



St. Helens Public Safety Facility

Protecting the Health and Safety of Those That Protect Us





Timeline

Mar 2019

PD Study with Mackenzie Architecture

- Initial discovery, site survey, staff survey
- Identified potential site locations

Aug 2019

City Council Update & Location Next Steps

- Staff updates council on Needs Analysis
- City Council agrees on Top 2 locations

Nov 2019

City Council Update & Location Confirmation

- Staff updates council on Needs Analysis
- City Council confirms 1st choice location (Old Portland Rd & Kaster Rd)

Sept 2020

City Council Creates Ad-Hoc Committee

- City Council agrees to start Ad-Hoc Committee to review plans and talk about funding strategies with staff.



Timeline

Oct 2020

Ad-Hoc Committee Meetings through Dec 2020

- 20+ Community residents and business owners meet and discuss facility and discuss recommendations to Council
- Everyone who applied was selected to sit on committee

Jan 2021

Ad-Hoc Committee Makes Recommendations to Council

1. Community Engagement Time in February, March, and April
2. Create Public Safety Fund Administratively
3. Increase Utility Assistance Support to assist with utility increase
4. Sell current PD Station to pay down future debt
5. Continue researching funding opportunities

Feb 2021

Public Engagement Process Begins

- Staff holds in-person meetings and online webinars for community engagement.



Community Engagement

What have we done?

- **PROJECT WEBSITE**

Dedicated microsite includes overview of project, history of station, current deficiencies, ad hoc committee information, community engagement listings, videos, FAQs

- **CUSTOM HOME PAGE BUTTON ON WEBSITE**

Links from City's main landing page directly to project page

- **INFORMATION FLYER**

Two-page info flyer distributed at Habitat Restore, food cart pod, Skinny's and Chubb's gas stations, Sunshine Pizza, Mailboxes NW, US Post Office, IGA Market Fresh, Molly's Market, Running Dogs Brewery, 2Cs Vendor Mall, Columbia Theatre, Recreation Program kits, Library

- **PAID ADVERTORIAL**

The Chronicle ¾ page write up with pictures

- **COMMUNITY MEETINGS**

15 virtual Zoom/Facebook Live meetings

- **IN-PERSON COMMUNITY MEETING**

St. Helens Middle School April 6

- **POLICE STATION TOURS**

6 ticketed events & standing invitations

- **MEDIA STATION TOURS**

The Chronicle and The Spotlight



Community Engagement

What have we done?

- **SPECIAL E-NEWSLETTERS**

February 3 & March 24 with information on upcoming meetings, tour opportunities, video, and where to go for more info

- **MONTHLY E-NEWS ARTICLES**

6 articles since September 2020

- **UB INSERT**

Mailer inserted in every UB customer's March billing with community engagement events and website information

- **KOHI RADIO**

Chief & Matt Brown on Setting the Record Straight, once on Preheim's show, Rachael and Crystal on regular segment

- **COMMUNITY/INDIVIDUAL BRIEFINGS AND PRESENTATIONS**

Representatives Betsy Johnson and Brad Witt, Commissioner Margaret Magruder, South Columbia County Chamber of Commerce Coffee Klatch, St. Helens School District Board, Rotary, Columbia County Democrats and Republicans groups, Homeland Security Emergency Management Commission, Columbia County Traffic Safety Committee, Kiwanis Daybreakers, Kiwanis Noon

- **VIDEOS**

Current station tour (English and Spanish), officer testimonials, business testimonials, community testimonials



Community Engagement

What have we done?

- **SOCIAL MEDIA**

40+ posts/tweets on City and Police Department's social accounts

- **PRESS RELEASES**

2

- **INCREASED POLICE ACTIVITY
DISSEMINATION**

8 press releases, website updates, social media shares

- **STRATEGIC COMMUNICATIONS
MEETINGS**

Staff and industry experts, including successful bond campaign manager



Community Engagement

What else can we do?

- **IN HOUSE MASS MAILER**

Mail information flyer to every UB household as separate mailing – approximately \$8k

- **NEWSPAPER INSERTS**

Information flyer in both newspapers – approximately \$8-10k

- **DOOR HANGERS**

Print information door hangers and pay for distribution - \$9k

- **RUN ADS IN NEWSPAPER**

Approximately \$1k for every half page ad

- **DIGITAL NEWSPAPER ADVERTISING**

Social media digital advertising on both newspapers' social media - \$300-\$500 for each ad

- **IF YOU GO OUT FOR A VOTE**

All in-house communication must end immediately



What We Heard

- **Polling Before/After Zoom Webinars**

- 86% Support new public safety facility from beginning
- 93% Support Ad-Hoc Committee Recommendations after the presentation was over

- **Public Comment Periods**

- Multiple community members voicing support verbally and in written testimony during City Council
- Only 2 negative testimonies submitted (1 Verbal / 1 Written)
- Letters of support from SHPA
- Letters of support from Columbia County Republican Party

- **St. Helens Resident Quotes from Letters**

"Our police station is inadequate, outdated, and an actual health hazard" – Bill Eagle

"Not moving forward now... will only result in greater future expenses" – Judy Thompson

"The cost of not having a proper facility far outweighs the modest proposal presented" – Michelle Damis

- **Letters to the Editor**

- Multiple letters to the editor in support of the facility and Ad-Hoc Committee Recommendation
- Only 1 negative letter questioning the method of a public vote



Committee Recommendations

- 1. Community engagement period**
- 2. Creation of Public Safety Fund administratively by City Council**
- 3. Increased funding for utility assistance**
- 4. Sell current station location to pay down future debt**
- 5. Continue researching other funding sources**

Staff Recommendation: Creation of oversight committee



Why a Public Safety Fund?

- Does not increase property taxes
- Can be used for construction and ongoing maintenance
- Most equitable for renters & homeowners
- Monthly rate lowers as city grows (or steady and payoff faster)
- More flexible with other funding options (pay down faster)
- Overall, less expensive for residents



Monthly Rate Comparison

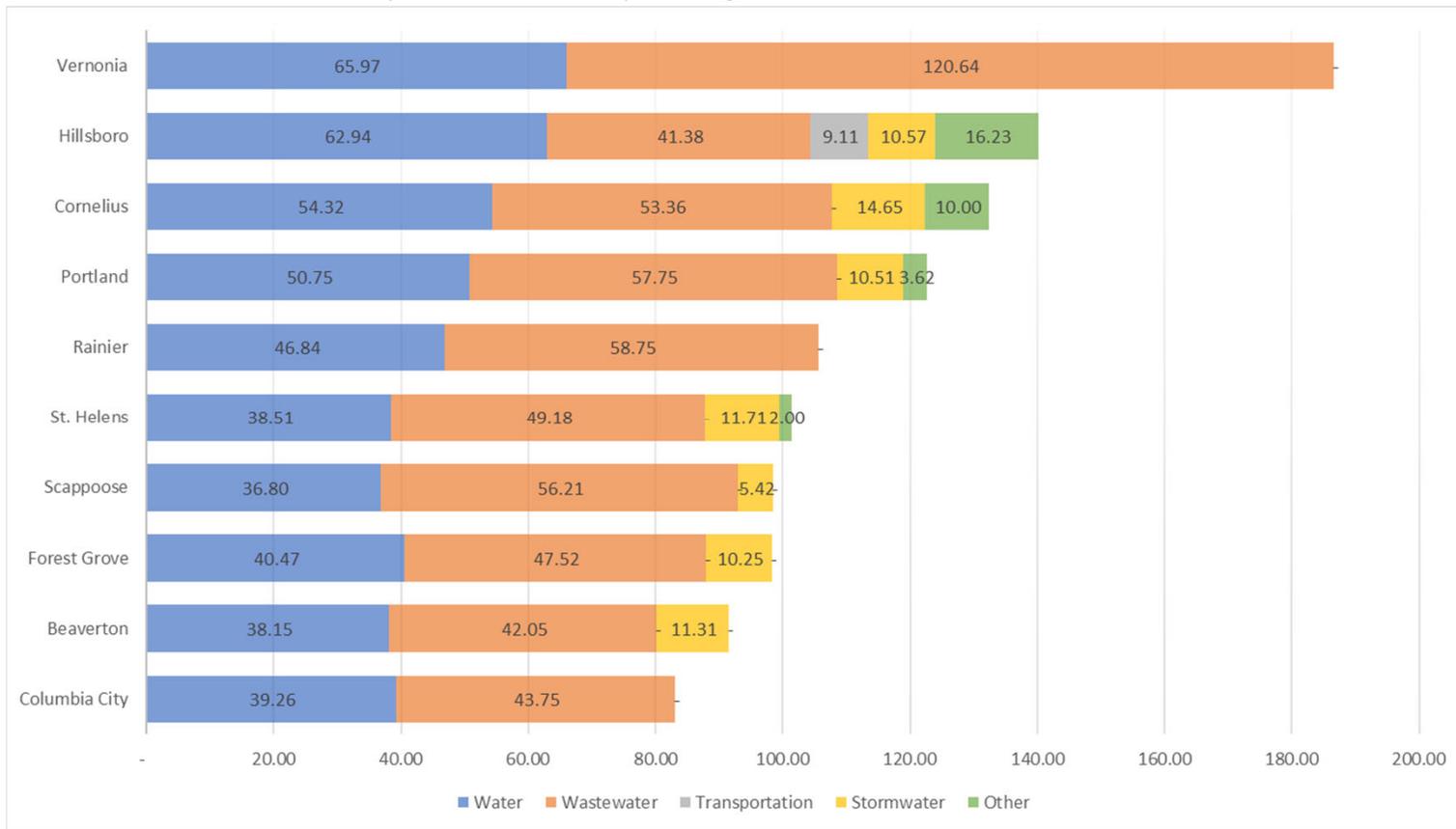
**** SUBJECT TO CURRENT MARKET RATES ****

Tax Assessed Value >	\$300k	\$350k	\$400k	\$450k	\$500k
30 Year GO Bond	13.25	15.46	17.67	19.88	22.08
30 Year Public Safety Fund	6.00 – 11.50	6.00 – 11.50	6.00 – 11.50	6.00 – 11.50	6.00 – 11.50
20 Year GO Bond	18.25	21.29	24.33	27.38	30.42
20 Year Public Safety Fund	6.00 – 11.50	6.00 – 11.50	6.00 – 11.50	6.00 – 11.50	6.00 – 11.50



Utility Rate Comparison (Dec 2020)

Based on family of 4 – Monthly Billing



CITIES	TOTAL
Vernonia	\$186.61
Hillsboro	\$140.23
Cornelius	\$132.33
Portland	\$122.63
Rainier	\$105.59
St. Helens	\$101.40
Scappoose	\$98.43
Forest Grove	\$98.24
Beaverton	\$91.51
Columbia City	\$83.01



Other Funding Sources

30 Year Public Safety Fund 6.00 – 11.50

**** SUBJECT TO CURRENT MARKET RATES ****

<u>PAYMENT SCENARIOS</u>	<u>30-Year Level Pmts</u>	<u>PSF \$</u>	<u>Interest Only</u>	<u>PSF \$</u>
Years 1-3 Debt Payment	\$800k	\$9	\$550k	\$6
Years 4-30 Debt Payment	\$800k	\$9-6	\$850k	\$9.50-6.50

DEDICATED YEARLY REVENUE IDEAS

- ACSP Mortgage \$155,000 per year (\$1.70)
 - PD & Public Benefit Fund \$36,000 per year + (\$0.39)
 - Cannabis Taxes \$230,000 per year (\$2.52)
 - State Alcohol Taxes \$255,000 per year (\$2.79)
 - Cigarette Taxes \$10,000 per year (\$0.11)
- \$7.51**

ONE-TIME REVENUE IDEAS

- Sale of Property = \$50k - \$5M
- Emergency Ops = \$50k - \$1M
- Grants = \$10 - 500k
- Central Waterfront = \$50k - \$20M+



Referral to Voters

**General Obligation Bond
\$13.25 - \$22.08 Monthly**

General Obligation Bond through property taxes

**Must comply with Oregon Law, ORS 450 (various sections)
Secretary of State Manual: County, City and District Referral**

Public Employees MAY NOT campaign and public resources MAY NOT be used.

**Political Action Committee formation and Campaign Finance registration.
Through Oregon Secretary of State
Fundraise (Budget to be determined – estimate \$100,000)**

Contract Campaign manager: \$50k
Mail and Outreach Plan: \$19k - \$25k +
Polling: \$25k (each time)



VISION - MISSION - GOALS

Vision To provide quality, effective and efficient service to our citizens.

Mission

- Develop and preserve the highest possible **quality of life** for our residents, businesses, and visitors.
- Provide a **safe and healthy environment** within a **sound economic framework**.
- Provide leadership which is **open and responsive** to the needs of the community and **works for the benefit of all**.



**Effective
Organization**



**Community
Engagement**



**Safe & Livable
Community**



**Economic
Development**



**Long-Term
Planning**



Regular Session Decision Options

OPTION 1 Create fund, dedicate revenue, pass surcharge administratively

OPTION 2 Referral to voters:

A. Referral of General Obligation Bond (Property Taxes)

B. Referral of Public Safety Surcharge

OPTION 3 No Action



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