



**CITY OF WASHOUGAL
CITY COUNCIL WORKSHOP AGENDA
Tuesday, May 28, 2024
5:00 PM**

MEETING INFORMATION

Please click the link below to join the webinar:
<https://us02web.zoom.us/j/86355266226>

I. CALL TO ORDER

II. ROLL CALL

III. PUBLIC COMMENTS

IV. NEW BUSINESS

- A. Public Works: Stormwater Master Plan**
- B. Finance: Supplemental Budget #2**
- C. Community Engagement: 2023 Annual Report**

V. REPORTS AND COMMUNICATIONS

- A. CITY MANAGER**
- B. MAYOR**
- C. CITY COUNCIL**

VI. ADJOURNMENT

UPCOMING MEETINGS: Monday, June 10, 2024 - Workshop at 5:00 pm and Council at 7:00 pm

BUSINESS OF THE CITY COUNCIL
City of Washougal, Washington

FOR AGENDA OF:

4/22/2024

SUBJECT:

MEETING INFORMATION

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/86355266226>

DEPT. OF ORIGIN:

Administration

REVIEWED AT:

TO BE RETURNED TO COUNCIL:

EXPENDITURE REQUIRED:

BUDGETED:

APPROPRIATION REQUIRED:

SUMMARY STATEMENT

RECOMMENDED ACTION

Workshop Coversheet
BUSINESS OF THE CITY COUNCIL
City of Washougal, Washington

FOR AGENDA OF:

5/28/2024

SUBJECT:

Recently completed 10-year Stormwater Master Plan (SMP) for the city's management and operations of the city's stormwater system. Presentation presented by OTAK *Trista Kobluskie*.

DEPT. OF ORIGIN:

Public Works

REVIEWED AT:

TO BE RETURNED TO COUNCIL:

Yes

ATTACHMENTS:

📎 **Stormwater Master Plan Council Presentation**

EXPENDITURE REQUIRED:

N/A

BUDGETED:

N/A

APPROPRIATION REQUIRED:

N/A

SUMMARY STATEMENT

The recently completed Stormwater Master Plan (SMP) was developed to support the management and operation of the City's stormwater system over the course of the next 10 years. By documenting current deficiencies, identifying and prioritizing proposed capital improvement projects, and anticipating inventory growth and regulatory changes, the SMP provides the necessary framework for successful management of the Stormwater Utility Program.

RECOMMENDED ACTION

Schedule Adoption of Stormwater Master Plan on June 10th Council.

Stormwater Master Plan

Presentation to City Council

May 28, 2024 | Presented by Trista Kobluskie



City of Washougal

Our mission is to provide leadership and effective, fiscally responsible services that achieve our community's vision.

Stormwater Master Plan

Agenda

- Purpose & Context
- Existing Conditions
- Recommendations
- Public Involvement
- Implementation



Purpose and Context



City of Washougal

Purpose

The purpose of the Stormwater Master Plan (SMP) is to support the management and operation of the City's storm system over the next 10-years



Regulatory Context

- Protecting Surface Water –
 - Federal Clean Water Act
 - Washington State Water Pollution Control Law (RCW 90.48)
 - Western Washington Phase II Municipal Stormwater Permit (MS4)
- Protecting Groundwater
 - Federal Safe Drinking Water Act
 - Washington State Underground Injection Control (UIC) Program



City Regulations

- WMC Chapter 14.28, Stormwater Utility
- WMC Chapter 14.32, Stormwater Utility Rates
- WMC Chapter 14.36, Illegal Discharges to Stormwater System and Watercourses



Existing Conditions



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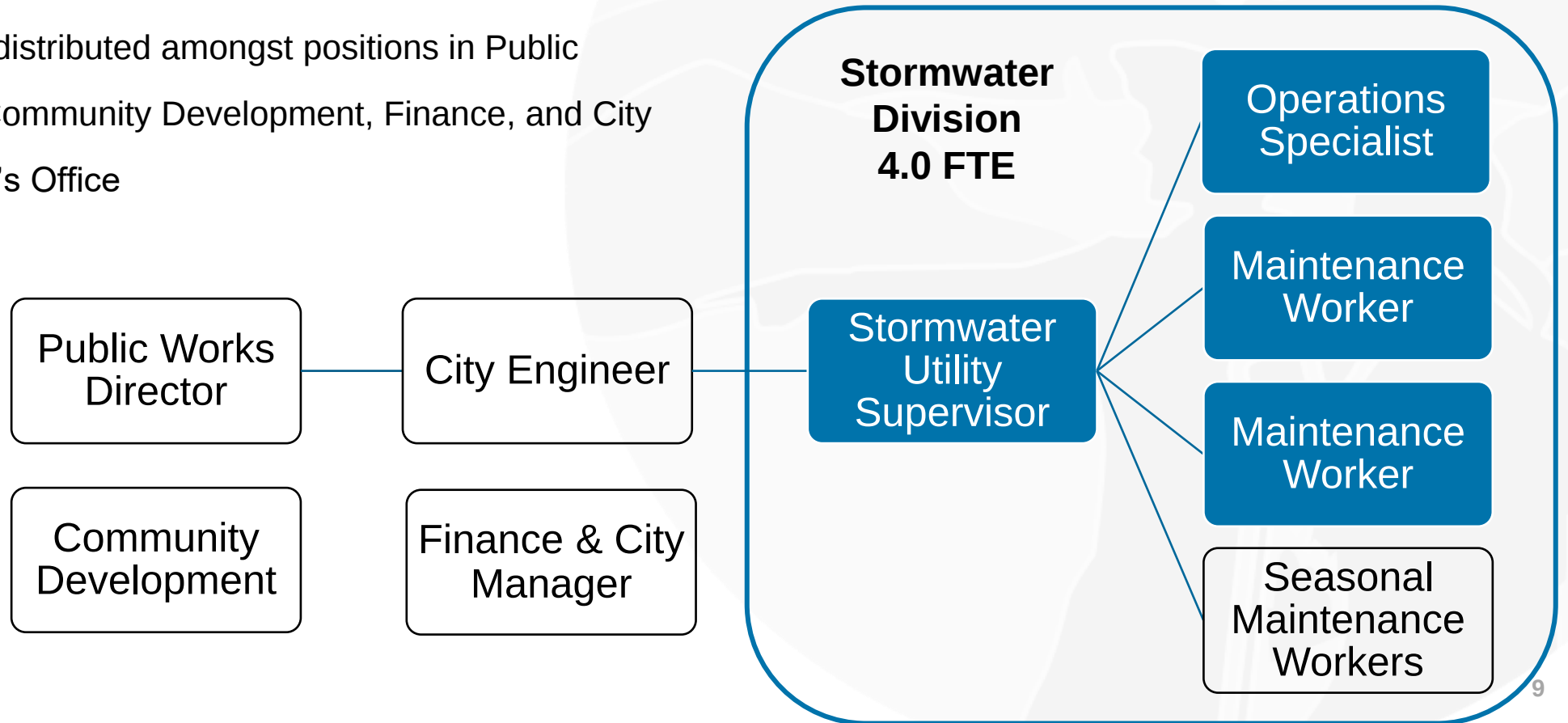
Stormwater System

- 1,700 catch basins
- 175 underground injection controls (UICs)
- 160 runoff treatment facilities
- 20 detention ponds
- 36 miles of stormwater pipe
- 10 miles of ditches



Stormwater Utility Fund - Positions

- Total full-time equivalent (FTE) = 6.5
 - 4.0 FTE dedicated full-time to Stormwater Division
 - 2.5 FTE distributed amongst positions in Public Works, Community Development, Finance, and City Manager's Office



SMP Planning Process & Screening

- Backlog of existing known issues
- Sort issues by type and categorize based on frequency, extent, and severity
- Sort into programs:
 - CIP Candidates
 - Small Projects (Annual Catch Basin and Drainage Improvement Program)
 - Frequent Maintenance
 - Drywell Retrofits



Maintenance Issues



Lack of access



Safety



Drainage Issues



39th & Evergreen



Non-standard structures, low inlet capacity



Recommendations



City of Washougal

Prioritizing Capital Improvement Projects

- Ten potential CIPs were identified during the planning process to address drainage and water quality issues
- Rating criteria were developed

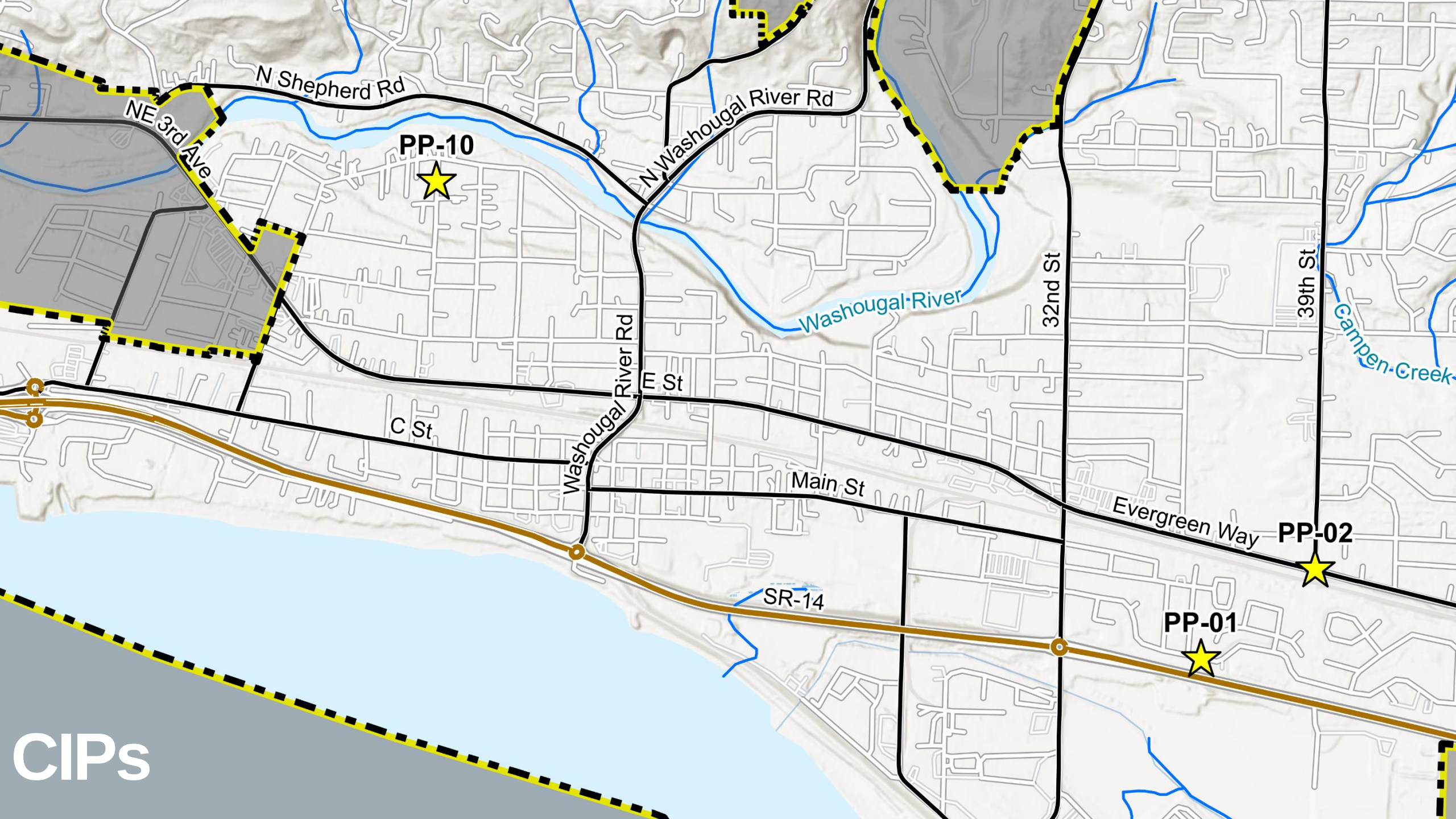
Category	Maximum Points
Conveyance and Flooding	30
Water Quality	15
Maintenance Considerations	30
Providing Multiple Benefits	15
Fiscal	30
Total	120



Capital Improvement Projects

Rank	ID	Project Name	Description	Cost
1	PP-10	9th Street Drainage Improvements	Replace aging non-functional drywells on 9 th St. between J and K Streets with shallow infiltration facilities, add water quality treatment, and add rolled curb to 9th Street.	\$630,000
2	PP-02	39th Street and Evergreen Way Drainage Improvements	Improve drainage at intersection paired with multiple phased stormwater infiltration facilities to gradually reduce high gutter flows on cross streets and further up on 39 th Street.	\$730,000*
3	PP-01	Addy Street Drainage Improvements	Replace two catch basins with standard catch basins, performing a CCTV inspection, add two manholes for maintenance access, and line the 12-inch pipe.	\$240,000
Total				\$1,600,000





SMAP CIPs

Rank	ID	Project Name	Description	Cost
1	SMA-1	Washougal High School Vicinity Stormwater Retrofits (City Portion)	Renovate existing bioretention swale on Washougal High School property and retrofit the parking lot with bioretention planters as well as portions of I and J and 36 th Streets. Add a new drywell on I Street.	\$978,000
2	SMA-2	Q Street Infiltration Pond Retrofit	Redirect stormwater in a 20-acre basin to drain to an existing, underutilized infiltration pond and add pre-treatment.	\$776,000
3	SMA-3	X Street Water Quality Retrofit	Install a water quality vault upstream of the existing detention pipe.	\$400,000
4	SMA-5	J Street and 42 nd Street Water Quality Retrofit	Install bioretention planters for runoff treatment throughout the Vintage Crest Estates Subdivision.	\$2,360,000
Total				\$4,514,000



Long-term Management



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Orphan Facilities Management

- 15 subdivisions where HOAs (or property owners) are responsible for maintaining City-owned public stormwater facilities, 43 total
- Some facilities are not being adequately maintained
- Recommendation: City takes over maintenance responsibility of orphan facilities
- If all 43 orphan facilities were converted from private to publicly maintained facilities, it would require:
 - One-time increase to staff workload = 0.7 FTE over 2 years
 - Long-term increase to staff workload for routine maintenance = 0.3 FTE/year
 - Third-party maintenance costs for filter cartridge facilities = \$15,000/2-yrs + 4% inflation/year



Inspection & Maintenance Workload

Stormwater facility maintenance is required by regulation and needed to maintain function

Near-term

- More staff hours are needed to maintain and operate the system (1-5 years) based on changes to level of service to meet 2024-2029 Permit requirements, preserve function of existing facilities that pose a risk to public safety or groundwater, and address backlog in mapping facility inventory.

Long-term

- Inventory will rise over the next 10 years, requiring more staff time to inspect and maintain

Recommendation

- Hire 1 Stormwater FTE immediately (2024)
- Plan to hire an additional 2 Stormwater FTEs between 2026 and 2033



Public Involvement



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Public Involvement



- Public input to identifying problem areas via ongoing drainage complaint records
- Capital improvement project prioritization web page and survey – August 2023
 - 79 responses received
- State Environmental Policy Act (SEPA) Review – April 2024



Implementation



City of Washougal

Proposed Schedule

Name of CIP or Recommendation	ID	Prior Yrs	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	Future Yrs
Stormwater Administration, Operations, and Permit Compliance													
Maintain Compliance with Current Permit	n/a	●	●										
Increase Activity to Comply with 2024-2029 Permit	n/a		●	●	●	●	●	●					
Maintain Stormwater Operations LOS	n/a	●	●										
Increase Stormwater Operations LOS as Described	n/a		●	●	●	●	●	●	●	●	●	●	
Evaluate Inventory Growth and Stormwater Utility Rates	n/a						●						
Add 3 Stormwater FTE	n/a		●				●				●		
SMP CIPs													
39th Street and Evergreen Way Drainage Improvements	PP-02 (Phases 1 - 4)		●	●				●		●			
Addy Street Drainage Improvements	PP-01 (Phases 1 & 2)		●		●								
9th Street Drainage Improvements	PP-10				●	●							
SMAP CIPs													
Washougal High School Vicinity Stormwater Retrofits	SMA-1	●	●	●									
Q Street Infiltration Pond Retrofit	SMA-2			●	●								
X Street Water Quality Retrofit	SMA-3					●							
J Street and 42nd Street (Vintage Crest Estates) Retrofit	SMA-5 (Phases 1 & 2)						●	●	●	●	●	●	
Columbia View Flow Control and Water Quality Retrofit	SMA-4												●
M Street and 39th Street Channel Erosion Study	SMA-6												●
Programmatic CIPs													
Annual Catch Basins and Drainage Improvements Program	ST-2024-02	●	●	●	●	●	●	●	●	●	●	●	●

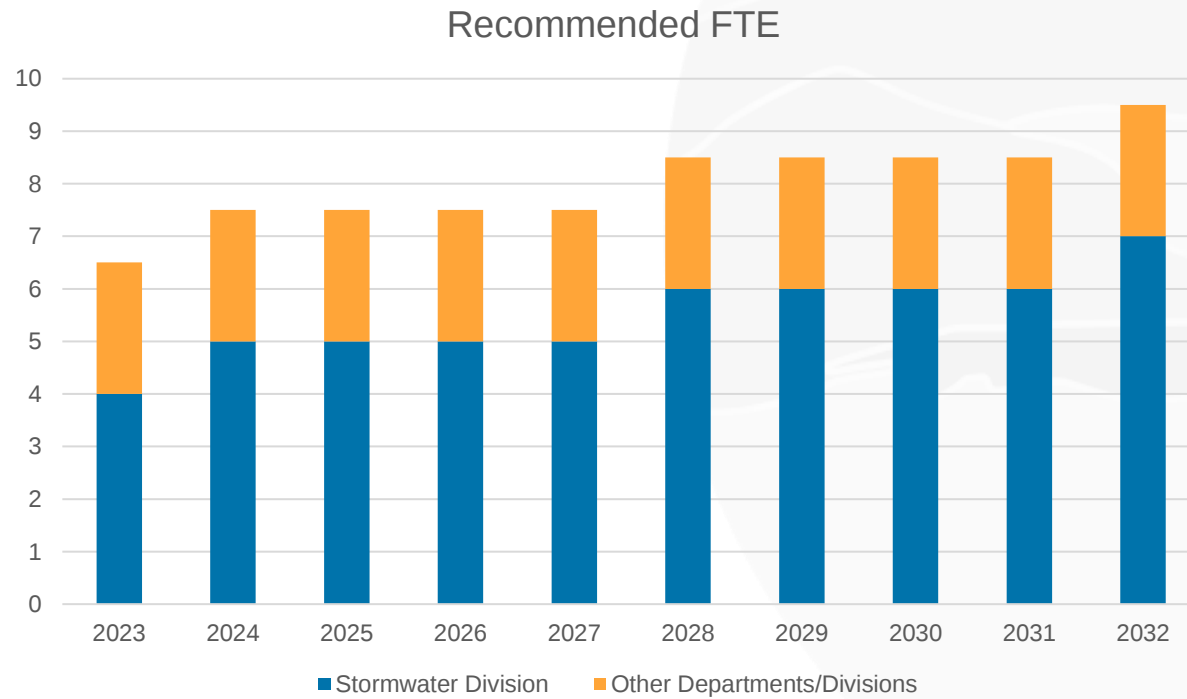


Capital Cost

Recommendation	Cost (10 Years)	Funding Sources
Capital Improvement Projects	\$1,600,000	Stormwater Utility Fee
SMAP Capital Improvement Projects	\$4,514,000	Department of Ecology Grants + Stormwater Utility Fee
Annual Catch Basin and Drainage Improvements Program	\$4,000,000	Stormwater Utility Fee
Total	\$8,614,000	



Timing of Positions



Thank you and any questions!!



City of Washougal

Worksession Coversheet
BUSINESS OF THE CITY COUNCIL
City of Washougal, Washington

FOR AGENDA OF:

5/28/2024

SUBJECT:

Finance: Supplemental Budget #2

DEPT. OF ORIGIN:

Finance

REVIEWED AT:

TO BE RETURNED TO COUNCIL:

Yes

ATTACHMENTS:

▮ **2024 Supplemental Budget #2 Presentation**

EXPENDITURE REQUIRED:

BUDGETED:

APPROPRIATION REQUIRED:

SUMMARY STATEMENT

RECOMMENDED ACTION

2024 Budget Amendment #2

5/28/2024 | Presented by Daniel Layer



City of Washougal

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Agenda

- 2024 Supplemental Budget by Fund
- 2024 Supplemental Budget Key Items:
 - American Rescue Plan Act (ARPA) Funds
 - “Public Works Bridge”
- 2024 Supplemental Budget Summary



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2024 Supplemental Budget by Fund



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2024 Supplemental Budget: General Fund Beginning Fund Balance

➤ Increase the opening fund balance:

- Unspent ARPA funds ~ \$924,654
- 2023 Surplus ~ \$1,098,000

Total Increase to Fund Balance: \$2,022,654



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2024 Supplemental Budget: General Fund Revenues

- Changes to the following revenues:
 - Federal Grants (Police) ~ **(\$131,000)**
 - Investment Interest ~ \$17,500

Total Decrease to Revenues: (\$113,500)



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2024 Supplemental Budget: General Fund Expenditures

- Increase the following expenditures:
 - Enhance the Part-Time Deputy City Clerk Position:
 - Finance Salaries & Wages ~ \$2,000
 - Finance Personnel Benefits ~ \$15,500
 - Offset by additional revenues



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2024 Supplemental Budget: General Fund Expenditures (cont.)

- Increase the following expenditures:
 - Transfers to other funds:
 - Strategic Plan Implementation Fund ~ \$148,000 (2023 Surplus)
 - Building Contingency Capital Fund ~ \$950,000 (2023 Surplus)
 - Building Contingency Capital Fund ~ \$532,607 (ARPA Funds)
 - Transportation Capital Fund ~ \$392,047 (ARPA Funds)
 - Equipment Rental & Repair Fund (ER&R) ~ **(\$131,000)**

Total Increase to Expenditures: \$1,909,154



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2024 Supplemental Budget: Strategic Plan Implementation Fund

- Increase the following revenues:
 - Transfer From General Fund ~ \$148,000 (2023 Surplus)



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2024 Supplemental Budget: First Quarter Percent REET Fund

- Increase the following expenditures:
 - Transfer to Building Contingency Capital Fund ~ \$1,000,000 (TownCenter Revitalization Project)



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2024 Supplemental Budget: Parks Development Fund (Park Impact Fees)

- Increase opening fund balance ~ \$60,000
 - Increase the following revenue:
 - Interest on investments ~ \$20,000
 - Park Impact Fees ~ \$100,000
- Total increase in revenues: **\$120,000**



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2024 Supplemental Budget: Parks Development Fund (cont.)

- Increase the following expenditure:
 - Transfer to Building Contingency Capital Fund ~ \$1,800,000 (TownCenter Revitalization Project)



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2024 Supplemental Budget: Second Quarter Percent REET Fund

- Increase the following expenditures:
 - Capital Outlays – 2023 PMP Carryover ~ \$176,500
 - Transfer to Building Contingency Capital Fund ~ \$90,000 (TownCenter Revitalization Project)

Total: \$266,500



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2024 Supplemental Budget: Transportation Development Fund (Impact Fees)

- Increase the following expenditure:
 - Transfer to Transportation Capital Fund ~ \$203,328
 - Will be discussed later on in this presentation



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2024 Supplemental Budget: Fire Impact Fees Fund

- Increase the following expenditure:
 - Transfer to Building Contingency Capital Fund ~ \$256,250 (Fire Station #43 Replacement Design/Consult)



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2024 Supplemental Budget: Parks Capital Project Fund

- Increase the following revenue:
 - Judgments/Settlements ~ \$29,000
- Increase the following capital expenditure:
 - Hartwood Barn Repair ~ \$51,000



Total Project Budget: \$51,000



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2024 Supplemental Budget: Building Contingency Capital Project Fund

- Increase the following revenues:
 - State Appropriation ~ \$1,950,000
 - Pending State RCO Grant ~ \$500,000
 - Interest on Investments ~ \$100,000
 - Transfers from Other Funds ~ **\$4,628,857**
 - Transfers from General Fund ~ \$1,482,607 (ARPA & 2023 Surplus)
 - Transfer from First Quarter Percent REET fund ~ \$1,000,000
 - Transfer from Second Quarter Percent REET fund ~ \$90,000
 - Transfer from Fire Impact Fees Fund ~ \$256,250
 - Transfer from Park Development Fund ~ \$1,800,000



Total Increase to Revenues: \$7,178,857

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2024 Supplemental Budget: Building Contingency Capital Project Fund

➤ Increase the following expenditures:

- Capital Outlays – Buildings/Structures ~ **\$9,324,326**
 - 2023 Security Improvements Closeout ~ \$10,726 (ARPA)
 - 2023 Facilities Major Maintenance Closeout ~ \$75,750 (Fund Balance)
 - Police Facilities Master Plan Savings ~ **(\$59,000)**
 - Fire Station #43 Replacement Design ~ \$256,250 (Fire Impact Fees)
 - PW Ops Center Bldg. Maint. & Repair ~ \$515,600 (next slide)
 - Washougal TownCenter Revitalization Project ~ \$8,525,000 (future slide)



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2024 Supplemental Budget: Building Contingency Capital Project Fund

➤ Public Works Operations Center Building Maintenance & Repair Project:

- 2024 Budget: \$1,300,000
- Amendment: 515,600
- Amended Budget: **\$1,815,600**



- Funding: \$500k ARPA, \$1,315,600 Local Transfers

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2024 Supplemental Budget: Building Contingency Capital Project Fund

➤ Downtown Revitalization Capital Project:

- 2024 Budget: \$ 1,500,000
- Amendment: 8,525,000
- Amended Budget: **\$10,025,000**



- Funding: \$3.1m ARPA, \$1.95m State Appropriation, \$1.8m PIFs, \$1.5m REET1, \$90k REET2, \$500k RCO Grant, \$150k interest earned, \$700k GF 2023 surplus, \$59k GF Transfer, \$176k fund bal.



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2024 Supplemental Budget: Transportation Capital Project Fund

➤ Increase the following revenues:

- State Grants ~ \$1,152,190
- Transfers from other funds:
 - General Fund ~ \$392,047 (ARPA)
 - Transportation Development Fund ~ \$203,328

Total Increase to Revenues: \$1,747,565



City of Washougal

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2024 Supplemental Budget: Transportation Capital Project Fund (cont.)

➤ Increase the following expenditures:

➤ Capital Outlays ~ **\$1,550,565**

- Columbia River Trail Lighting Project ~ \$192,950 (ARPA)
- Railroad Crossing Improvements Project ~ \$2,097 (ARPA)
- 2024 Main Street Overlay Project ~ \$739,325 (\$628k TIB Grant, 111K TIFs)
- Evergreen Sidewalks – 42nd Street to Schmid Ballfields ~ \$616,193 (\$523.7k TIB grant, \$92.5k TIFs)



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2024 Supplemental Budget: Stormwater Fund

➤ Increase the following revenues:

- State Grants ~ \$520,502 (Department of Ecology)



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2024 Supplemental Budget: Stormwater Fund (cont.)

- Increase the following expenditures:
 - Stormwater Services ~ \$8,000 (Stormwater Master Plan Closeout)
 - Capital Outlays:
 - Lift Station No. 1 Relocation ~ \$35,000
 - Vault Filter Replacements ~ \$130,000 (DOE Stormwater Capacity Grant)
 - Campen Creek Stormwater Improve ~ \$390,502 (DOE Passthrough Grant - LCEP)
 - TownCenter Revitalization Stormwater Improve ~ \$200,000



Total Increase to Expenditures: \$763,502

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2024 Supplemental Budget: ER&R Fund - Vehicles

- Increase the beginning fund balance:
 - 2023 Unspent Appropriation ~ \$48,000
- Increase the following expenditures:
 - Capital Outlays: **\$170,000**
 - Community Development ~ \$48,000
 - Police ~ \$122,000



City of Washougal

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2024 Supplemental Budget: ER&R Fund - Equipment

- Changes to the following revenues:
 - Federal Grants ~ \$174,500 (BWC & Police Pursuit)
 - Transfer from general fund ~ **(\$131,000)**

Total Increase to Revenues: \$43,500

- Increase the following expenditures:
 - Capital Outlays:
 - Police Drones ~ \$43,500



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2023 Supplemental Budget Key Items



City of Washougal

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2024 Supplemental Budget: American Rescue Plan Act (ARPA) Funds

- The City received \$4,500,628
 - Programed: \$ 121,119 Security Improvements
 - \$ 200,000 Columbia Trail Lighting
 - \$ 800,000 PW Ops Center Bldg. Maint./Repair
 - \$ 200,000 Railroad Crossing Improve
 - \$3,179,509 Downtown Revitalization Project
 - \$4,500,628 Total**



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2024 Supplemental Budget: “Public Works (PW) Bridge”

- As discussed previously during the 2023 Public Works Annual Report, PW needs project management support
- In addition, there are ongoing needs for enhanced maintenance of General fund facilities and assets
- Pending retirement of a Maintenance Worker 1



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2024 Supplemental Budget: “Public Works (PW) Bridge”

- We plan to “bridge” the issues as follows:
 - Converting existing Maintenance Worker 1 to support project management (exact position title & salary range to be provided 6/10/24)
 - Create two (2) limited term Maintenance Worker positions through 2026
 - Make at least one of the positions permanent in 2027+ budget
- **Estimated 2024 Cost ~ \$99,000** (\$79k General Fund/SPIF, \$20k Utilities)



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2024 Supplemental Budget Summary



City of Washougal

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2024 Supplemental Budget: Summary

Fund Title	Increase to Beg. Fund Balance	Increase to Revenues	Increase to Expenditures
General Fund	\$2,022,654	(\$113,500)	\$1,909,154
Strategic Plan Implementation Fund	\$0	\$148,000	\$0
First Qtr. Percent REET Fund	\$0	\$0	\$1,000,000
Park Development Fund	\$60,000	\$120,000	\$1,800,000
Second Qtr. Percent REET Fund	\$0	\$0	\$266,500
Transportation Development Fund	\$0	\$0	\$203,328
Fire Impact Fees Fund	\$0	\$0	\$256,250
Parks Capital Project Fund	\$0	\$29,000	\$51,000
Facilities Capital Project Fund	\$0	\$7,178,857	\$9,324,326
Transportation Capital Projects Fund	\$0	\$1,747,565	\$1,550,565
Stormwater Fund	\$0	\$520,502	\$763,502
ER&R Funds (All)	\$48,000	\$43,500	\$213,500
TOTAL	\$2,130,654	\$9,673,924	\$17,338,125



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Next Step ~ 6/10/2024

- Budget Amendment #2 Update
- Budget amendment ordinance



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Questions



City of Washougal

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Worksession Coversheet
BUSINESS OF THE CITY COUNCIL
City of Washougal, Washington

FOR AGENDA OF:

5/28/2024

SUBJECT:

Community Engagement: 2023 Annual Report

DEPT. OF ORIGIN:

Administration

REVIEWED AT:

TO BE RETURNED TO COUNCIL:

No

ATTACHMENTS:

▢ **Community Engagement 2023 Annual Report.pdf**

EXPENDITURE REQUIRED:

BUDGETED:

APPROPRIATION REQUIRED:

SUMMARY STATEMENT

RECOMMENDED ACTION

Community Engagement 2023 Annual Report

May 28, 2024 City Council Workshop Presentation | Presented by Rose Jewell, Community Engagement Manager



City of Washougal

Community Engagement

Agenda

- Community Engagement Overview
- Strategic Plan
- 2023 Highlights
- Community Engagement Plan
- 2024 Goals



Community Engagement -Overview

Community Engagement Team

- Rose Jewell, Community Engagement Manager
- Michele Loftus, Communications Specialist (promoted September 2023 to Communications Manager) now reports to the City Manager
- Robert Carter, Community Engagement Coordinator (joined April 2024)
- Lori Reed, Consultant for Tourism/Special Events

Community Engagement Committee

- Mayor David Stuebe
- Councilmember Molly Coston
- Councilmember Ernie Suggs
- Alternate: Councilmember Michelle Wagner



Budget (excluding staff costs)

	2023		2024	
OPERATING SUPPLIES COMMUNITY ENGAGEMENT	\$	31,000.00	\$	31,000.00
PROFESSIONAL SERVICES COMMUNITY ENGAGEMENT	\$	23,000.00	\$	23,000.00



Community Engagement - Overview

Other responsibilities

- *Community Engagement Plan – Draft 2023*
- *Special Events*
- *Deputy City Clerk Duties*
- *Executive support to Mayor, Council, City Manager, and Human Resources*
- *City liaison to community partners, nonprofits, citizens, and houseless residents*
- *Lodging Tax Advisory Committee (LTAC)*
- *Arts Commission*
- *Tourism*



Strategic Plan Elements

- Community Aesthetics Program
 - Downtown assessment with Sherry Montgomery
 - Arts Commission - Art and Downtown Storefronts Assessment
 - Vancouver downtown lighting tour
- Redefined Community Identity – 12/2026
- Citizens Academy – 2025
- Volunteer Program – Database created



Community Engagement - Partners

- *Akin aka Children's Home Society*
- *Area Girl and Boy Scout Troops*
- *Bloodworks NW*
- *Business owners*
- *Camas/Washougal Chamber*
- *Churches and community non-profits*
- *City of Camas*
- *Clark County Juvenile Restoration Court*
- *Columbia River Mental Health*
- *Council for the Homeless*
- *CRESA 911*
- *Dept. of Fish and Wildlife*
- *East Council Citizens Alliance*
- *East County Little League*
- *Gorge Tourism Alliance*
- *Interfaith Treasure House*
- *Kindness 911*
- *Library - FVRL*
- *Meals-on-Wheels People*
- *Outpost*
- *Pathways Clinic*
- *Port of Camas/Washougal*
- *Recovery Café*
- *Red Cross*
- *ReFuel Washougal*
- *Rotary*
- *Salvation Army*
- *SEAMAR / WIC*
- *Silver Star Search and Rescue*
- *Washougal Art and Culture Alliance (WACA)*
- *Washougal Business Association (WBA)*
- *Washougal School District*
- *Washougal Senior Association*
- *West Columbia Gorge Humane Society (WCGHS)*



2023 Highlights

Sponsorships:

- *Waste Connections*
- *IQ Credit Union*
- *Get-to-Gather Farms*
- *Columbia River Realty*
- *Riverview Bank*
- *Renewal by Andersen Windows*
- *McCords Vancouver Toyota*



Thank you to our sponsors:



2023 Highlights

City Special Events:

- *Hello Spring Event - April*
- *Memorial Day Ceremony – May*
- *Movie Night in the Park (3) - Summer*
- *National Night Out – August*
- *Pumpkin Harvest Festival - October*
- *Lighted Christmas Parade and Tree Lighting - December*



2023 Highlights

Non-City Special Events - Permits Issued

- *911 Pickleball Scramble*
- *CW Community Chest Pickleball Fundraiser*
- *Eagles Easter Egg Hunt*
- *Gateway Church Run for Hungry*
- *Masonic Lodge Western Night BBQ & Concert*
- *Pathways Clinic Run for Life*
- *WACA Art Festival*
- *Washougal Art Festival Walk*
- *Washougal Schools Foundation Stride*
- *Washougal Songcraft*
- *Why Racing Scary Run*
- *Why Racing Reflection Run*
- *WCGHS – Hike the Dike*



2023 Highlights

Community Events – Permits issued

- *Chalk the Plaza*
- *Nell's Christmas Parade*
- *Block Parties - 3*
- *WHS Graduation Parade*

Community Events – Reviewed, no permit required

- *Battle of the Badges*
- *Steigerwald Steward/DFW Addy Nature Event*
- *Private Wedding Party*
- *Riverview Terrace Homeowner's Association Event*



Special Events

Partnerships and Projects Event

- *Blood Works NW Drive*
- *Clark County Assessors Office Outreach*
- *CTRAN Outreach*
- *ECCA Festival of the Trees*
- *Festival of the Trees*
- *FVRL Storytime in the Park*
- *Gause 2nd Grade Field Trip*
- *iAmReddi Class*
- *IMPACT C/W*



- *July 4th at the Port*
- *Mt. Pleasant Field Trip*
- *Ribbon Cuttings (3)*
- *Salvation Army Kick off and Bell Ringing*
- *WBA Trick or Treat*
- *WSD Spanish Outreach aka Multicultural Night (2)*



2023 Highlights

Polish Delegation Visit



Communications



City of Washougal

Strategic Comms Plans Executed

2023-2028 Strategic Plan

- Development
- Progress
- Completion

RCE Grant Award

Proposition 11: Replacement EMS Levy



City of Washougal



Prop. 11

Replacement EMS Levy to Support
Emergency Medical Services



Election November 7

Strategic Comms Plans Executed

Washougal Towncenter Revitalization Project Outreach

Utility Rate Study

- Development
- Progress
- Outreach



City of Washougal



CITY OF WASHOUGAL

Utility Rates Study Open House

WHEN: Wednesday, Nov. 29

WHERE: Washougal Community Center
1681 C St, Washougal, WA 98671

TIME: 6-7:30pm

PRSR STD
US POSTAGE
PAID
PORTLAND OR
PERMIT NO 3908



279140 --- 1 --- T1 P1

UTILITIES CUSTOMER
100 W EMPRESS ST
WASHOUGAL WA 98671-5171



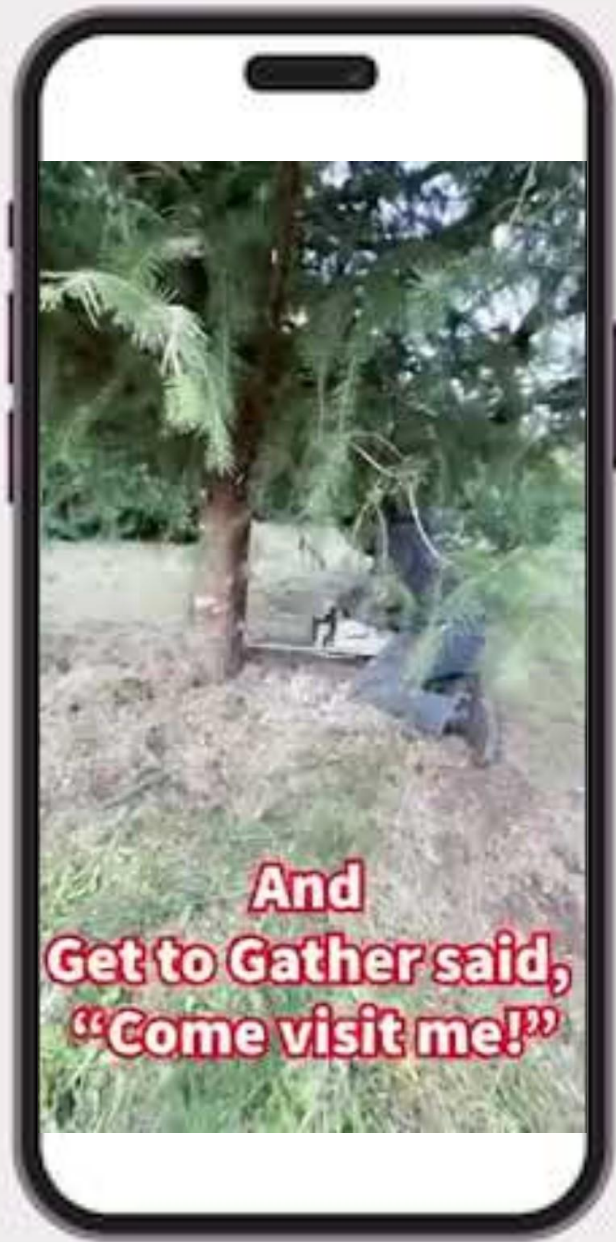
Strategic Comms Plans Executed

- Public Works After-Hours Phone Number Awareness
- Police Body Worn Camera Program
- Stormwater Masterplan Outreach
- Pavement Management Program
- State of the City Video and Presentation
- City Hall Construction Closure
- Fireworks Regulations and Safety (x2 year)
- Summer Parks and Rec Guide
- Summer Burn Ban Awareness
- Mayor's Award for Community Service



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Special Event Comms Plans Executed

- Hello Spring
- Memorial Day
- Movie Night Series
- Eagle View Park Ribbon Cutting
- National Night Out
 - Dunk a Cop and Mayor
- Pumpkin Harvest Festival
- Christmas Parade and Tree Lighting
 - Float entries up 41% over 2022
 - 2nd year for local, live tree

Website Overview

Top Level Information

- Total users: 84,763
- Total pageviews: 243,560
- Average time on page: 2m 36s

How are people using our website?

- 54.8% users access via mobile
- 43.5% users access via desktop



Website Stats

Top Visited Pages (aside from homepage)

1. Utility billing
2. News flash
3. Jobs
4. Police
5. Staff directory

Top Downloaded Documents

1. Washougal Police Dept. Policy Manual
2. 2022 Washougal Engineering Standards (PDF)
3. Personnel Policies (PDF)



> Search...



Top Search Terms

1. Water Leak Adjustment Form
 2. Jobs
 3. Rates
 4. Direct Renter Billing Form
 5. Customer Authorization to Turn Services Off
-
4. Camas-Washougal Church & Nonprofit Directory (PDF)
 5. Washougal Strategic Plan 2023-2028



Social Media Overview



Facebook

- 5.1K followers
- 217 posts
- 983 comments
- 82,480 reach
- 2.7K link clicks
- 1,047 post shares
- 10.5K content interactions
 - 4,886 post likes and reactions
 - 6,022 post likes
- 6.26% engagement rate
- 4 livestream videos

Twitter

- 1,727 followers
- 161 mentions
- 3.39% engagement rate
- 49,979 post impressions

Top Performing Posts - Facebook

#1



Community Outreach

#2



#3



City of Washougal

Top Performing Post - Twitter



City of Washougal



@WashougalGov

Jul 07, 21:06

We were incredibly honored to celebrate the \$40M RCE grant to build the 32nd St. Underpass this morning. Thank you for investing in Washougal's future and our vision for a safer and more connected community @SecretaryPete @SenatorCantwell @RepMGP.



849 engagements

3.32 % engagement rate

Tourism

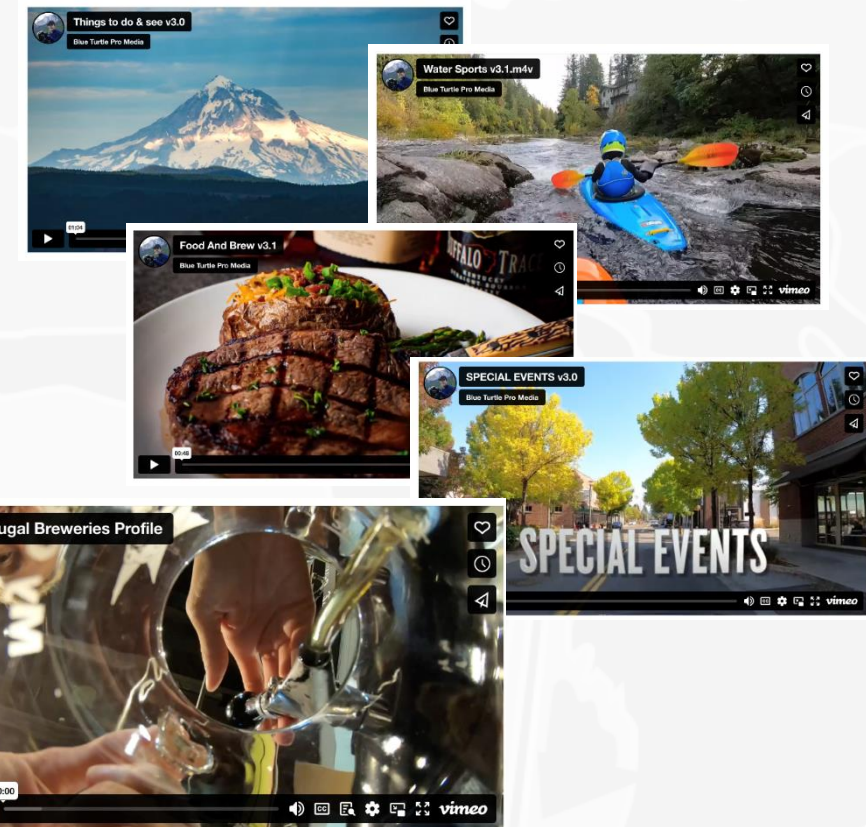
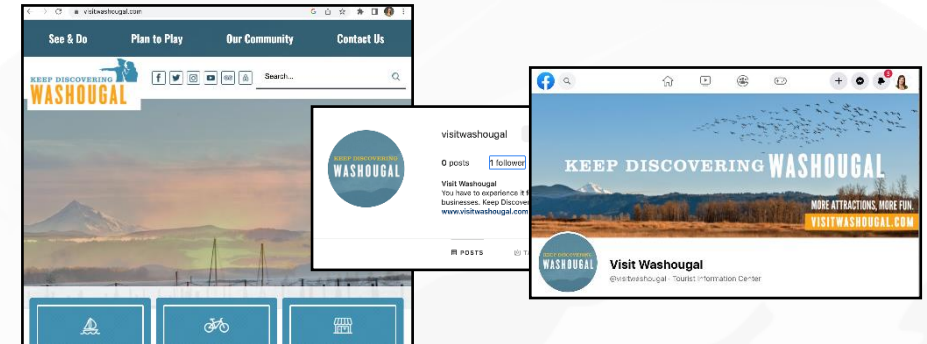


City of Washougal

Tourism

SCREEN

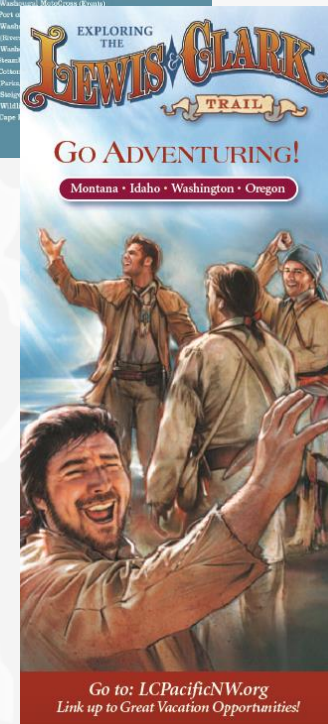
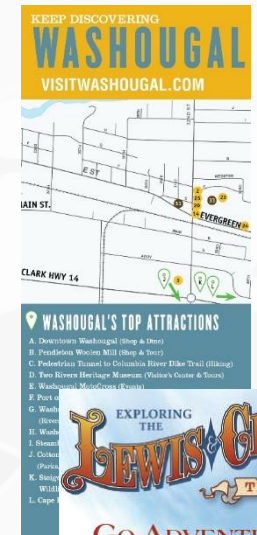
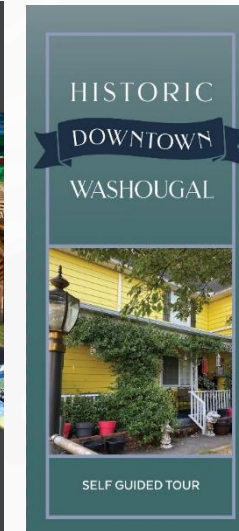
- *Website/Social Media: Visit Washougal sites regularly updated with postings focusing on tourism friendly topics— food, fun, art, nature.*
- *Videos: 4 videos continue to live on website and social media focusing on key tourism aspects of Washougal: Things to Do, Food & Brew, Water Sports, Special Events.*
- **NEW!** *Brew Passport video highlighting the 5 establishments brewing in Washougal (TrapDoor, 54-40, Recluse Brew Works, Doomsday and Grains of Wrath) to deepen draw to area!*



Tourism

PRINT

- *Marketing Materials: Discover Washougal map, Historic Washougal Walking Map, and WACA Art Map continue to serve population well (plan to update in fall 24).*
- *Publishing: updated annual list of events in Columbia River Gorge Visitor Magazine, Visit Vancouver Visitor Guide, The Gorge Magazine, Scenic Washington and **NEW!** Lewis and Clark publication that extends reach to Washington, Oregon, Idaho and Montana.*
- ***NEW!** Brew Passport launched (Nov 23) to attract more tourists to our 5 local breweries during slow season and captured local press attention.*

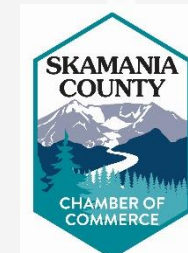


Tourism

OUTREACH

Organizations: Expand the City's tourism reach by nurturing relationships and actively participating with other organizations such as the following to strengthen our presence:

- *Washougal Business Association*
- *American Queen Cruise*
- *Columbia Gorge Tourism Alliance (CGTA)*
- *Participate in "Fam tour" and quarterly collaboration with multiple organizations: Visit Vancouver, Downtown Camas Association, Downtown Stevenson Association, Camas-Washougal Chamber, Greater Vancouver Chamber, Skamania County Chamber*



Community Engagement 2024 Agenda



City of Washougal

Communication Initiatives 2024

- *Citizens Advisory Committee (CAC) Utility Rates*
- *EMS Replacement Levy*
- *Fire Station Replacement and Police Remodel Bond*
- *Strategic Plan Update*
- *Communications Plan Update*
- *Continue social media outreach*
- *Website updates*



Community Engagement 2024

City Special Events:

- *Hello Spring Event*
- *Hometown Heroes*
- *Memorial Day*
- *National Night Out (include movie)*
- *Movie Night – deferred*
- *Pumpkin Harvest Festival*
- *Christmas Parade and Tree Lighting*



Engagement Initiatives 2024 cont.

- *Community Engagement Plan – Completion in 2024*
- *Volunteer Program*
- *Citizens' Academy to launch 2025*
- *Community Aesthetics Program*
- *Community Clean Up*
- *CERT program in 2024*
- *Community Resource Summit*



Engagement Initiatives 2024 cont.

- *Mentor Community Engagement Coordinator*
- *Train and shift duties to deputy city clerk*
- *Collaborate with the Clerk's Office on new agenda software*
- *Create Facilities Rental Program and Fees*
- *Develop Partnerships*
- *Pursue Sponsorships*
- *Enhance and promote tourism*



Questions?

Thank you for your support.



Community Engagement 2024 Annual Report

May 28, 2024 – City Council Workshop Presentation | Presented by Rose Jewell, Community Engagement Manager



City of Washougal