CLEARFIELD CITY COUNCIL
AGENDA AND SUMMARY REPORT
October 1, 2019 – WORK SESSION

Meetings of the City Council of Clearfield City may be conducted via electronic means pursuant to Utah Code Ann. § 52-4-207 as amended. In such circumstances, contact will be established and maintained via electronic means and the meetings will be conducted pursuant to the Electronic Meetings Policy established by the City Council for electronic meetings.

Executive Conference Room
55 South State Street
Third Floor
Clearfield, Utah

6:00 P.M. WORK SESSION
Discussion on Winter Parking Restrictions
Discussion on Appointing a Youth Member to the Planning Commission
Quarterly Communications Update

**ADJOURN AS THE CITY COUNCIL**

Dated this 24th day of September, 2019.

/s/Wendy Page, Deputy Recorder

The City of Clearfield, in accordance with the ‘Americans with Disabilities Act’ provides accommodations and auxiliary communicative aids and services for all those citizens needing assistance. Persons requesting these accommodations for City sponsored public meetings, service programs or events should call Nancy Dean at 525-2714, giving her 48-hour notice.
TO: Mayor Shepherd and City Council Members
FROM: JJ Allen, City Manager
MEETING DATE: October 1, 2019
SUBJECT: Winter Parking Regulations

RECOMMENDED ACTION
After discussion, provide direction to staff on how the Council would like to proceed.

DESCRIPTION / BACKGROUND
During the Open Comment Period at the September 11, 2018, City Council meeting, Jerome Curran, a Clearfield resident, expressed concerns about the winter parking restrictions, and requested that the City Council take another look at the ordinance. At its October 2, 2018, work session, the City Council discussed the issues pertinent to winter parking, enforcement of the winter parking restrictions, and whether any changes to the City’s ordinance (Section 7-3-22 of the City Code) were warranted. At the time, the Council concluded that the regulations should not be changed. The staff report and minutes from that work session are attached.

As a follow up to those previous discussions, Mr. Curran recently sent a letter (dated September 6, 2019) to the Mayor and Council, asking for reconsideration of this matter. In his letter, Mr. Curran laid out various considerations, research, and options for the Governing Body to take into account. Among the examples he put forth, he pointed to Riverdale and Roy. I have reached out to the city managers in those two cities to get feedback on the pros and cons of their ordinances. A response from Roy is still pending, but Riverdale responded as follows:

*Our ordinance is not effective, the people who park on the street still park on the street. About the only time we get cars moved is when the police have time during the storm to actually go out and enforce it. It’s only a violation to be parked when the snow hasn’t been cleared which makes for a very short period of time for enforcement. We would love to have an ordinance that prevented on street parking in the winter. It would be much safer for the snow plow drivers as well as the motorist on the road. The streets would be cleared in a more timely manner and we wouldn’t be left with all of the piles of snow in the road from going around cars. If they currently have that type of ordinance I would recommend they keep it.*
CORRESPONDING POLICY PRIORITY (IES)
Providing Quality Municipal Services

FISCAL IMPACT
Unknown at this time, but negligible. The revenue received from winter parking fines is inconsequential in the context of the full budget, but if the Council is inclined to modify the ordinance in a way that would reduce the number of parking citations, the revenue would also decrease. It should be noted that revenue generation is not the objective of this ordinance.

ALTERNATIVES
As much as Mr. Curran is convinced that a solution exists that reasonably addresses the concerns of every stakeholder (residents / property owners, public safety, risk managers, snow plow operators, etc.), it is clear that any regulation will have its pros and cons, its proponents and its opponents. The question at the heart of the issue is, of all the competing interests, which does the Council feel should take top priority? Perhaps answering this question will help frame the preferred outcome.

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SCHEDULE / TIME CONSTRAINTS
If the Council would like to consider a change to the ordinance, it would be wise to adopt the changes as soon as possible, so that outreach and educational efforts can commence.

LIST OF ATTACHMENTS
- October 2, 2018 staff report
- October 2, 2018 work session minutes (winter parking section, only)
- Letter to the Mayor and Council from Jerome Curran, dated September 6, 2019
I. RECOMMENDED ACTION

After careful consideration and discussions that included specific input from the public works department, police department, customer service department, executive department, and the North Davis Fire District, it is the recommendation of City staff that the City continue to maintain its recently reviewed and adopted winter parking restrictions, § 7-3-22: Snow Removal.

II. DESCRIPTION / BACKGROUND

A. Issue Presented For Review

This staff report is presented at the request of the Mayor and City Council in response to a single resident that posed a number of questions and made numerous comments related to the City’s current winter parking restrictions during the September 11, 2018 Policy Session.

The following is the specific ordinance that was asked to be reviewed:

7-3-22: SNOW REMOVAL:

From November 1 of each year to March 15 of the following year, the following regulations shall apply:

A. Restricted Hours: It shall be unlawful for the owner of a vehicle to allow such vehicle to remain standing upon any public street between the hours of twelve o’clock (12:00) midnight and five o’clock (5:00) A.M. of any day.

B. Snowbound Vehicles; Removal: It shall be unlawful for the owner of a vehicle to allow such vehicle to remain standing upon any public street for longer than forty eight (48) consecutive hours after such vehicle has become snowbound due to snowplows plowing around the vehicle. Such vehicles shall be presumed to be abandoned. Abandoned vehicles shall be subject to removal and impound in accordance with Utah Code Annotated section 41-6a-1406, as amended, or its successor provision.

C. Obstructing Snow Removal; Impoundment: It shall be unlawful to park any vehicle or permit a vehicle owned by that person to park in a manner that obstructs snow removal by failing to leave adequate room for passage of plows and other removal equipment. Vehicles so parked are subject to impoundment in accordance with Utah Code Annotated section 41-6a-1406, as amended, or its successor provision.

D. Temporary Prohibited Parking; Authority: In order to permit the removal of accumulations of snow, the City Manager, or the City Manager's designee, shall have the authority to designate and post streets for a temporary period so that parking or allowing a vehicle to remain on such posted street is prohibited. It shall be unlawful to park or fail to remove a vehicle on a
street when so designated and posted and any vehicle in violation may be removed and impounded in accordance with Utah Code Annotated section 41-6a-1406, as amended, or its successor provision. Adequate designation and posting shall occur by posting such designation for at least twenty-four (24) hours, at intervals not exceeding one-half (1/2) mile. (Ord. 2017-18, 11-14-2017)

B. History of Ordinance

The current version of § 7-3-22: Snow Removal, was reviewed, discussed, and adopted in November 2017. Subsection A of the version adopted in 2017 contains the same language that was included in the prior ordinance related to parking restrictions between certain times during certain months. The parking restrictions contained in § 7-3-22 have been included within the City code since February 1995.

C. Winter Parking Restrictions Are Necessary

The primary purpose for winter parking restrictions is to increase the overall health and safety of all residents within the City, as well as all City staff and public safety personnel required to work and provide services.

Winter parking restrictions are necessary to allow for the safe removal of snow from the public roadways by the City’s public works department. The removal of parked cars from public streets during the winter months allows for a more safe and efficient removal of snow from the roads. In addition to allowing for the widest possible thoroughfares to be plowed on each street, the removal of parked cars also greatly reduces the foreseeably unnecessary increase in claims made against the City for damage to parked cars caused by the snow plowing process. It is worth pointing out that the snow plowing process often occurs in the dark morning hours and in blizzard like conditions.

Without winter parking restrictions, the ability of the snow plow drivers to safely remove snow from public streets in an efficient manner will restrict access and increase risk not just for residents and those visiting the City, but will also limit the ability of law enforcement, fire trucks, ambulances, to safely respond to those in need.

D. The City’s Winter Parking Restrictions Are Not Unique

Winter parking restrictions of some form or another exist not merely in Clearfield, but throughout Davis County, the state, and even the nation in areas in which snow is reasonably expected. For the purpose of this staff report, staff reviewed the winter parking restrictions that currently exist and are actively enforced within the other 12 cities in Davis County. All 12 cities have winter parking restrictions, 10 of which were similar or the same as what is contained in Clearfield City Code, § 7-3-22.

For a specific review of each winter parking restriction for all cities within Davis County, see Attachment A, Cities Within Davis County - Winter Parking Restrictions
E. Current Enforcement Records of § 7-3-22

City records indicate the following:

- **Total Date Range of Enforcement:** 12/1/17 to 9/18/18
- **# of Winter Parking Citations Issued:** 360
- **# of Winter Parking Citations Contested:** 22
- **% of Winter Parking Citations Contested:** 6%

The information available to City staff is that the majority of the 22 citations (6%) that were contested, were not done so based on the validity of the ordinance or their inability to comply, but instead were contested to utilize the hearing process to explain that they were unaware of the winter parking restriction. City staff used the issuance of the citation and subsequent hearing as an opportunity to educate those contesting their citation. As such, the City ultimately dismissed 14 of the citations during the hearing process, and significantly reduced the fine amount on the 8 remaining citations. Each of the individuals that had their citations dismissed or reduced during the hearing process were notified that the City would not accept a future argument that they were unaware of the City’s winter parking restrictions.

City records further indicate that only one individual had a second case dismissed under this principle, who is in fact the same individual that addressed council during the policy session on September 11, 2018. Specifically, this individual was issued 3 citations on December 23, 2017, and again received 2 citations for the same violations on December 27, 2017. All 5 citations were dismissed, and no fine or fee was collected.

F. Changes to § 7-3-22 Will Set Back Public Education Process

City staff is concerned that any substantial change to § 7-3-22 will have a negative impact on the public education that has been implemented between the customer services department, police department, and community relations department throughout the past years.

III. IMPACT

   a. **FISCAL:** It is estimated that since the adoption of § 1-15, Civil Infraction Hearings, which allows for the civil enforcement § 7-3-22, the City has collected approximately $8,000.00 dollars in fines related to winter parking restrictions.
IV. ALTERNATIVES

Subject to alternative direction from council, staff believes the following to be viable alternatives at this time:

a. Direct staff to continue with the lawful application of Clearfield City Code § 7-3-22, as written.

b. Provide staff with direct and explicit changes to Clearfield City Code § 7-3-22, and review said changes at an upcoming scheduled City council work or policy session.

c. Instruct staff to continue research on winter parking restrictions and bring back this topic at a time and date in the future to continue discussion and review options.

d. Direct staff to remove Clearfield City Code § 7-3-22 and to no longer enforce winter parking restrictions.

V. SCHEDULE / TIME CONSTRAINTS

There are no legal requirements as to scheduling or time restraint. However, any potential modification to the City code related to the currently adopted 7-3-22 would need to be made as soon as possible to be timely implemented by the 2018-2019 winter months.

VI. LIST OF ATTACHMENTS

Attachment A: Cities Within Davis County - Winter Parking Restrictions
ATTACHMENT A

Cities Within Davis County - Winter Parking Restrictions

1. LAYTON

10.62.010: Parking During Winter Months

(1) No person, who owns or has possession, control, or custody of any vehicle, shall park, or allow or permit another to park any such vehicle upon any public street between the hours of 1:00 a.m. and 6:00 a.m., during the months of December, January, and February.

(2) During all times, other than those set forth in paragraph (1) above, no person, who owns or has possession, custody, or control of any vehicle, shall park, or allow or permit another to park any such vehicle upon any public street when the removal of snow from the streets is apparent or imminent, or when necessary, as determined by the City.

(3) A violation of this Section is a class C misdemeanor. Any person convicted hereunder for the first time shall be assessed a fine not to exceed Ten Dollars ($10.00), with any other sentence the court deems appropriate. The sentencing for any subsequent offense shall be within the discretion of the court.

2. BOUNTIFUL

13-1-103: Parking Limitations

(1) It is unlawful for any person who owns or has possession, custody or control of any vehicle to park or knowingly allow to be parked any vehicle or trailer on any street:

(a) between the hours of 2:00 a.m. and 6:00 a.m. during the months of November, December, January, February and March;

(b) when it is actually snowing, or within twelve hours thereafter. Due to the unique nature of the downtown area, this prohibition shall not apply to Main Street between 500 South and 400 North;

(c) for a period longer than 24 consecutive hours; or

3. FARMINGTON

14-5-010: All Night Parking

No person shall park a vehicle on any street within the jurisdiction of Farmington City during the period from November 15 to and including the last day of February, between the hours of one o’clock (1:00) A.M. and seven o’clock (7:00) A.M. and any day, except physicians during emergency calls or permit provided in section 14-5-020 of this chapter.
4. **KAYSVILLE**

6-2b-4: Unlawful Parking

During Winter. No person shall park a vehicle except authorized emergency vehicles, on any street between 12:00 midnight and 6:00 a.m. of any day from the first day of November of each year to the last day of February of the following year.

5. **CENTERVILLE**

14.06.010 All-Night Parking

No person shall park a vehicle on any street within the jurisdiction of Centerville City during the period from December 1st through March 31st, between the hours of 12:00 midnight and 6:00 a.m. for more than one hour, except physicians during emergency calls, emergency vehicles or law enforcement vehicles exempted under CMC 14.01.050, or other authorized vehicles in accordance with CMC 14.06.020.

6. **CLINTON**

16-7-19: Snow Removal.

From November 15 of each year to March 15 of the following year, the following regulations shall apply.

   (1) It shall be unlawful to stop, stand, park, or permit a vehicle or trailer owned by that person to stop stand or park, in any manner upon the public street from 12:00 a.m. (midnight) until 7:00 a.m.

   (2) During all times, other than those set forth in paragraph (1) above, no person, who owns or has possession, custody, or control of any vehicle, shall park, or allow or permit another to park any vehicle upon any public street when the removal of snow from the streets is apparent or imminent, or when necessary, as determined by the City Manager or his appointee. A citation may be issued and/or the vehicle or trailer shall be subject to removal and impound under Chapter 8 of this Title.

7. **WOODS CROSS**

14-15-010: All-Night Parking

No person shall park a vehicle on any street within the jurisdiction of Woods Cross City during the period from November 1st through March 31st, between the hours of 1:00 a.m. and 6:00 a.m. for more than one (1) hour, except physicians during emergency calls, emergency vehicles or law enforcement vehicles exempted under Section 14-01-100, or other authorized vehicles in accordance with Section 14-15-020.

8. **FRUIT HEIGHTS**

6-1-4: Parking Regulations

M. When city work crews must clear the street, curbs and gutters of snow or other material, and in order to allow for maintenance of utilities within the public right of way. It is also unlawful to park a vehicle, recreational vehicle or other equipment on any public street and also between the hours of twelve o’clock (12:00) midnight and eight o’clock (8:00) A.M. from November 1 to April 1, unless allowed by special permission or exception.
9. SOUTH WEBER

6.01.040 Parking Regulations, Unlawful Parking (9D)

Specific Months Restricted: It shall be unlawful to park a vehicle or recreational vehicle or farm equipment on any street in the city between the hours of twelve o'clock (12:00) midnight and twelve o'clock (12:00) noon from November 1 to March 31, except as follows:

1. Physicians and other emergency vehicles during emergency calls.
2. Residents or persons visiting when required by emergency or other unusual circumstances may apply to the city for a permit for all night parking on the street. The city, for good cause shown, may issue a permit and shall issue an authorization that shall be displayed in the window and is visible to law enforcement agencies.

10. WEST POINT

10.05.050 Unlawful parking. H. All-Night Parking Prohibited.

1. No person shall park a vehicle on any street for any period of time between the hours of 1:00 a.m. and 6:00 a.m. of any day, except physicians during emergency calls and other emergency personnel/city vehicles.
2. No person who owns or has possession, custody or control of any vehicle shall park said vehicle upon any street or alley for more than a consecutive period of 21 hours except as provided in subsection (H)(1) of this section.
3. The provisions of subsections (H)(1) and (2) of this section shall be enforced within the limits of this city commencing the first day of November of each year and up to and including the last day of February of the following year, and shall not be enforced from the first day of March up to and including the thirty-first day of October of each year; provided, however, that subsections (H)(1) and (2) of this section shall be enforced continuously throughout all months of the year as to horse trailers, house trailers, junk cars, vehicles or trucks larger in size than three-quarter-ton pickups, or other vehicles of like character.

11. WEST BOUNTIFUL

10.12.095 Parking Prohibited For Snow Removal

Notwithstanding the foregoing section 10.12.090, the owner or operator of any vehicle shall move the vehicle off the street when:

1. Snow is visibly falling; or
2. There is a visible amount of snow in the street and the street has not been plowed since the snow fell.

12. SYRACUSE

11.20.050: Off Street Parking During Winter Months

To allow for the orderly and timely removal of snow during winter months, it shall be unlawful to park any vehicle within the public right-of-way of any street within the corporate limits of Syracuse City at any time during the accumulation or removal of snow unless special permission is granted by Syracuse Police Department.
DISCUSSION ON WINTER PARKING RESTRICTIONS

Mayor Shepherd said each year the City received several complaints about winter parking. He pointed out the City tried not to use a heavy-handed approach for its enforcement. He acknowledged the City’s ordinance mandated there be no overnight parking on the streets during winter months beginning November 1st through March 15th of the following year from midnight until 5:00 a.m. He stated a resident recently requested the Council review the winter parking ordinance and consider its negative impacts on residents. There was a discussion about the winter parking restrictions, safety concerns related both to emergency services and snowplow operators, liability risks for the City, optional ordinance language alternatives versus the impacts, as well as the effects to neighborhoods if snowplows were unable to provide the expected service to residents. There was support from the Council to continue with enforcement of its current winter parking ordinance.

There was a discussion about the educational component of the winter parking ordinance for residents as well as staff. It was suggested education about the winter parking ordinance be shared with residents through the newsletter and other means prior to the approaching season to provide validity for needing a winter parking ordinance rather than its perception by residents as a revenue stream for the City. The following educational items were noted 1) newness of its enforcement through a civil process; 2) providing a better understanding of its safety component; and 3) reminder of the services provided through snow removal which benefited neighborhoods.
Sept 6, 2019

Clearfield City Council.

Mayor Mark Shepherd, Councilmember Kent Bush, Councilmember Nike Peterson, Councilmember Vern Phipps, Councilmember Bruce Young, Councilmember, Karee Thompson@clearfieldcity.org, Councilmember, tim.roper@clearfieldcity.org
Cc: JJ Allen, City Manager

Pursuant to prior conversations surrounding winter parking regulations (primarily residential) in Clearfield city and the pressures it puts on the citizens. Said conversations were approximately from Nov 1- 2018 to March 2019. Change is inevitable in politics, city code and life. I Appreciate the fact that the city is looking out for the safety of Clearfield citizens and potential risk with plowing our roads paid for with the citizens tax money.

Benefits of relaxing the current parking restrictions relieves the pressure of parking that will come when the city approves ADU’s (Accessory Building Units) to help with affordable housing. It helps reduce the urge of citizens parking on sidewalks and front yards and parking strips.

I have put together detailed information supporting my concern and motion for change to said winter parking restrictions. I have called several cities in Utah/ Wasatch front (and other states who have a lot more snow) to procure their winter parking ordinance. Also, I have supporting winter snow fall totals. I think that if other cities who have more snow concerns than we do have been able to work with snow and citizen parking then so should Clearfield city. I have also supported my findings with a list of citizens who validate my concerns and request Clearfield to change the current winter parking restrictions.

In addition, to said data below. I don’t think someone’s right to have their snow plowed should not remove my right to park. I believe suitable restrictions can be agreed on taking into consideration public safety, risk to public and personal property relative to plows. The end of the day, public safety is important and a valid concern to be considered in winter parking regulations. However, having absolutely no parking for winter for possible snow fall is extreme (unrealistic winter conditions). We don’t have snow every day.

Concepts to consider:

1. Currently, if I want to have family/friends stay at my home during the holidays they can’t park as there is no room for them to park on the street, I can’t have parties at my house after midnight as there is a curfew for parking on the street. Seems excessive in citizens right to park on the road.

2. As you may or may not be aware Roy City made changes to their winter parking restrictions last year allowing their citizens to park on the road until it snows. Riverdale city is identical.

3. Citizens who have work vehicles or trailers can’t bring them home. Dominion Energy employee work vehicles are required to park on the street not the driveway.

4. Per NOAA, (see below for numbers) Clearfield has less than 8 days during the winter season of 3 or more inches of snow. That means Clearfield only has to manage /plan for less than 8 days of possible snow plowing. Why so excessive in removing all parking if we only have to technically worry about less than 8 days? Is Clearfield city equipment or citizens safety in jeopardy on Nov. 5th if there is no snow to plow? No. Is there imminent danger of parking when no snow? You get my drift here right?
5. some of which have already been verbalized to the city council. Clearfield citizens who’s homes in which have more than 2 licensed drivers (dependents or adults per household) with multiple vehicles and or potential work vehicles are put in extreme undue pressures by current parking regulations. Where do people go with their vehicles? What purpose is there to remove citizens’ rights to park on the street when there is no snow on say Nov 30th or Dec 1st? Is the City out something? Please explain what costs if any there are when there is no snow to the city?

6. Attached below are photos of the plow Job on our streets /cul-de-sac showing the plow going down the middle of the street only. You can see the minor need for plow and still no real need to worry about parking as the plows didn’t plow the whole street. It is more cost effective in gas and wear and tear on road/equipment to do exactly what the plow did in the picture vs making several runs on the road. Quite frankly it is fine no big deal, it shows room to park and no harm to the city or the citizen if someone were to park there. We live in a desert state, which gets most of its snow in the mountains.

The right to park on the street, within reason, is not the right of the city to just remove all together without real actionable reasoning (ie. immediate danger, extreme weather, emergency etc). A citizens’ call to the city asking why their street is not plowed is different and shouldn't supersede the right to park.

The citizen who has one car and a driveway has no skin in the game here nor does it have any effect on them, but the right to park should be for all no matter what.

After careful consideration, comparison and dialogue with responsible professionals of various other city officials/public works/code enforcement, etc.; I find that other cities have been able to find more than suitable compromise and, in some situations, willing to NOT have any parking restrictions, with minor exceptions of metered parking and or specific posted sign no parking anytime (see below for detail).

That being said, I purpose a more user-friendly parking compromises be considered for winter 2019, please consider the following opportunities for change.

A. Begin November 15th Through February 28th.
B. Citizens must be able to park their vehicles on the street during the night when they are home from work!
C. Snow day defined as over 3 inches on the road. If there is snow over 3 inches, be off the road by 8am the morning of snow so plowing can begin/resume on the rest of the street. Once plowed resume parking as normal.
D. A possible solution could be on Snow days (if there is a snow forecasted) Alternate side of street parking Sunday to Sunday (odd even # houses per week). This means one side of the street is open for parking while the other side of the street is closed when there is snow in the forecast from midnight to 8am. If snow removal is required and it is over 3 inches in snow, once the other side is cleared residents can move their vehicles to the other side so plows can clear the parking side, once plowed residents can resume parking as normal on approved side of street or both sides once road is cleared.
E. In extreme weather of approximately 12 inches or more 24 hour no parking until the street is plowed, then resume parking on one side of the street until snow has stopped.
F. The odd even # parking example could be; Sunday you park on the side of even # housing days and Tuesday Odd # housing days until the next Sunday etc. This would allow for plows to clear both sides if needed. Also, if snow removal is essential, and cars are parked so the plow could not plow the said street, there would be a warning by code enforcement of 48 hour notice before a citation is issued. If a vehicle is still there after 48 hours (notice given) then code enforcement will report it to the police to
issue a citation. No parking citation should be issued unless plows can’t clear said street within reasonable time of 48 hours. Once street is clear resume parking as normal.

G. Either way if those suggestions are too much to articulate in the code enforcement then remove it and keep it simple, if there is snow move the car so it can be plowed, then resume parking.

H. If there is extreme weather conditions (over 18 or more inches) public works can issue emergency notice of clearing of roads no parking until plowed then resume parking as normal.

I. Signs can be posted for major streets, i.e. Antelope Drive, etc., for no parking during winter time parking or if snow plow is required no parking until plowed then it is ok to park. The word snow can be defined in inches of 3 or more on the road.

**Per NOAA (National Oceanic and Atmospheric Administration),** we are dealing with on average less than 8 days during the snow season of 3 or more inches of snow on those days. I have the break down from their office below.

Nicholas Carr: From NOAA Federal administration. nicholas.carr@noaa.gov

Ph. 801 524-4378

Contacts and phone numbers

State Engineer water rights

801 538-7240—Spoke to Paul

Water recourses: 801 538-7230—Craig Miller

From Nicholas Carr, NOAA (National Oceanic and Atmospheric Administration), put how many days in inches per year of snow fall greater than 3 inches and greater than 1 inch. Then total inches in the last 5 years. He also put some notes where those 5 year averages deviated significantly from previous 5 year averages. This could be indicative of either long-term change or random chance (I will leave it up to you to decide).

**The average annual number of days with snowfall greater than 3" inches over the last 5 years (2012-2017).**

1.) Duluth: 10 days

1.) Tahoe City: 10 days (most periods historically averaged 20 days a year)

3.) Buffalo: 9 days

3.) Park City: 9 days.

5.) Ogden: 8 days

6.) Logan: 7 days

7.) SLC airport area: 3 days (an average of about 5-6 days was more typical in the historical record).

**Average number of days per year with snowfall greater than 1 inch over the last 5 years.**

1.) Duluth: 26 days

2.) Tahoe City: 24 days (note most other 5 year periods average about 30-40 days)
3.) Buffalo: 24 days... right left parking allowances. Ph. 716 84-1822 & 716 851-5832
4.) Park City: 19 days.
5.) Logan: 17 days.
6.) Ogden: 16 days.
7.) SLC: 11 days (most of the previous 5 year periods averaged about 14-16 days).

**Average annual snowfall in inches over the last 5 years.**

1.) Tahoe City: 101 inches (note this has been an abnormally dry period as most 5 year periods average closer to 200 inches)
2.) Duluth MN: 94 inches; ph. 218 730-5430, Mark. Parking is alternate side of street Sunday to Sunday.
3.) Buffalo, NY: 89 inches (note Buffalo's annual snowfall has ranged from 40 to 176 inches historically!)
4.) Park City, UT: 80 inches (the last 5 years have averaged about 20 inches less snow than previous years)
5.) Ogden: 65 inches (note our climate site is somewhat on the bench so lower elevations of Ogden probably get a little less)
6.) Logan: 57 inches
7.) SLC: 37 inches (note this is for the airport and is much lower than the 50 inches averaged the previous five years). This is about 7.5 inches during the 6 days of snow on average.

As you can see from NOAA, Clearfield city only has to be concerned with less than 8 days of snow to plow in the winter season. Can we not manage ourselves over those eight days vs removing all parking? It seems excessive to just say no parking. Snow in Clearfield 2017 had very little to plow if at all, at least we never really saw any on my road, vs 2018 there was a decent amount to plow.

Again, as previously mentioned, the following pictures below (my street), plows still don't plow the whole road even if the cars are not there, especially on cul-de-sac areas. This is not about getting your plow people in trouble it shows do we really need to have all cars off the road? Can we handle parking and plows together, YES, we can still function with cars on the road. Certainly, we can make efforts to move cars to help plows. We are not looking for perfection in the snow plows nor should the citizens be forced to be perfect with no parking on the roads.
The following cities have more snow than Clearfield and they don’t have parking restrictions, or they use alternate side street. Evanston, WY. Has no restrictions phone 307 783-6450 (Carolyn). Pocatello, Idaho, has no parking restrictions phone 208 234-6182 Melanie; West Yellowstone has no parking and they plow a lot more than Clearfield. Ph 406 646-7795 spoke to Liz. Bozeman MT. no restrictions phone. Phone. 406 582-2260—Milwaukie WI. Phone 414 286-5100/ 414 286 8350 they have odd even day parking.

Riverdale City; contact Randy 801 394-5541
Park City, contact Dirby 435 615-5320
Roy City 801 774-1000

**Evenston Wy.** Contact Carolyn 307 783-6450

24 hour when snowing, until plowed. If parking code enforcement gives 3 day notice if not moved then 48 hour notice from police before citation issued.

**Milwaukee, WI.** Contact 414 286-5100

Parking is odd even day parking, allowing parking .

**Duluth, MN contact Mark, 218 730-5177218 730-5430**

Alternate Sunday to Sunday side of street parking

**Pocatello, ID. 208 234-6182** contact Melanie code enforcement

No real parking restrictions for residential parking except move for the plows, when it snows.

**West Yellowstone city;** contact Liz city 406 646-7795

No parking restrictions for citizens

**Bozeman MT. ph. 406 582-2260**

No Parking restriction

**So Lake Tahoe, ph 530 542-6100**

Ok to park until 3inches of snow, move allow to plow once plowed resume parking.

Sincerely yours; please change the parking for 2019.

Jerome Curran

2278 s 150 w

Clearfield. Ut.
Below is a copy of my email dialogue with NOAA.

Nicholas Carr - NOAA Federal <nicholas.carr@noaa.gov>
Mon 11/19/2018 5:43 PM

jcurran2295@msn.com

Hello Jerome, unfortunately our observer in Evanston has been pretty intermittent in reporting data over the last few years so we don't have a really clear picture (too many missing dates). However, when they used to report more reliably in the 90s and early 2000s it looks like they averaged around 55-60 inches a year. They also averaged about 20 days with at least 1 inch and 7 days with 3 or more inches.

Best, Nick

On Sun, Nov 18, 2018 at 2:52 PM JEROME <jcurran2295@msn.com> wrote:

Can you send me the same numbers for Evanston, Wyoming?

Thx

From: Nicholas Carr - NOAA Federal <nicholas.carr@noaa.gov>
Sent: Saturday, November 17, 2018 9:29:44 AM
To: jcurran2295@msn.com
Subject: Re: Snowfall statistics

Sorry for the late reply Jerome, but I have been off for the last few days so didn't see your follow up email until this morning.

Here are the average annual number of days with snowfall greater than 3" over the last 5 years.

1.) Duluth: 10 days

1.) Tahoe City: 10 days (most periods historically averaged 20 days a year)

3.) Buffalo: 9 days

3.) Park City: 9 days.

5.) Ogden: 8 days

6.) Logan: 7 days

7.) SLC: 3 days (an average of about 5-6 days was more typical in the historical record).

Best,

Nick
Clearfield city needs to allow their citizens to park by their homes during winter time. Remove current parking restriction.

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Signature</th>
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<tbody>
<tr>
<td>Ryan Johnson</td>
<td>433 W. 2500 S. Clearfield</td>
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<tr>
<td>Marilyn Allister</td>
<td>317 W. 2300 S. Clearfield</td>
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<td>Lonna Pearson</td>
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<td>Morgan Burt</td>
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<td>Scott Martin</td>
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Clearfield city needs to allow their citizens to park by their homes during winter time. Remove current parking restriction

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TO: Mayor Shepherd and City Council Members  
FROM: Trevor Cahoon  
MEETING DATE: October 1, 2019  
SUBJECT: Quarterly Communications Update

DESCRIPTION / BACKGROUND

Each quarter communications staff will update council on previous campaigns, current projects, and upcoming campaigns. Staff will present on: key information gained from the Utah’s Public Information Officer (PIO) Conference in Saint George, run though focus group questions on messaging, and discuss communication strategy across all departments. If there are any other items that the City Council would like to discuss contact Trevor Cahoon, Communications Manager, 801.525.2713.

UTAH PIO CONFERENCE

Each year the Utah PIO organization holds a conference in Saint George, UT which trains communications professionals on current trends and methods to get information out to the right people. This year Mr. Cahoon and Jenn Wiggins, Digital Media Specialist, attended the conference. Topics that were included in the conference were: Podcasts and Community Outreach, How to Respond to Negative Press, Social Media Policy Considerations, Critical Incident Messaging, Preparing to Respond in Emergency Situations, and Sandy City Fluoride Case Study.

FOCUS GROUP RUN THROUGH

Communications Staff are preparing to hold focus groups with key stakeholders within the community to understand the current state of Clearfield’s brand. Staff will conduct a mini focus group with City Council and Staff to review the questions that will be asked to stakeholders.

COMMUNICATION STRATEGY

The Community Relations Division’s main roles within the organization is to improve the City’s image livability and economy. Over the past 3 years Staff has continually refined the use of communication channels to open dialogue and awaken advocates to help further messaging. The communication strategy in an over-simplified version could be described as follows: Let’s throw some things out and see what sticks. After understanding what the community responds to, now is the time to fine tune in
what way we can continue to invite more residents and business owners to become advocates. The answer lies with understanding that our role is to help others become the heroes of their own story by being their guide along their journey we do this by improving the customer experience.
PIO CONFERENCE 2019

Key Takeaways

Community Relations
PIO Conference – September 23 - 25
Clarity, tact and perspective in communication methods

- How to communicate with the public during a suicide incident
  - Understand data before reporting
  - While transparency is our goal, certain details should be kept private
  - Understand implications of words and imagery we use
Key Takeaway:

Continued preparation for emergency within our organization and community

• Preparing to respond by preparing for disaster
  • City employees: plan family safety, know your role, plan for deployment, go bags, clear communication with community
  • Community members: know how to stay safe, plan for emergency with family (meeting place, 72 hr. kits, etc.), know communication channels with emergency task force
    • Plan: create one-page documents for residents to reference (website, social media, etc.)
Media relationships are essential to dealing with bad press.

- How to respond to negative press
  - Make interactions with media/reporters a positive experience for them
  - Be cooperative and transparent
  - Journalism and public relations should be a symbiotic relationship: you scratch my back, I’ll scratch yours
Key Takeaway:

Your messaging says everything to the public, so craft it carefully (esp. in times of crisis.)

• How to craft layered, powerful messaging in an impactful way
  • In times of crisis, spokesperson matters
  • Earning and maintaining trust through honesty
  • Righting wrongs when necessary
  • Know your stance BEFORE speaking out
Stick to your key points to communicate messaging without any mishaps

- Basic PIO lessons learned
  - NEVER deviate from key points, even when other questions might be asked
  - NOTHING is ever off the record
    - If you say it, someone can print it
  - “No comment” is not an answer
  - Media can be manipulative (sound bites, editing, etc.) so don’t give them room to manipulate you
Podcasting is an underutilized, simple, and effective way to reach an audience

- Podcast and community outreach
  - Creating a podcast is simpler than you think
  - Reaches people at any time: at work, on their commute, in the shower, etc.
  - Platform to speak information in an interesting, accessible way
THANK YOU!
PIO Update

Goal of Communication

- Improve Clearfield’s Image

- By Communicating Creating Attention
  - Throw Things Out and See What Sticks

- By Creating Connection Creating Interest
  - Act as a guide for residents as they use the “brand”

Departmental Goals of Communication

- **Community Services**
  - Recreation/Arts: Harness the Energy
  - Parks: Invite residents into the story of the parks
  - Aquatics: Generate connection and excitement about the center

- **Community Development**
  - Code Enforcement: Educate public creatively about ordinances
  - Customer Service: Help staff with day to day communication
  - Planning/Development: Illustrate the why

Departmental Goals of Communication

- **Police**
  - **Patrol**: Look for and document for opportunities to connect with residents
  - **Emergency Management**: Distribute info sheets directly to homes

- **Public Works**
  - Be a source for accurate and correct information about issues

Departmental Goals of Communication

- **Executive**
  - **HR:** Assist with Attention, Interest, Desire, and Action
  - **City Council:** Teach how to engage with audience on SM

Warm-ups

- Ask yourself if your organization was a car, what kind of car would it be? Get specific, and define the year, make, model and color. Is it a coupe or sedan? Import or domestic? Convertible?

- If your organization was a famous celebrity, who would it be and why?

- If your organization had a spirit animal, what kind of animal would it be?
If Clearfield was to choose an archetype to play D&D, what would it be?
Kapferer’s Brand Identity Prism

Externalization

Sender
Your Company

Physique
What are the physical characteristics of your brand? (Colors, Shapes, Design Elements...)

Personality
What is your brand’s character? (Tone, Language, Persona...)

Culture
What are the values and guiding principles of your brand?

Internalization

Relationship
How is the relationship between your brand and your consumer?

Self-Image
How do consumers perceive themselves when engaging with your brand/product?

Reflection
Who do you portray as a target group for your brand?

Receiver
Your Consumer

Physique

- Salient physical qualities which are seen by the target audience-like its color, shape, logo or anything that brings an image in the mind of the consumer when thinking or talking about the brand.

Personality

- This defines the brand's personality or character. Here the brand is personified and its traits are perceived in the eyes of the consumer in a particular way. It can be related to calling a person shy or stylish or philanthropic.

Brand Relationships

- The relationship a brand has with its customers, the way each communication relates to its target audience or how brands influence and provide a particular service to its customers.

Brand Culture

- This represents the values and principles a brand stand for. For example: a brand that has a 'Go Green' motto, will be eco friendly is all its aspects- from Production to marketing.
Customer Reflection

- How a customer reflects with a particular brand. This is different with how customers perceive the brand. This talks more about the consumers who use the brand as opposed to the brand itself.

Customer Self-Image

- This explains how a customer perceives himself by using the brand. For example:- how men and women differentiate certain brands as being masculine or feminine.

Mayor / Council:

Here is the information that our insurance broker was able to provide. The percentages represent 537 claims. See you tomorrow!

JJ

Sent from my T-Mobile 4G LTE Device

-------- Original message --------
From: Brian Child <brianc@olyins.com>
Date: 9/30/19 8:46 PM (GMT-07:00)
To: JJ Allen <JJ.Allen@clearfieldcity.org>
Subject: Snowplow Claim Data

JJ:

It was nice to speak with you this afternoon. As a follow-up to our conversation, I’ve included some claim data below on Snowplow claims among all clients occurring last winter (11/1/18 – 4/1/19)

<table>
<thead>
<tr>
<th>Snowplow Claims</th>
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<tbody>
<tr>
<td>Parked Vehicle</td>
<td>31%</td>
</tr>
<tr>
<td>Mailbox</td>
<td>27%</td>
</tr>
<tr>
<td>Moving Vehicle</td>
<td>22%</td>
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<tr>
<td>Inanimate Object (e.g. Fence, Basketball Hoop, etc.)</td>
<td>19%</td>
</tr>
<tr>
<td>Pedestrian</td>
<td>1%</td>
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One point of clarification, some of the vehicle claims did not result from the snowplow coming into direct contact with the vehicle, but rather the damage was caused by the snow being pushed by the snowplow. Either way, if the vehicles were not located on the street the damage to the vehicles would not have occurred.

I would be happy to respond to any questions or provide any clarification on this issue at your convenience.

Best regards,

Brian D. Child, CLCS, CIC | Account Executive
(801) 486.1146
Mayor / Council:

I have some additional information to pass along to you for our discussion on winter parking regulations.

1. **Excerpts from Roy City’s response (no parking on a city street when it is snowing or snow is on the street)**

   The following text is taken from an email thread with the Roy City Manager:

   *The change was due to a public comment in council and people reaching out to council members individually as some of our older homes do not have as much parking.*

   *We have only received a couple of complaints about the change.*

   1. Citizens wanting to do away with all restrictions.
   2. Not knowing if it’s going to snow at night when they are parked on the street. We just advise to watch the weather.

   *Officers seem to enjoy the clarity of when they should and shouldn’t write a ticket. Furthermore, residents seem to like to be able to park on the streets when there is no chance of snow.*

   *[Public Works] actually would like there to be no parking on the street at all during the winter. I know that will probably never happen. But, they have liked it as there would be no parking in the day time as well when they are plowing.*

   *We didn’t have a problem with our officers writing citations on stormy nights and now they can during the day. They could usually make the rounds and write them between calls.*

2. I am expecting information from our insurance broker regarding claims data pertinent to plowing operations and the impact of parking ordinances (and the enforcement thereof) on those claims. When that information comes in, I will get it out to you promptly.

3. In addition, the Public Works Director, Police Chief, and Fire Chief will all be present at the meeting to provide input from their respective points of view.

There is no single right answer to this question. As noted in the staff report, it will come down to a decision on what takes highest priority, and how much risk the City wants to accept.
See you tomorrow!

**JJ Allen**  
City Manager  
Clearfield City  
801-525-2788