

Tuesday, March 1, 2022
Electronic City Council Workshop

5:30 P.M.
City Council Workshop - Electronic Attendance

Meeting may be viewed at: Live Stream on City of College Place, Washington YouTube at https://www.youtube.com/channel/UCbx3qrqzLDL_05NusReSI-g/featured

Zoom Attendee Link: <https://us06web.zoom.us/j/85600010459>

Or you may call this number to listen: 1-669-900-9128 ID# 856 0001 0459 Phone controls: *6 - toggle mute/un-mute and *9 - raise hand

1. Opening Items.

Subject :	1.01 Call To Order
Meeting :	Mar 1, 2022 - Electronic City Council Workshop
Category :	1. Opening Items.
Access :	Public
Type :	Procedural

Public Content

Mayor Hernández will call the meeting to order.

Subject :	1.02 Roll Call
Meeting :	Mar 1, 2022 - Electronic City Council Workshop
Category :	1. Opening Items.
Access :	Public
Type :	Procedural

Public Content

Mayor Via Web Norma L. Hernández

Paul T. Jessup,

Michael Cleveland,

Loren Peterson,

Council Members Via Web Tito Espinoza Jr.,

Melodie Williams,

[Heather Schermann,](#)

[Monica Boyle](#)

Administrator, Mike Rizzitiello;

City Attorney, Rea Culwell;

Finance Director, Brian Carleton;

Public Works Director, Robert McAndrews;

Staff Via Web Police Chief, Troy Tomaras;

Fire Chief, David Winter;

Community Development Director, Jon Rickard;

HR Manager, Shawn Doering;

City Clerk, Lisa Neissl

Subject :	1.03 Pledge of Allegiance
Meeting :	Mar 1, 2022 - Electronic City Council Workshop
Category :	1. Opening Items.
Access :	Public
Type :	Procedural

Public Content

"I pledge allegiance to the Flag of the United States of America, and to the Republic for which it stands, one Nation under God, indivisible, with liberty and justice for all."

2. Workshop Topics.

Subject :	2.01 Wastewater Treatment Plant Update - Alex Fazzari of JUB Engineers
Meeting :	Mar 1, 2022 - Electronic City Council Workshop
Category :	2. Workshop Topics.
Access :	Public
Type :	Discussion, Information

Public Content

Workshop Only - No Action

File Attachments

[WWTP_Update.pdf \(248 KB\)](#)

Subject :	2.02 SE Taumaron Road Speed Study - Mr. McAndrews
Meeting :	Mar 1, 2022 - Electronic City Council Workshop
Category :	2. Workshop Topics.
Access :	Public
Type :	Discussion, Information

Public Content

Workshop Only - No Action

The draft report will be available to partner agencies August 13th, 2021. It was determined the corridor needed analysis due to increased traffic volumes due to SR 125/Plaza Way construction and increased development.

The City of Walla Walla, College Place, and Walla Walla County authorized DKS Associates to conduct a speed assessment of the Taumaron Rd corridor from Fern Avenue to State Route 125. The Utilities & Transportation Advisory Commission received a presentation on this speed study during the November 15th, 2021 meeting. Committee members were receptive to the uniform 35 mph suggested speed as noted on slide 9 of the slide show.

File Attachments

[20210913 Walla Walla Speed Zone Study Report Revised.pdf \(3.092 KB\)](#)

[Walla Walla Speed Limit Study_11.08.2021.pdf \(1.332 KB\)](#)

Subject :	2.03 Creation of a Walla Walla Valley Creative District (Walla Walla and College Place) - Mr. Rizzitiello
Meeting :	Mar 1, 2022 - Electronic City Council Workshop
Category :	2. Workshop Topics.
Access :	Public
Type :	Discussion, Information

Public Content

Workshop Only - No Action

The Creative District process was created by RCW 43.46.100 in 2017. Since that time over 11 Creative Districts exist in the State. This was recommended for approval at the February 7th, 2022 Economic Development, Tourism, and Events Commission meeting.

The Creative District program is an initiative/program of Arts Washington (Washington Arts Council). It is a process to be allowed into the Creative District program. Since its start 11 Creative Districts exist with the

nearest being Kennewick. Creative Districts are corridors where a variety of theater and arts establishments /programs exist. If accepted to this program it allows for unique signage, entry into a statewide directory, state capital grant program for arts (public art, events, etc), and assists when requesting legislative appropriations. We are proposing to turn in a joint application with Walla Walla. However, if it hits a roadblock then the City would like to apply for it on its own. To be eligible for grant funds in the next biennium through the State Capital Arts account we need to act on this this year.

File Attachments

[GIS_PrintoutPDF_EconomicDevelopment_DraftCreativeDistrict122021.pdf \(4,276 KB\)](#)
[GIS_PrintOutPDF_EconomicDevelopment_CreativeDistrict2112022.pdf \(5,401 KB\)](#)
[EconomicDevelopment_Projects_CreativeDistrict_Guidelines.pdf \(609 KB\)](#)
[EconomicDevelopment_Projects_CreativeDistrict_Handout.pdf \(326 KB\)](#)
[EconomicDevelopment_Projects_CreativeDistrict_Presentation.pdf \(1,747 KB\)](#)
[EconomicDevelopment_Projects_CreativeDistrict_SHB1183.pdf \(95 KB\)](#)
[EconomicDevelopment_Projects_CreativeDistrict_Toolkit.pdf \(478 KB\)](#)
[Resolution.pdf \(133 KB\)](#)

Subject :	2.04 Ambulance Utility - Rate Options - Mr. Carleton
Meeting :	Mar 1, 2022 - Electronic City Council Workshop
Category :	2. Workshop Topics.
Access :	Public
Type :	Discussion, Information

Public Content

Workshop Only - No Action

In 2018 the City contracted with FCS to do a ambulance utility fee study. The fire department is at the point where the demands of the fire and ems service needs to be augmented to continue providing the same level of service consistently to the community.

The deficit to operate Fire/EMS for 2022 budget is estimated at \$907,000, of which \$500,000 is attributable to Ambulance/EMS. An Ambulance Utility fee is being recommended to provide the revenue source for the \$500,000. The current expense fund will continue to provide the \$400,000 funding for Fire department.

The main issue in establishing the ambulance utility is how the rate is charged to the consumers. The City finance department has identified 2 rate options for discussion:

1. A rate based on the demand and availability of the EMS and charged on a per ERU basis to each customer category.
2. The second option is to charge an total average rate per ERU to each customer category.

The ERU is based on the equivalent single family residential home square footage of 1,985 sq feet. Customer category examples of the monthly charges will be provided prior to the meeting.

File Attachments

3. Closing Items.

Subject :	3.01 Adjournment
Meeting :	Mar 1, 2022 - Electronic City Council Workshop
Category :	3. Closing Items.
Access :	Public
Type :	Action
Recommended Action :	Motion to adjourn the meeting

City of College Place WWTP Update

Council Workshop Presentation
March 1, 2022

Agenda

- Funding Update
- Potential Regional Solution

Ecology Funding Update

- WWTP Phase 1 Plans approved by ECY, and project is ready to bid
- Funding application ranked #1 on ECY list
 - \$5M grant, \$21M low-interest loan
 - Rates would need to be increased; therefore, looking at other options
 - Loan payback begins 1 yr after completion
 - ECY open to idea of dragging project out over three years to delay loan payback and provide time for gradual rate increase & seeking additional grant
 - Funding agreement expected around November
 - Will need to decide at that time whether to accept – in the meantime, looking at other options

Potential Funding Alternatives

- USDA Funding application in the works and could provide additional grant
- “Regional Solution” in partnership with City of Walla Walla & Port of Walla Walla - potentially funded by ECY

Regional Problems to Solve

- Port struggling with recent high strength waste charges from City of Walla Walla
- Walla Walla has several WWTP upgrades planned over next several years
- College Place WWTP Phase 1 project will require rate increases
- Legislature may be willing to fund a “Regional Solution”

Regionalization Issues

- Water rights impairment
 - Walla Walla WWTP – irrigation districts
 - College Place WWTP - likely no impairment on Garrison Creek, but Walla Walla River
- Pumping College Place sewer to Walla Walla is potentially feasible solution
 - Effluent would still get to Walla Walla River
 - Confirming with ECY

Pumping Sewage to Walla Walla

- Briefly evaluated in Facility Plan
- Pros
 - Potentially lower capital cost
 - Eliminates discharge permit
- Cons
 - Team with Walla Walla for wastewater treatment and disposal
 - Would need to resolve rate structure for fairness regarding fees and future upgrades

Regional Study to Evaluate

Three key elements

1. College Place - Feasibility and cost to pump College Place sewage to Walla Walla
2. Walla Walla - Impact of additional flow/load on WWTP
3. Port - Identify solutions for Port industrial wastewater

College Place Focus of Study

- ID potential forcemain route
- Develop cost opinion
- Evaluate feasibility for storage and pumping at night
 - Utilize influent screens and storage available in SBRs to store during day and pump to WWTP at night during low flow period
 - Could lower cost since utilizing relatively unused asset at night

Walla Walla Focus of Study

- Evaluate impact of corrosive and odorous sewage
- Evaluate impact on WWTP capacity
- Summarize timing impacts of planned improvements

Port Focus of Study

- Evaluate historical flows/loads and fees
- Evaluate several alternatives
 - Pre-treatment at high flow facilities
 - Centralized storage and pumping at night
 - Separate collection system (sanitary vs ind) and build industrial treatment plant
 - System improvements to remove extraneous flows

Regional Project

- Regional Project could include:
 - College Place lift station and forcemain
 - Walla Walla WWTP upgrades
 - Infrastructure at Port for industrial wastewater
- Regional solutions are attractive for legislative funding

Schedule for Study

- J-U-B developing SOW for Study
- Likely to be funded by ECY
- Endeavor to complete by October so that a decision can be made about Phase 1 WWTP Project and ECY funding package

Politics

- NOT included in study, but needs to be resolved while study is being completed:
 - Rates
 - Connection fees
 - Agreements
 - Flow/load allocations and limits?
 - Formation of sewer district?

Questions, Comments?

SPEED ZONE STUDY

DATE: September 13, 2021

TO: Michael Laughery | City of Walla Walla
Michael Rizzitiello | City of College Place
Seth Walker and Tony Garcia | Walla Walla County

FROM: Lacy Brown, Veronica Sullivan, and Jenna Bogert | DKS Associates

SUBJECT: Speed Limit Suggestions for Taumarson Rd-Prospect Rd-Reser Rd Corridor Project #21119-000

DKS assisted the City of Walla Walla, City of College Place, and Walla Walla County to conduct a speed zone study along Reser Rd, Prospect Ave, and Taumarson Rd that together form a 4.4-mile corridor with multi-agency jurisdiction. The agencies have received concerns from citizens regarding the variations in speed zones throughout the corridor since the posted speed limit ranges from 20 mph (School Zone) to 35 mph. The objective of this memo is to summarize the results of our speed limit analysis on the study corridor and provide suggested speed limits based on the most recent national research methods and tools available.

STUDY AREA

The 4.4-mile study corridor serves as a primary east-west route along the southern portion of the City of Walla Walla. Based on various jurisdictional planning documents, the entire study corridor is classified as a Minor Arterial. Taumarson Rd has three jurisdictional ownerships (City of Walla Walla, Walla Walla County, and City of College Place) and Prospect Ave and Reser Rd have two jurisdictional ownerships (City of Walla Walla and Walla Walla County), as shown in Figure 1.

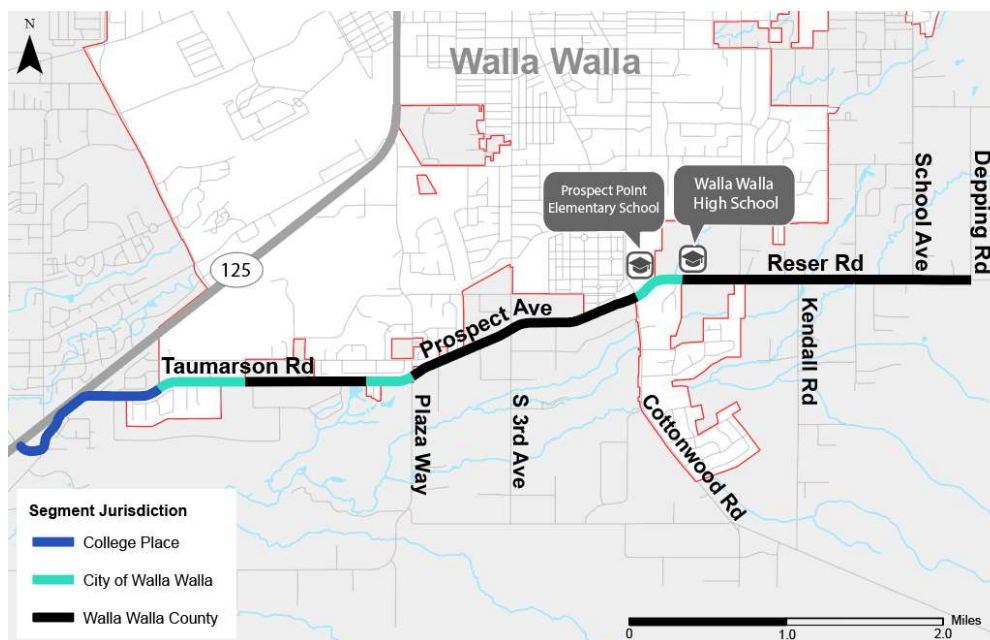


Figure 1. Jurisdictional ownerships along study corridor.

EXISTING CONDITIONS

Existing Posted Speed Limits

The study corridor stretches from SR-125 to Depping Rd and the speed limits vary from 20 mph in a school zone to 35 mph. As shown in Figure 2 below, the speed limit along the corridor starts at 25 mph at the western corridor extent at SR-125 and transitions to 35 mph at SE Freedom Pl. East of SE Freedom Pl, the speed limit is reduced to 30 mph. Travelling along Prospect Ave, from Plaza Way to Depping Rd, the speed limit is raised to 35 mph.

In addition, between Cottonwood Rd and Walts Ln, there is a School Zone along Reser Rd that lowers the 35 mph speed limit to 20 mph in front of Prospect Point Elementary School and Walla Walla High School when the school flashers are on or when children are present. This School Zone segment is shown in Figure 2 as the yellow and black hatched segment. Overall, the posted speed limit changes five times along this 4.4-mile corridor between SR-125 and Depping Rd.

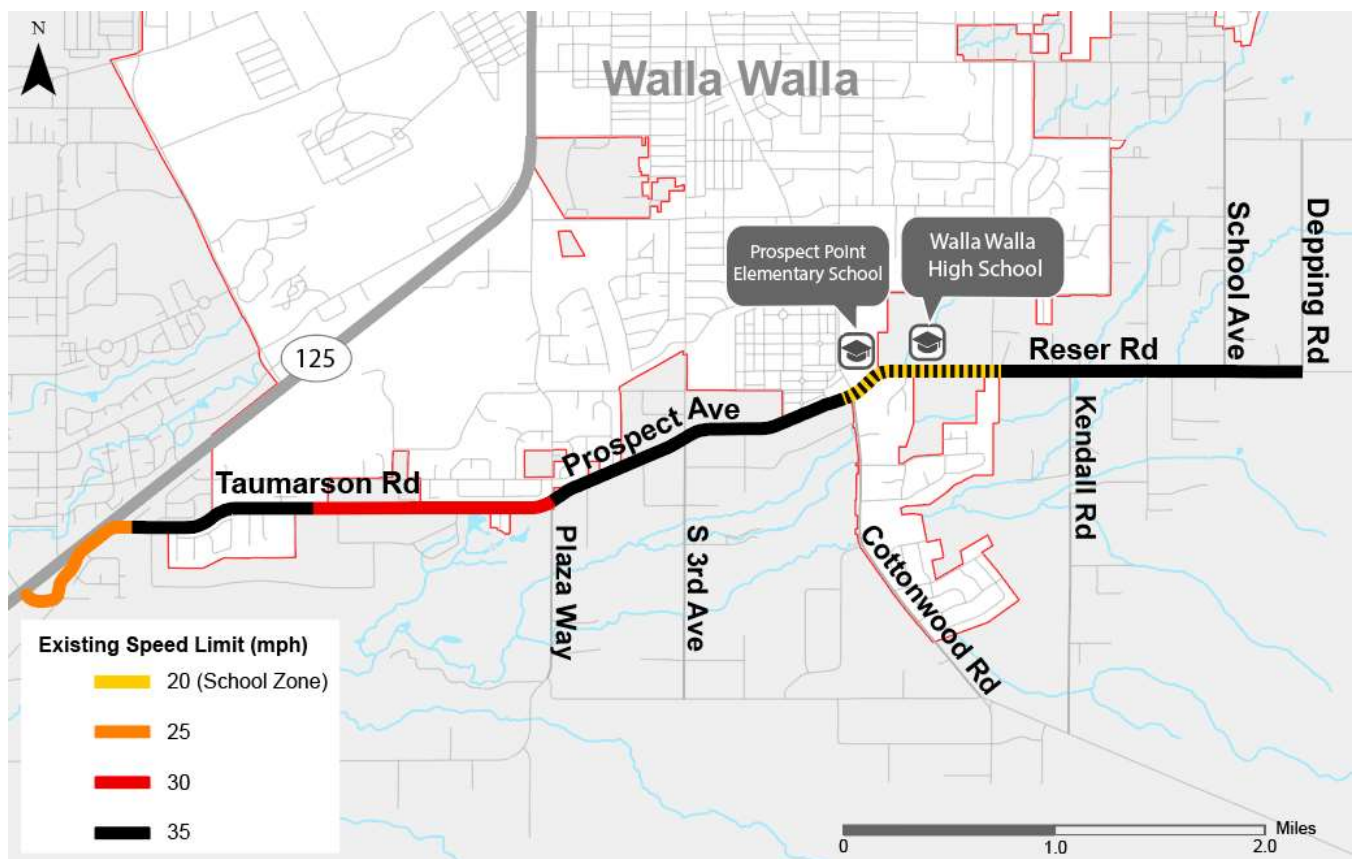


Figure 2. Existing posted speed limits along study corridor.

School Zone

The School Zone in front of Walla Walla High School and Prospect Point Elementary School stretches along Reser Rd from west of Cottonwood Rd to just east of Walts Ln.

While traveling eastbound, there is a School Speed Limit sign located just west of the Cottonwood Road intersection that reads “School Speed Limit 20 mph When Flashing” with a flashing beacon. Further east along the corridor, there is another school feedback sign just west of Costello Pl that reads “School Speed Limit 20 mph When Children Are Present”, as shown in Figure 3.

While traveling westbound, there is a School Speed Limit sign near Walts Lane that reads “School Speed Limit 20 mph, When Children Are Present.” Additionally, there is another posted School Speed Zone sign in the westbound direction located near Costello Pl that reads “School Speed Limit 20 mph When Flashing” which also has a flashing beacon, as shown in Figure 4. Just beyond that sign, there is also a speed radar, also known as a driver feedback sign, that is a traffic calming device designed to slow vehicles down by alerting them of their speed.



Figure 3. School speed limit sign facing eastbound along Reser Rd.



Figure 4. School speed limit flasher and speed radar sign facing westbound along Reser Rd.

Collision Data

Collision data was retrieved from the Washington Department of Transportation (WSDOT) Public Disclosure Request Center for the state of Washington between the years of 2015 to 2020. The project team used Tableau to map the collisions and filter the data to the study corridor. Between 2015 and 2020, the study corridor experienced 78 collisions, including 2 fatalities. Of the 78 collisions, 5 were identified by the reporting law enforcement officer as related to speeding.

One of the fatalities occurred in 2015 at 10 pm and involved a vehicle hitting a pedestrian along Reser Rd between Kendall Rd and S Wilbur Ave, where there are no streetlights. Speeding was not indicated as a contributing circumstance. The other fatal crash occurred at the intersection of Taumanson Rd/Plaza Way in 2019. The motorcyclist was traveling faster than the posted speed limit at night heading eastbound on

Taumarson Rd, ran off the road, and hit a metal post. For more detailed collision data along the study corridor, see Appendix A.

Vehicle, Bike and Pedestrian Facilities

The study corridor is an undivided 2-lane road with some horizontal curvature. Vehicle traffic volume and operating speeds were collected by All Traffic Data on June 10, 2021, at eight different locations along the study corridor. The ADT along the study corridor ranges between 3,300 vpd in the eastern region and 6,000 vpd in the western region.

There are bike lanes on both sides of the road along the study corridor from SR-125 to Fern Ave (approximately 3.4 miles). Based on stakeholder feedback, this study corridor is often used by bicyclists in the region, especially on Taumarson Rd between SR-125 and Plaza Way.

There is existing, wide sidewalk on the south side of Taumarson Rd (between SR 125 and Plaza Way) and sidewalk on the north side of Prospect Ave (between Plaza Way and Cottonwood Rd). Sidewalks exist on both sides of Reser Road between Cottonwood Rd and Fern Ave. The remainder of the study corridor to the east is unimproved with no sidewalks or designated bicycle facilities.



Figure 5. Roadway facilities of Taumarson Rd near Havstad Drive facing east.

POSTED SPEED LIMIT APPROACH

There are currently no speed limit policies listed in the City of Walla Walla or City of College Place municipal codes. The Walla Walla County municipal code states that in order to determine whether the maximum speed permitted on a roadway is reasonable or safe for prevailing conditions shall be based on an engineering study and traffic investigation. No details on the contents of the study are provided. Therefore, the scope of work for this speed zone study will be based on guidance provided in National Cooperative Highway Research Program (NCHRP) Report 966: Posted Speed Limit Setting Procedure and Tool.

NCHRP Project 966: Guidance for the Setting of Speed Limits

Current research promotes identification of a Target Speed for each corridor based on the roadway's context and type, and then applying drivers' operating speeds, roadway characteristics, and collision risk and rate to further refine the most appropriate speed limit for each segment. NCHRP researchers investigated factors that influence operating speed and safety. Through their research and knowledge, NCHRP was able to develop guidance through a multi-step decision-making procedure with collecting and calculating operating speeds, based on a variety of inputs, as illustrated in Figure 7.

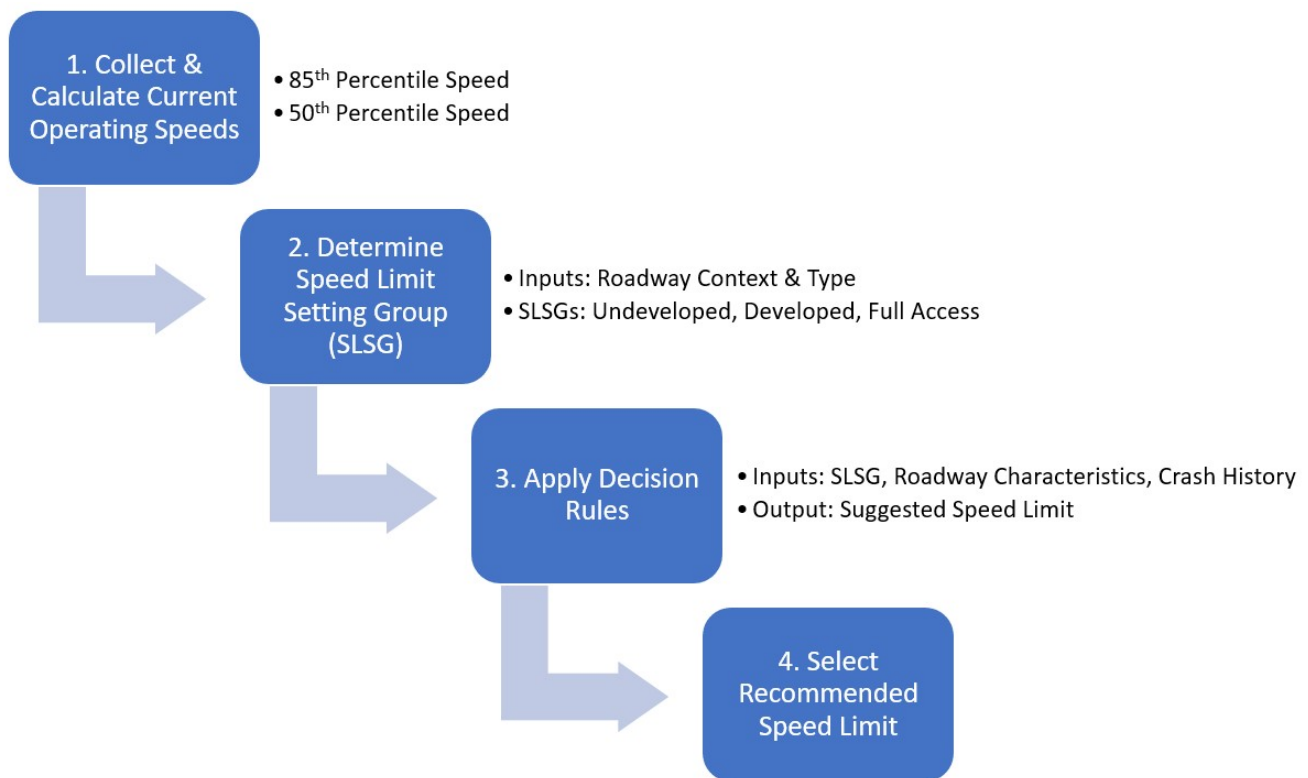


Figure 6. NCHRP 966 decision-making procedure.

Based on their research, the NCHRP research team developed a draft speed limit setting tool (SLS-Tool) that allows engineers to make informed decisions about setting appropriate speed limits. The DKS team used the draft SLS-Tool to determine suggested posted speed limits for the study corridors. Detailed summary tables are reported in Appendix B. The SLS-tool based the suggested speed limit on the following attributes for developed areas:

- Roadway context
- Roadway type
- 85th-percentile speed
- 50th-percentile speed
- Segment length
- Number of lanes
- Number of traffic signals
- Number of access points (not including single-detached driveways)
- Bicyclist activity /bike lane type
- Sidewalk presence
- Sidewalk buffer presence
- Pedestrian activity
- On-street parking activity
- Parallel parking activity
- Angle-parking activity
- Adverse alignment present
- Crash data
- Average AADT (Due to data availability, recent average daily total was used as a conservative measure of vehicles/day)

The DKS team applied the general concepts and made initial calculations using the NCHRP 966 project's *User Guide for Posted Speed Limit Setting Procedure and Tool*¹.

¹ Source; <http://www.trb.org/main/blurbs/182038.aspx>

SUGGESTED POSTED SPEED LIMIT RESULTS

The first step for applying the NCHRP 966 methodology is segmenting the study corridor into appropriate study segments. Based on existing conditions and stakeholder feedback, six segments were identified as study segments and can be seen in Figure 8 below.

- **Segment 1.** Taumarson Rd from SR 125 to Justice Ave
- **Segment 2.** Taumarson Rd from Justice Ave to Plaza Way
- **Segment 3.** Prospect Ave from Plaza Way to S 3rd Ave
- **Segment 4.** Prospect Ave from S 3rd Ave to Cottonwood Rd
- **Segment 5.** Reser Rd from Cottonwood Rd to Walts Ln
- **Segment 6.** Reser Rd from Walts Ln to Depping Rd

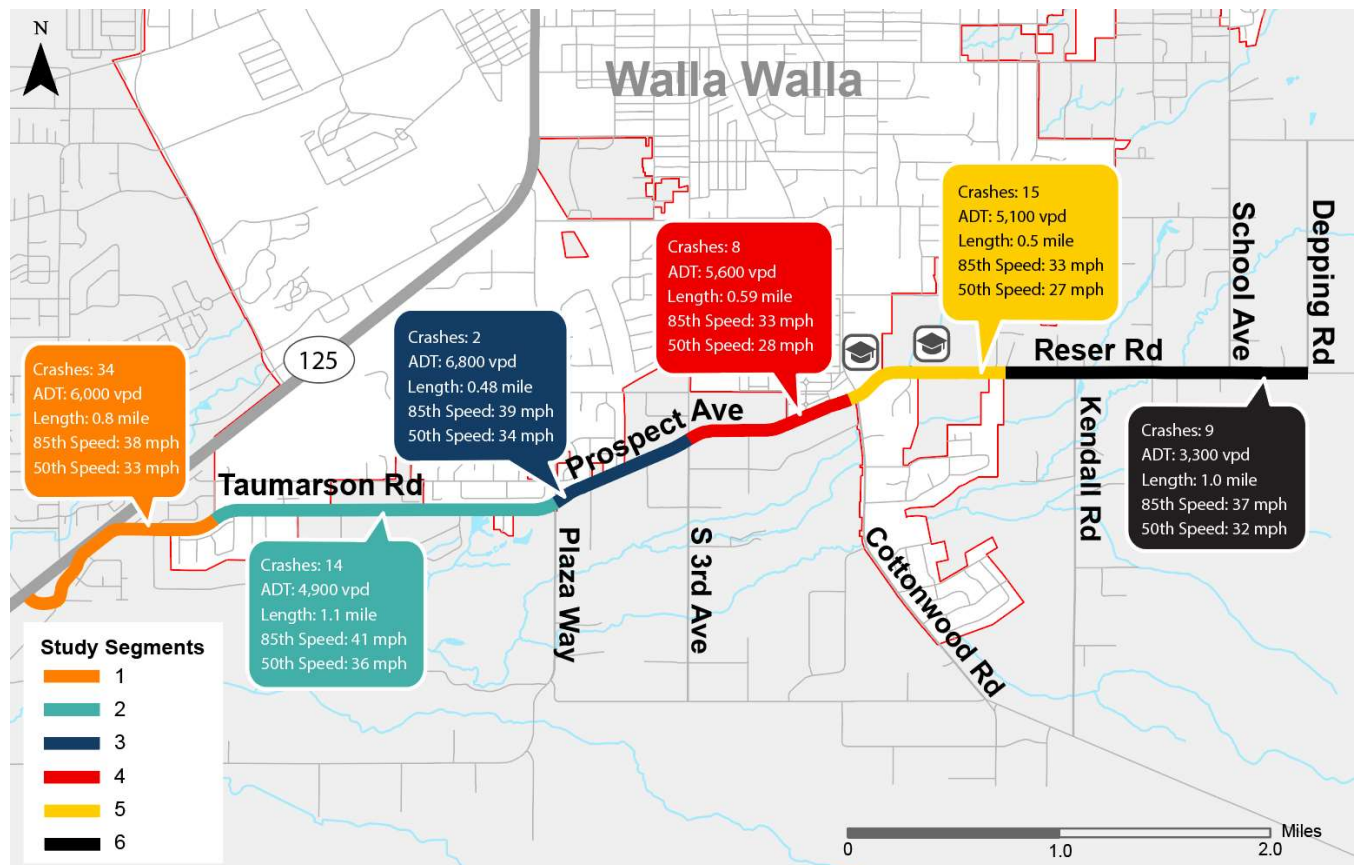


Figure 7. Corridor study segments.

For more information regarding crash data per segment refer to Appendix A.

The DKS team used the NCHRP 966 SLS-Tool to determine a suggested posted speed limit based on existing operating speeds, site characteristics, and crash data. Table 1 summarizes the results of the tool's outputs and Figure 8 shows the results graphically. The complete list of inputs for each study corridor can be found in Appendix B.

Table 1: Study Corridors Comparison

Segment	Length (mi)	Roadway Context	ADT (vehicles per day)	Percentile Speeds 85th/50th (mph)	Number of Crashes (2015-2020)	Existing Speed Limit	Suggested Posted Speed Limit (mph)	DKS Recommended Posted Speed Limit
1. Taumaron Rd from SR 125 to Justice Ave	0.8	Suburban	6,000	38/33	5 ^a	25	35 ^b	35
2. Taumaron Rd from Justice Ave to Plaza Way	1.1	Rural Town	4,900	41/36	14	35/30	35	35
3. Prospect Ave from Plaza Way to S 3rd Ave	0.48	Rural Town	6,800	39/34	2	35	35	35
4. Prospect Ave from S 3rd Ave to Cottonwood Rd	0.59	Rural Town	5,600	33/28 ^c	8	35	30	35
5. Reser Rd from Cottonwood Rd to Walts Ln	0.50	Rural Town	5,100	33/27 ^d	15	20/35 ^e	25	30
6. Reser Rd from Walts Ln to Depping Rd	1.0	Rural Town	3,300	37/32	9	35	35	35

ADT: Average Daily Traffic

^a Segment 1 does not include the intersection-related crashes at the SR 125 intersection.

^b Horizontal alignment should be evaluated for advisory speed warning signs.

^{c, d} These percentile speeds exclude any speed data during the hours when the School Zone flashing beacons were activated.

^e Segment 5 contains 20 mph school speed zone.

The percentile speed data for Segment 5 is lower than the posted speed limit (35 mph). These percentile speeds exclude any speed data during the hours when the School Zone flashing beacons are activated. However, some signage in the School Speed Zone (Segment 5) reads “When Children Are Present” and does not have flashing beacons. Because the signage in the area does not explicitly state what time of day the speed limit is 20 mph in this area, it is possible that vehicles drive slower than the posted 35 mph speed limit at all times of day. Additionally, the speed radar sign, which is always activated, impacts vehicle speeds (Segment 5) at all times of the day. It should be noted also that there was some construction occurring at the high school at the time of the data collection that could have impacted vehicle speeds and volumes. The lower suggested speed limit from the SLS-Tool on Segment 5 (25 mph) is likely influenced by these factors.

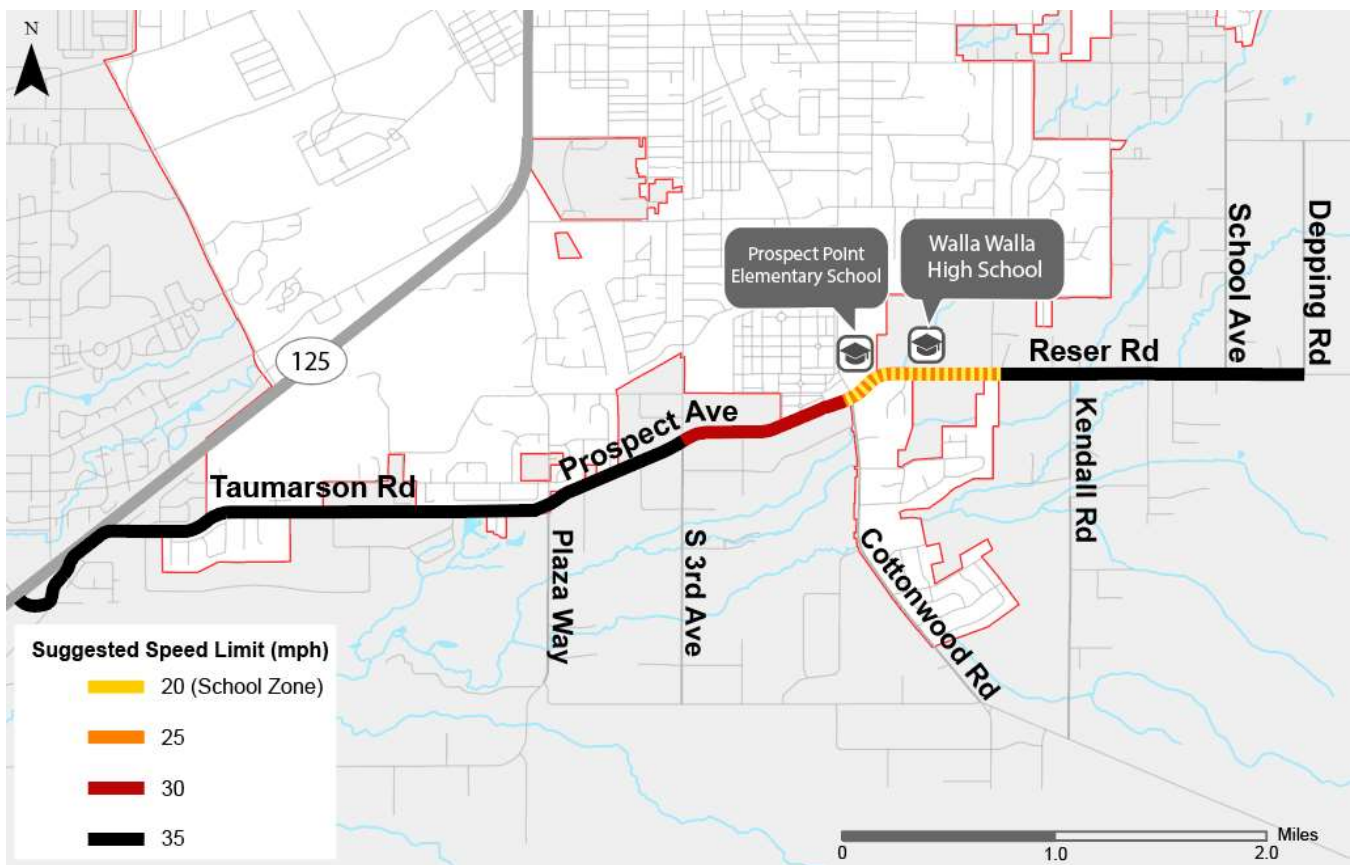


Figure 8. NHCPR 966 suggested posted speed limits.

RECOMMENDED POSTED SPEED LIMITS

Based on discussions with the City of Walla Walla, Walla Walla County, and City of College Place, DKS recommends the following changes to the suggested speed limits shown in Table 1 and Figure 8:

- The recommended posted speed limit on Segment 4 be 35 mph to be consistent with the suggested speed limits of 35 mph on the other segments (except Segment 5). DKS is comfortable with this recommendation since the posted speed limit is currently 35 mph on this segment and there are no safety concerns.
- The recommended posted speed limit on Segment 5 be 30 mph due to the previously discussed varying factors that may have impacted the collected percentile speed data on Segment 5.

All other segments, the recommended speed limit is the suggested speed limit. See the figure below for the recommended speed limits.

DKS also recommends that the horizontal curve on Segment 1 be evaluated to determine the need for advisory speed warning signs with the implementation of the recommended speed limit change.

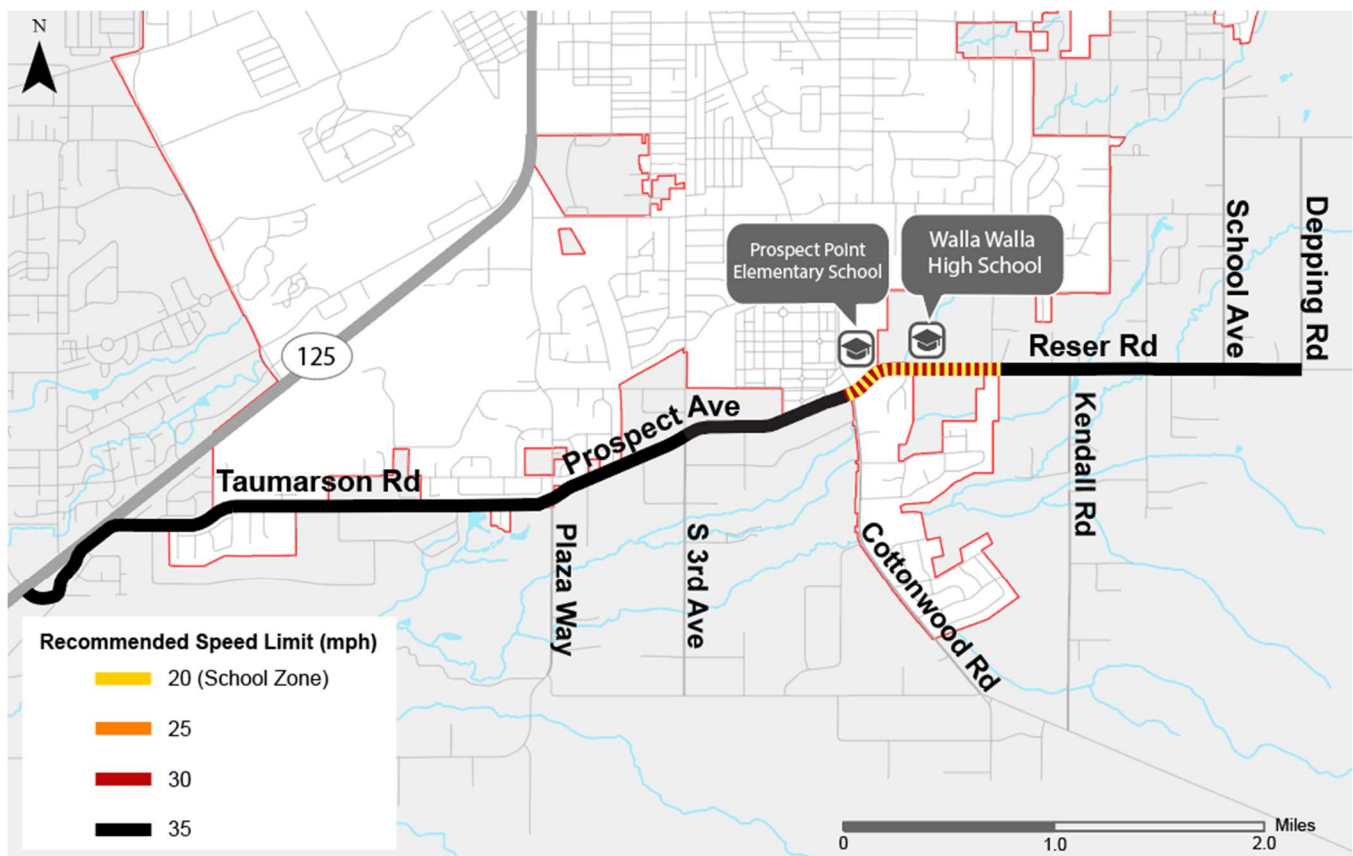


Figure 9. DKS recommended posted speed limits.

Overall Crashes along Study Corridor



Segment 1: Taumaron Rd from SR 125 to Justice Ave

Washington DASH (2015-2020)

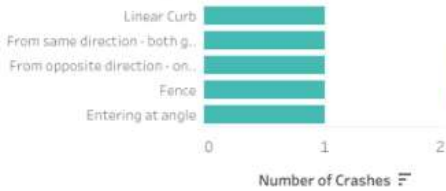
DKS

Crash Severity



Total Number of Crashes

Collision Type



Contributing Circumstance



St Full Name



Year

- ☒ (All)
- ☒ 2015
- ☒ 2016
- ☒ 2017
- ☒ 2018
- ☒ 2019
- ☒ 2020

Severity

- ☒ (All)
- ☒ Fatal
- ☒ Minor Injury
- ☒ No Apparent Injury
- ☒ Possible Injury
- ☒ Serious Injury
- ☒ Unknown

County

(All)

City

(All)

Intersection Related

(All)

Lane Departure Indicator

(All)

Pedestrian Involved

(All)

Pedacyclist Involved

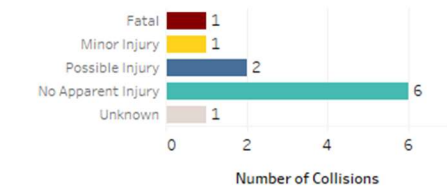
(All)

Segment 2: Taumaron Rd from Justice Ave to Plaza Way

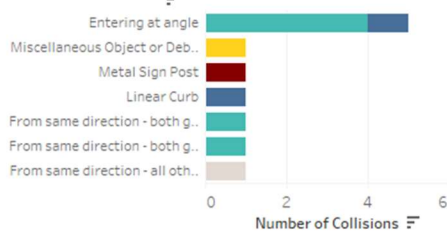
Washington DASH (2015-2020)

DKS

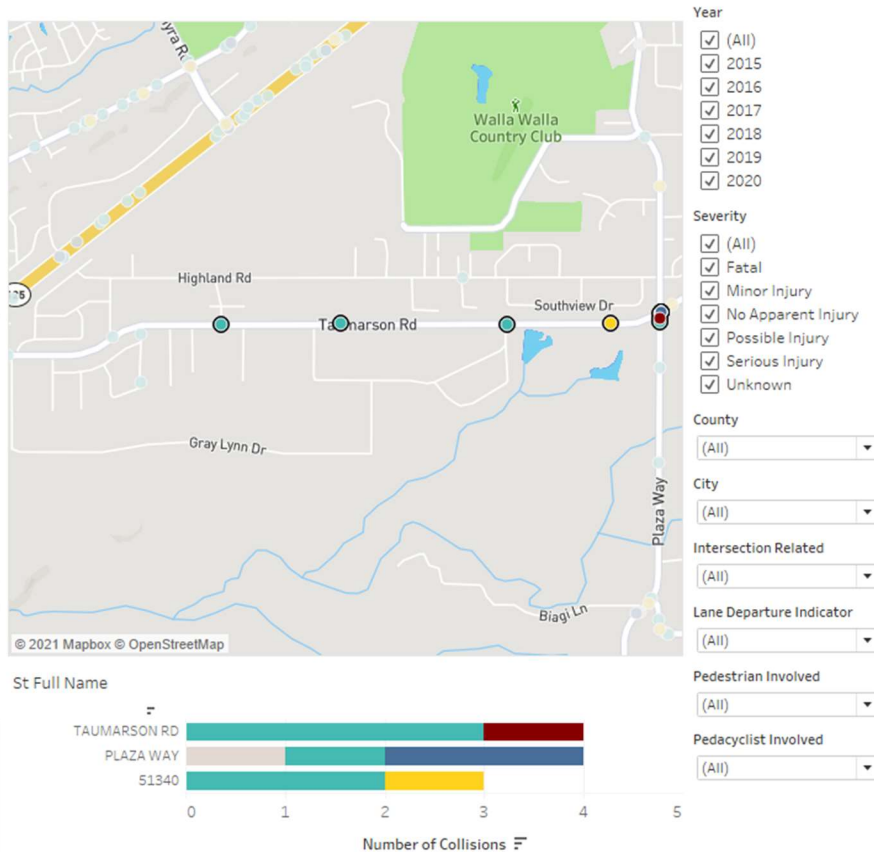
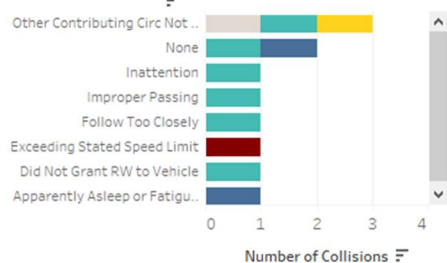
Crash Severity



Collision Type

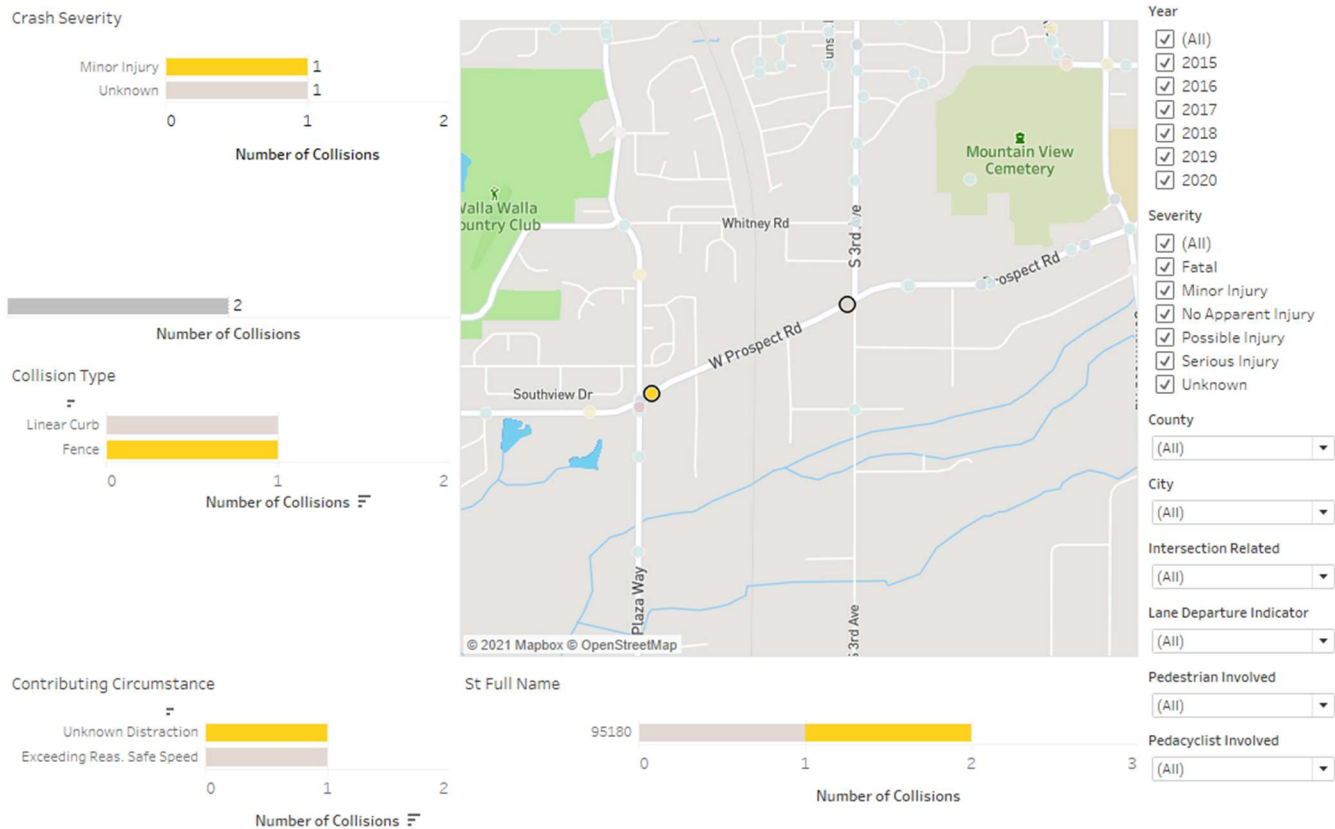


Contributing Circumstance



Segment 3: Prospect Ave from Plaza Way to S 3rd Ave

Washington DASH (2015-2020)

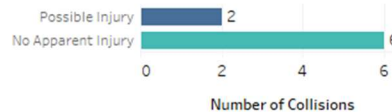


Segment 4: Prospect Ave from S 3rd Ave to Cottonwood Rd

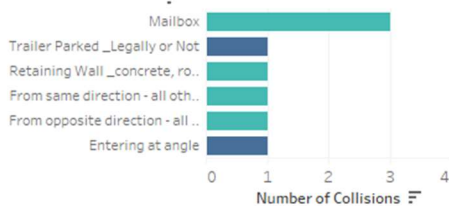
Washington DASH (2015-2020)

DKS

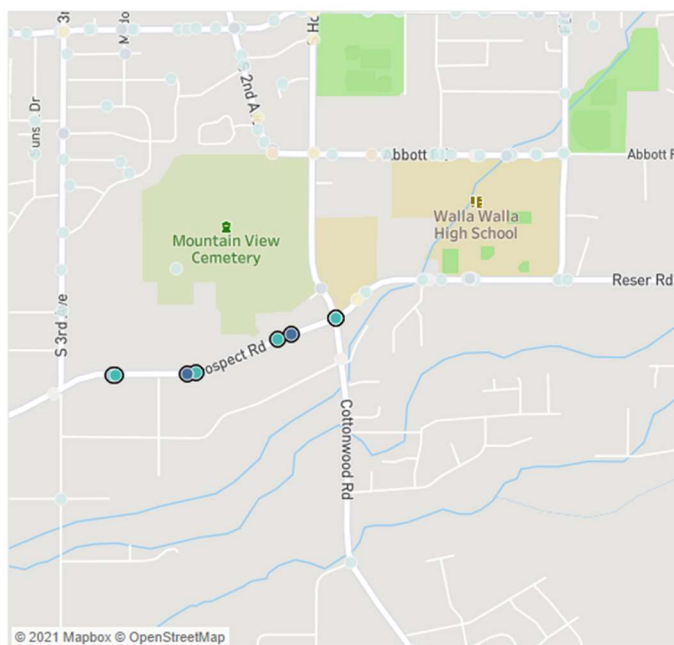
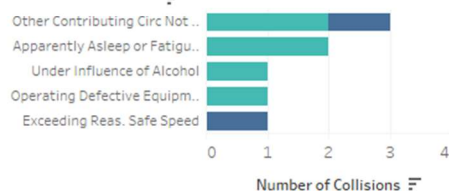
Crash Severity



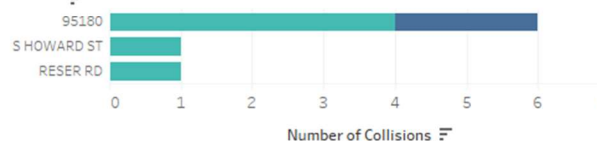
Collision Type



Contributing Circumstance



St Full Name



Year

- ☒ (All)
- ☒ 2015
- ☒ 2016
- ☒ 2017
- ☒ 2018
- ☒ 2019
- ☒ 2020

Severity

- ☒ (All)
- ☒ Fatal
- ☒ Minor Injury
- ☒ No Apparent Injury
- ☒ Possible Injury
- ☒ Serious Injury
- ☒ Unknown

County

(All)

City

(All)

Intersection Related

(All)

Lane Departure Indicator

(All)

Pedestrian Involved

(All)

Pedacyclist Involved

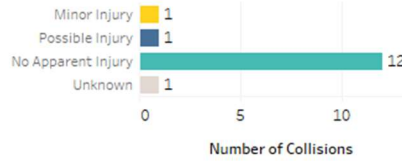
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Segment 5: Reser Rd from Cottonwood Rd to Walts Ln

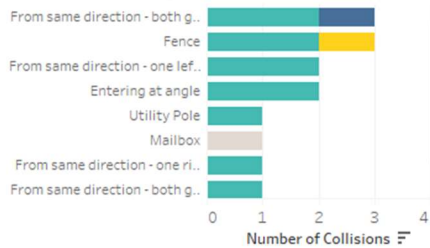
Washington DASH (2015-2020)

DKS

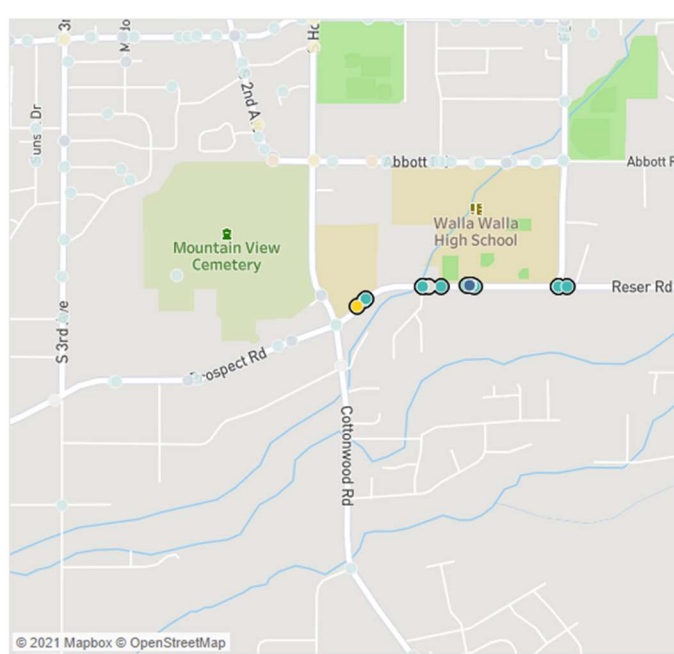
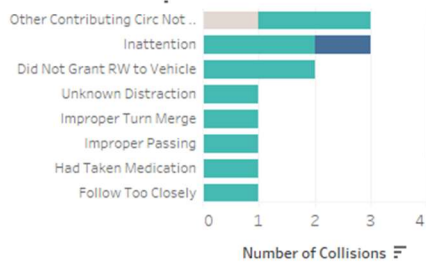
Crash Severity



Collision Type



Contributing Circumstance



Year

- ☒ (All)
- ☒ 2015
- ☒ 2016
- ☒ 2017
- ☒ 2018
- ☒ 2019
- ☒ 2020

Severity

- ☒ (All)
- ☒ Fatal
- ☒ Minor Injury
- ☒ No Apparent Injury
- ☒ Possible Injury
- ☒ Serious Injury
- ☒ Unknown

County

(All)

City

(All)

Intersection Related

(All)

Lane Departure Indicator

(All)

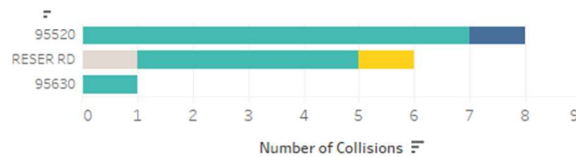
Pedestrian Involved

(All)

Pedacyclist Involved

(All)

St Full Name

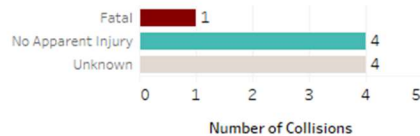


Segment 6: Reser Rd from Walts Ln to Depping Rd

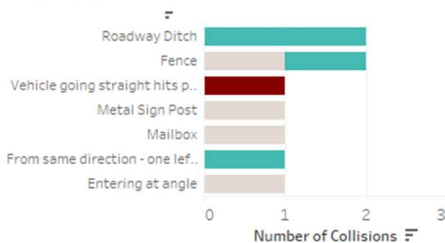
Washington DASH (2015-2020)

DKS

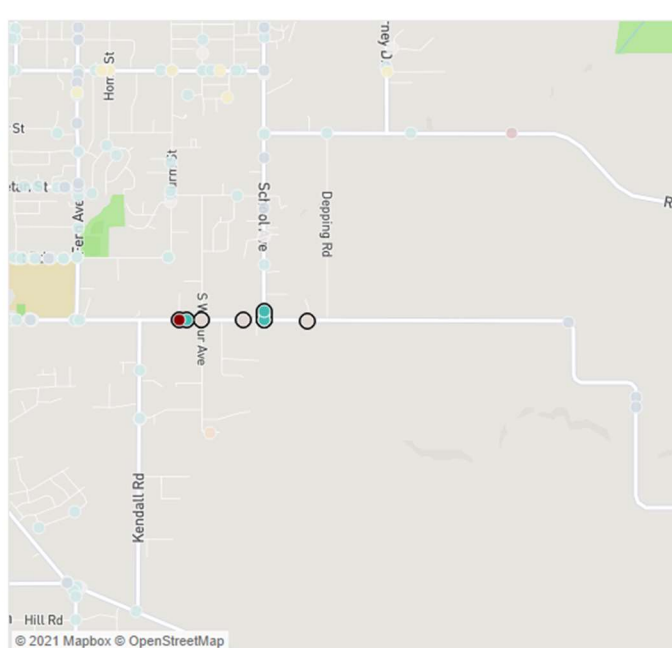
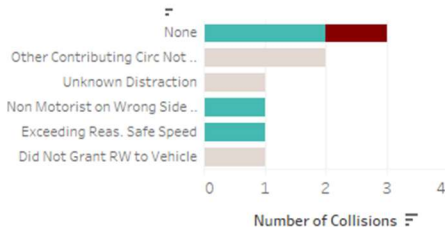
Crash Severity



Collision Type



Contributing Circumstance



Year

- ☒ (All)
- ☒ 2015
- ☒ 2016
- ☒ 2017
- ☒ 2018
- ☒ 2019
- ☒ 2020

Severity

- ☒ (All)
- ☒ Fatal
- ☒ Minor Injury
- ☒ No Apparent Injury
- ☒ Possible Injury
- ☒ Serious Injury
- ☒ Unknown

County

(All)

City

(All)

Intersection Related

(All)

Lane Departure Indicator

(All)

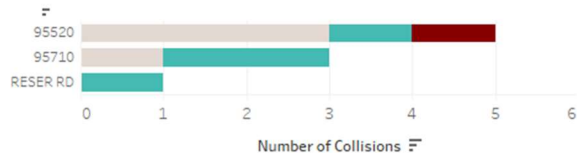
Pedestrian Involved

(All)

Pedacyclist Involved

(All)

St Full Name



APPENDIX B: INPUTS FOR NCHRP 966 TOOL

Site Description Data			
Suburban	Roadway Context		
Minor arterial	Roadway Type		
Yes	Are Crash Data Available?		
DKS	Analyst		
7/28/2021	Date		
Taumarson Rd	Roadway Name		
SR 125 to Justice Ave	Description		
25	Current speed limit (mph)		
Segment 1	Notes		
Analysis Results			
Speed limit setting group		Developed	
Suggested speed limit (mph)		35	
Speed Data			
60	Maximum speed limit (mph)		
38	85th-percentile speed (mph)		
33	50th-percentile speed (mph)		
Site Characteristics			
0.8	Segment length (mi)		
2	Number of lanes (two-way total)		
Undivided	Median type		
1	Number of traffic signals		
16	Number of access points (total of both directions)		
High / Not separated	Bicyclist activity / bike lane type		
Adequate	Sidewalk presence / width		
Not present	Sidewalk buffer		
High	Pedestrian activity		
Not high	On-street parking activity		
No	Parallel parking permitted?		
No	Angle parking present?		
Yes	Adverse alignment present?		
Crash Data			
6	Number of years of crash data		
6,000	Average AADT for crash data period (veh/d)		
No	Is the segment a one-way street?		
5	All (KABCO) crashes for crash data period		
0	Fatal & injury (KABC) crashes for crash data period		
1.3 x average KABCO crash rate (crashes / 100 MVMT)		267.0	
1.3 x average KABC crash rate (crashes / 100 MVMT)		82.9	
Critical KABCO crash rate (crashes / 100 MVMT)		290.7	
Critical KABC crash rate (crashes / 100 MVMT)		109.0	

Site Description Data			
Rural town	Roadway Context		
Minor arterial	Roadway Type		
Yes	Are Crash Data Available?		
DKS	Analyst		
7/28/2021	Date		
Taumarson Rd	Roadway Name		
Justice Ave to Plaza Way	Description		
30	Current speed limit (mph)		
Segment 2	Notes		
Analysis Results			
		Speed limit setting group	Developed
		Suggested speed limit (mph)	35
Speed Data			
60	Maximum speed limit (mph)		
41	85th-percentile speed (mph)		
36	50th-percentile speed (mph)		
Site Characteristics			
1.1	Segment length (mi)		
2	Number of lanes (two-way total)		
Undivided	Median type		
1	Number of traffic signals		
16	Number of access points (total of both directions)		
High / Not separated	Bicyclist activity / bike lane type		
Adequate	Sidewalk presence / width		
Not present	Sidewalk buffer		
Some	Pedestrian activity		
Not high	On-street parking activity		
No	Parallel parking permitted?		
No	Angle parking present?		
No	Adverse alignment present?		
Crash Data			
6	Number of years of crash data		
4,900	Average AADT for crash data period (veh/d)		
No	Is the segment a one-way street?		
11	All (KABCO) crashes for crash data period		
1	Fatal & injury (KABC) crashes for crash data period		
1.3 x average KABCO crash rate (crashes / 100 MVMT)		271.9	
1.3 x average KABC crash rate (crashes / 100 MVMT)		83.6	
Critical KABCO crash rate (crashes / 100 MVMT)		282.6	
Critical KABC crash rate (crashes / 100 MVMT)		106.9	

Site Description Data			
Rural town	Roadway Context		
Minor arterial	Roadway Type		
Yes	Are Crash Data Available?		
DKS	Analyst		
7/28/2021	Date		
Prospect Ave	Roadway Name		
Plaza Way to S 3rd Ave	Description		
35	Current speed limit (mph)		
Segment 3	Notes		
Analysis Results			
		Speed limit setting group	Developed
		Suggested speed limit (mph)	35
Speed Data			
60	Maximum speed limit (mph)		
39	85th-percentile speed (mph)		
34	50th-percentile speed (mph)		
Site Characteristics			
0.48	Segment length (mi)		
2	Number of lanes (two-way total)		
Undivided	Median type		
0	Number of traffic signals		
11	Number of access points (total of both directions)		
High / Not separated	Bicyclist activity / bike lane type		
Adequate	Sidewalk presence / width		
Not present	Sidewalk buffer		
Some	Pedestrian activity		
Not high	On-street parking activity		
No	Parallel parking permitted?		
No	Angle parking present?		
Yes	Adverse alignment present?		
Crash Data			
6	Number of years of crash data		
6,800	Average AADT for crash data period (veh/d)		
No	Is the segment a one-way street?		
2	All (KABCO) crashes for crash data period		
1	Fatal & injury (KABC) crashes for crash data period		
	1.3 x average KABCO crash rate (crashes / 100 MVMT)	267.0	
	1.3 x average KABC crash rate (crashes / 100 MVMT)	82.9	
	Critical KABCO crash rate (crashes / 100 MVMT)	300.5	
	Critical KABC crash rate (crashes / 100 MVMT)	119.9	

Site Description Data			
Rural town	Roadway Context		
Minor arterial	Roadway Type		
Yes	Are Crash Data Available?		
DKS	Analyst		
7/28/2021	Date		
Prospect Ave	Roadway Name		
S 3rd Ave to Cottonwood Rd	Description		
35	Current speed limit (mph)		
Segment 4	Notes		
Analysis Results			
		Speed limit setting group	Developed
		Suggested speed limit (mph)	30
Speed Data			
60	Maximum speed limit (mph)		
33	85th-percentile speed (mph)		
28	50th-percentile speed (mph)		
Site Characteristics			
0.59	Segment length (mi)		
2	Number of lanes (two-way total)		
Undivided	Median type		
0	Number of traffic signals		
23	Number of access points (total of both directions)		
High / Not separated	Bicyclist activity / bike lane type		
Adequate	Sidewalk presence / width		
Not present	Sidewalk buffer		
Some	Pedestrian activity		
Not high	On-street parking activity		
No	Parallel parking permitted?		
No	Angle parking present?		
Yes	Adverse alignment present?		
Crash Data			
5	Number of years of crash data		
5,600	Average AADT for crash data period (veh/d)		
No	Is the segment a one-way street?		
8	All (KABCO) crashes for crash data period		
2	Fatal & injury (KABC) crashes for crash data period		
1.3 x average KABCO crash rate (crashes / 100 MVMT)		267.0	
1.3 x average KABC crash rate (crashes / 100 MVMT)		82.9	
Critical KABCO crash rate (crashes / 100 MVMT)		299.9	
Critical KABC crash rate (crashes / 100 MVMT)		119.5	

Site Description Data			
Rural town	Roadway Context		
Minor arterial	Roadway Type		
Yes	Are Crash Data Available?		
DKS	Analyst		
7/28/2021	Date		
Reser Rd	Roadway Name		
Cottonwood Rd to Walts Ln	Description		
20	Current speed limit (mph)		
Segment 5	Notes		
Analysis Results			
Speed limit setting group		Developed	
Suggested speed limit (mph)		25	
Speed Data			
60	Maximum speed limit (mph)		
33	85th-percentile speed (mph)		
27	50th-percentile speed (mph)		
Site Characteristics			
0.5	Segment length (mi)		
2	Number of lanes (two-way total)		
Undivided	Median type		
0	Number of traffic signals		
14	Number of access points (total of both directions)		
High / Not separated	Bicyclist activity / bike lane type		
Wide	Sidewalk presence / width		
Present	Sidewalk buffer		
High	Pedestrian activity		
High	On-street parking activity		
Yes	Parallel parking permitted?		
No	Angle parking present?		
No	Adverse alignment present?		
Crash Data			
6	Number of years of crash data		
5,100	Average AADT for crash data period (veh/d)		
No	Is the segment a one-way street?		
15	All (KABCO) crashes for crash data period		
2	Fatal & injury (KABC) crashes for crash data period		
	1.3 x average KABCO crash rate (crashes / 100 MVMT)	267.0	
	1.3 x average KABC crash rate (crashes / 100 MVMT)	82.9	
	Critical KABCO crash rate (crashes / 100 MVMT)	314.1	
	Critical KABC crash rate (crashes / 100 MVMT)	128.3	

Site Description Data			
Rural town	Roadway Context		
Minor arterial	Roadway Type		
Yes	Are Crash Data Available?		
DKS	Analyst		
7/28/2021	Date		
Reser Rd	Roadway Name		
Walts Ln to Depping Rd	Description		
35	Current speed limit (mph)		
Segment 6	Notes		
Analysis Results			
		Speed limit setting group	Developed
		Suggested speed limit (mph)	35
Speed Data			
60	Maximum speed limit (mph)		
37	85th-percentile speed (mph)		
32	50th-percentile speed (mph)		
Site Characteristics			
1	Segment length (mi)		
2	Number of lanes (two-way total)		
Undivided	Median type		
0	Number of traffic signals		
52	Number of access points (total of both directions)		
Not high / Any type	Bicyclist activity / bike lane type		
None	Sidewalk presence / width		
Negligible	Pedestrian activity		
Not high	On-street parking activity		
No	Parallel parking permitted?		
No	Angle parking present?		
No	Adverse alignment present?		
Crash Data			
6	Number of years of crash data		
3,300	Average AADT for crash data period (veh/d)		
No	Is the segment a one-way street?		
9	All (KABCO) crashes for crash data period		
1	Fatal & injury (KABC) crashes for crash data period		
	1.3 x average KABCO crash rate (crashes / 100 MVMT)	271.9	
	1.3 x average KABC crash rate (crashes / 100 MVMT)	83.6	
	Critical KABCO crash rate (crashes / 100 MVMT)	304.6	
	Critical KABC crash rate (crashes / 100 MVMT)	120.3	

Walla Walla Speed Zone Study

Taumarson Road-Prospect Road-Reser Road

November 8, 2021

Scott Mansur
Transportation Engineer
DKS ASSOCIATES
scott.mansur@dksassociates.com

SHAPING A SMARTER
TRANSPORTATION EXPERIENCE™
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AGENDA

- 1 / PROJECT BACKGROUND & GOAL
- 2 / PROJECT AREA
- 3 / SPEED LIMIT SETTING TOOL & INPUTS
- 4 / SUGGESTED & RECOMMENDED SPEED LIMITS
- 5 / NEXT STEPS

PROJECT BACKGROUND AND GOAL

Study Roadway:

Reser Road, Prospect Ave, Taumarson Rd (4.4-mile corridor)

Agencies Involved:

City of Walla Walla, City of College Place, and Walla Walla County

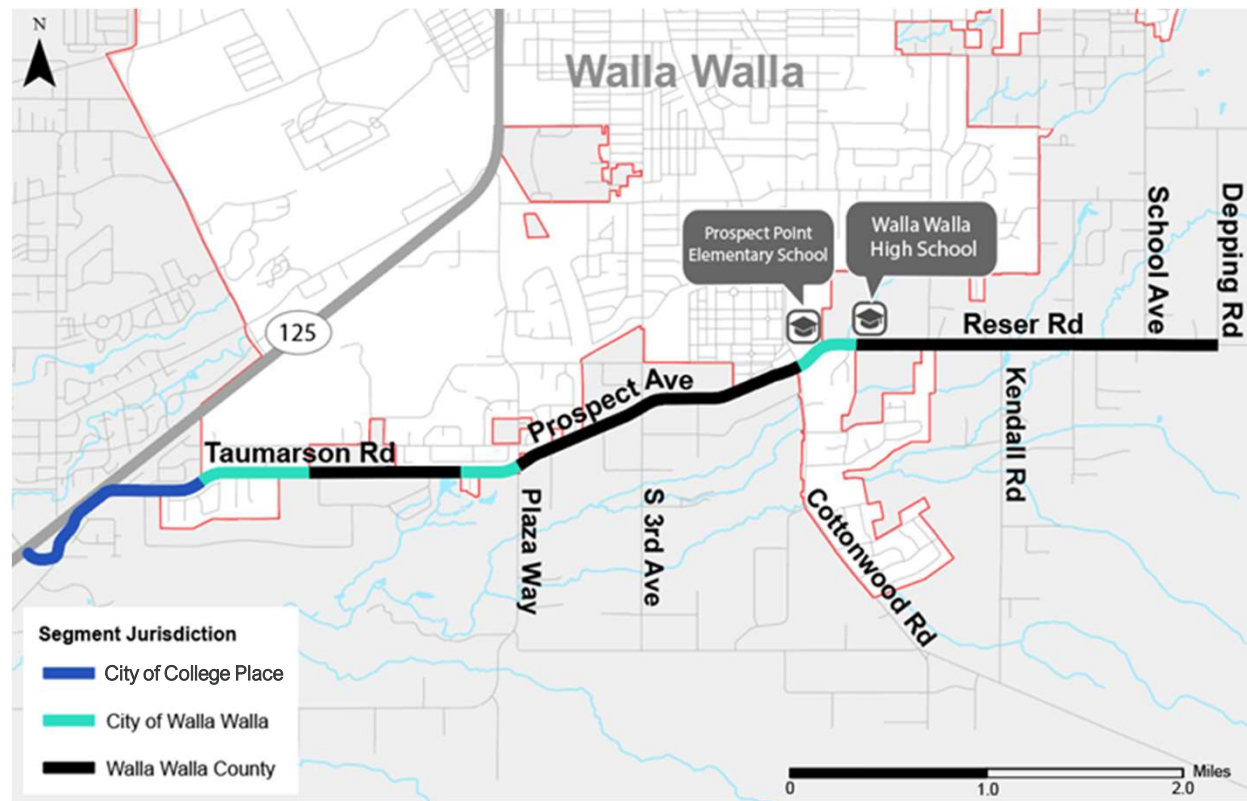
Existing Issues:

Citizen and Agency concerns regarding the variations in speed zones throughout the corridor since the posted speed limit ranges from 20 mph (School Zone) to 35 mph.

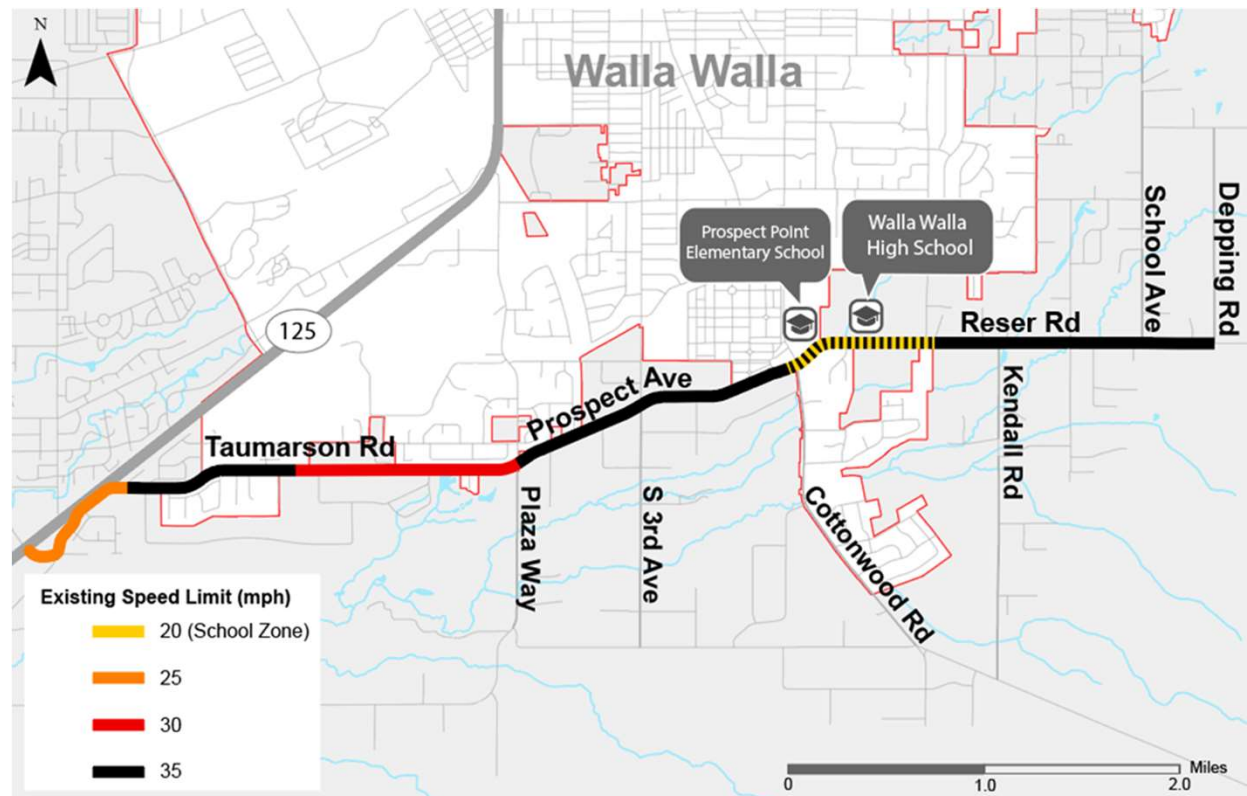
Project Goal:

Conduct speed limit analysis on the study corridor and identify suggested speed limits based on the most recent national research methods and tools available

AGENCY JURISDICTION



EXISTING POSTED SPEED LIMITS



PROJECT AREA



Data Collected at 8 Locations

- June 10, 2021 (schools in session part-time)
- Construction near Walla Walla High School
- 50th and 85th Percentile Vehicle Speeds
- Daily Traffic Volumes



School Zone Sign “When Children Are Present”



Speed Radar Sign near Prospect Elementary School

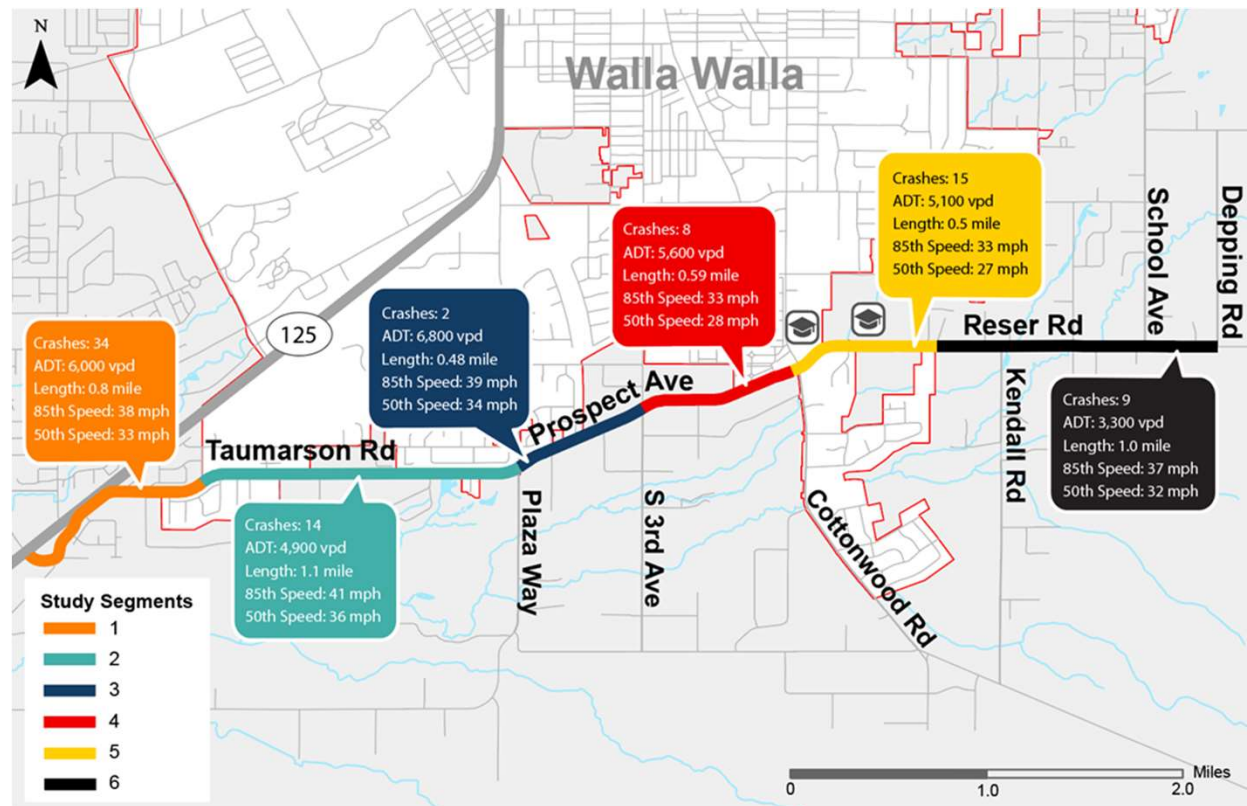
SPEED LIMIT SETTING TOOL

NCHRP Report 966

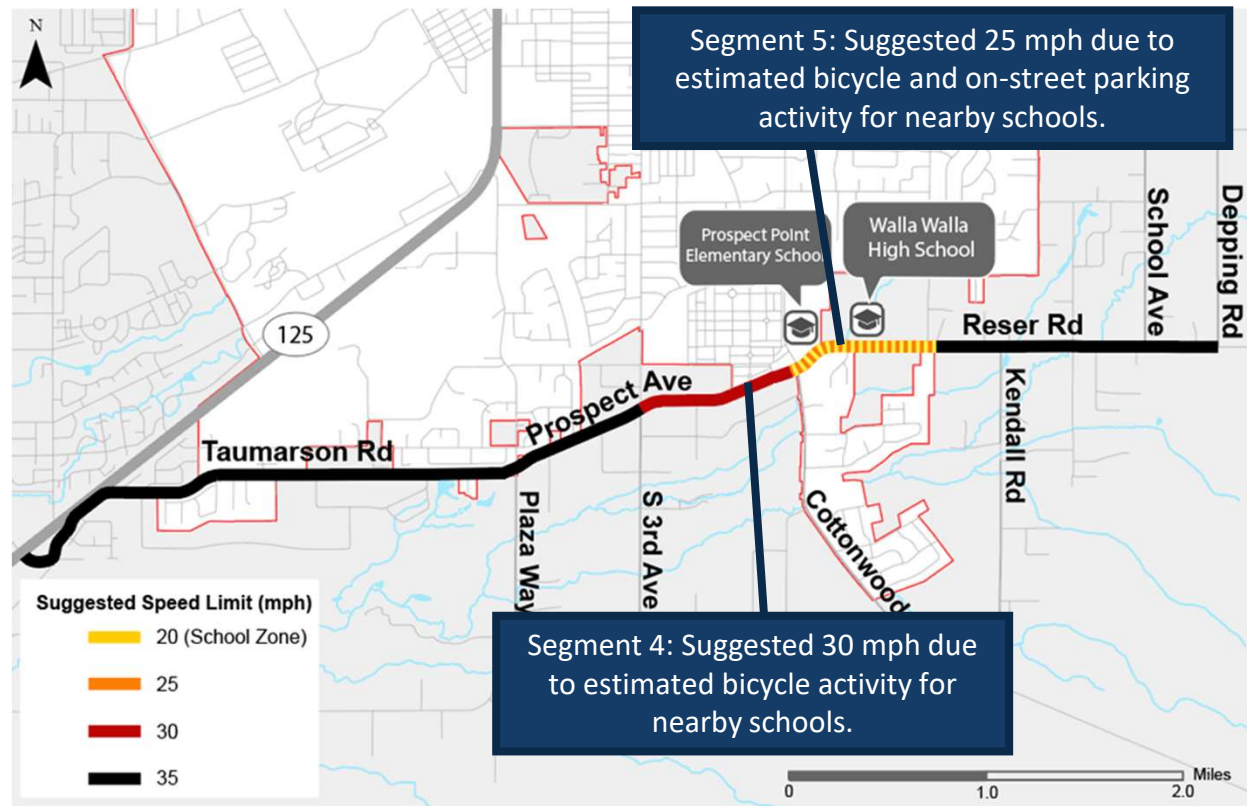
- Contains guidance on speed limit setting and a spreadsheet tool that provides **consistent** results
- Result: **Suggested** Speed Limit
- Tool Inputs
 - Existing driver speeds (50th and 85th)
 - Pedestrian and bicycle activity
 - Roadway context
 - Crash data
 - Roadway/Street Geometrics
 - & more!

Analysis Results	
Speed limit setting group	Developed
Suggested speed limit (mph)	35
Speed Data	
60	Maximum speed limit (mph)
38	85th-percentile speed (mph)
33	50th-percentile speed (mph)
Site Characteristics	
0.8	Segment length (mi)
2	Number of lanes (two-way total)
Undivided	Median type
1	Number of traffic signals
16	Number of access points (total of both directions)
High / Not separated	Bicyclist activity / bike lane type
Adequate	Sidewalk presence / width
Not present	Sidewalk buffer
High	Pedestrian activity
Not high	On-street parking activity
No	Parallel parking permitted?
No	Angle parking present?
Yes	Adverse alignment present?
Crash Data	
6	Number of years of crash data
6,000	Average AADT for crash data period (veh/d)
No	Is the segment a one-way street?
5	All (KABCO) crashes for crash data period
0	Fatal & injury (KABC) crashes for crash data period
	1.3 x average KABCO crash rate (crashes / 100 MVMt)
	1.3 x average KABC crash rate (crashes / 100 MVMt)
	Critical KABCO crash rate (crashes / 100 MVMt)
	Critical KABC crash rate (crashes / 100 MVMt)

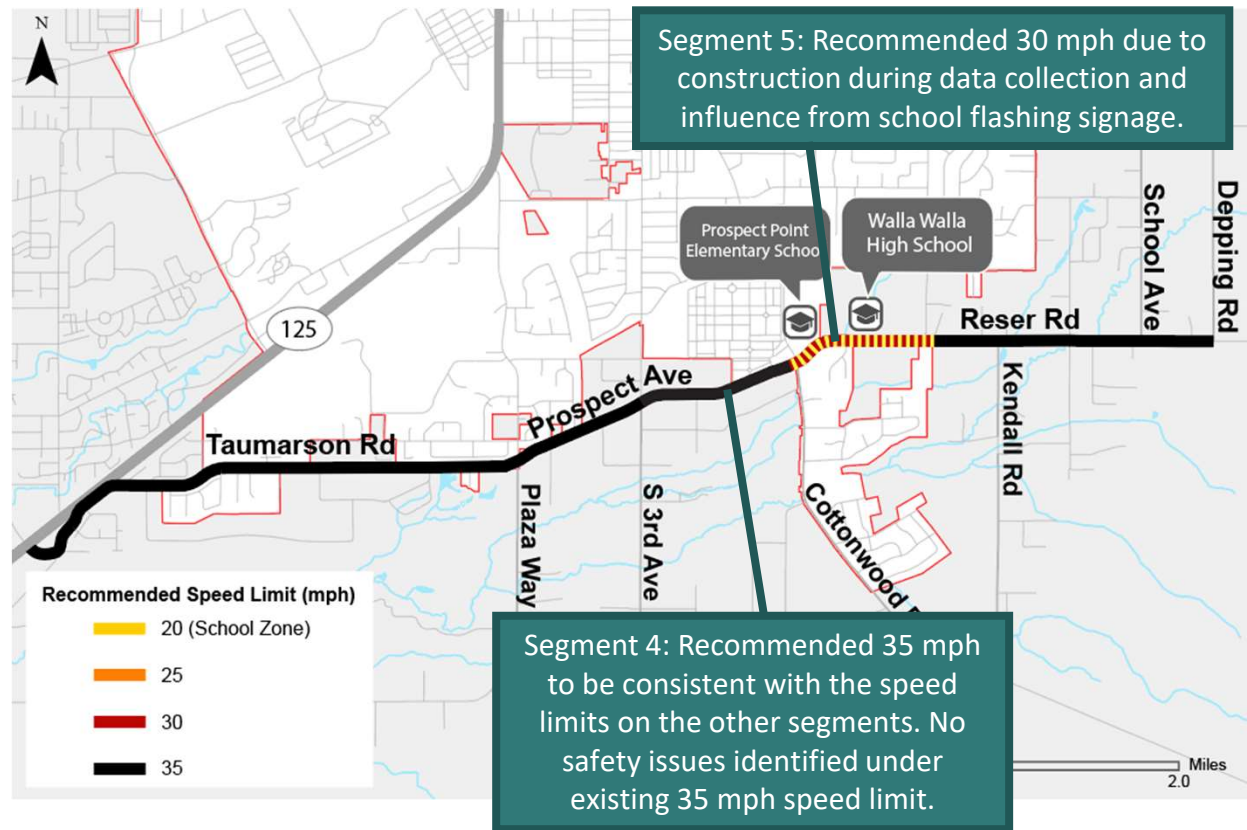
STUDY SEGMENTS & INPUTS



SUGGESTED SPEED LIMITS

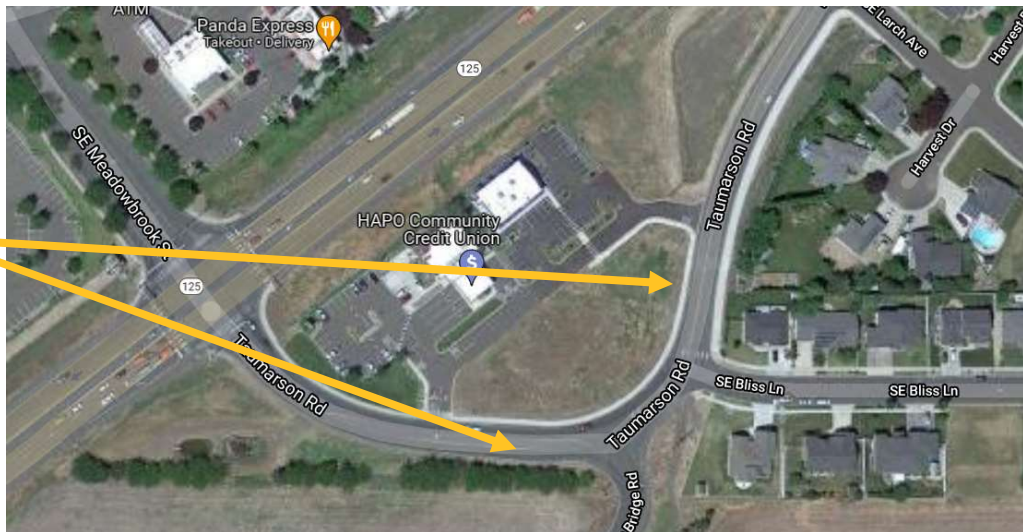


DKS RECOMMENDED SPEED LIMITS



ROADWAY GEOMETRY EVALUATION

When implementing the 35-mph speed limit on Taumarson Road, the City of College Place and Walla Walla County will have to evaluate the horizontal curve near SR 125 to determine the need for advisory speed warning signs.



NEXT STEPS

1. All three agencies approve recommended posted speed limits.
2. Agencies to evaluate existing roadway geometric impacts (curve signage, intersection sight distance, etc.)
3. Design and implementation of proposed speed signage modifications.

QUESTIONS?

DKS



Washington State Arts Commission Creative District Certification Application Guidelines (FY 2018 – 2019)

About ArtsWA

Established in 1961, the Washington State Arts Commission (ArtsWA) and staff work together to support communities, organizations and individuals in bringing art and creativity into the lives of all those who live in Washington State. ArtsWA administers a number of programs in support of our mission to be a catalyst for the arts, advancing the role of the arts in the lives of individuals and communities throughout the state.

Washington Creative Districts Certification Program

The mission of the Washington Creative Districts Certification Program is to help communities throughout the state thrive by bolstering their creative economy, enhancing their vitality, and raising their standard of livability. The program will support a town or area's ability to grow jobs, and increase economic, educational, and cultural opportunities for residents and visitors.

In 2017, the Washington State legislature passed a bill to fund the Creative Districts program. Sponsored by Rep. Joan McBride (D-Kirkland) and Senator Hans Zeiger (R-Puyallup), in companion bills, the legislation tasked ArtsWA with the creation of a new program to promote and support economic development and placemaking opportunities in communities dedicated to growing their arts-related economic sectors.

The Creative Districts program is designed to help communities to:

- Attract visitors, creative entrepreneurs and artists
- Infuse new energy and innovation, and enhancing economic and civic capital
- Create hubs of economic, artistic, social and entrepreneurial activity
- Enhance the designated district area so that it is an appealing place to live, visit, and conduct business
- Grow jobs and economic opportunities for all citizens
- Set the stage to improve or redevelop historic assets
- Celebrate and strengthening a community's unique identity
- Find opportunities around all income housing, live/work, and maker space
- Empower designated districts to evolve and strengthen their economic presence in Washington State through investments in staff, community partnerships and strategic planning.
- Proactively and sustainably develop their long-term future

Creative Districts Defined

Districts will go through a rigorous and fair application and certification process in order to become a Certified Washington Creative District. They must meet a number of criteria, including:

- Comprise a contiguous, geographic area
 - Be the site of a concentration of artistic, cultural or creative economy activities, with 1 -2 identified primary arts or creative-economy industries
 - Possess a clearly defined, unique arts, culture or creative economy identity and/or brand
 - Be walkable and/or accessible, and attractive to locals and visitors alike
 - Active promotion of local arts, culture, creative economy and tourist activities
-



Washington State Arts Commission Creative District Certification Application Guidelines (FY 2018 – 2019)

- Be distinguished by unique resources that clearly contribute to the quality of life of the community, including its cultural, economic and workforce development
- Consider all income / affordable housing / maker space for creatives and artists working in, and inhabiting the district as needed to ensure their creative presence
- A strategic plan / business plan to guide the district forward once certified

Program Benefits and Opportunities

In addition to providing designation and official recognition by the State of Washington, the program provides support for Certified Creative districts. Benefits and opportunities include (but are not limited to):

Funding:

- Newly Certified Districts will receive a cash grant of \$5,000 (one-to-one cash match required, match can include in-kind donation up to \$2500)

Marketing

- Promotion of Creative Districts as appropriate – sharing stories and successes with our audiences, both regionally and nationally
- In partnership with Washington State Department of Transportation (WSDOT), wayfinding/place making signs will be placed on state highways in and/or near certified Creative Districts to complement a district's own signage efforts. (All signage must recognize the State Arts Commission's supportive role with agreed-upon language and / or logo).

Data and Impact Analysis

- Districts will compile and collect data that will enable ArtsWA to demonstrate the economic and quality of life impacts of creative districts. This will be used to help leverage more investment in Creative Districts, and will support districts locally in their efforts to obtain public sector, corporate, grant and foundation monies
- ArtsWA will contract with the Western States Arts Federation (WESTAF) to provide access to the Creative Vitality suite, an online platform for comprehensive creative economy data. ArtsWA will support districts in leveraging data to demonstrate impact and track progress
- ArtsWA will report annually on the collective impact of certified Creative Districts
- Individual districts will be required to file interim and year-end annual reports with ArtsWA

Funding to Support Economic Growth

- ArtsWA will provide a flexible, technical and professional assistance fund available to districts that have been certified for one or more years. These funds will be awarded for projects and activities that advance strategic goals, and will require a local match from the community.

All income /Affordable Housing for Creatives / Maker Space

- ArtsWA is researching the tools of real estate development around possibilities for the creation of affordable, appropriate places for artists and creatives to live and work in and around the districts. In
-



Washington State Arts Commission Creative District Certification Application Guidelines (FY 2018 – 2019)

partnership with ArtSpace™, districts and communities will be assisted in ways to support more stable, healthy communities anchored in existing assets.

Networking, Collaboration and Ongoing Technical Assistance

- ArtsWA will facilitate access to technical assistance for Districts as needed, and facilitate a learning and supportive community among Districts

Applicant Eligibility

Applicants for Washington Creative District Certification must be:

- A structured entity representing a community located in Washington, such as a municipal, county or tribal government, a designated downtown authority or economic development agency, a 501(c)3 or 501(c)6 or;
 - A structured entity representing an area formally recognized as a creative, arts or cultural district
- AND
- An organization with a minimum \$20,000 cash annual operating budget or that can demonstrate the ability to effectively manage a district, handle grants and oversee other fiduciary responsibilities
 - If not a municipal entity, an organization operating in partnership with the local government or tribal authority

Application Process

Step 1: Review the Community Readiness Workbook and Pre-Application checklist to ensure community meets minimum requirements. If community meets these requirements, move to step 2.

Step 2: Submit a Letter of Interest (LOI) to the Washington Creative Districts Certification Program. A site visit of the potential district by Creative District program staff must be scheduled before Letter of Interest is submitted.

Step 3: If Letter of Interest is approved, submit full application within 60 days of approval. Site visit must take place before full application is submitted.

Online Application submission

All applications must be submitted via ArtsWA's [online application form](#), with all attending documents uploaded via this system. Applications will not be accepted in any other format, including via email or hard copy.

Step 1: Creative District Certification Pre-application Checklist

Communities interested in submitting a letter of interest for Washington Certified Creative District Certification should meet the following minimum requirements:

- ☐ Designated, contiguous geographic area recognized by local municipal entity
- ☐ Area is walkable and/or easily navigable
- ☐ Clearly defined concentration of artistic and/or cultural activities and/or minimum of 1-2 primary arts-related industries occurring in region
- ☐ Clearly defined arts and culture identity, and brand



Washington State Arts Commission Creative District Certification Application Guidelines (FY 2018 – 2019)

- ☐ Structured entity formally recognized by local government designated as district administrator, with assigned staff role to carry out Creative District activities
- ☐ Administrative entity has a minimum \$20,000 total annual operating budget
- ☐ Demonstrated broad community buy-in for designation as Creative District
- ☐ Partnership agreement amongst entities, to help guide activities in district
- ☐ Creative District strategic / business plan (covering 3 - 5 years of activity)
- ☐ Site visit to proposed district by Creative District program staff has been scheduled or completed

Step 2: Letter of Interest

If your community meets the criteria listed in Step 1, you may submit a Letter of Interest. The letter, which should be no longer than 2 pages, should address the following:

- A brief overview of the proposed district: its general geographical area, and key highlights of activities that take place in it
- The district administrator role and their intended work plan duties
- Describe partnerships, and/or members of the community who support or participated in the planning process
- Briefly describe the vision of the proposed Creative District and how it will benefit your community
- Include full contact information for key individuals / personnel who will lead the process towards certification

Step 3 Creative District Certification Application

The following criteria and weights will be used by the review panel to evaluate proposals

- Creative District Information (30%)
- District Characteristics (40%)
- Community Partnerships and Buy-In (30%)

The bulleted items below will help guide you to complete the online application, where you will answer the narrative questions and provide support documents required for Certification.

CREATIVE DISTRICT INFORMATION

- What is the name of the Creative District?
 - Upload a map (or provide a link to a map) of the Creative District
 - Please describe the Creative District's organizational and/or governance structure (501(c)3, 501(c)6, local government, Business Improvement District, Main Street organization, other?)
 - Is there a governing board that provides oversight of the Creative District? If so, please provide a list of names and the affiliations of those involved
 - Describe the designated staff liaison role for the Creative District. How will this role incorporate Creative District activities into its annual work plan? How much approximate time will be spent per month by this person on Creative District activity?
 - Describe additional paid, and or volunteer staffing and support of the district.
-



Washington State Arts Commission Creative District Certification Application Guidelines (FY 2018 – 2019)

- How is the District funded, and what is the source of funds? What is the Creative District's annual budget? Do you have a plan for financial sustainability?
- Upload a budget showing cash and in-kind line items separately. Budget does not need to adhere to a specific format.
- Does the District have a membership structure? If so, how many members are in, or projected to be in the district, and what is the membership dues structure?
- Upload the Creative District strategic program / business plan document.
- Please provide the top three (3) short-term and top three (3) long term goals you have for your Creative District.
- What do you see as your district's biggest challenges, and how do you anticipate overcoming them?
- How do you see certification as a Creative District advancing your district and community?
- Upload a completed W-9 for the managing entity that will receive district funds.

DISTRICT CHARACTERISTICS

- Please describe your Creative District's unique competitive advantage – the (one) thing(s) that sets your District apart from the others. What is your unique niche, and key differentiators?
 - Describe the unique cultural or historical heritage of your district. How does this story relate to the current activities and future plan of your District?
 - Describe the accessibility of your creative district. Is it walkable or otherwise easy to navigate? Is it accessible to those who use alternative transportation, such as bike or walking paths, public transit (if available in the region)
 - Describe how your district engages with the community. Does your district have any signature events or activities? Do these events appeal to a broad cross-section of the population?
 - Describe how your district has established a unique physical sense of place. Do you have wayfinding or signage? Distinguishable streetscape? Public art?
 - Describe the mix of uses within your district (is it primarily retail/commercial, residential, industrial, mixed use). What other types of businesses or activities exist in the District than can support or bolster District activity?
 - Please provide the following information related to the creative industries within your district. Please describe the data source and collection method for each data set:
 - Number of creative establishments within the District currently. Please include the definition(s) of the types of establishments counted
 - Number of creative-sector jobs in the District. Please include definition(s) of jobs counted.
 - Estimated number of annual visitors to your Creative District, and the reason(s) for these visits (are they event driven, venue driven, other)
 - Estimated number of children and youth directly benefitting through Creative District activities. Please describe activities.
 - Describe any existing or proposed all income / affordable, live-work, creative maker space in the proposed district
 - Please provide any other meaningful data that you have collected for your Creative District (property value trends, sales tax revenue data, occupancy rates, etc.)
-



Washington State Arts Commission Creative District Certification Application Guidelines (FY 2018 – 2019)

COMMUNITY BUY-IN

- Please upload a local government ordinance and/or planning documents that provide evidence of local government endorsement of the Creative District
- Upload letters of recommendation that support efforts to apply for Creative District certification from the following sources. You may upload as many as you feel appropriate, but no more than 30 letters total. All letters must be consolidated into one PDF file. Letters of support are required from the following entities:
 - ☐ Mayor or county representative, city administrator or director of planning; or tribal executive or council member (if District is to be situated on tribal lands)
 - ☐ Community or economic development agency or workforce development agency
 - ☐ Local downtown development authority, business district association or chamber of commerce
 - ☐ Local tourism association or board
 - ☐ Local arts commission (municipal or non-profit) or cultural affairs liaison
 - ☐ At least one local community agency that focuses on underserved populations
 - ☐ At least two creative entrepreneurs, such as an artist or business owner that lives or works in the District
 - ☐ At least one business owner from a non-creative-sector company that endorses the District

Additional letters of recommendation from community stakeholders that support Creative District certification are strongly encouraged.

- Please describe outreach activities to promote or elicit feedback about the Creative District certification that were inclusive to the community at large. How did you reach out to the various groups within your District?
- Please describe how the Creative District will interface with economic development and/or workforce development plans that may currently exist in the community. Do these plans reflect the activities of the Creative District? Does the Creative District plan include a path toward creation of jobs or investment in business growth or entrepreneurialism the region?

REPORTING REQUIREMENTS

Certified Creative Districts will be required to submit interim and year-end annual reports to ArtsWA. Failure to do so will make the District ineligible for further support and may jeopardize a District's certified status.

ArtsWA has the right to withhold, reduce or cancel funding and/or Certification status if an applicant fails to do the following:

- Adhere to deadlines for reporting
 - Notify ArtsWA of changes in project collaborators or other significant management changes
 - Comply with terms of any awards
 - Demonstrate adequate financial management and oversight
 - Properly credit ArtsWA's support
-



Washington State Arts Commission Creative District Certification Application Guidelines (FY 2018 – 2019)

APPEAL PROCESS

Applicants whose certification application is denied may appeal the Commission's decision under the ***Appeal procedure*** – [***Request for review of denied applications***](#), per our rules ([WAC 30-12-036](#)).

STAFF CONTACT

Prior to submitting an application, applicants should read the guidelines thoroughly and review all Community Readiness tools on the website.

Annette Roth, Creative Districts Program Manager
Washington State Arts Commission (ArtsWA)
711 Capitol Way S, Suite 600 | Olympia, WA 98504
360-753-3860

Direct: 360-586-8098

annette.roth@arts.wa.gov

www.arts.wa.gov



WASHINGTON STATE ARTS COMMISSION

Creative Districts Program Overview



Buskers in the Burg Festival Arts Parade, Ellensburg WA. Photo courtesy of Ellensburg Downtown Association.

Overview

The Certified Creative Districts program works to help communities in Washington thrive. Its purpose is to help communities strengthen their creative sector, diversify their economy, and enhance their quality of life.

What is a Certified Creative District?

A Creative District is an exciting place to live, work, and visit. It's a focal point - a geographically defined area of cultural and economic activity. It's the heart of a community - for people to gather and enjoy the arts and culture a community has to offer.

It can include cultural facilities, arts-related organizations, and creative and other businesses that support or complement these activities. It's a way for a community to grow jobs and create economic opportunities for all people through the arts. And it's a place where innovation and creativity can thrive, helping a community move enthusiastically into the future.

About ArtsWA

Established in 1961, the Washington State Arts Commission (ArtsWA) works to support communities to bring art into the lives of all those who live in Washington State. Our mission is to be a catalyst for the arts, advancing the role of the arts in the lives of individuals and communities throughout the state.

2017 Creative Economy in WA

BY THE NUMBERS



303,839
CREATIVE INDUSTRY JOBS



\$28.9B
TOTAL INDUSTRY
EARNINGS

\$45,138
AVERAGE EARNINGS

OCCUPATIONS WITH GREATEST
NUMBER OF JOBS STATEWIDE

SOFTWARE DEVELOPERS

PHOTOGRAPHERS

COMPUTER PROGRAMMERS

MUSICIANS & SINGERS

WRITERS & AUTHORS



Help Your Community Thrive with Creative District Certification

By developing the creative economy, communities are investing in their future. They can grow jobs; increase economic, educational, tourism and cultural opportunities; and boost livability for residents and visitors.

How will Creative District certification benefit my community?

- State endorsement of community activities
- Grow jobs and economic opportunities for all citizens
- Attract artists & creative businesses
- Promote your community's creative identity
- Increase tourism and bring new visitors
- Attract new investment, redevelop historic assets
- Opportunities for affordable housing, live/work, and maker space
- Proactively develop your community's long-term future

How does the certification process work?



Mural painted by artist Patrick Siler on the wall of Thomas Hammer Coffee Roasters, Pullman, WA. Photo by Terry Richard, The Oregonian.

How does ArtsWA support my community?

We guide and support communities and their Creative Districts through the process as they seek District certification and implement their programs. We also:

- Offer specialized resources during the pre-certification phase.
- Provide grant funding opportunities.
- Track the progress of a community's creative economy after certification.
- Provide technical assistance, training and networking opportunities.

To get started, please contact: Annette Roth, Creative Districts Program Manager
ArtsWA | PO Box 42675 | Olympia WA 98504-2675 | www.arts.wa.gov
360-586-8098 direct | 360-753-3860 agency | annette.roth@arts.wa.gov



arts.wa.gov

Certified Creative Districts

Supporting the creative economy in Washington

What is a Certified Creative District?

- Focal point for people to enjoy the arts
- Includes cultural facilities and creative industries and businesses
- An exciting place to live, work in & visit
- A vehicle to grow jobs & economic opportunities



DICK & JANE'S SPOT

Art site & home of Dick Elliott and Jane Orleman, Ellensburg WA



Why was this program created?

- Based on Colorado Creative Industries model
- Communities can capitalize on & grow their creative economies
- Signifies a community is serious about growing this sector

In Colorado, designated Creative Districts have seen a 5% annual increase in employment and a 6% increase in revenue.



Artist Jean Whitesavage at Cascade Middle School, Sedro-Wooley.
Photo by Nick Lyle.



Program timeline through 2018



Who/What is Creative?

- Artists
- Entertainers
- Restaurateurs
- Inventors
- Bakers
- Museums
- Writers
- Historic & cultural assets
- Food & product manufacturers/makers



SHACK ART CENTER, Everett, WA.

The number of creative jobs in Washington has grown an average of 3% annually since 2011, making it one of the fastest growing sectors in the state.

WESTAF, Creative Vitality Suite,
November 2017



Creative industries drive the economy

In 2016, 177,000 people in WA were employed in creative industries, with combined wages of approximately \$21.9B.



HEATH SATOW, YES
Bates Technical College, Tacoma



Creative Vitality Index



1.02

CVI Value

United States CVI = 1.0

This regional snapshot report gives the big picture of a region's creative landscape. It provides an overview of creative jobs, industry earnings, FDR grants, and Nonprofit revenues.

Total Population

7,288,007

Past 5 years of CVI Performance



GAIN

▲ **4%**
since 2015

2016 Creative Jobs

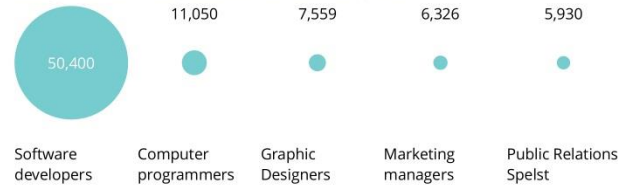


177,648

Total Creative Jobs

There are 7 thousand more creative jobs in the region since 2015

Occupations with greatest number of jobs



GAIN

▲ **10%**
since 2015

2016 Creative Industries



\$21.9B

Total Industry Earnings

There is a gain of \$2.1 billion in creative industry earnings in the region since 2015

Industries with greatest earnings



LOSS

▼ **3%**
since 2015

2016 Cultural Nonprofit



\$843.1M

Nonprofit Revenues

There are \$22.6 million less in revenues in the region since 2015

Data not available for this state in the selected year

DATA SOURCES: Economic Modeling Specialists International, National Assembly of State Arts Agencies, National Center for Charitable Statistics
CREATIVE VITALITY SUITE: The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region. For more information on data sources visit: learn.cvsuite.org

Case Study

Trinidad CO

- Former coal town
- Lost 1300 jobs in 5 years
- 2014 Creative District designation
- 150 startups in the creative industry

Trinidad is the first Space to Create location in CO, the first state-led initiative in the US to provide affordable housing to artists and creatives.



2015 ArtoCade Festival
Trinidad CO

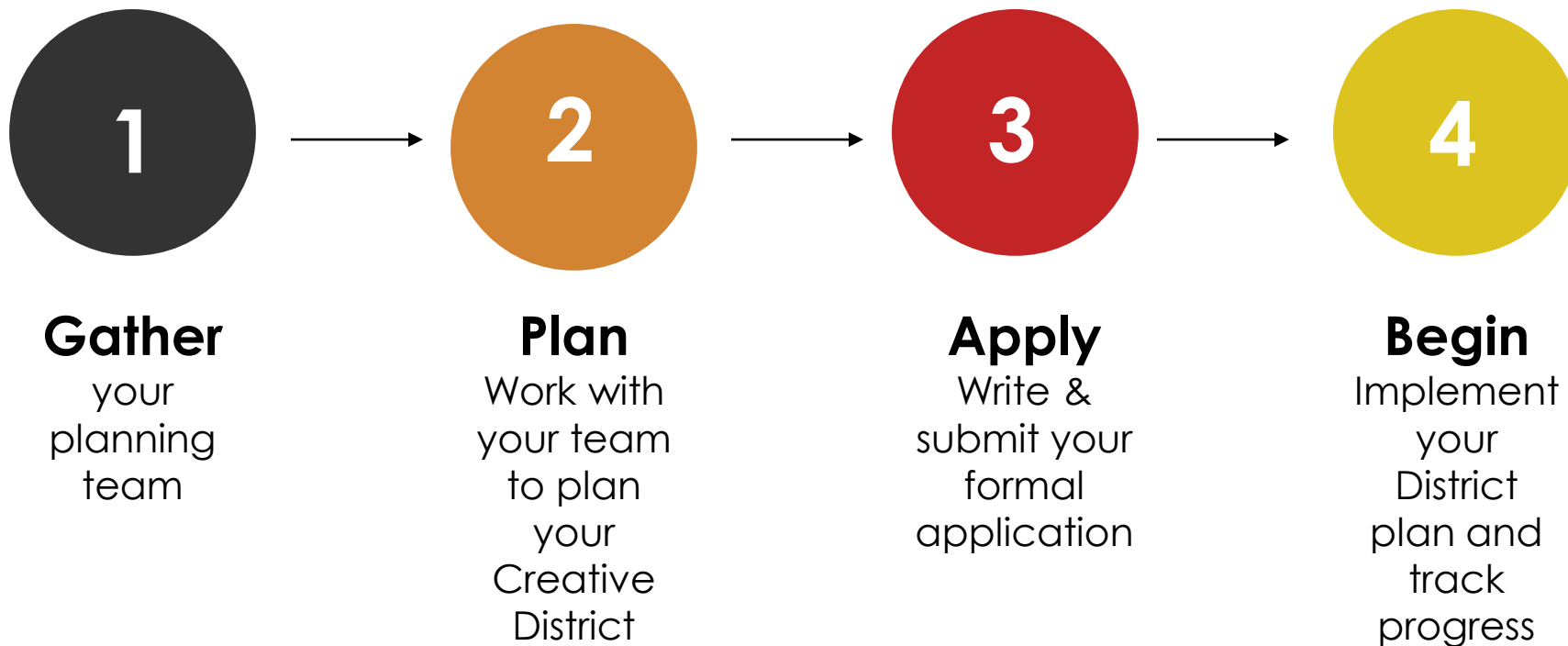


Benefits to the Community

- Long-term job creation
- New business & industries brought to community
- Redevelopment of community assets
- Increased tourism
- Increased community livability



How does the process work?



How ArtsWA supports your community

- Resources & guidance during planning phase
- Rigorous & fair application process
- Networking opportunities
- Ongoing technical assistance
- Advocacy & support

In Colorado, designated Creative Districts have seen a 5% annual increase in employment and a 6% increase in revenue.



STEVE GARDNER, *Where Will You Go?*
2010.
Pasco High School.
PHOTO BY THE ARTIST.





Questions?

Annette Roth, Creative Districts Program Manager

360-586-8098 direct | 360-753-3860 agency

annette.roth@arts.wa.gov | www.arts.wa.gov



HB 1183 - 2017-18

Authorizing specified local governments, including municipalities and federally recognized Indian tribes, that typically have limited access to economic development resources, to designate a portion of their territory as a creative district subject to certification by the Washington state arts commission.

Sponsors: McBride, **Chapman**, Haler, **Ryu, Robinson**, McDonald, Stambaugh, **Frame, Senn, Riccelli, Dolan**, Hudgins

Companion Bill: **SB 5300**

Bill History

2017 REGULAR SESSION

- Jan 13 First reading, referred to Community Development, Housing & Tribal Affairs (Not Officially read and referred until adoption of Introduction report).
- Jan 25 Public hearing in the House Committee on Community Development, Housing & Tribal Affairs at 8:00 AM.
- Jan 26 Executive action taken in the House Committee on Community Development, Housing & Tribal Affairs at 1:30 PM.
CDHT - Majority; do pass.
- Jan 31 Referred to Appropriations.
- Feb 13 Public hearing in the House Committee on Appropriations at 3:30 PM.
- Feb 21 Executive action taken in the House Committee on Appropriations at 1:30 PM.
APP - Majority; 1st substitute bill be substituted, do pass.
Minority; do not pass.
- Feb 24 Referred to Rules 2 Review.
- Feb 28 Placed on second reading by Rules Committee.
- Mar 7 **1st substitute bill substituted (APP 17).**
Rules suspended. Placed on Third Reading.
Third reading, passed; yeas, 85; nays, 12; absent, 0; excused, 1.

IN THE SENATE

- Mar 9 First reading, referred to Agriculture, Water, Trade & Economic Development.
- Mar 21 Public hearing in the Senate Committee on Agriculture, Water, Trade & Economic Development at 8:00 AM.
- Mar 23 Executive action taken in the Senate Committee on Agriculture, Water, Trade & Economic Development at 8:00 AM.
AWTE - Majority; do pass with amendment(s).
And refer to Ways & Means.
- Mar 27 Referred to Ways & Means.
- Mar 29 Executive action taken in the Senate Committee on Ways & Means at 3:30 PM.
WM - Majority; do pass with amendment(s) by Agriculture, Water, Trade & Economic Development.

- Mar 31 Passed to Rules Committee for second reading.
Apr 7 Placed on second reading by Rules Committee.
Apr 11 Committee amendment(s) adopted with no other amendments.
Rules suspended. Placed on Third Reading.
Third reading, passed; yeas, 43; nays, 6; absent, 0; excused, 0.

IN THE HOUSE

- Apr 17 House concurred in Senate amendments.
Passed final passage; yeas, 82; nays, 13; absent, 0; excused, 3.
Apr 19 Speaker signed.

IN THE SENATE

- Apr 20 President signed.

OTHER THAN LEGISLATIVE ACTION

- Apr 21 Delivered to Governor.
May 8 Governor signed.
Chapter 240, 2017 Laws.
Effective date 7/23/2017.



CERTIFIED CREATIVE DISTRICTS PROGRAM COMMUNITY READINESS WORKBOOK

2021 EDITION



WASHINGTON STATE
ARTS COMMISSION

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INTRODUCTION

Since Richard Florida published his book *The Rise of the Creative Class* in 2003, communities around the world have spent more time focusing on their creative economy. Creative industries are major economic drivers and among the most rapidly growing sectors worldwide. According to a joint report published by CISAC and UNESCO in 2015, cultural and creative industries make up approximately 3% of the world's gross domestic product (GDP).^[1] They employ 29.5 million people around the world, more than the auto industry in Europe, Japan, and the US combined (29.5M vs. 25M workers).^[2]

Governors across the US recognize how important the creative sector is to their state's economy. According to the National Governors Association report, *Arts and the Economy*,^[3] there are a number of reasons to include art in community-based planning activities.

- creative industries are growing and play a major role in a community's ability to compete economically
- companies decide to locate in communities that have a readily available creative workforce
- arts and culture create new jobs
- arts and culture foster a quality of life that attracts talented workers

In Washington State, 303,839 people were employed in the creative industries in 2017. This is a 2% increase from 2016.^[4] In fact, the number of creative jobs in Washington has increased between 2 – 4% annually since 2011, making it one of the fastest-growing sectors in the state.^[5]

ABOUT ARTSWA

The Washington State Arts Commission (ArtsWA) was established in 1961. Its purpose is to promote, conserve and develop the state's artistic resources. The agency manages statewide activities and programs that grow and develop the arts and culture. This contributes to a high quality of life for all Washingtonians.

OVERVIEW OF THE CREATIVE DISTRICTS PROGRAM

The state legislature passed a bill in 2017 to fund the Certified Creative Districts program. The bill was signed into law by Governor Inslee in May 2017. This bill gave ArtsWA the authority to create and manage this program. The focus of the program is two-fold:

- to help communities create long-term economic opportunities in their region, and
- to support the long-term growth of Washington's arts, culture and creative sector.

Creative Districts are geographically defined areas where a concentration of artistic, cultural, and economic activity takes place. ArtsWA provides a five-year state-certification to communities based on specific criteria. It is an endorsement of the activities that may already exist in a community. It recognizes growth potential for the future. The criteria requires that a broad coalition of stakeholders come together for this process. They work together to plan a District and create a vision for the long-term economic health of their region.

The Creative District program provides a platform for artists and creatives to help develop their local economy. It fosters innovation, entrepreneurship and community values. This combination creates a holistic, sustainable and diverse economy, so that communities and their future generations can thrive.

HOW WE SUPPORT YOUR COMMUNITY'S SUCCESS

Our goal is to see arts and creative industries thrive, and be renowned throughout the state. The Creative Districts program creates a support system for communities to achieve long-term goals. We will:

- provide resources to help you plan your program
- offer guidance throughout the planning process
- administer a rigorous and fair application process

If your community becomes a Certified Creative District, ArtsWA will:

- provide ongoing support and advocacy
- offer access to training programs
- provide ongoing technical assistance
- host and encourage networking activities amongst Creative District communities
- support your community in finding grants and other funding opportunities
- promote success stories to the public, elected officials, and other stakeholders

YOUR FOUNDATION FOR SUCCESS

This toolkit provides a framework to help your community organize a Creative Districts Program. The exercises in this handbook are simple to use. They were created for you to orient your thinking about how to establish a successful district. Based on economic development best practices, they're designed to help you promote dialogue in your community about its vision of the future.

CONSIDERATIONS WHEN PLANNING YOUR DISTRICT

You should think of this toolkit as a road map for your community. Understanding your community's strengths and weaknesses will help you choose the direction and focus of your Creative District. Doing the exercises is a critical part of the certification process. This will strengthen your community's bid for Creative District designation.

We recommend you read through the entire workbook first before you start to answer the questions. This will give you a holistic idea of what your district can be at the end of the process.

INSTRUCTIONS

1. Please complete all sections. Try to answer as many of the questions as possible. You may not be able to answer every question in this toolkit at the beginning. Please don't let that discourage you. The purpose of this workbook is for you to think about your community's identity and how it is unique compared to other places.
2. Work on the exercises in this toolkit with other members of your community. The Toolkit con-

tains three distinct focus areas, with 13 major criteria. It is unlikely you will have all the answers by yourself. Getting input from lots of community members will be key in creating a holistic plan.

3. Work on the workbook sections in order. The sections build on one another, laying the foundation for your community to apply for and seek district certification.

If your group has questions or concerns about a particular focus area or criteria, please contact the Creative District Program Manager.

1 CISAC and EY, Cultural Times: The first global map of cultural and creative industries (www.worldcreative.org, December 2015).

2 CISAC, Cultural Times: The first global map of cultural and creative industries.

3 Arts and the Economy: Using Arts and Culture to Stimulate Economic Development, NGA Center for Best Practices 2009

4 WESTAF, Creative Vitality Suite (www.cvsuite.org, November 18, 2017).

5 WESTAF, Creative Vitality Suite.



SECTION 1: SETTING THE GROUNDWORK

In this section, you will focus on the basic characteristics of your proposed Creative District:

- What are the Creative District's mission, vision and values?
- Where will the district be located?
- What types of arts and creative industries exist in the area?
- What is the demographic makeup of your community?
- What is the community's unique identity as compared to other communities?
- Who will be part of your district planning team?
- Who are the partners involved in planning the Creative District? Are agreements in place that cover how partners will work together?
- Is there an organization or group that will be the District Administrator?

Answering these questions is the foundation of your Creative District. These elements are required in the final application for Certified Creative District designation. This section should be completed first and in its entirety before you move to the next section.

VISION, MISSION, VALUES

WHAT IS THE VISION FOR THE CREATIVE DISTRICT? *A statement that describes your ideal future. This short statement should describe how your District will change your community.*

WHAT IS THE MISSION OF THE CREATIVE DISTRICT? *A phrase that describes how you will work toward achieving your vision. In other words, it's what you'll do and how you'll do it.*

WHAT ARE THE COMMUNITY/CREATIVE DISTRICT'S VALUES? *Use short words or phrases to describe the core beliefs or guiding principles your community holds dear.*

Is the proposed Creative District a contiguous, well-defined, appropriately sized area?

If the locale is urban, is the proposed district walkable?

If the locale is rural, are there geophysical barriers that prevent district from being well-defined and functional?

Are there any barriers that prevent the movement from one place to another in the District? (e.g., impassable river, freeway, railroad crossing, etc.)?

[illegible]

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Case No.	Case Name	Case Address	Case City	Case State	Case Zip	Case Phone	Case Email	Case Date	Case Time	Case Status	Case Notes
1	John Doe	123 Main St	New York	NY	10001	212-555-1234	john.doe@example.com	2023-10-27	14:30	Completed	Initial assessment and data collection.
2	Jane Smith	456 Elm St	Los Angeles	CA	90001	310-555-5678	jane.smith@example.com	2023-10-28	10:00	In Progress	Interview with subject and review of records.
3	Robert Johnson	789 Oak St	Chicago	IL	60601	312-555-9012	robert.johnson@example.com	2023-10-29	09:00	Pending	Awaiting approval for field research.
4	Emily White	101 Pine St	San Francisco	CA	94101	415-555-3456	emily.white@example.com	2023-10-30	11:00	Completed	Final report and analysis completed.
5	Michael Brown	202 Cedar St	Phoenix	AZ	85001	602-555-7890	michael.brown@example.com	2023-10-31	13:00	In Progress	Conducting follow-up interviews.
6	Sarah Green	303 Birch St	Philadelphia	PA	19101	215-555-2345	sarah.green@example.com	2023-11-01	10:30	Pending	Waiting for data from other sources.
7	David Lee	404 Maple St	San Diego	CA	92101	619-555-6789	david.lee@example.com	2023-11-02	15:00	Completed	Review of case files and documentation.
8	Lisa King	505 Elm St	Portland	OR	97201	503-555-0123	lisa.king@example.com	2023-11-03	08:00	In Progress	Preparing for next phase of research.
9	James Hall	606 Oak St	Seattle	WA	98101	206-555-4567	james.hall@example.com	2023-11-04	12:00	Pending	Awaiting funding for additional resources.
10	Amanda Taylor	707 Pine St	Denver	CO	80201	303-555-8901	amanda.taylor@example.com	2023-11-05	16:00	Completed	Final review and submission of report.

Please describe the types of **artistic or cultural activities** that take place in the region. *Examples: a community center/theatre, business district, training/educational facility, production facility, annual festival, recurring arts-related activity (e.g., Arts Walk), etc.*

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PLACE-MAKING/ARTS ANCHOR

Are there **place-making** and/or arts-related anchor attractions that exist in the community? *Examples include an entertainment complex, museum, waterfront access, etc.*

- ☐ Yes
☐ No
☐ Don't Know

If so, please list them below:

CREATIVE ECONOMY INDUSTRIES

What other activities take place in the proposed creative district? What other businesses and attractions exist that would appeal to residents and visitors?

Examples include: breweries, food production, publishing, video production/broadcasting, design services, performing arts companies, photography, museums, boat building, etc.

- ☐ Yes ☐ No ☐ Don't Know

If YES, what are they?

What is missing from these lists? What would you like to see come into your community?

ITEM 3: COMMUNITY DEMOGRAPHICS AND IDENTITY

DEMOGRAPHICS AND CULTURAL HERITAGE

Please describe the demographics of your community: gender, ethnicity, age, disability, etc. You can find this information from the [US Census Bureau](#) and [Washington State's Office of Financial Management](#).

Please describe your community's cultural or historical heritage. Include information about: indigenous people, pioneers or settlers, the origins of the local economy (consider and include immigrant and migrant populations), etc.

COMMUNITY IDENTITY

Please describe what your community's unique identity is. What sets it apart from other places? Why do you or people you know love your community?

[illegible]

Please describe the district's unique arts and culture niche. What kinds of arts, heritage or cultural activities will people find in your District that they can't find anywhere else?

[illegible]

COMMUNITY IDENTITY

What are some adjectives that describe the personality or vibe of your future Creative District? How do you want visitors and residents to feel when they are in your District?

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Describe how the Creative District will reflect the values of the community:

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ITEM 4: PARTNERSHIPS

Partnership amongst community members and organizations is key to the district's success. A broad agreement of community leaders is a good sign that a district will be successful long-term. Partnership(s) must include local government(s) (or similar entity), and shall include arts organizations, artists and other creatives, local chamber or downtown association, economic development agencies, businesses engaged in arts activities, local tourism bureau, local colleges and/or school districts, local arts agencies, other public agencies such as local port authority or regional transit, regional planning agencies, local tribal governments or agencies, businesses engaged in complimentary industries, etc.

WHO ARE OUR KEY PARTNERS?

Which groups, people, and organizations do we already have on board to ensure our Creative District is successful?

WHO IS MISSING FROM THIS LIST?

Will the partners you've identified write letters of support for your district application?

Will there be a partnership agreement/**memorandum of understanding** (MOU) between the main partners to help guide activities in district?

☐ Yes ☐ No ☐ Don't Know

ITEM 5: DISTRICT ADMINISTRATION

Proposed Districts must designate a structured business entity to act as the **district administrator**. *Types of allowed entities include: local government (municipal or tribal), 501(c)(3) or 501 (c)(6) (such as registered neighborhood organization, downtown development authority, associate development organization).*

Is the total annual operating budget of the administrative organization at least \$20,000 (does not refer to Creative District budget)?

- ☐ Yes
- ☐ No
- ☐ Don't Know

Does the administrative entity agree to include district activities as part of the annual work plan of staff liaison, in compliance with ArtsWA requirements?

- ☐ Yes
- ☐ No

If the entity is not a local government, does it have the cooperation of the municipal entity that governs the geographical location of the proposed district?

- ☐ Yes
- ☐ No
- ☐ Don't Know

Please identify administrative entity and its operating structure.

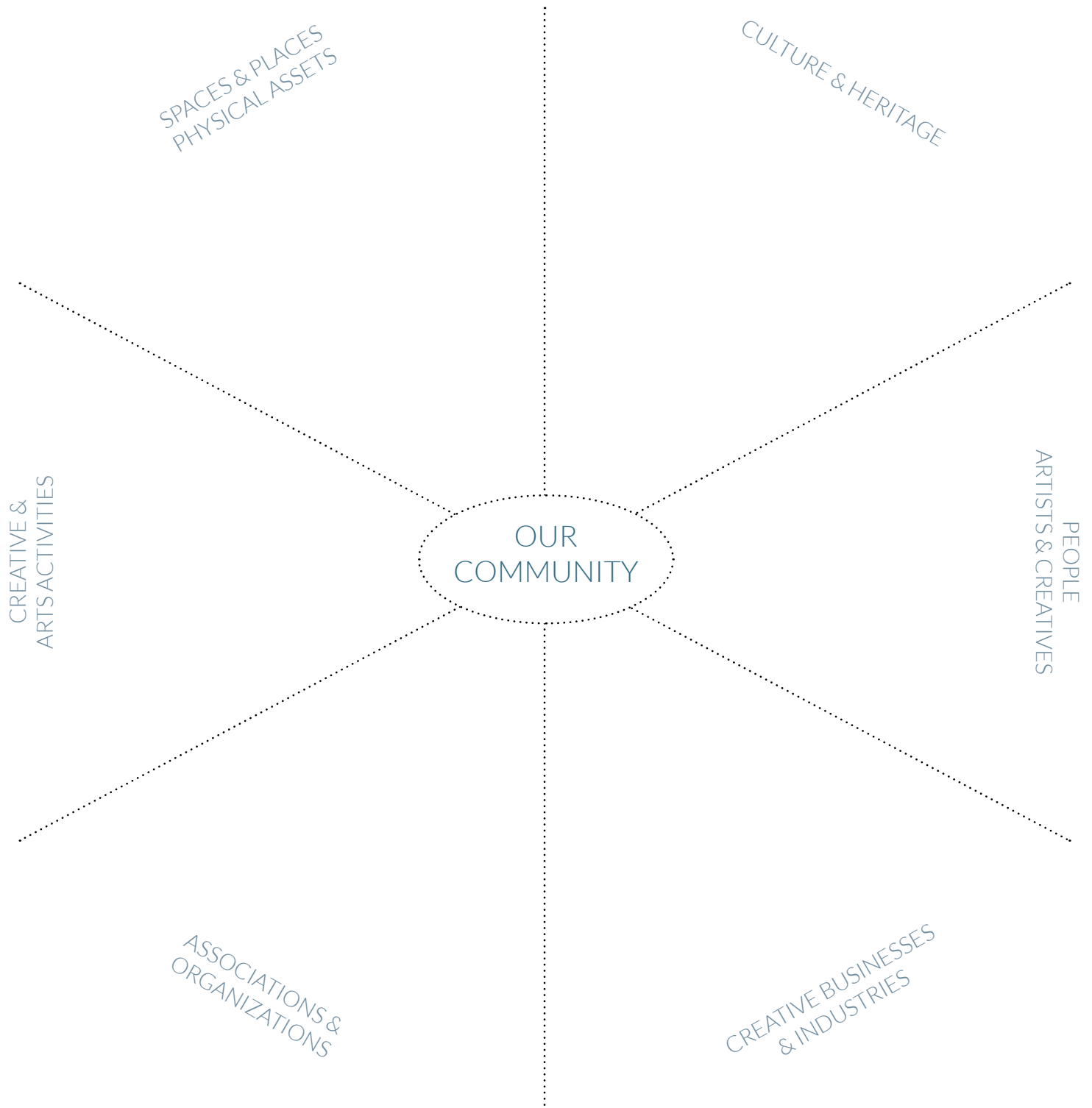
Is there a designated staff position assigned to oversee district activities?

- ☐ Yes
- ☐ No
- ☐ Don't Know

If YES, please describe staff role.

ASSET MAP TEMPLATE

On this page you will make a list (or '**ASSET MAP**') of all the resources in your community within the following areas. The purpose is to identify the resources in your area, and to understand how these resources are connected. This exercise can also be used in a larger community engagement meeting to get a full picture of the assets your community has.





SECTION 2: DISTRICT DEVELOPMENT AND PROMOTION

The focus of this section will be a deeper dive into the Creative District planning process. You will work on:

- understanding and developing community assets
- reaching underserved communities and incorporating them into the planning process
- knowing your community's strengths and weaknesses
- branding and promoting your Creative District, and
- preparing your community to focus on creative economy activities.

Units in this section include:

- community buy-in
- branding and promotion
- economic development
- education and workforce development, and
- development, land use, and housing.

Please note: Some of the elements in this section are not *required* for your district application, but planning for them will help your Creative District be more successful over time.

ITEM 6: COMMUNITY BUY-IN & CONNECTION

Has this idea been presented to the elected officials in proposed district?

☐ Yes ☐ No ☐ Don't Know

If so, will they officially endorse the Creative District as an approved activity?

☐ Yes ☐ No ☐ Don't Know

If YES, what type of endorsement will they provide?

Are there citizens who can act as advocates or cheerleaders on behalf of the Creative District?

☐ Yes ☐ No ☐ Don't Know

If so, who are they?

Is there broad community buy-in for the proposed Creative District?

☐ Yes ☐ No ☐ Don't Know

Have you made concerted outreach efforts to artists and other creatives? Do you have artists and creatives actively working on your planning committee?

☐ Yes ☐ No ☐ Don't Know

Please describe community outreach activities that your group has done:

Has your outreach been inclusive of underrepresented groups in your community? How are their voices being added to your Creative District planning or activities?

What challenges have you had in your outreach efforts?

How are you ensuring your Creative District activities reflect the diversity of your community?

ITEM 7: BRANDING AND PROMOTION

Based on the arts and creative activities you identified in Section 1, list 3 - 4 target markets for the district. Why would they want to come to this District?

TARGET MARKET 1:

Why will they come to the District?

TARGET MARKET 2:

Why will they come to the District?

TARGET MARKET 3:

Why will they come to the District?

TARGET MARKET 4:

Why will they come to the District?

Will there be a marketing and promotional budget assigned to the promotion of the District?

☐ Yes ☐ No ☐ Don't Know

How does the District intend to promote its arts and tourist activities to these target markets? What types of marketing will you do throughout your first five years of District designation?

What type of marketing or promotional materials or collateral do you think you will need to create in order to successfully market your District?

ITEM 8: ECONOMIC DEVELOPMENT ACTIVITIES

What is the organization(s) that does economic development work on behalf of the local community?

Is there a designated economic development plan that includes the arts as a driver of economic activity?

- ☐ Yes
☐ No
☐ Don't Know

If yes, please describe key aspects of the plan:

[illegible]

Please describe activities that community and this organization does or will do to support **creative-sector** economic development.

[illegible]

☐ Yes ☐ No ☐ Don't Know

ITEM 9: EDUCATION, WORKFORCE AND JOB CREATION

ARTS EDUCATION & TRAINING

Does the community support and foster arts educational opportunities for K-12 students?

- ☐ Yes
☐ No
☐ Don't Know

What are some of the organizations that do this work? What services do they provide?

Does the local community college/school district offer arts-based job training curriculum?

- ☐ Yes ☐ No ☐ Don't Know

If YES, list the curricula:

WORKFORCE DEVELOPMENT

Does the local workforce development agency have a plan to create **workforce development** opportunities in creative economy jobs in region?

- ☐ Yes ☐ No ☐ Don't Know

Do these plans include disadvantaged demographic groups (such as veterans, low-income, persons with disabilities, etc.)?

- ☐ Yes ☐ No ☐ Don't Know

If YES (to either question), please describe some of the plans that assist with developing the local workforce. *Please note, answering this question may require you to forge a partnership with an organization outside the Creative District region.*

ITEM 10: DEVELOPMENT, LAND USE & HOUSING

LAND USE AND ZONING

Is this area appropriately zoned for intended uses or activities?
☐ Yes ☐ No ☐ Don't Know

Are there restrictions that could hinder potential development of this area (such as restricted-use zones, environmental mitigation, etc.)?
☐ Yes ☐ No ☐ Don't Know

Please list the types of land use zone categories in the area:

Are there infrastructure projects (e.g., traffic mitigation, improved lighting) that may need to take place to make the area more accessible or user-friendly?
☐ Yes ☐ No ☐ Don't Know

Please list any infrastructure upgrades, etc.

RE/DEVELOPMENT OPPORTUNITIES

Are there designated assets that people would like to see redeveloped? *Examples include: historic buildings, transit centers, community plazas, etc..*
☐ Yes ☐ No ☐ Don't Know

Please describe the identified assets.

HOUSING/ARTIST WORKSPACE

Is there a local need for affordable housing and/or workspace for artists?
☐ Yes ☐ No ☐ Don't Know

Please describe the greatest need, and if the Creative District would like to pursue opportunities in this arena:

EVALUATING COMMUNITY ASSETS

A **SWOT analysis** is a powerful tool to help you develop your Creative District. A SWOT helps you organize your top strengths, weaknesses, opportunities and threat into a simple organized list.



SECTION 3: CRAFTING YOUR DISTRICT PLAN

You should have a good understanding of what makes your community unique. You should also know how your community can support a cohesive, sustainable, creative and cultural economy. Now it's time to start crafting your Creative District [program plan](#).

In your plan, you should identify goals for your District, and how you plan to achieve those goals. You should measure your creative economy progress in the form of data tracking. ArtsWA will require specific types of data to be tracked in each Creative District. However, we encourage you to think about what other types of data will help you to measure progress that reflects your community values and standards.

ITEM 11: SETTING GOALS AND MILESTONES

SETTING CREATIVE DISTRICT PROGRAM GOALS

Please describe 3 – 5 **goals** your District would like to achieve over the next 3 – 5 years:

GOAL 1:

How will this goal advance your Creative District?

GOAL 2:

How will this goal advance your Creative District?

GOAL 3:

How will this goal advance your Creative District?

GOAL 4:

How will this goal advance your Creative District?

GOAL 5:

How will this goal advance your Creative District?

SETTING PROGRAM MILESTONES

Please describe program milestones for Program Years 1, 2, 3 and 5:

YEAR 1 MILESTONES:

YEAR 2 MILESTONES:

YEAR 3 MILESTONES:

YEAR 5 MILESTONES:

ITEM 12: MEASURING PROGRESS

TRACKING ECONOMIC DEVELOPMENT DATA

Does the proposed district have economic data to demonstrate current or projected growth of sector(s) in region*? Examples of data to track include:

Data Points	Current Data	5 Year Projection (goal)
Number of creative industry jobs within Creative District boundaries		
Number of creative businesses within Creative District boundaries		
Number of total businesses within Creative district boundaries		
Retail sales tax revenue within Creative district boundaries		
Lodging tax revenue (if applicable)		
Number of visitors/tourists to activities/venues within Creative District boundaries		
Estimated number of children/youth that directly benefit through Creative District activities (include students, participants)		
Artist live/work spaces or affordable housing units		
Number of new business starts within the District boundary annually		

**ArtsWA has a subscription to Creative Vitality Suite, an online tool that tracks economic data in the creative sector throughout the United States. We can help you create a benchmark for data analysis if needed.*

Are there additional categories of data, based on stated community values or standards, that the district would like to track that demonstrate creative economy vitality in the region? Examples include: property value trends, occupancy rates, crime statistics, income levels, relative percentage increase in creative businesses/activities in

ITEM 13: PROGRAM SUSTAINABILITY

The Creative District certification comes with a small one-time seed grant from ArtsWA (subject to availability). Does the proposed district administrator have the ability to provide matching operating funds to begin program?

- ☐ Yes
☐ No
☐ Don't Know

Please describe where these match funds will come from:

Creative District certification lasts for five (5) years. Has the administrative entity thought about how District program activities will be funded during this time?

- ☐
- Yes
- ☐
- No
- ☐
- Don't Know

Please describe funding mechanisms. Please provide 5-year funding projections for Creative District:

[illegible]

GLOSSARY

Artistic or cultural activities: arts or culture-related actions by individuals or companies that generate income or develop job or business opportunities.

Arts and culture niche: arts and cultural products, services or activities that appeal to a specific group of people

Asset mapping: a process to make an inventory or 'map' of resources, skills and talents of people and organizations to find out and connect the links between different parts of a community.

Community assets: a resource that can be used to improve the quality of community life. Examples include: the capacities and abilities of community members; a building or place; a business that provides jobs; or local private, public, and nonprofit institutions or organizations

Community development strategy: an action plan created to promote economic and social progress for a community

Competitive advantage: something that a company or community does better than its competitors due to its services or its brand position.

Creative industries: a group of businesses with highly similar, creative activities at their heart. Examples include: design, music, publishing, architecture, film and video, crafts, visual arts, fashion, TV and radio, advertising, culinary arts, and the performing arts.

Creative sector: a general segment within the economy that describes a general economic activity, in this case, arts, culture and creativity.

District administrator: an appointed staff person or organization responsible for overseeing the work plan and activities of the Creative District

Economic development: a sustained community effort to improve the local economy and quality of life by building capacity to adapt to economic change.

Goals: an observable and measurable end result to be completed within a specific time frame.

Identity: the qualities of a person or group that make them different from others; who or what a person or group is,

Memorandum of understanding (MOU): a document that describes a common agreement on an issue between two or more parties. Generally recognized as binding, even if no legal claim could be based on the rights and obligations laid down in them.

Milestone: a task, objective or stage into which a project is divided. Milestones serve as progress markers for monitoring and measuring achievements.

Partnership: a relationship in which two or more people or organizations work together to achieve a common goal.

Program plan: a written plan for a program that defines goals and describes a plan to reach those goals.

Stakeholder: a person and/or organization who has an interest in or investment in an activity, and who is impacted by, and cares about how it turns out

SWOT Analysis: a study taken on by an organization to identify its internal strengths and weaknesses, as well as its external opportunities and threats.

Workforce development: an approach to economic development that works to enhance a region's economic stability by focusing on the overall employment needs of a region.

RESOURCES

[Governing Statute SHB 1183 \(website\)](#)

[List of Approved Creative Industry Job Categories \(NAICS codes\) \(PDF document\)](#)

[List of Occupations by Standard Occupational Classification \(SOC\) Code \(PDF document\)](#)

[Creative Vitality Suite \(website\)](#)

[Labor Market Information - Washington State \(website\)](#)

[How to conduct a SWOT analysis](#)

PROMOTIONAL AND PRESENTATION MATERIALS

[Creative Districts Program Handout \(PDF document\)](#)

[Creative Districts Overview Presentation \(PDF document\)](#)

[Sample Declaration For A City Council or Municipal Government \(PDF document\)](#)

[Sample Press Release for Creative Districts Community Meeting \(PDF document\)](#)

ECONOMIC DEVELOPMENT BEST PRACTICES

[Strengthening Rural Economies Through the Arts: NGA Best Practices August 31, 2005 \(online article\)](#)

[Arts and the Economy: Using Arts and Culture to Stimulate Economic Development \(online article\)](#)

[New Engines of Growth: Five Roles for Arts, Culture and Design \(online article\)](#)

[Promoting Film and Media to Enhance State Economic Development \(online article\)](#)

[Community as Canvas: The Power of Culture in the Emergence of Intelligent Communities \(PDF document\)](#)

[How to Do Creative Placemaking, National Endowment of the Arts \(PDF document\)](#)

[Rural Prosperity through the Arts & Creative Sector, National Governors Association \(PDF document\)](#)

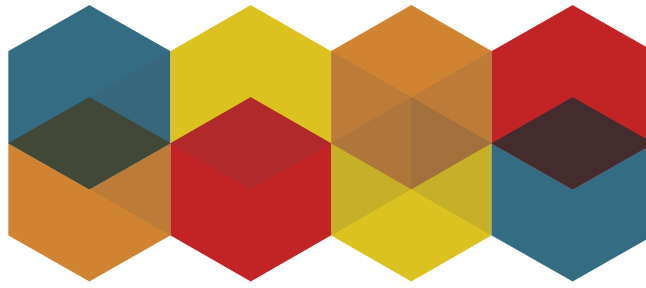
CREATIVE DISTRICT PRE-APPLICATION CHECKLIST

MINIMUM REQUIREMENTS TO APPLY

- ☐ Designated, contiguous geographic area recognized by local municipal entity
- ☐ Area is walkable and/or easily navigable
- ☐ Concentration of artistic or cultural activities and/or minimum of 1 - 2 primary arts-related industries occurring in region
- ☐ Clearly defined arts and culture identity, and brand
- ☐ Structured entity formally recognized by local government designated as district administrator, with assigned staff role to carry out Creative District activities
- ☐ Administrative entity has a minimum \$20,000 total annual operating budget (includes entire budget, not just Creative District funds)
- ☐ Broad community buy-in for community designation as Creative District
- ☐ Partnership agreement amongst entities, to help guide activities in district
- ☐ Program strategic plan (covering 3 - 5 years of activity)
- ☐ Site visit to proposed district by Creative District program staff has been scheduled or completed

ADDITIONAL CONSIDERATIONS FOR A SUCCESSFUL DISTRICT

- ☐ Actively promoting local arts, culture and tourist activities
- ☐ Appropriately zoned for activities/intended uses
- ☐ Engaged in preservation or promotion of cultural or historical heritage
- ☐ Exploring opportunities around maker space and/or affordable housing for artists and creatives
- ☐ Active engagement and participation in District by artist and creatives
- ☐ Active engagement and participation in District by a diverse coalition of community members, including underrepresented groups
- ☐ Economic and workforce development plans to bolster creative economy for region
- ☐ Economic development data to demonstrate current or projected growth of sector(s) in region
- ☐ Engaged in attracting creative entrepreneurs, investment and/or other related economic development activities to community

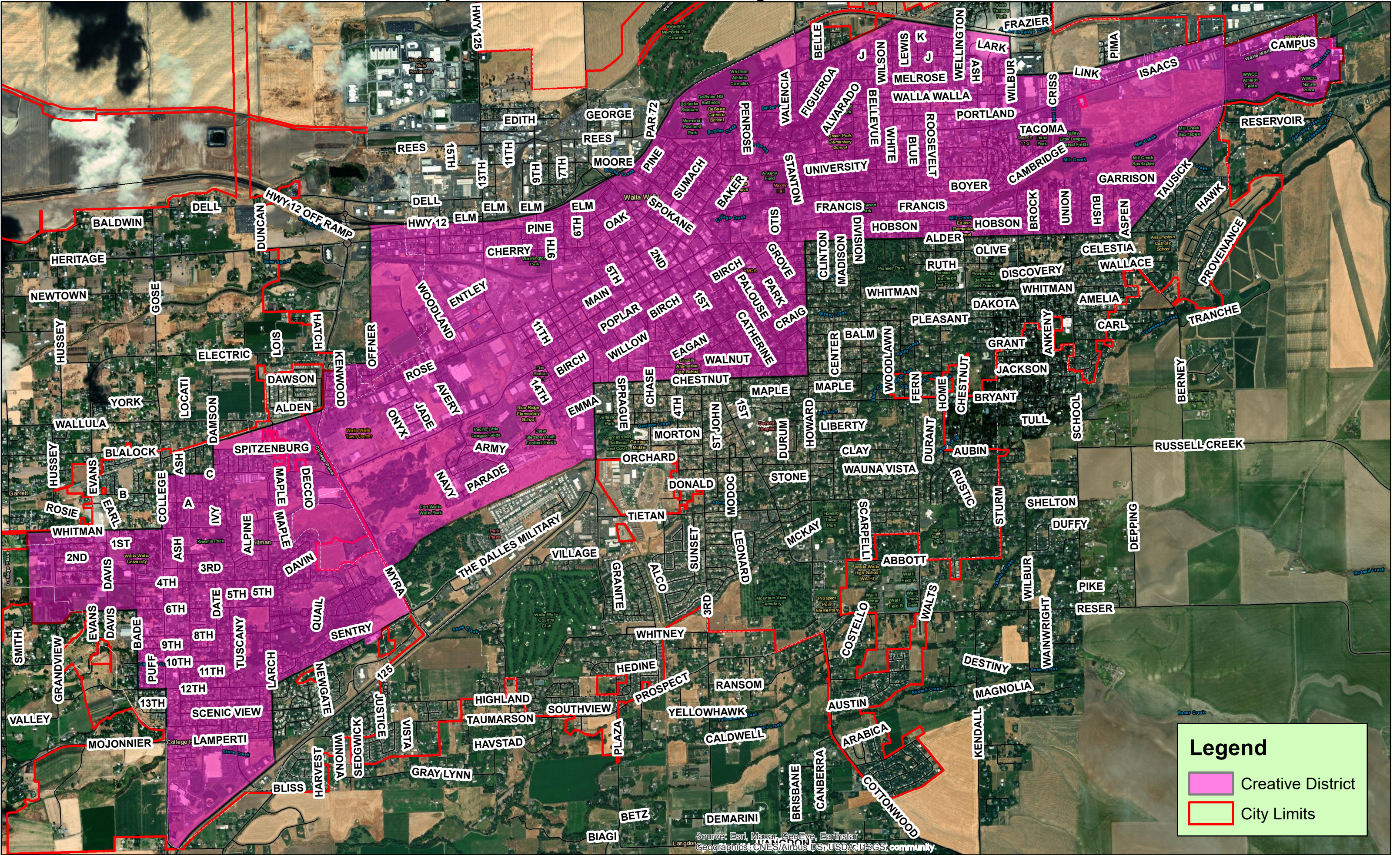


WASHINGTON CERTIFIED
CREATIVE DISTRICTS PROGRAM



Annette Roth, Creative Districts Program Manager
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360-252-9982 direct | 360-753-3860 agency | annette.roth@arts.wa.gov

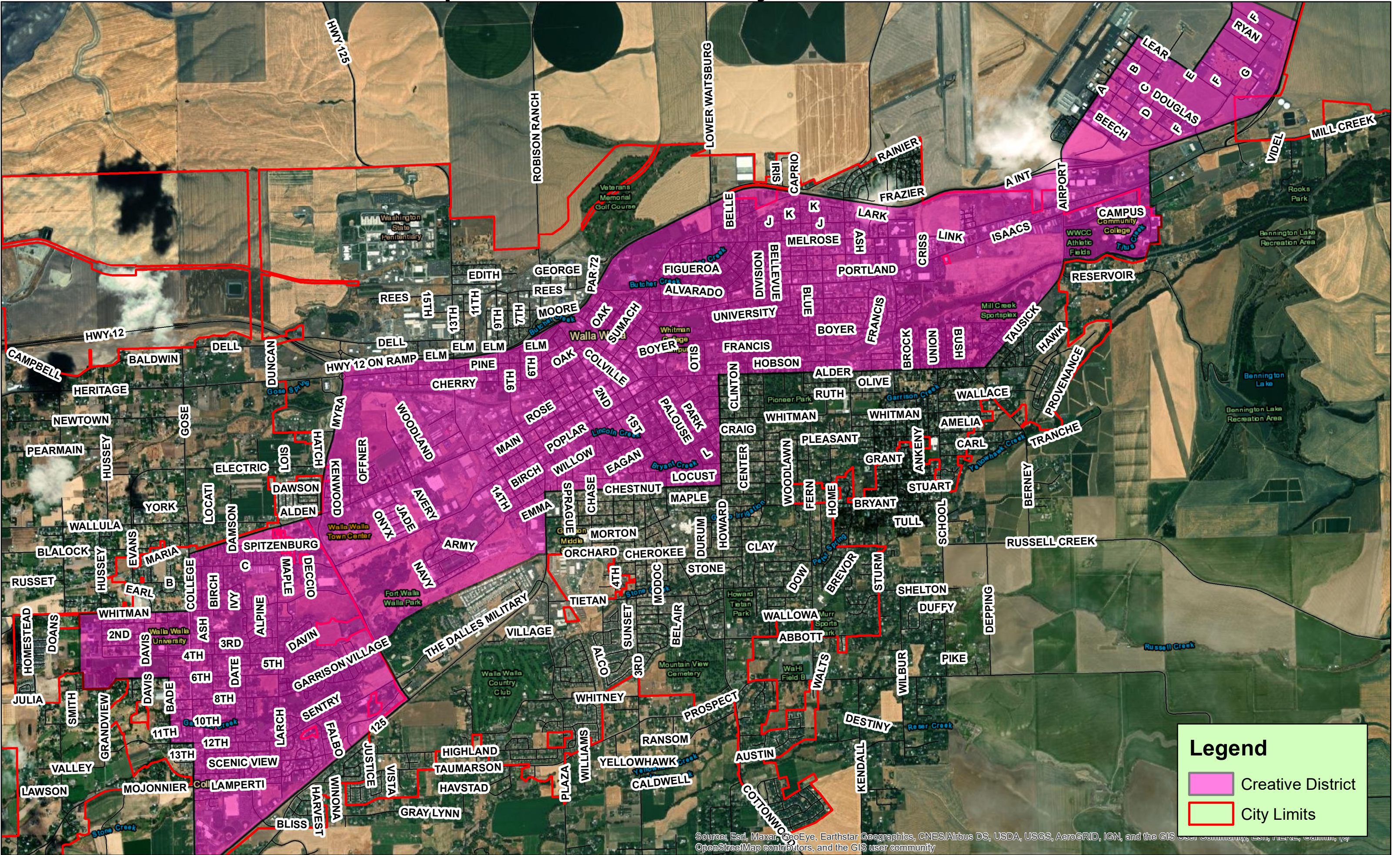
Proposed Walla Walla Valley Creative District



Legend

- Creative District
- City Limits

Proposed Walla Walla Valley Creative District



City of College Place, Washington
RESOLUTION NO. 20-XXX

**A RESOLUTION BY THE CITY COUNCIL OF THE CITY OF COLLEGE PLACE, WASHINGTON
REGARDING .**

Whereas, the City of College Place is a non-charter code city governed by the rules and regulations of RCW 35A; and

Whereas, RCW 43.46.105 authorizes local governments to designate a Creative District within its territorial boundaries, subject to certification by the Washington State Arts Commission; and

Whereas, a Creative District is geographically defined area where art, culture, social, and economic activity takes place and where cultural facilities, creative industries, and arts-related businesses are a vibrant hub for the community; and

Whereas, the benefits of a state-certified Creative District include; promoting the City and Greater Walla Walla Valley's unique identity and values; increasing tourism; growing creative industry jobs and career opportunities; being able to pursue grant opportunities related to the creative industry; preserving and improving historic community assets; and enhancing the City's livability; and

Whereas, the City's Cultural & Business District, Downtown Walla Walla, and surrounding areas contain a strong concentration of the Walla Walla Valley's cultural assets, businesses and activities; and

Whereas, the Washington State Certified Creative District Program aligns with the goals of the City's Economic Development Element of the Comprehensive Plan;

Now therefore, it is hereby resolved by the City Council of the City of College Place, Washington, as follows:

Section 1. Creative District Boundaries. That the area shown on the attached Exhibit A, which encompasses the City of College Place & City of Walla Walla's Cultural and Business District and surrounding areas, is hereby designated as the Walla Walla Valley Creative District, subject to the certification by the Washington State Arts Commission.

Section 2. Creative District Application. That the Administration is authorized to partner with the City of Walla Walla, Downtown Walla Walla Foundation, ArtWalla, and other partners to petition the Washington State Arts Commission for certification of the Creative District and

to execute on behalf of the City of College Place any documents necessary for state certification of the Creative District.

Section 3. Creative District Promotion. That the Creative District shall promote the exploration of and participation in the creative economy and arts and cultural experiences unique to the Walla Walla Valley (comprising College Place & Walla Walla) community and that business and property owners within the Creative District are encouraged to involve themselves and participate in the full development of the Creative District.

Section 4. Creative District Participation. That administration is authorized to direct staff to actively support and cooperate with the Creative District Steering Committee to develop, maintain, and encourage the economic and arts and culture activities in the Creative District.

Clerical Corrections. The City Clerk is authorized to make necessary clerical corrections to this resolution including, but not limited to, the correction of scrivener's/clerical errors, references, resolution numbering, section/subsection numbers and any references thereto.

Effective Date. This resolution shall take effect and be in full force upon its passage as provided by law.

PASSED by the City Council of the City of College Place, Washington, this ____ day of _____, 2020.

Attest:

Norma L. Hernández, Mayor

Lisa R. Neissl, CMC
City Clerk

City of College Place - Ambulance Utility - Unit Charge

													Phased Billing Approach per Unit per			
Rate Options 1													Jul-22	Jan-23	Jan-24	
													33.3%	66.7%	100%	
			Demand			Availability			Total							
			Percentage			Percentage		Availability				Monthly				
	Customer Categories		Incident Count	Allocation	Demand Charge	ERU	Allocation	Change	Total Charge	ERU	Yearly Cost	Cost/ERU				
	Single Family	S	84	5.9%	\$ 4,114.77	2,476	45.4%	\$ 195,318.29	\$ 199,433.06	\$ 2,476	\$ 80.55	\$ 6.71	\$	2.24	\$ 4.47	\$ 6.71
	Multi Family	M	762	53.3%	\$ 37,326.80	2,125	39.0%	\$ 167,629.79	\$ 204,956.59	\$ 2,125	\$ 96.45	\$ 8.04	\$	2.68	\$ 5.36	\$ 8.04
	Nursing Home	N	447	31.3%	\$ 21,896.43	37	0.7%	\$ 2,918.73	\$ 24,815.16	\$ 37	\$ 670.68	\$ 55.89	\$	18.63	\$ 37.26	\$ 55.89
	Commercial	C	97	6.8%	\$ 4,751.57	425	7.8%	\$ 33,525.96	\$ 38,277.53	\$ 425	\$ 90.06	\$ 7.51	\$	2.50	\$ 5.00	\$ 7.51
	Hotels/Motels	H	-	0.0%	\$ -	-	0.0%	\$ -	\$ -	\$ -			\$	-	\$ -	\$ -
Public/College/Schools	P	39	2.7%	\$ 1,910.43	388	7.1%	\$ 30,607.23	\$ 32,517.65	\$ 388	\$ 83.81	\$ 6.98	\$	2.33	\$ 4.66	\$ 6.98	
Total		1,429	100.0%	\$ 70,000.00	5,451	100.0%	\$ 430,000.00	\$ 500,000.00	\$ 5,451	\$ 91.73	\$ 7.64					
Incident Deficit		\$ 70,000														
Availability Deficit					\$ 430,000											

					Phased Billing Approach per Unit per Month			
					Jul-22	Jan-23	Jan-24	
2	Customer Categories		ERU	Yearly Cost	Monthly Cost/ERU	33.3%	66.7%	100%
	Single Family	S	2,476	\$ 225,583.09				
	Multi Family	M	2,125	\$ 193,604.23				
	Nursing Home	N	74	\$ 6,741.98				
	Commercial	C	425	\$ 38,720.85				
	Hotels/Motels	H	-	\$ -				
	Public/College/Schools	P	388	\$ 35,349.85				
	Total		5,488	\$ 500,000.00				
	EMS Deficit		\$ 500,000.00					
Rate per ERU		\$ 91.11		\$ 7.59	\$ 2.53	\$ 5.06	\$ 7.59	