



CITY COUNCIL WORK SESSION MEETING

Tuesday, April 18, 2023 at 5:30 PM
Court Room/Council Chambers (2nd floor) and Online

MINUTES

Mayor Pro Tem Lynn Mecham called the meeting to order at 5:35 p.m.

ROLL CALL

Councilors present included Councilors Adcock, Hathaway, Mecham, and Siddoway.

Councilor Montoya was excused from the meeting.

Others present included City Recorder Amalie Ottley, City Engineer Jon Lundell, Deputy Recorder Camille Moffat, and Legal Counsel Brett Rich. City Manager Norm Beagley, Assistant City Manager Jason Bond, and Mayor Dan Olson all attended via Zoom from the Utah League of Cities and Towns Conference in St. George, Utah. Muriel Xochimitl (X-Factor), Michael Cope and Mark Christensen (JUB) also attended in person.

Various members of the public attended the meeting.

PLEDGE OF ALLEGIANCE

Councilor Hathaway led the Pledge of Allegiance.

INVOCATION/INSPIRATIONAL THOUGHT

Councilor Adcock offered an invocation.

DISCUSSION ITEMS

1. X-Factor Presentation – Progress, Schedule, & Plan

Muriel Xochimitl from X-Factor attended the meeting to make a presentation to the City Council regarding upcoming communications regarding a proposed property tax increase. Muriel presented slides (see Exhibit A) and spoke to the council about X-Factor's strategies to communicate with and involve the public on the upcoming proposed property tax increase. Muriel pointed out the ways that X-Factor will reach out to the community through an open house, digital communications, and through the mail. Councilor Hathaway expressed his concerns for how X-Factor will provide a hands-on or face-to-face experience for members of the community and asked why only one open house is planned. Ms. Xochimitl recommended that city council members take opportunities to meet with residents and explained that X-Factor's services will provide as much in person communications as possible and as allowed by budget. Councilor Hathaway also inquired if signage would be placed in the city. Ms. Xochimitl recommended that the city place signs as needed and set up booths at events like Orchard

Days. Councilor Mecham expressed his appreciation to X-Factor in their efforts to get accurate information to the public.

2. JUB Presentation – Update to Sanitary Sewer Master Plan, IFFT, & IFA

Michael Cope and Mark Christensen from JUB Engineers attended the meeting to make a presentation to the City Council regarding the 2023 Sewer Master Plan, Capital Facilities Plan, Impact Fee Facilities Plan, and Impact Fee Analysis. Both gentlemen went over the purpose of the new plans and fee analysis and the changes since the 2016 plan. They presented slides showing the existing collection system's capacity and what the full buildout system capacity would look like with improvements (see Exhibit B). Manager Beagley indicated that the city is underway with multiple projects funded by impact fees from past years and past growth. Engineer Lundell expressed his appreciation to JUB for the work they're doing to accommodate growth in the city and for the work they put into the plans and analysis. Councilor Hathaway inquired about when an adjustment should be made when considering a 10-year plan. Engineer Lundell stated that projects and fees are reviewed generally every five years to make sure fees are updated appropriately. Councilor Hathaway inquired where the city is in storage, even with evaporation. Manager Beagley stated more information will be forthcoming in the master plan in a future City Council packet.

3. Water Reports and Update

Manager Beagley reported that the current water runoff is substantial but still being controlled accordingly. He referred the City Council and residents to the website for more information. Councilor Adcock asked about the website and the color bands that are supposed to match the corresponding graph. Manager Beagley stated he will work with the website administrator to make sure all updates are showing the correct levels and colors. As of that morning, the city is at Level 4 ("Monitoring").

4. Upcoming Agenda Items

City staff and council members addressed the upcoming agenda items for the Regular City Council meeting.


ADJOURNMENT

Councilor Siddoway motioned to adjourn the Work Session Meeting. Councilor Hathaway seconded the motion.


Councilor Adcock	Yes
Councilor Hathaway	Yes
Councilor Mecham	Yes
Councilor Montoya	Absent
Councilor Siddoway	Yes

Motion passed unanimously in the affirmative. The meeting was adjourned at 6:35 p.m.

ATTEST:



Daniel M. Olson, Mayor



Amalie R. Ottley, City Recorder

X-FACTOR
STRATEGIC COMMUNICATIONS

SANTAQUIN CITY

**PROPOSED PROPERTY TAX INCREASE
PUBLIC INVOLVEMENT | APRIL 18, 2023**

X-Factor Strategic Communications | Let Us Be Your X-Factor

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OUR SERVICES

X-FACTOR
STRATEGIC COMMUNICATIONS



STRATEGIC COMMUNICATIONS

Let us help you achieve your goals and objectives by ensuring your messages are heard by the right audiences at the right time through the appropriate strategies and tactics.



PARTNERING & FACILITATION

Sometimes the biggest need for improved communication is right in your own backyard. We can help improve internal communication between various departments to ensure everyone is working toward a common goal.



PUBLIC INVOLVEMENT

There's no substitute for face-to-face human interaction. Let us be your ambassador in working directly with your stakeholders to collaboratively address concerns, answer questions, and resolve conflicts.



PUBLIC RELATIONS

Need a skilled public relations strategist who is comfortable in front of a camera, adept at dealing with reporters, and has a passion for writing? You came to the right place.



EVENT PLANNING

Planning a major event requires more than meets the eye. Not sure how to navigate the myriad details from marketing and registration to programming content and speakers? Let us take everything off your plate but the catered food.



OUR OFFICES



7

EMPLOYEES

31

CLIENTS

4

**OFFICE
LOCATIONS**

OUR CLIENTS



OUR TEAM



**MURIEL
XOCHIMITL**

President
& CEO



**LAUREN
AVERY-MEAD**

Senior Public
Involvement
Manager



**BRADON
RAY**

Communications
Manager



**KAYLEE
HANSEN**

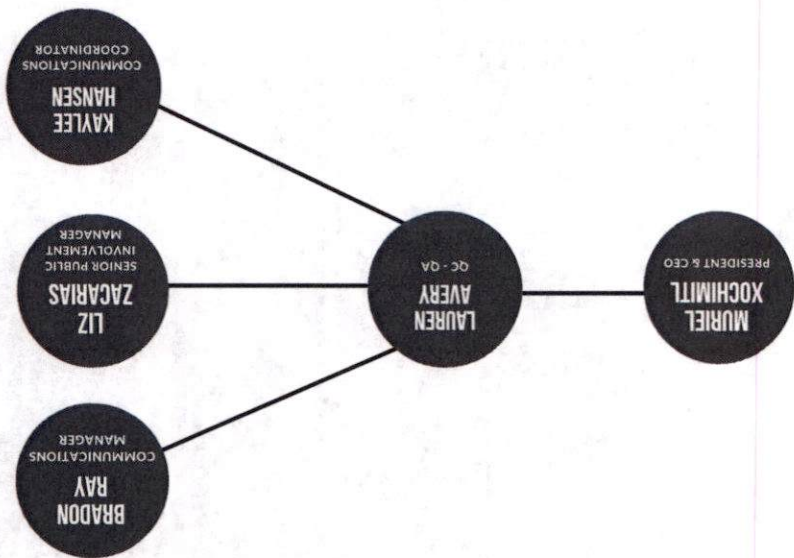
Communications
Coordinator



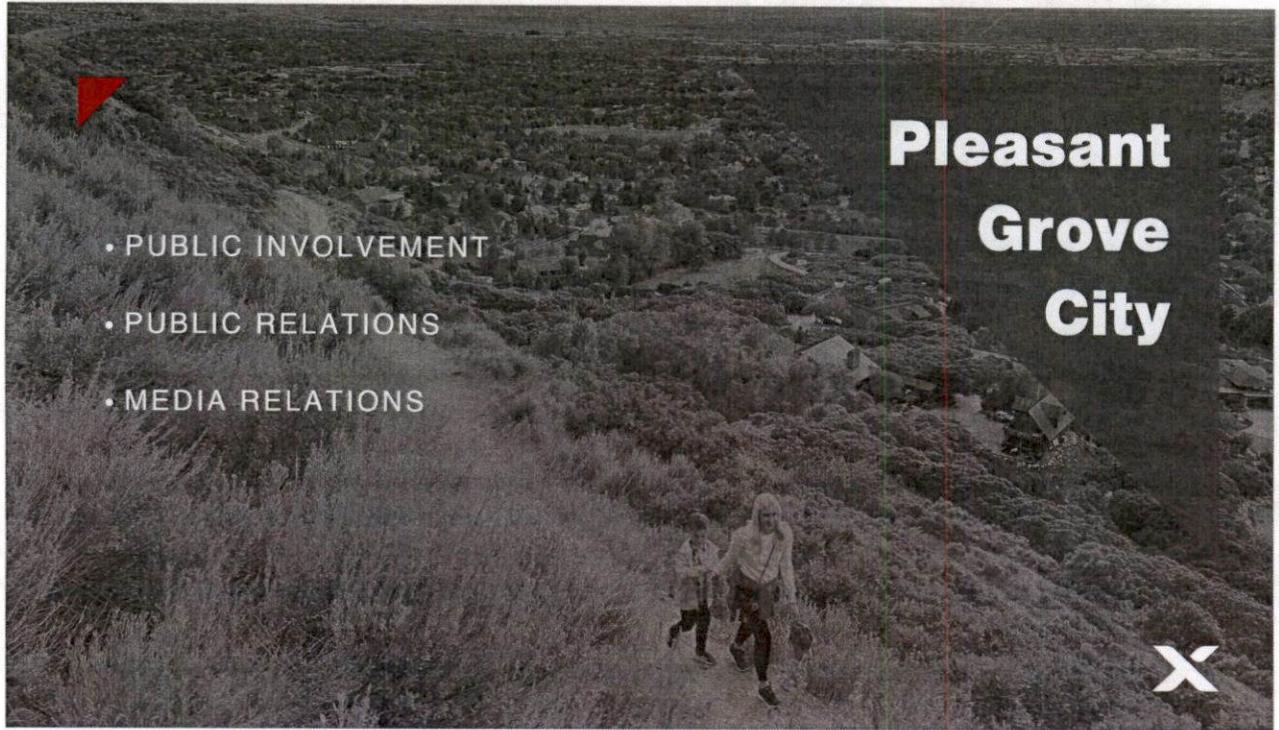
**LIZ
ZACARIAS**

Public
Involvement
Manager

CITY PROJECTS



OUR TEAM



- PUBLIC INVOLVEMENT
- PUBLIC RELATIONS
- MEDIA RELATIONS

Pleasant Grove City



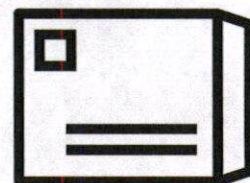
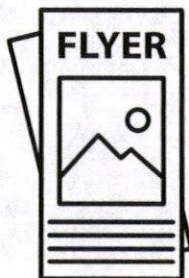
PUBLIC INVOLVEMENT

OUR PROCESS



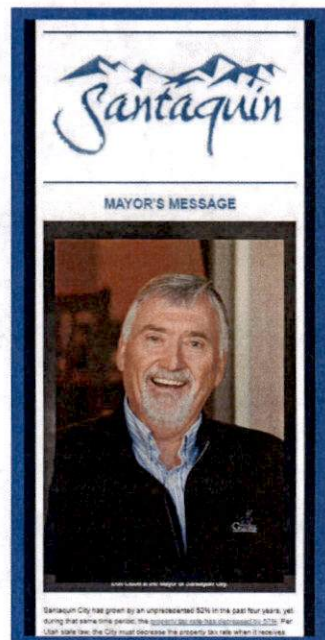


MULTI-CHANNEL COMMUNICATIONS





<https://www.santaquin.org/property-tax>

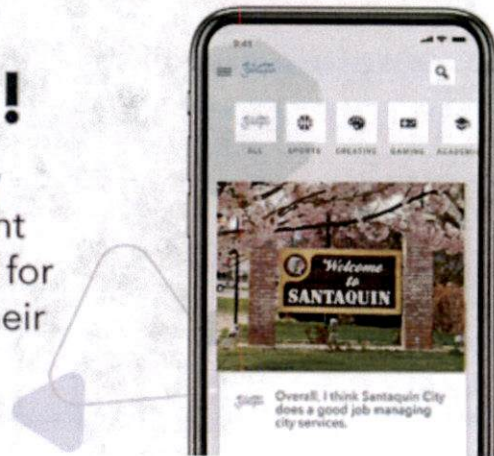


For more information call the recreation office at 801-754-5805

Download Our New Mobile App!

Introducing Santaquin Community Services, a new mobile app brought to you by Santaquin City designed for residents to stay connected with their community.

Download today!



DATA-DRIVEN APPROACH

- 1- 5,000 mailers
- 2- 10% increase social media engagements
- 3- 25% average open rate, 7-8% click rate on email updates
- 4- Increase website visitation by 25%
- 5- Achieve 100 YouTube Channel views
- 6- Host 50-100 residents at Open House
- 7- Distribute 500 printed flyers to stakeholder groups and businesses
- 8- Send three text messages to 5,000 residents
- 9- Content for 5,000 newsletters (X3)



Santaquin

CONTACT US



ADDRESS

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Lehi, UT 84043

PHONE

385.225.6418

EMAIL

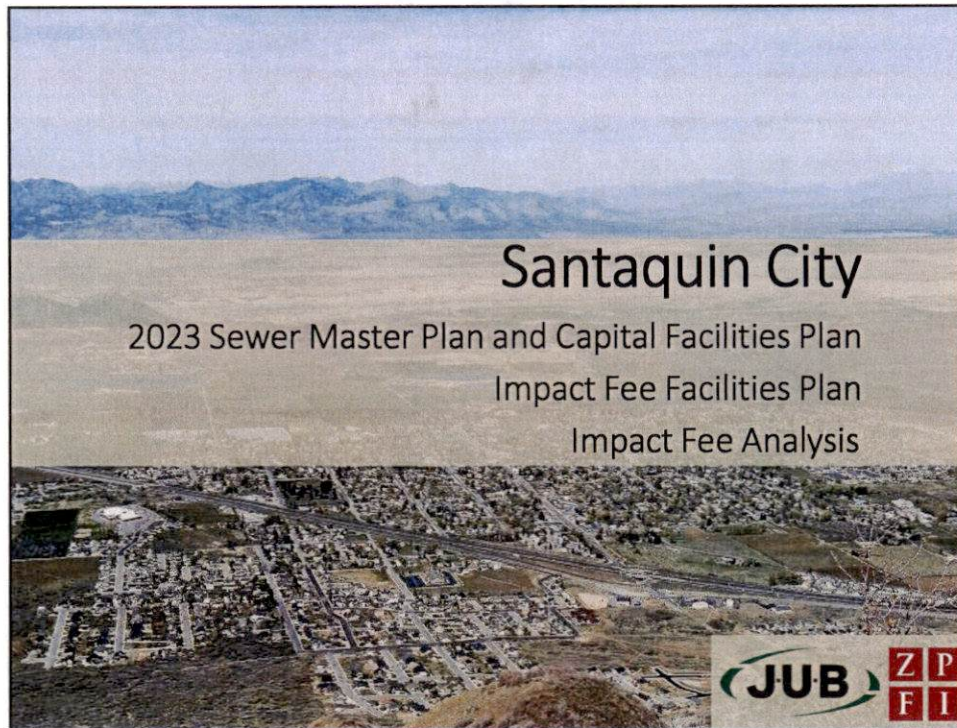
info@xfactorutah.com

SOCIAL

@xfactorutah

WEBSITE

www.xfactorutah.com



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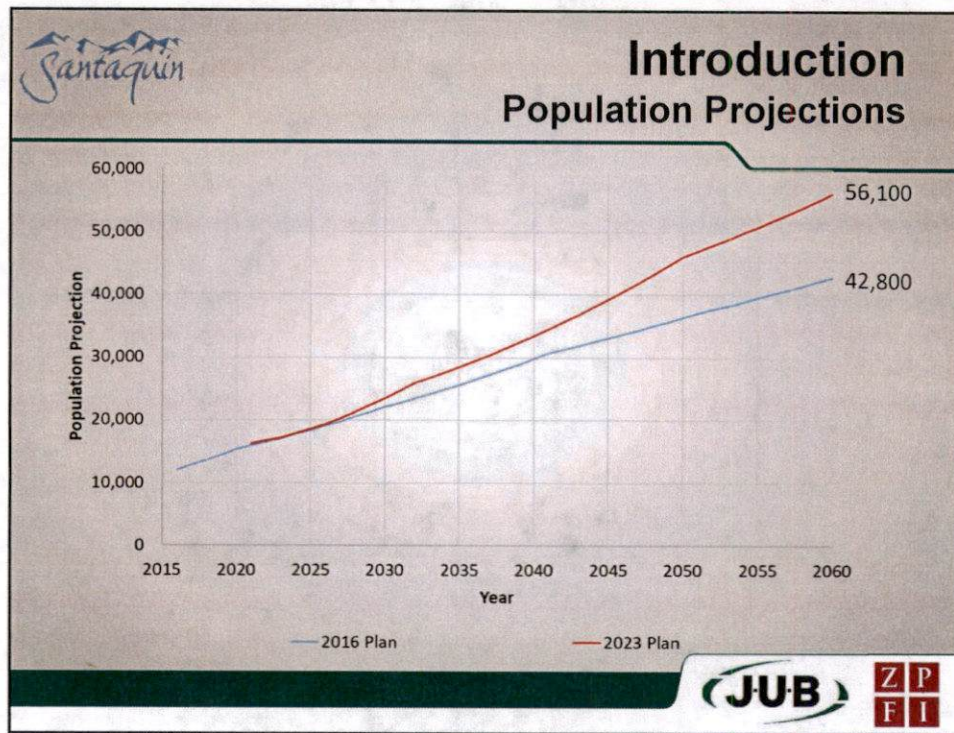
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Introduction

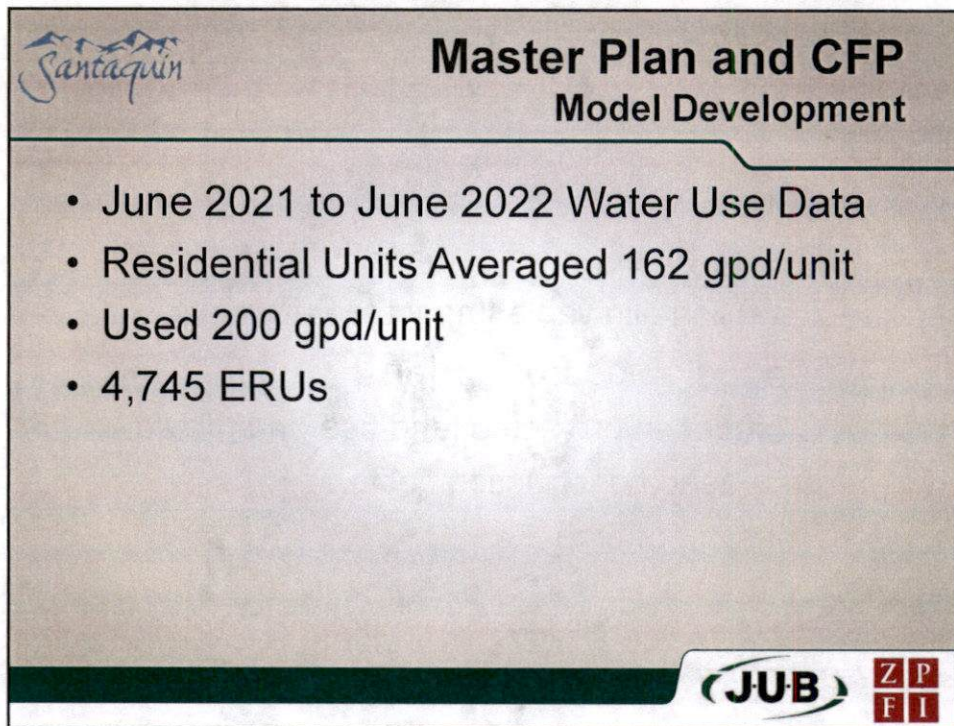
- Purpose
 - Plan to meet future demand
 - Establish allowable impact fee amounts
- Changes since 2016 Plan
 - Changes in projected land use and growth
 - Increased construction costs
 - Passage of time

JUB ZPFI

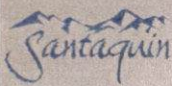
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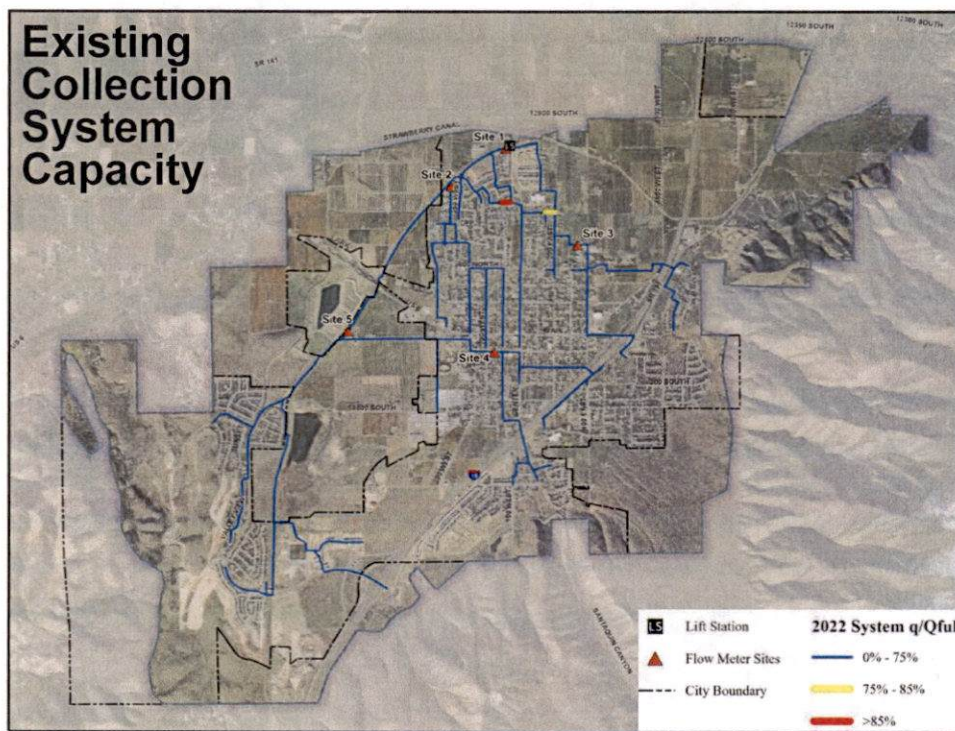
Master Plan and CFP

Level of Service

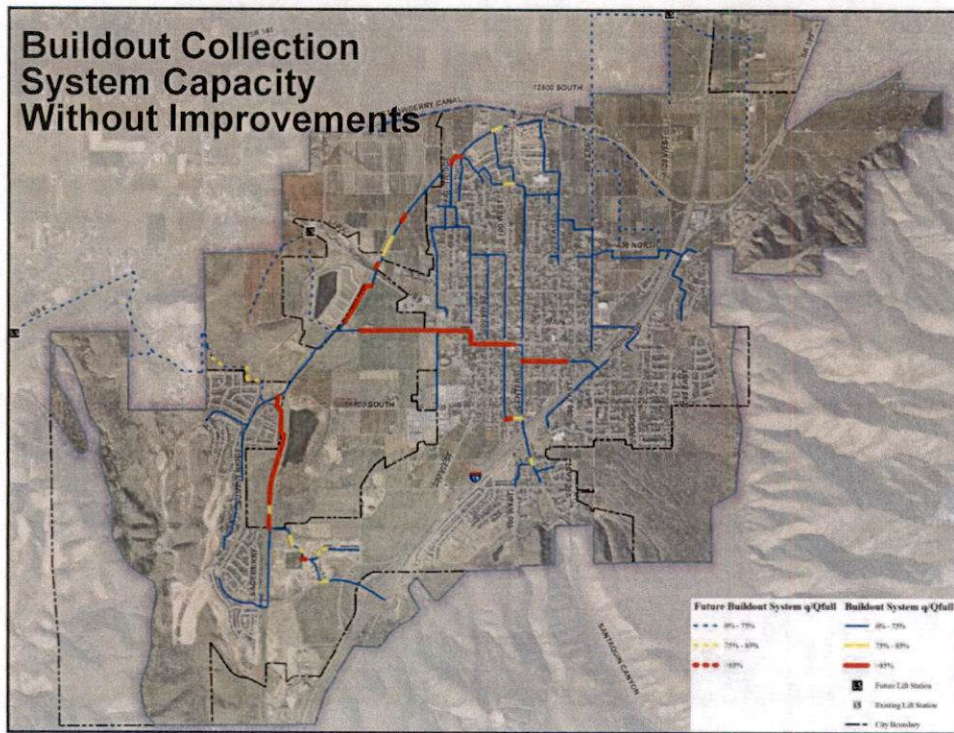
- Collection System: No more than 85% of pipe capacity is used during peak hour
- Pump Station: Pumps can pump 100% peak hour flow rate, with a standby pump
- Treatment: Each component of WRF has capacity for 100% of peak day or average day flow, as applicable
- Storage: Capacity to store 100% of WRF discharge during non-irrigation season, less evaporation

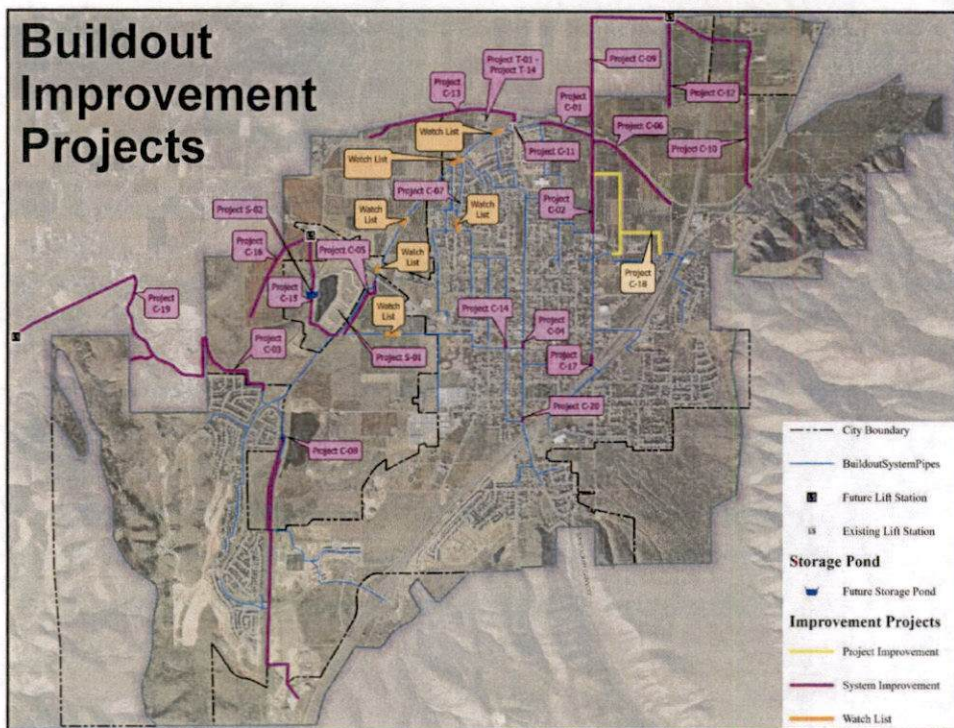
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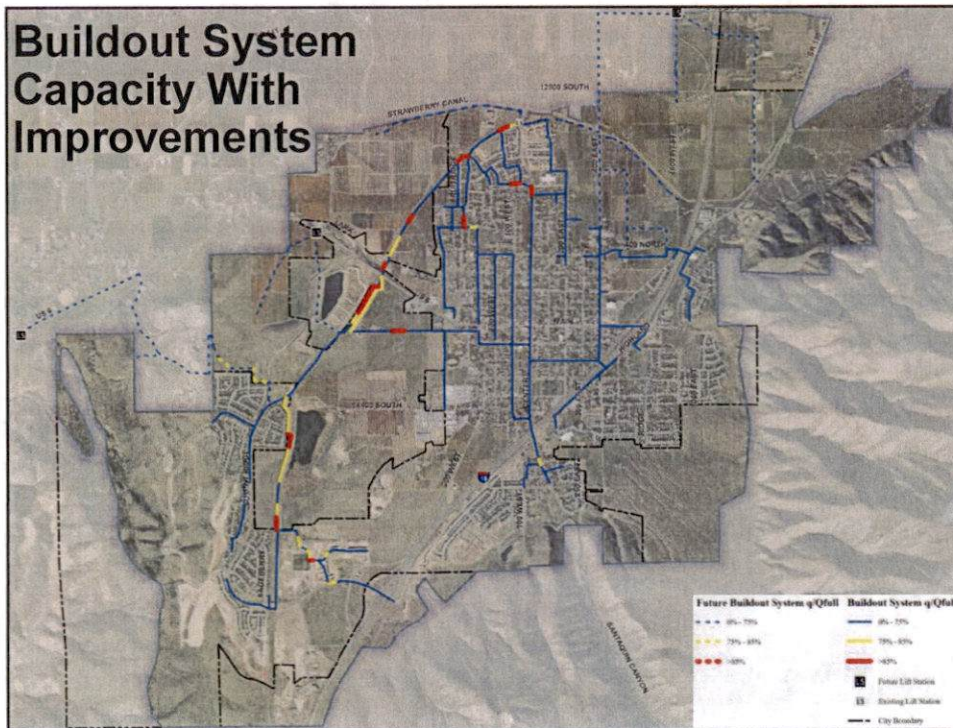
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Master Plan and CFP

Conclusions & Recommendations

- Establish Impact Fees to Fund Projects to Meet Future Needs
- Develop Plan to Replace Aging or Inadequate Infrastructure
- Regularly Update Master Plan and Capital Facilities Plan
- Periodic Review of User Rates
- Require Utilities Phasing Plan for Large Developments

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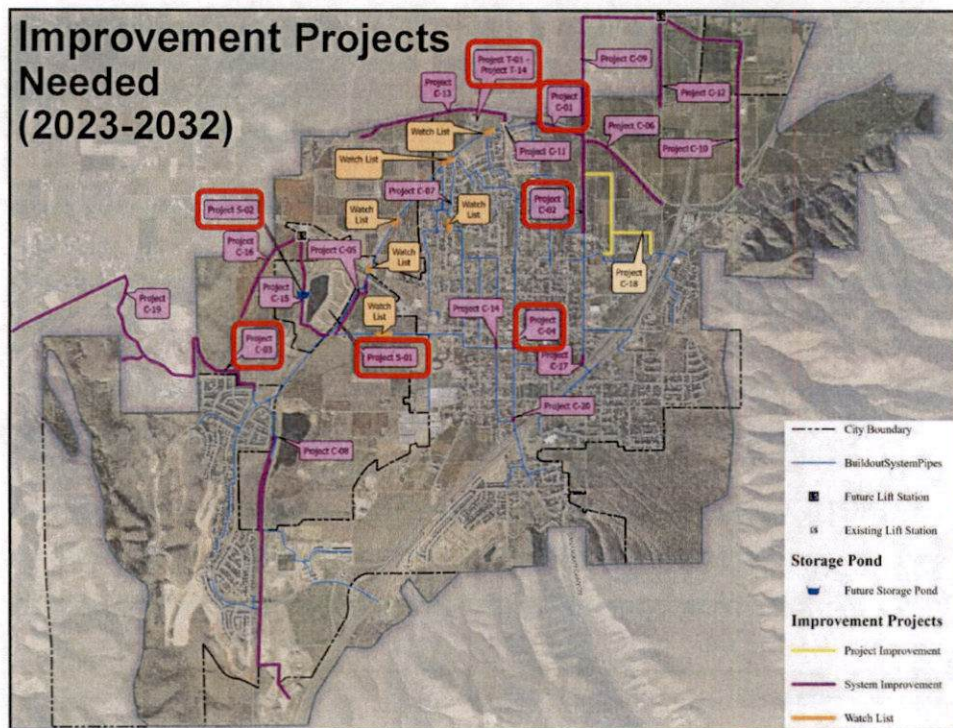
Santaquin

What is an Impact Fee?

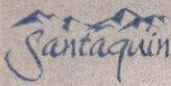
- One-Time Fee Charged to New Development to Offset the Capital Costs Associated with New Development
- Can Only Cover the Costs of System Improvements
- Must Have an Impact Fee Facilities Plan (IFFP) and an Impact Fee Analysis (IFA)



JUB **ZPFI**

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 Impact Fee Facilities Plan Eligible Existing Excess Capacity		
Description	Original Cost	Impact-Fee-Eligible Cost
Collection	\$4,686,182.61	\$1,074,008.16
Treatment	\$9,427,951.80	\$2,344,461.02
Storage	\$1,247,683.00	\$367,121.32
Public Works Building	\$632,500.00	\$146,539.19
Total	\$15,994,317.41	\$3,932,129.69





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 Impact Fee Facilities Plan Eligible New Construction				
Description	Total Estimated Project Cost	Land Developer Project Cos	Existing & Future Impact Fee Project Cost	Current Impact Fee-Eligible Cost
Collection	\$16,745,800	\$11,791,770.00	\$4,954,030	\$233,900
Treatment	\$61,590,000	\$ -	\$60,488,530	\$10,004,003
Storage	\$35,308,000	\$ -	\$35,308,000	\$7,488,193
Total	\$113,643,800	\$11,791,770	\$100,750,560	\$17,726,096



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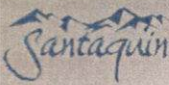
Impact Fee Facilities Plan

Summary of Eligible Costs

Description	Current Impact-Fee- Eligible Cost
Existing Excess Capacity	\$3,932,130
New Projects	\$17,726,096
Consultant Costs	\$73,050
Total	\$21,731,276



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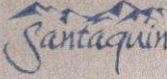


Impact Fee Analysis

Growth Projections (ERUs)

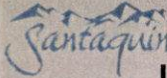


Year	ERUs
2022	4,745
2023	4,898
2024	5,159
2025	5,430
2026	5,712
2027	6,079
2028	6,464
2029	6,869
2030	7,294
2031	7,739
2032	8,208
Growth in ERUs, 2022-2032	3,463

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 Impact Fee Analysis Proportionate Share Analysis		
	Amount	Amount Per ERU
Existing Excess Capacity	\$3,932,129	\$1,135.47
Interest Cost on Existing Bonds	\$189,176	\$54.63
New Construction	\$14,517,813	\$4,192.26
Future Projects*	\$20,381,985	
Minus Impact Fee Fund Balance to be used for Future Projects	(\$5,764,172)	
Consultant Costs	\$73,050	\$21.09
Subtotal Gross Fee per ERU		\$5,403.46
*Amount represents construction year dollars. Current value of future projects is \$17,726,096.		
 		

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 Impact Fee Analysis User Rate Credits & Maximum Impact Fee						
3 Outstanding Sewer Bonds						
Credits for Outstanding Bonds	TOTAL Bond Payments	Amount to be Credited	ERUs	Payment per ERU	NPV	Maximum Fee per Year
2023	\$511,722	\$245,151	4,898	\$50.05	\$368.58	\$5,034.87
2024	\$511,272	\$244,935	5,159	\$47.48	\$336.96	\$5,066.50
2025	\$511,792	\$245,184	5,430	\$45.15	\$306.33	\$5,097.13
2026	\$511,272	\$244,935	5,712	\$42.88	\$276.49	\$5,126.96
2027	\$511,722	\$245,151	6,079	\$40.33	\$247.44	\$5,156.02
2028	\$511,132	\$244,868	6,464	\$37.88	\$219.48	\$5,183.98
2029	\$511,512	\$245,050	6,869	\$35.67	\$192.57	\$5,210.88
2030	\$652,852	\$312,762	7,294	\$42.88	\$166.53	\$5,236.93
2031	\$744,742	\$356,784	7,739	\$46.10	\$131.97	\$5,271.48
2032	\$511,662	\$245,122	8,208	\$29.86	\$92.47	\$5,310.99
The Average Maximum Fee from 2023 to 2027 is \$5,096.30						
 						

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