



# HOLLADAY@20 *Preparing for Tomorrow*

## Citizen Advisory Group

**Date:** Wednesday, November 13, 2019

**Time:** 6:00 p.m.

**Location:** Little Cottonwood Room (lower level), Holladay City Hall, 4580 S. 2300 E., Holladay, UT 84117

### ATTENDEES:

#### Citizen Members

John Ashton, Chair  
John Norton, Vice Chair  
Kim Blair  
Alan Eastman  
Larry Hoffman  
Julie (Yujie) McCracken  
Jim Wilson

#### City Council Representatives

Mayor Rob Dahle  
Council Member Brett Graham, District 2  
Council Member Paul Fotheringham, District 3

#### City Staff

Gina Chamness, City Manager  
Paul Allred, Director of Community Development  
Holly Smith, Assistant to the City Manager  
Dan Brown, Captain / Holladay Liaison, Unified Fire

#### Guests:

Drew Quinn, Council Member Elect, District 4  
Dan Gibbons, Council Member Elect, District 5

### AGENDA

#### *Dinner Provided*

- I. 6:00-6:05 Introductions – John Ashton
  - a. Guests
- II. 6:05-6:15 Process Timeline & Upcoming Milestones – Holly Smith
- III. 6:15-7:00 Update on Community Engagement – Holly Smith
  - a. October 14 Open House Debriefing
  - b. Phase II Survey: Funding Options Trade-offs and Message Testing
  - c. Sm Group Presentations
    1. Schedule and Sign-up
    2. Presentation Toolkit
    3. Member Resources & Brief Tips Videos
- IV. 7:00-7:15 Other Business – John Ashton
  - a. Questions and Comments
  - b. Inside View – Captain Dan Brown of Unified Fire Authority
- V. 7:15-7:20 Next steps and action items
  - a. Next Meeting – January 8, 2020, 6:00 p.m.-7:30 p.m.
  - b. Agenda – Phase II Survey Results - Inputs for Scenario Model, Sm Group Presentations Debriefing, Draft Mailer
- VI. 7:30 Adjourn

### NOTES

- Chairman Ashton began the meeting shortly after 6:00 p.m. and welcomed Dan Brown, Drew Quinn and Dan Gibbons.
- Some discussion ensued on City Council participation in upcoming meetings. City Council members and the general public are welcome to attend and listen to Citizen Advisory Group meetings.
- The pending Salt Lake County property tax increase was addressed by members, noting that it may create some confusion and sensitivity in Holladay, as the community considers potential funding sources for its unmet needs.

- Holly Smith provided an update on community engagement.
  - The Advisory Group has laid the foundation over the past six months for the process, and is ready to begin more active public outreach and start to develop potential funding scenarios to address the City's revenue challenges and unmet needs. The H@20 process has thus far provided a monthly newsletter and email blast message, issued #2 resident surveys, and hosted an open house. The process momentum will build over the coming months with a goal to have a recommendation to the City council in Mar/Apr 2020.
  - The October 14 Open House debriefing was reviewed. About #40 residents attended. Roads, parks and trail development, and sidewalks were the highest priorities. Storm water was also considered important, but not as readily understood. Residents are supportive of a potential property tax increase, but would like to see more details on proposed projects and improvements. Most prefer a combination of revenue sources. The big question most attendees had is why hasn't the City dealt with the current challenge sooner. The Group concurred that more direct outreach needs to be done – take the message to small groups and increase marketing for Survey#2. More education on storm water is needed and fixed income residents should be considered in potential solutions.
  - The City has issued Survey #2 to the survey panel; the scientific participation period runs from 11/12-11/19. So far, the response has been excellent. The survey will be released to the general public on 11/20 and run through the end of the month. City staff will work with Y2 Analytics to perform survey analysis in December, and provide results to the Group at the January 2020 meeting. The results will inform the financial model and help shape potential solutions.
  - Holly is working to schedule small group presentations, beginning with the City's standing committees and partner organizations. So far, the Planning Commission, Arts Council, Tree Committee, Historical Commission, Holladay Chamber of Commerce, and Youth Council are slated for outreach. An ad to solicit additional groups to sign-up for presentations was placed in the Holladay Journal newsletter and shared via email blast. Holly will also work with other identified groups to try to schedule a presentation in early 2020.
    - Group members will be provided a presentation kit – including presentation boards, copies of brochures, property tax info sheets, and comment cards – to use during presentations.
    - Wilkinson & Ferrari has provided a messaging guidebook and FAQs to help members prepare their messages.
  
- “Inside View” was provided by Captain Dan Brown of the Unified Fire Authority (UFA), who serves as the City of Holladay Liaison. He reviewed the general structure of UFA, explaining that each contract participating community has a liaison. Captain Brown also provided the history of the organization, stemming back to 1998 when the first ideas for changing the Salt Lake County fire structure emerged, which ultimately led to the creation of UFA in 2004. UFA has 24 stations and a Board of Directors comprised of participating city representatives to provide more local control. Holladay pays for UFA services via contract, which is roughly \$2.5 million annually; some cities pay through a property tax levy. The Holladay fire station is staffed 24-7 and includes a fire engine and ambulance. Holladay can also access regional services, as needed, such as assistance with wildfires, arson investigations, public information and outreach, etc. Captain Brown addressed some questions about why the fire engine is dispatched with the ambulance, given 85% of calls are medical in nature. In part, this practice provides enough responders to fully handle each situation – often the information received by dispatch does not match reality. Plus, having a captain on each call provides the option to escalate the situation with dispatch and get more resources on site quickly. UFA has an impressive response time averaging 4 minutes or less compared to the national average of 8 minutes.
  
- The Group elected not to meet in December. The next meeting date was set for January 8, 2020, 6:00 p.m.-7:30 p.m., and the primary agenda items will include reviewing the Survey #2 results and beginning work on developing potential recommendations.
  
- The meeting concluded at approximately 7:30 p.m.

## **CITY STAFF ACTION ITEMS**

- Include survey #2 results in the Holladay Journal newsletter.
- Review the January meeting agenda with the Group Chair and Vice Chair.
- Continue to schedule small group presentations.
- Send agenda and materials by December 31 to the Group for the January 8 meeting.