaff-seeks-artists-for-mini-mural-project/article\\_2927b98e-928b-11ed-afed-af82f38834c9.html#tracking-source=home-top-story](https://azdailysun.com/news/local/city-of-flagstaff-seeks-artists-for-mini-mural-project/article_2927b98e-928b-11ed-afed-af82f38834c9.html#tracking-source=home-top-story)



## **HIGHLIGHTED EVENTS IN JANUARY BY A NONPROFITS SUPPORTED BY BBB TAX FUNDS:**

### **Classical Music Goes West**

Presented by [Flagstaff Symphony Orchestra](#) at [Ardrey Auditorium, Northern Arizona University Campus](#), Flagstaff AZ



### **Learning On-Site**

Presented by [Coconino Center for the Arts](#) at [Coconino Center for the Arts](#), Flagstaff AZ

Erika Hess, Ph.D. and Robert Neustadt, Ph.D. present “Learning On-Site: Service Learning and Experiential Education with Refugees in Greece”



## **PARKFLAG:**

### **Program Update**

#### **Council:**

- ParkFlag presented program updates to City Council on January 31<sup>st</sup>, 2023. It was the first time ParkFlag provided an update since 2020. Several items were also on the agenda for discussion including the future purchase and use of a license plate reader and the possibility of adding a new permit type to our permit inventory.

#### **Maintenance:**

- We continued to resolve printer issues in kiosks by replacing old paper rolls. Team members also preplaced several batteries sets in kiosks reporting voltage load errors.
- One downtown kiosk was out of order awaiting parts and repairs. That kiosk is now functioning.

### Snow Operations:

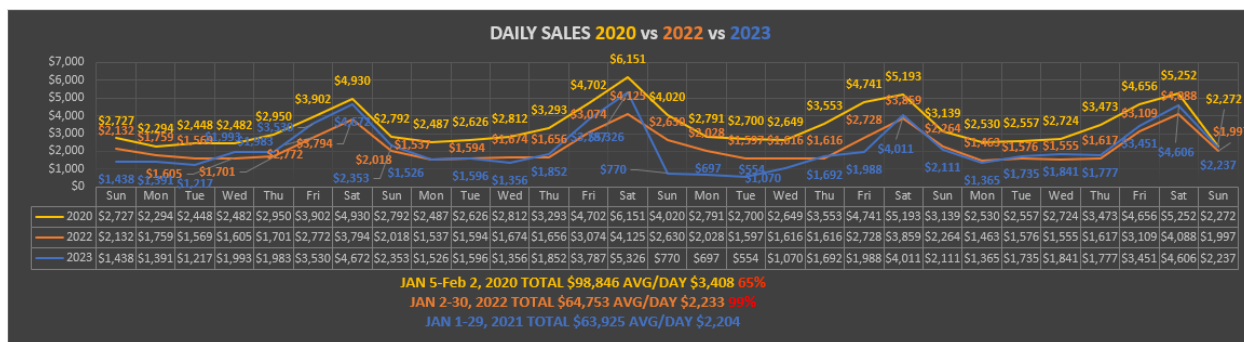
- Downtown Flagstaff saw a record amount of snow fall. Enforcement operations decreased as Parking Aides assisted in snow removal in Heritage square as well as snow removal around kiosks to provide payment accessibility. Once all kiosks were made assessable enforcement operations resumed.
- Parking Aides issued warnings for lines and marks violations due to snow cover on downtown streets.

### Community/Business Update:

**Presentation:** ParkFlag presented snow removal information and updates at the Flagstaff Downtown Business Alliance Stakeholder meeting. We answered several questions about payment and violation policies during large snow events.

### Parking Numbers:

- During the month of January patrons parked for 67,305 hours during paid parking operating times. Each parking transaction averaged 2 hours.
- January parking revenues decreased slightly in comparison to January 2022, most likely due to the occurrence of the large now event.
- Total Parking Warning Violations Issued 540
- Total Parking Violations issued 189



## BUSINESS ATTRACTION:

### **Attraction Efforts:**

Over the last month City staff has submitted attraction packets to attract over 635,000 sq. ft. of new retail/restaurant/manufacturing businesses to Flagstaff.

The business types include:

- 180,000 sq. ft. for a new retail business
- 50,000 sq. ft. for new sports retailer
- 5,000 sq. ft. for a new restaurant



- 400,000 sq. ft. for a new manufacturing business.

At this point in the attraction process, I am unable to share the names of these companies. Should any of these endeavors prove to be fruitful, I will work with the associated business on an announcement when it is appropriate to do so.

### Incentive Updates:

**Sustainable Automotive Sales Tax Rebate:** The program has depleted its available fund balance. To date the program has assisted over 40 purchasers and many local dealerships who acquired/sold hybrid or fully electric vehicles. The City Council and Budget Team will have the opportunity to replenish this fund to assist additional purchasers and dealerships during this year's budget process. Should this program receive additional funding, applications can be submitted beginning July 1, 2023. We will keep you apprised as a determination is made.



### Business One Stop Shop Website:

- Staff continues to work to create the Business One Stop Shop (BOSS) system that is being designed to help business owners and developers navigate the City's planning process. The website's goal will be to provide information and tools in a way to ease the overall development process, whether you are first time business owner or seasoned developer. Staff has begun working with Civic Plus to bring this website to fruition. The tentative completion date for this new website is scheduled for May 2023.

### Other Attraction Highlights:

- KC Hilites continues to move forward with their planned relocation. City staff has been working with them to ensure they will have a smooth transition into the former Daily Sun building.
- The Economic Development Team presented to Council on Jan. 31 and gave an overview of successes that the program enjoyed throughout 2022. The full presentation to Council and a video regarding the item can be found here (Item 3): [Jan 31, 2023, City Council Combined Special Meeting/Work Session - Flagstaff, AZ \(swagit.com\)](#)
- Our partners in the Community Development division have released the newest version of their Development Status Report (**October 2022**). This comprehensive list of ongoing/planned development can be found here: [Development-Status-Report- October-2022 \(az.gov\)](#)

## **BUSINESS RETENTION & EXPANSION:**

### **MARKETING**

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**FLAGSTAFF BUSINESS NEWS:** Community Investment staff delivered content to the Flagstaff Business News to invite entrepreneurs to participate in the Innovate Waste: The Carbon Neutrality Challenge. Workshops continue monthly hosted by Moonshot@NACET to help entrepreneurs to

better navigate the start-up world and to navigate the collaborative pitch event known as Innovate Waste: The Carbon Neutrality Challenge.



**BUSINESS FACILITIES MAGAZINE:** BR&E Manager and Business Attraction Manager continue to collaborate to tell the stories of business opportunities of Flagstaff to help businesses grow or to locate and grow in this community. The

Aerospace Edition provided Team Flagstaff another chance to celebrate Katalyst Space Technologies as their startup business continues to grow in number of employees and in their impact on satellite technology. An organization such as Katalyst Space Technologies bolsters this growing sector of aerospace and materials solutions innovators in Flagstaff.



**KAFF RADIO:** BR&E Manager arranged an interview to present the ARPA Small Business Assistance Grant Program. Through the course of the interview, details of the program were shared with the public including Frequently Asked Questions and the contact information for all applications and inquiries.

## **PROJECT UPDATES**

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**SMALL BUSINESS RELIEF FUNDS:** Community Investment Staff worked other City offices to deliver a program to support existing businesses by way of the ARPA funds.

- By the end of the day on January 31, 2023, which marked the close of the window to receive applications, there were 109 applications received with a total request of \$1.8 million.

**NACET CAMPUS MONTHLY MEETING:** BR&E staff attended and presented at the NACET Campus Monthly Meeting.

- Staff learned firsthand of the milestones and management updates of the campus as it supports entrepreneurship from around the region. Staff used the opportunity to introduce the BR&E Program and the ARPA Small Business Assistance Grant.

**ARIZONA@WORK COCONINO COUNTY WORKFORCE DEVELOPMENT BOARD (WDB):** Staff had a series of meetings with the Executive Director to explore regional efforts to support industry.

- Collateral educational materials and upskilling programs for incumbent, new, and prospective workers are in the works.

**ARIZONA MOUNTAIN INN & CABINS:** ECoNA President and CEO, Mrs. Gail Jackson, convened staff from Team Flagstaff including representatives from Community Development, Planning, and Economic

Development to meet the owners of the Arizona Mountain Inn & Cabins.

- A great amount of economic development occurs by simply meeting with landowners to discuss possibilities as was the case with this conversation. The owners have a thriving business on a very attractive piece of property. Staff is working to help the owners understand the existing entitlements as they may inspire enhancements to their operations and to the property.

## PROGRAM UPDATES

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**BUSINESS RETENTION AND EXPYEAR IN REVIEW:** Staff has been working with interdepartmental staff to conclude the contractual parts of the incentive prior to delivering the notice to proceed message to the winners.

**YEAR IN REVIEW:** Economic Development staff presented their Year in Review to Council to celebrate the accomplishments of 2022. The evening was jam-packed with presentations from Community Investment which only added to the celebration.



## LIBRARY | CITY & COUNTY

### JANUARY 2023 LIBRARY STATS:

		Jan-23	Jan-22	Difference
Circulation	Downtown	21,786	18,767	16.1%
	East Flagstaff	10,178	7,856	29.6%
	<b>TOTAL</b>	<b>31,964</b>	<b>26,623</b>	<b>20.1%</b>
Value of Loaned Materials	Downtown	\$393,321.16	\$335,903.00	17.1%
	East Flagstaff	\$189,335.95	\$142,878.77	32.5%
	<b>TOTAL</b>	<b>\$582,657.11</b>	<b>\$478,781.77</b>	<b>21.7%</b>
In-House Use	Downtown	16,855	19,737	-14.6%
	East Flagstaff	6,424	5,811	10.5%
	<b>TOTAL</b>	<b>23,279</b>	<b>25,548</b>	<b>-8.9%</b>
Door Count	Downtown	15,630	11,041	41.6%
	East Flagstaff	11,920	5,417	120.0%
	<b>TOTAL</b>	<b>27,550</b>	<b>16,458</b>	<b>67.4%</b>
Wi-Fi Use	Downtown	2,915	1,183	146.4%
	East Flagstaff	1,239	832	48.9%
	<b>TOTAL</b>	<b>4,154</b>	<b>2,015</b>	<b>106.2%</b>
Public	Downtown	1,685	1,174	43.5%

Computer Use	East Flagstaff	1,849	592	212.3%
	<b>TOTAL</b>	<b>3,534</b>	<b>1,766</b>	<b>100.1%</b>
Number of Programs	Downtown	36	9	300.0%
	East Flagstaff	12	4	200.0%
	<b>TOTAL</b>	<b>48</b>	<b>13</b>	<b>269.2%</b>
Program Attendance	Downtown	448	88	409.1%
	East Flagstaff	189	40	372.5%
	<b>TOTAL</b>	<b>637</b>	<b>128</b>	<b>397.7%</b>
Reference Help	Downtown	2,360	1,790	31.8%
	East Flagstaff	1,905	1,082	76.1%
	<b>TOTAL</b>	<b>4,265</b>	<b>2,872</b>	<b>48.5%</b>

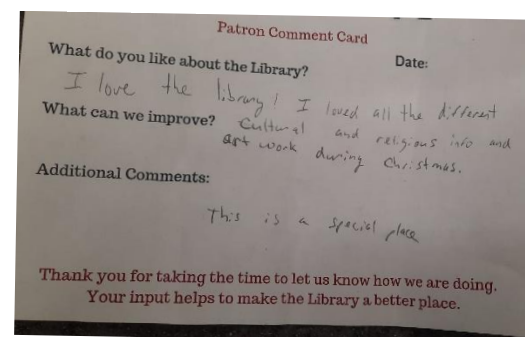
**EAST FLAGSTAFF COMMUNITY LIBRARY (EFCL): Holiday Decorations Feedback:** We got some nice feedback about our holiday decorations this year! We had information about and decorations for many winter holidays including Las Posadas, Pancha Ganapati, Hannukah, Christmas, Kwanzaa, Soyal, and the Winter Solstice.

## A YEAR IN REVIEW

### EAST FLAGSTAFF COMMUNITY LIBRARY (EFCL) Year in Review:

Please look at some of the things we accomplished in 2022! [2022 A Year in Review Screenly \(1\).pdf](#)

**PATRON COMMENT:** The library recently received this kind patron note: *"Hello Flagstaff Librarians!! I have moved out of state so I will not be renewing my card. However! I wanted to thank all of you. I spent a lot of time at the main library as well as the Sunnyside library. Through studying, applying for positions, and just trying to get my life in order. Thank you for helping me with success! I am an army veteran and at the time I was aimless. I graduated NAU and am now in medical school. I firmly believe I couldn't have done it without you!"*



**FIRST TIME HOMEBUYER'S CLASS:** A local realtor and lender hosted this class for 18 participants at the Downtown Library on January 24th. They explained each step of the home buying process in detail and provided printouts of the slides for participants to follow along with during the presentation and to take home afterward. The presentation itself lasted about an hour, but participants stayed for an extra half hour to ask questions. One patron commented that their favorite part of the program was, "key takeaways, plans/action items, direct POC [proof of concept]."

**GAME NIGHT WITH VAULT:** The adult Game Night hosted in partnership with Vault had 25 participants

at the Downtown Library on January 4th. Participants commented that their favorite parts of the program were, "Talking with people and meeting new people" and "Loved the social [aspect]."

**YOUTH SERVICES PROGRAMMING:** Normal programming (Early Literacy Storytimes, Lego Club, Creation Station, Hang Time/Game Time, Bards and Nobles) has resumed for the winter session with increased attendance.



## TOURISM & VISITOR SERVICES

### TOURISM METRICS: JANUARY 2023

For January 2023 the city's traditional accommodations experienced higher presell and in-the-month demand than the year prior and responded by yielding their product at an increased ADR. January lived up to the city's official designation of Arizona's Winter Wonderland – driving snow play recreation visitors and overnight stays.

With January came a significant amount of marketing and planning at Discover Flagstaff – with the planning and programmatic work around three VAI Grants and the one ARPA Grant designated for Tourism-related businesses in Flagstaff, planning for festivals and events in February, earned media efforts and more. We are grateful that everyone's efforts in the tourism sector paid off in January with good demand for our destination and all the support for our businesses.

Following is a snapshot of the metrics for January 2023:

Jan	2022	2023	Diff
OCC	56.6%	58.6%	3.6%
ADR	\$102.79	\$105.21	2.4%
RevPAR	\$58.14	\$61.65	6%

### MARKETING & MEDIA RELATIONS:

*20 print articles, 103 digital articles, 11 procured stories, and 7 media assists*

- Booking engine shows an increase in the booking window at 68.7 days -- this tells us people are searching for spring travel.
- January's results for Flagstaff Local include a 9% gain in reach and clicks throughs were strong leading with shelter/donation stories.
- Flagstaff's winter safety messaging was broadcast regionally in Phoenix on several news segments as well as covered locally in digital and print in the Arizona Daily Sun.
- Facebooks and Instagram experienced growth – Facebook likes increased 280%, and the top performing post supported MLK Day.
- Film Commissioner collaborated with Film Tucson, Film Phoenix and the Arizona Film and Digital Media Coalition regarding strategic communications on the "Good News! Az Film Incentives Update."
- January media covered winter safety and recreation, dining, skiing, and Astro tourism.
- AOT press trip with TV Azteca was hosted in January on assignment to gather footage and stories about Arizona and especially Flagstaff's winter wonderland. TV Azteca is one of Mexico's largest TV networks, tuned in by 80 million Mexicans annually, that is, 71% of the population.
- Flagstaff's winter safety messaging was broadcast regionally in Phoenix on several news segments as well as covered locally in digital and print in the Arizona Daily Sun.
- Print (circ: 4.3m/value: \$79k) Broadcast (reach: 4.4m/value: \$1m) Digital (reach: 575m/value: \$3.9m). January 2023 resulted in a 1100% increase in AVE in 2019 and REACH increased 125% compared to 2019. There were 3,757 digital article social echo shares on Facebook, Twitter and Redditt.



### **Enjoy more highlights:**

**James Beard list of chef and restaurant semifinalists is out. Did your favorite make the cut?:**

<https://www.usatoday.com/story/life/food-dining/2023/01/25/james-beard-2023-semifinalists-chef-restaurant-awards/11120633002/>

**Outstanding Restaurant:** *Proper Meats + Provisions in Flagstaff*

**Emerging Chef:** *Christian Lowe, Shift Kitchen & Bar in Flagstaff*

**Unlikely Ski Area Just Broke the \$300/Day Lift Ticket Barrier:** <https://www.skimag.com/news/arizona-resort-has-most-expensive-lift-ticket-in-us/>

**Sledding at Flagstaff Snow Park:** <https://news.yahoo.com/sledding-flagstaff-snow-park-161650134.html>

**5 Family-Friendly Road Trips in the US to Take With an Electric Vehicle**

<https://www.parents.com/family-friendly-road-trips-in-the-us-to-take-with-an-electric-vehicle-7092004>

## Why is Pluto no longer called a planet?

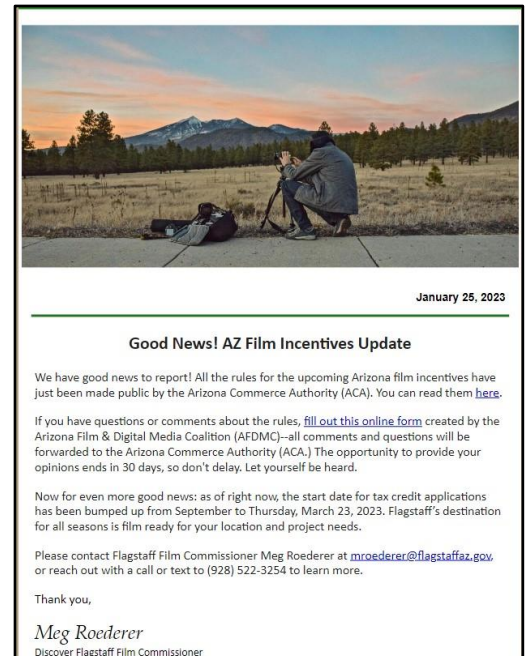
<https://www.world-today-news.com/why-is-pluto-no-longer-called-a-planet/>

## Could Flagstaff snow play finally be cleaning up its act?

[https://azdailysun.com/news/local/could-flagstaff-snowplay-finally-be-cleaning-up-its-act/article\\_2d1ca0ac-a322-11ed-ba26-e35171f436ed.html](https://azdailysun.com/news/local/could-flagstaff-snowplay-finally-be-cleaning-up-its-act/article_2d1ca0ac-a322-11ed-ba26-e35171f436ed.html)

## FILM:

- Film Commissioner collaborated with Film Tucson, Film Phoenix and the Arizona Film and Digital Media Coalition regarding strategic communications on the “Good News! Az Film Incentives Update.” Film Commissioner distributed the message to the Flagstaff film industry through Constant Contact.
- Film Office Intern received website permissions and credentials to assist with film webpage updates.
- Film Commissioner continues to work with Vice-Mayor Aslan and AFDMC to reserve a session at the annual Arizona League conference.
- Film Commissioner submitted the FY24 PCR film budget.
- Film Commissioner responded to film location inquiries.
- **There were no film permits issued in January.**



## WEBSITE:

Comparisons are made YOY to 2022

- Domestic visitation increased 142% -- led by AZ which primarily is from metro-Phoenix up at 114%, CA is up and primarily led by So. CA, specifically LA with 83% increase but also San Francisco which had a 38% increase, Colorado was third which was led by Denver up 196%, and TX was fourth led by Dallas which increased 155%.
- International sessions were also up led by MX with a 160% increase, Canada was up 206%, UK was up 54%, and Germany and France also increased.
- Landing pages with most engagement were: Webcams up 251%, Flagstaff's Top 21 Must-Do's, Things to Do increased 56%, Plan your Trip/Snowometer had nearly 9,000 views, and Astrotourism had 8,900 views. Winter Adventure/Winter Recreation map had 6,435 views.
- There was a 48% increase in outbound links which totaled 2,978 and among those receiving most clicks were: Flagstaff Snow Park, AZ Snowbowl, AZ Nordic Village, accommodations, and national monuments.
- Booking engine shows an increase in the booking window at 68.7 days -- this tells us people are searching for spring travel.

## **EMAIL CAMPAIGN:**

- January's results for Discover Flagstaff subject matter had a 27% increase in reach which tells us there's great engagement and requests on our website and sweepstakes as people are optioning in, as well as from some lead generating efforts. Top clicks went to the Winter Recreation Map, accommodations and dining and nightlife pages.
- January's results for Flagstaff Local include a 9% gain in reach and clicks throughs were strong leading with shelter/donation stories.

## **SWEEPSTAKES:**

- Winter Stay and Play sweepstakes had its strongest performing year and had a 200% increase in entries. Many of the entrants opted-in to receive on-going Discover Flagstaff information which allows us to continue to message key marketing campaigns.

## **SOCIAL MEDIA:**

- Facebooks and Instagram experienced growth – Facebook likes increased 280%, and the top performing post supported MLK Day. Instagram likes grew triple digits, too. Winter Recreation and snow-ometer were also fan favorites.

## **SALES:**

### **INTERNATIONAL TRAVEL TRADE:**

#### **MEETINGS/EVENTS/LEADS:**

- G2 Travel site inspection
- Tourism Commission Annual Presentation
- Joined Visit USA Italy
- "New" Americana Inn meeting
- DMOcracy webinar
- Visit USA France – 4<sup>th</sup> of July contest prize
- Go West Summit appointment scheduling
- Go West Summit client event planned

#### **MARKETING & MEDIA:**

- TourOperatorland content
- Visit USA Parks Ambassador Itinerary Complete
- Brand USA France content approved
- Visit USA Belgium January newsletter content approved
- Visit USA Germany February newsletter content approved
- Go West Summit social post for February trade show
- IPW new Display Booth approved



## MEETINGS/EVENTS/CONFERENCES:

**CONFERENCE/ROOMS LEADS/BOOKINGS:** 2 Leads were booked in the month of January for a total of 39 room nights and total estimated economic impact of \$11,661.

**MEETINGS/CONFERENCE SERVICES:** Staff attended Creative Flagstaff Board/Committee Meetings, FLP Board Meetings, had meetings with 2 upcoming groups to answer questions/assist in any planning needs, and had meetings with 2 new properties/venues.

**MEETINGS MARKETING/SALES:** Staff attended the IPEC Conference and had appointments with 22 Meeting Planners. This conference is for 3<sup>rd</sup> party planners that have open RFPs for groups and are looking for destination options.



## VISITOR SERVICES:

### Walk-ins & Retail

- Continued to increase in January!

### Model Train

- The Model Train ran 108 times during the month of December

### Brewery Trail

- Visitor Center gave out 100-pint glasses for the Flagstaff Brewery Trail redemptions!

### Winter Recreation Hotline: (844-256-SNOW)

- The Flagstaff Winter Recreation hotline is a partnership between the City of Flagstaff and Coconino County to provide current conditions at many snowplay areas in Northern Arizona. The Hotline received 447 calls in January

January	2022	2023	YoY Change
Walk-ins	4,355	4,978	14%
Retail Sales	\$12,606	\$13,941	11%

## CREATIVE SERVICES:

### ADVERTISING:

- PRINT ADVERTISING (DRIVE MARKET/OUT-OF-STATE):** Play Ball Magazine, Los Angeles Magazine, Grand Circle Travel Planner, AZ Drive Guide
- DIGITAL ADVERTISING (DRIVE MARKET/OUT-OF-STATE):** Datafy display ads for February (60 banners- Snowplay Map, AZ Beer Week, AZ Beer



Week Sweepstakes, Valentine's Day, Super Bowl/Grand Canyon), *azfamily.com* Community Calendar and *Woobox* (AZ Beer Week Sweepstakes).

- **FLAGSTAFF PUBLIC ART MAP:** Preparing for reprint of existing map with full edit and printing planned for this summer.
- **BBB LOGO/USAGE GUIDE:** Continued work on BBB Logo Usage Guide.
- **LUNAR LEGACY/ASTROTOURISM:** Joined Lowell staff and USGS geologist (ret.) Bob Philpott for hike through Crater Field #4 in the Verde Valley. Bob was the geologist who "blew up" the craters on the field to create an exact duplicate of the landing site for training of the Apollo 13 crew (later used by Apollo 14).
- **LOCAL PRINT ADS:** Created **Beer Week** ads for the Arizona Daily Sun
- **WINTER REC AD:** Designed a half page **Winter Recreation** print ad for the AZ Republic
- **FLAG HAPPS:** Created the weekly Flag Happs layouts and email blasts as well as a mockup for a new digital layout
- **CHOCOLATE WALK:** Designed the 2023 **Chocolate Walk** materials including flyers, posters, ads, and passports
- **WINTER RECREATION:** Created winter rec badge

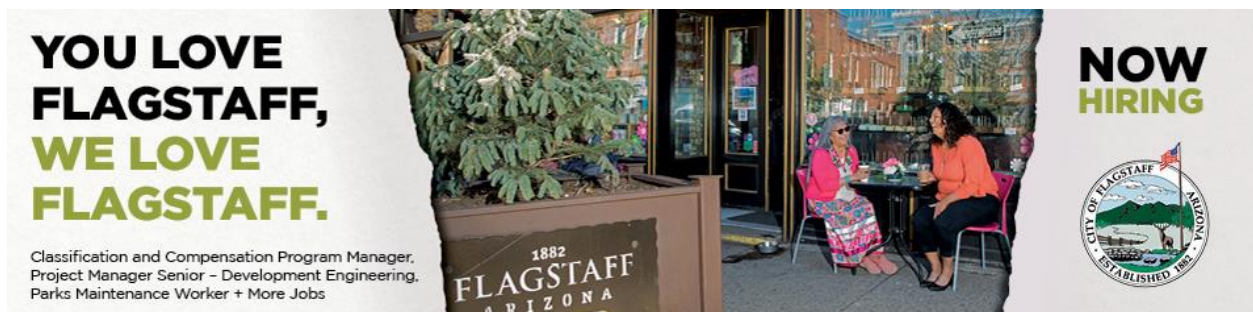


#### VIDEO:

- Worked with videographer to create a promo [video for Spring Training](#)
- Worked with videographer to create new [Beer Week video](#)

#### RECRUITMENT:

- **CITY RECRUITMENT ADS:** Designed career ads for the AZ Daily Sun, Navajo Hopi Observer, and Flagstaff Business News
- **NEIGHBORHOOD PARTNERSHIP COMMITTEE:** Created branding, letterhead, and PowerPoint designs for the Neighborhood Partnership Committee
- **RECRUITMENT:** Created an animated email signature to promote recruitment



#### SOCIAL MEDIA:

- **CASUAL ASTRONAUT:** Worked with casual astronaut on campaigns and provided an extensive photo library

- **WEBCAM:** Updated the webcam overlay

**CITY JOBS:**

- **WATER SERVICES:** Created new logo for Stormwater efforts
- **WATER SERVICES:** Designed a 24-page strategic plan for water services
- **BUSINESS CARDS:** Provided various business cards for water services and engineering
- **MISSION:** Created a mission statement flyer for the Fire Department

**WEBSITE:**

- **UPDATED CONTENT:** Updated listing photos, beer week content, astronomy events, and other content on DiscoverFlagstaff.com
- **BING:** Resolved Bing search engine results

**THANK YOU FOR YOUR CONTINUED PARTNERSHIP WITH  
THE CITY OF FLAGSTAFF'S ECONOMIC VITALITY DIVISION!**

## CITY OF FLAGSTAFF STAFF SUMMARY REPORT

**To:** The Honorable Mayor and Council  
**From:** David Lemcke, Transportation Engineer Associate  
**Date:** 02/15/2023  
**Meeting Date:** 02/28/2023



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### TITLE:

**Timely Public Access to Traffic Study Data**

### DESIRED OUTCOME:

The desired outcome of this item is to maintain the existing requirements of the Arizona Public Records Law. The Arizona Public Records Law states that any person may submit a request to examine or be furnished with copies of public records, and that the responding agency shall promptly respond to such requests, and that the time it takes to respond to the request will depend on the complexity of the request, volume of responsive documents, and other factors.

### EXECUTIVE SUMMARY:

Staff received a petition on 11/15/22 requesting:

*“City Council establish a policy requiring Staff to provide Traffic Study data to the public within 15 days of any request, or at least 7 days prior to any meeting (e.g. City Council, Transportation or Planning and Zoning Commission, etc.) set to discuss the findings and allow the public to present their interpretation of the data .”*

This petition was brought before Council December 6, 2022. At that time Staff recommended no deadlines be imposed and that the requirements specified in the Arizona Public Records Law be maintained. After discussion and public input, Council decided to move the petition forward, but recommended the exact phrasing and dates specified be reevaluated.

Staff has met internally and still recommends that no deadlines be imposed and that the Arizona Public Records Law be maintained. If City Council would like to discuss some form of deadlines outside of the existing Arizona Public Records Law, staff recommends that any deadlines be limited to the general subject of the petition, which is neighborhood traffic calming data collected internally by the City, and that deadlines apply only to Transportation Commission meetings. Staff recommends the deadline for posting neighborhood traffic calming data to the public to be the end of the day Friday the week before the Transportation Commission meeting where the data will be presented. Transportation Commission meetings are held the first Wednesday of even numbered months. This provides the weekend, plus two business days, and the day of the meeting for the data to be reviewed by the public. This proposed deadline would not typically delay or extend the timing between data collection and Transportation Commission meetings.

**INFORMATION:**

Please see the attached presentation for more information.

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**Attachments:**     [Timely Public Access to Traffic Study Data Presentation\\_2-28-2023](#)

# Timely Public Access to Traffic Study Data Petition

City Council

February 28, 2023





# Petition Purpose

- Staff received a petition on 11/15/22 requesting:

*“City Council establish a policy requiring Staff to provide Traffic Study data to the public within 15 days of any request, or at least 7 days prior to any meeting (e.g. City Council, Transportation or Planning and Zoning Commission, etc.) set to discuss the findings and allow the public to present their interpretation of the data.”*



# Arizona Public Records Law

- The City already has an established public record request process managed by the City Clerk's Office and governed by Arizona Public Records Law.
- The City of Flagstaff must abide by the **Arizona Public Records Law**.
- A.R.S. 39-121.03 states that any person may submit a request to examine or be furnished with copies of public records, and that the responding agency shall promptly respond to such requests.
- The time it takes to respond to the request will depend on the complexity of the request, volume of responsive documents, and other factors.
- Under Arizona Public Records Law, public agencies are **not required** to create new documents in order to respond to a request.



# City Clerk Concerns

- Response time depends on many factors including:
  - The complexity of the request
  - Staff time
  - Legal review
  - Other requests in the queue.
- Establishing timelines more restrictive than state law will be confusing and will set a precedent for other types of requests.
- The petition as drafted is very broad and includes traffic data from private developments as well, which may be outside the City's control.



# Staff Recommendation

- Staff recommends maintaining the existing requirements of the Arizona Public Records Law.



# Alternative Recommendations

- If Council would like to discuss some form of deadlines outside of the existing Arizona Public Records Law, Staff recommends limiting these deadlines to neighborhood traffic calming data collected internally by the City.
- Staff also recommends limiting these deadlines only to Transportation Commission meetings. The specified data could be posted the Friday the week before the Transportation Commission meeting where the data is presented.

## CITY OF FLAGSTAFF

### STAFF SUMMARY REPORT

**To:** The Honorable Mayor and Council  
**From:** David Lemcke, Transportation Engineer Associate  
**Date:** 02/10/2023  
**Meeting Date:** 02/28/2023



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#### TITLE:

**Traffic Calming in Boulder Pointe**

#### DESIRED OUTCOME:

The desired outcome of this item is to bring the proposed traffic calming to 100% design plans and complete construction in summer 2023.

#### EXECUTIVE SUMMARY:

Citizens have requested the City address excessive speeding along West University Avenue in the Boulder Pointe neighborhood. This has been an off and on issue along this roadway for the past 16 years. West University Avenue is a wide, straight road in Southwest Flagstaff that is classified as a minor collector. A traffic circle design has been created that Staff is confident will effectively slow speeds and promote traffic calming.

The first speed and volume data collection performed on W University Ave in response to citizen concern occurred in 2007. The 85<sup>th</sup> percentile speed was determined to be 33 mph, which means 15% of all vehicles traveling on the road were traveling at 33 mph or greater. Given that the speed limit on this road is 25 mph, this level of speeding is unacceptable and qualified for traffic calming, according to the Residential Traffic Management Guide. In response to the speeding observed in 2007, staff striped parking lane lines on the road to narrow the travel lanes and promote slower speeds. This striping project was effective for a number of years.

The neighborhood reached out to staff again in 2020 with concerns of excessive speeding along W University Ave. Staff collected speed and volume data and confirmed the conditions again qualified for traffic calming, with an 85<sup>th</sup> percentile speed of 31 mph. Staff held several public meetings with the neighborhood to develop a new traffic calming solution.

The first traffic calming trial was a series of medians along W University Ave to add horizontal deflection to the roadway and radar feedback signs. This trial was installed in the spring of 2021. Horizontal deflection causes vehicles to slow down because they must navigate around the deflection, instead of accelerating down a straight road. Speed and volume data were collected after the medians were installed in a temporary fashion, and the 85<sup>th</sup> percentile speed was reduced to 29 mph, and it was determined that the medians effectively calmed traffic according to the Residential Traffic Management Guide.

The median design faced opposition from the neighborhood however, for they felt the speed reduction

was not significant enough and that the medians encroached into the parking and bike lanes which are both used by cyclists. Due to this opposition, staff was directed by the Transportation Commission to create a new design without medians. The radar feedback signs remained permanently.

It is worth while to examine the bike lanes existing on W University Ave. There is confusion amongst the neighborhood on where the bike lanes end, and the parking lanes begin. The bike lanes stop and are replaced by parking lanes as you enter the neighborhood. This line of demarcation is essentially where single-family homes front University Avenue the City allows parking, where there are commercial uses a bike lane exists. On a minor collector with speeds and volumes like University Avenue the Active Transportation Master Plan allows the shared lane bicycle facility. In common terms that is where bicycles and vehicles use the same lane, a 'shared lane'.

After the median design was terminated, Staff held another public meeting in the winter of 2021 to choose an alternative design. Traffic circles were the chosen design based on public input, commissioner discussion and Staff's recommendation. Initially a single circle was installed at Tombaugh; an additional circle was subsequently installed at S Majestic Rd to better slow vehicles in both directions. The proposed final configuration also includes curb extensions. Curb extensions will help to eliminate the observed behavior of drivers driving next to the sidewalk as they approached the circles to straighten and speed up their path of travel. The curb extensions also benefit pedestrian activity on the sidewalks adjacent to the intersection for the same vehicle path reason.

The speed and volume collection performed after the trial circles were installed showed the 85<sup>th</sup> percentile speed had been reduced to 27 mph. This is a significant reduction in speed along the roadway. The trial circles proved to be effective at slowing vehicles, but staff received several concerns from the neighborhood regarding how the circles operated. The concerns were as follows, and how staff addressed the concerns is also listed in italics:

1. Northbound sight distance issues at S Majestic Rd and W University Ave
  - a. *Staff visited the site and trimmed back trees and bushes to improve sight distance to acceptable levels and added candle stick curb extensions to reposition oncoming University Avenue vehicles.*
2. Vehicles veering too close to the sidewalk and cross walks while traversing the circles
  - a. *Staff reduced the size of the S Majestic Rd circle so that vehicles had sufficient room to traverse the circle without encroaching into the crosswalk. Curb extensions are planned for the final design to prevent vehicles from hugging the curb as they approach the circles.*
3. Firetruck access
  - a. *Staff reached out to the fire department, and they visited the circles to ensure their trucks could effectively move through the circles. For the final design with curb extensions, staff has tasked the consultant to verify large vehicles can traverse the circles using AutoTURN.*
4. Cutting in front of the circles when making a left turn
  - a. *Staff experimented with pavement markings at the Plaza Vieja traffic circles and found a configuration that encourages vehicles to use the circles correctly, this pavement marking will be used in the final design of the University Avenue circles.*
5. Bicycle Safety
  - a. *In the final design, staff will include both 'Bicycles May Use Full Lane' signs and paint sharrow markings to make it clear bikes can take the whole lane through the circles. The curb extensions will have mountable curbs so that bikes can traverse them if desired.*

Staff showed these findings and corrections to the Transportation Commission in the spring of 2022 and the Commission approved the circles and recommended that Staff bring them to final design and construction. Staff hired Ardurra as a consultant to create the final design for the circles. As Ardurra completed 60% design plans the project was halted due to a citizen petition that was submitted to the city with the following request:

"City Council direct Staff to continue working with residents to develop an expanded system of traffic

calming features in Boulder Pointe.”

Staff believes the proposed traffic calming features sufficiently address the ongoing traffic concerns in Boulder Pointe. In addition to the traffic circles, three raised cross walks will be installed at W Woody Way & W Mission Timber, W Woody Way & W Ax Handle, and W Ax Handle & S Highlands Mesa, and a pedestrian crossing with curb extensions to narrow the travel lanes will also be established midblock on W University Ave near the pedestrian walkway connecting W University Ave to W Fresh Aire St. This project has had extensive public involvement, with a total of 9 public Transportation Commission meetings. The Transportation Commission met again in February 2023 to review the 60% plans and directed staff to complete the traffic circle design and, if necessary, evaluate the traffic conditions after construction to see if the proposed installations are having the desired effects, or if more traffic calming is warranted. The Residential Traffic Management Guide gives a 10-day window to appeal decisions made by the Transportation Commission, and the citizen petition requesting an expanded system was submitted five months after the circles were approved. Staff recommends continuing with the proposed traffic circle design because Staff has already hired and paid Ardurra to develop the 60% plans, the circles have been proven to slow vehicles, and the addition of curb extensions will only improve the effectiveness of the design.

#### **INFORMATION:**

Please see the attached 60% design plans and presentation for more information.

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**Attachments:**     [Boulder Pointe Traffic Calming Presentation](#)  
                             [Boulder Pointe Traffic Calming Timeline](#)

# Boulder Pointe Traffic Calming Petition

City Council

February 28, 2023





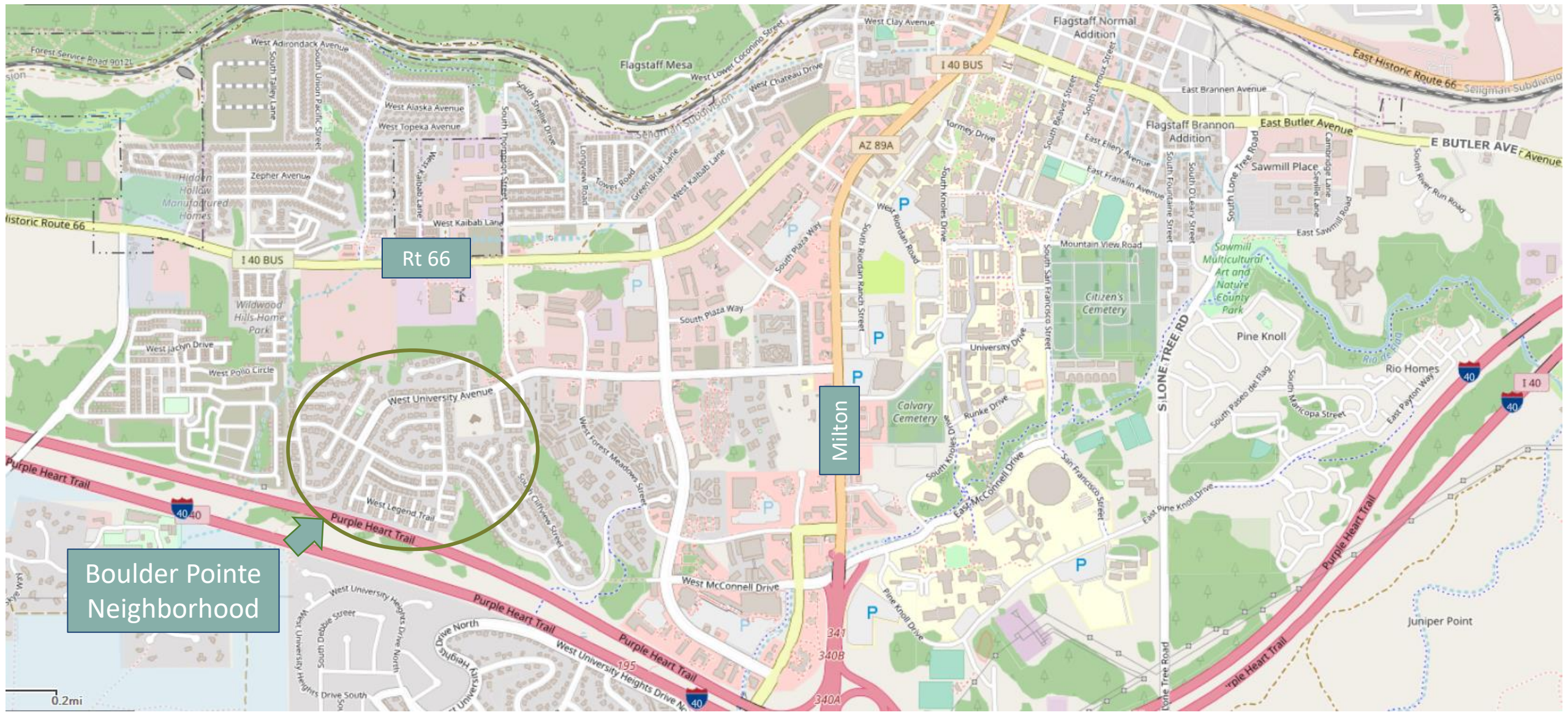
# Background



- Citizens have requested the City address excessive speeding along University Ave in the Boulder Pointe Neighborhood
- This has been an on and off issue along this roadway for the past 16 years



# Location





# Residential Traffic Management Guide

- Traffic calming projects are governed by the Residential Traffic Management Guide
- Certain speed and vehicle volumes thresholds must be met to qualify for traffic calming
- The 85<sup>th</sup> percentile speed is a significant value.
- The 85<sup>th</sup> percentile speed is the speed at or below which 85% of the drivers travel on a road segment
- Generally, streets with a high 85<sup>th</sup> percentile speed compared to the speed limit qualify for traffic calming



# University Ave Traffic Study Data

Date	85 <sup>th</sup> Percentile Speed (mph)*	Neighborhood Traffic Impact Score**	Notes
4/2007	33	39 points	Parking lane lines striped
11/2018	35	40 points	HOA speed concerns
11/2019	35	40 points	Woody Way gate 'before' data
6/2020	31	30 points	Woody Way gate 'after' data
4/2021	31	30 points	Medians and radar feedback signs 'before' data
9/2021	29	19 points	Medians and radar feedback signs 'after' data
4/2022	27	10 points	Traffic circles 'after' data

\*University Ave Speed Limit: 25 mph

\*\*Minimum score for traffic calming: 30 points



# Proposed Traffic Calming





# Temporary Traffic Circles

Tombaugh



Majestic



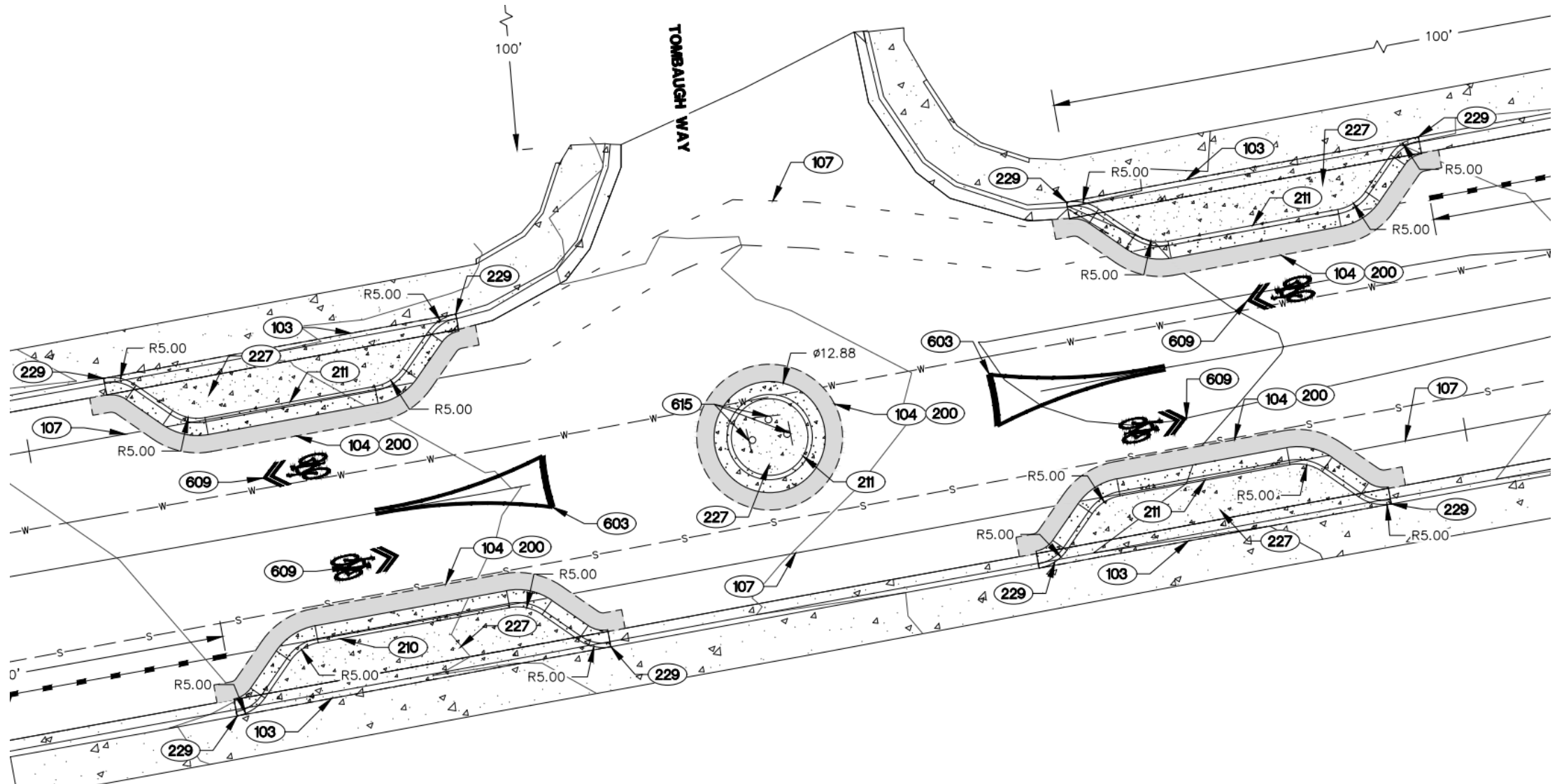


# Transportation Commission Approval

- Staff presented the results of the temporary traffic circles to the Transportation Commission in June 2022
- The 85<sup>th</sup> percentile speed had been reduced from 31 mph to 27 mph
- The neighborhood traffic impact score had been reduced from a high of 40 points to 10 points
- The Transportation Commission approved the circles and directed Staff to hire a consultant to create a final design that addressed issues brought up by the neighborhood



# 60% Design Plans





# After Approval

- Staff hired Ardurra to create the final design for the circles in the fall of 2022
- As Ardurra completed the 60% designs for the circles the project was halted due to a citizen petition that was submitted to the city with the following request:

*“City Council direct Staff to continue working with residents to develop an expanded system of traffic calming features in Boulder Pointe”*



# Transportation Commission Approval



- The Transportation Commission met again in February 2023 to review the 60% plans
- The Transportation Commission recommends Council continue with the proposed plans
- Staff will evaluate the traffic conditions after construction to confirm the installations are having the desired effects



# Staff Recommendation

- Staff and the Transportation Commission believe the proposed traffic calming features sufficiently address the ongoing traffic concerns in Boulder Pointe
- Staff and the Transportation Commission recommends continuing with the proposed traffic calming features

# Boulder Pointe Traffic Calming Timeline



## CITY OF FLAGSTAFF STAFF SUMMARY REPORT

**To:** The Honorable Mayor and Council  
**From:** Mark Wilson, Deputy Fire Chief  
**Co-Submitter:** Mike Felts  
**Date:** 02/15/2023  
**Meeting Date:** 02/28/2023



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### TITLE:

**Annual Update on the CARE unit**

### DESIRED OUTCOME:

Education on the previous years operation along with successes and challenges.

### EXECUTIVE SUMMARY:

In FY2020-2021, the City determined there was a need to better address high volume 911 non-emergent type calls that were overtaxing the Flagstaff Fire Department, Flagstaff Police Department, and local private ambulance company. These types of calls were predominately based around substance use and mental health issues. After a lot of prep work by the City, community and a special committee, the CARE unit was funded and approved. Through a competitive bid process, Terros Health was awarded a five-year contract as the project lead and would partner with a FF/EMT on the unit from Flagstaff Fire Department. Following this, there were months of planning, inter agency and inter divisional collaboration and finally hiring and training to support the new unit becoming operational.

On March 28, 2022 the unit went operational on a 10-hr workday from 9:00 a.m. to 7:00 p.m. The unit was originally based out of Fire Station #3. Calls for service came through two medians, 911 Dispatch and public outreach as the unit was mobile in the community. With the addition of a Rescue unit at Fire Station #3 in the fall of 2022, the units base operation was moved to the community room at Fire Station #6.

The annual report is part of the contractual agreement between the City and Terros to provide annual statistics and updates on the function and impacts of the unit.

### INFORMATION:

PBB Key Community Priorities:

- Livable Community
- Safe & Healthy Community
- Inclusive and Engaged Community

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**Attachments:** Annual CARE Unit Report  
Presentation



Community Alliance, Response & Engagement

## City of Flagstaff Program Update

In Flagstaff and nationwide, the 911 system is heavily used for behavioral health related concerns. This is especially true in Flagstaff, due to a wide range of factors including high levels of homelessness, weather, Flagstaff's location at the intersection of two interstate highways and near Tribal lands, and the prevalence of substance use in our community. While existing 911 responders (Fire, ambulance (EMS), and law enforcement) are crucial for the health and safety of the community, these responders typically don't have the time, skillset, and resources to provide an optimal response in situations where the primary concern is related to mental health or substance use. Additionally, Flagstaff emergency personnel respond to a very high number of calls categorized as "man down" dispatches, in which a third party reports an individual in public displaying an altered state of consciousness, often due to the effects of substance use.

### **Flagstaff 911 Statistics – 2020:**

#### **Flagstaff Police Department**

- 2,896 mental health related calls
- 3,318 low priority alcohol related calls

#### **Flagstaff Fire Department**

- 2,531 public intoxication responses
- 419 behavioral health type responses

*Data courtesy of Flagstaff Police Department*

For years, the Flagstaff Fire (FFD) and Police (FPD) Departments, Indigenous Circle of Flagstaff, City of Flagstaff Indigenous Commission, and City Council have sought alternatives to responding to these social, mental health, and substance use issues in the community. Recent nationwide attention on alternatives to traditional policing provided the final momentum that led the Flagstaff City Council to approve the creation of, and funding for, the CARE Unit.

The Community Alliance, Response, and Engagement (CARE) Unit is an alternate response collaboration between Terros Health Mobile Crisis and the Flagstaff Fire Department (FFD). The overarching mission of CARE is to contribute to a more compassionate and equitable community by providing a targeted, culturally responsive, trauma informed, multidisciplinary response and connection to resources for mental health and substance use concerns.

City 911 dispatch sends the team of one crisis clinician and one FFD emergency medical technician (EMT), each with unique skillsets to a variety of 911 calls that would otherwise have required a full emergency response including some combination of fire truck, ambulance, and/or law enforcement. Currently, CARE runs from 9am to 7pm, 7 days per week. Terros Health provides a Lead clinician, two full-time clinicians, two part-time clinicians, and oversight from its Clinical Manager for Coconino County, Sirène Lipschutz and Director of Northern Arizona Crisis Services, Bryan Gest. Flagstaff Fire Department uses a rotation of its full EMT workforce, with FFD Captain Mike Felts providing oversight.

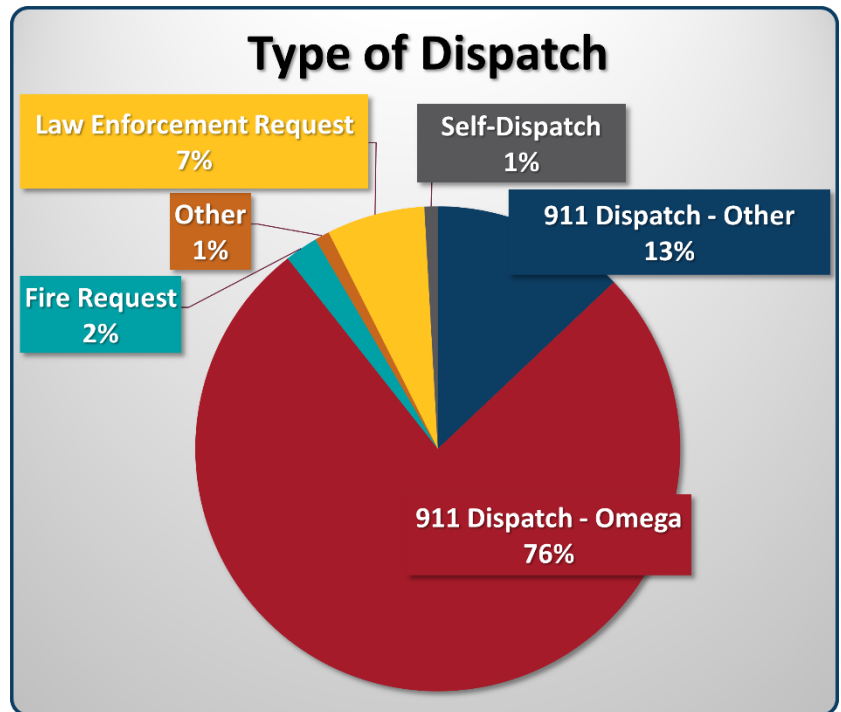


The goals for CARE include:

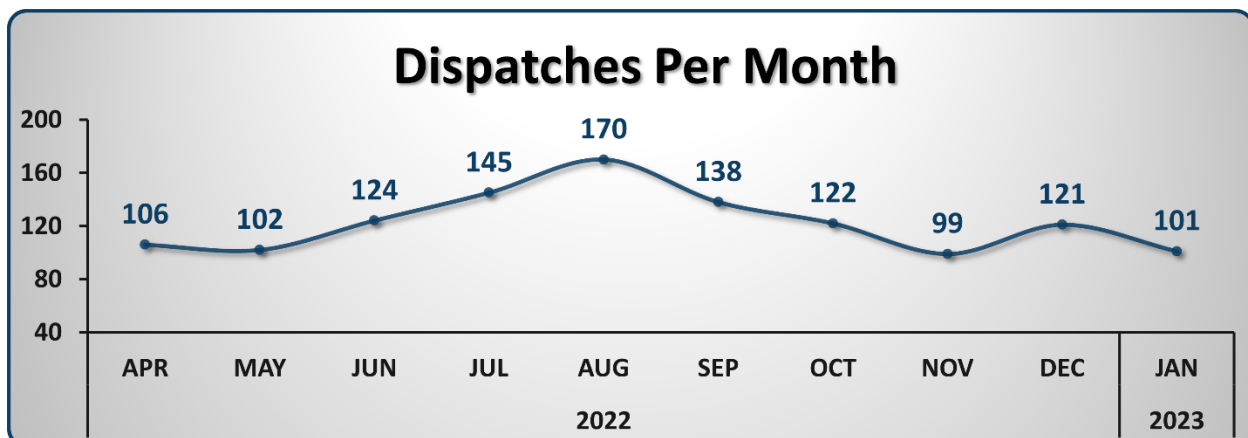
- Decreased usage of full Fire Department and/or ambulance responses to “man down” and other non-medically urgent 911 calls.
- Decreased law enforcement and criminal justice involvement for individuals with substance use and behavioral health concerns.
- Decreased medical and psychiatric hospitalizations for individuals for whom other treatment and resources are available.

## CARE UNIT INITIATION

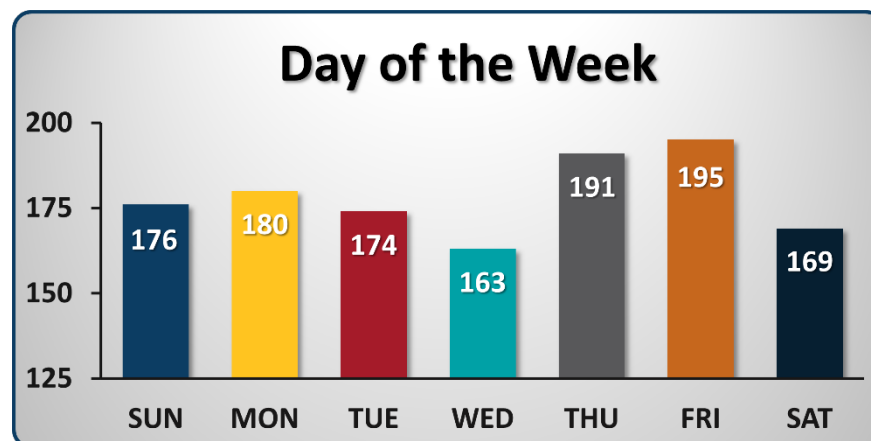
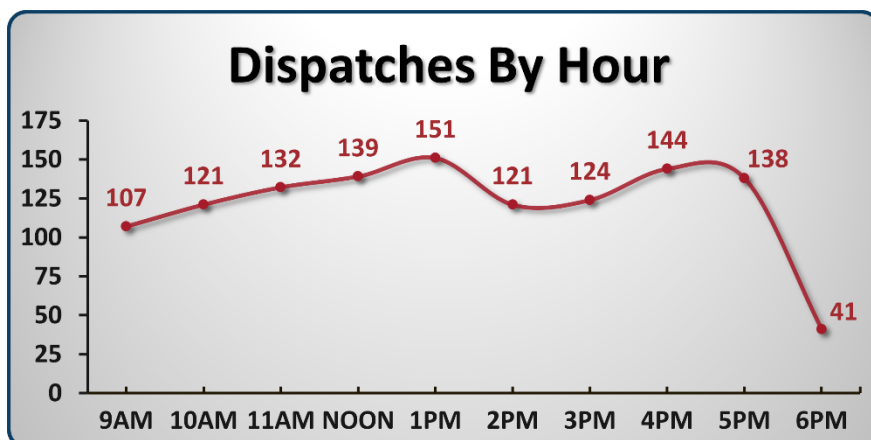
After months of program development and training, the CARE Unit began operations on March 28, 2022. Between April 2022 and January 2023, **CARE has responded to over 1,100 calls from Flagstaff 911 dispatch**, each of which would have otherwise resulted in the dispatching of one or more of a fire truck, ambulance, and/or law enforcement. **A significant majority of CARE Unit dispatches were for non-medically emergent “man down” calls (designated as “Omega” responses).** Other ways in which CARE has been activated include direct requests from Fire or Law Enforcement already on-scene, direct observations of a person in need by CARE Unit personnel, and through 911 dispatches for other behavioral health concerns.



In its first full month of operations (April 2022), CARE received 106 dispatches. **CARE Unit usage peaked in the summer months, with August experiencing 170 dispatches.**



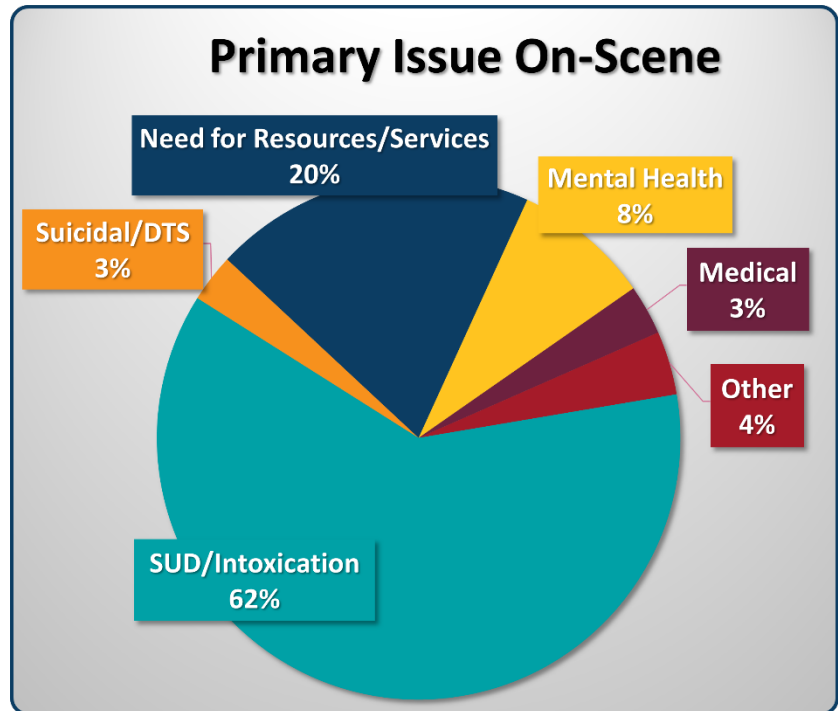
The CARE Unit's hours of operation, 9am to 7pm, were based on pre-existing data on 911 call volume for "man down" and other behavioral health related issues. Dispatch **volume tends to slowly increase throughout the morning, peaking at 1pm.** The CARE Unit has responded to a relatively low number of dispatches from 6pm to 7pm. Although the factors contributing to this are not fully understood, these low numbers are partially a result of CARE staff utilizing the last hour of their shift to complete administrative and documentation requirements during the first few months of operations while initial processes and routines were being finalized. **Thursday and Friday have thus far been the busiest days of the week.**



## CARE UNIT ON-SCENE

CARE is able to spend significantly longer with individuals on scene than other first response units. This allows the team to build rapport with individuals, gain a better perspective of their current presenting issue and needs, and provide individualized intervention and resources. **The average time spent on scene is 21 minutes, and it is not uncommon for the Team to spend an hour or more with individuals** (the longest time spent was 2.5 hours) to adequately address their concerns. Although each individual has a complex story and set of circumstances that contributes to their current condition, a single "primary issue" is identified for each response. **The primary issue on scene has predominantly been those related to substance use and intoxication (81%),** followed by mental health concerns, non-emergent medical issues, suicide risk, and needs for connection to resources and services. Not only is CARE staff trained to provide a person-centered, trauma-informed, and culturally humble response, they bring with them diverse strengths and skillsets. The CARE Unit includes staff who are from Flagstaff and surrounding areas, staff who are peer support certified, and staff who speak Navajo.

The CARE Unit has been utilizing a Terros Health-provided van as its response vehicle, equipped with basic needs items to give to individuals served and equipment needed for basic medical assessment and triage. Within the next few months, CARE will receive a custom-built vehicle provided by the City of Flagstaff that allows for a more effective and efficient response. The Unit is currently based out of Fire Station 6 on Lake Mary Road. Unlike other first responders, CARE is not able to utilize “lights and sirens” to arrive on scene. **The average response time, from the point of being dispatched to arriving on-scene, has been 11 minutes.**



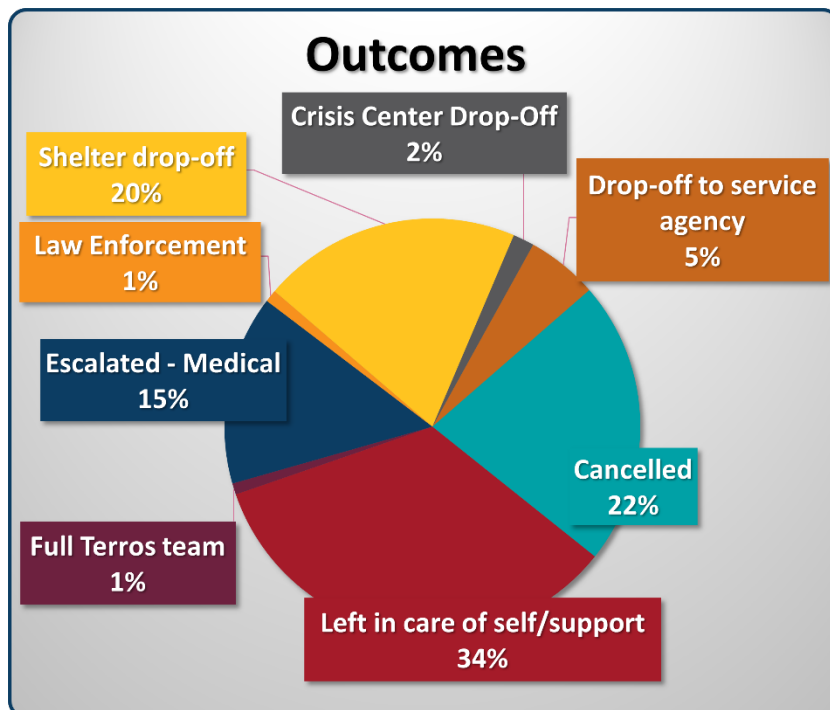
While on-scene, CARE staff promote the values of cultural relevance, sensitivity, and humility encourage culturally relevant health and healing practices. The CARE Unit carries traditional items, such as abalone shells, sage, and cedar in the field to provide to individuals as requested.

## CARE UNIT DISPATCH OUTCOMES

In contrast to other first responder units, CARE has significant flexibility to move forward with an individualized outcome that is in the best interest of the person served. For example, when a Fire or EMS unit responds to a “man down” dispatch, the outcome is nearly always an ambulance ride and admission to Flagstaff Medical Center’s Emergency Department. When the CARE Unit responds to “man down” calls, the individual served is screened by the EMT on scene for emergent medical concerns, and if none are present, the person can be provided with support, resources, connections to services, and/or can be transported to nearly anywhere within city limits that supports the person's recovery and wellbeing.

The most common outcome has been that the individual being served remains in the community with additional resources, basic needs, connections to resources, and/or with the presence of a supportive person (34% of the time). A large number (20%) of CARE responses have resulted in individuals being taken to a local shelter, and some are taken directly to behavioral health and social services agencies. **Only 1% of CARE Unit responses have resulted in law enforcement involvement due to safety concerns.**

Approximately 22% of CARE dispatchers are classified as “cancelled,” most often due to the Team not being able to locate the individual.

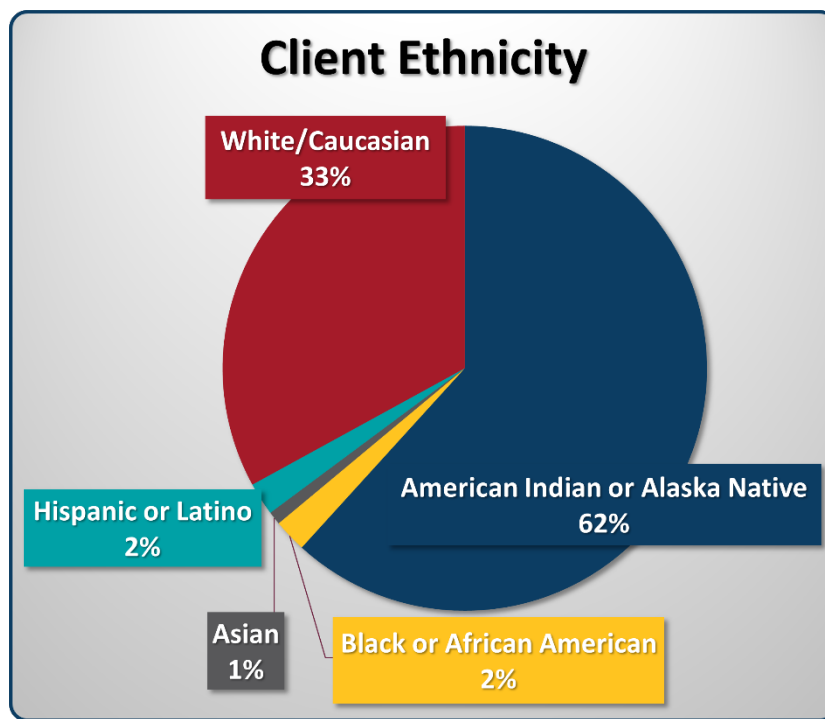


## POPULATIONS SERVED

The CARE Unit serves a wide range of populations throughout the Flagstaff community, including both permanent residents and individuals who are passing through or staying in town temporarily.

CARE responders avoid assumptions about ethnicity, recording only what is self-reported by individuals served. Ethnicity data was collected on around 35% of all individuals seen. **Of the individuals who self-reported their ethnicity, around 62% were Native American**, a number significantly disproportionate to the population in Flagstaff. Individuals identified as White/Caucasian comprised most of the rest of the responses, with very small numbers of individuals identified within the categories of Hispanic or Latino, Asian, and Black or African American.

CARE aims to collect data related to the frequency with which the same individuals are being seen more than once, and/or within short periods of time.



Due to the emergent nature of CARE Unit responses, and the high number of individuals seen who are experiencing altered states of consciousness, we are often not able to obtain an individual's name, making it difficult to track whether the person has been seen previously or not. We are working toward problem solving these barriers to be able to provide this data in the future.

## PROACTIVE OUTREACH AND BASIC NEEDS

In addition to responding to calls for services through 911 dispatch, the CARE Unit drives throughout the city, looking for and proactively reaching out to individuals who may benefit from basic needs and resources. This proactive outreach helps build rapport with individuals as well as the community as a whole. It also helps to prevent future calls to 911 by addressing individuals' unmet basic needs before situations escalate into an emergency. Basic needs provided include sandwiches, water, snacks, blankets, hygiene items, bus passes, and clothing items.

### Proactive Outreach

- Approximately 1,100 proactive outreach "trips" provided by CARE since inception.

### Basic Needs Distributed

- Over 1,000 sandwiches
- Approximately 350 bus passes
- Dozens each of blankets, winter coats, hats, and gloves

## PERFORMANCE METRICS

CARE set several initial performance metrics to demonstrate the effectiveness of the unit. One measure is to reduce the number of mental health and substance use related crisis calls handled by FPD and FFD and to reduce the number of instances of 911 being called repeatedly for the same individual. **The CARE Unit diverted 1,038 calls from FFD and FPD between March 28<sup>th</sup> 2022 and January 31, 2023.** At this time we do not have reliable data to demonstrate whether or not CARE has reduced the number of repeated individuals.

The CARE Unit also set, as a performance metric, a reduction in the number of arrests, jail bookings, and prosecutions for alcohol related offenses (such as public intoxication, trespassing, etc). While it is difficult to confirm a causal relationship, **alcohol related arrests between 9am and 7pm (the operating hours of the CARE Unit) were down significantly from April through September 2022 compared to the same timeframe in 2020.** However, prosecution data show an increase of 67 alcohol-related cases in 2022 compared to 2021. Additional analysis is needed in this area.

An additional performance metric established for the CARE Unit is a reduction in number of individuals transported to emergency department for alcohol and/or substance use. **Data shows that CARE reduced the number of EMS transports to the emergency department by 983.**

ARRESTS (Apr through Sept 9am to 7pm)		
	2020	2022
Public Consumption	337	51
Trespass (2nd/3rd)	154	96
Alcohol Shoplifts	69	43
Obstruction	43	10
Obscene Conduct	41	18
Public Sexual Indecency	12	8
<b>Total:</b>	<b>656</b>	<b>226</b>
<i>Data courtesy of Flagstaff Police Department</i>		

## COMMUNITY PARTNERSHIPS

The Flagstaff community benefits from the contributions many different community agencies, and CARE relies heavily on partnerships with and existing resources and services. CARE staff have developed a “warm hand-off” process with Flagstaff Shelter Services to ensure that individuals who are taken there are given the support they need. The Flagstaff Family Food Center provides CARE with the food and water that is distributed each day. Mountain Line (NAIPTA) has offers bus passes for CARE to disseminate to individuals lacking transportation resources. Snow Mountain River (SMR), Care1st Health Plan, and others donate clothing items to give to individuals at risk for exposure to the elements. Flagstaff Police Department, The Guidance Center, Native Americans for Community Action (NACA), and Flagstaff Medical Center are among the CARE Unit’s other partners.

## SUMMARY

The Community Alliance, Response, and Engagement (CARE) Team is an alternative response unit, comprised of a Terros Health Crisis Specialist and a FFD EMT that responds to mental health and substance use related calls to 911. Launched in late April 2022 and operating between 9am and 7pm, CARE has responded to over 1200 dispatches. The Unit has diverted large numbers of calls that otherwise would have necessitated law enforcement, fire, or EMS response, has decreased drop-offs to Flagstaff Medical Center Emergency Department. Although more time and data is needed to see the full community-level effects, there are indications that the presence of the CARE decreases criminal justice involvement, as indicated by the decrease in arrests in 2022 compared to 2020 for substance-related offenses during the hours the Unit operates.

# Care Unit Annual Report

February 28, 2023



# History



- Vision of the Council
- Create an alternative response model
- Terros and Flagstaff Fire
- Started on March 28, 2022
- Crisis Clinician
- Firefighter EMT
- Community stabilization through
  - 911 dispatch (OMEGA)
  - Proactive outreach



# Calls for Service

## 1038 dispatched calls from March 28th to January 31st

- Less light and siren responses reducing risk of traffic accidents
- Keeps all risk units more available for true emergencies
- 983 calls diverted from the Emergency Department
- Equates to 7% of total Fire Department Calls

## Approximately 1100 proactive outreach calls

- Providing resources and needs
- Stabilization of the community

# Care Unit Calls across the City March 28<sup>th</sup>- January 31<sup>st</sup>

Less Call Density  
Medium Call Density  
Greatest Call Density

Dispatched through 9-1-1 Communications Center





# FPD & FFD Calls for Service

	2019	2020	2022
FPD Mental Health Related Calls	2,491	2,896	3,067
FPD Low Priority Alcohol Related Calls	2,828	3,318	3,842
FPD Number of Arrestees Transported to FMC	346	1,021	270
FPD Hours Spent at FMC with Arrestees	480	649	476
FFD Man Down Responses	2,618	2,438	1,824
FFD Behavioral Health Related Responses	383	426	537



# FPD Arrests Five Plus Times

- In 2019 FPD counted 140 individuals who were arrested five or more times. These 140 individuals accounted for a total of 894 total arrests.
- In 2020 FPD counted 194 individuals who were arrested five or more times. These 194 individuals accounted for a total of 1,350 total arrests.
- In 2022 FPD counted only 47 individuals who were arrested five or more times. These 47 individuals accounted for a total of 330



# Reductions



- Reduction in arrests/ bookings
- 65% decrease in alcohol related arrest April through September
- Maintaining numbers for PD mental health calls
  - Reduced repeated interactions with individuals
- Reduction in man down responses for FFD



# Community Partners



- Flagstaff Shelter Services
- The Guidance Center
- Flagstaff Family Food Bank
- The Salvation Army
- Mountain Line Bus
- NACA (Native American for Community Action)
- And many others



# Distribution of Basic Needs

- Over 1000 Sandwiches
- Approximately 350 bus passes
- Dozens of winter coats, hats and gloves
- Around 30 vials of Narcan for overdose prevention
- Indigenous items such as sage, cedar and sweetgrass
- Informational pamphlet for community resources



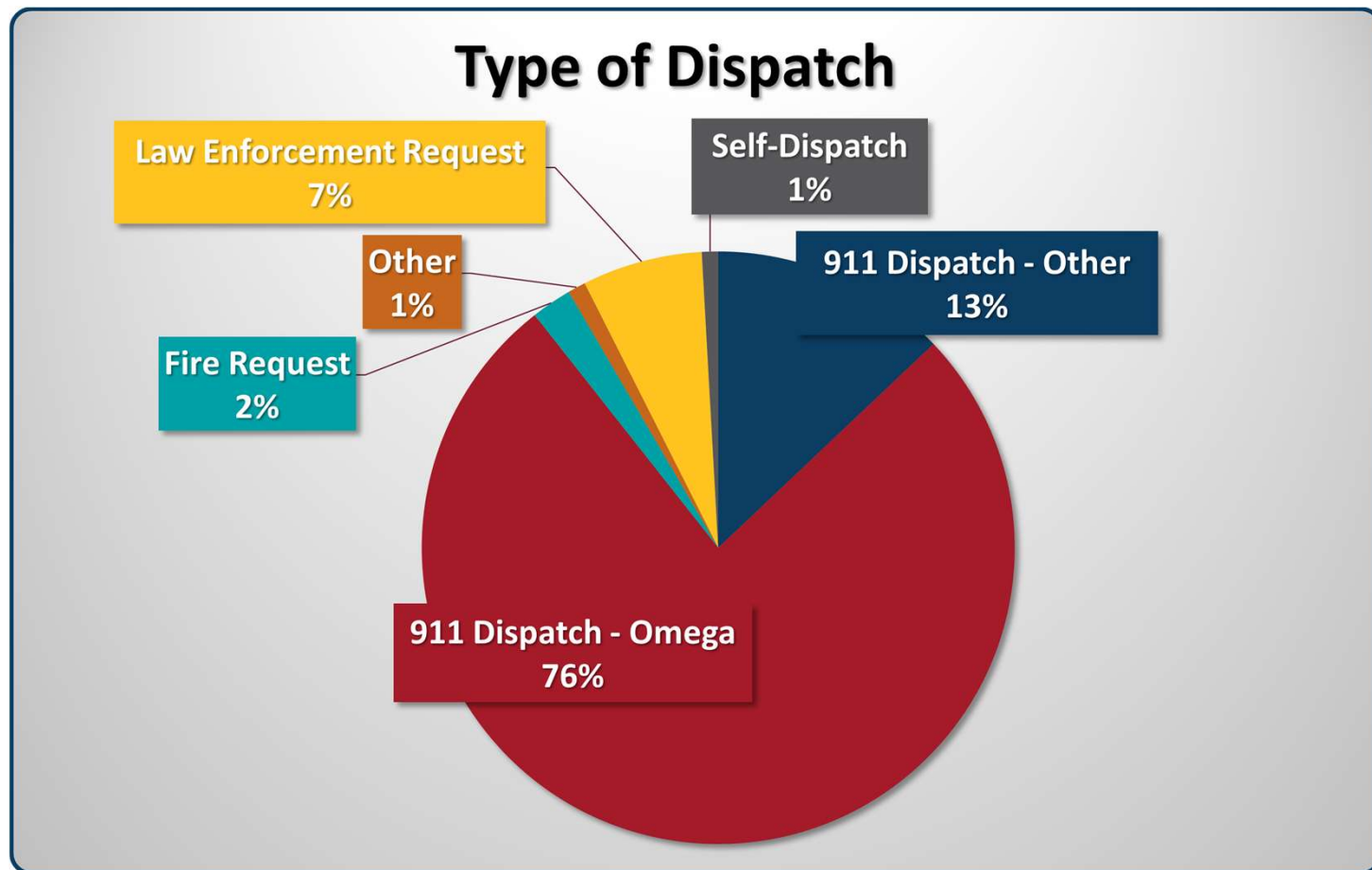
# OMEGA dispatch



- Created to send the right unit to lower acuity incident 911 calls
- Upgrades to a full medical call only 15% of the time



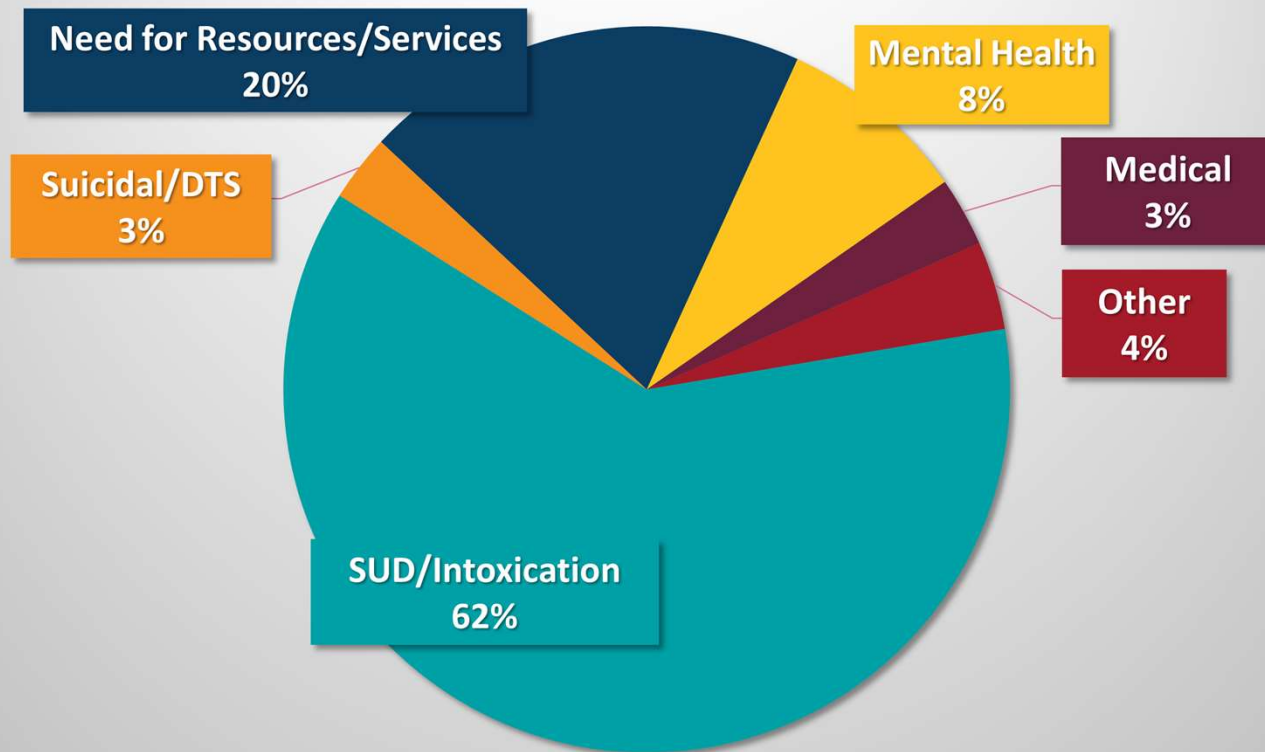
# Care Unit Responses By Dispatch





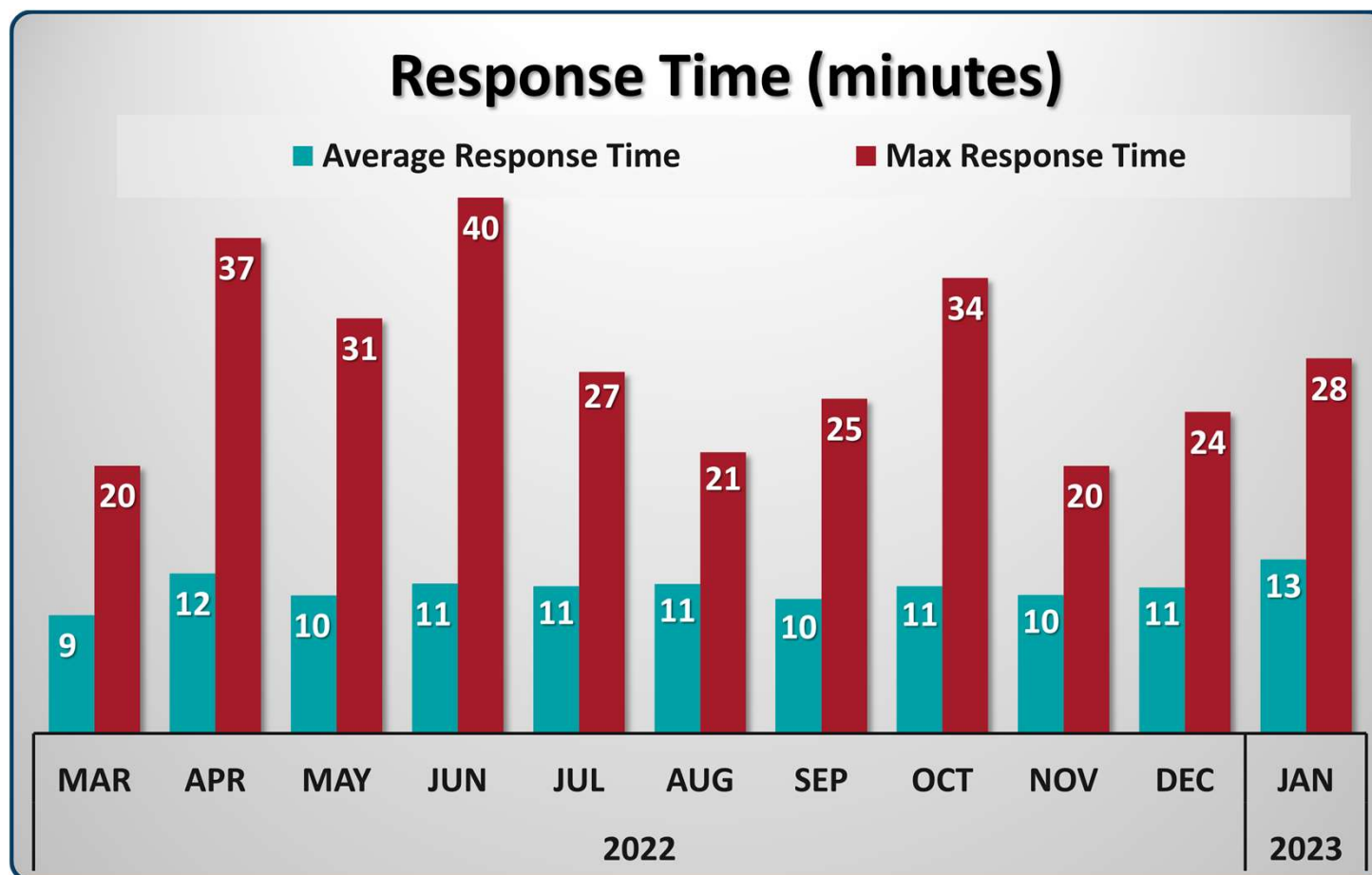
# Dispatches By Primary Issue

## Primary Issue On-Scene



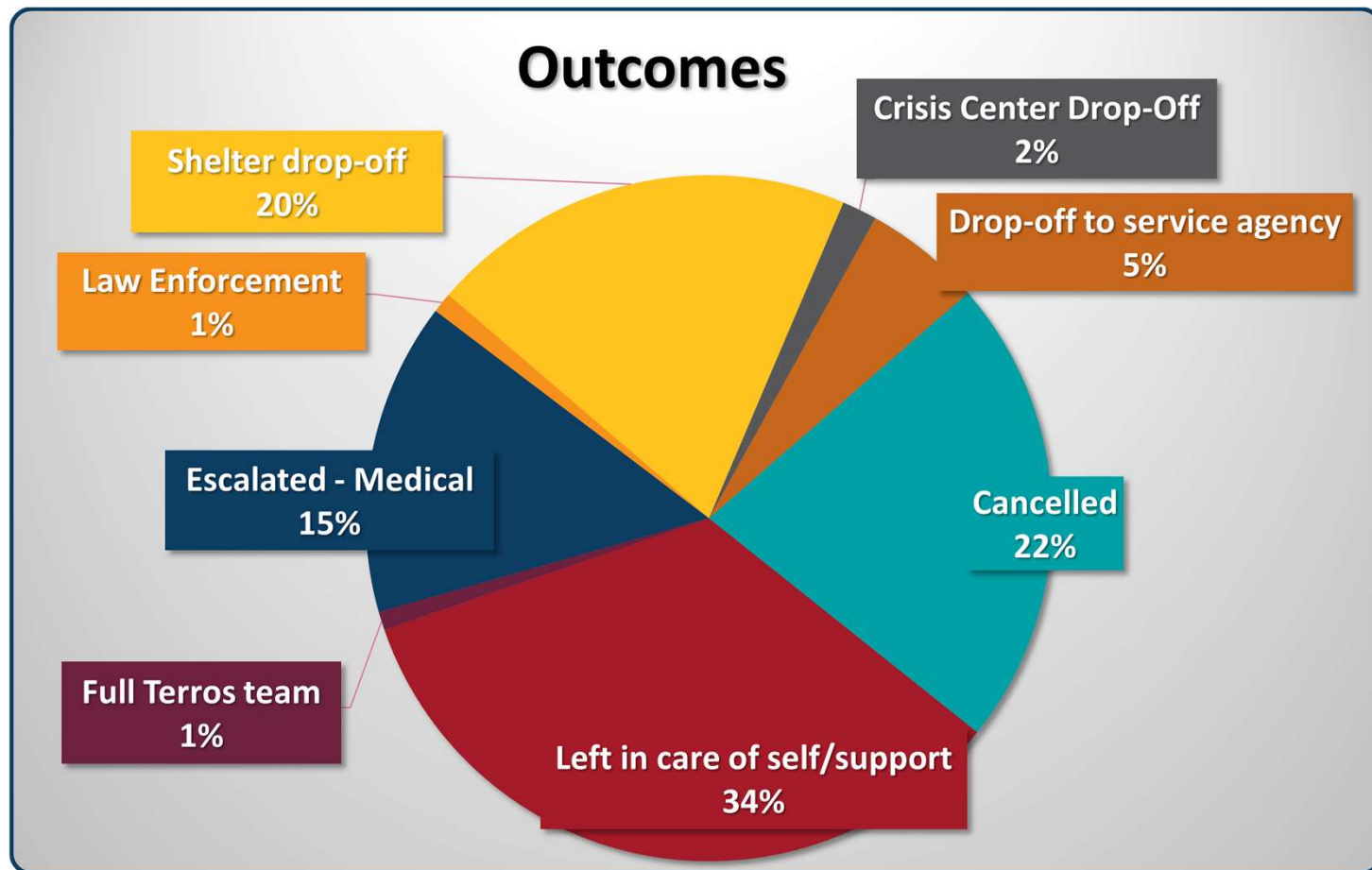


# Care Unit Response Times





# Care Unit Response Outcomes





# Real Experiences



- The CARE unit's effects on the community goes beyond Data Sets

Sirene-Rose Lipschutz  
Clinical Manager for CARE



# Lessons Learned



- Need for direct management over CARE for Fire
- Challenges with Data collection
- Staffing for EMT
- Dispatch models to hold the unit to its contractual needs
- Facilities for CARE



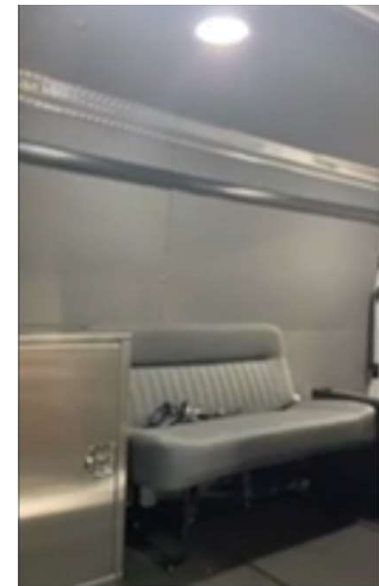
# In Conclusion

In Conclusion, the unit is doing what we had intended it to do

- The unit has reduced crisis recidivism and crisis calls for FFD and FPD
- Reduced the numbers of arrests/ bookings for alcohol related offenses
- Reduced the number of transports to the emergency department for intoxication or detox issues
- We have provided a correct tool for mental health crisis
- We have provided a tool for community stabilization through individual needs
- We have made the all-risk units more available for emergencies by dispatching the correct unit to lower acuity calls.
- And most importantly, We are providing a better service all around



- Things to come:
- Getting the new CARE van soon!
  - In Phoenix finishing upfitting
  - Will need graphics and radio chargers then will be in-service



# Council Questions & Discussion



**CITY OF FLAGSTAFF  
STAFF SUMMARY REPORT**

**To:** The Honorable Mayor and Council  
**From:** Sarah Langley, Public Affairs Director  
**Date:** 02/17/2023  
**Meeting Date:** 02/28/2023



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**TITLE:**

**THIS ITEM WILL OCCUR NO EARLIER THAN 5:00 P.M.**

**Post-Wildfire Flooding Update**

**DESIRED OUTCOME:**

For information only.

**EXECUTIVE SUMMARY:**

City staff will present the latest information about post-wildfire flooding and long-term mitigations in the Schultz Creek/ Pipeline West area and the Spruce Wash/ Museum Flood area.

**INFORMATION:**

City staff will present an overview of flood mitigation efforts. A presentation will be attached prior to the Council meeting.

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**Attachments:** [Presentation](#)

# Post-Wildfire Flooding Update

Feb 28, 2023





# Objectives for Tonight

- Schultz Creek updates – Pipeline West
- Spruce Wash updates - Muesum
- Spring flood mitigation planning and update
- Council discussion and questions



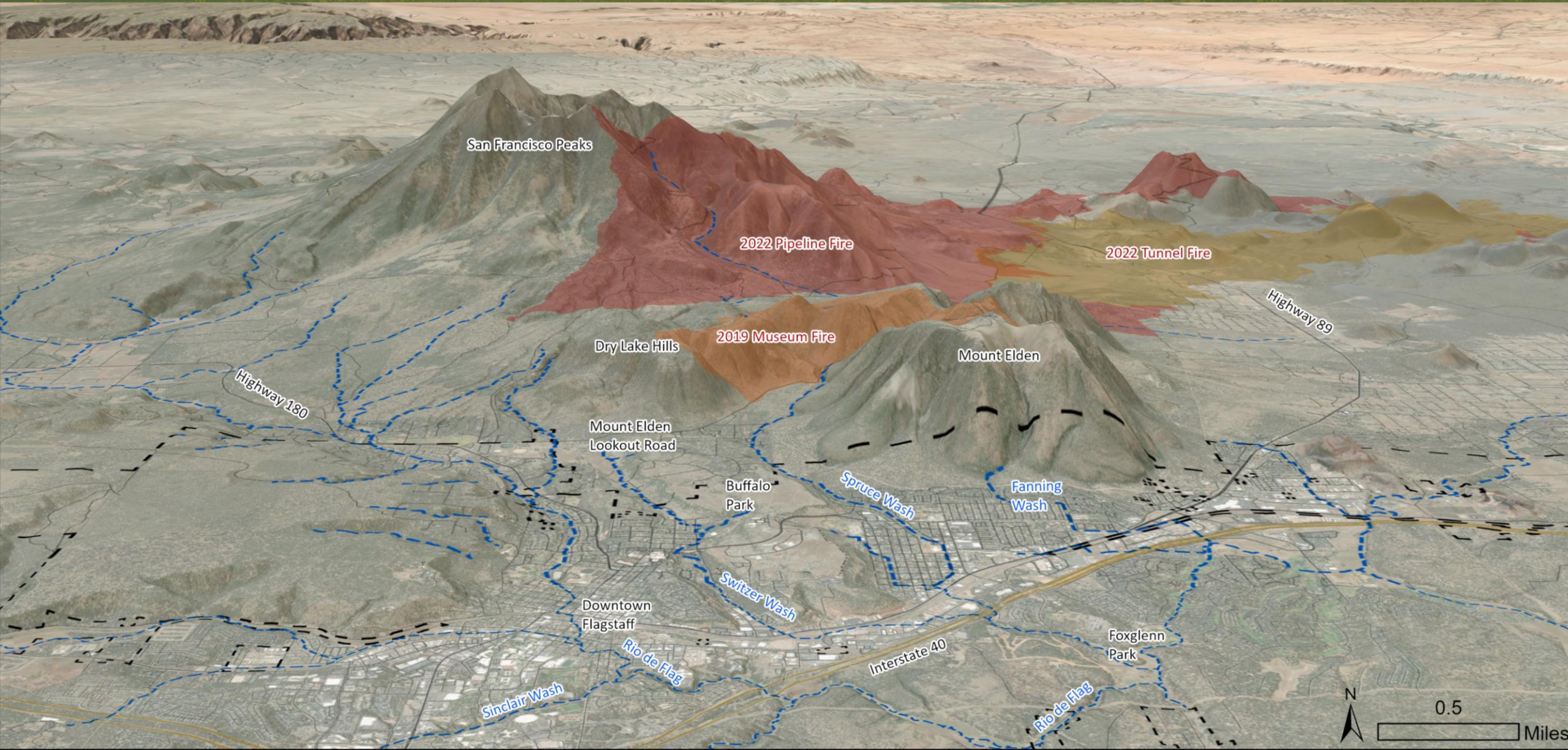
# Fire/Flood Background

*Post wildfire flooding mitigation development is ongoing and some of the best work in the nation is occurring as quickly as possible. **This is not just a slogan:***

- 2022 Innovate CityWorks "excellence in departmental practice" nationwide award to the Water Services division for post-fire response and management.
- New research articles in the Journal of Geophysical Research, Frontiers in Earth Science, the Journal of Forestry, the Arizona Geological Survey, and others.
- Multiple workshops and presentations at international, national, and regional conferences, including the American Geophysical Union, Geological Society of America, Arizona Floodplain Management, StormCon, and Association of State Flood Plain Managers.
- In the last three years Flagstaff has been visited by the chief of the US Forest Service, congressional representation, Army Corps of Engineers leadership, and other high ranking federal staff and delegates.



# Overall Map



# Spruce Wash

(2019 Museum Fire)





# Spruce Wash



- New hydrology and modeling indicates that an elevated flood risk remains.
- Bond projects (\$26M) are moving quickly with design. Technical Advisory Committee continues to meet weekly and focus groups meet as needed.
- Geotech and survey work are being performed as weather allows.
- Construction Manager at Risk (CMAR) has been selected and is in negotiations with staff – award coming to Council soon.

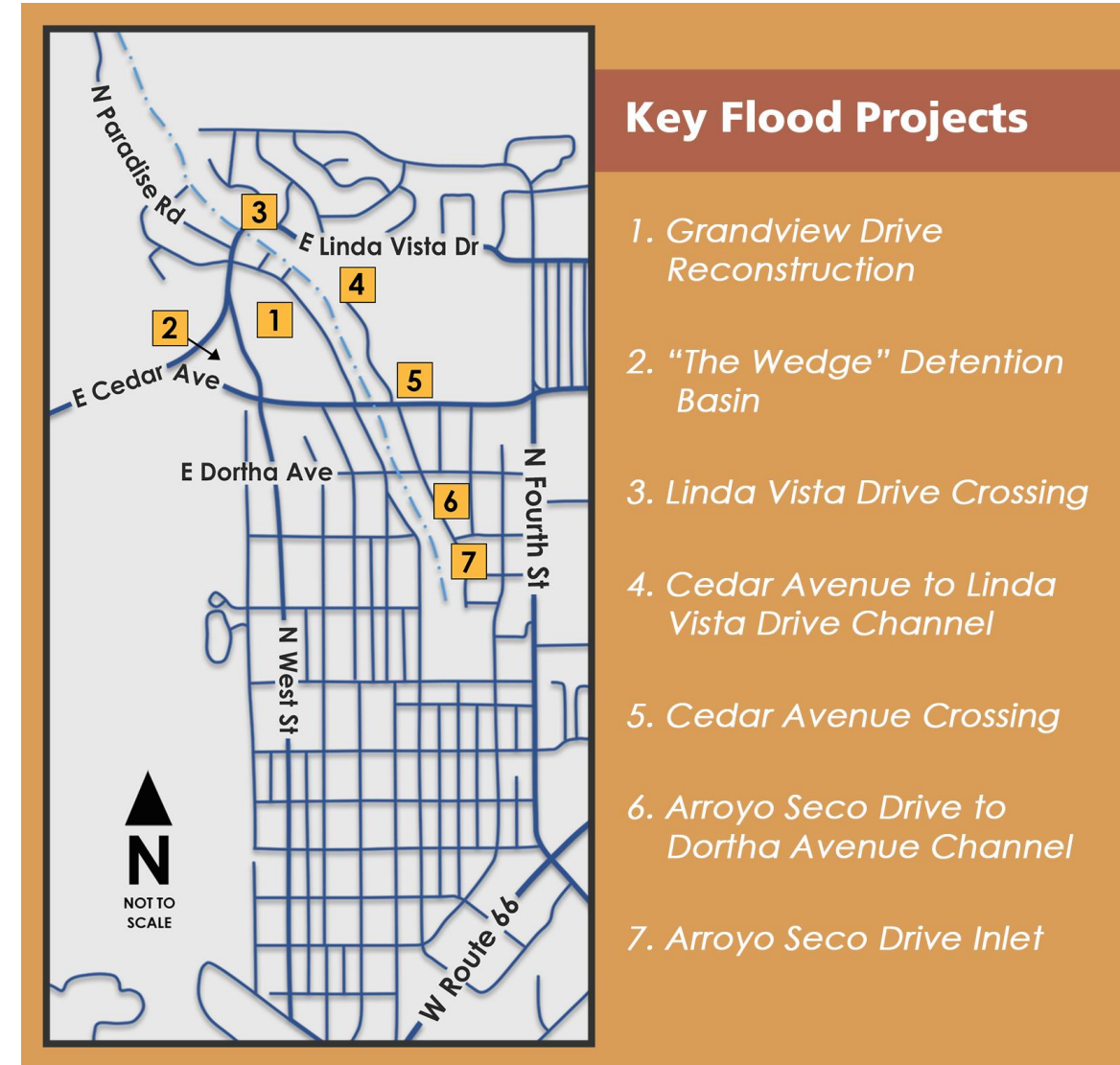




# Suite of projects

- Recommended Projects:

- Reconstruct Grandview
- The Wedge Detention Basin
- Upsize Linda Vista Crossing
- Improve Cedar to Linda Vista Channel
- Upsize Cedar Crossing
- Improve Dortha to Arroyo Seco Channel
- Construct Permanent Inlet at Arroyo Seco Townhomes





# Construction Manager At-Risk Process

- A CMAR has been selected through a qualifications-based process. We are working through negotiations on a design services contract.
- We have retained three separate design consultants for the suite of projects.
- Geotech and survey consultants have been retained, their crews will be out in March to start work.
- Our CMAR will retain a public relations firm - Communications will include community meetings, project-specific mailers, e-newsletters, website updates, bulletin boards, banners, and more.





# Park Way Basin

- County project is currently in procurement and working toward a spring delivery.
- Final scoping is underway. Plans and construction approach will be out soon.
- City/County intergovernmental agreement is in development.
- Natural Resources Conservation Service (NRCS) funding is secured and programmed for expense by June 2023.
- Project boundaries remain on city parcel and utility work may be starting soon, weather dependent.



# Schultz Creek

(2022 Pipeline Fire)





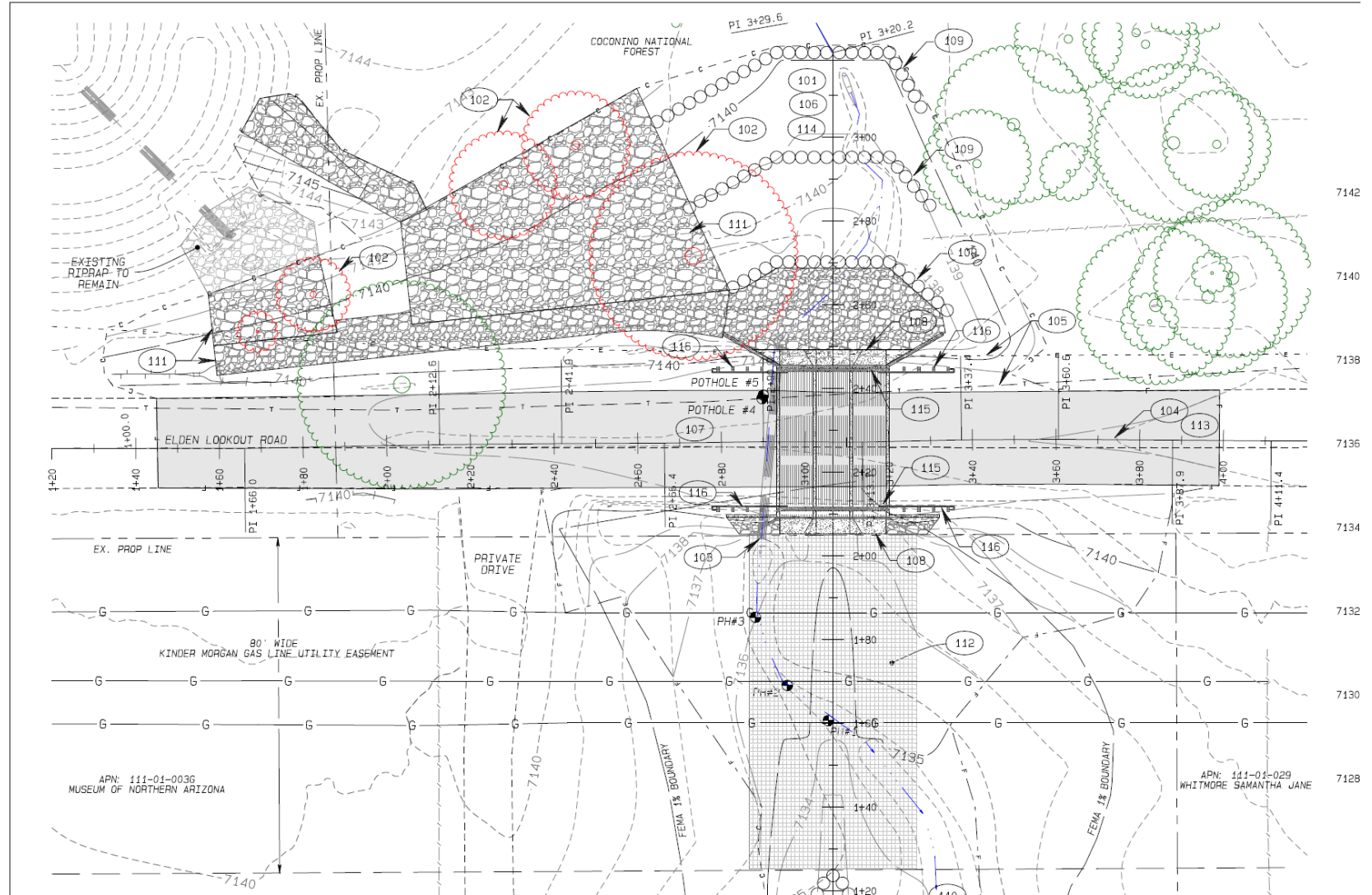
# Schultz Creek Project Delivery

- Mitigating the flood threat for Stevanna Way, Coconino Estates, downtown, and Southside as a result of the Pipeline Fire.
  - Detention Basins – Complete and functioning
  - Basins to Hwy 180 (two projects)
  - Hwy 180 Crossing (30% design, TAC)
  - Hwy 180 to Rio (30% design, TAC)
  - Frances Short Pond (on hold due to snowpack)



# Schultz Creek channel

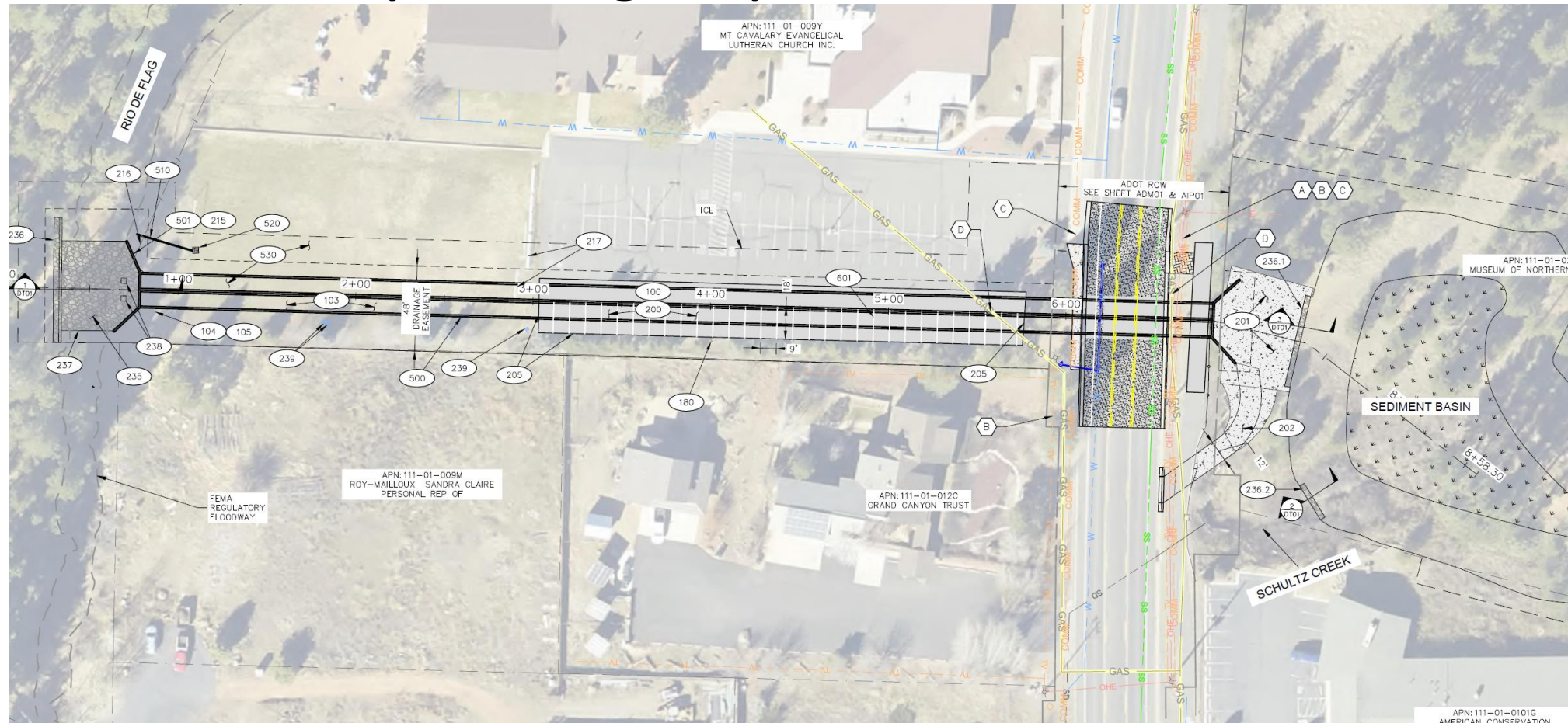
- Emergency Watershed Protection (EWP) funding is still pending state appropriations, City match funded through new Stormwater rate or Dept. Of Forestry and Fire Management match.
- County project on Elden Lookout Road moving through design (60% design)
- **Both projects are designed to reduce sediment and downstream debris impacts in Coconino Estates, downtown, and the Southside neighborhoods**





# Schultz Creek at Hwy 180

- 30% design, moving quickly to 60% and 90%
- Technical advisory focus group created





# Frances Short Pond dredging

- On hold due to snowpack and expected spring runoff
- Will assess in the coming month





# Neighborhood mitigations

- Short-term mitigations update in April
  - Assessing flood risk model
  - Flood alert thresholds are being evaluated, may be adjusted due to Schultz Basins and seasonal rain data collected
- Mitigation funded by stormwater rate adjustment
  - Sandbags, barrier purchase
  - Engineering assessments for private property
  - Individual assistance for elderly and disabled
  - Call center support – 928-213-2102 Monday to Friday business hours

# Discussion

