

RESOLUTION NO. 2274

A RESOLUTION APPROVING A MULTI-PHASE STREET MAINTENANCE PUBLIC ENGAGEMENT AND EDUCATION COMMUNICATIONS PLAN.

THE TROUTDALE CITY COUNCIL FINDS AS FOLLOWS:

1. Adequate street maintenance and preservation has a direct impact on the community quality of life, property values and the Council goal of improving the livability of Troutdale.
2. Current funding sources for proper street maintenance and preservation are inadequate and street condition quality is continuing to decline.
3. The public needs to be better informed of the City's street maintenance and preservation funding challenges, and of the potential tax or fee increase options being considered.
4. After due consideration, the Council has determined it is necessary and prudent to engage and educate the public on the street maintenance funding options through a professional communications plan.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF TROUTDALE:

Section 1. Approves the proposed Multi-Phase Street Maintenance Public Engagement and Education Communications Plan, in substantial conformity with Exhibit A of the Staff Report.

Section 2. Approves the Multi-Phased estimated budget totaling \$70,000 for professional services to conduct the communications plan, with funding from the Street Fund Contingency budget.

Section 3. In accordance with customary City contracting policy and procedures, staff are hereby authorized and directed to proceed with implementation of the communications plan.

Section 4. The Finance Director is authorized to disburse funds, subject to annual appropriations, as necessary to implement the communications plan, and is further directed to implement all such actions necessary to ensure budgetary compliance.

Section 5. This Resolution shall be effective upon adoption.

YEAS: 4

NAYS: 2 Councilor White, Councilor Ripma

ABSTAINED: 0



Doug Daoust, Mayor

Date 1/28/15



Debbie Stickney, City Recorder

Adopted: January 27, 2015

BARNEY & WORTH, INC.

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City of Troutdale

Street Maintenance Funding Public Communications Rev 1/14/15

EXHIBIT A

Purpose

The City of Troutdale is looking at ways to increase and stabilize street maintenance funding. Options include introducing a local option gas tax, which would require a vote of the people to enact, or a street utility fee authorized by the City Council. The City understands the need for educating and engaging the public in this important funding decision and will retain a communications firm to support the effort. Troutdale selected Barney & Worth, Inc. through a Request for Qualifications (RFQ) process to provide these professional services.

Priorities

Priorities for public communications include:

- Develop a strategic communication plan and public education materials for Troutdale's street funding opportunity, focusing on clear messages for: the possible funding options; conditions of Troutdale's streets and maintenance equipment; need for additional funds; and the benefits of properly funding street maintenance.
- Conduct public opinion research to gauge the attitudes and preferences of Troutdale voters regarding street transportation maintenance needs and funding options, and confirm effective messaging.
- Augment the City of Troutdale's staff communications capabilities, supporting the public communication program as may be needed.

Street Maintenance Funding

The City of Troutdale pays for street maintenance primarily from money distributed to cities from the State Highway Fund. This amount is no longer enough to fully fund today's maintenance needs. Looking ahead, Troutdale's funding needs will continue to grow and the funding gap will widen. It is estimated that an additional \$400,000 per year is needed through 2023.

The City has looked at a street utility fee and is now considering a local option gas tax to make up the funding gap. A recent study estimated that 10.4 million gallons of gasoline and diesel were sold in Troutdale during fiscal year 2012-2013. A four cents per gallon tax on this volume of fuel would adequately fund street maintenance need through 2023.

Taxing motor fuel in Oregon is regulated by state law. The establishment of a local option gas tax must be approved by voters and there are restrictions on how the money collected can be spent. The restrictions on local gas tax funds are the same as those placed on the State