

City of Brookings

MEETING AGENDA

CITY COUNCIL

Monday, March 25, 2019, 7:00pm

City Hall Council Chambers, 898 Elk Drive, Brookings, OR 97415

CITY COUNCIL

A. Call to Order

B. Pledge of Allegiance

C. Roll Call

D. Scheduled Public Appearances

(Informational presentations to Council on non-agenda items – 10 minute limit per person.)

1. Penny Nelson, Pacific Coast Trolley

E. Oral Requests and Communications from the audience

(Public Comments on non-agenda items – 5 minute limit per person.*)

F. Consent Calendar

1. Approve Council minutes for March 11, 2019 [Pg. 3]
2. Accept TPAC minutes for February 14, 2019 [Pg. 6]
3. Receive monthly financial report for February 2019 [Pg. 8]

G. Staff Reports

1. Wharf and Railroad Traffic Concerns [PWDS, Pg. 14]
 - a. Whitworth Request Letter [Pg. 16]
 - b. Map – Intersection of Wharf and Railroad [Pg. 17]
 - c. Emails, starting February 12, 2019 [Pg. 18]
 - d. Traffic Statistics [Pg. 23]
 - e. Email – March 21, 2019 [Pg. 26]
2. Fund Exchange Agreement for Lundeen Road Paving Improvements [City Manager, Pg. 27]
 - a. Fund Exchange Agreement [Pg. 28]
3. Wild Rogue Relay Funding [City Manager, Pg. 35]
 - a. TPAC CAR [Pg. 36]
 - b. Event Sponsors Guide [Pg. 37]
4. 80th Annual Azalea Festival Funding [City Manager. Pg. 43]
 - a. Event Proposal [Pg. 44]
5. Charter Spectrum Funding [City Manager, Pg. 46]
 - a. 2019 Proposal [Pg. 47]

H. Remarks from Mayor and Councilors

I. Adjournment

*Obtain Public Comment Forms and view the agenda and packet information on-line at www.brookings.or.us, at City Hall and at the local library. Return completed Public

Comment Forms to the City Recorder before the start of meeting or during regular business hours.

All public meetings are held in accessible locations. Auxiliary aids will be provided upon request with at least 72 hours advance notification. Please contact 469-1102 if you have any questions regarding this notice.

City of Brookings

CITY COUNCIL MEETING MINUTES

City Hall Council Chambers, 898 Elk Drive, Brookings, OR 97415

Monday, March 11, 2019

Call to Order

Mayor Pieper called the meeting to order at 7:00 PM.

Roll Call

Council present: Mayor Jake Pieper, Councilors Bill Hamilton, Brent Hodges, Ron Hedenskog, and John McKinney; a quorum present.

Staff present: City Manager Janell Howard, City Attorney Martha Rice, Public Safety Director Kelby McCrae, Operations Chief Jim Watson, Captain Jeff Lee, Deputy Public Works and Development Services Director Jay Trost and Deputy City Recorder Rita Ritz.

Media Present: Jane Stebbins of Curry Pilot

Others Present: Approximately twenty three audience members

Announcements

Firefighter Introduction

Public Safety Director Kelby McCrae thanked both paid and volunteer firefighters for their service to the Fire Department. Chief McCrae welcomed Operations Chief Jim Watson to talk further about the firefighter training program. Chief Watson also recognized and thanked firefighters for their time and commitment.

Scheduled Public Appearances

Leslie Wilkinson – Art in Stout Park

Leslie Wilkinson presented a short clip regarding the Festival of the Arts in Stout Park and asked the Council to consider allocating TPAC funds for the event.

Oral Requests and Communications from the audience

- Jean Sodermand of 1724 Arch Lane addressed council regarding Interdependence, Allcare Health Inc.

Consent Calendar

1. Approve Council minutes for February 25, 2019
2. Accept TPAC Committee minutes for February 12, 2019
3. Accept Planning Commission minutes for February 5, 2019
4. Natures Coastal Holiday Event Evaluation
5. Wild Rivers Coast Event Evaluation

Councilor Hodges moved, Councilor Hedenskog seconded and Council voted unanimously to approve item 1 in the Consent Calendar

Councilor Hedenskog moved, Councilor Hodges seconded and Council voted unanimously to approve items 3, 4 and 5 in the Consent Calendar.

Staff Reports

Fund Allocation of Festival of the Art in Stout Park

City Manager Janell Howard presented the staff report.

Councilor Hedenskog moved, Councilor McKinney seconded and Council voted unanimously to allocate \$1,000 to the Pelican Bay Arts Association for the Festival of the Art in Stout Park event.

Waste Water Treatment Plant – Grit Removal System Replacement

Deputy Public Works and Development Services director Jay Trost presented the staff report.

Councilor Hodges moved, Councilor Hedenskog seconded and Council voted unanimously to authorize the City Manager to enter into an agreement with OVIVO to replace a failed grit removal system at the Waste Water Treatment Plant.

Manufactured Dwelling Permit Fee Resolution

Building Official Garrett Thomson presented the staff report.

Councilor Hodges moved, Councilor Hedenskog seconded and Council voted unanimously to adopt Resolution 19-R-1152, increasing manufactured dwelling permit fees from \$200 to \$405 effective April 1, 2019.

Appoint City Recorder

City Manager Janell Howard presented the staff report.

Councilor Hedenskog moved, Councilor Hodges seconded and Council voted unanimously to appoint Janell Howard as City Recorder.

Remarks from Mayor and Councilors

Councilor Hedenskog provided the Council with an update regarding the Sudden Oak Death disease and informed everyone that the Homeless Taskforce will be meeting on March 21st at 9:00 a.m.

Councilor Hamilton commented on the Hooskanadan slide and asked for everyone to be patience while they work to fix the problem.

Adjournment

Councilor Hedenskog moved, Council Hodges seconded and all Councilors in favor. Mayor Pieper adjourned the meeting at 7:40 p.m.

Respectfully submitted:

ATTESTED:
this 25th day of March 2019:

Jake Pieper, Mayor

Janell K Howard, City Recorder

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – February 14, 2019

CALL TO ORDER

Meeting called to order at 4:01 PM

1. ROLL CALL – Introduction of new committee member Matt Honeycutt

Present: Committee members Barbara Ciaramella, Matt Honeycutt, Tim Kennedy, Dane Tippman, Skip Watwood

Absent: Sonya Billington, Bob Pieper

Also present: Staff Committee Liaison Lauri Ziemer

2. APPROVAL OF MINUTES –

Motion made by Dane Tippman to approve the minutes of January 10, 2019; motion seconded by Skip Watwood. Committee voted and the motion carried unanimously.

3. Public Comment – none

4. ACTION ITEMS

- a. **Spectrum Digital Campaign** – Brian Marchant presented digital material information, advising target audience areas can be changed as well as the months of service. Committee discussed remaining available budget funds of @\$1600 and did not want to commit funds for next year yet. **Motion made by Skip Watwood to table item until March meeting for further consideration; motion seconded by Dane Tippman. Committee voted and the motion carried unanimously.**
- b. **Festival of Art in Stout Park Event Proposal** – Leslie Wilkinson presented event proposal requesting \$1,000 in TOT funding. **Motion made by Dane Tippman to grant \$1,000 in TOT funds to the Festival of Art in Stout Park event; motion seconded by Tim Kennedy. Committee voted and the motion carried unanimously.**
- c. **Travel Southern Oregon Visitor Guide** – Susan Crow was available by phone, however committee had previously heard a presentation and did not wish to take further action.
- d. **TPAC Letter to City Council to support Annual Budget Line Items** - Dane Tippman presented letter he proposed be submitted to City Council on behalf of TPAC. Committee discussed the listed annual events have funds taken out of City Councils budget rather than the TPAC event budget. Lauri advised funds would probably still come out of the TPAC event budget however it would eliminate the need for the listed events to go through TPAC for approval. **Motion made by Dane Tippman to table item until the next meeting for further consideration; motion seconded by Matt Honeycutt. Committee voted and the motion carried unanimously.**

5. INFORMATIONAL ITEMS

- e. **Natures Coastal Holiday Event Evaluation** – Leslie Wilkinson presented evaluation and thanked TPAC for the grant monies. Estimated they had 23,000 visitors and believes social media had a large impact on attracting people from out of the area to the event. She advised they were able to raise \$17,000 to help in paving the back parking lot and they will be doing additional fund raising and applying for grants to raise additional funds to be applied to the paving project.

- f. Wild Rivers Mushroom Festival Event Evaluation** – Kathleen Dickson presented evaluation. Estimated they had 1,200 participants and a very good event. Thanked TPAC for the grant monies they have provided for their first two years of their event and advised they have enough seed money for next years' event and will not be seeking future TPAC monies.
- g. Regional Tourism Branding** - Julie Miller was unable to attend.
- h. Recent Council Actions**
 - 1.** Lauri Ziemer advised that City Council approved the Elmo Williams Day event funding.
- i. TPAC Budget** – Committee reviewed the remaining budget amounts.

6. Committee Comments on Non-Agenda Items –

- a. Kathleen Dickson provided OCVA information and advised what the \$500 membership fee provides. She suggested Dave Lacey attend a TPAC meeting for further information.
- b. Barbara Ciaramella discussed the benefits of local newspaper and radio advertising and suggested a donation of \$500 to each to help promote events and the area. Committee thought the businesses themselves should present a proposal to the committee to request funds and detail what they would be able to provide.

7. SCHEDULE NEXT MEETING – Next meeting scheduled for March 14, 2019.

8. ADJOURNMENT – with no further business before the Committee, meeting adjourned at 5:49 pm.

Respectfully submitted,


Skip Watwood, Chair
(approved at March 14, 2019 meeting)

CITY OF BROOKINGS
FUND SUMMARY
FOR THE 8 MONTHS ENDING FEBRUARY 28, 2019

GENERAL FUND

	BUDGET	PERIOD ACTUAL	YTD ACTUAL	REMAINING BUDGET	PCNT
<u>REVENUE</u>					
TAXES	3,104,993.00	105,158.65	2,789,153.72	315,839.28	89.8
LICENSES AND PERMITS	117,000.00	12,805.34	91,901.47	25,098.53	78.6
INTERGOVERNMENTAL	258,000.00	13,998.42	86,380.76	171,619.24	33.5
CHARGES FOR SERVICES	172,000.00	3,021.40	355,880.56	(183,880.56)	206.9
OTHER REVENUE	223,383.00	6,995.60	124,791.94	98,591.06	55.9
TRANSFERS IN	705,572.00	.00	.00	705,572.00	.0
	<u>4,580,948.00</u>	<u>141,979.41</u>	<u>3,448,108.45</u>	<u>1,132,839.55</u>	<u>75.3</u>
<u>EXPENDITURES</u>					
JUDICIAL:					
PERSONAL SERVICES	27,896.00	2,040.30	17,393.78	10,502.22	62.4
MATERIAL AND SERVICES	10,850.00	650.00	5,542.61	5,307.39	51.1
CAPITAL OUTLAY	.00	.00	.00	.00	.0
	<u>38,746.00</u>	<u>2,690.30</u>	<u>22,936.39</u>	<u>15,809.61</u>	<u>59.2</u>
LEGISLATIVE/ADMINISTRATION:					
PERSONAL SERVICES	253,613.00	9,533.45	141,775.45	111,837.55	55.9
MATERIAL AND SERVICES	114,500.00	2,781.20	63,277.41	51,222.59	55.3
CAPITAL OUTLAY	.00	.00	.00	.00	.0
	<u>368,113.00</u>	<u>12,314.65</u>	<u>205,052.86</u>	<u>163,060.14</u>	<u>55.7</u>
POLICE:					
PERSONAL SERVICES	2,219,583.00	157,807.79	1,349,701.44	869,881.56	60.8
MATERIAL AND SERVICES	187,800.00	6,917.21	113,200.29	74,599.71	60.3
CAPITAL OUTLAY	240,000.00	152,673.60	152,673.60	87,326.40	63.6
DEBT SERVICE	63,807.00	4,452.31	36,582.36	27,224.64	57.3
TRANSFERS OUT	.00	.00	.00	.00	.0
	<u>2,711,190.00</u>	<u>321,850.91</u>	<u>1,652,157.69</u>	<u>1,059,032.31</u>	<u>60.9</u>
FIRE:					
PERSONAL SERVICES	191,291.00	16,241.34	156,838.26	34,452.74	82.0
MATERIAL AND SERVICES	97,000.00	6,652.94	46,268.98	50,731.02	47.7
CAPITAL OUTLAY	.00	.00	.00	.00	.0
DEBT SERVICE	30,579.00	.00	30,579.01	(.01)	100.0
TRANSFERS OUT	.00	.00	.00	.00	.0
	<u>318,870.00</u>	<u>22,894.28</u>	<u>233,686.25</u>	<u>85,183.75</u>	<u>73.3</u>

CITY OF BROOKINGS
FUND SUMMARY
FOR THE 8 MONTHS ENDING FEBRUARY 28, 2019

GENERAL FUND

	BUDGET	PERIOD ACTUAL	YTD ACTUAL	REMAINING BUDGET	PCNT
PLANNING AND BUILDING:					
PERSONAL SERVICES	180,315.00	13,645.44	110,503.40	69,811.60	61.3
MATERIAL AND SERVICES	90,800.00	4,128.36	18,943.60	71,856.40	20.9
CAPITAL OUTLAY	.00	.00	.00	.00	.0
TRANSFERS OUT	.00	.00	.00	.00	.0
	271,115.00	17,773.80	129,447.00	141,668.00	47.8
PARKS & RECREATION:					
PERSONAL SERVICES	282,199.00	16,992.49	155,441.86	126,757.14	55.1
MATERIAL AND SERVICES	103,500.00	4,529.40	64,868.26	38,631.74	62.7
CAPITAL OUTLAY	.00	1,943.00	2,060.00	(2,060.00)	.0
DEBT SERVICE	48,383.00	4,031.88	32,255.04	16,127.96	66.7
TRANSFERS OUT	.00	.00	.00	.00	.0
	434,082.00	27,496.77	254,625.16	179,456.84	58.7
FINANCE AND HUMAN RESOURCES:					
PERSONAL SERVICES	226,445.00	16,887.08	135,868.72	90,576.28	60.0
MATERIAL AND SERVICES	33,700.00	1,832.19	20,188.87	13,511.13	59.9
CAPITAL OUTLAY	.00	.00	.00	.00	.0
	260,145.00	18,719.27	156,057.59	104,087.41	60.0
SWIMMING POOL:					
PERSONAL SERVICES	62,187.00	.00	55,849.18	6,337.82	89.8
MATERIAL AND SERVICES	39,000.00	11.89	18,947.81	20,052.19	48.6
CAPITAL OUTLAY	2,500.00	.00	.00	2,500.00	.0
	103,687.00	11.89	74,796.99	28,890.01	72.1
NON-DEPARTMENTAL:					
MATERIAL AND SERVICES	148,000.00	4,269.78	83,982.68	64,017.32	56.8
CAPITAL OUTLAY	.00	.00	.00	.00	.0
TRANSFERS OUT	358,907.00	.00	.00	358,907.00	.0
CONTINGENCIES AND RESERVES	628,093.00	.00	.00	628,093.00	.0
	1,135,000.00	4,269.78	83,982.68	1,051,017.32	7.4
	5,640,948.00	428,021.65	2,812,742.61	2,828,205.39	49.9
	(1,060,000.00)	(286,042.24)	635,365.84	(1,695,365.84)	59.9

CITY OF BROOKINGS
FUND SUMMARY
FOR THE 8 MONTHS ENDING FEBRUARY 28, 2019

STREET FUND

	BUDGET	PERIOD ACTUAL	YTD ACTUAL	REMAINING BUDGET	PCNT
<u>REVENUE</u>					
INTERGOVERNMENTAL	520,000.00	42,925.40	372,282.31	147,717.69	71.6
OTHER REVENUE	14,650.00	86.00	5,536.50	9,113.50	37.8
TRANSFER IN	.00	.00	.00	.00	.0
	<u>534,650.00</u>	<u>43,011.40</u>	<u>377,818.81</u>	<u>156,831.19</u>	<u>70.7</u>
<u>EXPENDITURES</u>					
EXPENDITURES:					
PERSONAL SERVICES	205,076.00	14,928.84	130,363.35	74,712.65	63.6
MATERIAL AND SERVICES	207,000.00	5,486.76	90,212.53	116,787.47	43.6
CAPITAL OUTLAY	95,000.00	605.00	1,403.43	93,596.57	1.5
DEBT SERVICE	22,238.00	1,576.37	13,732.51	8,505.49	61.8
TRANSFERS OUT	46,612.00	.00	.00	46,612.00	.0
CONTINGENCIES AND RESERVES	118,724.00	.00	.00	118,724.00	.0
	<u>694,650.00</u>	<u>22,596.97</u>	<u>235,711.82</u>	<u>458,938.18</u>	<u>33.9</u>
	<u>694,650.00</u>	<u>22,596.97</u>	<u>235,711.82</u>	<u>458,938.18</u>	<u>33.9</u>
	<u>(160,000.00)</u>	<u>20,414.43</u>	<u>142,106.99</u>	<u>(302,106.99)</u>	<u>88.8</u>

CITY OF BROOKINGS
FUND SUMMARY
FOR THE 8 MONTHS ENDING FEBRUARY 28, 2019

WATER FUND

	BUDGET	PERIOD ACTUAL	YTD ACTUAL	REMAINING BUDGET	PCNT
<u>REVENUE</u>					
SOURCE 03	.00	.00	.00	.00	.0
CHARGES FOR SERVICES	1,661,000.00	122,279.96	1,205,971.25	455,028.75	72.6
OTHER INCOME	51,000.00	3,295.00	51,292.00	(292.00)	100.6
TRANSFERS IN	.00	.00	.00	.00	.0
	<u>1,712,000.00</u>	<u>125,574.96</u>	<u>1,257,263.25</u>	<u>454,736.75</u>	<u>73.4</u>
<u>EXPENDITURES</u>					
WATER DISTRIBUTION:					
PERSONAL SERVICES	400,962.00	29,167.08	254,944.12	146,017.88	63.6
MATERIAL AND SERVICES	198,400.00	5,114.03	84,573.73	113,826.27	42.6
CAPITAL OUTLAY	50,000.00	394.16	26,078.69	23,921.31	52.2
DEBT SERVICE	8,722.00	242.79	5,567.47	3,154.53	63.8
TRANSFERS OUT	24,000.00	.00	.00	24,000.00	.0
	<u>682,084.00</u>	<u>34,918.06</u>	<u>371,164.01</u>	<u>310,919.99</u>	<u>54.4</u>
WATER TREATMENT:					
PERSONAL SERVICES	30,424.00	1,405.15	12,173.36	18,250.64	40.0
MATERIAL AND SERVICES	462,925.00	36,881.05	279,206.84	183,718.16	60.3
CAPITAL OUTLAY	10,000.00	.00	.00	10,000.00	.0
DEBT SERVICE	6,389.00	242.79	5,567.47	821.53	87.1
TRANSFERS OUT	687,650.00	.00	.00	687,650.00	.0
CONTINGENCIES AND RESERVES	177,528.00	.00	.00	177,528.00	.0
	<u>1,374,916.00</u>	<u>38,528.99</u>	<u>296,947.67</u>	<u>1,077,968.33</u>	<u>21.6</u>
DEPARTMENT 24:					
CAPITAL OUTLAY	.00	.00	.00	.00	.0
	<u>.00</u>	<u>.00</u>	<u>.00</u>	<u>.00</u>	<u>.0</u>
	<u>2,057,000.00</u>	<u>73,447.05</u>	<u>668,111.68</u>	<u>1,388,888.32</u>	<u>32.5</u>
	<u>(345,000.00)</u>	<u>52,127.91</u>	<u>589,151.57</u>	<u>(934,151.57)</u>	<u>170.8</u>

CITY OF BROOKINGS
FUND SUMMARY
FOR THE 8 MONTHS ENDING FEBRUARY 28, 2019

WASTEWATER FUND

	BUDGET	PERIOD ACTUAL	YTD ACTUAL	REMAINING BUDGET	PCNT
<u>REVENUE</u>					
SOURCE 03	(4,500.00)	.00	.00	(4,500.00)	.0
CHARGES FOR SERVICES	3,183,300.00	258,380.26	2,122,358.58	1,060,941.42	66.7
OTHER REVENUE	15,000.00	.00	20,832.57	(5,832.57)	138.9
TRANSFER IN	.00	.00	.00	.00	.0
	<u>3,193,800.00</u>	<u>258,380.26</u>	<u>2,143,191.15</u>	<u>1,050,608.85</u>	<u>67.1</u>
<u>EXPENDITURES</u>					
WASTEWATER COLLECTION:					
PERSONAL SERVICES	570,336.00	40,133.87	343,625.54	226,710.46	60.3
MATERIAL AND SERVICES	250,200.00	3,423.53	66,715.11	183,484.89	26.7
CAPITAL OUTLAY	25,000.00	.00	9,100.00	15,900.00	36.4
DEBT SERVICE	8,722.00	242.79	5,567.47	3,154.53	63.8
TRANSFERS OUT	177,359.00	.00	.00	177,359.00	.0
	<u>1,031,617.00</u>	<u>43,800.19</u>	<u>425,008.12</u>	<u>606,608.88</u>	<u>41.2</u>
WASTEWATER TREATMENT:					
PERSONAL SERVICES	39,878.00	2,108.10	18,249.50	21,628.50	45.8
MATERIAL AND SERVICES	895,225.00	71,909.33	538,574.62	356,650.38	60.2
CAPITAL OUTLAY	.00	.00	.00	.00	.0
DEBT SERVICE	6,389.00	242.79	5,567.47	821.53	87.1
TRANSFERS OUT	1,509,923.00	.00	.00	1,509,923.00	.0
CONTINGENCIES AND RESERVES	315,268.00	.00	.00	315,268.00	.0
	<u>2,766,683.00</u>	<u>74,260.22</u>	<u>562,391.59</u>	<u>2,204,291.41</u>	<u>20.3</u>
	<u>3,798,300.00</u>	<u>118,060.41</u>	<u>987,399.71</u>	<u>2,810,900.29</u>	<u>26.0</u>
	<u>(604,500.00)</u>	<u>140,319.85</u>	<u>1,155,791.44</u>	<u>(1,760,291.44)</u>	<u>191.2</u>

CITY OF BROOKINGS
FUND SUMMARY
FOR THE 8 MONTHS ENDING FEBRUARY 28, 2019

URBAN RENEWAL AGENCY FUND

	BUDGET	PERIOD ACTUAL	YTD ACTUAL	REMAINING BUDGET	PCNT
<u>REVENUE</u>					
TAXES	586,211.00	6,472.31	548,020.47	38,190.53	93.5
INTERGOVERNMENTAL	.00	.00	.00	.00	.0
OTHER REVENUE	2,000.00	.76	3,335.36	(1,335.36)	166.8
TRANSFERS IN	650,000.00	.00	.00	650,000.00	.0
	1,238,211.00	6,473.07	551,355.83	686,855.17	44.5
<u>EXPENDITURES</u>					
GENERAL:					
PERSONAL SERVICES	.00	.00	.00	.00	.0
MATERIAL AND SERVICES	35,000.00	.00	6,666.02	28,333.98	19.1
CAPITAL OUTLAY	842,472.00	.00	.00	842,472.00	.0
DEBT SERVICE	.00	.00	.00	.00	.0
TRANSFERS OUT	450,739.00	.00	.00	450,739.00	.0
CONTINGENCIES AND RESERVES	.00	.00	.00	.00	.0
	1,328,211.00	.00	6,666.02	1,321,544.98	.5
DEPARTMENT 20:					
CAPITAL OUTLAY	.00	.00	.00	.00	.0
	.00	.00	.00	.00	.0
DEPARTMENT 22:					
MATERIAL AND SERVICES	.00	.00	.00	.00	.0
DEBT SERVICE	.00	.00	.00	.00	.0
	.00	.00	.00	.00	.0
DEPARTMENT 24:					
CONTINGENCIES AND RESERVES	.00	.00	.00	.00	.0
	.00	.00	.00	.00	.0
	1,328,211.00	.00	6,666.02	1,321,544.98	.5
	(90,000.00)	6,473.07	544,689.81	(634,689.81)	605.2

CITY OF BROOKINGS

COUNCIL AGENDA REPORT

Meeting Date: March 25, 2019

Originating Dept: PW/DS

Signature (submitted by)


City Manager Approval

Subject: Wharf & Railroad Traffic Concerns

Recommended Motion:

- Motion to direct staff to solicit Request for Proposals for a Traffic Study in the area of Railroad and Wharf; OR
- No action.

Financial Impact:

Estimated cost of a traffic study is \$15,000 - \$20,000

Background/Discussion: LT. Donny Dotson and I met with a group of Wharf Street residents requesting a four way stop at Wharf and Railroad. The group claims that with the recent completion of Railroad Street, traffic speeds have increased substantially which poses a significant danger for vehicles crossing or turning onto Railroad Street from Wharf Street.

I expressed concern to the group regarding the installation of a four way stop without a traffic engineer performing a traffic study which should include a more detailed look at the impact on other intersections in the vicinity. In the mean time I proposed the City would collect baseline vehicle data at the intersection that may or may not support the group's claims.

The City of Brookings purchased a traffic data gathering device in 2018 that is used to collect speed, direction and frequency of vehicles traveling to and from a target area. The device is mounted on a utility pole pointed in the direction of the study area.

The City's traffic data gathering device was installed near Wharf and Railroad to collect vehicle data at the intersection for ten days. During this period there were 27,512 vehicles that crossed the intersection. The average speed was 22.6 mph. The percentage of vehicle speeding was 0.98%. There were 49 vehicles total traveling faster than 35 mph.

L.T. Dotson researched all traffic crashes 2014-2018 and found 619 crashes reported in the City of Brookings. Of the 619, seven were at the intersection of Wharf and Railroad.

Staff is not recommending the installation of a four way stop at the intersection of Wharf and Railroad Street without consulting a traffic engineer to perform a traffic study that may or may not support the group's request. The cost of a traffic study is estimated between \$15,000 - \$20,000.

Attachments:

- a. Whitworth Request Letter
- b. Map – Intersection of Wharf and Railroad
- c. Emails, starting February 12, 2019
- d. Traffic Statistics
- e. Email - March 21, 2019

DATE: JANUARY 28, 2019

SUBJECT: TRAFFIC CONTROL — REQUEST FOR CONSIDERATION

TO: MAYOR JAKE PIEPER
COUNCILOR BILL HAMILTON
COUNCILOR BRENT HODGES
COUNCILOR RON HEDENSKOG
COUNCILOR JOHN McKINNEY

CONTACT: PAUL WHITWORTH, paulrwhitworth@gmail.com, (541) 813-1273
PRESIDENT, THE COVE HOA

TOPIC: TRAFFIC FLOW AND SAFETY ALONG RAILROAD STREET

REQUEST: TRAFFIC FLOW ON ROADROAD STREET AND CONSIDERATION OF A 4-WAY STOP
AT THE INTERSECTION OF RAILROAD AND WHARF STREETS

OBJECTIVE: REGULATE TRAFFIC FLOW ALONG RAILROAD STREET AND PARTICULARLY AT THE
INTERSECTION OF RAILROAD AND WHARF STREETS

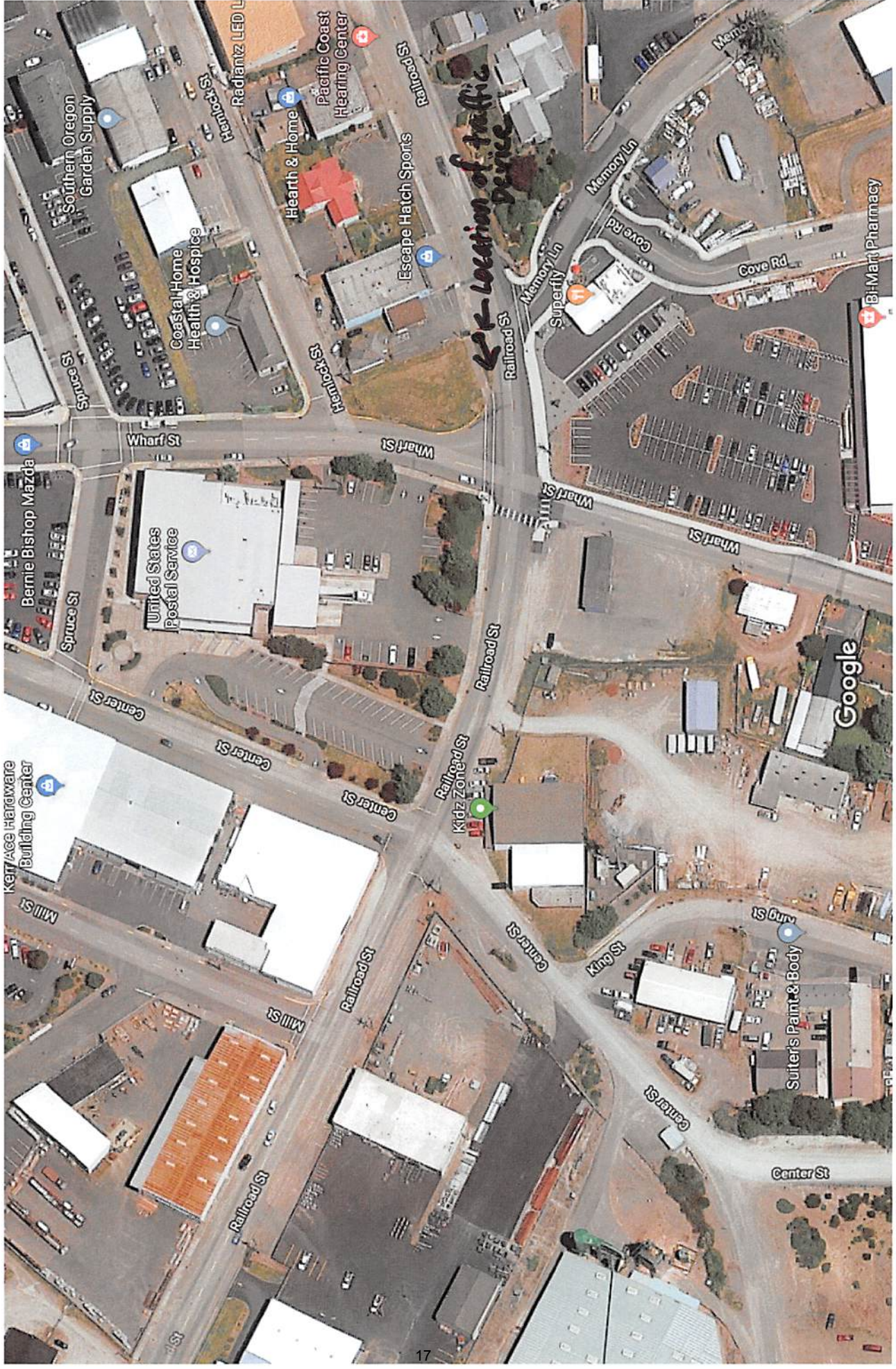
BACKGROUND: The intersection of Railroad Street and Wharf Street has a 2-Way Stop on Wharf. The recent roadway upgrades of Railroad appear to be resulting in an increase in traffic and speed. Traffic also appears to be increasing on Wharf since the completion of Chetco Point Park improvements. On December 13, 2018 we met with Anthony Baron, Parks and Planning Manager, and Lt. Donnie Dotson, Brookings PD concerning a proposal to install a 4-Way Stop at the intersection of Railroad and Wharf Streets. All participants agreed that the intersection is complex. The City representatives indicated that Council approval is necessary for any further action to be authorized.

ORIGINAL POINTS OF EMPHASIS FOR A 4-WAY STOP AT RAILROAD AND WHARF:

- ● Traffic and speed increase on Railroad after completion of roadway improvements
- Businesses and residents indicated concern about turning left on Railroad from Wharf
- Businesses and residents indicated concern about going straight on Wharf across Railroad
- Potential danger to children walking to the Kids Zone due to the speed of traffic on Railroad
- Traffic increase to the Brookings Post Office after the closure of the Harbor Post Office
- Traffic increase to Bi-Mart after the closure of Ray's Market
- Traffic increase on Wharf after completion of Chetco Point Park improvements
- Traffic increase due to new businesses opening or preparing to open on Railroad
- Poor line of sight from Wharf to Memory Lane when crossing or entering Railroad
- Turn lane from Railroad onto Wharf complicates the intersection for through traffic on Wharf
- Assist pedestrians using new sidewalks and crosswalks along Railroad
- Reduce risk created by need to veer right to avoid the left turn lane from Railroad onto Wharf
- Concern that a 4-Way Stop might back up traffic for Memory Lane
- 4-Way Stop may assist in decreasing and help to regulate traffic speeds along Railroad

REQUESTED ACTION: We request that the Council approve that a 4-Way Stop be installed at Railroad and Wharf or, if required, a study of alternative ways to improve safety and traffic flow be initiated.

Thank you for your time and consideration of this 4-Way Stop request.



Tony Baron

From: Donny Dotson
Sent: Tuesday, February 12, 2019 2:15 PM
To: Tony Baron
Subject: RE: Traffic Flow at Railroad and Wharf Streets -- 4-Way Stop Proposal

We looked at all traffic crashes 2014-2018 and found 619 crashes reported in Brookings.

Of the 619, 7 were at the intersection of Wharf and Railroad.

Two were improper turns - vehicles either cutting the corner or taking it too wide and hitting a vehicle stopped at a stop sign.

Three were vehicles leaving from a stop sign and pulling into the path of a vehicle travelling on Railroad.

One was caused by a driver on Railroad not seeing a motorcyclist on Railroad and turning in front of the motorcyclist.

One was caused by an illegal U-Turn in front of an oncoming vehicle.

After 10 days the traffic counter provided the following:

27,512 vehicles on Railroad at Wharf

Average speed 22.6 MPH

.98% of vehicles were speeding

49 total vehicles were travelling faster than 35 MPH

Anything else you think we'll need?

Donny Dotson, Lieutenant
Brookings Police Department
898 Elk Drive
Brookings, OR 97415
541-469-3118 Ext. 2218

From: Tony Baron [mailto:abaroon@brookings.or.us]
Sent: Monday, January 28, 2019 1:26 PM
To: Donny Dotson
Subject: FW: Traffic Flow at Railroad and Wharf Streets -- 4-Way Stop Proposal

Have you had a chance to check crash data?

From: Janell Howard [mailto:jhoward@brookings.or.us]
Sent: Monday, January 28, 2019 12:04 PM
To: Tony Baron
Subject: Fwd: Traffic Flow at Railroad and Wharf Streets -- 4-Way Stop Proposal

----- Forwarded message -----

From: Ron Hedenskog <rhedenskog@brookings.or.us>
Date: Mon, Jan 28, 2019, 7:59 AM
Subject: Fwd: Traffic Flow at Railroad and Wharf Streets -- 4-Way Stop Proposal
To: <jhoward@brookings.or.us>

If you already have this, delete this one.

Ron Hedenskog
Brookings City Councilor

----- Forwarded message -----

From: **Paul Whitworth** <paulrwhitworth@gmail.com>

Date: Mon, Jan 28, 2019, 7:39 AM

Subject: Traffic Flow at Railroad and Wharf Streets -- 4-Way Stop Proposal

To: <jpieper@brookings.or.us>, <bhamilton@brookings.or.us>, <bhodes@brookings.or.us>, <rhedenskog@brookings.or.us>, <jmckinney@brookings.or.us>

Dear Mayor & Council members

My name is Paul Whitworth, and I am the current President of the Home Owners Association, at The Cove, in Brookings.

Our homeowners and residents are concerned about their safety, when crossing the intersection of Wharf and Railroad, and have asked me to reach out to each of you.

Together, with other home owners, I recently canvassed the local businesses, near this intersection, and found general agreement, with our suggestion, to install a 4 way stop sign, at Wharf & Railroad Streets.

Attached is a one page synopsis of this request, and recommendation.

Please review this document, and contact me with your ideas, suggestions, and any actions that I, you, or we can take, to facilitate this request.

Sincerely

Paul Whitworth
HOA President

106 Schooner Bay Road
Brookings, OR 97415

541 813-1273

Janell Howard

From: Paul Whitworth
Sent: Tuesday, March 05, 2019 7:41 AM
To: Jake Pieper
Cc: Janell Howard
Subject: Brookings Council Workshop held on 3/4/2019 to discuss Traffic Flow at Railroad and Wharf Streets -- 4-Way Stop Proposal

Dear Mayor Pieper,

Yesterday afternoon, about 1 PM one of the Cove's resident's informed me that the 4 way stop sign that we had proposed, to be installed at Railroad and Wharf Streets, would be discussed by you and the City Council, at their 4 o'clock meeting.

I was looking forward to meeting you, and working towards a positive solution, to this unsafe intersection.

When I read the report submitted by Tony Baron, I knew I had to attend, and present to you and the Council, what I and the "local" residents know to be true.

1) The intersection at Railroad and Wharf Streets is unsafe, and additional stops signs are needed, in order to facilitate the traffic crossing Railroad Street, safely.

2) The local residents that travel thru this intersection, want a 4 way stop sign, to be installed, and as our representative, we ask you to use your authority, to have them installed.

3) The local businesses near this intersection, also agree, that a 4 way stop sign is needed, and as their representative, they expect you and the council to support the business community.

4) The cost of the Stop sign is minimal, the cost of a traffic accident, can be tremendous.

5) There is no valid reason provided by Mr Baron, or anyone else, why 4 way stop signs, should not be installed.

I attended the City Council workshop, and was disappointed that you were not there.

Mr Baron reported that staff does not recommend the suggested installation, and instead, proposed a costly traffic study, with an estimated cost of \$ 20,000.

I pointed out that the traffic data the City collected actually supports the need for the stop signs.

The frequency of automobiles traveling on Railroad, causes delays and/or unsafe crossing.

The data was collected in February, and the quantity of traffic will surely increase substantially, later in the year.

My Mayor, you and the Council have the authority to install these signs, and to spend \$ 20,000 of City funds, on a traffic study would be foolish.

Instead, why not proceed as your constituents have asked, and as one of the Council members who was present suggested ?

Install the suggested 4 way stop signs, and monitor the intersection.

The cost to install a couple of stop signs is minimal.

There is no need to spend \$ 20,000 to study this situation, doing so would not be financially responsible.

Spending a few hundred dollars, instead, to install needed stop signs, at an unsafe intersection would be a wise decision.

I know you have received several emails and phone calls in support of these stop signs, please comply with these requests.

As I said to the Council members there, I do not want to return, and tell you that one of the Cove's residents died, as a result of an accident, at that intersection.

Please Mr Mayor, we need your help

Sincerely

Paul Whitworth
HOA President of The Cove

> On Jan 30, 2019, at 8:50 AM, Jake Pieper <jpieper@brookings.or.us> wrote:

>

> Good morning Mr. Whitworth,

>

> Thank you for reaching out to the council with your proposal. I'm sure
> you know that through your discussions with city staff, the Brookings
> Police Dept. is setting up their speed radar. Within a couple of weeks
> we will have the information it can provide. After that, it will be
> decide whether or not to have the topic on an agenda for a council
> meeting. Of course, if it does come to a council meeting or workshop,
> you will be notified so you can attend and give testimony to council.
> I'll contact you again in a couple weeks to inform you either way.

>

> Jake Pieper

> Mayor

> City of Brookings

> 898 Elk Drive | Brookings, OR 97415

> (541) 469-1104

> (541) 469-3650

> jpieper@brookings.or.us

>

>

>

> -----Original Message-----

> From: Paul Whitworth [<mailto:paulrwhitworth@gmail.com>]

> Sent: Monday, January 28, 2019 7:39 AM

> To: jpieper@brookings.or.us; bhamilton@brookings.or.us;

> bhedges@brookings.or.us; rhedenskog@brookings.or.us;

> jmckinney@brookings.or.us

> Subject: Traffic Flow at Railroad and Wharf Streets -- 4-Way Stop

> Proposal

>
> Dear Mayor & Council members
>
> My name is Paul Whitworth, and I am the current President of the Home
> Owners Association, at The Cove, in Brookings.
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> Our homeowners and residents are concerned about their safety, when
> crossing the intersection of Wharf and Railroad, and have asked me to
> reach out to each of you.
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> Together, with other home owners, I recently canvassed the local
> businesses, near this intersection, and found general agreement, with
> our suggestion, to install a 4 way stop sign, at Wharf & Railroad Streets.
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> Attached is a one page synopsis of this request, and recommendation.
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> Please review this document, and contact me with your ideas,
> suggestions, and any actions that I, you, or we can take, to facilitate this request.
>
> Sincerely
>
> Paul Whitworth
> HOA President
>
> 106 Schooner Bay Road
> Brookings, OR 97415
>
> 541 813-1273

BROOKINGS BI-MART

Year 2011 Turning Movement Volumes

Intersection: Railroad at Wharf Street
Source: TrafStats
Date: Saturday March 19, 2011

Time Period	Southbound			Westbound			Northbound			Eastbound			15 Minute Volume	Hourly Volume
	Peds	Right	Thru	Left	Peds	Right	Thru	Left	Peds	Right	Thru	Left		
12:00-12:15 P	0	9	1	3	0	4	27	2	4	0	2	26	3	84
12:15-12:30 P	0	9	0	7	1	5	34	1	4	0	1	29	3	99
12:30-12:45 P	0	15	3	4	0	5	38	0	3	0	2	36	1	110
12:45-1:00 P	0	13	3	6	0	3	43	0	0	0	0	32	3	107
1:00-1:15 P	2	5	1	6	2	8	34	0	2	0	1	33	1	98
1:15-1:30 P	0	7	2	9	2	2	39	1	4	2	3	32	2	109
1:30-1:45 P	1	10	1	8	0	4	32	0	4	0	4	39	0	109
1:45-2:00 P	2	4	2	3	2	6	29	2	2	1	2	38	0	93
2:00-2:15 P	2	9	1	4	2	4	29	0	0	0	5	33	6	97
2:15-2:30 P	0	9	2	5	0	4	34	2	2	0	2	29	2	94
2:30-2:45 P	3	8	2	7	0	9	38	1	1	0	3	31	0	109
2:45-3:00 P	0	12	0	4	0	1	24	2	1	0	5	24	3	80
3:00-3:15 P	0	6	2	4	0	9	27	3	1	0	1	30	5	93
3:15-3:30 P	3	5	2	2	2	2	21	1	1	0	1	32	2	84
3:30-3:45 P	0	5	1	3	2	3	18	4	0	0	4	36	5	90
3:45-4:00 P	0	7	1	5	0	2	29	2	4	0	2	27	3	84
PM Peak	35	7	29	4	17	148	4	11	3	10	8	136	6	423
PHF	0.67	0.58	0.81	0.50	0.53	0.86	0.50	0.69	0.38	0.63	0.50	0.87	0.50	0.97
Seasonal Factor	1.082058	1.082058106	1.082058	1.082058	1.082058	1.082058	1.082058	1.082058	1.082058	1.082058	1.082058	1.082058	1.082058	1.0820581
Adjusted Volumes	38	8	32	5	19	161	5	12	4	11	9	148	7	458

Monday
1:15-2:00 P

507

490

997
east/west traffic
noon - 4

Intersection: Railroad at Wharf Street	Date: Saturday March 19, 2011
Source: TraStats	

Large Trucks

Time Period	Southbound			Westbound			Northbound			Eastbound		
	Right	Thru	Left	Right	Thru	Left	Right	Thru	Left	Right	Thru	Left
12:00-12:15 P	0	0	0	0	0	0	0	0	0	0	0	0
12:15-12:30 P	0	0	0	0	0	0	0	0	0	0	0	0
12:30-12:45 P	0	0	0	0	0	0	0	0	0	0	0	0
12:45-1:00 P	0	0	0	0	0	0	0	0	0	0	0	0
1:00-1:15 P	0	0	0	0	0	0	0	0	0	0	0	0
1:15-1:30 P	0	0	0	0	0	0	0	0	0	0	0	0
1:30-1:45 P	0	0	0	0	0	0	0	0	0	0	0	0
1:45-2:00 P	0	0	0	0	0	0	0	0	0	0	0	0
2:00-2:15 P	0	0	0	0	0	0	0	0	0	0	0	0
2:15-2:30 P	0	0	0	0	0	0	0	0	0	0	0	0
2:30-2:45 P	0	0	0	0	0	0	0	0	0	0	0	0
2:45-3:00 P	0	0	0	0	0	0	0	0	0	0	0	0
3:00-3:15 P	0	0	0	0	0	0	0	0	0	0	0	0
3:15-3:30 P	0	0	0	0	0	0	0	0	0	0	0	0
3:30-3:45 P	0	0	0	0	0	0	0	0	0	0	0	0
3:45-4:00 P	0	0	0	0	0	0	0	0	0	0	0	0

Intersection: Railroad at Wharf Street
 Source: TraStats
 Date: Saturday March 19, 2011

Light Trucks

Time Period	Southbound			Westbound			Northbound			Eastbound		
	Right	Thru	Left	Right	Thru	Left	Right	Thru	Left	Right	Thru	Left
12:00-12:15 P	0	0	0	1	0	0	0	0	0	0	0	0
12:15-12:30 P	0	0	0	0	0	0	0	0	2	0	0	0
12:30-12:45 P	0	0	0	0	0	0	0	0	0	0	0	0
12:45-1:00 P	0	0	0	0	0	0	0	0	0	0	0	0
1:00-1:15 P	0	0	0	0	0	0	0	0	0	0	0	0
1:15-1:30 P	0	0	0	0	2	0	0	0	0	0	0	0
1:30-1:45 P	0	0	0	0	0	0	0	0	0	0	2	0
1:45-2:00 P	0	0	0	0	0	0	0	0	0	0	0	0
2:00-2:15 P	0	0	0	0	0	0	0	0	0	0	0	0
2:15-2:30 P	0	0	0	0	0	0	0	0	0	0	1	0
2:30-2:45 P	0	0	0	0	0	0	0	0	0	0	1	0
2:45-3:00 P	1	0	0	0	0	0	1	0	0	0	0	0
3:00-3:15 P	0	0	0	1	1	0	0	0	0	0	0	0
3:15-3:30 P	0	0	0	0	1	0	0	0	0	0	0	0
3:30-3:45 P	0	0	0	0	0	0	0	0	0	0	2	0
3:45-4:00 P	0	0	0	0	1	0	0	0	0	0	0	0

Medium Trucks

Time Period	Southbound			Westbound			Northbound			Eastbound		
	Right	Thru	Left	Right	Thru	Left	Right	Thru	Left	Right	Thru	Left
12:00-12:15 P	0	0	0	0	0	0	0	0	0	0	0	0
12:15-12:30 P	0	0	0	0	0	0	0	0	0	0	0	0
12:30-12:45 P	0	0	0	0	0	0	0	0	0	0	0	0
12:45-1:00 P	0	0	0	0	0	0	0	0	0	0	0	0
1:00-1:15 P	0	0	0	0	0	0	0	0	0	0	0	0
1:15-1:30 P	0	0	0	0	0	0	0	0	0	0	0	0
1:30-1:45 P	0	0	0	0	0	0	0	0	0	0	0	0
1:45-2:00 P	0	0	0	0	0	0	0	0	0	0	0	0
2:00-2:15 P	0	0	0	0	0	0	0	0	0	0	0	0
2:15-2:30 P	0	0	0	0	0	0	0	0	0	0	0	0
2:30-2:45 P	0	0	0	0	0	0	0	0	0	0	0	0
2:45-3:00 P	0	0	0	0	0	0	0	0	0	0	0	0
3:00-3:15 P	0	0	0	0	0	0	0	0	0	0	0	0
3:15-3:30 P	0	0	0	0	0	0	0	0	0	0	0	0
3:30-3:45 P	0	0	0	0	0	0	0	0	0	0	0	0
3:45-4:00 P	0	0	0	0	0	0	0	0	0	0	0	0

Tony Baron

From: Donny Dotson
Sent: Thursday, March 21, 2019 12:24 PM
To: Tony Baron
Subject: Railroad at Wharf

The Brookings Police Department does not support the installation of any additional traffic control devices at the intersection of Wharf and Railroad without the recommendation of a traffic engineer.

Average speeds are well below the posted limit and crash statistics don't indicate it is particularly dangerous relative to other intersections in the city.

However, we do support further investigation and analysis by professional transportation engineers. A traffic study from Oak to Pacific is likely warranted due to the increasing volumes of traffic on Railroad.

Donny Dotson, Lieutenant
Brookings Police Department
898 Elk Drive
Brookings, OR 97415
541-469-3118 Ext. 2218

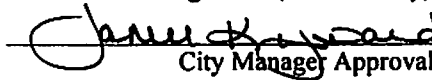
CITY OF BROOKINGS

COUNCIL AGENDA REPORT

Meeting Date: March 25, 2019

Originating Dept: City Manager

Signature (submitted by)


City Manager Approval

Subject:

2019 FUND EXCHANGE AGREEMENT, Lundeen Road Paving Improvements.

Recommended Motion:

Motion authorizing the City Manager to execute an agreement with the STATE OF OREGON, Department of Transportation to accept \$225,657.34 in state grant funds.

Financial Impact:

Additional revenue of \$225,657.34 into the Streets fund.

Background/Discussion:

Each year the City of Brookings is allocated approximately \$80,000 from Federal funds for repair of local streets, through the State of Oregon's Fund Exchange Program. By authority of Oregon Revised Statute (ORS) 190.110, 366.572, and 366.576, the State of Oregon is allowed to trade Federal funds for State Funds. The cost to the City is a reduction of 6%. We get \$94 State for each \$100 Federal.

The advantage of this process is that State of Oregon fund requirements are much less involved than the Federal fund requirements. In short, \$94 of State Funds will go further than \$100 of Federal funds.

We have rolled in 2017 and 2018 Fund Exchange amounts into the 2019 Fund Exchange agreement for a total amount of \$225,657.34 in state funds.

Attachment(s):

- a. Fund Exchange Agreement

2019 FUND EXCHANGE AGREEMENT
Lundeen Road Paving Improvements
City of Brookings

THIS AGREEMENT is made and entered into by and between the STATE OF OREGON, acting by and through its Department of Transportation, hereinafter referred to as "State"; and the City of Brookings, acting by and through its elected officials, hereinafter referred to as "Agency," both herein referred to individually or collectively as "Party" or "Parties."

RECITALS

1. By the authority granted in Oregon Revised Statute (ORS) [190.110](#), [366.572](#) and [366.576](#), State may enter into cooperative agreements with counties, cities and units of local governments for the performance of work on certain types of improvement projects with the allocation of costs on terms and conditions mutually agreeable to the contracting parties.
2. Lundeen Road is a part of the city street system under the jurisdiction and control of Agency.

NOW THEREFORE, the premises being in general as stated in the foregoing Recitals, it is agreed by and between the Parties hereto as follows:

TERMS OF AGREEMENT

1. Agency has submitted a completed and signed Part 1 of the Project Prospectus, or a similar document agreed to by State, outlining the schedule and costs associated with all phases of the Lundeen Road Paving Improvements, hereinafter referred to as "Project."
2. State has reviewed Agency's prospectus and considered Agency's request for the Fund Exchange. State has determined that Agency's Project is eligible for the exchange of funds.
3. To assist in funding the Project, Agency has requested State to exchange 2019 federal funds, which have been allocated to Agency, for state funds based on the following ratio:

\$94 state for \$100 federal

4. Based on this ratio, Agency wishes to trade \$240,061.00 federal funds for \$225,657.34 state funds.
5. The term of this Agreement will begin upon execution and will terminate two (2) calendar years after execution unless extended by an executed amendment.

6. The Parties agree that the exchange is subject to the following conditions:
- a. The federal funds transferred to State may be used by State at its discretion.
 - b. State funds transferred to Agency must be used for the Project. This Fund Exchange will provide funding for specific roadway projects and may also be used for the following maintenance purposes:
 - i. Purchase or Production of Aggregate. Agency shall ensure the purchase or production of aggregate will be highway related and used exclusively for highway work.
 - ii. Purchase of Equipment. Agency shall clearly describe how it plans to use said equipment on highways. Agency shall demonstrate that the equipment will only be used for highway purposes.
 - c. State funds may be used for all phases of the Project, including preliminary engineering, right of way, utility relocations and construction. Said use shall be consistent with the Oregon Constitution and statutes (Section 3a of Article IX Oregon Constitution). Agency shall be responsible to account for expenditure of state funds.
 - d. This Fund Exchange shall be on a reimbursement basis, with state funds limited to a maximum amount of \$225,657.34. All costs incurred in excess of the Fund Exchange amount will be the sole responsibility of Agency.
 - e. State certifies, at the time this Agreement is executed, that sufficient funds are available and authorized for expenditure to finance costs of this Agreement within State's current appropriation or limitation of the current biennial budget.
 - f. Agency, and any contractors, shall perform the work as an independent contractor and will be exclusively responsible for all costs and expenses related to its employment of individuals to perform the work including, but not limited to, retirement contributions, workers' compensation, unemployment taxes, and state and federal income tax withholdings.
 - g. Agency shall comply with all federal, state, and local laws, regulations, executive orders and ordinances applicable to the work under this Agreement, including, without limitation, the provisions of ORS [279C.505](#), [279C.515](#), [279C.520](#), [279C.530](#) and [279B.270](#) incorporated herein by reference and made a part hereof. Without limiting the generality of the foregoing, Agency expressly agrees to comply with (i) [Title VI of Civil Rights Act of 1964](#); (ii) [Title V and Section 504 of the Rehabilitation Act of 1973](#); (iii) the [Americans with Disabilities Act of 1990](#) and ORS [659A.142](#); (iv) all regulations and administrative rules established pursuant to the foregoing laws; and (v) all other applicable requirements of federal and state civil rights and rehabilitation statutes, rules and regulations.

- h. Agency, or its consultant, shall conduct the necessary preliminary engineering and design work required to produce final plans, specifications and cost estimates; purchase all necessary right of way in accordance with current state and federal laws and regulations; obtain all required permits; be responsible for all utility relocations; advertise for bid proposals; award all contracts; perform all construction engineering; and make all contractor payments required to complete the Project.
- i. Agency shall submit invoices to State on a quarterly basis, for actual costs incurred by Agency on behalf of the Project directly to State's Project Manager for review and approval. Such invoices will be in a form identifying the Project, the agreement number, the invoice number or account number or both, and will itemize all expenses for which reimbursement is claimed. Under no conditions shall State's obligations exceed \$225,657.34, including all expenses. Travel expenses will not be reimbursed.
- j. Agency shall, at its own expense, maintain and operate the Project upon completion at a minimum level that is consistent with normal depreciation and service demand.
- k. All employers, including Agency, that employ subject workers in the State of Oregon shall comply with ORS [656.017](#) and provide the required Workers' Compensation coverage unless such employers are exempt under ORS [656.126](#). Employers Liability insurance with coverage limits of not less than \$500,000 must be included. Agency shall ensure that each of its subcontractors complies with these requirements.
- l. This Agreement may be terminated by either party upon thirty (30) days' notice, in writing and delivered by certified mail or in person.
 - i. State may terminate this Agreement effective upon delivery of written notice to Agency, or at such later date as may be established by State, under any of the following conditions:
 - A. If Agency fails to provide services called for by this Agreement within the time specified herein or any extension thereof.
 - B. If Agency fails to perform any of the other provisions of this Agreement, or so fails to pursue the work as to endanger performance of this Agreement in accordance with its terms, and after receipt of written notice from State fails to correct such failures within ten (10) days or such longer period as State may authorize.
 - ii. Either Party may terminate this Agreement effective upon delivery of written notice to the other Party, or at such later date as may be established by the terminating Party, under any of the following conditions:

- A. If either Party fails to receive funding, appropriations, limitations or other expenditure authority sufficient to allow either Party, in the exercise of their reasonable administrative discretion, to continue to make payments for performance of this Agreement.
 - B. If federal or state laws, regulations or guidelines are modified or interpreted in such a way that either the work under this Agreement is prohibited or either Party is prohibited from paying for such work from the planned funding source.
- iii. Any termination of this Agreement shall not prejudice any rights or obligations accrued to the Parties prior to termination.
- m. State and Agency agree that if any term or provision of this Agreement is declared by a court of competent jurisdiction to be invalid, unenforceable, illegal or in conflict with any law, the validity of the remaining terms and provisions shall not be affected, and the rights and obligations of the Parties shall be construed and enforced as if the Agreement did not contain the particular term or provision held to be invalid.
- n. Americans with Disabilities Act Compliance:
- i. When the Project scope includes work on sidewalks, curb ramps, or pedestrian-activated signals or triggers an obligation to address curb or or pedestrian signals, the Parties shall:
 - ii. Utilize ODOT standards to assess and ensure Project compliance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 as amended (together, "ADA"), including ensuring that all sidewalks, curb ramps, and pedestrian-activated signals meet current ODOT Highway Design Manual standards;
 - iii. Follow ODOT's processes for design, modification, upgrade, or construction of sidewalks, curb ramps, and pedestrian-activated signals, including using the ODOT Highway Design Manual, ODOT Design Exception process, ODOT Standard Drawings, ODOT Construction Specifications, providing a temporary pedestrian accessible route and current ODOT Curb Ramp Inspection form;
 - iv. At Project completion, send a completed ODOT Curb Ramp Inspection Form 734-5020 to the address on the form as well as to State's Project Manager for each curb ramp constructed, modified, upgraded, or improved as part of the Project. The completed form is the documentation required to show that each curb ramp meets ODOT standards and is ADA compliant. ODOT's fillable Curb Ramp Inspection Form and instructions are available at the following address:

<http://www.oregon.gov/ODOT/HWY/CONSTRUCTION/Pages/HwyConstForms1.aspx>; and

- v. Promptly notify ODOT of Project completion and allow ODOT to inspect Project sidewalks, curb ramps, and pedestrian-activated signals located on or along a state highway prior to acceptance of Project by Agency and prior to release of any Agency contractor.
 - a. Agency shall ensure that temporary pedestrian routes are provided through or around any Project work zone. Any such temporary pedestrian route shall include directional and informational signs, comply with ODOT standards, and include accessibility features equal to or better than the features present in the existing pedestrian facility. Agency shall also ensure that advance notice of any temporary pedestrian route is provided in accessible format to the public, people with disabilities, and disability organizations at least 10 days prior to the start of construction.
 - b. Agency shall ensure that any portions of the Project under Agency's maintenance jurisdiction are maintained in compliance with the ADA throughout the useful life of the Project. This includes, but is not limited to, Agency ensuring that:
 - i. Pedestrian access is maintained as required by the ADA,
 - ii. Any complaints received by Agency identifying sidewalk, curb ramp, or pedestrian-activated signal safety or access issues are promptly evaluated and addressed,
 - iii. Any repairs or removal of obstructions needed to maintain Project features in compliance with the ADA requirements that were in effect at the time of Project construction are completed by Agency or abutting property owner pursuant to applicable local code provisions,
 - iv. Any future alteration work on Project or Project features during the useful life of the Project complies with the ADA requirements in effect at the time the future alteration work is performed, and
 - v. Applicable permitting and regulatory actions are consistent with ADA requirements.
 - c. Maintenance obligations in this section shall survive termination of this Agreement.
7. Agency acknowledges and agrees that State, the Oregon Secretary of State's Office, the federal government, and their duly authorized representatives shall have access to the books, documents, papers, and records of Agency which are directly pertinent to this Agreement for the purpose of making audit, examination, excerpts, and transcripts for a period of six (6) years after final payment. Copies of applicable

records shall be made available upon request. Payment for costs of copies is reimbursable by State.

8. Agency certifies and represents that the individual(s) signing this Agreement has been authorized to enter into and execute this Agreement on behalf of Agency, under the direction or approval of its governing body, commission, board, officers, members or representatives, and to legally bind Agency.
9. This Agreement may be executed in several counterparts (facsimile or otherwise) all of which when taken together shall constitute one agreement binding on all Parties, notwithstanding that all Parties are not signatories to the same counterpart. Each copy of this Agreement so executed shall constitute an original.
10. This Agreement and attached exhibits constitute the entire agreement between the Parties on the subject matter hereof. There are no understandings, agreements, or representations, oral or written, not specified herein regarding this Agreement. No waiver, consent, modification or change of terms of this Agreement shall bind either Party unless in writing and signed by both Parties and all necessary approvals have been obtained. Such waiver, consent, modification or change, if made, shall be effective only in the specific instance and for the specific purpose given. The failure of State to enforce any provision of this Agreement shall not constitute a waiver by State of that or any other provision.

THE PARTIES, by execution of this Agreement, hereby acknowledge that their signing representatives have read this Agreement, understand it, and agree to be bound by its terms and conditions.

The funding for this Fund Exchange program was approved by the Oregon Transportation Commission on July 20, 2017, as a part of the 2018-2021 Statewide Transportation Improvement Program (STIP).

The Program and Funding Services Manager approved the Fund Exchange on February 12, 2019.

Signature Page to Follow

CITY OF BROOKINGS by and through
its elected officials

By _____

Date _____

By _____

Date _____

APPROVED AS TO FORM

By _____
Counsel

Date _____

Agency Contact:

Anthony Baron
Public Works & Development
Services Director
898 Elk Drive
Brookings, OR 97415
541-469-1159
abaron@brookings.or.us

State Contact:

Jeanette Denn
Agreement Coordinator
3500 NW Stewart Parkway
Roseburg, OR 97470
541-957-3508
Jeanette.m.denn@odot.state.or.us

STATE OF OREGON, by and through
its Department of Transportation

By _____
Region 3 Manager

Date _____

APPROVAL RECOMMENDED

By _____
State Traffic-Roadway Engineer

Date _____

**APPROVED AS TO LEGAL
SUFFICIENCY**

By _____ Bonnie Heitsch via E-mail
Assistant Attorney General

Date _____ 03/05/19 _____

CITY OF BROOKINGS

COUNCIL AGENDA REPORT

Meeting Date: March 25, 2019

Signature (submitted by)

Originating Dept: City Manager

City Manager Approval

Subject: Transient Occupancy Tax (TOT) Fund Allocation for the Wild Rogue Relay Event.

Recommended Motion:

As recommended by the Tourism Promotion Advisory Committee (TPAC) motion to allocate \$2,000 to the Wild Rogue Relay event.

Financial Impact:

\$2,000 allocated from TOT revenues set aside for tourism promotion.

Background/Discussion:

The Wild Rogue Relay event organizers have requested \$2,000 in funding assistance for its annual relay event scheduled June 14-15, 2019. This is the seventh year of the event and the fifth year that Azalea Park will be the terminus for the event. The City has sponsored the event for the last four years.

This event starts at Applegate Reservoir and covers a 215 mile route to the coast. The event organizers estimate that 85 twelve person teams and 14 six person teams will participate in the event. Combined with family members, vendors, and other volunteers, this event brings more than 2,500 visitors to Brookings. Organizers report that approximately 40 percent of those participating in the event stay overnight.

This matter was considered by TPAC at its March 14, 2019 meeting, where they recommended in a 5-0 vote to grant \$2,000 in TOT funding.

Attachment:

- a. TPAC CAR
- b. Event Sponsors Guide

CITY OF BROOKINGS
TOURISM PROMOTION ADVISORY COMMITTEE
AGENDA REPORT

Meeting Date: March 14, 2019

Originating Dept: Parks

Tony Baron

Signature (submitted by)


City Manager Approval

Subject: Wild Rogue Relay Sponsorship

Recommended Motion: Motion to recommend to City Council to sponsor the Wild Rogue Relay for \$2,000

Financial Impact: \$2,000 in TOT Funding from the 2018-19 FY budget

Background/Discussion: Staff has been in contact with the organizers of the Wild Rogue Relay event who expressed interest in using Azalea Park for a fifth year as the terminus for the event on June 15, 2019. They also requested the City continue to be a major sponsor of the run as it has the previous four years.

This will be the seventh year for the Relay, and the fifth year that the event will conclude in Brookings. This event starts at Applegate Reservoir and covers a 218 mile route to the coast. The event organizers estimate that 85 twelve person teams and 14 six person teams will participate in the event. Combined with family members, vendors, and other volunteers, this event brings more than 2,500 visitors to Brookings. Organizers report that approximately 40 percent of those participating in the event stay overnight.

WILD ROGUE RELAY

Sponsor's Guide



DUTCHBROS *Coffee*

PROVIDENCE
Health & Services

Valley Immediate Care
(WALK-IN MEDICAL CARE)

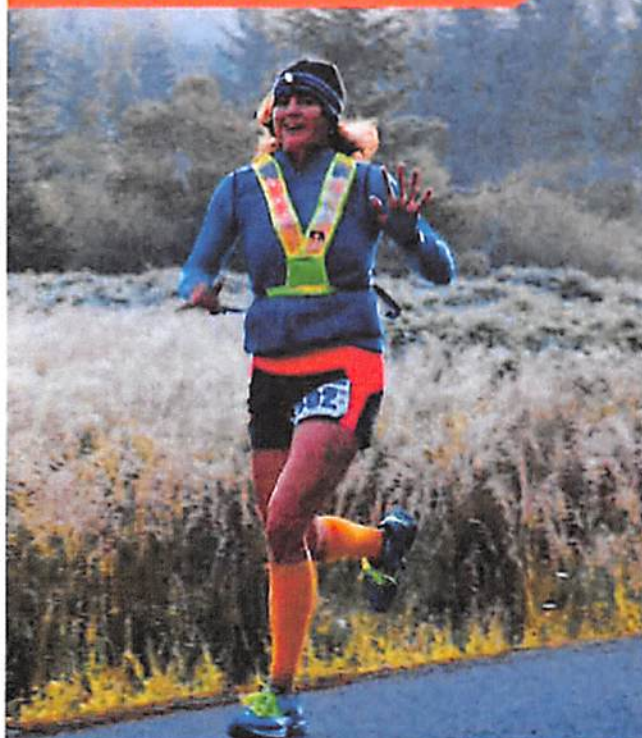
06.14.19.06.15.19

One of the most unique, scenic, wilderness relay courses in the United States - along the 200+ mile course, runners will follow the Rogue River through coastal mountain ranges and finish at the beautiful Oregon coast.

FOR MORE INFORMATION OR TO REGISTER VISIT

THEWILDROGUERELAY.COM

WHY SHOULD YOU RUN?



TO RUN A RACE FOR
MORE THAN JUST
YOURSELF.



TO EXPLORE
BACK COUNTRY
BYWAYS.



TO WAKE UP IN THE
MOST BEAUTIFUL
MAJOR EXCHANGES
YOU'VE EVER SEEN.



TO PERFECT
YOUR HANDOFF!



TO CHALLENGE
YOUR BODY
IN GOOD COMPANY.



TO ENJOY STUNNING
WINERIES ALONG
THE WAY.

ABOUT THE WILD ROGUE RELAY

The Wild Rogue Relay has been described as, "a fun, exhausting, exhilarating 36 hours that divides the warriors from the relaxed runners!" The 200+ mile course traverses through the beautiful Applegate wine country, along the scenic Rogue River, and winds through coastal mountain ranges to the rugged Oregon coast in Brookings, OR.

Runners consist of 12-person (Standard) and 6 – person (Ultra) teams. The 12-person team is split into two vans each carrying six runners. Each runner will run three legs of the relay over approximately 30 hours. The vans hopscotch each other through the night. While one van of runners is resting the other van is running along the course. For the 6-person ultra team, there is only one van of 6 runners for the entire course making them the most elite runners of the event.

We have created an epic event in Southern Oregon that will bring significant numbers of people and commerce into our communities. We believe that you share our values of promoting a healthy lifestyle in our beautiful community while encouraging tourism.

Because of the overwhelmingly positive reviews, our event has grown to more than 1,500 participants and volunteers. Many of our sponsors are more than just monetary. They also provide services and volunteer with us along the course. We invite you to join this venture and see what the Wild Rogue Relay can do to help grow your business and our community.

RACE STAFF

Jim Brendle – Race Director

Jim is the owner of Sourwood Running which designs, organizes, and administers the Smoky Mountain Relay in Western North Carolina and this local race, the Wild Rogue Relay. Jim has participated in numerous marathons and relays across the country and has extreme passion for the overnight relay. His dream of the Wild Rogue Relay and its beautiful course is why this event has grown so rapidly since its inception. He also volunteers for several other local running events. His enthusiasm for running is contagious.

Jim moved to the Rogue Valley in 1988 to work as a Pharmaceutical Representative. He's married to Julie and has 3 children (Tyler Brendle, Sydney Smedley and Megan Blankswade) and 6 grandchildren. He plans to pass on his love of running to his grandchildren.

Sydney Smedley – Assistant Race Director

Sydney keeps her Dad in line. She takes care of registration, designs all the merchandise for the race and manages all administrative tasks. If you love our VW theme, you can thank Syd. She wears multiple hats including wife and mother of three busy boys. When she isn't working on the race, she runs her own dance studio called Panache Dance Co. Syd's role with the Wild Rogue Relay is what keeps the race a success and we couldn't do it without her!

Julie Brendle – Administrator

As Jim's wife, Julie's work on the race never ends! But her main role is bookkeeper and event coordinator. Julie is heavily involved in the packet pickup meeting and finish line festivities. She spends countless hours each year making the race a success. In the off-season, Julie loves to sew, cook, laugh and hang out with her friends and family.

Tyler Brendle - Course Management and Sponsorship Liaison

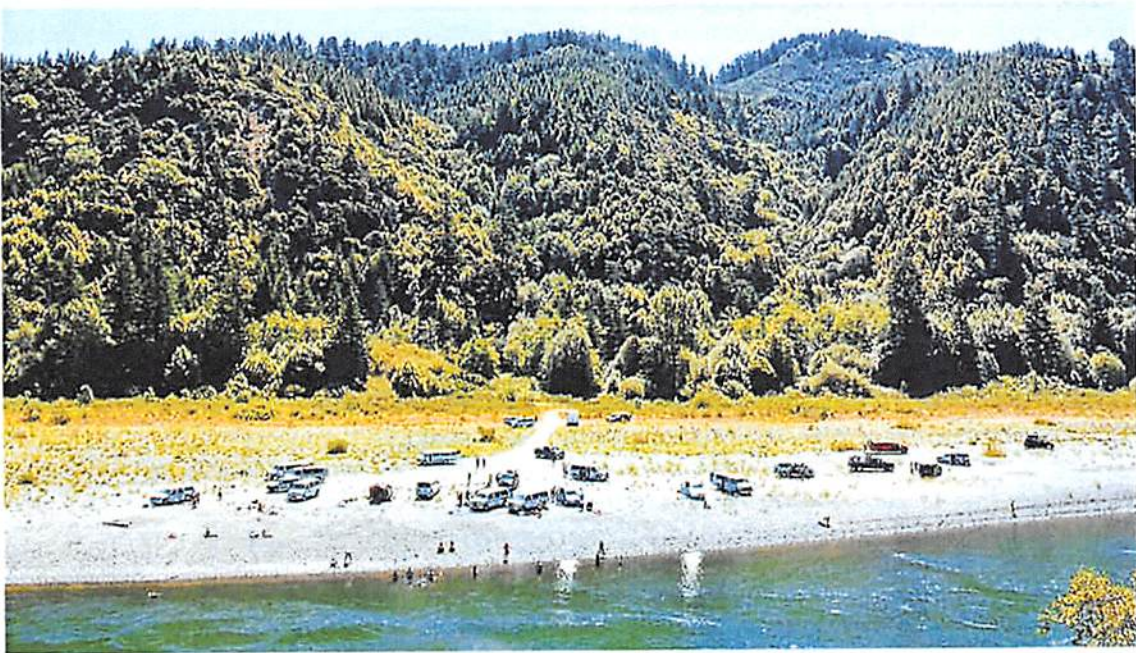
Tyler helps to organize and plan course set-up. He's always looking for ways to improve the course operations. During the race he manages the course setup and clean up. When not helping with the race, Tyler is a medical device representative for Johnson and Johnson. Tyler enjoys running, hunting, fishing and being with his wife, Sarah, and their two beautiful children.

Sarah Brendle – Accountant and Sponsorship Coordinator

Sarah, Tyler's wife, is the accountant and tax preparer for the race. She also helps Tyler manage all sponsorship relations and assists with various operational tasks. In the off-season, she is a Certified Public Accountant for a local accounting and wealth management firm. She also loves running and being a wife and mom to her husband and two children.

WHY BECOME A SPONSOR?

- Increased Sales
- Product Sampling
- Enhanced Product Credibility
- Association of your brand with a positive, health related community event
- Opportunity to make a positive difference in the growth of the community on the course.



SPONSOR LEVELS

- Title Sponsorship - \$40,000
- Brookings Sponsorship - \$20,000
- Gold Beach Sponsorship - \$10,000
- Applegate Sponsorship - \$5,000
- Rainey Falls Sponsorship - \$2,500
- Hellgate Sponsorship - \$1,000
- Foster Bar Sponsorship - \$500
- Exchange Sponsorship - \$250
- Friends of the Wild Rogue Relay (see description for more information)

STATISTICS

Expected Attendance:

1,020 – 1,500 runners, friends & family

Participant Demographics:

Females 65%

Males 35%

Average Age: 47 (14 - 79)

Attendee Demographics:

Oregon: 83%

Washington: 3%

California: 6%

Other: 23 other states!

CHARITY CONNECTION

It has always been our goal to give back to the community. In past years, the Wild Rogue Relay has donated to Special Olympics, Jackson County Community Health, Glendale School, Southern Oregon Kite Festival, South Coast Humane Society, Rotary Club of Gold Beach, Pistol River Friendship Club, Pistol River Concert Association, Maslow Project and Wild Rogue Youth Foundation.

BENEFITS OF SPONSORSHIP

SALES PROMOTION

The Wild Rogue Relay is becoming one of the most popular relays in Oregon. In 2018, the race reached full capacity and sold out! This race is an opportunity for your company to reach a concentrated mass of your target audience in one weekend. A sponsorship will surely generate in-store traffic and help promote your company and products.

PRINTED MATERIALS

Depending on the different levels of sponsorship sponsors of the Wild Rogue Relay have the opportunity to receive and provide various types of printed advertising. Advertising is placed on banners, race shirts, and in the 2019 Runner's Guide.

MEDIA RELATIONS

Several local newspapers including the Oregonian, Mail Tribune, Ashland Tidings, Grants Pass Chronicle and others support the Wild Rogue Relay.

ONLINE

Each sponsors' logo will be linked on the Wild Rogue Relay website. Sponsors' company logos will also be included on Wild Rogue Relay e-blasts. These e-blasts are sent multiple times per year with announcements and race information.

Sponsorship Availability	Title Sponsor SOLD	Brookings Sponsor 2 Available	Gold Reach Sponsor 4 Available	Applegate Sponsor 10 Available	Rainey Falls Sponsor Unlimited	Hellgate Sponsor Unlimited	Foster Bar Sponsor Unlimited	Friends of WRR Unlimited
Logo on front of shirt	Yes							
Logo on back of shirt, largest	Yes							
Logo on back of shirt, 2nd largest (max 10 sponsors)		Yes						
Logo on back of shirt, 3rd largest (max 10 sponsors)			Yes					
Logo on back of shirt (max 10 sponsors)				Yes				
Name & logo on banner at start/finish, largest	Yes							
Name and logo on banner at start/finish, 2nd largest (max 10 sponsors)		Yes						
Name and logo on banner at start/finish (max 10 sponsors)			Yes	Yes	Yes			
Additional banners along race route	Yes							
Ad in Runners Guide	2 Pgs	1 Pg	1 Pg	1/2 Pg	1/4 Pg	Bus Card	Name & Logo	
2 teams free registration	Yes							
1 team free registration		Yes						
50% credit towards team registration			Yes					
Name in all press releases, advertising, publications, race results	Yes							
Logo in all e-blasts		Yes						
Logo in all advertising and publications		Yes	Yes					
Logo in all publications				Yes				
Name in all WRR materials from sponsor date					Yes			
Link from WRR website to your website	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Placement of products/coupons in race bags	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Banner on Stage Front	Yes							
Space for vendor booth at Start and Finish	Yes	Yes	Yes	Yes	Yes			
Donation	\$40,000	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500	


CITY OF BROOKINGS

COUNCIL AGENDA REPORT

Meeting Date: March 25, 2019

Originating Dept: City Manager

Signature (submitted by)


City Manager Approval

Subject:

Transient Occupancy Tax (TOT) Fund Allocation for the 80th Annual Azalea Festival which has been designated as a "Heritage Event".

Recommended Motion:

- As recommended by the Tourism Promotion Advisory Committee (TPAC), motion to allocate \$3,950 to the 80th Annual Azalea Festival event; OR
- Motion to allocate \$3,000 to the 80th Annual Azalea Festival.

Financial Impact:

Allocated from TOT revenues set aside for tourism promotion.

Background/Discussion:

Members of the Chamber of Commerce overseeing the organization of the Azalea Festival and Parade submitted a request for \$3,950 in funding assistance for its event scheduled for Memorial Day weekend, May 24-27, 2019. The funds may be used to cover advertising, park and downtown entertainment, dumpsters, port-o-potties, promotional items, and special sub-events within the event. Organizers indicate an effort to provide activities and entertainment downtown and at the park will encourage visitors to remain within City limits after the parade concludes.

This matter was considered by TPAC at its March 14, 2019 meeting, where they recommended in a 3-1-1(abstain) vote to grant \$3,950 in TOT funding.

Previously, TPAC has limited their event contributions to \$3,000 per event. There were two exceptions that I have seen. In 2015, Council approved \$3,510 to Nature's Coastal Holiday and \$5,000 to Coastal Christmas.

Attachment:

Event Proposal

80th Annual Azalea Festival

TPAC REQUEST

March 2019

The Brookings-Harbor Chamber of Commerce is once again heading up the Annual Azalea Festival and Parade. This year marks the 80th Annual Festival, and has just received "Heritage Event" by the State of Oregon! As a newly recognized Heritage Event, we plan to hold an Ice Cream Social to both publicly announce and celebrate our designation. Further, we will also be heading the parade and park festivities, as well as planned vendor activity in the downtown area.

We cordially request a total of \$3,950.00 of City Marketing funds be authorized by TPAC to aid in our efforts of making this 80th Festival a success.

The breakdown of these funds is as follows:

FACILITY/VENUE COSTS:

\$800 Covering Trash Receptacles and Portable Toilets at strategic points in the City during the Parade and Festival activities.

\$950 Covering Sound Equipment and Bands/Vocalists for the Clam shell Stage at Azalea Park

SUPPLIES:

\$600 Covering Ice Cream, Food, Snacks, Non-Alcoholic Beverages both in promotion of the Heritage Designation and for Park Activities

\$500 To offset Printing Costs on Commemorative Discs for the newly Annual Disc Golf Tournament.

ADVERTISING:

\$1100 to Cover Newspaper, Radio, and Digital (IE. TV and Internet based, Spectrum/Charter etc) adds promoting the Azalea Festival and corresponding activities in our area.

Thank you for your attention and consideration of this request. We look forward to continuing a mutually healthy relationship with the city of Brookings.

Sincerely,
Brookings-Harbor Chamber of Commerce

Greg Williams
Chairman of the Board of Directors/Acting Executive Director
Brookings-Harbor Chamber of Commerce

Event Title: <u>Azalea Festival – 80th Annual</u>		Amount Requested <u>\$up to 3000TBD</u>	
Organization: <u>Brookings-Harbor Chamber of Commerce</u>			
Event Description: <u>Brookings longest running community event. Saturday parade, including out-of-area entries.</u>			
See attached draft schedule.			
Event Date/s: <u>May 24-27, 2019</u>			
Location: <u>Brookings/Harbor downtown and Azalea Park – pending application.</u>		Location secured? Yes <input type="checkbox"/> No <input type="checkbox"/>	
Event Goals: <u>Re-establish vendors/events to downtown to entice tourists and locals to linger/shop post-parade.</u>			
Support events and local Memorial Day weekend activities as needed.			
How will this event be sustained after the first year? <u>In 2019 increase/re-establish # of downtown vendors, highlight and celebrate Azalea Festival new Oregon Heritage Designation, increase activities in Azalea Park and bring a descendant of the town's founder to the parade and park venue.</u>			
Sponsors/Investors: <u>Looking to utilize the same partnerships as the 2018 event (CTR, CCEC, etc.)</u>			
Event Budget			
Income		Expenses	
Vender fees	\$650	Facility/Venue Costs	\$1,750
Shrimp sales	\$750	Supplies	\$1,100
		Advertising	\$1,100
	\$		
	\$		\$
TOTAL	\$1400	TOTAL	\$3,950
How do you intend to evaluate the success of your event and determine the number of out of town visitors?			
Feedback from various city departments, area businesses, organizations, hotel bed tax count, etc.			
Contact Person: <u>Greg Williams, Judy May-Lopez (judym1@brookingsharborchamber.com)</u>			
Phone: <u>541.469.3181</u>		Email: <u>orcoastchamber@gmail.com</u>	
Mailing Address: <u>POB 940, Brookings OR 97415</u>			
If more space is required please attach additional pages			


CITY OF BROOKINGS

COUNCIL AGENDA REPORT

Meeting Date: March 25, 2019

Originating Dept: City Manager

Signature (submitted by)


City Manager Approval

Subject: Charter Spectrum Media Proposal

Recommended Motion:

Motion to authorize the City Manager to execute an agreement with Spectrum Reach, renewing the digital tourism advertising campaign for an additional six-months from April to September 2019 at a cost of \$500 per month.

Financial Impact:

\$3,000 in Transient Occupancy Tax funds

Background/Discussion:

At its March 14, 2019 meeting, TPAC voted unanimously to recommend to Council to renew an agreement with Spectrum Reach for a digital advertising campaign. City Council has previously approved digital advertising campaigns starting in July, 2017 with the most recent contract expiring December 31, 2018.

Spectrum Reach has proposed another six-month, digital advertising package focusing on customers in Northern California in Shasta and Tehama counties, rather than the Rogue Valley through both static display ads with embedded flash components and with 15-second video ads.

Attachment(s):

- a. 2019 Proposal

City of Brookings - April-Sep 2019 Digital



Client: City of Brookings-
NW210512

Agency: <none>

Bill to: N/A

Brookings, OR 97415

AE:

E-mail: Brian.Marchant@charter.com

EDI Client

EDI Product

EDI Estimate:

EDI Order:

Zones: 8803

Flight Dates: 4/1/2019 -
9/29/2019

Billing Calendar: Broadcast

Traffic Order #

Spot Length: 30

Zone(s): DIMF- Digital Medford Klamath, 8803

Network	Start Date	End Date	Daypart	Description	Spots/Wk	Total Spots	Rate	Extended Cost
TDEV	04/28/19	04/28/19	Su 6a-12m	71,429 impressions per month	1	1	\$500.00	\$500.00
TDEV	05/26/19	05/26/19	Su 6a-12m	71,429 impressions per month	1	1	\$500.00	\$500.00
TDEV	06/30/19	06/30/19	Su 6a-12m	71,429 impressions per month	1	1	\$500.00	\$500.00
TDEV	07/07/19	07/07/19	Su 6a-12m	71,429 impressions per month	1	1	\$500.00	\$500.00
TDEV	08/04/19	08/04/19	Su 6a-12m	71,429 impressions per month	1	1	\$500.00	\$500.00
TDEV	09/08/19	09/08/19	Su 6a-12m	71,429 impressions per month	1	1	\$500.00	\$500.00
Totals						6		\$3,000.00

Order Summary:

Zone Description: DIMF- Digital Medford Klamath, 8803

Total Gross\$: \$3,000.00

Total Net\$: \$3,000.00

Broadcast Month Totals:

	Apr 19	May 19	Jun 19	Jul 19	Aug 19	Sep 19	Total
Total Spots	1	1	1	1	1	1	6
Total Net \$	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$3,000.00
Total Gross \$	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$3,000.00

Disclaimer:

Client Signature: _____ Date: _____

Title: _____

Either signature on this order form, or delivery to Charter Communications Operating, LLC ("Spectrum Reach") of any advertisement, advertising content or other materials of or on behalf of an advertiser or agency (each, a "Client") for distribution, shall constitute Client's agreement to the Spectrum Reach Terms and Conditions, available at spectrumreach.com/terms-conditions and incorporated into this order form as if fully set forth herein, as applicable and as may be amended from time to time.

Presented to
City of Brookings



Executive Overview

Complex data sources were used to develop the right mix of audience targeting & online delivery to help achieve your business goals.

Audience Targeting

- › 8 Targeted Zip Codes in 2 Counties
- › Total Target Population: Approx 194,780
- › Retargeting: Included

50

Product Selection




Geographic Targeting


Target the consumers that are most likely to become your customers by focusing on the geography best suited for your locations & business type.


Geography





Demographics

 Gender > All

 Age Range > 25-64

 Household Income > All

 Parent/Single > All

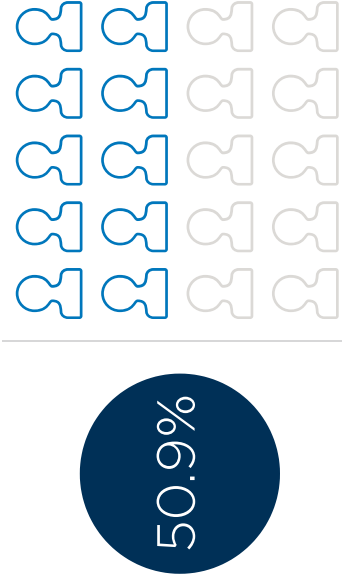
 Education > All

Demographic Targeting

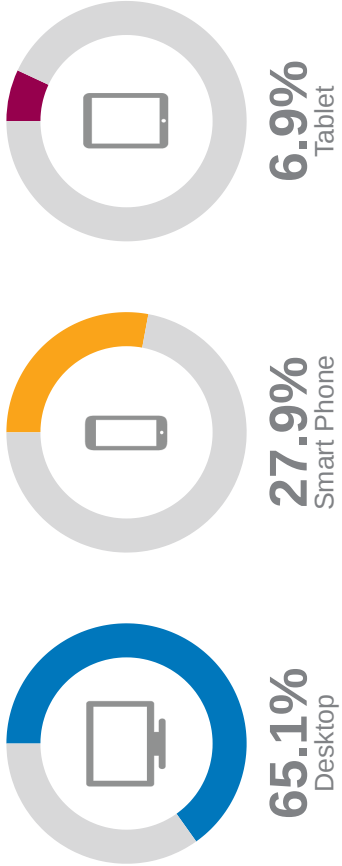
Understanding the background & behavior of your best target customers is key to constructing a cost-effective media plan.

Targeting 99,083 out of 194,780

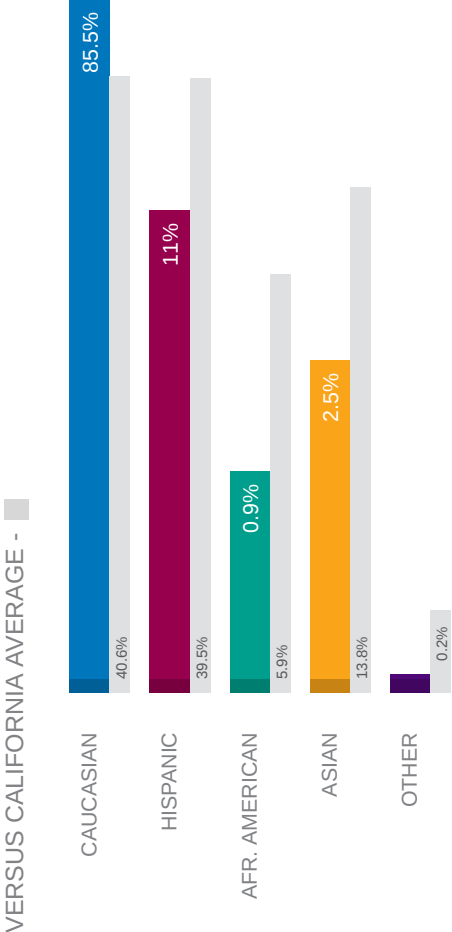
25-64



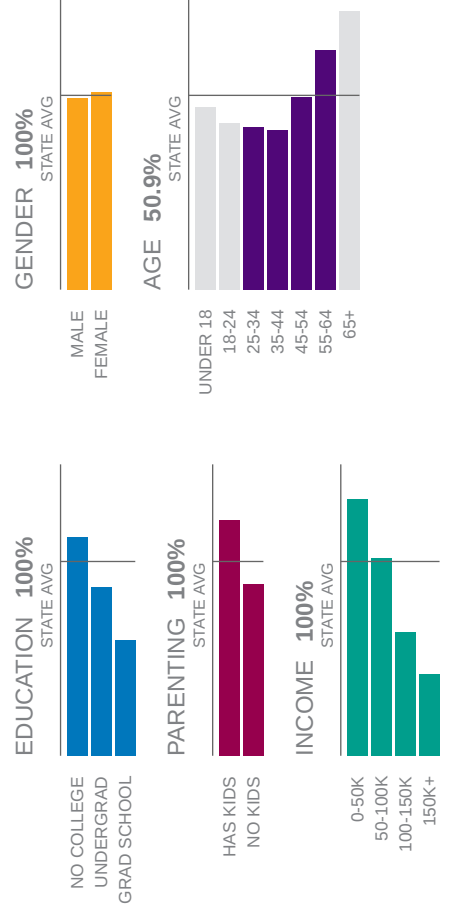
Device use in targeted area



Geographic composition



Targets against regional average



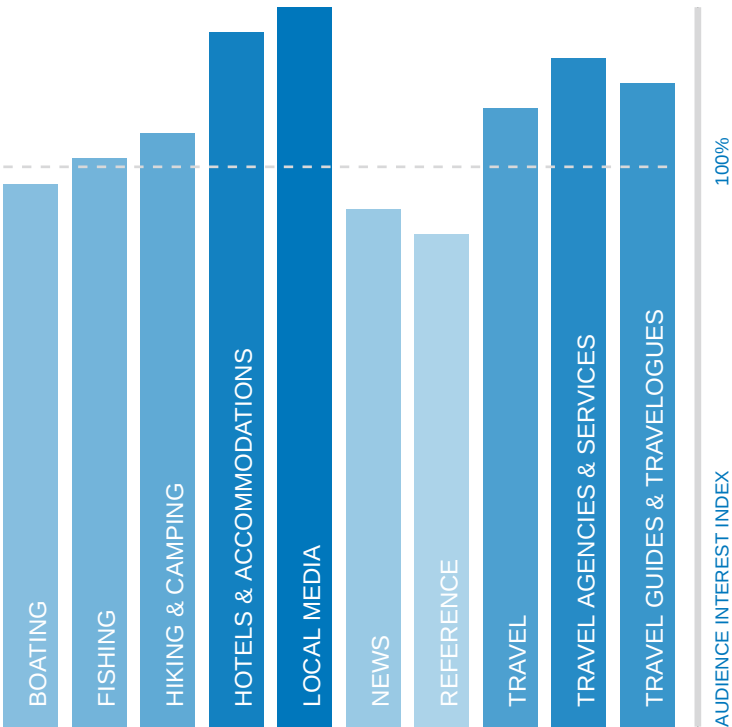
Audience Interests

After you know who your best customers are, it is important to understand their interests, habits, & media consumption.

Site List

LOCAL MEDIA	TRAVEL	BOATING
krctv.com	expedia.com	thehulltruth.com
redding.com	priceline.com	boatingmag.com
actionnewsnow.com	kayak.com	sailingworld.com
chicoer.com	taxifarefinder.com	dailyboater.com
appeal-democrat.com	taxi-services.regionaldirectory.us	sailinganarchy.com
advocate-news.com	travel.com	thepirateking.com
ktvi.com	worldtaximeter.com	reelboating.com
dailytidings.com	auto-rental.regionaldirectory.us	likesailing.com
kmed.com	taxidir.info	jetski.com
colfaxrecord.com	airfarewatchdog.com	swimmingworldmagazine.com
HOTELS & ACCOMMODATIONS	HIKING & CAMPING	NEWS
hotels.com	fieldandstream.com	msn.com
bedandbreakfast.com	outdoorbasecamp.com	cnn.com
hotelclub.com	outdoorchannel.com	usatoday.com
hoteldiscounts.com	theoutdoorfodge.com	huffingtonpost.com
hotelcoupons.com	backcountry.com	foxnews.com
TRAVEL AGENCIES & SERVICES	backpacker.com	nbcnews.com
travel-agents.regionaldirectory.us	trails.com	cbsnews.com
tours.com	outdoorgearlab.com	usnews.com
tripcook.com	freecampsites.net	washingtonpost.com
travelindustrywire.com	gearjunkie.com	dailymail.co.uk
TRAVEL GUIDES & TRAVELOGUES	FISHING	REFERENCE
bookingbuddy.com	outdoorlife.com	ask.com
everytrail.com	gameandfishmag.com	mapquest.com
smartertravel.com	lake-link.com	whitepages.com
budgettravel.com	stripersurf.com	dictionary.com
orbitz.com	lakelubbers.com	
travelandleisure.com	gofishn.com	
yahoo.com/travel	flyfisherman.com	
travelandresortsnews.com	fishwhatcom.com	

Audience Interests

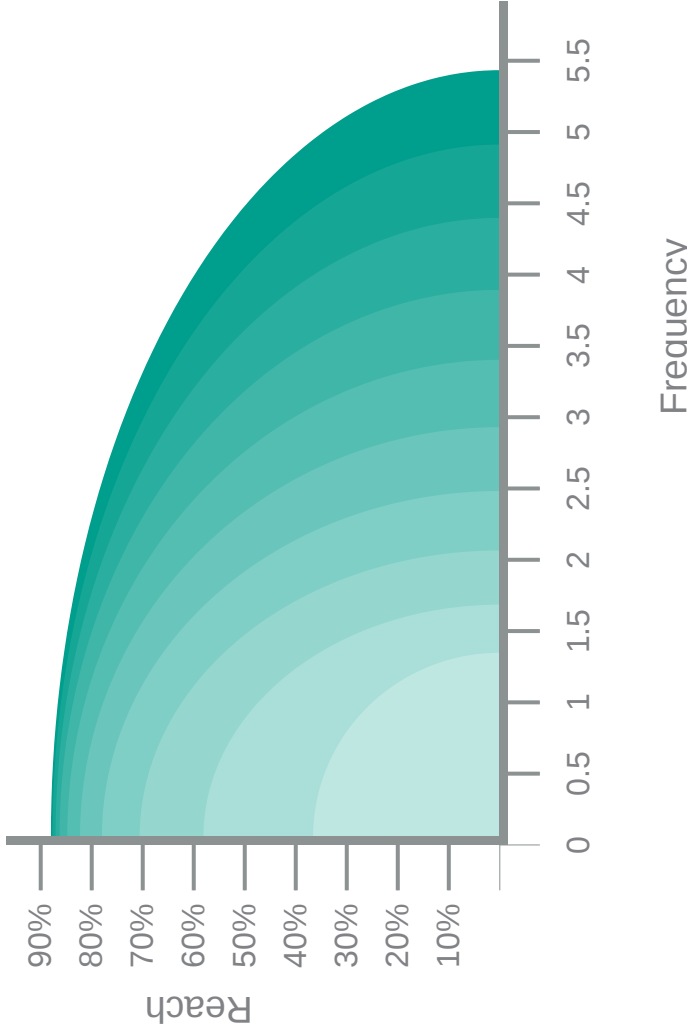


*This list represents the types of sites on which your ad will run. This list may change over time based on inventory fluctuations and performance results.

Digital Reach & Frequency

By estimating how many people will see your ads and how many times they will see them over the length of your schedule you can make strategic decisions with your marketing budget.

MO IMP REACH %FREQ			
1	71k	36.6%	1.29
2	143k	58.1%	1.63
3	214k	70.6%	2.01
4	286k	78%	2.43
5	357k	82.3%	2.87
6	429k	84.8%	3.35
7	500k	86.3%	3.84
8	571k	87.1%	4.34
9	643k	87.7%	4.86
10	714k	88%	5.38



Advertising Agreement

Spectrum Reach

Products	Budget 1	
DISPLAY Local Audience Banners on all devices 1 location	\$500 per month 71,429 imprs/month	\$5,000 total 714,290 total imprs
Grand Total	\$500 per month	\$5,000 for 10 months

Either signature on this order form, or delivery to Charter Communications Operating, LLC ("Spectrum Reach") of any advertisement, advertising content or other materials of or on behalf of an advertiser or agency (each, a "Client") for distribution, shall constitute Client's agreement to the Spectrum Reach Terms and Conditions, available at spectrumreach.com/terms-conditions and incorporated into this order form as if fully set forth herein, as applicable and as may be amended from time to time.

Start Date: _____

Print Client/Agency Name: City of Brookings

End Date: _____

Client/Agency Signature: _____

Proposal ID: 1546560782175974496

Spectrum Reach Signature: _____

Presented to City of Brookings

Geographic Targeting Per Location

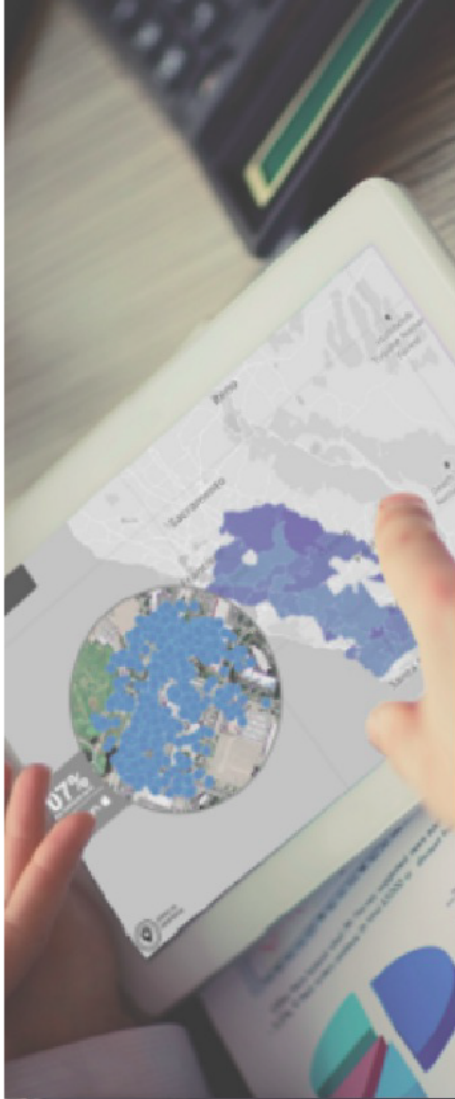
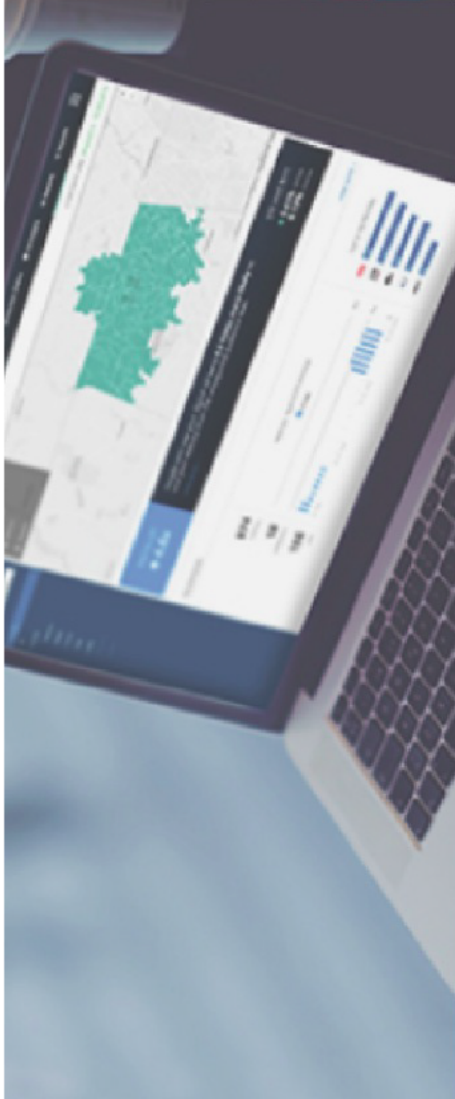
Palo Cedro CDR, California, Zone: Redding, CA [0966]



TARGET AREA 8 ZIP Codes in Shasta, Tehama Counties	POPULATION 194,780	PEOPLE / HOUSEHOLD 2.6
LOCAL SITES krctv.com, redding.com, actionnewsnow.com, chicoer.com, appeal-democrat.com, advocate-news.com, ktvi.com, dailytidings.com, kmed.com, colfaxrecord.com, kdrv.com, mailtribune.com	AVERAGE INCOME \$62,724	AVERAGE HOME VALUE \$220,175
	MEDIAN AGE 41	# OF BUSINESSES 4,526

Reporting & Analytics

Spectrum Reach invests in the latest research and tools to provide advertisers with important insights into how to effectively target customers.



▶ **ADVANCED REPORTING METRICS**

Access advanced campaign performance metrics 24/7.

▶ **BRAND LIFT MEASUREMENT**

Quantify the true impact of display campaigns beyond the click.

▶ **CITY AND SITE-LEVEL TRANSPARENCY**

Ensure advertisers reach their audience on brand-enhancing websites.

▶ **A/B TESTING**

Determine the most effective means to reach a target audience.

▶ **GEOFENCING DATA**

Utilize precise latitude/longitude data to maximize quality exposures and minimize waste.

▶ **SCREENSHOT AUTOMATION**

Provide verification of quality ad placements in action.

Campaign Strategy: Site List Demographic Data

appendix

PLACEMENT	MALE	FEMALE	UNDER 18	18-24	25-34	35-44	45-54	55-64	65+	NO KIDS	HAS KIDS	\$0-50K	\$50-100K	\$100-150K	\$150K+
LOCAL MEDIA															
krtrtv.com	28%	72%	1%	4%	12%	22%	23%	15%	20%	28%	72%	40%	28%	20%	13%
redding.com	47%	53%	1%	2%	22%	23%	20%	18%	12%	50%	50%	30%	32%	23%	15%
actionnewsnow.com	36%	64%	1%	4%	9%	29%	21%	18%	18%	39%	61%	34%	42%	14%	9%
chicoer.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
appeal-democrat.com	29%	71%	2%	9%	23%	12%	25%	8%	18%	41%	59%	48%	30%	13%	9%
advocate-news.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
ktvl.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
dailytidings.com	57%	43%	2%	7%	14%	16%	18%	17%	23%	34%	66%	51%	24%	15%	10%
kmed.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
colfaxrecord.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
HOTELS & ACCOMMODATIONS															
hotels.com	44%	56%	2%	6%	18%	20%	25%	18%	11%	44%	56%	30%	30%	23%	17%
bedandbreakfast.com	38%	62%	2%	4%	14%	18%	27%	18%	17%	38%	62%	28%	33%	23%	16%
hotelclub.com	52%	48%	3%	9%	23%	20%	24%	11%	10%	44%	56%	37%	32%	26%	5%
hoteldiscounts.com	49%	51%	3%	2%	15%	23%	19%	22%	15%	36%	64%	37%	22%	17%	25%
hotelcoupons.com	23%	77%	4%	2%	9%	37%	16%	14%	18%	45%	55%	51%	10%	12%	26%
TRAVEL AGENCIES & SERVICES															
travel-agents.regionaldirectory.us	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
tours.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
tripcook.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
travelindustrywire.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
TRAVEL GUIDES & TRAVELOGUES															
bookingbuddy.com	42%	58%	2%	5%	15%	18%	23%	21%	16%	40%	60%	33%	30%	22%	15%
everytrail.com	42%	58%	3%	12%	28%	15%	15%	19%	7%	37%	63%	26%	24%	33%	17%
smartertravel.com	38%	62%	1%	4%	10%	13%	21%	28%	24%	33%	67%	25%	30%	29%	17%
budgettravel.com	41%	59%	3%	9%	25%	21%	13%	12%	18%	47%	53%	23%	29%	33%	15%
orbitz.com	46%	54%	1%	6%	19%	19%	24%	17%	12%	43%	57%	28%	30%	24%	18%
travelandleisure.com	47%	53%	2%	6%	17%	13%	19%	22%	23%	35%	65%	27%	29%	31%	14%
yahoo.com/travel	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
travelandresortsnews.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%

Campaign Strategy: Site List Demographic Data

PLACEMENT	GENDER		AGE								HAS KIDS	\$0-50K	\$50-100K	\$100-150K	\$150K+	
	MALE	FEMALE	UNDER 18	18-24	25-34	35-44	45-54	55-64	65+							
TRAVEL																
	expedia.com	45%	55%	2%	8%	18%	19%	24%	18%	11%	44%	56%	29%	30%	23%	19%
	priceline.com	46%	54%	2%	7%	22%	20%	23%	17%	10%	42%	58%	30%	30%	23%	17%
	kayak.com	50%	50%	2%	9%	25%	20%	21%	15%	9%	41%	59%	27%	29%	25%	19%
	taxifarefinder.com	44%	56%	1%	9%	24%	27%	17%	14%	8%	49%	51%	21%	31%	30%	18%
	taxi-services.regionaldirectory.us	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
	travel.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
	worldtaximeter.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
	auto-rental.regionaldirectory.us	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
	taxidiri.info	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
airfarewatchdog.com	39%	61%	1%	5%	15%	14%	19%	19%	25%	21%	33%	67%	28%	29%	25%	18%
HIKING & CAMPING																
	fieldandstream.com	66%	34%	2%	9%	16%	15%	22%	19%	17%	38%	62%	36%	32%	17%	16%
	outdoorbasecamp.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
	outdoorchannel.com	64%	36%	3%	8%	7%	11%	23%	25%	22%	45%	55%	39%	30%	15%	16%
	theoutdoorlodge.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
	backcountry.com	54%	46%	5%	11%	17%	21%	23%	15%	8%	45%	55%	29%	26%	23%	22%
	backpacker.com	53%	47%	6%	11%	25%	19%	21%	12%	6%	48%	52%	28%	27%	22%	24%
	trails.com	58%	42%	3%	7%	18%	20%	20%	20%	12%	37%	63%	30%	31%	23%	16%
	outdoorgearlab.com	67%	33%	2%	7%	25%	16%	22%	20%	7%	50%	50%	24%	31%	17%	28%
	freecampsites.net	60%	40%	3%	11%	38%	10%	11%	18%	10%	43%	57%	33%	36%	20%	11%
gearjunkie.com	79%	21%	0%	12%	29%	20%	21%	21%	9%	8%	43%	57%	27%	29%	27%	17%
FISHING																
	outdoorlife.com	66%	34%	7%	9%	19%	12%	19%	20%	14%	43%	57%	34%	28%	21%	17%
	gameandfishmag.com	72%	28%	0%	5%	16%	16%	27%	22%	13%	43%	57%	28%	37%	26%	9%
	lake-link.com	72%	28%	2%	4%	27%	17%	14%	21%	15%	44%	56%	24%	50%	15%	11%
	stripersurf.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
	lakelubbers.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
	gofishn.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
	flyfisherman.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
fishwhatcom.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%	

Campaign Strategy: Site List Demographic Data

Placement		Male	Female	Under 18	18-24	25-34	35-44	45-54	55-64	65+	No Kids	Has Kids	\$0-50K	\$50-100K	\$100-150K	\$150K+
Boating																
	thehulltruth.com	78%	22%	2%	5%	12%	14%	28%	24%	15%	30%	70%	18%	30%	30%	23%
	boatingmag.com	72%	28%	3%	7%	12%	14%	15%	31%	18%	30%	70%	22%	31%	34%	12%
	sailingworld.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
	dailyboater.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
	sailinganarchy.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
	thepirateking.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
	reelboating.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
	likesailing.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
	jetski.com	49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
	swimmingworldmagazine.com	74%	26%	2%	7%	25%	3%	22%	33%	7%	33%	67%	13%	19%	20%	48%
News																
	msn.com	50%	50%	8%	10%	15%	17%	19%	17%	14%	44%	56%	39%	28%	19%	14%
	cnn.com	56%	44%	4%	9%	16%	18%	21%	18%	14%	40%	60%	32%	28%	23%	17%
	usatoday.com	57%	43%	2%	7%	15%	16%	21%	20%	18%	38%	62%	30%	30%	24%	15%
	huffingtonpost.com	51%	49%	3%	7%	15%	16%	21%	21%	18%	38%	62%	33%	30%	23%	15%
	foxnews.com	56%	44%	2%	5%	11%	15%	22%	23%	22%	36%	64%	32%	30%	23%	15%
	nbcnews.com	51%	49%	2%	6%	13%	15%	21%	22%	22%	37%	63%	31%	30%	24%	15%
	cbsnews.com	53%	47%	2%	7%	15%	16%	21%	21%	18%	39%	61%	33%	29%	24%	14%
	usnews.com	47%	53%	4%	11%	19%	17%	20%	17%	12%	44%	56%	29%	29%	25%	18%
	washingtonpost.com	58%	42%	2%	7%	16%	16%	20%	20%	18%	38%	62%	29%	29%	26%	16%
	dailymail.co.uk	52%	48%	4%	9%	16%	15%	21%	19%	15%	40%	60%	32%	29%	23%	15%
Reference																
	ask.com	46%	54%	9%	7%	11%	15%	19%	20%	20%	46%	54%	43%	28%	17%	13%
	mapquest.com	45%	55%	2%	5%	12%	16%	24%	23%	19%	39%	61%	34%	31%	21%	14%
	whitepages.com	44%	56%	2%	5%	13%	17%	22%	22%	19%	40%	60%	35%	29%	21%	15%
	dictionary.com	48%	52%	9%	14%	19%	18%	19%	12%	8%	51%	49%	31%	28%	24%	17%

Campaign Strategy: Site List Demographic Data

PLACEMENT		AGE										HAS KIDS	INCOME			
MALE	FEMALE	UNDER 18	18-24	25-34	35-44	45-54	55-64	65+	NO KIDS	\$0-50K	\$50-100K		\$100-150K	\$150K+		
WEATHER																
						</										

Campaign Strategy: Site List Demographic Data

appendix

PLACEMENT		MALE	FEMALE	UNDER 18	18-24	25-34	35-44	45-54	55-64	65+	NO KIDS	HAS KIDS	\$0-50K	\$50-100K	\$100-150K	\$150K+
PALO CEDRO CDP, CALIFORNIA, ZONE: REDDING, CA [0966]																
krctv.com		28%	72%	1%	4%	12%	22%	23%	15%	20%	28%	72%	40%	28%	20%	13%
redding.com		47%	53%	1%	2%	22%	23%	20%	18%	12%	50%	50%	30%	32%	23%	15%
actionnewsnow.com		36%	64%	1%	4%	9%	29%	21%	18%	18%	39%	61%	34%	42%	14%	9%
chicoer.com		49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
appeal-democrat.com		29%	71%	2%	9%	23%	12%	25%	8%	18%	41%	59%	48%	30%	13%	9%
advocate-news.com		49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
ktvl.com		49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
dailytidings.com		57%	43%	2%	7%	14%	16%	18%	17%	23%	34%	66%	51%	24%	15%	10%
kmed.com		49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
colfaxrecord.com		49%	51%	19%	11%	15%	16%	15%	13%	11%	50%	50%	40%	27%	18%	15%
kdrv.com		53%	47%	1%	2%	11%	10%	24%	42%	7%	33%	67%	31%	34%	21%	14%
mailtribune.com		48%	52%	2%	6%	10%	15%	14%	32%	15%	50%	50%	46%	28%	15%	10%

2019 - Azalea Festival Activities (in progress)

Thursday, May 24 - Book Sale, hosted by the Friends of Chetco Library, Chetco Community Public Library

Friday, May 25 - Plant Sale and Flower Show, hosted by the Brookings-Harbor Garden Club, Chetco Grange

Farmers Market, 3-7 p.m. — 15786 U.S. 101, Harbor Sat 10-3

Curry County Cruisers Car Show, Port of Brookings Harbor

Roll Call, Vietnam Veterans Memorial Services

Azalea Festival Chamber Mixer, introductions of the pioneer citizens, grand marshal of the parade, and the Azalea court. Chetco Community Public Library

Saturday, May 26 - Free Kids Fishing Pond, Bankus Fountain at Chetco Avenue and Fifth Street

Vendors, Frontage Road, Brookings

80th Annual Azalea Festival Parade, Grand Marshall-David Brookings

36th Annual Quilt Show, Azalea Quilters Guild, K-School gymnasium

Firefighter Demonstration and Waterball Contest

Disc Golf Lessons, a free beginner's clinic at Azalea Park at the first tee near the bandshell

Scavenger Hunt, Sponsored by the Brookings Harbor Chamber of Commerce

Art Show, hosted by Pelican Bay Arts Association, Azalea Middle School Gymnasium

Live Music, performance at the Azalea Park bandshell

Show & Shine Car Show, Port of Brookings Harbor

Plant & Flower Show (VIP event), hosted by the Brookings-Harbor Garden Club, Chetco Grange

Elks Barbecue, hosted by Elks Lodge

Shrimp Luncheon & BBQ (VIP event), presented by the Brookings-Harbor Chamber of Commerce at Azalea Park

Azalea Park Program, (VIP event), sponsored by Chetco Valley Historical Society: parade awards, intro of pioneer citizens, grand marshal and court

Disc Golf Tournament, at Azalea Park, hosted by Disc Golf Club and Brookings-Harbor Chamber of Commerce

Annual Brookings-Harbor School Reunion, next to KidTown in Azalea Park

Pioneer Citizens Reception, (VIP event), 4-5 p.m. — Chetco Valley Museum Ann

Sunday, May 27 - Pancake Breakfast, presented by Masons and Shriners

Airport Day, Brookings Airport

Memorial Day Service, hosted by VFW Post 966, Port of Brookings Harbor

City of Brookings Digital Summary

Campaign Type: Display

Campaign Run Dates: 8/1/18 – 1/31/19

Display [+](#)

437,238

IMPRESSIONS

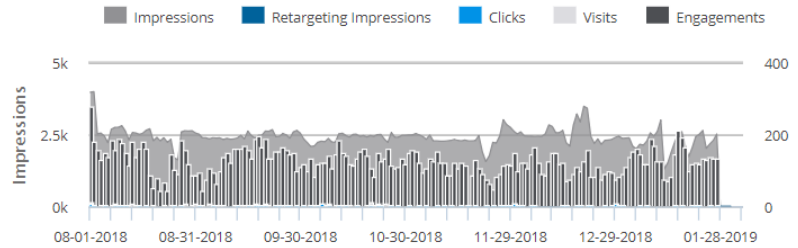
22,293

ENGAGEMENTS

429

SITE VISITS

DIGITAL IMPRESSIONS AND ENGAGEMENTS



Cities:

GEOGRAPHIC PERFORMANCE

Place	Region	Total Imprs	Display Imprs	RTG Display Imprs	Geofence Imprs	Geo Recency Imprs	Clicks	Click Rate	View Throughs	View Through Rate
Redding	California	298,326	282,224	16,102	0	0	176	0.06%	89	0.03%
Cottonwood	California	31,726	30,293	1,433	0	0	17	0.05%	0	0.00%
Red Bluff	California	30,244	29,797	447	0	0	28	0.09%	0	0.00%
Anderson	California	28,824	27,834	990	0	0	24	0.08%	0	0.00%
Tehama	California	18,255	17,802	453	0	0	18	0.10%	61	0.33%
Palo Cedro	California	17,198	16,848	350	0	0	7	0.04%	1	0.01%
Lake Shasta	California	12,570	11,860	710	0	0	8	0.06%	0	0.00%
Shasta Lake	California	95	95	0	0	0	0	0.00%	0	0.00%

Campaign Performance

Impressions Served	Total Clicks	CTR %	Benchmark CTR %
437,238	278	.06%	.05%

Retargeting Impressions Served	Retargeting Clicks	Retargeting CTR %	Benchmark Retargeting CTR %
20,485	8	.04%	.05%

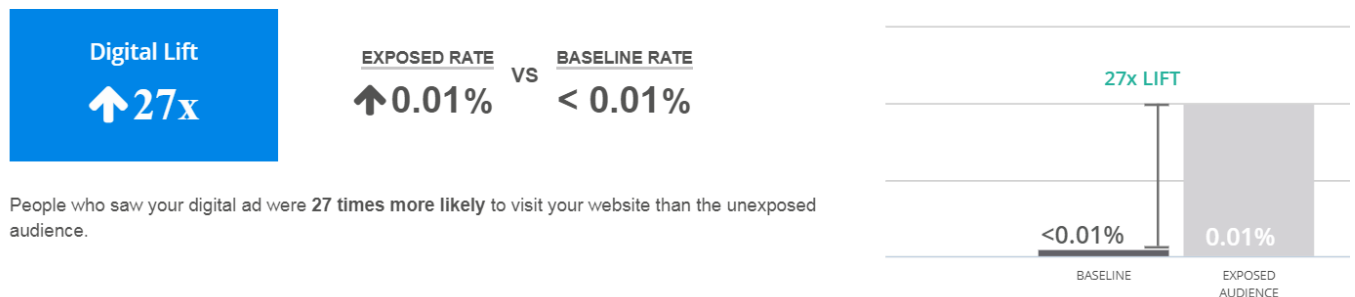
Total Ad Interactions	Ad Interaction Rate	Benchmark CTR %
21,864	5.00%	1.20%

Total View Throughs	View Through Rate	Benchmark View Through Rate %
151	.03%	.05%

Engagements	Engagement Rate	Engagement Rate Benchmark Rate %	Hovers	Video Plays
22,293	5.10%	1.1%	18,491	3,373

Digital Lift:

DIGITAL LIFT ANALYSIS - Report includes 12 months of data through 01/31/19



People who saw your digital ad were 27 times more likely to visit your website than the unexposed audience.

Summary

The City of Brookings' digital display campaign exceeded the industry benchmarks for the CTR and ad interaction rates while meeting the retargeting rate.

The City of Brookings website saw a 27x Digital Lift during this time period. This means that people who saw the City of Brookings digital ads were 27 times more likely to visit their website compared to people who were not exposed to their digital campaign during this time period.

In the *Find Your Beach* display creative, it is recommended to keep the call-to-action static throughout animation. Move video to beginning of animation to engage audience. It is recommended to strengthen the call to action to be more specific in what the advertiser would like prospect to do such as, "Book your trip today!", "Plan your Getaway in Brookings!" Have the landing page be the page that is most relevant to prospects such as the [Visiting page](#).

It is also recommended to do A/B testing with different creatives to feature the value that visiting Brookings can bring to prospects. Some examples include:

- Golf
- Trails
- Events
- Attractions
- Restaurants

Each creative should go to the specific landing page related to the website

My name is Jim Benson. My wife and I have lived on Memory Lane for 21 years. I have put together the following information generally based on the data published in the Pilot concerning the traffic patterns at the intersection of Railroad St and Wharf St of 27,000 vehicles using that intersection over a 10 day period which then averages 2700 vehicles per day plus my observations and experience at the intersection.

Assuming that most of these vehicles were using Railroad Street, -say 2000 and Wharf Street -700. Approximately $\frac{2}{3}$, $\frac{1}{3}$. Some numbers are involved so I will give the recording secretary and press a copy of this statement.

With the current situation one could estimate that traffic from Wharf St with an estimated 700 cars entering Railroad Street daily with waiting times of 3sec, 10sec, 30sec and 60sec would equal .58hr, 1.94, 5.8 and 11.7 hours of waiting time.

With an additional stop sign on Railroad Street, the 2000 vehicles per day stopping for 3sec, 5sec, 10 sec and 30 sec would equal 1.67 hours, 2.78, 5.55 and 16.7 hours respectively of drivers time each day. 32 hours if they had to wait 60 Seconds

This is just the additional **time** that would be imposed on users of Railroad St. In addition is the **gas** and resultant **increased air pollution** caused by stopping and re-accelerating to again stop at Center Street and repeating the re -accelerating. Additional CO2 emissions plus the more dangerous methane and nitrous oxide gases would enter our air and increase global warming. **Additional costs** are the increased use of brakes thus more vehicle maintenance costs.

Plus what is to happen to the Memory Lane traffic trying to enter Railroad St when there might be 4-5 or more cars backed up at a stop sign at Wharf street. Memory Lane traffic might not be able to enter Railroad Street for lack of space.

If there is a problem for drivers on Wharf Street entering Railroad Street without a stop sign, there is King Street which goes off Wharf Street to Center St then Railroad Street which currently has stop sign. However I can understand why Cove residents do not use that safer way to enter Railroad because King St is in terrible condition and a disgrace to the City of Brookings. Use any study money to fix King St.

I hope the Council will determine that the time we value and our environment will be best served by leaving the Railroad and Wharf streets intersection as it is and fixing King St so the residents of The Cove who desire a stop sign entrance onto Railroad have one.. Thank you for your attention.

Public Comment: Teresa Lawson, Brookings, OR

March 25, 2019 Agenda Item: G1 Wharf and Railroad Traffic Concerns

I attended the city council workshop on March 4th when the four way stop sign request was discussed. I have serious concerns with the city spending \$15 to \$20K for a traffic study. I am a concerned citizen who does not have a personal interest in this issue, except to protect the Citizens of Brookings Financial Interest and safety. I am the only citizen not from The Cove that will probably speak to you today. The old saying the squeaky wheel gets the grease...well I am concerned about taxpayer dollars being used as grease.

- 1) During the workshop multiple staff and councilors expressed concern about adding a stop sign less than a half a block from an existing stop sign, which would likely cause traffic to back up into the adjacent intersection during heavier traffic flow, causing a serious safety issue. The impression I got from Tony Barron's comments was that a study would likely not recommend placing a stop sign only a half a block from an existing stop sign. This is important to note, why would the city spend this much money when the outcome is likely not to recommend a 4 way stop? I am not a traffic engineer, but I understood the reasons why such a placement of a 4 way stop could make multiple intersections less safe.**
- 2) The representative from The Cove HOA, Paul Whitworth, wrote in an email to Mayor Pieper the day after the workshop "There is no valid reason provided by Mr. Baron, or anyone else, why the 4 way stop signs, should not be installed," That is an extremely opinion laden comment. There were very valid reasons that Mr. Baron explained quite well. The email also stated that it would be foolish to spend \$20K on a traffic study, which I agree with, however Mr. Whitworth thinks the stop signs should be put up with out a study, the absolute un-safest option there is.**
- 3) This request by The Cove is self serving , they want easy traffic options for a small number of residents. After attending the workshop and listening to valid arguments, The Cove residents seem to have no regard for the valid arguments as to the bigger picture of all traffic on RR.**
- 4) There are less than 20 homes in The Cove. Wharf Street is one of 5 streets that connect to RR and do not have 4 way stops, and it is also one with the**

fewest residents living on it. The other streets are Memory Lane, Tanbark, Matot, and Oxford Street. A few more facts about the less than 20 homes (I counted 17 on Google maps) which make up The Cove, homes sold recently were 9/15/2017 \$499,000; 3/8/2018 \$477,500; 10/4/2018 480,000; 3/18/2019 \$499,00. The HOA dues are also approximately \$500 a month. These are higher end homes, and if they really believe that a traffic study will show a need for a 4 way stop they have the resources to pay for it. Taxpayer dollars should not be spent on this.

- 5) At the workshop it was brought up that Bi-Mart did a traffic study 8 years ago and found a 4 way stop at Wharf or Memory Lane to not be warranted. If the traffic patterns and volume have changed drastically Bi-Mart would be pursuing this issue. There has been no mention of Bi-Mart supporting the few residents who are requesting this. If the residents of The Cove feel so strongly about this I suggest that they see if Bi-Mart will partner with them to pay for a traffic study.
- 6) There has been mention of more traffic on RR since it was improved, I would also add that traffic is safer on RR due to left turn lanes and wider lanes. There has been no increase in speeding or accidents per the Brookings Police Department. The improvements to RR were expressly for the purpose of supporting more traffic safely.
- 7) I often turn right and go a few blocks out of my direct path to safely maneuver traffic, even in our wonderful small town. I did just that at Wharf and RR and timed how long it took. It was approx. 75 ~~seconds~~ slightly over a minute, to turn right on RR then use the new left hand turn lane at Willow and head back towards Wharf via Hemlock or Spruce Streets.
- 8) This is a safety issue. If a four way stop was put in without a \$20K study, and that caused someone to be injured the City would have a huge liability.

The city of Brookings can not afford \$20K for traffic studies everytime a few residents think they should have stop signs on their corner. The next item on the agenda tonight concerns Federal Street Funding, which is \$80,000 a year, 1/4th of that is \$20,000 for clarity and scope. I am speaking for the other 6,296 residents of Brookings.

Janell Howard

From: Greg Williams
Sent: Friday, March 22, 2019 3:08 PM
To: Janell Howard
Subject: My Apologies

I realized too late that I had not entered your email into our "BOD" direct communications portion of our website. (still learning daily)

As a result, your invite to our board meeting this past Wednesday, did not go out.

I have rectified that now.

I wanted to give you a heads up on something that was discussed, as it *could* have the potential to have a direct affect on your position as City Manager.

I/we are in no way asking you to influence a decision on our behalf, but were I in your job, I would want a heads up...

There is no denying that the TPAC/City Council/Chamber of Commerce interaction is strained at best. As a result of the lack of support, the Chamber BOD, sees no direct benefit to members (or obviously ourselves), resulting from the thousands of man hours needed to put together an effective Azalea Festival. We feel that-should TPAC and the City Council refuse to back our combined efforts, we will be withdrawing from our role in the Azalea festivities, effectively putting the load on the City. I can't imagine you have employees waiting around with nothing to do just chomping at the bit to take this over, let alone the staffing package expense that would be required to cover all of it.

Again, this is not any kind of "power play", rather an evaluation of what it is we owe our members who are paying us for a service, which is greatly interrupted for several months while we add the load of the festival. I hope that the City Council sees the importance of bringing in nearly \$1 million of positive economic influx over a 4-5 day period, (not to mention the Tradition of it all) but if they do not, the decision has already been made by our board. For me personally that is a mixed emotion. I just didn't want you to be "blindsided" following Monday's Council meeting.

I hope I have communicated this in the best possible light, (I am but a man)
thank you for your time,
Greg

PS

I would rather have discussed this with you in person, but I was concerned that time would run out, so I chose email to expedite your receipt of this information. Especially since it was my mistake in not having previously added your email to the new database.

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Greg Williams
Chairman of the Board of Directors/Acting Executive Director
Brookings-Harbor Chamber of Commerce