

Monday, April 5, 2021

College Place Economic Development, Tourism, and Events Commission- Electronic Meeting
5:00 PM

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

Or you may call this number to listen: 1-669-900-9128 ID#923 5288 3031

Zoom Attendee Link: <https://zoom.us/j/92352883031>

1. Opening Items

Subject :	1.01 Call To Order
Meeting :	Apr 5, 2021 - College Place Economic Development, Tourism, and Events Commission- Electronic Meeting
Category :	1. Opening Items
Access :	Public
Type :	Procedural
Subject :	1.02 Roll Call
Meeting :	Apr 5, 2021 - College Place Economic Development, Tourism, and Events Commission- Electronic Meeting
Category :	1. Opening Items
Access :	Public
Type :	Information

Public Content

Voting Members

Position 1 - Jennifer Fuchs - term expires 12/31/2022

Position 2 - Kelli Leen - term expires 12/31/2024- Vice Chair

Position 3 - Doug Case - term expires 12/31/2022

Position 4 - Christopher Murray-term expires 12/31/2024

Position 5 - Jeff Lambert - term ends 12/31/2022- Chair

Position 6 - Bruce Morehead - term ends 12/31/2024

Ex-Officio - Kyle Tarbet- WW Valley Chamber of Commerce Representative

Advisory Members

Mike Rizzitiello-City Administrator

Brian Carleton-Finance Director

Lisa Neissl- City Clerk

2. Consent Agenda

Subject :	2.01 Approve Agenda for April 5th, 2021
Meeting :	Apr 5, 2021 - College Place Economic Development, Tourism, and Events Commission- Electronic Meeting
Category :	2. Consent Agenda
Access :	Public
Type :	Action (Consent)

Consent

Our adopted rules of Parliamentary Procedure, The Standard Code of Parliamentary Procedure by Alice Sturgis, 4th Edition, provide for a consent agenda listing several items for approval of the Board by a single motion. Most of the items listed under the consent agenda have gone through Board subcommittee review and recommendation. Documentation concerning these items has been provided to all board members and the public in advance to assure an extensive and thorough review. Items may be removed from the consent agenda at the request of any board member.

Subject :	2.02 Approve Minutes from March 1st, 2021
Meeting :	Apr 5, 2021 - College Place Economic Development, Tourism, and Events Commission- Electronic Meeting
Category :	2. Consent Agenda
Access :	Public
Type :	Action (Consent), Minutes
Minutes :	View Minutes for Mar 1, 2021 - College Place Economic Development, Tourism, and E

File Attachments

[2021-03-01_EDTEC_Draft_Minutes.BoardDocs® LT Plus.pdf \(955 KB\)](#)

Consent

Our adopted rules of Parliamentary Procedure, The Standard Code of Parliamentary Procedure by Alice Sturgis, 4th Edition, provide for a consent agenda listing several items for approval of the Board by a single motion. Most of the items listed under the consent agenda have gone through Board subcommittee review and recommendation. Documentation concerning these items has been provided to all board members and the public in advance to assure an extensive and thorough review. Items may be removed from the consent agenda at the request of any board member.

Subject :	2.03 Approve Consent Agenda - Our adopted rules of Parliamentary Procedure, The Standard Code of Parliamentary Procedure, provide for a consent agenda listing items for approval of the Commission by a single motion. Typically the items listed under the consent agenda are the minutes from previous meetings and the agenda for the current meeting. Documentation concerning these items has been provided to all Commission Members and the public in
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advance to assure an extensive and thorough review. Items may be removed from the consent agenda at the request of any Commission Member.

Meeting :	Apr 5, 2021 - College Place Economic Development, Tourism, and Events Commission- Electronic Meeting
Category :	2. Consent Agenda
Access :	Public
Type :	Action (Consent)
Recommended Action :	Motion to approve the consent agenda

Consent

Our adopted rules of Parliamentary Procedure, The Standard Code of Parliamentary Procedure by Alice Sturgis, 4th Edition, provide for a consent agenda listing several items for approval of the Board by a single motion. Most of the items listed under the consent agenda have gone through Board subcommittee review and recommendation. Documentation concerning these items has been provided to all board members and the public in advance to assure an extensive and thorough review. Items may be removed from the consent agenda at the request of any board member.

3. Action Agenda

Subject :	3.01 Bird Scooter Sharing in College Place - Mr. Rizzitiello
Meeting :	Apr 5, 2021 - College Place Economic Development, Tourism, and Events Commission- Electronic Meeting
Category :	3. Action Agenda
Access :	Public
Type :	Action
Recommended Action :	Motion to recommend Bird Scooter Memorandum Of Understanding to City Council for approval.

Public Content

Mr. Garrett Gronowski of Bird reached out to the City on February 16th, 2021. Bird is interested in serving the College Place market. The Bird Scooter concepts was recommended for approval by both the College Place Youth Advisory Board as well as the Parks, Arbor, and Recreation Board. The initial fleet of scooters will be 50 throughout the community. It will operate between 6 AM and 10 PM. The local operator will take the scooters in at night to charge them and perform maintenance.

File Attachments

[What is Bird.pdf \(1.189 KB\)](#)
[Bird + College Plance Planning.pdf \(2.680 KB\)](#)
[Bird City MOU.pdf \(68 KB\)](#)
[Bird Intro.pdf \(369 KB\)](#)

Subject :	3.02 Draft Guiding Principles Document - Mr. Rizzitiello
Meeting :	Apr 5, 2021 - College Place Economic Development,

Category :	3. Action Agenda
Access :	Public
Type :	Action
Recommended Action :	Support recommendation of this document to the Diversity & Inclusion Advisory Board and City Council.

Public Content

Attached is a draft guiding principles for the board to consider that would help frame conversations around diversity. This document is something that the City's Diversity & Inclusion Advisory Board is working on framing. The Diversity & Inclusion Board asked staff to circulate this to other city advisory boards and commissions for input.

File Attachments

[GuidingPrinciplesDocument.pdf \(128 KB\)](#)

4. Reports

Subject :	4.01 Blue Zones Report
Meeting :	Apr 5, 2021 - College Place Economic Development, Tourism, and Events Commission- Electronic Meeting
Category :	4. Reports
Access :	Public
Type :	Discussion, Information

File Attachments

[WWV_DiscoveryReport_proof2_03.25.21.pdf \(13,221 KB\)](#)

Subject :	4.02 College Place Farmers and Artisan Market
Meeting :	Apr 5, 2021 - College Place Economic Development, Tourism, and Events Commission- Electronic Meeting
Category :	4. Reports
Access :	Public
Type :	Discussion, Information

File Attachments

[CPFM_COVID_plan_2021.version2.pdf \(854 KB\)](#)

[2021_APPLICATION.fillable.pdf \(305 KB\)](#)

[2021_cpfm_handbook.final.pdf \(1,499 KB\)](#)

Subject :	4.03 Movies in the Park - 2021 Season Lineup
Meeting :	Apr 5, 2021 - College Place Economic Development, Tourism, and Events Commission- Electronic Meeting
Category :	4. Reports

Access : Public
Type : Discussion, Information

Public Content

[2021 Movies in the Park](#)

Subject : 4.04 COVID-19 Update - Mr. Rizzitiello
Meeting : Apr 5, 2021 - College Place Economic Development, Tourism, and Events Commission- Electronic Meeting
Category : 4. Reports
Access : Public
Type : Discussion, Information

File Attachments

[3-30-2021 Unified Command COVID-19\[1820\].pdf \(211 KB\)](#)
[WWCounty_EconomicRecovery_Dashboard_LateMarch2021.pdf \(86 KB\)](#)
[Working_WA_Grants_Image.jpg \(151 KB\)](#)
[AWC_AmericanRescuePlanAct_Flier.pdf \(36 KB\)](#)
[Business Signage Toolkit.pdf \(101 KB\)](#)
[SBA_ShutteredVenueGrant.pdf \(285 KB\)](#)
[WorkingWashingtonGrant_FLier.pdf \(201 KB\)](#)

Subject : 4.05 Legislative Update - Mr. Rizzitiello
Meeting : Apr 5, 2021 - College Place Economic Development, Tourism, and Events Commission- Electronic Meeting
Category : 4. Reports
Access : Public
Type : Discussion, Information

File Attachments

[AWC_LegislativeHotsheet.pdf \(148 KB\)](#)
[HB1389_TargetedUrbanAreaBill.pdf \(158 KB\)](#)
[AWC_TaxIncrementFinancing_Flier.pdf \(49 KB\)](#)
[HB1189_SubstituteBill.pdf \(108 KB\)](#)
[HB1189_Summary.pdf \(15 KB\)](#)

Subject : 4.06 Development Tracker
Meeting : Apr 5, 2021 - College Place Economic Development, Tourism, and Events Commission- Electronic Meeting
Category : 4. Reports
Access : Public
Type : Information

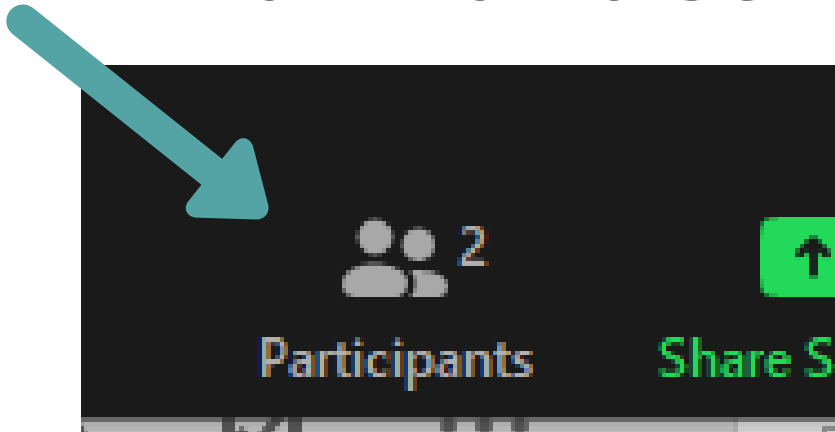
Administrative File Attachments

5. Closing Items

Subject :	5.01 Adjourn
Meeting :	Apr 5, 2021 - College Place Economic Development, Tourism, and Events Commission- Electronic Meeting
Category :	5. Closing Items
Access :	Public
Type :	Procedural

Zoom Tutorial:

How To Raise Your Hand!



To use the "Raise Hand" function of the meeting software:

Locate
"Participants" at
the bottom of the
meeting window.
Click on it.

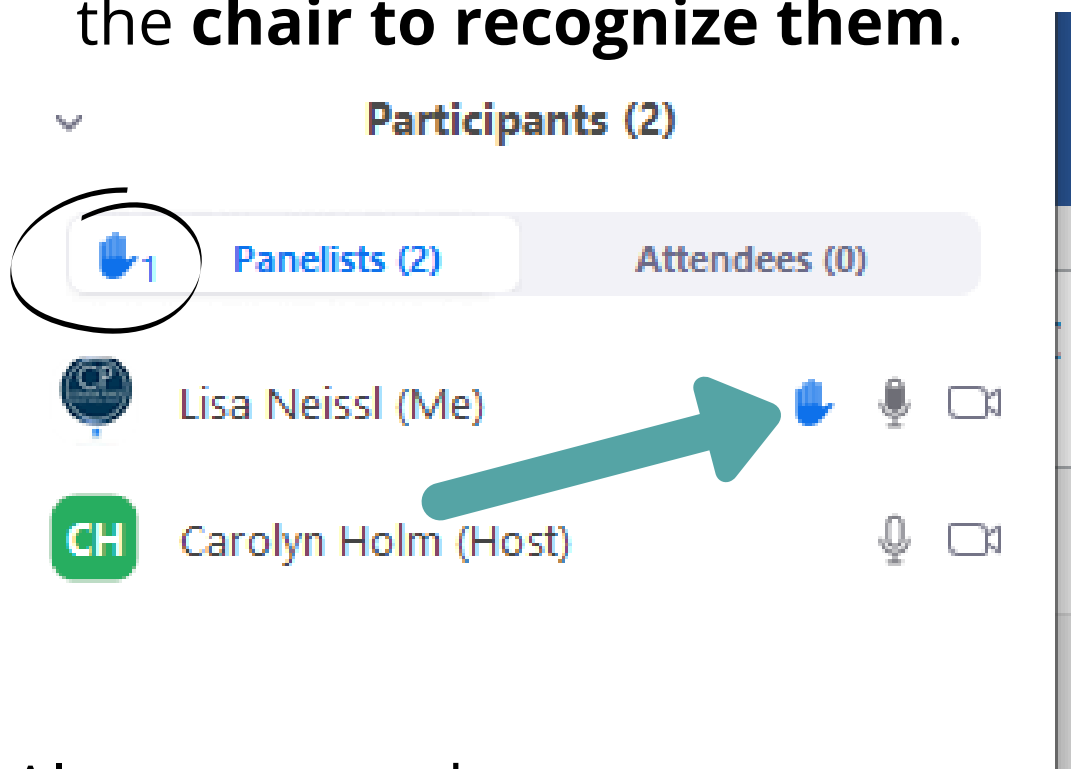
This will bring up a list of the participants. One tab for panelists and another for attendees.

On the bottom right is a button to **Raise Hand**



Zoom Tutorial: How To Raise Your Hand! (Cont.)

The participants tabs will show who and how many are raising their hands to allow the **chair to recognize them**.



Also note, you have easy access to mute/unmute and video settings here.



College Place Economic Development, Tourism, and Events Commission- Electronic Meeting (Monday, March 1, 2021)

Generated by Lisa Neissl on Monday, March 1, 2021

1. Opening Items

Action, Procedural: 1.02 Call To Order

Commissioner Leen called the meeting to order at 5:10 PM.

Information: 1.03 Roll Call

PRESENT:

Commission Members	Jennifer Fuchs, Kelli Leen, Vice Chair Bruce Morehead
Ex- Officio	Kyle Tarbet - Walla Walla Chamber of Commerce
Staff	City Administrator, Mike Rizzitiello Finance Director, Brian Carleton; City Clerk, Lisa Neissl; Deputy City Clerk, Carolyn Holm (left at 5:25) Police Chief, Troy Tomaras (left at 5:40)

MEMBERS EXCUSED: Doug Case, Jeff Lambert

MEMBERS ABSENT:

2. Consent Agenda

Action (Consent): 2.01 Approve Agenda for March 1, 2021

Action (Consent), Minutes: 2.02 Approve Minutes from February 1, 2021

Action (Consent): 2.03 Excuse Absence of Commissioners Case and Lambert

Action (Consent): 2.04 Approve Consent Agenda - Our adopted rules of Parliamentary Procedure, The Standard Code of Parliamentary Procedure, provide for a consent agenda listing items for approval of the Commission by a single motion. Typically the items listed under the consent agenda are the minutes from previous meetings and the agenda for the current meeting. Documentation concerning these items has been provided to all Commission Members and the public in advance to assure an extensive and thorough review. Items may be removed from the consent agenda at the request of any Commission Member.

Commissioner Morehead made a motion to approve the consent agenda. Second by Commissioner Fuchs and the motion passed 4-0.

3. Action Agenda-None.

4. Reports

Discussion, Information: 4.01 College Place Farmers Market Update -

Ms. Holm presented an overview of the current status of events planned for 2021 in the City. Discussion ensued.

Discussion, Information: 4.02 2020 Police Department Annual Report -

Chief Tomaras gave a presentation on the 2020 Annual Report for the Police Department.

Discussion, Information: 4.03 Update on COVID-19 Pandemic -

Mr. Rizzitiello spoke to the Commission on the current status of the area related to the COVID-19 Pandemic and vaccinations.

Ms. Neissl spoke to the Commission regarding the current rules governing in-person meetings in Phase 2 in combination with Open Public Meetings Act regulations.

Discussion, Information: 4.04 Draft Guiding Principles Document -

Mr. Rizzitiello requested that the Commission review the proposed Guiding Principles Document.

Discussion, Information: 4.05 Bird Scooter Sharing in College Place -

Mr. Rizzitiello spoke to the Commission about a scooter sharing company that would like to establish a presence in the City of College Place.

Discussion ensued.

Discussion, Information: 4.06 Common Roots Housing Trust -

Mr. Rizzitiello provided some information for the Commission to review as they have time regarding the Common Roots Housing Trust.

Discussion, Information: 4.07 Association of Washington Cities Legislative Update -

Mr. Rizzitiello provided an update on the current status of bills related to Tax Increment Financing for economic development.

Discussion ensued.

Information: 4.08 Development Tracker - March 2021 -

Mr. Rizzitiello reviewed the status of various projects or potential projects in the City.

5. Closing Items

Action, Procedural: 5.01 Adjourn

Commissioner Morehead made a motion to adjourn the meeting at 6:18 PM. Second by Commissioner Tarbett and the motion passed 4-0.

Approved:

Kelli Leen - Vice Chair

Attest:

Lisa Neissl – City Clerk

The foregoing minutes are the official record of the Economic Development, Tourism, and Events Commission meeting that occurred March 1, 2021. Further detail may be obtained by reviewing the actual audio recording made during this session.



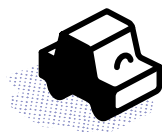
What is Bird?

Bird is a last-mile electric vehicle sharing company dedicated to bringing affordable, environmentally-friendly transportation solutions to communities everywhere. Today Bird serves over 100 cities worldwide.

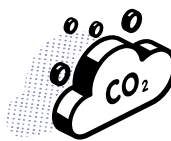
Our mission is to get people out of cars and:



Solve the last-mile problem and connect more residents to transit options



Reduce congestion and over-reliance on cars



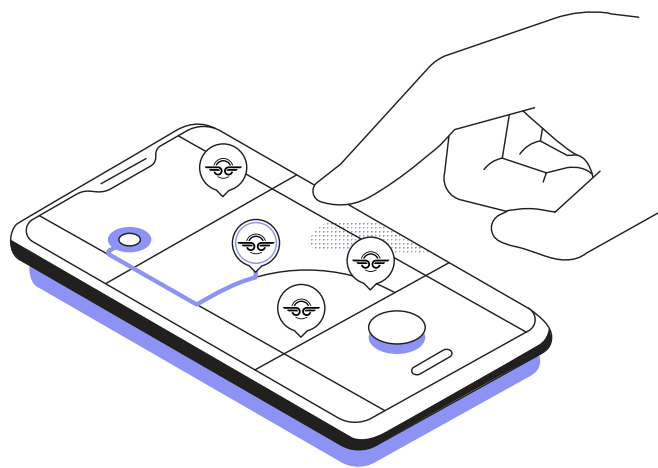
Improve air quality and reduce GHG emissions



Improve the overall quality of life in cities

How it works.

Through the Bird smartphone app, riders can see the closest Bird scooter on a map, unlock it, complete the safety tutorial and ride directly to their desired destination. It costs \$1 to start, then a per minute fee.



1

FIND BIRDS
ON THE MAP

2

SCAN QR TO
BEGIN RIDE

3

WATCH SAFETY
TUTORIAL

4

ENJOY THE
RIDE!



Bird's impact on the communities we serve

Prioritizing safety, first.

Bird partners with cities across the globe to develop programs that maximize the positive impact of micro-mobility.

Starting with less cars on the road

By replacing car trips with convenient options, like Bird, we can remove the biggest safety hazards from the road and make our cities safer today.



Bird leads the industry in safety.

Safety is deeply embedded across all components of our business- from our policy and operations; to our community education and engagement; to our industry leading vehicle design.

One sustainable ride at a time.

Bird's custom vehicles are the most durable micro-mobility options on the road today. **Each Bird One and Bird Two on the road today represents:**



18+ months

OF SUSTAINABLE RIDES



1,500 pounds

OF CO2 AVOIDED

Bolstering the local economy.



58%

of Bird rides ending at local businesses helping connect shops and restaurants with riders in their community.



9X

increase in the reach of transit stations expanding the mobility and job opportunities of more residents.



2.5M

in annual take-home pay for every 1,000 Birds in a city



Leading the way on innovative solutions for cities

Bird is committed to working with cities to manage and maximize the positive impact of our partnerships. That's why we've developed industry-leading technology to measure, innovate, and improve both our fleet and our reporting. Here's just a small sample of our offering for cities:

CUSTOM IN-APP EDUCATION

Bird riders are each shown a comprehensive education program that can be customized to address your city's chief concerns.

COMMUNITY-BASED REPORTING

Every member of your community can access community mode in the Bird app to submit complaints directly to our team for fast resolution.

LOCALIZED POLICY ZONES

Bird's geo-fencing technology allows us to implement no-ride zones, no-parking zones, and reduced-speed zones with custom messaging to increase safe riding.



PARKING MANAGEMENT

Bird offers a comprehensive suite of parking tools that bridges the gap between technology and infrastructure by both directing and incentivizing riders to park in city-designated areas.

INCENTIVES FOR HELMET USAGE

The Bird app encourages—and incentivizes—responsible riding. We even give out rewards to riders who take a #BirdHelmetSelfie, showing us that they wore a helmet on their ride.



INDUSTRY-LEADING VEHICLES

Bird's best-in-class teams create innovative new vehicles from the ground-up. From self-reporting damage sensors and tip detection to an industrial-grade anti-tipping kickstand, Bird offers the most advanced shared e-scooter on the road today.

PROGRAMS FOR EQUITABLE ACCESS

Our city dashboards provide customized information about how our partnership is helping to complement the city's mobility menu. In-depth data APIs provide cities with detailed and historical information on Bird operations and rider movement within their city.

CUSTOMIZED DASHBOARDS AND ROBUST APIS

Bird provides cities with easy-to-read dashboards and in-depth APIs to help cities understand how riders move about the city and how Bird is complementing their mobility menu.

Want to learn more about if Bird would be a good partner to meet your city's goals?

Just reach out to your Bird Government Partnerships Representative.



Hello, College Place

2021





What is Bird?

Bird is a last-mile, stand-up electric vehicle sharing company dedicated to bringing affordable, environmentally-friendly transportation solutions to communities everywhere.

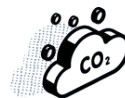
Our mission is to get people out of cars and:



Solve the last-mile challenge by connecting more residents to transit options.



Reduce congestion and over-reliance on single occupancy car trips



Improve air quality and reduce Greenhouse Gas emissions



Improve the overall quality of life in cities

How it works

Using the Bird smartphone app, riders find the closest Bird scooter on a map, unlock it and complete the safety tutorial to start their ride. It costs \$1 to start, then a per minute fee.



1

**FIND BIRDS
ON THE MAP**

2

**SCAN QR TO
BEGIN RIDE**

3

**WATCH SAFETY
TUTORIAL**

4

**ENJOY THE
RIDE!**

Bird Scooter

BirdZero	
Braking	Drum Brake + Regenerative Brake
Lights	Front/Rear LEDs



UNIQUE ID



SAFETY DECAL

Ride Safely

Helmet Required

License Required

No Riding on Sidewalks

No Double Riding

18+ Years Old

HELLO@BIRD.CO

1-866-205-2442



Transportation Benefits

- ✓ **No cost** micromobility solution for the city
- ✓ Provide a sustainable, open-aired transportation option
- ✓ Reduce congestion & carbon emissions
- ✓ Supplement bus and transit trips
- ✓ Alternative parking solution
- ✓ Provide increased access to businesses throughout the city
- ✓ Establish a multimodal transportation network



Our Approach

We partner closely with cities to design solutions that work for your community.

YOUR TEAM



Garrett Gronowski
Account Partner



Sajni Patel
Account Manager

Get to know each other:

Understand where Bird fits into the local transportation ecosystem.

Operating Plan:

Decision to move forward and local operational partner outreach started.

Ongoing:

Your dedicated Account Manager will provide ongoing support and serve as your main point of contact for all city requests.

Setting Expectations:

Align on how Bird can best serve your city based on city input and Bird data.

Launch Day:

Introduce a new transportation option to town.

Localized Operations

We work with a local entrepreneur from the community to manage the fleet on the ground, and in exchange they earn money on each ride.

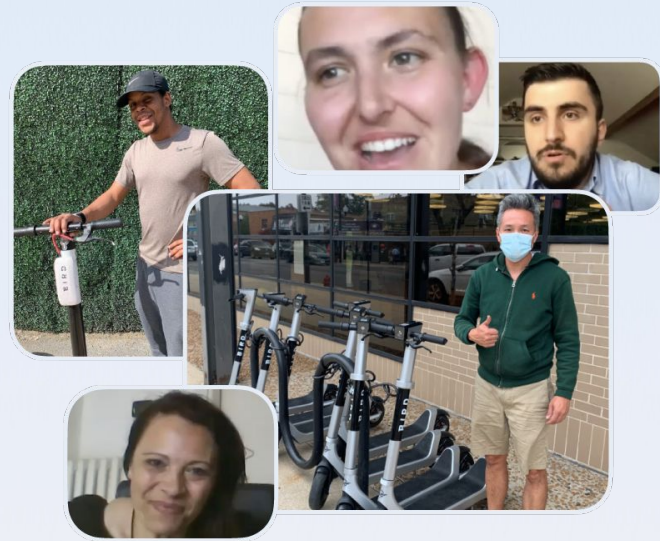
How cities benefit:

Local Touch:

- ✓ Deep community ties, local pride, and fast issue resolution
- ✓ Nuanced knowledge of where to deploy
- ✓ Economic Opportunity

Backed by the Industry Leader:

- ✓ World-class technology & compliance tools
- ✓ Operational know-how
- ✓ Industry's Safest Vehicles



“

I like being my own boss, the flexibility of setting my own schedule and being able to hire my nephew because he also needed a job. I also like being part of the growing micromobility industry. It's in line with my values regarding city transportation solutions.

- Mark, Azbri Productions, Nashville

”

The Local Impact



56%

of rides have connected to a local businesses



\$70K+

average take-home earnings from local entrepreneurs partnering with Bird.



16%

more jobs accessible



Leading the way on innovative solutions for cities

Warm Up Mode

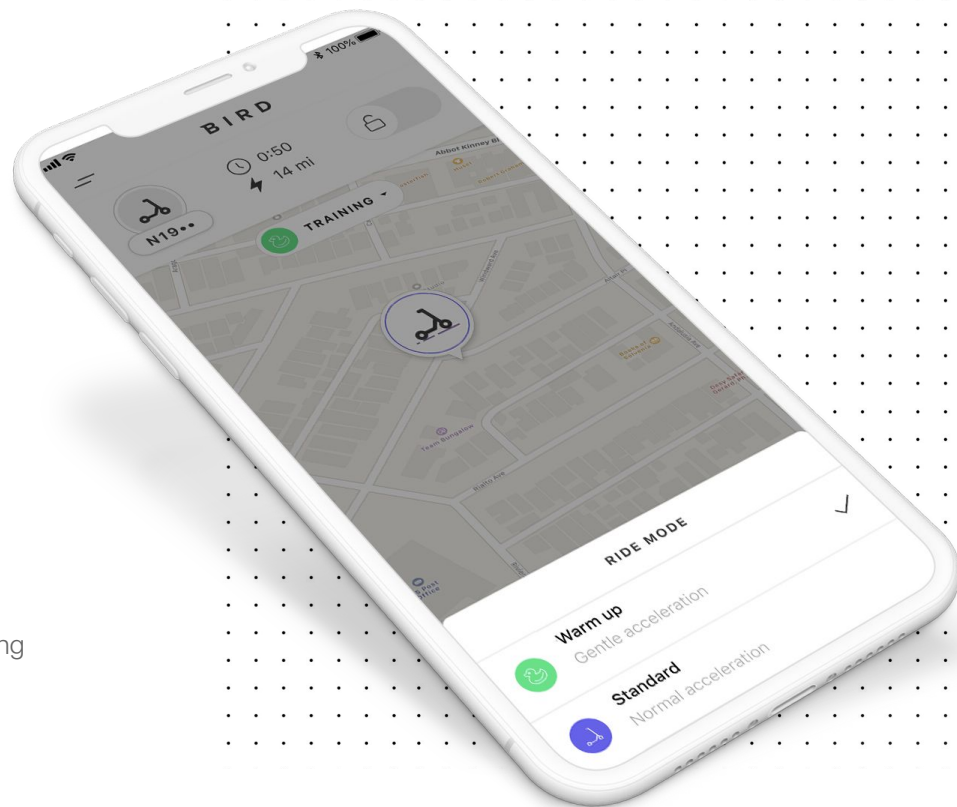
This feature offers a gentle acceleration profile that helps users learn to ride safely and confidently.

Quick Start

An industry-first feature that automatically detects when a Bird is within range and offers riders the opportunity to unlock it with the tap of a button.

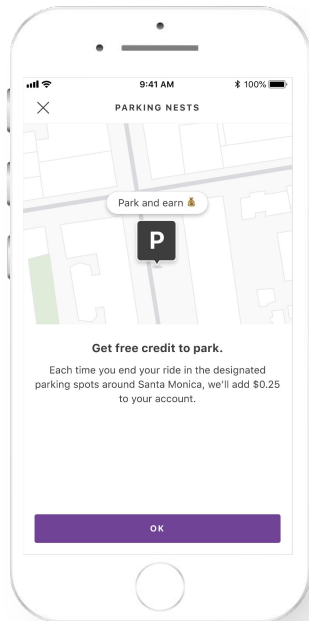
Parking Management

Bird offers a comprehensive suite of parking tools that bridges the gap between technology and infrastructure by both directing and incentivizing riders to park in city-designated areas.

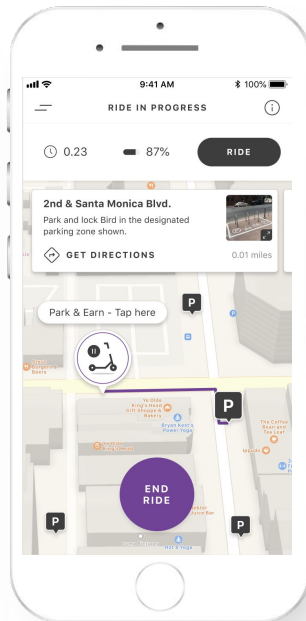
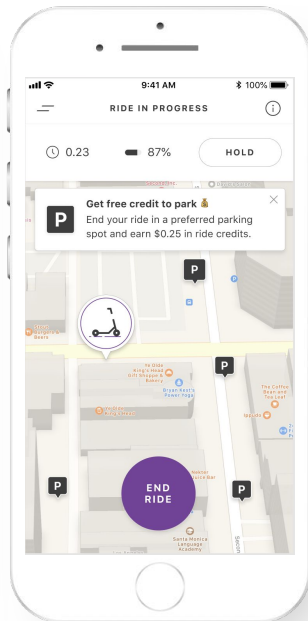


Recommended Parking Areas

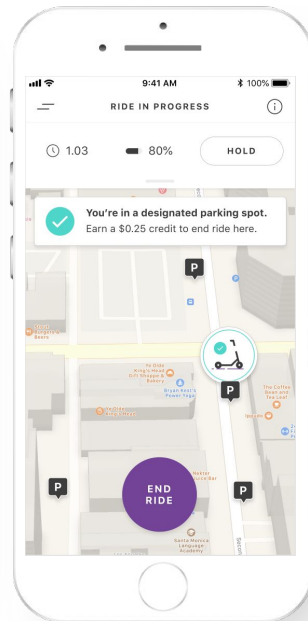
Always know where to park



Identify Locations



Direct Riders



Verify Parking

Thank you

Garrett Gronowski
Senior Manager
garrett@bird.co



Proposal

- ✓ **Launch Date:** April 1
- ✓ **Local Partner Onboarded:** March 15
- ✓ **# of Vehicles:** 50
- ✓ **Staging locations:** 25
- ✓ **Key staging areas:**
- ✓ **Prohibited Areas:**
Roadways over 35mph

Memorandum of Understanding

(City/County) will permit Bird Rides, Inc. to provide services under the following terms and limitations. This agreement shall remain in effect until January 2022 unless terminated as set forth below.

AGREEMENT

- 1) Scope: This Agreement and its terms apply to any proposed deployment of Stand-up electric scooter sharing systems within City / County's jurisdictional boundaries. No person shall deploy a Stand-up electric scooter sharing system in the City / County in violation of this Agreement.
- 2) Stand-up electric scooters shall be governed by the rules applying to bicycles and are to be ridden on streets, and where available, in bike lanes and bike paths. Stand-up electric scooters are to stay to the right of street lanes and to offer the right of way to bicycles in bike lanes and on bike paths. Users of Stand-up electric scooters shall be 18 or older. Users of Stand-up electric scooters who violate these provisions may be fined by City / County consistent with fines for cyclists.
- 3) Bird Rides, Inc. shall provide easily visible contact information, including toll-free phone number and/or e-mail address on each Stand-up electric scooter for members of the public to make relocation requests or to report other issues with devices.
- 4) Hours of operation: Stand-up electric scooters will be made available to rent from 4 a.m. to midnight (local time)
- 5) Bird Rides, Inc. shall provide a minimum of 100 vehicles at launch.
- 6) Safety Education: Bird Rides will provide materials, videos, signage to promote safe riding and educate riders on rider responsibilities and encourage safe and courteous riding and parking.
- 7) Data sharing: Bird Rides, Inc. will provide data to the City/County as necessary to assist with monitoring program usage.
- 8) Indemnification: Bird Rides, Inc. agrees to indemnify, defend and hold harmless City / County (and City's/ County's employees, agents and affiliates) from and against all actions, damages or claims brought against City / County arising out of Bird Rides, Inc.'s negligence or willful misconduct, except that Bird Rides, Inc.'s indemnification obligation shall not extend to claims of City's / County's (or City's / County's employees', agents' or affiliates') negligence or willful misconduct. City / County expressly acknowledges that in no event shall Bird Rides, Inc. be liable for any special, indirect, consequential or punitive damages. Bird Rides, Inc.'s indemnification obligations shall survive for a period of one (1) year after expiration of this Agreement. Bird Rides, Inc. shall be released from its indemnification obligations under this section if the loss or damage was caused by the City's / County's negligent construction or maintenance of public infrastructure. City's / County's right to indemnification shall be contingent on City / County notifying Bird Rides, Inc. promptly following receipt or notice of any claim; Bird Ride, Inc. shall have sole control of any defense; City / County shall not consent to the entry of a judgment or enter into any settlement without the prior written consent of Bird Ride, Inc.
- 9) Insurance: Bird Rides, Inc. shall provide City / County with proof of insurance coverage exclusively for the operation of Stand-up electric scooters including: (a) Commercial General Liability insurance coverage with a limit of no less than \$1,000,000.00 each occurrence and \$2,000,000.00 aggregate; (b) Automobile Insurance coverage with a limit of no less than \$1,000,000.00 each occurrence and \$1,000,000.00 aggregate; and (c) where Bird Rides, Inc. employs persons within the City / County, Workers' Compensation coverage of no less than the statutory requirement.
- 10) Notices: All notices and communications to the City/County from Bird Rides, Inc. shall be made in writing (includes electronic communications) and sent to the address below.
- 11) Either party may terminate this agreement at any time and without cause upon (30) days prior written notice.
- 12) In carrying out their responsibilities, the parties shall remain independent contractors, and nothing herein shall be interpreted or intended to create a partnership, joint venture, employment, agency, franchise or other form of agreement or relationship.
- 13) The parties acknowledge that Bird Rides, Inc. may utilize independent business logistics providers to facilitate local operations. Bird's use of these logistics providers does not constitute a transfer or assignment of this Agreement, and Bird Rides, Inc. remains responsible for all obligations and requirements under this Agreement.
- 14) This agreement shall be governed by and construed in accordance with the laws of the state.

City/County/State

Bird Rides Inc

Recommended By:

Signature

Print Name:

Title:

Signature:

Print Name:

Title:

Approved By:

Signature

Print Name:

Title:

Signature:

Print Name:

Title:



How Bird Partners with Local Communities

Bird works closely with local government agencies to bring convenient, sustainable transit to communities with stand-up electric scooters, which can be rented for short trips using the Bird Mobile App. Our mission is to get people out of cars, reduce traffic and bring communities together by providing an affordable, environmentally-friendly transit alternative.



Cities who partner with Bird benefit from our Industry-leading approach:



Clean, equitable, transportation options



Safest vehicles with advanced detection



Smart technologies to eliminate concerns



Opportunities for local entrepreneurs

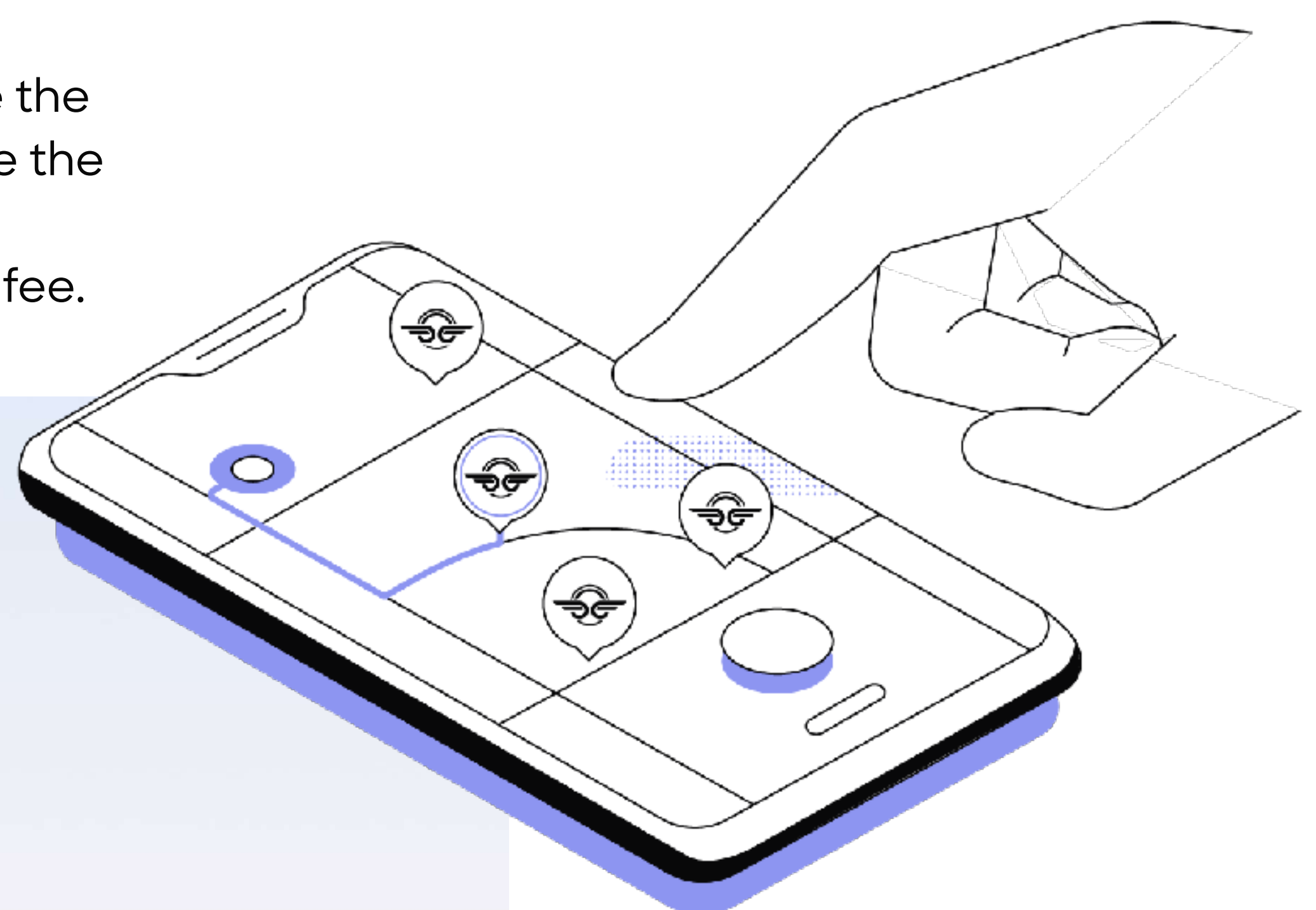


Hyperlocal operations

How it works

Through the Bird smartphone app, riders can see the closest Bird scooter on a map, unlock it, complete the safety tutorial and ride directly to their desired destination. It costs \$1 to start, then a per minute fee.

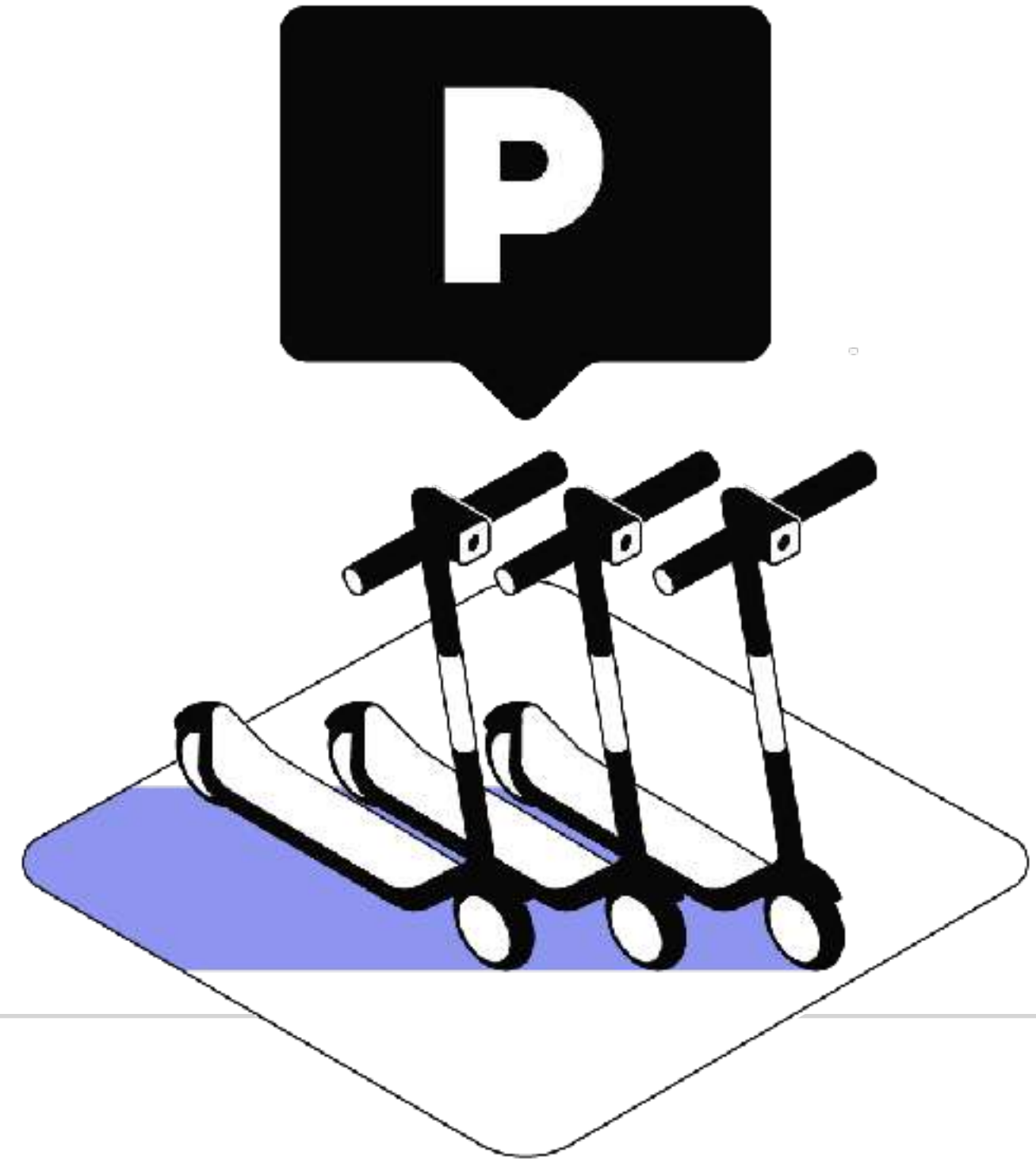
- 1 Find Birds on the map
- 2 Scan QR to begin ride
- 3 Watch safety tutorial
- 4 Enjoy the ride



THE BIRD LOCAL ADVANTAGE:

By Locals, For Locals

When Bird comes to town, we work with a local entrepreneur from the community to manage the fleet on the ground. They make money on every ride taken on the scooters that they manage. We provide the tools, operational experience and technology to help them be successful; and they provide the local pride, knowledge and expertise to cater the program to the community.



What Cities Are Saying

“We’re a relationship-based city and Bird works with us to understand our unique needs and challenges. With any new technology, we anticipate a steep learning curve. Bird stands out by being responsive, responsible and respectful of our community.”

Virginia Korte

Council Member, Scottsdale



“The Rider Incentives and your fleet managers on the ground seem to be doing a good job managing the devices, fleet rebalancing, and overall user parking performance. Keep up the great work and thank you for the partnership!”

Alyssa Muto

Deputy Director of Environment & Mobility
Planning, San Diego

Diversity & Inclusion Advisory Board

Guiding Principles

STEP IN, STEP OUT

BE INCLUSIVE AND EMPOWERING

ENCOURAGE OTHER VOICES AT THE
TABLE

DON'T BE AFRAID TO SHARE. THIS IS A
JUDGEMENT-FREE SPACE.

LISTEN ACTIVELY

SPEAK FROM YOUR EXPERIENCE

CHALLENGE EACH OTHER RESPECTFULLY

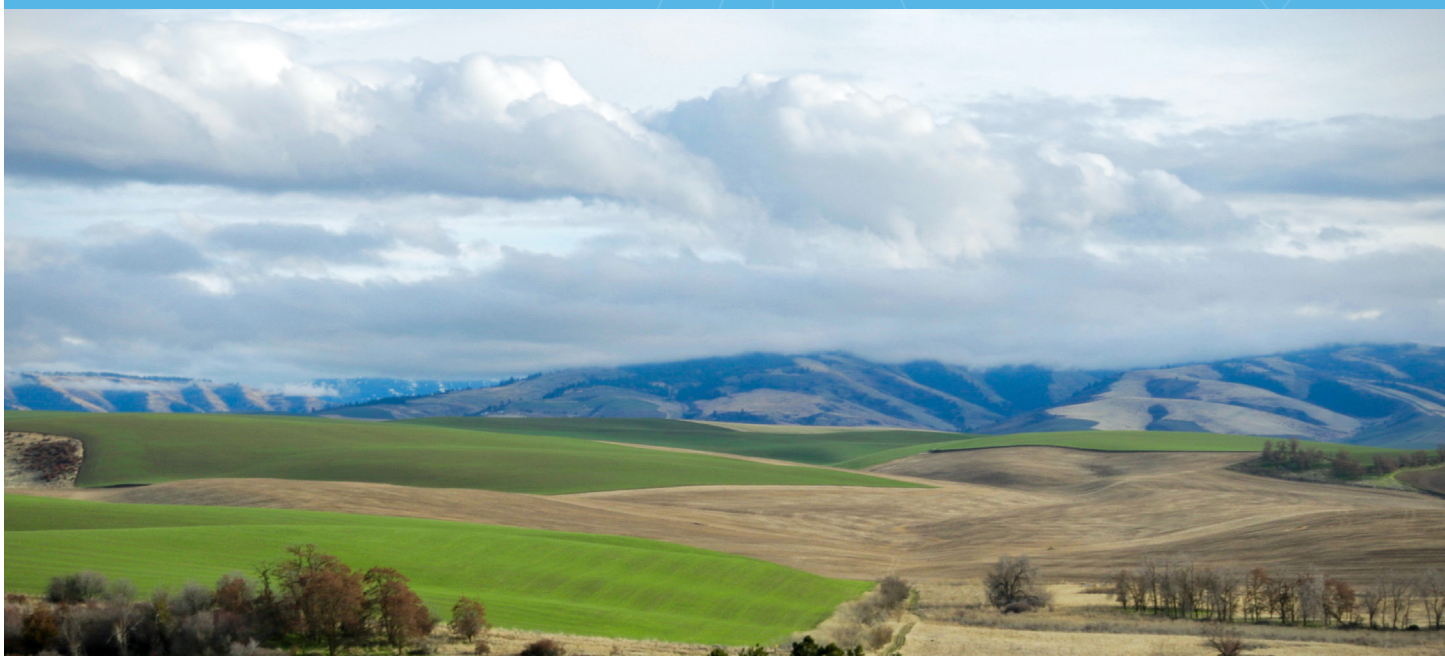
RESPECT EACH OTHERS' VALUES

BE OPEN TO NEW IDEAS AND LEARNING
FROM ONE ANOTHER



BLUE ZONES PROJECT
COMMUNITY NAME
DISCOVERY REPORT

March 2021



BLUE ZONES PROJECT

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EXECUTIVE SUMMARY

Executive Summary

Walla Walla Valley as a Viable Blue Zones Community

During early 2018, residents of the Walla Walla Valley invited Blue Zones Project® to their community to showcase the interest, readiness, and opportunities for success in undertaking a Blue Zones Project community-transformation initiative. The results were outstanding. During the seven on-site focus groups, the Blue Zones Project team heard overwhelming support from more than 150 key community leaders and groups that support Blue Zones Project in the Walla Walla Valley.

Community members who met with Blue Zones Project team members expressed a desire to make the Walla Walla Valley a better place to live, work, and play. More importantly, they are ready to commit to the work needed to create community-wide improvements for the many generations of families living in the Walla Walla Valley. The spirit of collaboration and determination among Walla Walla Valley community members, combined with commitments from leaders in the school system, policy arena, business community, food-retail environment, and faith-based and civic communities demonstrated a community primed for transformation and improved well-being.

Blue Zones Project Partners

After the 2016 closure of Walla Walla General Hospital, owned and operated by Adventist Health, the system committed to reinvesting in overall community well-being. Without knowing when or what this investment may look like, the Walla Walla County Department of Community Health partnered with Providence St. Mary Medical Center, the cities of Walla Walla and College Place, and Walla Walla University to engage Blue Zones Project in the Community Discovery process from 2017 into 2018. Adventist Health showed excitement about Blue Zones Project, and in 2020, Adventist Health partnered with the Project to help improve the well-being of its service areas and the Walla Walla Valley was selected as the first demonstration site. The Blue Zones Project approach engages the business community—including employers, grocery stores, and restaurants—schools, government, faith-based and non-profit groups, media, and individuals in a unifying campaign that drives permanent changes to encourage individuals to choose healthy options.

Current State of Health

According to the 2018 Walla Walla County Community Health Needs Assessment¹, indicators affecting diverse populations within the community or which have a high impact on health include substance use; mental health; weight status; communicable disease and environmental factors, such as neighborhood safety; transportation; and access to recreation opportunities. Community members also identified the need for senior community health programs as the elderly population continues to grow and experiences more longevity.

The Sharecare Community Well-Being Index™ (CWBI) data for the Walla Walla Valley shows low-range percentages of people who eat healthfully and are physically active each day, resulting in community members who are overweight and obese. Community members also struggle with financial security, hope, and purpose. CWBI data reflects the following:

- **1 in 2 do not exercise at appropriate levels.**
- **2 in 5 do not eat sufficient amounts of fruits and vegetables.**
- **7 in 10 are obese or overweight.**
- **2 in 3 struggle with hope and purpose.**
- **1 in 3 have worried about money in the last week.**
- **1 in 7 have been diagnosed with depression.**
- **3 in 10 are not proud of their community.**

Housing affordability has historically been one of the biggest complaints from residents in the Walla Walla Valley, along with access to affordable childcare and healthcare services. According to the Walla Walla Housing Authority and a report by Community Council that was completed in 2018, the median gross income for households in Walla Walla is \$41,750 a year, or \$3,479 a month. The median rent for the city is \$756 a month. Households that pay more than 30 percent of their gross income are considered to be Rent Overburdened. In Walla Walla, a household making less than \$2,520 a month would be considered overburdened when renting an apartment at or above the median rent. Of households that rent in Walla Walla, 55.47 percent are overburdened.

Community members find it challenging to prioritize physical activity, volunteering, and healthy cooking in their daily schedules when they are struggling to earn enough money to pay bills. There is also limited time available to spend with friends and family after working hours. Blue Zones Project provides solutions to some of these challenges by working directly with communities to impact well-being, and community members recognize the need for the many programs and solutions Blue Zones Project offers. These include more active-transportation options, physical-activity programs, and community gardens, fewer sugary snacks and beverages at worksites and schools, and more healthy social opportunities close to home.

Blue Zones Project approaches community-wide transformation by creating a community environment where increased physical activity becomes easier and people have access to healthy foods and are provided education on the importance of health, well-being, and longevity. Blue Zones Projects engages people and impacts places and policy to provide a strong foundation for community change and improved health and well-being.



Measuring our Impact on Well-Being

Blue Zones Project utilizes a measurement framework to inform strategies and track impact throughout the life of the Project to ensure the work to transform a community is occurring and the anticipated outcomes are achieved. These include population-level metrics, community-level metrics, policy metrics, organization outcomes, and awareness, engagement, and media metrics.

The Sharecare Community Well-Being Index is the official measurement tool for collecting population well-being and social-determinants-of-health data. The CWBI brings together more than 600 proven health-risk factors into a single measure. By combining both individual and social factors, the index uniquely measures well-being across people and places.

The CWBI is based on decades of clinical research, healthcare leadership, and health economics. Individual self-reported well-being data within the CWBI is collected through Sharecare's RealAge™ Test. The RealAge Test is a scientific assessment that has been taken by more than 45 million people over the past 20 years. The test gathers information on health conditions, health behaviors, biometrics, emotional health, healthcare history, and more. It helps identify an individual's mortality risk and provides custom insights to the individual about what actions they can take to live healthier and longer.

The CWBI also includes more than 600 social-determinants-of-health measures collected from numerous national data sources and is updated as new data becomes available. Bringing together individual self-reported data with social-determinants-of-health data, the CWBI produces a composite score for each community.

A baseline measurement utilizing the CWBI will be conducted in the Walla Walla Valley during the Foundation and Planning Phase, January–March 2021, with results ready by April 2021. Further surveying will be conducted in subsequent years to track changes over time.

Community-Wide Measures

In addition to the CWBI, the Walla Walla Valley steering committee and leadership team will identify several community-level metrics to track over the life of the Project. A community must see measurable improvements in at least six community-level measures to become a Certified Blue Zones Community®. Community-level metrics should be meaningful to the community and represent areas of greatest interest and need from community leaders. These metrics will be selected during the Blueprint Workshop and be updated annually.

Examples of community-level metrics include:

- Child BMI/obesity
- Number of traffic fatalities
- Use of public transportation, including pedestrian or bike commuting
- Changes in property values or tax base
- Number of new businesses
- Quality-of-life measures or healthcare claims

Other measures collected throughout the life of the Project include policy metrics for the built environment, food policy, and tobacco policy (include alcohol policy if that is a focus area); organization outcomes from schools, worksites, restaurants, and grocery stores; and engagement and media metrics.

Next Steps

The Foundation and Planning Phase of Blue Zones Project in the Walla Walla Valley is the first step in working closely with community members to create sustainable well-being transformation within the community. Blue Zones Project has hired local community members to be full-time staff of the Blue Zones Project Walla Walla Valley team. Influential community leaders have been recruited to support the Project through positions on the steering committee, leadership team, and sector committees.

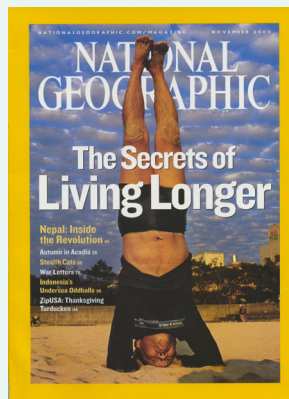
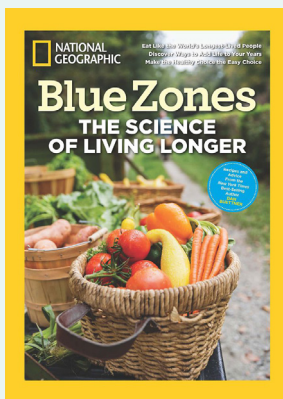
Blue Zones Project committees will finalize the Blueprint, or strategic plan, and begin developing action plans to implement the community-identified strategies for improving well-being in the Walla Walla Valley during the spring of 2021. This phase will culminate in a community kickoff event at which all community members will be invited to participate in Blue Zones Project.





OVERVIEW

Blue Zones Project Overview



What are Blue Zones?

Blue Zones® areas are places where people live measurably longer, happier lives with lower rates of chronic diseases and a higher quality of life. Scientists discovered five blue zones areas in different parts of the world; Dan Buettner documented those findings in the *New York Times* best-selling book, *The Blue Zones: Lessons for Living Longer from the People Who Have Lived the Longest* (Buettner, 2010). This research, coupled with a 15-year worldwide longevity study, has been used to develop lifestyle management tools and programs that help people live longer, healthier, and happier lives by optimizing their surroundings. Central to Blue Zones Project are the Power 9® principles, identified as shared lifestyle traits across all the five blue zones areas.

The Power 9[®] principles can be grouped into four categories.

MOVE NATURALLY

Homes, communities, schools and workplaces are designed to nudge people into physical activity. Focus should be given to favorite activities, as individuals are more likely to practice them regularly.

RIGHT OUTLOOK

Individuals know and can articulate their sense of purpose. They also take time to downshift, ensuring their day is punctuated with periods of calm.



EAT WISELY

In most cases, fad diets do not provide sustainable results. Individuals and families can use time-honored strategies for healthier eating habits, including: Using verbal reminders or smaller plates to eat less at meals; Eating a predominantly plant-based diet; Schedule social time with friends while enjoying a healthy drink and snack.

BELONG

Research indicates it is exceedingly important that people surround themselves with the “right” people—those who make them happy and support healthy behaviors. Put loved ones first by spending quality time with family and participating in a faith-based community.



How Blue Zones Project Works

Blue Zones Project takes a unique approach to improving health and well-being in communities. Individual involvement and commitment are central to personal growth and improvement, but healthy habits are more likely to be sustained when your environment supports you. So rather than focus on quick fixes, diets, or other temporary programs, Blue Zones Project focuses on the “life radius,” or, the places you learn, work, play, and pray. Individuals spend most of their time within 5–10 miles of where they live and work, which is their life radius. If the places in your life radius support healthy habits, you are more likely to succeed in improving and maintaining your well-being.

PEOPLE

Blue Zones Project provides opportunities for individuals to connect with one another. Borrowing an idea from the Okinawan culture, people are encouraged to form Moais®, groups that meet for a common purpose. Blue Zones Project facilitates connections through the formation of Walking Moais, Potluck Moais, and Purpose Moais. Blue Zones Project also encourages individuals to attend cooking demonstrations, garden, tour farms, and participate in Purpose Workshops to learn how to make healthier choices in many areas of their lives.

PLACES

The places outside of our own home, where we spend most of our time, have a dramatic impact on our well-being. Blue Zones Project works with schools, worksites, restaurants, grocery stores, civic organizations, and faith-based communities to make the healthy choice the easy choice. These places select evidence-based practices that improve well-being to become Blue Zones Project Approved™. This status signals to individuals that a place within their life radius supports a healthy lifestyle.

POLICY

Blue Zones Project works closely with community policy makers to adopt policies that are right for individual communities and will help citizens and visitors alike improve well-being. Experts in the fields of built environment, tobacco, and food policy work with communities to highlight assets and discover opportunities for improvement. An example of policy improvements includes adopting a Complete Streets policy to improve accessibility for vehicles, pedestrians, and cyclists.



FOUNDATION & PLANNING

Foundation & Planning Phase

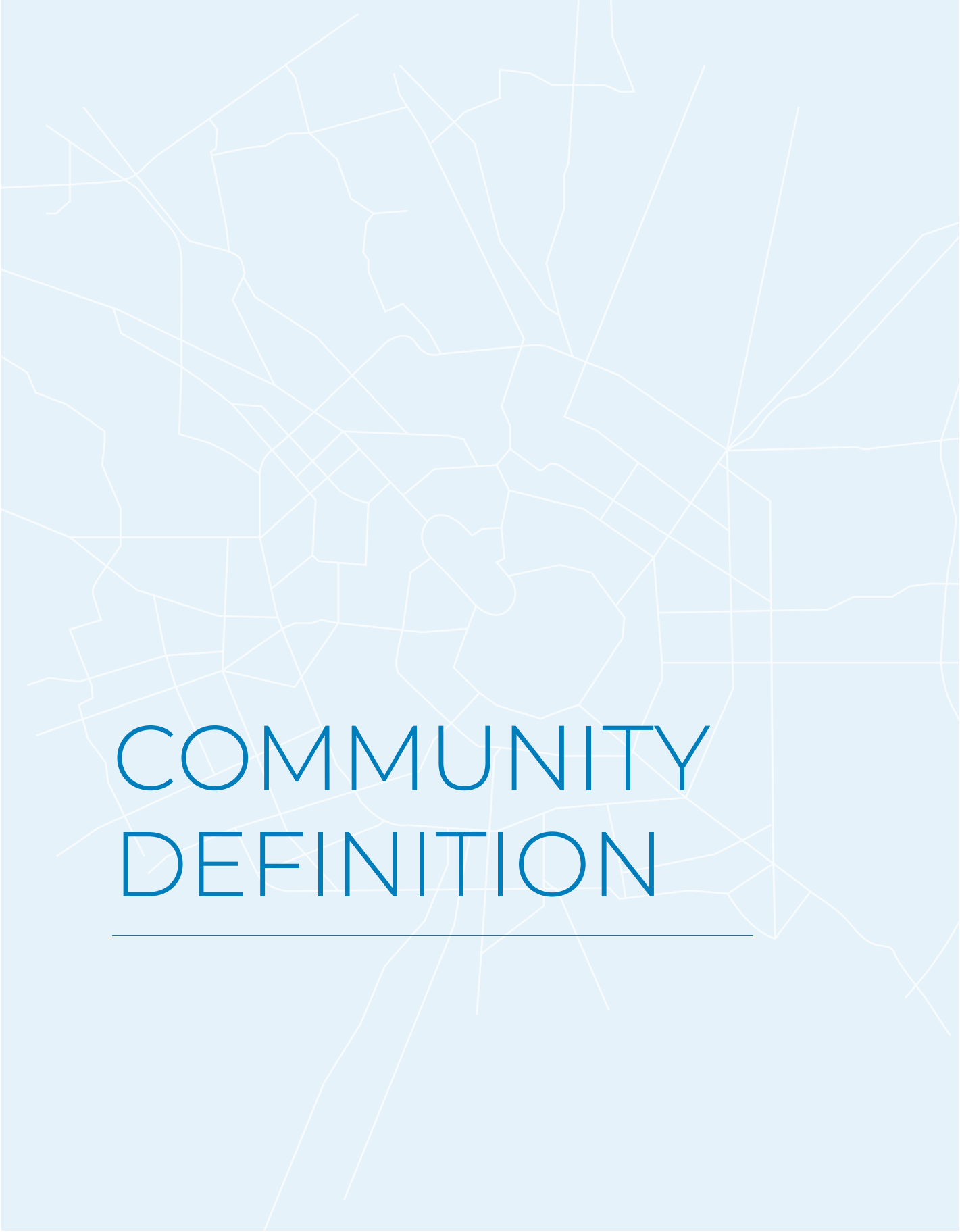
During the Foundation and Planning Phase, Blue Zones Project team members conducted background research, focus groups, and individual meetings with community members to assess the current state of well-being and readiness for change in the Walla Walla Valley. A key component of this phase included engaging community leaders and residents to identify and understand existing initiatives, strengths, challenges, and opportunities that will help design the strategy for well-being transformation in the Valley.

During a review of background research, it became apparent that most reports on health and well-being consists of data for all of Walla Walla County instead of specifically the cities of Walla Walla and College Place. For example, while the Community Health Needs Assessment is for all of Walla Walla County and there is Healthy Youth Survey data for Walla Walla Public Schools, there is only countywide data for College Place. This information provided a good starting point for the Blue Zones Project team, and the focus groups and one-on-one meetings provided invaluable information specific to the Valley.

The following report summarizes what the Blue Zones Project Walla Walla Valley team learned about the strengths, challenges, and opportunities for improving health and well-being in the cities of Walla Walla and College Place. It highlights key areas where permanent changes to environments and policies would significantly improve well-being for all community members. This report will be used to inform the Blue Zones Project Community Blueprint, which will become the roadmap for change over the next three years.

A few highlights:

- ✓ High attendance at Policy, Discovery, and Summit meetings
- ✓ Strong cross-sector collaboration and representation
- ✓ Overall excitement and demonstration of strong community pride about the Walla Walla Valley being the first Blue Zones Project in Washington state
- ✓ Strong engagement in creating a vision for a healthier future for the community
- ✓ Strong support of partners across sectors



COMMUNITY DEFINITION

Walla Walla Valley

The Blue Zones Project Walla Walla Valley area consists of the communities, businesses, and organizations within the cities of College Place and Walla Walla, WA. Walla Walla is a growing community with a population of 32,793, according to the U.S. Census Bureau 2019 Report. College Place is right next to Walla Walla with a population of 9,182. The average age is 35 years old, and both cities are composed of young families, college students, retirees, and a sizable Hispanic population, mainly from Mexico. In addition, there is a large Seventh Day Adventist community, which helped the area receive sponsorship for Blue Zones Project from Adventist Health.



One of the major themes of development in the cities of Walla Walla and College Place has been their downtown areas. Downtown revitalization encourages locals and tourists to get outside and visit parks and businesses. The cities also continue to develop projects for busy streets.

Reconstruction makes it easier for cyclists and pedestrians to get around by creating accessible sidewalks and implementing bike paths. The bike paths have been created for convenient access between homes, schools, and jobs and the larger sidewalks, with accessible entry points, make it easier for more people to go for walks safely.

The main industries in the Walla Walla Valley are agriculture, healthcare, government, and education. The Valley grows wheat, asparagus, apples, pears, grapes, and the famous Walla Walla onions. It is also home to three colleges. In addition, the Valley has become a burgeoning tourist industry that is bolstered by the more than 200 wineries. These wineries have also increased hospitality businesses like restaurants and hotels.



SECTORS

Sector Overview

This section of the report summarizes the findings from focus groups and one-on-one meetings, which were organized by sector: schools, worksites, community policy, restaurants, grocery stores, faith-based, civic groups, and individual engagement. The purpose of the focus groups and stakeholder meetings was two-fold. First, they served as an avenue to learn about the unique strengths, challenges, and opportunities for improving well-being within each sector. Second, they allowed the Blue Zones Project team to assess the level of participation from key leaders in each sector and their readiness to implement evidence-based best practices to improve well-being.

The sections that follow summarize what the Blue Zones Project team learned about the strengths, challenges, and opportunities for sustainable changes to environments and policies to significantly improve well-being. The opportunity areas will be used as a starting point for creating a blueprint for community transformation in Walla Walla.



Schools

Schools play a key role in Blue Zones Project by creating an environment in which children learn about well-being and begin to make healthy choices.

School leaders are in a powerful position to dramatically improve student well-being, resulting in students who are more engaged and perform better in the classroom. The Walla Walla Valley is currently composed of two school districts, Walla Walla Public Schools and College Place Public Schools, which include six elementary schools, three middle schools, and three high schools. Walla Walla Valley also offers four independent schools, including the Catholic Schools of Walla Walla (K–12), Roger’s Adventist School (K–8), Walla Walla Valley Adventist Academy (9–12), and Liberty Christian School (K–8). While most students attend public schools in the Valley, the independent schools have expressed interest in working with Blue Zones Project.

The following is school data from the 2018 Community Health Needs Assessment² for Walla Walla County and the 2019 Healthy Youth Survey:

Nutrition:

- 5 percent of 8th graders, 13 percent of 10th graders, and 12 percent of 12th graders are overweight
- 81 percent of 8th graders report eating fewer than five fruits or veggies daily
- 81 percent of 8th graders drank sugar-sweetened drinks in past week, 3 percent of 8th graders drink sweetened drinks daily at school

Physical Activity:

- 70 percent of 6th graders did not meet recommended daily physical-activity levels; 67 percent of 8th graders did not meet recommended daily physical-activity levels; and 8 percent did not participate in PE classes daily

Social and Emotional Well-being:

- 23 percent of 10th graders and 13 percent of 12th graders reported being bullied in the last month
- 14 percent of 10th graders and 13 percent of 12th graders reported not feeling safe at school

A successful school strategy will combine top-down and bottom-up approaches. With substantial support from both districts, schools will be encouraged to establish or enhance existing wellness policies and programs to make individual school change easier. Concurrently, Blue Zones Project team members will work with individual schools to explore options specific to their buildings and student populations. The work with individual schools will engage teachers, administration, parents, and students.

Blue Zones Project team members met with the following individuals and organizations:

- Wade Smith, Walla Walla Public Schools Superintendent
- Christy Kurtulis, Assistant Superintendent and Executive Director of Teaching and Learning
- Jim Fry, College Place Public Schools Superintendent
- Pamela Milesen, Walla Walla Public School Director of School Nutrition
- Holley Bryant, Roger's Adventist School Principal
- Father Curtis Siedel, President, Catholic Schools of Walla Walla

- Maria Garcia, Principal, Sharpstein Elementary School
- Becca O'Connor, 21st CCLC Site Coordinator, Green Park Elementary School
- Robert Aguilar, Principal, College Place High School
- Ron Higgins, Principal, Walla Walla High School
- Stacy Estes, Assistant Principal, Walla Walla High School
- Jeremy Gradwohl, 21st CCLC Site Coordinator, Lincoln High School
- Samantha Bowen, Director, Walla Walla Public Schools Center for Children and Families
- Rey Cooley, Director, Farm to School Program
- Peggy Needham, Walla Walla County Behavioral Health Prevention Coordinator, contracts with Walla Walla Public Schools
- Jen Mallo, Parent and PTA representative
- Pam Clayton, Parent Engagement Coordinator, Walla Walla Public Schools
- Tommie Barfield Elementary SchoolBig Cypress Elementary

Strengths

✓ **Strong support from district superintendents for implementing Blue Zones Project principles in the region.**

The Blue Zones Project team had the opportunity to meet with the superintendents of Walla Walla and College Place School Districts and have received overwhelming support for the implementation of Blue Zones Project principles and activities in all schools. Both superintendents expressed a desire for Blue Zones Project to be implemented district-wide with a unified message regarding the introduction and connections with the Blue Zones Project team. The team also met with the assistant superintendent, the executive director for teaching and learning from Walla Walla Public Schools, and principals from both districts. The reception in all instances was extremely positive.

✓ **Established a farm-to-school program, including school-garden initiatives.**

The farm-to-school program in the Walla Walla Valley has been in existence for nearly 20 years and is established as a vital partner with public and independent schools throughout the Valley. Highly respected by school leaders, parents, and the community, the program is composed of three pillars:

1. Support meaningful use and sustainability of school gardens.
2. Provide education about agriculture and food through farm field trips, Food Focus events, cooking experiences, and Harvest of the Month tasting tables.
3. Facilitate connections that result in schools purchasing locally grown foods to serve in cafeterias.

The program manager has been actively engaged with Blue Zones Project and looks forward to enhancing its partnership with the schools.

✓ **College Place and Walla Walla School District have wellness committees and programs that support multiple elements of student well-being.**

These programs include:

- Physical Health: most area schools have adopted healthy programs like garden and walking clubs that promote moving more and eating healthier.
- Mental Health: Walla Walla schools have adopted a robust strategic plan for mental health. Schools in the area have been nationally recognized for adopting trauma-informed care practices that support students who are impacted by trauma.

✓ **The newly established Center for Children and Families will expand engagement even earlier with students and families.**

In the past year, the Walla Walla Public Schools Center for Children and Families was established in Walla Walla. During the first year the center served 230 students, and it looks forward to serving as many as 400 students and families at full capacity. The center offers transitional kindergarten and Head Start programs for students and families in the Valley and provides an opportunity to familiarize them with Blue Zones Project before they enter elementary school. The center is also an access point to engage with lower-income families in the Valley and partner with local organizations.

✓ **Technical-skills program for high school juniors and seniors available throughout the Valley.**

Both districts participate in a program called SEATech, a technical-skills program located at the Walla Walla Community College for high school juniors and seniors. SEATech provides access to comprehensive, industry-defined career and technical programs of study that prepare students for careers, employment, apprenticeships, and/or post-secondary education.

✓ **Adventist schools in the Valley practice many Blue Zones Project principles.**

During one-on-one conversations in the Foundation and Planning Phase, Rogers Elementary School and Walla Walla Valley Adventist Academy shared they are already practicing several of Power 9 principles in their schools. Many of the principles align with the Adventist religion that is prevalent in the community. The food programs at the schools are vegetarian and focus on plant-based diets. School gardens are maintained by students and teachers. Programs like MindUP help children practice mindfulness, and the schools offer a healthy snack cart and fruit as dessert. These schools also have a robust recess and physical-education program to make sure students are moving every day, multiple times a day.

✓ **Hundreds of students from local colleges and universities volunteer at K–12 schools each year.**

Students from the universities and colleges in the Walla Walla Valley have volunteered at local schools for decades. Through programs such as America Reads, America Counts, the Friends of Children of Walla Walla, and the Center for Humanitarian Engagement, local college students are volunteering each week in K–12 schools. The concentration of colleges in the community offers a great opportunity to leverage college student support for health and wellness programming in secondary schools.

Challenges

❑ **Mental health and social-emotional learning concerns are growing.**

Before the COVID-19 pandemic, mental health and social-emotional learning were top priorities for the school districts, with each focused on resilience and connection. During the pandemic, these concerns have become even more substantial with the added challenge of COVID-19 precautions. Suicidal thoughts were also a serious concern among youth, as 23 percent of 10th graders and 17 percent of 12th graders reported seriously considering suicide in the past year.

❑ **Food insecurity and poverty rates.**

Fifty percent of students in public schools qualify for free or reduced lunch³. Schools provide two and sometimes three meals a day for students. While this program is an opportunity to provide healthy meals and educate students and family members on the

value and origin of fruits and vegetables, there is less of a chance that they will have these principles reinforced at home. Food insecurity is a challenge throughout the Walla Walla Valley.

❑ Increasing rates of substance use among teens.

⁴Like all districts across the state, the Walla Walla Valley has seen continued use of tobacco and the rise of vaping among middle and high school students. According to the 2016 Healthy Youth Survey, 12 percent of 10th graders and 17 percent of 12th graders in the county smoked cigarettes. These rates have increased since 2014 and were higher than the overall state rate. E-cigarette use has decreased slightly to 17 percent amongst 10th graders and 16 percent amongst 12th graders but remained slightly higher than the Washington State rate. Results from the 2016 Healthy Youth Survey revealed that 28 percent of 10th graders and 35 percent of 12th graders reported having consumed alcohol in the past 30 days. Fifteen percent of 10th graders and 21 percent of 12th graders reported binge drinking over the past 30 days. Alcohol use among teenagers is a particular concern as it places them at risk for emotional and social problems, lower academic performance, and abnormal changes in brain development. Youth who begin drinking at an early age are also more likely to develop alcohol dependence later in life than those who begin drinking at age 21 or later. Data also shows that 29 percent of 10th graders and 28 percent of 12th graders reported having used marijuana in the past 30 days. This rate was higher than the Washington State rate of 17 percent.

❑ Lack of representation of the Hispanic community on school boards.

Walla Walla Public Schools and College Place Public Schools have seen a lack of representation from the Hispanic community on school boards. While both districts have thriving PTA/PTO programs, they could be more creative in how they engage parents of Hispanic students.

Opportunities

❑ **Expansion of SHAC committee and development of wellness plans for each school.**

The SHAC (Student Health Advisory Committee) at Walla Walla Public Schools works to develop a wellness plan for students, faculty, and staff across the district and achieve continuity from level to level across school lines. The creation of wellness plans, facilitated by the SHAC and individual schools, will prioritize well-being initiatives and create environments where schools can meet and exceed federal guidelines. The Blue Zones Project school pledge offers a framework for schools to meet wellness guidelines.

❑ **Improve the food environment for students, teachers, staff and families.**

- Create healthy fundraiser policies to promote non-food items or activities. Unhealthy fundraisers such as candy sales have a direct impact on students and families because they encourage a higher intake of calories and sugar, which contribute to obesity.
- Expand the farm-to-school program. Farm-to-school programs include farm tours and healthy cooking demonstrations, provide education, and connect students to local farmers.
- Enhance school gardens and incorporate gardening education into curriculum through the partnership with the farm-to-school program. This initiative provides students with the opportunity to eat healthier, learn how to grow their own food, and develop better connections to the community.
- Partner with Blue Zones Project Approved grocery stores to offer field trips to help students identify and taste healthy foods.
- Educate teachers, staff, parents, and students about the value of healthy food, healthy lifestyle choices, and increased physical activity. Education plays a huge role in the decisions people make every day about their health and well-being.
- Encourage schools to adopt on-site policies that promote healthy habits. Examples of policies that successfully impact student food decisions include eliminating the sale of sugary beverages at all school events, disallowing students to eat in classrooms or hallways, reducing prices for healthy options like water and fruit, increasing prices of sodas and junk food, and discontinuing the use of unhealthy foods as rewards or for celebrations.

❑ Increase student commitment to the community by providing meaningful volunteer opportunities.

Encourage Blue Zones Project volunteerism through service-hour requirements. Connect school districts with senior living centers for service opportunities. Actively recruit more senior citizens as volunteers to develop intergenerational programming and bring in more support for teachers and parents.

❑ Establish walk- and roll-to-school programs.

Many students attend school in close proximity to their homes in the Walla Walla Valley. A walk- or roll-to-school program could thrive. Walking or rolling to school provides students with natural movement to start and end their days. For families who bus or drive to school, drop-off points around the perimeter of the school campus could be established.

❑ Incorporate Blue Zones Project Purpose Workshops into high school curriculum.

Studies show that people who have a strong sense of purpose can live up to seven good years longer than those who don't. As students approach graduation, Purpose Workshops can help them identify what next steps make the most sense based on their gifts, talents, and values.



Worksites

Employers play a key role in Blue Zones Project because they shape the workplace environment to support health and, in turn, improve productivity, decrease turnover, and reduce healthcare costs.

In short, healthy people cost less to employ and are more productive. By supporting employee well-being, employers help the community because healthy employees can become advocates for powerful change in other community organizations like schools, restaurants, grocery stores, and civic groups. A healthy workforce also draws economic investment because new businesses and talented individuals are attracted to the community and existing businesses can expand as they save money on healthcare costs.

Blue Zones Project team members met with the following individuals and organizations:

- Levi Waggoner, Director of Human Resources, Baker Boyer Bank
- Amanda Anderson, Human Resources, Baker Boyer Bank
- Adam Ketts, Vice President for Commercial Banking, Banner Bank
- Pam Taylor, Director of Human Resources, The City of Walla Walla
- Shawn Doering, Director of Human Resources, The City of College Place
- Kyle Tabert, Executive Director, The Walla Walla Chamber of Commerce
- Kathryn Witherington, Executive Director, The Downtown Walla Walla Foundation
- John McVay, President, Walla Walla University
- David Lopez, Director of the Center for Humanitarian Engagement, Walla Walla University
- Keri Self, Director of Human Resources, Walla Walla University
- Kathleen Murray, President, Whitman College
- Telara McCullough, Director of Human Resources, Whitman College
- Nancy Riggle, Executive Director, Valley Residential Services
- Susan Blackburn, CEO/President of Health Systems, Providence St. Mary's Medical Center
- Chris Gardena, Assistant Superintendent, Walla Walla Public Schools
- Pat Ray, Executive Director, The Port of Walla Walla
- Family Medical Center
- Kathy Covery, Executive Director, Blue Mountain Action Council
- Steve Barker, Assistant Superintendent, The Washington State Penitentiary

Employers report that wellness programs have evolved from focusing entirely on physical health to incorporating whole-person wellness, including mental-health support, reducing stress, and supporting financial wellness. To improve well-being for the greatest number of individuals in the Walla Walla Valley, the Blue Zones Project team will initially focus on engaging the largest and most influential employers who are eager to innovate and improve employee well-being, workplace engagement, and productivity. After these employers gain traction and record successes, the Blue Zones Project team will leverage their stories to inspire others to participate.

Strengths

✓ **Walla Walla Valley Chamber of Commerce and the Downtown Walla Walla Foundation are very active and community focused.**

In addition to being active in the community, the Walla Walla Valley Chamber of Commerce and the Downtown Walla Walla Foundation are engaged with Blue Zones Project and have been supportive partners from the beginning. They will be crucial connectors between Blue Zones Project and the worksites around the region. The Chamber of Commerce has a membership of more than 450 businesses and organizations. The Downtown Walla Walla Foundation runs the weekly farmers market and looks forward to Blue Zones Project having a consistent presence there.

✓ **Providence St. Mary's Medical Center, Walla Walla Valley's largest employer, has been engaged and supportive of Blue Zones Project from the beginning.**

The team at Providence was part of the original campaign to bring Blue Zones Project to the Walla Walla Valley and continues to be supportive of the Project. As one of the largest employers in the Valley, with nearly 1,200 employees, Providence is excited to partner with Blue Zones Project to enhance their wellness program, especially coming out of the COVID-19 pandemic, where they see a greater need for employees to focus on individual wellness. They look forward to participating in programs such as Walking and Potluck Moais, Purpose Workshops, and community volunteering.

✓ **Walla Walla University, the Project's community partner, plans to partner as a worksite and engage students in volunteer opportunities.**

As an Adventist university, Blue Zones Project principles are a significant part of many community practices at Walla Walla University for faculty, staff, and students. They look forward to enhancing their robust wellness program with Blue Zones Project's support.

✓ **Community giving and support is a cornerstone of many of the largest employers in the Walla Walla Valley.**

Many of the Valley's largest employers value giving—financially and of time—to the community. They support community initiatives and charity work financially and provide opportunities for employees to serve the community, either as a group or on an individual level. For example, Baker Boyer Bank devotes a portion of its budget

each year—more than \$100,000—to support non-profit and charity work in the Valley. Organizations are invited to apply for grants and sponsorships. Whitman College employees raise money annually for United Way and participate in numerous volunteer opportunities provided by the school.

Challenges

☐ **Lack of regular engagement in worksite wellness programs.**

While many of the worksites in the Walla Walla Valley offer worksite wellness programs, some including incentives such as lowered healthcare premiums, employees participation is low. Many see wellness programs as something that could help lower medical costs but not as a resource for improving health.

☐ **The pandemic will impact worksites and creating connections post COVID-19.**

Walla Walla Valley's worksites were split fairly evenly between sites that were essential during the pandemic and those that could work from home. A challenge they will all encounter is how to provide opportunities to connect colleagues, either in person or virtually.

☐ **Work-life balance culture changes at large employers.**

While all worksites involved with the one-on-one meetings and focus groups were supportive of partnering with Blue Zones Project and enhancing wellness programs, there was a consistent theme around the need for work-life balance and support of healthy daily habits from worksite leadership.

Opportunities

☐ **Many large worksites with existing wellness programs and committees are looking to increase participation.**

While many of the worksites in the Walla Walla Valley have wellness programs and, in some cases, wellness committees, there is enthusiasm for enhancing the programs with Blue Zones Project principles and support. There is also enthusiasm for increasing engagement and participation. Worksites believe that there will be additional interest in individual health post pandemic.

❑ Interest in collaboration among worksites to share best practices and resources.

The largest employers in the Walla Walla Valley are a diverse group of 21 worksites. While many belong to industry-specific organizations that provide resources and support, there was considerable enthusiasm for a committee, facilitated and supported by Blue Zones Project and the Chamber of Commerce, that would provide a place for sharing of ideas, resources, and challenges specific to the Valley.

❑ Greater emphasis on creating a worksite culture of wellness and health coming out of COVID-19 pandemic.

A consistent comment heard during the one-on-one meetings and focus groups was that post-pandemic worksites and individuals are putting a greater emphasis on their health. This provides an excellent opportunity for Blue Zones Project to be the model for this new emphasis. Worksites are willing to take on this added project knowing that Blue Zones Project offers support.

❑ Expand mental-wellness program options beyond contracted EAP programs.

While many worksites have an EAP (Employee Assistance Program), most are digital programs offered off-site. While this option can be the most comfortable for some employees and does not place additional work on human resources staff, it is often not the best fit for large-scale engagement. There is opportunity to explore options for workshops on topics such as gratitude, acceptance, and purpose.

❑ Host an annual community health fair that is sponsored by worksites and Blue Zones Project.

Hosting a community-wide annual health fair, sponsored by Blue Zones Project and Blue Zones Project Approved worksites, would not only serve the community but would provide a recruitment opportunity for worksites and a to extend their wellness practices to the greater community.



Grocery Stores & Restaurants

Grocery stores and restaurants are primed to play a key role in Blue Zones Project because more customers are seeking healthy options, and stores and restaurants want to meet this growing demand.

By following best practices from around the country, grocery stores and restaurants can increase revenue while improving customer health. Blue Zones Project provides access to staff support, resources, and marketing collateral to help grocery stores and restaurants implement best practices that will make the environment healthier in a revenue-neutral or revenue-positive way. Many are already pointing customers toward healthier choices, but there are opportunities to expand what is being done.

Blue Zones Project team members met with the following individuals and organizations:

- Steve Wenzel, Store Manager, Safeway Grocery Store on Rose Street
- Vicki Zanes, Owner, Andy's Market and the Market at Andy's
- Kyle Tabert, Executive Director, The Chamber of Commerce
- Kathryn Witherington, Executive Director, The Downtown Walla Walla Foundation
- Rebecca Lastoskie, Graze Restaurant
- Island Ainsworth, Owner, Saffron Mediterranean Kitchen

Grocery Store Strengths

- ✓ **The Walla Walla Valley hosts a balance of independently owned grocery stores and corporate chains, providing a diverse shopping experience in all areas of the Valley.**

There are eight grocery stores in the Walla Walla Valley. Five are large chain stores and three are locally owned markets. The grocery stores are well spaced geographically and tend to serve the communities living nearest to them. The furthest large neighborhood is roughly 1.2 miles from its closest store, while most neighborhoods are within walking distance of a grocery store.

- ✓ **Many of the grocery stores in the Walla Walla Valley source their produce from local farms.**

Support of local farmers in grocery stores is a common occurrence in Walla Walla Valley. Whether a large chain or locally owned store, local farmers are featured year round and especially in the summer when local produce is plentiful. While a trip to a local farm is a great experience, having local produce accessible in grocery stores provides greater exposure to more of the community.

Grocery Store Challenges

- ❑ **Community members choose the grocery store they believe offers lower prices in exchange for a lower quality product.**

While grocery stores in the Walla Walla Valley are located in neighborhoods, many community members chose to shop at Walmart because they perceive that prices are lower. In reality, neighborhood grocery stores offer competitive prices and a wider array of produce, including many from local farmers.

Grocery Store Opportunities

- ❑ **Leverage the corporate structure of Albertsons to partner with three of the eight grocery stores in the Walla Walla Valley.**

Walla Walla Valley has three Albertsons grocery stores, evenly distributed throughout the community. Because Albertsons is a chain, a commitment from the corporate office would translate to partnerships in all three stores, which would touch most of the Valley community.

- ❑ **Partner with schools and community organizations to conduct grocery store tours that highlight Blue Zones Project foods and best practices.**

Many stores offer tours for schools, but rarely do these tours highlight healthy foods and what can be made with them. Given school participation in Blue Zones Project, Blue Zones Project Approved grocery stores can offer tours that teach kids about Blue Zones longevity foods and offer tastings of healthy recipes featuring those foods. Tours can be offered during and after school so that students and families can participate. Partnering with local dietitians and nutritionists provides another opportunity to connect individuals in the community around food.

Restaurant Strengths

- ✓ **Most of the restaurants in the Walla Walla Valley are small and locally owned.**

While the Valley does have some chain restaurants, the majority is small and locally owned, giving them far more control over what they choose to serve. Given the vibrant farming community, many restaurants can source nearly all of their supplies from their own community.

- ✓ **The tourism economy and local community in the Walla Walla Valley support a strong foodie scene with an emphasis on farm-to-table cuisine and non-chain restaurants.**

The thriving tourism industry in the Walla Walla Valley, largely due to the wine industry, has brought with it a strong foodie scene. The foodie scene is sustained by locals and tourists who appreciate restaurants that follow a farm-to-table approach and source from local farmers. Even during the pandemic, local restaurants have stayed open due to the support of the community and farmers. Many new restaurants have already opened in 2021.

Restaurant Challenges

- ❑ **Consumer confusion over the expense of healthy food options.**

While many restaurants in the Walla Walla Valley offer healthy options, there can be a perception that either those options are more expensive or will not taste as good as unhealthy options. The Walla Walla Valley has some high-end restaurants practicing a farm-to-table approach, but those locations are perceived as for tourists or wealthier community members.

- ❑ **There is an abundance of unhealthy fast-food and food-truck options.**

While most of the restaurants in the Valley are not chains, the chain restaurants tend to be fast food. The Walla Walla Valley also has a strong community of food trucks, nearly 35 and growing, which typically do not offer a lot of healthy options. These businesses are independently owned and may partner with Blue Zones Project to incorporate healthier Blue Zones-approved options.

Restaurant Opportunities

☐ **Engage new restaurants prior to opening.**

Many new restaurants are opening in the Walla Walla Valley. Engaging restaurant owners prior to opening provides an opportunity to promote health and well-being from the beginning. Blue Zones Project could have the opportunity to influence restaurant design and menu descriptions prior to print and opening. Blue Zones Project could also drive traffic to new restaurants by promoting their healthy options.

☐ **Encourage restaurants to provide healthy kids meals on menus.**

Many restaurants include kids meals that do not have any healthy options. Adding healthy options to children's menus helps parents provide quick, nutritious meals for their kids.

☐ **For restaurants that already offer healthy foods, start by optimizing the menu.**

Restaurants that offer healthy options may not highlight or even list them, relying on customers to ask for alternatives first. Restaurants can increase sales of these items by using Blue Zones Project evidence-based best practices for optimizing a menu.

☐ **Offer a smaller portion size on popular menu items.**

By offering a smaller portion option for popular menu items, restaurants can cut down on food costs while increasing profit margin. Research has shown that if servers offer customers the option to downsize unhealthy side dishes, they typically say “yes”—even without a discount. Also, by charging more than 50 percent of the full-size price for half-size portions, they are more profitable than full-size portions.



Faith-Based Organizations

The Walla Walla Valley has a strong and diverse group of faith-based organizations that are passionate about serving the community.

Faith-based organizations are important partners for Blue Zones Project as they are rooted in the foundation of purpose. In other Blue Zones Communities, faith-based groups have had success engaging a diverse swath of residents, including ethnic minorities and low-income individuals who may not be participating in other aspects of the Project.

Blue Zones Project team members met with the following individuals and organizations:

- Rev. Nathaniel Malberg, Pastor, First Congregational Church
- Rev. David Sibley, Pastor, St. Paul's Episcopal Church
- Fr. Matthew Nicks, Pastor, Walla Walla Catholic Parishes
- Rev. Jeff Kinne, Pastor, College Place Village Church

- Rev. Andreas Beccai, Lead Pastor, Walla Walla University Church
- Dr. Tim Gillespie, Faith, health, and well-being consultant, Adventist Health/Blue Zones LLC
- Rebecca Lastoskie, Graze Restaurant
- Island Ainsworth, Owner, Saffron Mediterranean Kitchen

Strengths

- ✓ **Many of the Blue Zones Project Power 9 principles resonate with faith-based organizations.**

Power 9 principles like Right Tribe and Purpose are already a part of the faith-based community and could continue to grow with Blue Zones Project promotion and support.

- ✓ **Strong communication channels exist in faith-based organizations.**

Many faith-based organizations have strong channels of communication within their community, including social media pages, email blasts, texting and phone tree chains, and weekly bulletins. These channels provide an opportunity to communicate Blue Zones Project messaging and community events.

- ✓ **Local communities of faith have been active during COVID-19 in initiating and supporting outreach to meet needs.**

Many churches have initiated or continued programs to help individuals in the local community, including providing lunches and other meals for people who are homeless or food insecure, raising more than \$2 million to help pay medical debt, supporting the work of SonBridge, and helping families without legal papers sign up for and access relief funding.

Challenges

☐ **Lack of coordination between local congregations.**

Although congregations have come together at times to address specific community needs, there has no strong coalition of support and community of practice among faith-based leaders and congregations. Focus-group members said that while there is interest in a coalition, no one has had time or resources to take charge of logistics.

☐ **Smaller congregations lack capacity for wellness programming.**

Many faith-based leaders expressed an interest in wellness programming but lack capacity and expertise to design and implement content, events, and programs. Leaders expressed the strain felt by many in their congregations with regard to mental and emotional health due to past trauma, financial stressors, inequity, and the pandemic.

☐ **Lack of participation by communities of faith outside of the Christian tradition.**

During the discovery process there was no participation from communities of faith outside of the Christian tradition. The local team invited other faith traditions to participate in the conversation, but they did not respond.

☐ **Some aging congregations do not reflect the diversity of the Walla Walla Valley.**

The demographics of some congregations tend toward an older population that is mostly white. Leaders expressed a desire for their congregations to reflect the diversity of the Walla Walla Valley with regard to age and ethnicity.

☐ **COVID-19 pandemic has limited the ability of some communities of faith to connect with members of their congregations, amplifying feelings of isolation and stress.**

The pandemic has strained the ability of congregations to connect with some members who may lack access to reliable internet or who do not have the technological skills to utilize virtual platforms. Some congregation members report feeling isolated, with increased strain on mental and emotional health.

Opportunities

- ❑ **Blue Zones Project programming can support the capacity of faith-based communities to meet wellness needs and help some congregations connect with an intergenerational audience.**

Some communities of faith in the Walla Walla Valley expressed an interest in well-being programming but shared that there was a lack staff capacity to create and implement. Providing programming, including well-being content for use in newsletters and bulletins, would help support the desire to offer whole-person care and scale staff capacity. Forming a wellness council to lead well-being improvements at an organization, with the support of Blue Zones Project, could drive higher levels of member ownership and participation. The chair of the wellness council could sit on the larger coalition that brings together all faith-based groups working on community well-being. Diverse wellness programming will appeal to an intergenerational audience and increase the ability of communities of faith to reach younger families.

- ❑ **Offer programming that helps congregations and the community reconnect and feel safe post vaccine.**

Helping communities of faith offer wellness programming and events that feel “safe” as the vaccine rolls out will counter the isolation experienced by many during COVID-19. Blue Zones Project programs might include Purpose or Walking Moais and cooking demonstrations for plant-based meals.

- ❑ **Facilitate the creation of an inter-faith coalition around well-being that meets regularly.**

Facilitating a coalition of faith-based organizations would allow these communities to find language to talk about well-being in their congregations, share best practices for content and programming, and elicit support from the local Blue Zones Project team. Bringing together all faith-based groups that provide services to the community could reduce duplicative efforts, increase community participation by including all denominations and populations, and allow for a more holistic and strategic view of how efficiently to use church resources to improve congregational and community well-being.

■ Partner with local faith-based communities to utilize campus facilities for Blue Zones Project events and activities.

Partnering with local faith communities to utilize existing facilities to create positive wellness experiences for the Walla Walla Valley community could support the desire of faith-based leaders to utilize their facilities for successful community events and support Blue Zones Project goals. Many faith-based communities have facilities in neighborhoods that may choose to participate in Blue Zones Project initiatives. Such support could include kitchen facilities for cooking demonstrations or providing meals connected with events or programs in at-risk neighborhoods. Child-focused spaces could be utilized for offering childcare during programs or events and land on church properties could be used for neighborhood community garden programs.



Community Policy

Municipal governments play an important role in Blue Zones Project by shaping policies and building infrastructure in a way that lifts well-being for everyone in the community, not just those engaged through participating organizations.

Blue Zones Project focuses on three policy areas that have a profound impact on enhancing quality of life and well-being for citizens: food, tobacco, and built environment (which includes infrastructure, transportation, housing, and recreation opportunities). Blue Zones Communities that have adopted best practices in these areas have seen a more vibrant local economy where businesses and individuals want to locate and have been more competitive when applying for grants for community-improvement projects.

Blue Zones Project experts in the built environment, food policy, and tobacco policy completed detailed assessments of these areas during the months of January and February 2021. Detailed reports summarizing their findings are valuable resources for identifying priority policies and projects to pursue in the Walla Walla Valley over the next three years. Input highlighted in the summaries below and in the full reports included in the appendices

was gathered during focus groups and interviews with more than 120 stakeholders in the community.

Recognizing historical disparities in access to resources and opportunities, the Blue Zones Project team was intentional about ensuring the voices of traditionally marginalized populations were influential in the discovery process. Blue Zones Project Walla Walla Valley focuses specifically on the communities of Walla Walla and College Place. Walla Walla and College Place are located within the traditional lands of the Walla Walla, Umatilla, and Cayuse Nations.

Noted as a challenge across all three policy areas, poverty is an issue in both Walla Walla and College Place, with many people struggling to meet basic needs. The Walla Walla County Community Health Need Assessment (2017) notes, “There is a strong and consistent link between poverty and poor health outcomes both globally and within Walla Walla County. Due to cultural and social barriers, the cost of treatment, fewer education opportunities, poor living conditions, and many other factors, those living in poverty often have significantly worse health outcomes and shorter lifespans.”⁵

There are also significant wealth disparities in Walla Walla and College Place. Census data from 2017 show median annual income ranges widely, from \$36,979 in the western downtown area of Walla Walla (substantially lower than the US median annual income of \$60,336) to \$81,961 in the eastern part of Walla Walla. College Place reports a median income of \$47,512, also below the US average. This discrepancy exacerbates health disparities and gaps in access to opportunity.



Built Environment

Blue Zones Project works with community leaders to advocate for policies, principles, and best practices that bring back natural movement and choice in how people access places within their community.

Community infrastructure like trails, roads, sidewalks, housing, bike lanes, parks, and other public places affect our ability to move naturally, connect socially, and access daily doings. Municipal governments shape policies and build infrastructure in a way that supports healthy and active living, resulting in an enhanced quality of life and well-being for citizens, a vibrant local economy, and an attractive place for businesses to locate and individuals to live. The built environment of a community is also tied to the social determinants of health. The quality of the environments in which people live, work, learn, play, and pray directly impact their health, opportunity, and quality-of-life outcomes.

During January and February 2021, the built environment discovery process featured ten focus groups and eight interviews with stakeholders representing a diverse array of

organizations throughout the Walla Walla Valley. The process was led by three Blue Zones Project built-environment experts:

Dan Burden is a nationally recognized authority on active transportation, livable and sustainable communities, Complete Streets, Safe Routes to School, and bicycle and pedestrian facilities and programs, and he has helped more than 3,800 communities around the world become more walkable and bikeable.

Mark Fenton is a public health, land use, and transportation consultant who began his work in the field through rigorous study of the science of health and fitness. Mark has consulted with schools on student health, fitness, and walk-to-school programs; worksites on employee wellness programs; and community health and well-being initiatives. He is now an adjunct associate professor at Tufts University's Friedman School of Nutrition Science & Policy.

Danielle Schaeffner has led and supported a range of active transportation efforts, including work in comprehensive and mode-specific planning, Health Impact Assessment (HIA), Complete Streets, and built-environment policy guidance. Danielle is passionate about working with partners across sectors to promote policy, systems, and environmental changes that increase access to multimodal options for all ages, races, incomes, and abilities and has contributed to equity and built-environment reports and guidance documents.

Strengths

✓ **Walla Walla and College Place have strong foundational policy frameworks.**

While Walla Walla and College Place are unique in their multimodal infrastructure and needs, both communities have foundational policy frameworks to encourage walkable, bikeable, and multi-modal transport and land uses. Both communities have good Complete Streets policies in place, are governed by the Walla Walla Valley Metropolitan Planning Organization plan, and are included in a regional trails plan. Both communities have comprehensive capital-improvement project plans through at least 2023 that call out accommodating all modes and users and include projects such as intersection improvements, sidewalk replacement, and park redevelopment.

✓ **Leaders and community members are knowledgeable, committed, and passionate.**

The discovery process included conversations with an array of agencies, organizations,

and individuals who are passionate about working towards a healthier Walla Walla Valley. There is great local knowledge about designing livable, safe, and accessible environments for those on bike, foot, and transit. Leadership throughout the community is on board and community advocates work tirelessly to improve the lives and well-being of residents.

✓ **Strong partnerships foster a collaborative approach to community planning and development.**

There are existing and potential partnerships in the community with government and non-government entities. The Blue Mountain Region Trails Plan is a wonderful example of this community-level collaboration. There are also tremendous community-based organizations with committed leadership that support these communities and provide examples of engagement and partnerships helping projects get successfully passed and funded, such as the Isaacs Street road diet.

Challenges

❑ **Diverse, affordable housing is not readily available.**

Efforts like the encouragement of accessory dwelling units (ADUs) and density have created the policy landscape for more diversity within both Walla Walla and College Place. However, there are fears about height and increasing density to the detriment of community character and existing home values. Greater engagement and technical training on context-sensitive density are required. Placement of housing must also provide diversity in housing types, fit within the character of its context, honor existing homes, and be location efficient.

❑ **Cross-jurisdictional collaboration can be challenging.**

Numerous stakeholders spoke to the need for greater cross-jurisdictional collaboration, region-wide coordination, and engagement with other disciplines to advance common goals. There is a great need for thoughtful land-use planning, intentional housing construction, and development coordination between the cities and county, especially as land is annexed and requires city services.

❑ **Funding available for maintenance and new infrastructure projects does not meet need.**

All entities engaged in the discovery process noted that the local jurisdictions lack

sufficient funding to complete planned built-environment projects. Cities often rely on competitive state and/or federal funding, which can make it difficult to plan ahead for infrastructure projects. Additionally, the City of Walla Walla relies on funding from a Transportation Benefit District which will be voted on again in November 2021. If renewal is not endorsed by the community, there will be significant challenges associated with funding. This lack of funding leads to a reactionary rather than proactive approaches to maintaining and investing in the built environment.

❑ Many schools lack surrounding infrastructure or activities that would ensure Safe Routes to School (SRTS).

Some model Safe Routes to School infrastructure projects have been completed, but many parents fear letting children walk and bike to school. Some schools lack sidewalks and safe crossing facilities directly adjacent to the school building.

Opportunities

Opportunities to improve the built environment in order to positively impact the health and well-being of community members are broken into three categories.

I. Advance Complete Streets and Multi-modal Planning

❑ Facilitate a ‘Performance Measures’ Workshop with local, regional, and state stakeholders.

At a local and regional level, there may be opportunities to utilize performance measures that evaluate and account for walking, biking, transit modes, placemaking, tree cover, health equity, sound levels, and other livability factors, to be included in the metrics of success for local projects.

❑ Support Active Transportation Plan efforts in partnership with the Walla Walla Valley metropolitan planning organization.

The region’s first Active Transportation Plan is slated to be completed by 2024. The next few years offer tremendous opportunity for the Blue Zones Project team and its partners to assist with and support efforts of the Walla Walla Valley Metropolitan Planning Organization.

❑ Advocate for the renewal of the Transportation Benefit District Fund.

Both Walla Walla and College Place would benefit from the renewal of this funding source.

❑ Implement tactical-urbanism pop-up demonstration projects throughout the Valley.

Demonstration projects can include parklets, outdoor dining, intersection art, curb extensions, passageways, safe and accessible street crossings, human-scaled lighting, and street greening. These projects will provide opportunities for public engagement before, during, and after Project implementation around value sharing, visioning, and celebrating the uniqueness of the region's downtowns and neighborhoods.

❑ Engage the community to advance infrastructure to support active transportation.

There is a stated need throughout the Valley for equitable community engagement, and the Blue Zones Project team can help facilitate this process.

II. Advance Healthy Land Uses and Access to Recreation Opportunities

❑ Develop a public engagement and technical training program on context-sensitive density.

There is an opportunity to provide Walla Walla and College Place with guidance and training on context-sensitive density. There is an opportunity to advance a diversity of housing types, including townhomes, duplexes, quadraplexes, row houses, accessory dwelling units, and multi-family units that are sensitive to the area.

❑ Support efforts to expand access to diverse and affordable housing with strategies like updating residential codes to encourage development of “missing middle” housing.

There has been a robust local effort to explore housing needs in the Walla Walla Valley. Community Council completed an Affordable Housing Study and Report⁶ in 2018, which, along with the Walla Walla County Council on Housing's Plan, also completed in 2018, identifies several priority areas that Blue Zone Project can support, such as the creation of a community housing trust called Common Roots.

❑ Amend the zoning codes to address parking requirements.

A key step in developing a community that is friendly to active transportation modes is to disconnect parking minimums from development requirements.

❑ Support implementation of the Blue Mountain Region Trails Plan.

Given the robust engagement for this plan, implementation should be coordinated to deliver easy wins and leverage regional investments.

III. Ensure Safer Routes and Support Transit Integration

❑ Facilitate input into and advance Valley Transit’s comprehensive operational-analysis update.

Valley Transit is updating its multi-year plan, and the Blue Zones Project team could assist with engagement and feedback, including input on current routes and frequencies, bus stop assessments, and partnership development.

❑ Coordinate transportation planning, including transit, with higher-education institutions.

Students travel from College Place to Walla Walla and to shopping and eating venues. Linkages between higher-education institutions and other destinations in the Valley are critically important.

❑ Perform accessibility audits at transit stops.

This is a critical component for developing an equitable transportation system.

❑ Prioritize traffic calming around schools.

It is challenging for children to walk or cycle to school in Walla Walla and College Place due to wide, impassable roads with sidewalk gaps on key streets and a lack of safe crossing supports. There is a clear need to enhance some routes and crossings to schools with infrastructure improvements and program enhancements.

❑ Provide sheltered, secure bike parking at destinations throughout the Valley, including at high schools.

This will encourage residents to engage in active transportation more frequently.

❑ Offer a bike maintenance program at elementary schools.

Elementary schools can incorporate bicycle skills and safety training in physical-education curriculum, recognizing these as foundational skills for a lifetime of physical activity.

Conclusion

With a strong downtown focus, great family-centered neighborhoods, well-located educational institutions, a care for preserving agricultural and nearby wooded lands, and an awareness of the challenges associated with growth, the Walla Walla Valley is in a good position to advance a healthier future for its residents. The region would benefit from training and funding supports to coordinate efforts, ensure suitable development within urban growth boundaries, orient staff, and draw together elected leaders, partners, and residents around good built-environment practices.

The community can build upon the historic town center of Walla Walla, build a missing town center in College Place, maximize the gifts of population growth, quality healthcare, and learning centers, and become a model for livability, great governance, partnership, and responsible urban growth. The Blue Zones Project team is well positioned to support the community as it focuses on Complete Streets projects, healthy land-use practices, and multimodal planning to ensure safe routes for all, ultimately advancing the community's stated values.

A detailed built-environment report highlighting the findings of the discovery process is included in the appendix. See full report for citations.



Food Policy

Food-policy change with Blue Zones Project is a community-led transformation program bringing residents, business leaders, advocates, and community leaders focused on the food environment together to collaborate on projects and programs that improve health and well-being.

The Walla Walla Valley food-policy discovery process was supported by three Blue Zones Project national policy experts:

[Maggi Adamek, PhD](#), is nationally recognized for her unique impact-oriented approach in helping people and partnerships create healthy communities. She is an expert in food-systems change—from production to consumption—helping communities launch initiatives to improve local economies, public health, and agricultural systems. Maggi will host the food policy summit and assisted with the assessment of challenges and opportunities for the Walla Walla Valley food environment.

Nadja Berneche is the lead consultant and director of healthy communities projects with Terra Soma. With nearly fifteen years of experience in the field, she is a content expert at the intersection of local food policy and community planning, providing technical assistance to local governments, non-profits, and community members working to increase healthy food access. She uses local community planning as a tool to strategically identify and implement initiatives to increase access to healthy food, physical activity, and health equity. Nadja played a lead role in all food policy focus groups and interviews.

Miles Gordon is a recognized leader in food-systems development, community engagement, and multi-stakeholder and bilingual (Spanish/English) facilitation. Miles has most recently served as food systems director for North Coast Opportunities (NCO), located in Mendocino and Lake Counties, California.

Strength

✓ **The local hunger-relief sector is well developed and uses best practices.**

Although food insecurity is an issue in the Walla Walla Valley (11 percent of the population and 18 percent of children experience food insecurity), there are many robust organizations that provide food to those in need throughout the community. The Blue Mountain Action Council (BMAC) supplies food to 40,000 clients in five counties through 18 partner organizations annually, including the eight food banks serving Walla Walla and College Place.

✓ **There are many diverse options for purchasing food in Walla Walla and College Place.**

Walla Walla and College Place offer 44 full-service dining opportunities in the community. There are also 32 fast food restaurants, many food trucks, eight grocery stores, and several small grocery retailers and specialty grocery stores. Walla Walla and College Place each have a seasonal farmers market as well.

✓ **Existing community gardens enable individuals to grow their own food and offer opportunity for expansion.**

There are three community gardens in Walla Walla and College Place, including the Walla Walla University Church Community Garden, Assumption Community Garden, and the Rees and Sumach Community Garden. College Place has taken recent steps to support community gardening space.

✓ **The Valley supports a strong agricultural economy and locally grown products.**

According to the US Census of Agriculture, Walla Walla County is home to 903 farms (93 percent of which are family owned) and 181 wineries. Ten percent of area farms sell directly to consumers. The organizations Walla Walla Grown and the Walla Walla Valley Food System Coalition are active and foster partnerships across many area producers. A robust feasibility study completed in March 2020 focuses on creating a local food hub, which would create a central location for producers to process their products.

✓ **Restaurants are generous to the community.**

Restaurant owners, staff, and chefs are incredibly generous to the Walla Walla community. They contribute substantial donations to hunger-related causes and support farmworkers and food-service workers.

✓ **Food-skills programs and nutrition education are available to many in the community.**

WSU Extension, Walla Walla County, and Walla Walla Valley Farm-to-School, part of the Sustainable Living Center, all offer various nutrition education and food-skills programs to the community. Walla Walla Community College and Walla Walla High School also offer culinary and food-skills programs.

Challenges

❑ **Food insecurity is an issue in the Walla Walla Valley.**

While hunger-relief efforts are robust, food insecurity remains a concern and is rooted in access. In 2017, Walla Walla County experienced an overall food insecurity rate of 11 percent of the population. Households with children experience even higher rates: 17.7 percent of children experience food insecurity and 56 percent of children are eligible for free or reduced school meals, compared to 46 percent statewide. Stakeholders in the hunger-relief sector report demand has at least quadrupled during COVID-19. Undocumented farmworkers and other immigrants are not served well by the current hunger-relief system for a variety of reasons, including lack of transportation and existing practices that require identification to receive assistance. Lower-income neighborhoods in the Valley often lack full-service grocery stores and farmers markets, and residents may have a more difficult time accessing healthy food options.

❑ Local, small-scale producers lack the resources, assistance, or capacity to scale up production and/or sell to local institutions.

Many small-scale producers are interested in scaling up production to sell to schools and other institutions, but they need technical assistance with GAP certification and other USDA requirements. They also have identified the lack of a central processing facility to develop value-added products as a barrier to expanding business operations. There is a tension between the need for affordable housing, rising land values due to tourist and retiree growth, and agriculture land values, which make land access for agricultural enterprise very expensive. Many small-scale growers must rent the land they farm on, which is another barrier to expansion.

❑ Many residents lack resources and skills to grow, preserve, and/or cook their own food.

There is growing community interest in gardening, but many households lack the yard space, resources, time, and skills to garden, cook, and preserve their own food.

❑ High cost of housing leaves many households financially burdened with little disposable income for basic necessities like food.

The lack of affordable housing in the Valley is well documented and the subject of several ongoing initiatives. High cost of living, low wages, a housing shortage, and rising land values leave many households in the Walla Walla Valley with little money for basic necessities like food and medical care. This is even more severe for farmworkers and their families.

❑ A lack of consistent, reliable transportation is also a challenge for many households.

In Walla Walla, people primarily commute by car or carpool (80 percent), and only 1 percent of workers use public transportation. Those interviewed reported that, without a personal vehicle, getting to the grocery store or to food pantries is a challenge. Many residents without vehicles depend on friends or family to take them to get groceries because it is challenging to travel on public transportation with bags of groceries. With the pandemic, people are shopping less to minimize exposure, but they are purchasing more in a single trip. This makes those without vehicles even more reliant on family and friends and is especially relevant for farmworkers who often live outside of cities.

❑ Cultural norms perpetuate availability of unhealthy food and beverage options throughout the community.

Cultural norms and ease of access to sugar-sweetened beverages negatively impact diet-related chronic-disease risk factors in the community. Some restaurant menus offer few, if any, healthy options, and convenience stores lack fresh produce and other healthy foods. Many youth sports and public pool concessions are also unhealthy. Senior citizens and youth eat far fewer than the recommended number of fruit and vegetable servings per day.

❑ There is no permanent mechanism for advancing food policy in the Valley.

While there has been extensive exploratory work, there is no permanent mechanism to development and advance community-wide food policy. This includes implementation of the Food Hub Feasibility Study, completed in March 2020.

Opportunities

❑ Implement recommendations in Food Hub Feasibility Study.

A food hub would provide a central location for small, local producers to process their products. This could be pursued in partnership with Walla Walla Grown and the Walla Walla Valley Food System Coalition, among other partners.

❑ Protect high-value farmland in the Valley.

Incorporating or enhancing elements that support farmland preservation in local plans can help protect farmland in the Valley. This can also preserve the region's agricultural character, protect food supply, and ensure an affordable land base for farmers.

❑ Increase access to technical assistance support for local growers.

Through a partnership with WSU Extension and/or Washington Tilth, comprehensive technical assistance can help develop and expand wholesale production and connect growers with institutional markets.

❑ Support local gardening efforts.

Local governments can implement policies that foster gardening and urban agriculture either within individual lots or in shared spaces like community gardens. These programs could specifically target underserved areas. These programs may be accompanied by educational efforts related to gardening, cooking, and preserving food. Work in this area began in 2020 with the City of College Place approving the use of land adjacent to City Hall for a community garden.

❑ Establish or update and enforce institutional guidelines related to healthy vending and/or sugar-sweetened beverage sales.

These guidelines should target workplaces, schools, after-school programs, recreation sites, and college campuses. Policies and funding can support hydration stations in all schools, parks, and recreation facilities.

❑ Incentivize restaurants, food trucks, or convenience stores to offer healthier food and beverage options.

This policy should establish standards for encouraging food trucks and restaurants to offer at least one Blue Zones-approved menu item. Guidelines and incentives can help support a healthy convenience store effort, ensuring that neighborhoods without access to a grocery store may still be able to purchase healthy food items nearby.

❑ Eliminate barriers to healthy-food access and food assistance.

Requiring identification for participants to access food from food pantries can act as a barrier that keeps people from accessing the food they need. Additionally, bringing food assistance to community members in need (where they live or work) rather than offering it only in one location can increase access. Universal SNAP screening for seniors at area healthcare providers and a Veggie Rx or CSA program for seniors and people with chronic health issues might also help increase access.

❑ Build on past successes of local school nutrition efforts.

Strengthen the existing farm-to-school programming by increasing the percent of food procured from local producers and developing healthy food procurement policies. This will help eliminate some barriers school nutrition staff face in providing healthier, local options. School nutrition guidelines for Walla Walla and College Place may need to be revisited and updated.

Establish a food-policy council.

Establish a multi-sector food-policy council affiliated with city or county government to develop and implement food policy on an ongoing basis.

Conclusion

The food-policy discovery process revealed wide-ranging support for Blue Zones Project as well as enthusiasm for a diverse array of food-systems initiatives and opportunities. The emerging food-policy agenda for Walla Walla and College Place should find ways to foster constructive, effective relationships and efforts that leverage the numerous assets available to cultivate healthy food environments, foster food skills, and enhance healthy food infrastructure, all grounded in the heritage and culture of the region's food system.

A detailed food-policy report highlighting the findings of the discovery process is included in the appendix. See full report for citations.



Tobacco Policy

Each year cigarette smoking kills about 8,300 adults in Washington. In Walla Walla County, 13 percent of adults and 8 percent of youth smoke cigarettes. The rate of youth usage is even higher for vaping and e-cigarettes: 13 percent of youth in the county use e-cigarettes.

The information summarized below is from interviews and information obtained from key stakeholders related to existing tobacco-prevention and control efforts. Based on these interviews and a review of the existing data and other information, there appears to be high interest in supporting tobacco-free efforts in the Walla Walla Valley in partnership with Blue Zones Project. The Walla Walla Valley tobacco-policy discovery process was supported by a Blue Zones Project national policy expert:

[Richard Killingsworth](#), M.P.H., is a senior advisor for tobacco policy to Blue Zones Project. He also serves as the director of the Center for Public Private Partnerships in Health at the University of Delaware, where he is also an Associate Professor in the College of Health

Sciences, Department of Behavioral Health and Nutrition. Rich led all of the interviews during the discovery process. Rich conducted interviews with key stakeholders between January and February of 2021.

Strengths

✓ **The cities of Walla Walla and College Place prohibit smoking in public spaces.**

Smoking is prohibited in public places, the definition of which includes schools and educational facilities and specifies a presumptively reasonable minimum distance of 25 feet from entrances, exits, windows that open, and ventilation intakes that serve an enclosed area where smoking is prohibited. Walla Walla has 15 public parks, all of which are supported by a clean-air ordinance that prohibits smoking and vaping.

✓ **State, regional, and county health departments are valuable partners.**

The state and local health departments have exceptional staff that are trained to address tobacco prevention and control initiatives; however, both the state and county agencies have limited funding, staffing, and other resources. The Benton-Franklin Health District supports tobacco prevention and cessation in Walla Walla County, while the Walla Walla County staff focus on marijuana prevention and cessation. In addition, the State of Washington was an early adopter of raising the legal purchasing age to 21 (in February 2019), with implementation of Tobacco and Vapor 21 starting January 1, 2020.

✓ **Public and private schools are moving toward national best practices in the way they address substance use among youth.**

Local public and private schools support tobacco-free policies, and cessation efforts seem to be shifting to less punitive approaches. Additionally, local elected officials in both Walla Walla and College Place have a good reputation among community residents for being supportive of activities and policies related to community health and well-being.

✓ **Local leaders and private and non-profit partners are supportive of efforts to improve health and well-being.**

Local businesses are supportive of local efforts to improve the health and well-being of the community. Additionally, health-focused non-profits seem invested in supporting a culture of health.

Challenges

☐ **The Washington State preemption law will limit local tobacco prevention efforts.**

The preemption law in Washington is restrictive and could constrain local innovation of tobacco prevention efforts.

☐ **Enforcement of smoke-free policies is limited.**

Most smokers seem to adhere to “no smoking” policies and signage, but general tobacco-free enforcement appears limited.

☐ **There is a lack of a specific, comprehensive, and collaborative approach to addressing youth tobacco use.**

Initiatives that focus specifically on youth tobacco prevention in the county or school districts appear limited and are focused broadly on all substances, which dilute the risk of tobacco use. Additionally, it does not appear that schools, youth-serving, and faith-based organizations are working jointly to implement prevention efforts.

☐ **Local capacity and funding are limited.**

There is no known locally operated tobacco-cessation program other than what is offered through Quitline. Locally, there are a limited number of trained professionals who can provide assistance to implement comprehensive tobacco prevention and control initiatives, especially policy-related efforts. All interviewees identified lack of funding and staffing as limitations, especially because so many local public-health resources have been dedicated to the COVID-19 response. Additionally, compared to other states, Washington dedicates a very small percentage of the Tobacco Settlement funding to tobacco cessation and prevention.

☐ **There has been a rise in vaping among youth.**

Most of the stakeholders interviewed commented that it appears youth are vaping more openly without any constraint. Additionally, there are many misconceptions about the health benefits of switching from cigarettes to vaping.

Opportunities

- ❑ **Work with local higher-education campuses to promote and expand smoke-free campus programming.**

Work closely with higher-education campuses in the enhancement of current campus-wide policy, including options for enforcement and alignment with the Tobacco-free College Campus initiative.

- ❑ **Implement voluntary tobacco-free zones in the central business districts.**

Voluntary tobacco-free zones or corridors in the central business district could create healthier destinations. While this would significantly increase smoke-free spaces, it could face pushback from some local businesses and community members.

- ❑ **Develop a smoke-free event-permitting policy.**

A smoke-free event-permitting policy would require events within either city to be promoted and enforced as smoke-free by the sponsoring organization.

- ❑ **Enhance the wellness policies for both school districts.**

An enhanced school district wellness policy in both Walla Walla and College Place could explicitly identify tobacco-prevention strategies, including youth-led activities and enhanced tobacco education and cessation efforts. It is important to ensure that policies addressing youth substance use adhere to national best practices and avoid punitive responses.

- ❑ **Involve local non-profit, for-profit, and faith-based organizations.**

The Walla Walla Valley has many influential organizations that could provide support through either prevention or cessation services and could formalize tobacco policies specific to their settings.

- ❑ **Restaurants and bars could offer smoke-free outdoor seating.**

Local restaurants and bars could expand smoke-free spaces and include outdoor patio areas and other adjacent spaces.

❑ **Collaborate with local healthcare partners.**

While local healthcare systems' campuses are tobacco free, they could implement and/or promote tobacco-free campuses and support improved staff and patient education and referral.

❑ **Support youth-led initiatives.**

The communities can implement youth-driven initiatives and partner with youth-serving organizations to engage youth in peer-to-peer education and advocacy.

Conclusion

Although the state-level preemption complicates and limits the ability of local governments in the Walla Walla Valley to address tobacco use throughout the community, Walla Walla and College Place are eager partners and are prepared to come together to prioritize a comprehensive tobacco-free initiative. The level of partnership between organizations in the Valley along with a shift toward comprehensive behavioral health approaches toward youth tobacco use are promising opportunities that will strengthen the Valley's ability to support smoke-free environments.

A detailed tobacco policy report highlighting the findings of the discovery process is included in the appendix. See full report for citations.



Individual Engagement

By making changes to personal habits and surroundings, individuals can improve their well-being, make healthier choices more accessible, and thereby enjoy an increased quality of life.

Through Blue Zones Project, there are a variety of actions individuals can take, ranging from independent activities like the Blue Zones Project Personal Pledge and the Power 9 principles to group activities like Walking or Potluck Moais and Purpose Workshops.

Research suggests that for an organization or community to change, at least 15 percent of the population must be actively practicing and promoting an idea. This is known as “tipping point” theory. Blue Zones Project will strive to engage at least 15 percent of Walla Walla Valley residents to actively improve their well-being, but we will not stop there. We hope to reach the entire community with communication strategies. In some Blue Zones Communities more than 90 percent of residents are actively participating in or aware of Blue Zones Project. Success is highly dependent on engaging the community at large, including individuals of all ethnicities and socioeconomic backgrounds.

During the Foundation and Planning Phase, the Blue Zones Project Walla Walla Valley team had the opportunity to meet with community members representing civic and non-profit groups, the business community, restaurant industry, wine industry, healthcare providers, city government, and media outlets. Through individual meetings, we identified the following strengths, challenges, and opportunities for individual engagement. Appendix B has a list of all individuals and organizations engaged.

Strengths

✓ **A rich heritage of non-profits, civic organizations, and local foundations exists.**

The Walla Walla Valley benefits from a network of non-profit and civic organizations as well as local foundations focused on initiatives and service. There are 150 or more organizations in Walla Walla and College Place working on positive community change, many of which align with Blue Zones Project goals. Creating stronger social connections is an emphasis of neighborhood-engagement programs led by Commitment to Community of the Blue Mountain Action Council and the City of Walla Walla, as well as the Walla Walla Valley Disability Network. Healthy eating is a focus of The Star Project's work with clients and at the after-school and summer program at Valle Lindo run by the Children's Home Society. Volunteering is an emphasis at various organizations, including Blue Mountain Humane Society, Exchange Club of Walla Walla, and the Walla Walla Sunrise and Noon Rotary Clubs. Many organizations have well-developed networks of communication with residents and volunteers. Blue Zones Project will benefit from partnering with local non-profits and civic organizations to ensure the Project's individual engagement activities are made available to everyone in the community.

✓ **Strong support from community leaders and key influencers.**

Blue Zones Project Walla Walla Valley has strong support from College Place and Walla Walla city staff, civic leadership, and local school districts. Many of these individuals were involved in the initial site visit and maintained momentum until the Project was officially announced. Key leaders are also serving on the steering and leadership committees and as influencers.

✓ **Multiple local activities and events create opportunities to engage the community in Blue Zones Project.**

Aside from the pandemic, a full calendar of local events and activities provides opportunities for connection to individuals and families in the Walla Walla Valley. These include youth and adult sports leagues, fitness programs run by the YMCA, outdoor seating areas provided by the city, and online lectures offered by our colleges and local library. The Valley is home to multiple events that appeal to a diverse population, including farmers markets, parades, rodeos, national night out, movie nights, seasonal wine tasting weekends, Walla Walla Sweets baseball, sports tournaments, Dios de los Muertos Festival, Sweet Onion Festival, 4th of July in the Park, and a Renaissance Faire. Much of the population lives within 10 minutes of the downtown centers of Walla Walla and College Place, fostering participation at community events at parks and other natural gathering spaces within the cities.

✓ **Strong support for Blue Zones Project from local universities and the community college.**

Local colleges, including Whitman College, Walla Walla University (WWU), and Walla Walla Community College, bring thousands of students to Walla Walla Valley each year. These schools strive to connect their student communities with meaningful learning experiences that encourage students to volunteer, share talents, explore interests, respond to community needs, and become active citizens. Whitman College⁷ partners with over 100 non-profit agencies in Walla Walla. One of the core themes at WWU is, Generosity in Service. This theme is lived out through WWU's Center for Humanitarian Engagement (CHE), which works to build long-term relationships within the community and connects students with specific skills with the needs of local and global organizations. CHE⁸ offers numerous events that promote a culture of volunteering and giving back. For example, every weekend throughout the academic year, the university hosts Community Action and Relief Experience (C.A.R.E) weekends, which are 1–2-hour service opportunities. Further, twice a year, an entire day is dedicated to bring students, faculty, and staff together to complete service projects for local organizations and private residents in need. There is great opportunity for Blue Zones Project to partner and build on the work already being done at local colleges.

✓ **Walla Walla Valley residents take pride in the community and helping each other.**

When called to action, residents and agencies respond to help. The community is known for coming together to get things done. This sense of pride and giving back is evidenced

by the large number of aligned community initiatives that support well-being, such as the Blue Mountain Region Trails Plan, the Community Health Improvement Plan, and the Mill Creek Coalition. Another example of civic engagement are the COVID-19 vaccination events that are run in partnership with the Walla Walla County Department of Community Health, Providence St. Mary Medical Center, and Walla Walla University. Each event is staffed by 300 volunteers, with a 600-person volunteer waiting list.

Challenges

❑ Significant portions of the community experience barriers to participation in wellness programming or events because of language barriers, disability, food and housing insecurity, transportation, stigmatization, and trust.

To ensure equitable access to Blue Zones Project programs, initiatives, and events, the local team will need to address barriers. Some barriers include language access, scheduling programming at trusted locations supported by public transportation or within at-risk neighborhoods, and offering childcare and a meal to support financially stressed families. Blue Zones Project Walla Walla Valley also needs to build trust with historically marginalized population groups by partnering with trusted organizations and tailoring programs to meet needs. Blue Zones Project will need to create welcoming spaces that overcome stigmatization felt by families with individuals who have disabilities, lack legal papers, or have an incarceration history.

❑ Local communications channels are limited.

The online newspaper and local radio stations are only offered in English. Non-English-speaking residents resort to regional resources that may not have local information. Also, there is not a comprehensive community calendar where residents can learn about community events or volunteer opportunities. There are many senior residential-living or assisted-living facilities in Walla Walla and College Place, but there are not many programs that support intergenerational socialization or volunteering.

❑ People are suffering emotional and psychological effects of being isolated and disengaged due to COVID-19.

Isolation is amplified among community members who lack access to reliable internet or the technological sophistication to engage on virtual platforms. Blue Zones Project implementation during the pandemic may limit participation in activities and events. Creativity will be needed to engage the breadth of the population in the Valley.

❑ Busy schedules leave little space for Blue Zones Project values like downshifting and creating healthy meals.

Many people are too engaged and are trapped in the culture of doing more and being the best. Individuals and families are so busy, they don't have time to downshift or make and eat a healthy meal together. The challenge will be to make slowing down and taking care of yourself and your family a priority. Blue Zones Project will have to create opportunities to educate about the health value of downshifting and reassure this group that less may really be more.

Opportunities

❑ Front load health equity, diversity, and inclusion in the Walla Walla Valley Project Blueprint.

At a time when some communities within the Walla Walla Valley are disproportionately feeling the impact of the pandemic, Blue Zones Project has the opportunity to facilitate well-being for all by prioritizing access to programming among at-risk populations. This includes providing translation, childcare, meals, and access to public transportation for Blue Zones Project events or committee meetings. The local team can also create targeted programming schedules mindful of seasonal earning patterns and events where people who have historically experienced discrimination feel wanted and are able to participate.

❑ Partner with trusted non-profits to provide support for existing well-being programs and initiatives.

Trusted community partners who offer programs that support wellness could benefit from Blue Zones Project support and expertise. Partnering to enhance existing programs and initiatives could scale capacity and build bridges in communities. For example, STAR annually works with 100 recently incarcerated individuals and their families during the reentry process. These individuals often suffer from a protracted period of a sedentary lifestyle and poor nutrition while incarcerated and would benefit from education and support in creating healthy habits and learning to cook in a healthy way while on food assistance. During focus groups and meetings with individuals, the local team explored numerous ways Blue Zones Project can partner with local organizations to scale existing efforts by offering programming support, including cooking demos, Walking and Potluck Moais, and other educational wellness programming.

■ Communicate in English and Spanish to engage everyone in the community, and partner with trusted neighborhood engagement programs.

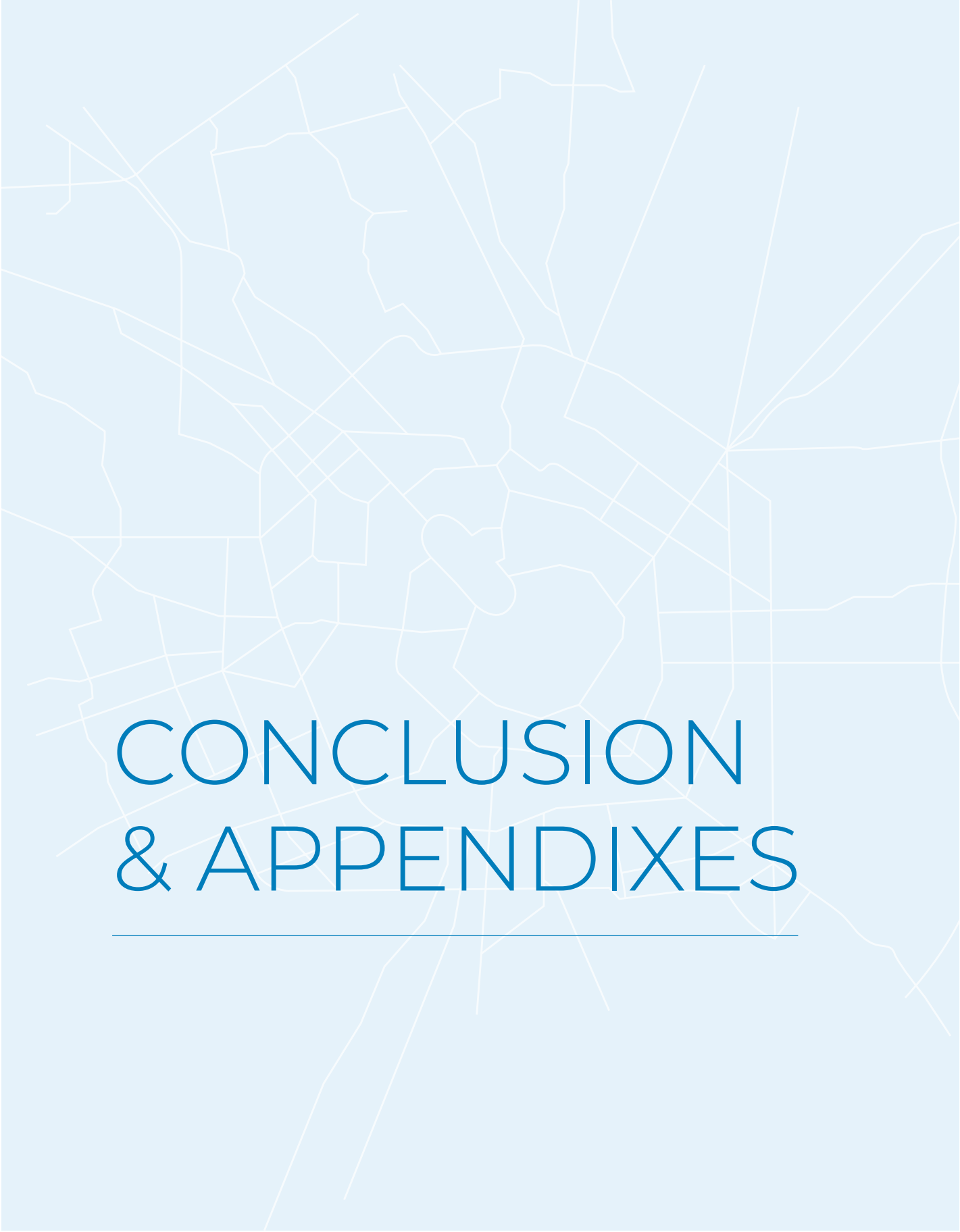
With 22.27 percent of the population reporting as Hispanic or Latino (per U.S. Census Bureau Data, 2019), communicating in English and Spanish in a multi-channel approach is paramount to successfully informing all community members about Blue Zones Project. Fortunately for the Walla Walla Valley, dual programming is becoming the norm. Partnering with organizations such as Commitment to Community and Community Council, who offer programming and events in English and Spanish, will help the Project scale engagement. Additionally, identifying and providing compensation to strategic trusted voices who help build bridges in local Spanish-language communities will be key to the Project's success. Prioritizing intern(s) of color who speak Spanish will help the local team connect all members of the community to Blue Zones Project engagement opportunities.

■ Create events that feel safe and provide points of connection for individuals as the community emerges from the COVID-19 pandemic.

Community leaders expressed an increased desire to have wellness programming that feels safe and helps people connect. Blue Zones Project can help engage people through thoughtful wellness programs and events. The timeliness of these events will meet felt needs and counter the isolation experienced by many during COVID-19.

■ Create community gardens.

Creating community gardens, including targeting at-risk neighborhoods, could build points of community connection, increase food access and security, and provide opportunities to downshift and move naturally. Community gardens also create opportunities for other well-being programming, including cooking demos, sharing plant-based recipes, and Moais. Local churches in neighborhoods might be willing to provide the land and host programming, and the Walla Walla Public Library offers a seed bank, educational materials, and space for programming. Further, the City of College Place recently donated land to establish a community garden in the City of College Place adjacent to City Hall.



CONCLUSION & APPENDIXES

Conclusion

The Walla Walla Valley began its journey to becoming a Blue Zones Project demonstration community in the fall of 2017 through a competitive selection process. Since that time, the community has been committed to spreading awareness of the Project and gaining leadership support. Organizations such as the cities of Walla Walla and College Place, Walla Walla University, Walla Walla and College Place Public Schools, Blue Mountain Action Council, Whitman College, and the Walla Walla County Department of Community Health have been instrumental in identifying strengths, challenges, and opportunities to well-being improvement throughout the Walla Walla Valley.

During the Foundation and Planning Phase, the Blue Zones Project team was impressed with current initiatives in the Walla Walla Valley that are focused on improving the health and well-being of residents and ensuring equity is at the forefront of all planning and implementation efforts. There is much community pride and commitment to making the Walla Walla Valley a healthier, happier community.



Appendix A:

Community Demographics

Population and Demographics

ZIP CODE	COMMUNITY	POPULATION
99362	Walla Walla, WA	32,793
99324	College Place, WA	9,182

Source: U.S. Census Bureau. (2019). American FactFinder¹³

Population Distribution for Walla Walla

	Population Walla Walla (99362)	Percent	Population College Place (99324)	Percent
Total population	32,793	100.0	9,182	100.0
One race	31,098		8,772	95.5
White	26,962	82.2	7,723	84.1
Black or African American	658	2.0	139	1.5
American Indian and Alaska Native	212	.6	98	1.1
Asian	755	2.3	195	2.1
Asian Indian	38	0.1	0	0.0
Chinese	291	0.9	16	0.2
Filipino	180	0.5	75	0.8
Japanese	48	0.1	0	0.0
Korean	117	0.4	0	0.0
Vietnamese	45	0.1	9	0.1
Other Asian	36	0.1	95	1.0
Native Hawaiian and Other Pacific Islander	52	0.2	47	0.5
Native Hawaiian	36	0.1	16	0.2
Other Pacific Islander	16	0.0	30	0.3
Some other race	2,459	7.5	570	6.2
Two or More Races	1,695	5.2	410	4.5
White and Black or African American	165	0.5	180	2.0

	Population Walla Walla (99362)	Percent	Population College Place (99324)	Percent
White and American Indian and Alaska Native	728	2.2	62	0.7
White and Asian	275	0.8	105	1.1
Black or African American and American Indian and Alaska Native	75	0.2	6	0.1
Hispanic or Latino (of any race)	7,606	23.2	1,742	19.0
Mexican	6,832	20.8	1,182	12.9
Puerto Rican	87	0.3	31	0.3
Cuban	101	0.3	79	0.9
Other Hispanic or Latino	586	1.8	450	4.9

Source: U.S. Census Bureau. (2019). American FactFinder, 2019 Demographic Profile Data

Population Age and Gender for Population

	Population Walla Walla (99362)	Percent	Population College Place (99324)	Percent
Male	16,928	51.6	4,490	48.9
Female	15,865	48.4	4,692	51.1
Under 5 years	1,789	5.5	449	4.9
5 to 9 years	1,843	5.6	493	5.4
10 to 14 years	1,805	5.5	618	6.7
15 to 19 years	2,785	8.5	791	8.6
20 to 24 years	3,140	9.36	1,208	13.2
25 to 34 years	4,702	14.3	1,033	11.3
35 to 54 years	3,937	12.0	1,036	11.3
55 to 59 years	2,048	6.2	981	10.7
60 to 64 years	1,529	4.7	471	5.1
65 to 74 years	2,914	8.9	844	9.2
75 to 84 years	1,559	4.8	456	5.0
85 years and over	1,076	3.3	322	3.5

Source: U.S. Census Bureau. (2019). American FactFinder, 2019 Demographic Profile Data

Median Age

The median age for 99362 is **35.7**, 99324 is **35.0**.

	Population Walla Walla (99362)	Percent	Population College Place (99324)	Percent
16 years and older	26,901	82.0	14,325	36.9
18 years and older	26,2387	80.0	13,614	35.1
21 years and older	23,752	72.4	12,730	32.8
62 years and older	6,509	19.8	1,768	4.6
65 years and older	5,549	16.9	1,333	3.4

Source: U.S. Census Bureau. (2019). American FactFinder, 2019 Demographic Profile Data

Appendix B: Foundation and Planning Phase Participants

Focus Group Attendees:

- Community Policy: 104 (includes built environment and food policy; tobacco discovery was conducted through one-on-one meetings)
- Schools: 36
- Worksites: 24
- Restaurant/Grocery Stores: 0 (all conducted through one-on-one meetings)
- Individual Engagement (Faith-based, Civic, and Non-Profit): 66
- Hispanic Leadership Individuals: 8

Focus Group Attendees:

- Pat Ray, CEO, Port of Walla Walla
- Dr. John McVay, President, Walla Walla University
- Dr. Wade Smith, Superintendent, Walla Walla Public Schools
- James Fry, Superintendent, College Place Public Schools
- Kyle Tarbet, Executive Director, Chamber of Commerce
- Katherine Witherington, Executive Director, Downtown Foundation
- Adam Keats, Vice President, Banner Bank; Chair, Chamber of Commerce
- Kathy Covy, CEO, Blue Mountain Action Council
- Norman Thiel, Executive Director, SonBridge Community Center
- Susan Blackburn, CEO, Providence St. Mary Medical Center
- Gabriela Trevino, Administrator, Family Medical Center
- Kathy Murray, President, Whitman College
- Andrea Weckmueller-Behringer, Executive Director, Walla Walla Valley Metropolitan Planning Organization
- Ki Bealey, Public Works Director, City of Walla Walla
- Nabil Shawa, City Manager, City of Walla Walla
- Elizabeth Chamberlain, Deputy City Manager, City of Walla Walla
- Mike Rizzitiello, City Administrator, City of College Place

- Tony Garcia, Public Works Director, Walla Walla County
- Angie Peters, General Manager, Valley Transit
- Nadine Steckline, Director of Student Life, Walla Walla Community College; Chair, Diversity and Inclusion Advisory Board for City of College Place
- Jeff Mathias, Food Bank Director, Blue Mountain Action Council
- Rey Cooley, Farm to School Program Manager, Sustainable Living Center
- Pamela Milleson, Director, Walla Walla Public Schools Nutrition Services
- Jennifer Kleffner, Owner, Miles Away Farm / Walla Walla Valley Food System Coalition
- Mary Campbell, Executive Director, Walla Walla Community Council
- Andy Coleman, Parks and Recreation Director, City of Walla Walla
- Amy Osterman, Epidemiologist, Walla Walla County Department of Community Health
- Krista Timm, Behavior Health Program Specialist/Regional Youth Marijuana Prevention Program, Walla Walla County Department of Community Health
- Stacia Wasmundt, Youth Tobacco Prevention Coordinator/Commercial Tobacco Prevention Program (CTPP) & Marijuana Prevention and Education Program (MPEP), Washington State Department of Health
- Malia Lewis, Campus Sexual Assault Victims Advocate, YWCA Walla Walla, previous Recovery Support Ally & Advocate for Trilogy Recovery Community
- Vanessa McCollum, Public Health Educator, Benton-Franklin Health District

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Endnotes

- 1 Walla Walla County. (2018). Walla Walla County Community Health Report. Retrieved February 17, 2021 from https://www.co.walla-walla.wa.us/document_center/Health/Assessment/Walla%20Walla%202018%20CHNA.pdf
- 2 https://www.co.walla-walla.wa.us/document_center/Health/Assessment/Walla%20Walla%202018%20CHNA.pdf
- 3 https://www.co.walla-walla.wa.us/document_center/Health/Assessment/Walla%20Walla%202018%20CHNA.pdf
- 4 https://www.co.walla-walla.wa.us/document_center/Health/Assessment/Walla%20Walla%202018%20CHNA.pdf
- 5 Walla Walla County Community Health Needs Assessment. (2018). Retrieved at https://www.co.walla-walla.wa.us/bmrchp/chna_and_chip.php
- 6 https://res.cloudinary.com/dpmykpsih/image/upload/ww-community-council-site-354/media/1125/affordable-housing-study-report_2019.pdf
- 7 <https://www.whitman.edu/after-whitman/student-engagement-center>
- 8 <https://www.wallawalla.edu/campus-life/center-for-humanitarian-engagement/>

MAKE THE
HEALTHY
CHOICE
THE EASY
CHOICE.



COLLEGE PLACE ARTISAN

& FARMERS MARKET

2021

COVID 19 PLAN

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COLLEGE PLACE FARMERS & ARTISAN MARKET 2021

COVID 19 PLAN

College Place Farmers & Artisan Market (CPFM) Plan

CPFM goal is to create a safe environment for customers to shop for farm fresh produce and allow area farmers businesses to succeed by selling produce grown for Farmers Market's.

Market Access

CPFM will be located at 801 SE Larch (Lions Park). CPFM will revise plans to limit the amount of vendors at the market related to the Healthy Washington phase the County is currently in. The number of vendor booths will be determined on space and hand washing station limitations. Vendor booths will be spaced as per guidelines - 6 feet of physical distancing between booths. In addition, 6 ft. of separation will be maintained between customers and vendors except for unavoidable, short-term exposures such as when taking orders, collecting payments and/or exchanging goods.

The access for the market will be on the south side of the Lions Club building, 8th Street will be barricaded and used for vendor parking. In addition, a barrier fence to ensure control of customer counts will be installed. Separate entrance/exit areas will be designated and CPFM staff will operate the entrance/exit.

Vendors

Vendors should not come to the market if they feel sick or have any of the COVID-19 symptoms: fever, dry cough, shortness of breath. Anyone who appears to be ill upon arrival to the market or becomes sick during the market day will be asked to pack their goods and exit the market. Vendors will self-screen for symptoms before setting up at CPFM.

All vendors will be allowed to participate, will be required to wear masks and asked to complete a safety plan for their booth. Two vendor workers shall be encouraged; one to collect and bag products chosen by customer and one to take payments at the front of the booth. Vendors handling money, tokens or vouchers should not handle food products until they have washed/sanitized their hands. Vendors shall have access to a handwashing/sanitize station at various locations throughout the market.

Vendors will demonstrate a good booth layout strategy. A good booth layout strategy example would be to put an empty table at the front of the booth, with the table containing products behind it, then the vendors behind that table. This will help with social distancing and putting products out of reach of customers. Vendors who are required to have handwashing stations available shall do so.

Customer

Customers will be allowed to enter through designated entrance point. Customers shall wear a face covering anytime they are not actively eating or drinking. Customers who choose to not wear masks will be notified that vendors “have the right to refuse service and are encouraged to not serve customers or visitors who are not wearing face coverings”. Customers who elect to eat at the market will do so outside the fenced area and separated as per outdoor restaurant dining guidelines.

Customers will be reminded regarding social distancing, handwashing, and asked to refrain from touching products for sale until the vendor has placed the items chosen on the separate table for purchase. Customers in line to enter market will maintain social distancing.

Market Staff

All Market Staff will be required to wear masks and encouraged to wear gloves. Market Manager will be moving about the market to ensure precautions, guidelines, cleanliness/sanitation, and oversight is completed. Market Staff (1-2) will attend booth at entrance to provide line flow direction, handouts, transact SNAP/EBT token distribution, and answer questions. Market Staff (1-5 depending on how many needed) will post station throughout market to ensure no customer traffic are entering at areas other than designated entrance and exit, and proper hygiene and handwashing stations are replenished. Market staff will be screened according to Recommended Guidance for Daily COVID-19 Screening of Employees and Visitors guidelines.

A daily log of all guests that voluntarily provide contact information, including customer names, phone/email and time/date there were attending the market will be kept. The log will be kept for 30 days to help with contact tracing.

Precautions

Vendors and staff will wipe down high touch areas, such as tables, screens and cash boxes, frequently. Handwashing stations will be positioned at interval areas in the market. 25 ft. from each vendor. Each station will have towels, soap, running, potable warm water and trash container. Antiseptic hand rubs will be available at stations. Barricades will be placed at entrance and exits to help direct flow of customers. CDC/WHO recommended signs related to COVID-19 will be placed at many places in the market.

Social distancing guidelines will be followed and chalk marks/tape will be placed on the ground to guide customers at each booth. Social distancing signs will be placed throughout the market.

Only approved vendor vehicles will be located by vendor booths behind booth, if it is necessary for stocking for specific vendors or for special circumstances. All other vendor vehicles will be parked on 8th Street.

Sampling

Will be allowed as per Department of Health guidelines related to phases. Phase 2 will only allow single portions offered in response to customers' requests.

Live Entertainment

CPFM is an outdoor market, as such, the market will maintain a minimum 20 feet of physical distancing between artist/performers and the audience. Stage equipment will be cleaned and sanitized between acts.

VENDOR

The following items are required to be acknowledged in order to vend at the CPFM. It is important you read, understand, and acknowledge the requirements.

- Vendors will be required to identify their Safety Plan. See attached Vendor Safety Plan sheet and use a separate sheet of paper to answer the questions on the form.
- Vendors will arrive at Lions Park and check in at the information booth for booth assignment. Vendors shall perform a self-health assessment. Vendors should not come to the market if they feel sick or have any of the COVID-19 symptoms: fever, dry cough, shortness of breath. Anyone who appears to be ill upon arrival to the market or becomes sick during the market should return home.
- Two Vendor workers per booth are recommended; one vendor will handle products for sale and one vendor will handle payment transactions.
- To maintain social distancing, an extra table will be placed in front of the table with products for sale. Material type tablecloths are not allowed, wipe able table covers are allowed and will be cleaned hourly with cleaner/disinfectant. Vendors will frequently wipe down tables with cleaner/disinfectant to ensure proper hygiene. Social distancing reminders/guides will be placed throughout the market. CPFM Staff asks that Vendors also help to monitor and maintain social distancing with customers. Encourage quick transactions.
- Customers may bring their own bags; however, vendors should not touch customer's bags. Customers will bag the items selected for purchase from the spacing table after the vendor has placed product selection on the spacing table.
- Vendors should help to encourage customer to purchase and move on.
- Vendors should allow, when possible, mobile, credit card, or other cash-free payment options. Encourage customers to pre-order/pre-pay whenever possible.
- Whenever possible, pre-package/pre-bag/pre-weigh products.
- Samples are allowed as per Department of Health guidelines related to phases. Phase 2 will only allow single portions offered in response to customers' requests.
- Service animals will be allowed.

In order to make CPFM a successful market, allowed to continue operating during this time, the precautions outlined should be taken very seriously and followed at all times. The CPFM Market Staff have the right to remove any vendor who does not comply with COVID-19 market mitigation strategies.

Thankfully yours,
CPFM Market Manager

Vendor signature

Date

COLLEGE PLACE FARMERS & ARTISAN MARKET
VENDOR SAFETY PLAN

Name: _____

Business: _____

1. What essential service are you are providing?

- ☐ Food
- ☐ Supplies needed to maintain health, safety, and sanitation

2. How do you plan to protect your own health and that of your employees?

- ☐ hand hygiene, hand washing station in booth
- ☐ barriers such as sneeze guards
- ☐ signs
- ☐ Remember to and remind employees to wash their hands or use hand gel often, and to avoid touching eyes, nose, and mouth.

3. How do you plan to protect customers from exposure while at your booth?

Reduce touchpoints in the booth:

- ☐ Keeping designated "Display Only" items for customers to view.
- ☐ Pre-bagging/pre-packaging/pre-weighing food when possible.
- ☐ Discontinuing all product sampling and self-serve areas.

Signed: _____

Date: _____ Time: _____

Payment Handling Guidelines from the Wa Department of Health (April 21, 2020)

After handling payment, a person should not touch their eyes, nose, or mouth until they have washed their hands.

When possible, allow mobile, credit card, or other cash-free payment options. Encourage customers to pre-order/pre-pay when possible.

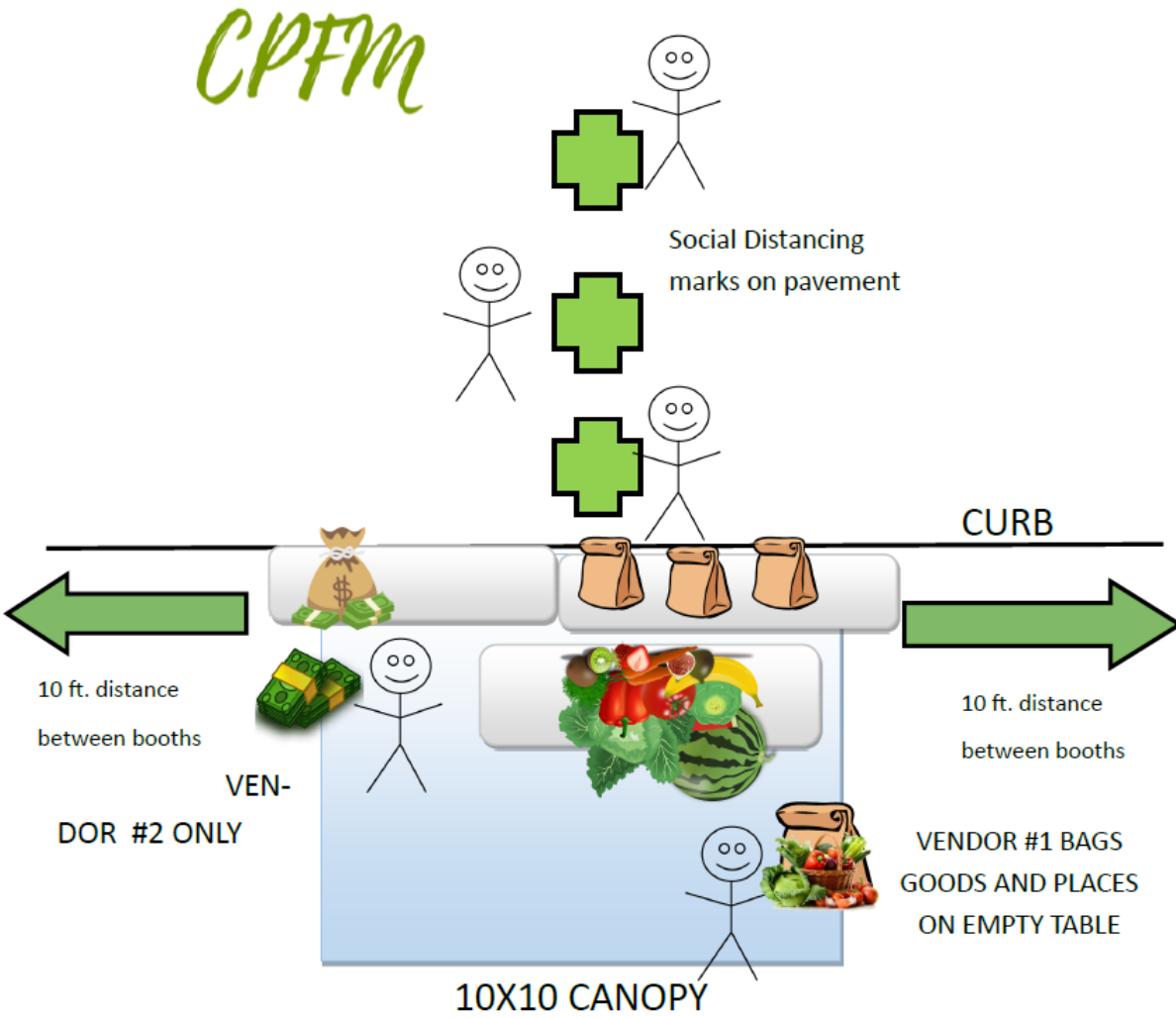
When handling cash, tokens, checks, or change:

- o Designate a money handler separate from the worker handling products.
- o Ask for exact change to help limit additional handling.
- o Collect payment in a container rather than directly into hands.

To disinfect wooden tokens, consider the following:

- o "Quarantine" tokens by holding in a container until the next week. Tokens held should not need additional disinfection for COVID-19.
- o Use a cloth wetted with disinfectant to clean wooden tokens or laminated paper, then air dry. Wash hands after disinfecting objects.

BOOTH LAYOUT



CPFM HEALTH STATUS ASSESSMENT EXAMPLE

To stop the spread of COVID-19, it is critical that anyone experiencing any of the symptoms should stay home or return home immediately. This includes farmers market staff, volunteers, vendors, shoppers, or other visitors.

DATE: _____

NAME: _____

1. Do you have a fever (100.4F or higher) or a sense of having a fever?	Yes	No
2. Do you have a new cough not caused by another health condition?	Yes	No
3. Do you have any new shortness of breath not caused by another health condition?	Yes	No
4. Do you have a new muscle ache not caused by another health condition or physical activity?	Yes	No

[] Self assessment. I attest that I have responded honestly to the above to the best of my knowledge:

Recommended Guidance for Daily COVID-19 Screening of Employees and Visitors

The Washington State Department of Health recommends that all employers put COVID-19 screening protocols in place.

You can help prevent the spread of COVID-19 in your facility by screening employees and visitors on a daily basis. The screening protocol outlined below is based on the following:

- A review of screening protocols from multiple agencies
- Recommendations by the CDC
- A literature review of the most common signs and symptoms of COVID-19

COVID-19 screening protocol: What to do

Screen **everyone** who enters your facility, including:

- All employees before the start of each work shift
- All visitors

Ask the following questions when you screen employees and visitors:

“YES or NO, since your last day of work, or since your last visit to this facility, have you had any of the following:”

- A new fever (100.4°F or higher), or a sense of having a fever?*
- A new cough that you cannot attribute to another health condition?*
- New shortness of breath that you cannot attribute to another health condition?*
- A new sore throat that you cannot attribute to another health condition?*
- New muscle aches (myalgias) that you cannot attribute to another health condition, or that may have been caused by a specific activity (such as physical exercise)?*

To request this document in another format, call 1-800-525-0127. Deaf or hard of hearing customers, please call 711 ([Washington Relay](#)) or email civil.rights@doh.wa.gov.

*If an employee or visitor answers **YES** to any of the screening questions, immediately activate your agency’s emergency protocol for COVID-19. The designated screener should consider:

- A review of the screening results
- Recommendations for possible exclusion of the employee or visitor from the facility
- Recommendations for medical follow-up

Additional COVID-19 Resources

- [DOH Coronavirus \(COVID-19\) webpage](#) – updated information and resources daily

2021 COLLEGE PLACE FARMERS & ARTISAN MARKET VENDOR APPLICATION FOR PERMIT TO SELL

VENDOR NAME:

OWNER NAME:

U.B.I#

MAILING ADDRESS:

CITY/STATE/ZIP:

EMAIL:

HOME PHONE#:

CELL PHONE#:

LIABILITY INSURANCE

☐

Check here if you have Liability Insurance and include a copy.

PROVIDE DESCRIPTION OF BUSINESS AND PRODUCTS YOU SELL.

*This information is the information that would be used in a brochure, on the website, or in a news article. If you need more space, please feel free to attach a sheet. Provide enough information to give the public a "snapshot" of your business.

*AUTHORIZATION FOR RELEASE OF INFORMATION (please initial)

VENDOR CATEGORY:

Indicate the category that your products will be sold under. Refer to the Handbook for category descriptions.

FARM FRESH PRODUCTS

☐

VALUE ADDED FARM FOODS

☐

HAND CRAFTED PRODUCTS

☐

PROCESSED FOODS

☐

PREPARED FOODS

☐

OTHER:

☐

Please select the days you plan to participate. Market members should choose 8 minimum.

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MAY 27

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JUNE 3

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17

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24

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JULY 1

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8

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AUGUST 5

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12

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19

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26

☐

SEPTEMBER 2

☐

9

☐

16

☐

23

☐

30

☐

SEE PAGE 2 OF APPLICATION FOR FEES.

MEMBER QTY.	NON MEMBER QTY		Member Pricing	Non-Member pricing	Total
		To qualify for membership, vendor <u>must commit and pay a minimum of 8 market dates to be selected at time of application.</u>			
		Membership applications are not accepted after June 15th.			
	X	Market Membership	\$ 50.00		\$ 0.00
X		Non-Market Membership application fee		\$ 10.00	\$ 0.00
			per day fee		
		Market row booth 10x10 (inner row in park) no onsite vehicle	\$ 10.00	\$ 20.00	\$ 0.00
		Treeline row booth 10x10 - 1 vehicle onsite	\$ 10.00	\$ 20.00	\$ 0.00
		Market/Treeline row booth 10x20 (Market-no vehicle; Treeline-1 vehicle)	\$ 15.00	\$ 25.00	\$ 0.00
		Clubhouse row booth 10x10 no vehicle onsite	\$ 10.00	\$ 20.00	\$ 0.00
		Clubhouse row booth 10x20 space for vehicle/food booth	\$ 15.00	\$ 25.00	\$ 0.00
		Standard Electrical (maximum of 2 outlets)	\$ 5.00	\$ 7.50	\$ 0.00
		Oversize Electrical 30/50 Amp (Maximum of 1 outlet)	\$ 7.50	\$ 10.00	\$ 0.00
X		Late fee-application received after 5/20/21	\$ 15.00	\$ 15.00	\$ 0.00
X		Non-profit booth- subject to space availability		\$ 5.00	\$ 0.00
X		Youth entrepreneur		\$ 5.00	\$ 0.00
		Applications/fees not received by May 20, 2021 will incur a \$15 late application fee and be considered on a first come basis and in relation to the needs of the Market.			\$ 0.00

I have read and understand the rules and regulations applicable to being a vendor with the College Place Farmers Market. I agree to the terms listed in the rules and regulations. I understand applications are accepted at the discretion of the Farmers Market Staff, and are subject to space availability. I understand that incomplete applications will be returned and not accepted.

Vendor signature

Date

2021 VENDOR HANDBOOK

COLLEGE PLACE

FARMERS & ARTISAN

MARKET



The College Place Farmers & Artisan Market is a community farmers market in beautiful Lions Park in the City of College Place. The goals of the Farmers Markets are to provide an outlet for Washington State's farming families to directly sell their farm products and to provide farm-fresh food for consumers. The market should also be a meeting place to celebrate the diversity of our community.

Goods and services encouraged at the market include:

Artisan Foods	Dairy & Eggs	Fibers
Flowers	Fruits & Berries	Grains
Herbs	Meat, Fish & Fowl	Nuts & Seeds
Specialty Products	Vegetables	Hand Crafted Goods

2021 MARKET DATES

THURSDAY AFTERNOONS

MAY 27TH - OPENING DAY	JULY 29TH
JUNE 3RD	AUGUST 5TH
JUNE 10TH	AUGUST 12TH
JUNE 17TH	AUGUST 19TH
JUNE 24TH	AUGUST 26TH
JULY 1ST	SEPTEMBER 9TH
JULY 8TH	SEPTEMBER 16TH
JULY 15TH	SEPTEMBER 23RD
JULY 22ND	SEPTEMBER 30TH

LIONS PARK,
801 SE LARCH AVENUE, 4:00 PM TO 7:00 PM

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Application	Pg. 14

***Please read these regulations carefully before signing your application.
Keep this copy for your records. Failure to observe these policies may result in charges
or termination of your application/permit to sell***

Market Overview

The College Place Farmers and Artisan Market (CPFM) is a community farmers market in beautiful Lions Park in the City of College Place. The goals of the Farmers Markets are to provide an outlet for Washington State's farming families to directly sell their farm products and to provide farm-fresh food for consumers. The market should also be a meeting place to celebrate the diversity of our community.

Permits to sell and booth assignments are made based upon the Market's need to balance available produce with a well-rounded "market basket" for consumers. The Market intends to meet the needs of participating farmers/vendors without overloading the Market with particular products. All completed applications will be reviewed. The Market will respond within (14) days, with an answer on acceptance into the market.

Mailing Address

CPFM, 625 S College Ave, College Place, WA 99324

Physical Location

CPFM is located in Lions Park at 801 SE Larch (the corner of SE Larch Avenue and 8th Street) in College Place, Washington.

Market Dates and Times

Thursday afternoons from 4:00pm to 7:00pm, every Thursday beginning May 27, 2021 through September 30, 2021.

(Note: No market is held on September 2nd to allow our vendors to participate in other Walla Walla Valley events on that day. CPFM strives to work in cooperation with other organizations in the valley rather than in competition.)

Organization and Leadership

CPFM is a project of the City of College Place. The Market is run by the City Staff under the direction of the Deputy City Clerk/Events Coordinator (Market Manager). Many members of the staff contribute to the operation of the Market. Policy guidance and direction is received from the College Place Economic Development, Tourism, and Events Commission and the City Clerk.

Role of the Deputy City Clerk/Events Coordinator (Market Manager)

The Market Manager's job is to implement Market policies.

- This includes overseeing Market set-up, booth assignments, collection of fees, providing information on membership and Market policies, and assuring vendor compliance with all Market policies.
- The Market Manager will make booth assignment decisions based on available space in the Market and the need for specific products.
- The Market Manager will be responsible for public concerns and vendor complaints.

The Market Manager has complete authority to interpret and implement Market policy, including the authority to rescind booth/stall space for just cause. Any appeal of decisions made will be forwarded to the City Clerk.

Goods & Services Encouraged at the Market

Artisan Foods	Dairy & Eggs	Fibers
Flowers	Fruits & Berries	Grains
Herbs	Meat, Fish & Fowl	Nuts & Seeds
Specialty Products	Vegetables	Miscellaneous Goods

Regulations On Products Sold at the College Place Market

Products not covered under these guidelines will be given individual consideration by the Market Manager. All vendors must obtain any required licenses and/or permits required by the State of Washington and Walla Walla County Health Department.

1) Fresh Farm Products:

- a) Includes fresh fruits and vegetables, herbs, nuts, honey, dairy products, eggs, poultry, mushrooms, meats and fish. Also included in this category are fresh flowers, nursery stock, and plants. CPFM will allow the sale of Controlled Atmosphere (CA) or cold stored fruit and vegetables. The grower is responsible for full disclosure to the consumer using proper signage indicating that their product is not from that growing season.
- b) All fresh farm products must be grown or produced in Washington State or counties which border the state. All products must be grown or produced by the seller. Farmers must be able to prove they grow the products on land they own or lease. Vendor must be an active owner and operator of the farming operation and may not be operating the business under a franchise agreement. Only vendors selling as farmers may sell Fresh Farm Products from this category
- c) The vendor must propagate all plants and flowers from seed, cuttings or plugs, bulbs or plant division. All finished products offered for sale must have been grown by the vendor and have been under the vendor's control for a minimum of sixty (60) days.
- d) The vendor's application for a permit to sell shall state what is grown by vendor and what products will be sold at the Farmers Market. Any producer who sells produce that is not his or her own production while claiming that it is will be permanently expelled from the Market.

2) Value-added Farm Foods:

- a) Includes preserves, jams and jellies, cider, syrups, salsas, smoked meats or fish, dried fruit, flours, and salad dressings.
- b) All value added farm foods must be made from products/ingredients, *a majority of which are grown and produced by the seller*. Value added farm foods must be produced by the vendor from raw ingredients. Vendors in this category must have personally cooked, canned, baked, preserved, or otherwise treated the product they sell. All processed foods must have the proper permits and licenses required by the State of Washington, City of College Place and Walla Walla County Health Department and made in accordance to their specifications. Vendors must be an active owner and operator of the operation and may not be operating the business under a franchise agreement.
- c) The vendor's application for a permit to sell shall state what is grown by the vendor and what products the vendor will sell at the Farmers Market.

3) Hand-Crafted Products:

- a) Crafters are persons or entities who craft with their own hands the products they offer for sale. To qualify as a crafter, a majority of the tools and equipment used by the crafter to produce their products must require skills, personal handling and/or guidance by the crafter.
- b) Crafters should incorporate materials produced in Washington as much as possible. Crafters must create their craft products in Washington, or in counties which border the State of Washington.

4) Processed Foods:

- a) Processors are persons or entities offering fresh food products (such as meats, seafood*, ciders, baked goods, jams, etc.) that have added value to their product through some sort of "hands-on" processing (e.g., hand filleted fish, smoked or butchered meats, handmade candies, etc.). Includes juices, wines, preserved foods, jams, pastries, pasta, granola, cookies, muffins, breads, pies, and related take-home desserts, not prepared on site.
- b) Processed foods must be produced by the vendor from raw ingredients. Vendors in this category are those who have cooked, baked, or otherwise treated the product they sell. No commercially prepared dough mixes, crusts, shells, or fillings are allowed. It is expected that the vendor will use raw ingredients that are grown in Washington, as appropriate for the

product, and when possible, use products from the farmers market.

- c) All processed foods must have the proper permits and licenses required by the City of College Place, Walla Walla County Health Dept. and/ or the Washington State Dept. of Agriculture.
- d) Vendor must be an active owner/operator of the business and may not be operating under a franchise agreement. The vendor's application for a permit to sell shall state what is grown/processed or prepared by vendor, and what the vendor will sell at the Farmers Market.

** In the case of Seafood vendors, product must originate from the greater Pacific Northwest, which includes Washington, Oregon, Alaska, and British Columbia.*

5) Prepared Foods:

- a) Allowed are freshly made foods available for sale and immediate consumption on-site.
- b) Vendor must be active owner/operator of the business and may not be operating under a franchise agreement.
- c) When selecting prepared food vendors, priority will be given to vendors preparing food from raw ingredients and using ingredients grown and/or produced in Washington State and by participating market farmers. Vendor must have all required state, county and local food permits. The application for a permit to sell shall state what is grown/processed or prepared by the vendor and what will be sold at the Farmers Market.

6) Other:

- a) Vendors selling goods that do not fit into the "Hand-Crafted Products" category, see item three above. These applications will be considered on an individual basis. Limit of one vendor per type/category of non-hand crafted items. Note that imported or secondhand items (unless recycled into a new use), and those who have entered into an agreement or received a license to sell a company's products and/or use a company's packaging, logo, ingredients, and/or marketing tools under that license or any franchise agreement are not allowed.

Market Participation and Booth Assignments

- 1) The Market Manager will give first priority to returning member vendors who were in good standing the previous season and participated in the market either for a full season or the minimum membership requirement of 8 days.

- 2) The Market Manager will reassign booth/stall space to Member Vendors in good standing from year to year in their same location.
- 3) Non-Member Vendors are assigned on a random basis at the discretion of the Market Manager. Assignments are made with the attempt to balance the needs of the market, i.e. supplying customers with a complete, competitive selection of produce available in season, with the needs of new vendors applying to CPFM without overloading the market with particular products.
- 4) Market Assignments are based on:
 - a) Available space in the market
 - b) The need for a specific product and the ability to produce it
 - c) Number of booth/stalls required. The more space needed, the harder it is to place. Smaller vans and pick-ups are easier to accommodate.
 - d) Vendor performance at the market including:
 - i) Good product quality, display and signage
 - ii) Ability to follow CPFM rules and Market Manager's directions at market. (i.e. punctuality, clean up at end of day, prompt notification when canceling, etc.)
- 5) ***Sales reports are required from ALL Vendors*** – Reports are due the day of the market and must be submitted *no later than the following Tuesday*.
 - a) Reports may be placed in the sales report folders at the Market headquarters table or sent directly to The Market Manager at cpfm@cpwa.us or by phone/text at 509-386-4394.
- 6) Market fees are to be paid in full and on time.

Note: We will try our best to satisfy participants' booth requests. We will do our best to give returning, long-time vendors room to expand without closing the market to new vendors.

Vendor Guidelines / Market Rules

Quality of Products:

CPFM is a not wholesale market or an outlet for excess produce from large producers. The market was established to provide a space for local family farms to sell their produce, processed foods and baked goods to the community at retail pricing. CPFM reserves the right to establish a minimum pricing policy in

order to protect the sales of participating farmers. Vendors are expected to bring quality produce to market. Seconds or “culls” are not allowed.

Pricing:

Pricing of goods sold at the Market is the responsibility of the individual vendor. Vendors are expected to sell their goods at retail pricing. Vendors are not allowed to give produce or other items away for free or at below-cost pricing, thus undercutting potential sales of other vendors. **Vendors that sell their produce at a reduced rate - below fair retail rate - will be regarded as dumping their products.** The first violation will result in a verbal and/or written notice from the Market Manager. The second violation will result in a \$50 fine. The third violation will result in dismissal from the market for the remainder of the year.

Reporting:

Vendors are required to turn in sales reports for each market day. Reports may be placed in the sales report folders at the Market Information Booth or sent directly to the Market Manager at cpfm@cpwa.us or by phone/text at 509-386-4394. Reports are due the day of the market and must be submitted no later than the following Tuesday.

CPFM has a responsibility to the City to track gross market sales. Each Market participant is expected to cooperate with sales monitoring activity by Market management. Reported gross sales figures are strictly confidential. They are used only by CPFM to determine the Market's OVERALL success and comply with USDA reporting requirements for SNAP/EBT eligibility. Sales reporting is required for participation in the Market. Your reported figures are anonymous and confidential. They are totaled with all other vendor sales to provide a bottom line for the Market. They are used to create trending information to determine if and when we need additional promotions for the Market.

Who Can Sell at the Market?

The principal/majority owner must be present at the market at least two (2) Thursday's per month. Principal farmer/producer and majority owner may send family members, partners, or employees to the Market in their place, but are responsible for having their on-site representatives aware of all Market rules and violation policies.

Non-Profits at the Market

Non-Profit Organizations are allowed to have a booth at the market on a limited basis, to provide information to residents about their organization/services. The organization must complete a vendor application stating the intention of the booth. The Market Manager will schedule each approved non-profit booth in a manner to offer fair opportunity for others, while limiting this type of booth to no more than two or three per market day.

Youth Entrepreneur

CPFM offers a discounted rate for a booth to youth entrepreneurs. Youth entrepreneurs must follow the same guidelines as the vendor population. Youth Vendors shall adhere to the following:

1. Be the grower or producer of items for sale
2. Vendor registration form
3. Actively sell their goods and items without the assistance of a parent and/or chaperone where possible.
4. Have an adult chaperone present at the Market or be supervised by a parent and/or guardian.
5. Be limited to no more than three individual youths in the cases of group participation.

Parents/Guardians: Review the current Vendor Handbook with your interested youth vendor(s). This Handbook generally applies to Youth Vendors. Adults, chaperones, guardians, and/or other family members in attendance with a Youth Vendor shall also abide by this Handbook and subsequent policies, especially in decorum and etiquette. By signing the registration form, youth vendors and their parents agree to CPFM policies as set forth by the City of College Place.

CPFM reserves the right to prohibit anyone from selling or any product from being sold.

Setup Time:

2:15 PM to 3:45 PM Must be set up and ready to vend at 4:00 PM. Vendors arriving after 3:45 PM will be subject to a \$15.00 fee.

Vendors are required to stay until closing unless they have received permission from the Market Manager in *advance*. Vendors who sell-out early must post a

sign letting customers know they have sold-out and should not leave their booths and possessions unattended. Vendors will load up unsold merchandise; clean area/space/stall used, and vacate the Farmers Market site no later than one (1) hour after the Market is closed. Any exceptions must be cleared with the Market Manager.

Electrical:

Standard electrical connections and some 30 and 50 amp connections are available for an additional fee. (Supply is limited.) Please note electrical requirement on application.

Equipment:

Vendors need to provide tables, shade structures, and everything within the space. The City of College Place does not have equipment to rent.

Insurance:

The City of College Place will not insure the contents of the vendor booths.

Signage:

All vendors will post a sign identifying the name of the farm/business represented and where it is located. Signs should not be smaller than 24" wide by 8" high. Vendors will have their signs displayed before sales begin. Failure to have a sign will result in a first offense warning. The second offense will result in a \$10 fine.

Pricing Signage:

Produce and other allowable Market products should be clearly marked with their price. This can be done by individually tagging each item with a sign or by listing all produce and prices on a large sign or blackboard

Space Size:

10' x 10' standard or 10' x 20' oversized

The vendor sales area (where vendor produce is marketed) must not extend beyond the allotted boundaries of the stall/space.

Vendor Vehicles and Loading/Unloading:

Vendor stalls/spaces and/or vehicles must not extend beyond allotted space.

Some Market stalls/spaces have been designed with on-site vendor vehicles in

mind. If you have a second vehicle, please have it off the Market site no later than **½ hour before the Market starts.**

Vendor Music:

Vendors may play individual music in their booth space, but should be aware of the volume and your neighbor's ability to transact business without any audio interference. Remember, not everyone likes the same type of music. *Vendor music must not interfere with the live music performance at the market.*

Smoking:

Smoking is not allowed in the vendor sales areas.

Safety:

Producer vehicles, tables, and overhead shades must be maintained and used in a safe manner. Legs must be firmly locked into place on the shades. Tables must have smooth edges and remain stable when loaded with produce. Shades must be tied down or weighted. Tarp poles must not obstruct traffic flow and care must be taken when setting up or taking down displays. All vendors who wish to erect canopies on the Farmers Market site during a normal period of market operations, including the set up and break down period, are required to have their canopies sufficiently and safely weighted (25+ lbs per leg) to the ground from the time their canopy is put up to the time it is taken down. Any vendor who fails to properly weight their canopy legs will not be allowed to sell at the Farmers Market on that market day, unless that vendor chooses to take down and stow their canopy.

Children:

Vendors need to keep a watchful eye on their children at all times during the Market day. Set-up time can be an especially dangerous time for unattended children. Small children should not be allowed to wander the grounds without a parent or guardian with them. The Market cannot take responsibility for their safety or whereabouts.

Courtesy/Conduct:

Vendors and their representatives are expected to conduct themselves in a safe and courteous manner at the Market. Any language, behavior or conduct considered to be harmful to the normal operation of the Market will be grounds for termination of vendor's permit to sell. Smoking is not allowed in

the vendor sales areas. Illicit activities that take place at the Market or any other Market will be grounds for immediate expulsion from the Market.

Sampling:

Special Health Department guidelines and regulations must be followed by vendors for food demonstration and sampling. Please consult with the Walla Walla County Health Department regarding these regulations.

Other:

CPFM is not responsible for loss of property or damage. There will be no discrimination according to race, color, creed, sex, religion, sexual orientation, age, or nationality.



On-Site Vendor Compliance Checklist

On Market day, use this checklist to help remind you of some of the basic market operation rules and policies. All rules previously listed also apply.

- Vendor sets up where assigned
- Vendor unloads and removes vehicle **before** 3:30 p.m.
- Vendor parks in assigned area to allow adequate parking for customers
- Vendor returns vehicle and loads after 7:00 pm but before 8:00 pm
- Vendor does not leave booth unattended

- Vendor maintains booth space in safe, clean and sanitary manner and keeps products and displays within booth confines
- 25+ lbs. canopy weights on each leg if canopy is used
- Children are supervised
- Signage with the name and location of the business is clear and visible
- All product prices are posted
- Product claims are truthful/verified
- Any scales used are “legal for trade”
- Vendor conducts themselves in a courteous manner, including not smoking

Licenses, Permits and Special Requirements

Taxes:

Retail sales taxes and Business and Occupation taxes are the responsibility of the individual vendor. Vendors who are required by law to have a Washington State Master Business License Number must supply this number on their application to sell at the Market.

Insurance:

All vendors must show proof of current automobile insurance for on-site vehicles, and provide the Market with policy numbers, which will be kept on file.

Permits and Licenses:

All vendors shall provide at the time of application copies of any permits and licenses applicable to the sale of their products. These will include the vendor’s Washington State tax number, and where applicable, the Washington State Nursery License, Washington State Dept. of Agriculture Food Processors License, Certification for Organically Grown Produce, Grade A Dairy Permits, Pesticide Applicator’s License or Department of Fisheries Wholesale License. When applicable, sellers of plants, bulbs or seeds for planting must have a Nursery License, available from the Washington State Department of Agriculture.

Organic Products:

If a product is labeled “organic,” it must be certified as required by Federal Law. Verbal or written declarations of organic status not certified or verified, will result in termination of vendor’s application/permit to sell. When an organic producer is also selling non-organic produce at the same stand, the non-organic produce must be clearly

separated from the organic produce and clearly labeled as non-organic or conventionally grown.

Processed Foods:

Must be licensed by the Department of Agriculture as a Food Processor. These foods include dried fruits, herbs, teas, baked goods, cider, preserves, salsas, and salad dressings. Beekeepers who process their own honey do not need a Food Processor's license.

Labeling:

Processed foods, including honey, have Washington State labeling requirements. Labels on processed foods must meet State requirements and include 1) The name of the product 2) Company name 3) Address (if not found in the phonebook) 4) Net weight on bottom 1/3 of label and 5) Ingredients listed in decreasing order of predominance.

Food Handler's Permits:

All prepared foods and baked goods vendors must have a current Walla Walla County Health Department Food Handler's Permit.

Market Membership, Fees* and Booth Types

Membership Vendors:

Vendors who commit to attendance at a minimum of 8 planned market dates can become a member vendor and receive member benefits. At least 8 dates must be selected at time of application. Membership fee is \$50.00 annually. [\(Note: The annual membership fee will be dedicated to marketing promotion of the CPFM and Member Vendors.\)](#)

Member benefits include:

- Reserved booth space – Same booth each day selected on vendor application. *(If you should choose to attend a date not originally planned, the Market Manager will make every effort to place you in the same location; however, we are unable to guarantee locations for those additional dates.)*
- Reduced daily and electrical fees
- 50% discount on vendor fees for all additional City events.
- Business name included in Market promotional advertisements.

Non-Member (Daily) Market Vendors:

Vendors unable to commit to attendance of at least 8 market dates are not eligible for member rates. An application fee of \$10.00 must accompany the application at time of submission. All other fees may be paid on Market day, *prior to the start of the Market*.

Daily Vendor Responsibilities:

- Must notify Market Manager no later than Tuesday of the week you want to attend. Market Manager will inform you of space availability.
- Dates selected at the time of application will ensure space availability on those dates.

*** Discount of 10% on Daily & Electricity fees that are paid at the time of application.**
(Dates must be selected, advance commitment benefits everyone involved.)

Booth Types:

- Tree line Row - Includes one 10x10 selling area and one on-site vehicle
- Clubhouse Row – Includes one 10x20 space for vehicle / food truck booth
- Market Row – Includes one 10x15 space selling area

Absences: All vendors must notify the Market Manager no later than Tuesday at 5:00 pm if they are going to be absent that Thursday market day. *Failure to notify Market Manager within the specified time may result in the forfeiture of your fees for that day.*

**For more information contact the Market
Manager at 509-386-4394 or email
cpfm@cpwa.us.**



Meetings will be: 9am -10am, Tuesday

Notes completed by 12:00 daily

Call in: Webex

Please join my meeting from your computer, tablet or smartphone.

You can also dial in using your phone.

United States: +1-408-418-9388

Welcome

COVID-19 disease activity:

➤ Current Stats Walla Walla County:

- Total Confirmed Cases: 4,855
 - Recovered: 4,760
 - Deaths: 59
 - Active Cases: 36
 - ❖ In-home isolation: 36
 - ❖ Hospitalized: 0; 0 (in-county residents), N/A (out of county residents).
 - ❖ WSP- part of Recovered and Active numbers above
 - ❖ Inmates active: 0
 - ❖ Staff active: 0
- Positivity Rate: 2.4% (as of 3/27/21)
- Sat 3/28 - 4; Sun 3/29 - 3; Mon 3/30 - 11
- **Phase 3 Metrics**
 - New Cases: 3/16 to 3/29 – 59 cases per 100K (14 days).
 - Hospitalizations: 3/24 to 3/30 – 2 hospitalizations per 100K (7 days).

TRENDS:

- Cases are increasing slightly, which was expected with the state starting to reopen.
- We are trending about 10-14 days behind the west side of the state.

➤ Testing

DCH –

- ❖ DCH PCR Test kits - available
- ❖ DCH BinaxNow Cards –available
- ❖ Working with LTCF to provide test kits and swabbing for facility wide testing
- ❖ Expiration date extended 3 months.

Providence –

- ❖ Lab Corp (29-hour turn around) from when it arrives at Lab Corp (3 labs in use), Sacred Heart 21-hour turnaround time.
- ❖ Cepheid machine can perform multi-tests (flu, RSV)



- ❖ Providence sent communication to EMS and Law Enforcement regarding rapid testing at UC drive through or College Place Express care. Asymptomatic can get testing through the drive through only. Pre-surgical testing (20-hour turnaround) can be done in the Urgent Care drive through now. (going to labs Spokane)
- ❖ Urgent Care Drive-thru hours 7am-6pm
- ❖ Urgent Care will be changing process for testing on April 1. Discontinuing drive-thru. Testing will still occur but will be inside.

Walla Walla Clinic –

- ❖ **Cold & Flu Clinic open** M-Th 9-4 & Fri 9-1; Covid symptomatic also tested at this location. Using Rapid for quicker results. Using InCyte for pre surgical screening. 36-hour test turnaround (taking longer on the weekends), (3) pickups per day of tests. Signup as patient to get testing. Cepheid, 24-hour turnaround (have adequate supplies for the machine).
- ❖ Switch to combo – flu, RSV, COVID starting Monday 2/01/2021
- ❖ Testing volumes remaining consistent. (40-50 per week)
- ❖ Turnaround times less than 24 hours
- ❖ Evaluating adjusting cold & flu clinic. More info coming.
- ❖ Exploring changing testing hours. May close cold & flu clinic on April 12. Would allow weekend testing.

Family Medical Center – Gabriela Trevino - Need appointments with providers for testing. Lab results turnaround average 2-3 days; then call within 36 hours of results and education. Testing volume and sick clinic: demand for testing in decreasing.

VA – Dave Prichard- Complete patient care on-line. Scanning employees daily for symptoms. Rapidly sanitizing areas. Dave leading vaccination team. Has rapid tests available for the residential unit

- ❖ Difficult to get Moderna product at the VA level
- ❖ VA spouses needing to get prioritized to get vaccine (many are caregivers)
- ❖ Given around 8,000 vaccinations thus far.
- ❖ Vaccines have slowed down. Only vaccinating on Wednesdays.
- ❖ Clinic in Richland with availability around 400. Saturday, April 3 from 9a-3p.
- ❖ President Biden signed act to allow any veteran with honorable discharge and all spouses of veterans to get the vaccine.

Rite-Aid – Available for symptomatic and asymptomatic testing 4-7-day turnaround plus 3 days out for scheduling. Has an interface that connects to the state; but there is a delay.

➤ **Vaccine updates**



COVID Vaccine

- First-dose mass vaccination clinic on Saturday, April 3
 - ❖ Phase 1B3 & 1B4 are eligible to register today. They don't need to wait until tomorrow when they officially become eligible to schedule their vaccine appointment.
- Second-dose clinics on Wednesday, March 31, and Saturday, April 10. 3/31 clinic combines March 9, 10 and 14 first-dose clinics.
- Strike Team vaccinated 20-30 homebound residents last week with Johnson & Johnson.
- Link to DOH Vaccine page including Phase Finder and guidance:
 - ❖ <https://www.doh.wa.gov/Emergencies/COVID19/Vaccine>
 - ❖ <https://www.doh.wa.gov/Portals/1/Documents/1600/coronavirus/VaccinationPhasesInfographic.pdf>
 - ❖ <https://www.doh.wa.gov/Portals/1/Documents/1600/coronavirus/SummaryInterimVaccineAllocationPrioritization.pdf>
- Vaccine Planning daily and weekly meetings with Multi-agency Partners
- DCH working to get more Providers onboard to provide vaccinations - Tyson
- Email: health@co.walla-walla.wa.us
- Good response from LTC's Federal Pharmacy partnership
- <https://www.doh.wa.gov/Emergencies/COVID19/Vaccine>

➤ Supply Chain

- Received shipment last week; N95's available contact Patrick direct
- Shortage of needles, shortage of nitrile gloves; vinyl's are available
- Thermometers and disinfectant wipes not available at the state level, purchase local
- EM is the point of contact for PPE ordering in Walla Walla Co.
- Request in for gloves for an agency in the community. Some set aside for vaccine clinic.
- Still have healthy supply of PPE in storage
- Get any orders in as early as you can.

➤ Agency Report out/Attendance

Congressional Reps

- **Governor's Office** – Salvador Salazar: Working on getting as many residents as possible across the state vaccinated. Hoping to do that quickly. Working with counties whose COVID numbers are not going in the right direction.
- **Senator Murray's Office** - John Culton: absent
- **Senator Cantwell's Office** -Rick Evans: absent
- **Congresswoman McMorris-Rodger's** -Victor Valerio: absent



Business/Economy –

- **City of College Place** – Mike Rizzitiello: Businesses are excited about the Working Washington Grant. Working on getting vaccine information out to the city. Farmers Market at Lions Park is coming this summer with safe guidelines in place.
- **City of Waitsburg** - Randy Hinchliffe: no report
- **City of Walla Walla** – Elizabeth Chamberlain: Curious about the age of the recent uptick in cases. Dr K: Most cases under the age 20. Vaccine data can be found on the DOH Dashboard. Numbers are all county combined, not just mass vax clinic.
- **Port of Walla Walla** – Pat Reay: Working Washington Grants 4 opened on Monday. 4,000 applications have been submitted, there is a high demand. Have been pushing out info as much as possible to businesses. The Department of Commerce is managing.

County

- **BOCC** – Commissioner Kimball: no report
- **EMD** – Liz Jessee, Patrick Purcell: Information about hospitality numbers to provide to the state. Kyle: Just under 2,000 employed in hospitality and food service.
- **Law Enforcement** – Joe Klundt: Continuing to make sure there are officers available for vaccine clinics

Healthcare

- **Providence St. Mary Medical Center** – Susan Leathers: absent
 - Kathie Yancey, Elizabeth Bowen: absent
- **Walla Walla Clinic** – Kevin Michelson: no report
- **Family Medical Center** – Gabriela Trevino: no report
- **Walla Walla VA** – Dave Prichard: no report
- **Long Term Care** – Ben Flinders: Training with DOH on transition from vaccinating residents to working with new workers. Getting help from a mobile vaccine team would be appreciated. Will pass information along to all long-term care centers.
- **REDi Healthcare Coalition** – Josh Bowen: absent

Schools

- **Public Schools Rep.** – Jim Fry: Schools are working on the 3 ft social distance recommendation. Most schools planning to return fully in the next few weeks.
- **Whitman College** – Linc Nesheim: absent

Community Partners

- **Army Corps of Engineers** – Richard Collins: no report
- **Valley Transit** – Angie Peters: no report
- **Chamber of Commerce** – Kyle Tarbet: Just under 2,000 employed in hospitality and food service. Working with people on Shuttered Venue Grant. Giving out masks. Businesses under predicted the number of people that would come in without a mask on or need one. Helping people with Working Washington 4. Federal grant coming out specifically for restaurants and food services.
- **USDA FS Walla Walla Ranger District** – Mike Moore: no report



➤ **Communications:**

- PIO: 524-2916, eocpio@co.walla-walla.wa.us
- DCH: <https://www.facebook.com/WWCDCHespanol>
- DCH: <https://www.covidwwc.com/>
- DCH messaging as vaccine begins distribution – ongoing
- Phase Finder will no longer be required for appointments beginning tomorrow 3/31. Anyone who visits the Phase Finder after tomorrow will be directed to the vaccine locator webpage.
- While Phase Finder is going away, people still need to be eligible under the State Vaccination Distribution Plan.

➤ **Community Response:**

FEMA Public Assistance Disaster Declaration –

Isolation and Quarantine –

Reopening Workgroup (once per week -**Thursdays at 11:00am**) - Elizabeth Chamberlain

- Topics:
- Regionalization

➤ **State EM Report**

Effective Strategies and Successes

○

Risks and challenges

- Filling vaccine clinics with eligible residents.

Future operational plans (24, 48, and 72 hours out)

○

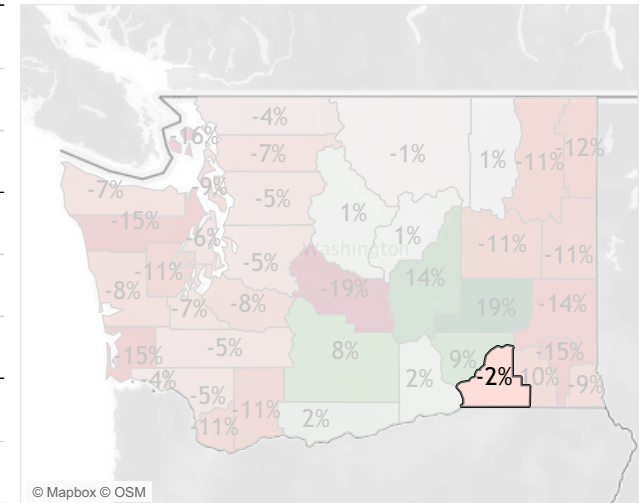
➤ **Additional Notes:**

Economic Recovery Dashboard

Best viewed in full screen

		Current Level	% Change ¹	Absolute Change ¹	Trend
Employment Detailed views	Total Employment	28K	-2% ▼	-1K	
	Unemployment Rate ⁴	6.5%	1.7% ▲		
	Job Postings				
Business Detailed views	Taxable Retail Sales	\$90M	-2% ▼	-\$2M	
	Taxable Business Inco..				
	Export Volume				
Support Programs Detailed views	Basic Food ² Participants	8.8K	17% ▲	1.3K	
	TANF ³ Participants	0.8K	42% ▲	0.2K	
Consumer Behavior Detailed views	Credit Card Spend		9% ▲		
	Time Outside Home		-10% ▼		

Year-over-year employment change by county



Click a county to view county-specific statistics in the table to the left - click in the gray area outside Washington to clear the filter

1. Change over time period shown in trend-line. Time periods differ due to differences in publication schedules. Percentage change reflects change over last 12 months or since the first available month in last 12 months.
2. Supplemental Nutrition Assistance Program (SNAP) and State Food Assistance Program (FAP)
3. Temporary Assistance for Needy Families
4. Employment Rate is not seasonally adjusted

The Economic Recovery Dashboard is a visualization tool that uses an assortment of data sources to track Washington state's economic recovery and resiliency. It displays the latest available data on employment, businesses, government assistance programs, and consumer behavior, helping monitor the economic impact of COVID-19 across Washington state. This dashboard is intended to provide the public access to key metrics that may help inform policy and economic recovery initiatives. As this dashboard is still evolving, we may update the available views and data sources where possible. Updates are made on a monthly basis.

Dashboard last updated: February 16, 2021

Working Washington Grants: Round 4

For small businesses impacted by COVID-19

**Application portal is open
March 29-April 9**

CommerceGrants.com



Washington State
Department of
Commerce

The American Rescue Plan Act

2021



Providing direct flexible funding to cities across the country

President Joe Biden recently signed the American Rescue Plan Act (ARP) into law. The sweeping **\$1.9 trillion** federal relief plan brings much needed financial assistance to individuals, businesses, and local governments across the nation.

Under the plan, U.S. cities and towns will receive **\$65.1 billion** in direct and flexible federal funds. The funding will begin to arrive in the next couple of months and will be distributed in two tranches: the first in 2021 and a second in 2022.



Washington cities are projected to receive more than **\$1.1 billion** in federal funding.

Cities can use ARP funds for:

- Responding to the COVID-19 pandemic
- Covering costs incurred from the public health emergency
- Replacing lost, delayed, or decreased revenues due to COVID-19
- Addressing the negative economic impacts on local businesses and nonprofits
- Making necessary investments in water, sewer, and broadband infrastructure

A chart of projected allocations for cities is available on our website. **The estimates are not official values and are subject to change.**



Funds will be available to cities through December 31, 2024.

In addition to city funding, the ARP provides **\$1.4 billion** to Washington counties and critical funding to social programs, schools, small businesses, and individuals.

The bill includes funding for:

- Agriculture and nutrition programs, including extending SNAP and Pandemic EBT to keep families fed through the pandemic;
- Schools and institutions of higher education to safely reopen schools, address learning loss, and support students and staff, including broadband support for students;
- Childcare to help sustain providers and expand childcare assistance to 857,000 children;
- COVID-19 vaccinations, testing, treatment, and prevention, especially for hard-to-reach communities;
- Mental health and substance use disorder services;
- Emergency rental assistance, homeowner assistance, and other housing programs to help families pay rent, mortgages, and utilities;
- Transit agencies to prevent transit worker layoffs and prevent severe cuts to transit services that essential workers and the public rely on;
- Small business assistance, including specific programs for restaurants and live venues;
- Tribal government services;
- Extending enhanced unemployment benefits through September 2021, providing an additional \$300 per week, on top of all state unemployment benefits; and
- Expanding the Child Tax Credit and the Earned Income Tax Credit, two powerful and effective tools to end poverty.

Contact:

Peter B. King
Chief Executive Officer
peterk@awcnet.org

Jacob Ewing
Legislative & Policy Analyst
jacobe@awcnet.org

Washington State Coronavirus Response (COVID-19)

Business Signage Toolkit

This page will host business communication resources to address common concerns about the coronavirus. All resources are completely free to use, so please download and distribute as you wish.

We will continue to add to this page as new resources are developed. Please check back often.

Printable Posters for Essential Businesses

Files will open as a PDF that you can print.

- [Please wear a mask](#)
- Retail stores: general: [Color English](#), [B&W English](#), [Spanish](#)
- [Help keep Grocery store staff and customers safe](#)
- ["We offer delivery"](#)
- ["We offer pickup"](#)
- [Product Limit sign](#)
- [Customer Capacity Limit sign](#)
- [Hand-washing signs for the public and food workers](#) available in multiple languages.
- Coronavirus FAQ Infographics
 - [Color](#)
 - [Grayscale](#)
- Safe Start infographics

- [Horizontal](#)
- [Vertical](#)

“Spread the Facts” Assets

- [Cut-and-paste articles for outreach materials](#)
- Banner Ads
 - [English](#)
 - [Spanish](#)
 - [Russian](#)
 - [Chinese](#)
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- Social Campaign Graphics
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Shuttered Venue Operators Grant

This grant provides emergency assistance for eligible venues affected by COVID-19.

Content

[Program details](#)[Supplemental documents](#)[Who can apply](#)[Grant amount](#)[How to apply](#)[Allowable use of funds](#)[Video tutorials](#)

Program details

SVOG PORTAL

The Shuttered Venue Operators Grant (SVOG) program was established by the Economic Aid to Hard-Hit Small Businesses, Nonprofits, and Venues Act, and amended by the American Rescue Plan Act. The program includes over \$16 billion in grants to shuttered venues, to be administered by SBA's Office of Disaster Assistance.



COVID-19 relief options and additional resources: [LEARN MORE](#)



eligible applications with up to 50 full-time employees.

Supplemental documents

- [Frequently Asked Questions about SVOG](#)
- [Eligibility requirements](#)
- [Preliminary application checklist](#)
- [Cross-program eligibility on SBA COVID-19 relief options](#)

Who can apply

Eligible entities include:

- Live venue operators or promoters
- Theatrical producers
- Live performing arts organization operators
- Relevant museum operators, zoos and aquariums who meet specific criteria
- Motion picture theater operators
- Talent representatives
- Each business entity owned by an eligible entity that also meets the eligibility requirements

Other requirements of note:

- Must have been in operation as of February 29, 2020
- Venue or promoter who received a PPP loan on or after December 27, 2020, will have the SVOG reduced by the PPP loan amount

Grant amount

Grant amounts will reflect either of the following instances:



COVID-19 relief options and additional resources: [LEARN MORE](#)

- For an eligible entity that began operation after January 1, 2019, grants will be for the average monthly gross earned revenue for each full month you were in operation during 2019 multiplied by six (6) OR \$10 million, whichever is less.

How to apply

SBA is building the grant program and expects to open applications in early April. Those who have suffered the greatest economic loss will be the first applications processed under the following schedule:

Note: On January 20, 2021, SBA updated the proposed plan for issuing grants during the first and second priority periods. To clarify, priority awardees will not need to satisfy the small employer set-aside. During the first 59 days of opening SVOG, SBA will reserve no less than \$2 billion of program funding for grants to entities that have no more than 50 employees.

First priority

First 14 days of grant awards

Entities that suffered a **90% or greater** revenue loss between April 2020 through December 2020 due to the COVID-19 pandemic.

Second priority

Next 14 days of grant awards



COVID-19 relief options and additional resources: [LEARN MORE](#)**Third priority**

Beginning 28 days after first and second priority awards are made

Entities that suffered a **25% or greater** earned revenue loss between one quarter of 2019 and the corresponding quarter of 2020.

Supplemental funding

Available after all Priority Periods have passed

Recipients of first, second, and third priority round awards who suffered a 70% or greater revenue loss for the most recent calendar quarter (as of April 1, 2021, or later).

Allowable use of funds

Funds may be used for specific expenses, which include:

- Payroll costs
- Rent payments
- Utility payments
- Scheduled mortgage payments (*not including prepayment of principal*)



COVID-19 relief options and additional resources: [LEARN MORE](#)

- Worker protection expenditures
- Payments to independent contractors (*not to exceed \$100,000 in annual compensation per contractor*)
- Other ordinary and necessary business expenses, including maintenance costs
- Administrative costs (*including fees and licensing*)
- State and local taxes and fees
- Operating leases in effect as of February 15, 2020
- Insurance payments
- Advertising, production transportation, and capital expenditures related to producing a theatrical or live performing arts production. (*May not be primary use of funds*)

Grantees may not use award funds to:

- Buy real estate
- Make payments on loans originated after February 15, 2020
- Make investments or loans
- Make contributions or other payments to, or on behalf of, political parties, political committees, or candidates for election
- Any other use prohibited by the Administrator

Grantee recordkeeping

Grantees will be required to maintain documentation demonstrating their compliance with the eligibility and other requirements of the SVOG program. They must retain employment records for four years following their receipt of a grant and retain all other records for three years.

Video tutorials

- [Shuttered Venue Operators Grant Overview](#)
- [SAM.gov Entity Registration Training](#)
- [Eligibility for Live Venue Operators or Promoters](#)
- [Eligibility for Talent Representatives](#)



COVID-19 relief options and additional resources: [LEARN MORE](#)

- [Eligibility for Live Performing Arts Organization Operators](#)
- [Use of Funds](#)

Next

SBA debt relief



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U.S. Small Business Administration 409 3rd St, SW, Washington DC 20416





Working Washington Grants: Round 4



The Washington State Legislature and Gov. Inslee have created a new round of financial relief for small businesses across the state. The Working Washington Grants total approximately \$240 million in Round 4. The following links will provide you with the information you need to apply for a grant.

Documentation

Round 4 of the Working Washington Small Business Grants will require you to enter in specific information that requires documentation. This section will help you get these documents in order prior to the opening date March 29.

Eligibility

Before the portal opens, find out if you're eligible to apply as well as which types of businesses and organizations are ineligible to apply in Round 4.

Frequently Asked Questions

Before you contact our technical assistance team below, you may want to look through our list of frequently asked questions. Many of the qu



English

have are pretty common and our FAQs may save you time.

Help & Support

If you have a question, can't figure out how to answer a question or simply need someone to walk you through the application, our support team is ready to help in English starting March 22 and in Spanish, Mandarin, Vietnamese, Russian, Amharic, Arabic and Tagalog beginning March 29.

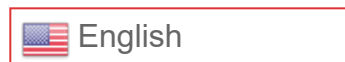
Translated Resources

Important information about the grant program, the application process and answers to frequently asked questions can be found here, along with the list of questions you will need to answer in the application itself. This page has 16 different language translations with links.



Designed and managed by Commerce's Rural & Marketing Solutions Team.

Website Accessibility Statement







AWC Hot sheet – Bills of interest Week of March 29, 2021

Priority bills – Support

HB 1054 Establishes requirements for tactics and equipment used by peace officers	Needs Senate floor action. AWC supports Sen. Pedersen's floor striker and Sen. Wagoner's MRAP amendment.
HB 1069 Allows for fiscal flexibility with existing restricted revenues so cities can use them to address current budget challenges	Needs Senate floor action
SB 5051 Creates a database of officers fired for misconduct and adds use of force violations as grounds for decertification of an officer	Needs House appropriations committee action
HB 1108 Maintains foreclosure counselor program and funding	Needs Senate floor action
HB 1277 Increases the document recording fee to fund rental assistance for tenants and landlords	Needs House floor action
HB 1362 Resets the property tax cap to tie it to inflation up to 3%	Needs committee action
SB 5066 Creates a duty to intervene if a law enforcement officer witnesses misconduct by another officer	Needs House appropriations committee action
SB 5160 Creates a pathway back from eviction moratorium including tenant protections and access to financial assistance for landlords	Needs House floor action
HB 1310 Concerning permissible uses of force by law enforcement	Needs Ways & Means action

Other bills – Support

HB 1056 Updates the Open Public Meetings Act to allow virtual meetings during emergencies	Needs Senate floor action
HB 1089 Permits the State Auditor to conduct inquiries into law enforcement agencies regarding compliance with I-940 (independent investigations)	Needs Senate floor action
SB 5259 Establishes reporting requirements for law enforcement practices	Needs House appropriations action
HB 1117 Promotes salmon recovery in the Growth Management Act (GMA)*	Needs Senate committee action
HB 1099 Addresses climate change in the GMA*	Needs Senate committee action
HB 1241 Extends GMA update cycle from eight to ten years	Needs Senate Committee action
HB 1189 Creates a property tax-based Tax Increment Financing (TIF) tool to fund public infrastructure to spur development	Needs Senate floor action
HB 1157 Provides a REET-based incentive to encourage cities to provide for missing middle housing types	Needs House floor action (NTIB)



AWC Hot sheet – Bills of interest Week of March 29, 2021

SB 5237 Expands access for affordable childcare and early childhood development programs	Needs House Appropriations committee hearing
HB 1267 Creates Office of Independent Investigations for deadly use of force incidents involving law enforcement	Needs Senate Ways & Means action
HB 1336 Expands authority for public entities to provide broadband	Needs Senate Floor Action
HB 1521 Provides mitigation to cities negatively impacted by streamlined sales tax	Needs Senate floor action
SB 5055 Updates the arbitrator selection process for police discipline grievance cases	Passed Legislature – Needs Governor to sign
SB 5287 Makes targeted expansions to the Multifamily Tax Exemption (MFTE) program that provide new options for cities	Needs House committee action

Monitor

HB 1073 Expands eligibility for the Paid Family Medical Leave (PFML) program for those whose eligibility was impacted by the pandemic – as amended it removes the main provisions that created concerns about significant increased costs for employers	Awaiting Senate Ways & Means committee action
SB 5013 Establishes new timelines for redistricting using 2020 Census data	Passed Legislature – Needs Governor to sign
SB 5097 Expands eligibility for the Paid Family Medical Leave (PFML) program and directs the PFML Advisory Committee to study further changes, expansion to the program – as amended it addresses concerns about increased employer costs	Awaiting Appropriations committee action

Oppose

HB 1220 AWC opposes because of sweeping preemption of local community siting authority around homeless shelters, including in residential areas. Other parts of the bill make GMA housing element changes* that cities can support if funded.	Awaiting Senate committee action – Asking for Section 3 & 4 to be removed or amended. Cities support other sections of the bill.
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**Funding commitments and other potential policy changes needed for AWC to support these bills.*

Floor action indicates the bill needs to move to the floor to be voted on by the full House or Senate.

NTIB = Necessary to implement the budget (not subject to cut-off deadlines)

The next cut-off deadline is April 2 when bills must pass out of the opposite house fiscal committee.

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Advocacy

Published on Mar 12, 2021

All cities eligible to use Targeted Urban Area property tax exemption under new bill

Contact: [Candice Bock](#), [Jacob Ewing](#)

The Senate is set to hear a bill that would allow all cities to enact a tax exemption tool to promote living-wage jobs in their communities.

The Targeted Urban Area (TUA) property tax exemption is a 10-year local property tax exemption for new industrial or manufacturing facilities within a designated city area. A key eligibility requirement means the facility must create at least 25 family living wage jobs with an average pay of at least \$18 per hour. After contracting with a city, the tax exemption is provided on the value of eligible improvements and applies only to the city portion of the collected property tax. Counties, by resolution, may also exempt eligible improvements from county property taxes.

HB 1386, sponsored by Rep. Emily Wicks (D–Everett), makes the TUA tax exemption available to all cities no matter their size or location, and extends the deadline for companies to apply for tax exemption to December 31, 2030.

Additionally, the bill updates the criteria and requirements of the TUA tax to include:

- Requiring business to provide a family living wage of \$23 per hour and to offer health care benefits.
- Allowing eligibility for the exemption to facilities classified as

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- Requiring cities to give priority to applicants that:
 - Provide prevailing wage jobs.
 - Procure from and contract with women-, minority-, or veteran-owned businesses.
 - Procure from and contract with businesses that have a history of compliance with wage and hour regulations.
 - Use apprenticeships from state-registered apprenticeship programs.
 - Give preferred hiring to workers living in the vicinity of the project.
 - Maintain labor standards for workers employed at the facility.

AWC applauds the efforts of the bill's authors to spur living-wage job growth and economic development all around the state.

Dates to remember

HB 1386 is scheduled for a public hearing in the Senate Ways & Means Committee on Monday, March 15 at 4 pm. The bill is scheduled for executive session in the same committee on Thursday, March 18 at 4 pm.

Advocacy Economic development

Recent articles

**Striking amendment
limits Main Street tax
credit program**



**Let's get TIF over the
finish line – Contact your
senator today!**



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extending critical rural

economic development

funding source



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Bring Tax Increment Financing to Washington

2021 | HB 1189/SB 5211

TIF

TIF for Jobs Coalition



The TIF for Jobs Coalition is emerging as a broad and diverse statewide coalition – for a full list of endorsers, visit wedaonline.org/tif-for-jobs

Background:

Tax Increment Financing (TIF) captures a property's appreciated value by using its increased property taxes to finance infrastructure improvements that benefit a designated area. Local jurisdictions that utilize TIF benefit from improved public infrastructure, increased economic development, and local job growth.

Washington state is missing out on TIF. In fact, 48 other states and Washington, D.C. have successfully implemented some form of TIF. Previous attempts to authorize TIF in Washington were struck down due to constitutional constraints related to the use of state property tax revenue.

However, a carefully structured TIF program can withstand constitutional challenges and will provide a critically needed economic development tool for local governments and communities. Our approach to TIF does not raise property taxes on residents but allows development to pay for much-needed public infrastructure.

The Washington State Legislature has created several TIF-like alternative financing programs such as the Community Revitalization Financing (CRF) Program, the Local Infrastructure Financing Tool (LIFT), and the Local Revitalization Financing (LRF) Program. Some cities and counties have implemented one of these narrowly tailored versions of TIF at the local level. However, these programs have significant limitations on their use and require a state contribution - usually funded by the state operating budget.

The COVID-19 pandemic has provoked an economic recession that has devastated communities, businesses, and families. Authorizing TIF is one critical action lawmakers can take to help our communities recover, grow construction and other jobs, spark reinvestment, and foster vibrant communities.

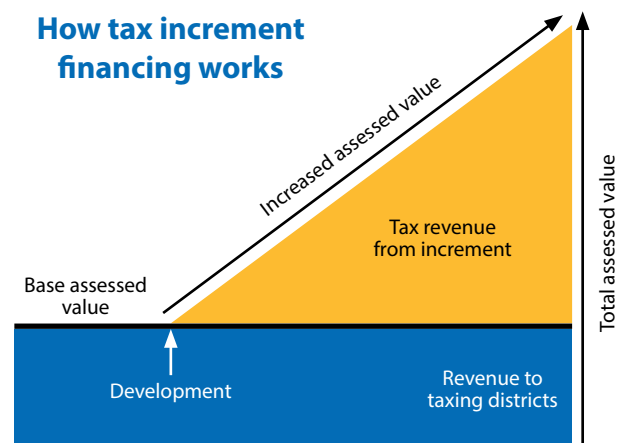
Local jurisdictions need:

- **New, stable funding sources** to promote economic development and improve infrastructure in communities around the state.
- **Legislative support** to develop a property-tax based TIF program that meets state constitutional requirements.

Our legislative proposal:

- Does not impact the state's property tax rate or revenue
- Protects current taxing districts' authority and existing tax collections
- Stipulates that TIF funding can only be used to pay for publicly owned infrastructure
- Requires a finding that development wouldn't occur if not for the TIF-funded public infrastructure
- Requires a study and mitigation of any impacts on local businesses and affordable housing

How tax increment financing works



Contact:

Suzanne Dale Estey

Washington Economic Development Association
206.769.4217 | suzanne@wedaonline.org

ENGROSSED SUBSTITUTE HOUSE BILL 1189

State of Washington

67th Legislature

2021 Regular Session

By House Finance (originally sponsored by Representatives Duerr, Boehnke, Bateman, Sullivan, Fitzgibbon, Walen, Ramel, Springer, Wicks, Slatter, Pollet, Callan, and Harris-Talley)

READ FIRST TIME 02/22/21.

1 AN ACT Relating to tax increment financing; amending RCW
2 84.55.010 and 84.55.120; and adding a new chapter to Title 39 RCW.

3 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

4 NEW SECTION. **Sec. 1.** The definitions in this section apply
5 throughout this chapter unless the context clearly requires
6 otherwise.

7 (1) "Assessed value of real property" means the valuation of
8 taxable real property as placed on the last completed assessment roll
9 prepared pursuant to Title 84 RCW.

10 (2) "Increment area" means the geographic area within which
11 regular property tax revenues are to be apportioned to pay public
12 improvement costs, as authorized under this chapter.

13 (3) "Increment value" means 100 percent of any increase in the
14 true and fair value of real property in an increment area that is
15 placed on the tax rolls after the increment area is created.

16 (4) "Local government" means any city, town, county, port
17 district, or any combination thereof.

18 (5) "Ordinance" means any appropriate method of taking
19 legislative action by a local government.

20 (6) "Public improvement costs" means the costs of:

1 (a) Design, planning, acquisition, required permitting, required
2 environmental studies and mitigation, seismic studies or surveys,
3 archaeological studies or surveys, land surveying, site preparation,
4 construction, reconstruction, rehabilitation, improvement, and
5 installation of public improvements and other directly related costs;

6 (b) Relocating, maintaining, and operating property pending
7 construction of public improvements;

8 (c) Relocating utilities as a result of public improvements;

9 (d) Financing public improvements, including capitalized interest
10 for up to six months following completion of construction, legal and
11 other professional services, taxes, insurance, principal and interest
12 costs on general indebtedness issued to finance public improvements,
13 and any necessary debt service reserves;

14 (e) Expenses incurred in revaluing real property for the purpose
15 of determining the tax allocation base value by a county assessor
16 under chapter 84.41 RCW and expenses incurred by a county treasurer
17 under chapter 84.56 RCW in apportioning the taxes and complying with
18 this chapter and other applicable law. For purposes of this
19 subsection (6)(e), "expenses incurred" means actual staff and
20 software costs directly related to the implementation and ongoing
21 administration of increment areas under this chapter; and

22 (f) Administrative expenses and feasibility studies reasonably
23 necessary and related to these costs, including related costs that
24 may have been incurred before adoption of the ordinance authorizing
25 the public improvements and the use of tax increment financing to
26 fund the costs of the public improvements.

27 (7) "Public improvements" means:

28 (a) Infrastructure improvements owned by a local government
29 within or outside of and serving the increment area that include:

30 (i) Street and road construction and maintenance;

31 (ii) Water and sewer system construction and improvements;

32 (iii) Sidewalks and other nonmotorized transportation
33 improvements and streetlights;

34 (iv) Parking, terminal, and dock facilities;

35 (v) Park and ride facilities supportive of transit facilities;

36 (vi) Park and community facilities and recreational areas;

37 (vii) Stormwater and drainage management systems;

38 (viii) Electric, broadband, or rail service;

39 (ix) Mitigation of brownfields; or

40 (b) Expenditures for any of the following purposes:

1 (i) Purchasing, rehabilitating, retrofitting for energy
2 efficiency, and constructing housing for the purpose of creating or
3 preserving long-term affordable housing;

4 (ii) Purchasing, rehabilitating, retrofitting for energy
5 efficiency, and constructing child care facilities serving children
6 and youth that are low-income, homeless, or in foster care;

7 (iii) Providing maintenance and security for the public
8 improvements; or

9 (iv) Historic preservation activities authorized under RCW
10 35.21.395.

11 (8) "Regular property taxes" means regular property taxes as
12 defined in RCW 84.04.140, except: (a) Regular property taxes levied
13 by port districts or public utility districts specifically for the
14 purpose of making required payments of principal and interest on
15 general indebtedness; and (b) regular property taxes levied by the
16 state for the support of the common schools under RCW 84.52.065.
17 Regular property taxes do not include excess property tax levies that
18 are exempt from the aggregate limits for junior and senior taxing
19 districts as provided in RCW 84.52.043. "Regular property taxes" does
20 not include excess property taxes levied by local school districts.

21 (9) "Tax allocation base value" means the assessed value of real
22 property located within an increment area for taxes imposed in the
23 year in which the increment area is first designated.

24 (10) "Tax allocation revenues" means those revenues derived from
25 the imposition of regular property taxes on the increment value.

26 (11) "Taxing district" means a governmental entity that levies or
27 has levied for it regular property taxes upon real property located
28 within a proposed or approved increment area.

29 NEW SECTION. **Sec. 2.** (1) A local government may designate an
30 increment area under this chapter and use the tax allocation revenues
31 to pay public improvement costs, subject to the following conditions:

32 (a) The local government must adopt an ordinance designating an
33 increment area within its boundaries and describing the public
34 improvements proposed to be paid for, or financed with, tax
35 allocation revenues;

36 (b) The local government may not designate increment area
37 boundaries such that the entirety of its territory falls within an
38 increment area;

1 (c) A local government can create no more than three active
2 increment areas at any given time and they may not physically overlap
3 by including the same land in more than one increment area at any
4 time;

5 (d) The ordinance must set a sunset date for the increment area,
6 which may be no more than 25 years after the adoption of the
7 ordinance designating the increment area;

8 (e) The ordinance must indicate whether the local government
9 intends to issue bonds or other obligations, payable in whole or in
10 part, from tax allocation revenues to finance the public improvement
11 costs, and must estimate the maximum amount of obligations
12 contemplated;

13 (f) The ordinance must provide that the increment takes effect on
14 June 1st following the adoption of the ordinance in (a) of this
15 subsection; and

16 (g) The local government must make a finding that:

17 (i) The public improvements proposed to be paid or financed with
18 tax allocation revenues are expected to encourage private development
19 within the increment area and to increase the assessed value of real
20 property within the increment area;

21 (ii) Private development that is anticipated to occur within the
22 increment area as a result of the proposed public improvements will
23 be permitted consistent with the permitting jurisdiction's applicable
24 zoning and development standards;

25 (iii) The private development would not reasonably be expected to
26 occur solely through private investment within the reasonably
27 foreseeable future without the proposed public improvements; and

28 (iv) The increased assessed value within the increment area that
29 could reasonably be expected to occur without the proposed public
30 improvements would be less than the increase in the assessed value
31 estimated to result from the proposed development with the proposed
32 public improvements.

33 (2) In considering whether to designate an increment area, the
34 legislative body of the local government must prepare a project
35 analysis that shall include, but need not be limited to, the
36 following:

37 (a) A statement of objectives of the local government for the
38 designated increment area;

39 (b) A statement as to the property within the increment area, if
40 any, that the local government may intend to acquire;

1 (c) The duration of the increment area;

2 (d) Identification of all parcels to be included in the area;

3 (e) A description of the expected private development within the

4 increment area, including a comparison of scenarios with the proposed

5 public improvements and without the proposed public improvements;

6 (f) A description of the public improvements, estimated public

7 improvement costs, and the estimated amount of bonds or other

8 obligations expected to be issued to finance the public improvement

9 costs and repaid with tax allocation revenues;

10 (g) The assessed value of real property listed on the tax roll as

11 certified by the county assessor under RCW 84.52.080 from within the

12 increment area and an estimate of the increment value and tax

13 allocation revenues expected to be generated;

14 (h) An estimate of the job creation reasonably expected to result

15 from the public improvements and the private development expected to

16 occur in the increment area; and

17 (i) An assessment of any impacts and any necessary mitigation to

18 address the impacts identified on the following:

19 (i) Affordable and low-income housing;

20 (ii) The local business community;

21 (iii) The local school districts; and

22 (iv) The local fire service.

23 (3) The local government may charge a private developer a fee

24 sufficient to cover the cost of the project analysis and establishing

25 the increment area, including staff time, professionals and

26 consultants, and other administrative costs related to establishing

27 the increment area.

28 (4) Nothing in this section prohibits a local government from

29 entering into an agreement under chapter 39.34 RCW with another local

30 government for the administration or other activities related to tax

31 increment financing authorized under this section.

32 (5) If the project analysis indicates that an increment area will

33 impact at least 20 percent of the assessed value in a fire district,

34 the local government must negotiate a mitigation plan with the fire

35 district prior to implementing the increment area.

36 (6) The local government may reimburse the assessor and treasurer

37 for their costs as provided in section 1(6)(e) of this act.

38 (7) Prior to the adoption of an ordinance authorizing creation of

39 an increment area, the local government must:

1 (a) Hold at least two public briefings for the community solely
2 on the tax increment project that include the description of the
3 increment area, the public improvements proposed to be financed with
4 the tax allocation revenues, and a detailed estimate of tax revenues
5 for the participating local governments and taxing districts,
6 including the amounts allocated to the increment public improvements.
7 The briefings must be announced at least two weeks prior to the date
8 being held, including publishing in legal newspaper of general
9 circulation and posting information on the local government website
10 and all local government social media sites; and

11 (b) Submit the project analysis to the office of the treasurer
12 for review and consider any comments that the treasurer may provide
13 upon completion of their review of the project analysis as provided
14 under this subsection. The treasurer must complete the review within
15 90 days of receipt of the project analysis and may consult with other
16 agencies and outside experts as necessary. Upon completing their
17 review, the treasurer must promptly provide to the local government
18 any comments regarding suggested revisions or enhancements to the
19 project analysis that the treasurer deems appropriate based on the
20 requirements in section 2(2).

21 NEW SECTION. **Sec. 3.** (1) Public improvements that are financed
22 under this chapter may be undertaken and coordinated with other
23 programs or efforts undertaken by the local government and other
24 taxing districts and may be funded in part from revenue sources other
25 than tax allocation revenues.

26 (2) Public improvements that are constructed by a private
27 developer must meet all applicable state and local laws.

28 NEW SECTION. **Sec. 4.** The local government designating the
29 increment area must:

30 (1) Publish notice in a legal newspaper of general circulation
31 within the jurisdiction of the local government that describes the
32 public improvements, describes the boundaries of the increment area,
33 and identifies the location and times where the ordinance and other
34 public information concerning the public improvement may be
35 inspected; and

36 (2) Deliver a certified copy of the ordinance to the county
37 treasurer, the county assessor, and the governing body of each taxing
38 district within which the increment area is located.

1 NEW SECTION. **Sec. 5.** Apportionment of taxes shall be as
2 follows:

3 (1) Commencing in the calendar year following the passage of the
4 ordinance, the county treasurer shall distribute receipts from
5 regular property taxes imposed on real property located in the
6 increment area as follows:

7 (a) Each taxing district shall receive that portion of its
8 regular property taxes produced by the rate of tax levied by or for
9 the taxing district on the tax allocation base value for that
10 increment area;

11 (b) The local government that designated the increment area shall
12 be entitled to receive an additional amount equal to the amount
13 derived from the regular property taxes levied by or for each taxing
14 district upon the increment value within the increment area. The
15 local government that designated the increment area may agree to
16 receive less than the full amount of this portion, as long as bond
17 debt service, reserve, and other bond covenant requirements are
18 satisfied, in which case the balance of these tax receipts shall be
19 allocated to the taxing districts that imposed regular property
20 taxes, or have regular property taxes imposed for them, in the
21 increment area for collection that year in proportion to their
22 regular tax levy rates for collection that year. The local government
23 may request that the treasurer transfer this additional portion of
24 the property taxes to its designated agent. The portion of the tax
25 receipts distributed to the local government or its agent under this
26 subsection (1)(b) may only be expended to finance public improvement
27 costs associated with the public improvements financed in whole or in
28 part by tax increment financing; and

29 (c) This section shall not apply to any receipts from the regular
30 property taxes levied by:

31 (i) The state for the support of the common schools under RCW
32 84.52.065;

33 (ii) Local school district excess levies; and

34 (iii) Port districts or public utility districts specifically for
35 the purpose of making required payments of principal and interest or
36 general indebtedness.

37 (2) The apportionment of tax allocation revenues must cease when
38 the taxing district certifies to the county assessor in writing that
39 tax allocation revenues are no longer necessary or obligated to pay
40 public improvement costs, but in no event shall the apportionment of

1 tax allocation revenues continue beyond the sunset date established
2 pursuant to section 2(1)(d) of this act. Any excess tax allocation
3 revenues and earnings on the tax allocation revenues remaining at the
4 time the apportionment of tax receipts terminates must be returned to
5 the county treasurer and distributed to the taxing districts that
6 imposed regular property taxes, or had regular property taxes imposed
7 for it, in the increment area for collection that year, in proportion
8 to the rates of their regular property tax levies for collection that
9 year.

10 (3) The apportionment and distribution of portions of the regular
11 property taxes levied by or for each taxing district upon the
12 increment value within the increment area pursuant to and subject to
13 the requirements of this chapter is declared to be a public purpose
14 of and benefit each such taxing district.

15 (4) The apportionment and distribution of portions of the regular
16 property taxes levied by or for each taxing district upon the
17 increment value within the increment area pursuant to this section
18 shall not affect or be deemed to affect the rate of taxes levied by
19 or within any such taxing district or the consistency of any such
20 levies with the uniformity requirement of Article VII, section 1 of
21 the state Constitution.

22 NEW SECTION. **Sec. 6.** (1) A local government designating an
23 increment area may incur general indebtedness, and issue general
24 obligation bonds or notes to finance the public improvements and
25 retire the indebtedness, in whole or in part, from tax allocation
26 revenues it receives.

27 (2) The general indebtedness incurred under subsection (1) of
28 this section may be payable from tax allocation revenues and any
29 other sources available to the local government for payment of the
30 public improvement costs, including without limitation: Other tax
31 revenues; the full faith and credit of the local government; nontax
32 income, revenues, fees, and rents from the public improvements; and
33 contributions, grants, and nontax resources.

34 (3) In addition to the requirements in subsection (1) of this
35 section, a local government designating an increment area and
36 authorizing the use of tax increment financing may require the
37 nonpublic participant to provide adequate security to protect the
38 public investment in the public improvement within the increment
39 area.

1 NEW SECTION. **Sec. 7.** A direct or collateral attack on the
2 designation of the increment area or the allocation of regular
3 property tax revenues in conformance with applicable legal
4 requirements, including this chapter, may not be commenced more than
5 30 days after publication of notice as required by section 4 of this
6 act.

7 NEW SECTION. **Sec. 8.** (1) A local government may issue revenue
8 bonds to fund revenue-generating public improvements, or portions of
9 public improvements, that are located within an increment area and
10 that it is authorized to provide or operate. Whenever revenue bonds
11 are to be issued, the legislative authority of the local government
12 shall create or have created a special fund or funds from which,
13 along with any reserves created pursuant to RCW 39.44.140, the
14 principal and interest on these revenue bonds shall exclusively be
15 payable. The legislative authority of the local government may
16 obligate the local government to set aside and pay into the special
17 fund or funds a fixed proportion or a fixed amount of the revenues
18 from the public improvements that are funded by the revenue bonds.
19 This amount or proportion is a lien and charge against these
20 revenues, subject only to operating and maintenance expenses. The
21 local government shall have due regard for the cost of operation and
22 maintenance of the public improvements that are funded by the revenue
23 bonds, and shall not set aside into the special fund or funds a
24 greater amount or proportion of the revenues that in its judgment
25 will be available over and above the cost of maintenance and
26 operation and the amount or proportion, if any, of the revenue
27 previously pledged. The local government may also provide that
28 revenue bonds payable out of the same source or sources of revenue
29 may later be issued on a parity with any revenue bonds being issued
30 and sold.

31 (2) Revenue bonds issued under this section are not an
32 indebtedness of the local government issuing the bonds, and the
33 interest and principal on the bonds shall only be payable from the
34 revenues lawfully pledged to meet the principal and interest
35 requirements and any reserves created pursuant to RCW 39.44.140. The
36 owner or bearer of a revenue bond or any interest coupon issued under
37 this section shall not have any claim against the local government
38 arising from the bond or coupon except for payment from the revenues
39 lawfully pledged to meet the principal and interest requirements and

1 any reserves created pursuant to RCW 39.44.140. The substance of the
2 limitations included in this subsection shall be plainly printed,
3 written, or engraved on each bond issued under this section.

4 (3) Revenue bonds with a maturity in excess of 25 years shall not
5 be issued under this section.

6 (4) The legislative authority of the local government shall by
7 resolution determine for each revenue bond issue the amount, date,
8 form, terms, conditions, denominations, maximum fixed or variable
9 interest rate or rates, maturity or maturities, redemption rights,
10 registration privileges, manner of execution, manner of sale,
11 callable provisions, if any, and covenants including the refunding of
12 existing revenue bonds. Facsimile signatures may be used on the bonds
13 and any coupons. Refunding revenue bonds may be issued in the same
14 manner as revenue bonds are issued.

15 (5) The authority to issue revenue bonds under this section is
16 supplementary and in addition to any authority otherwise existing.
17 Nothing in this section limits a local government in the issuance of
18 revenue bonds that are otherwise authorized by law for the
19 construction of additions, betterments, or extensions of utilities
20 within the increment area.

21 (6) Notwithstanding anything to the contrary in this section,
22 revenue bonds issued to finance public improvements may be issued in
23 accordance with chapter 39.46 RCW.

24 NEW SECTION. **Sec. 9.** This chapter supplements and neither
25 restricts nor limits any powers that the state or any local
26 government might otherwise have under any laws of this state.

27 **Sec. 10.** RCW 84.55.010 and 2017 3rd sp.s. c 13 s 302 are each
28 amended to read as follows:

29 (1) Except as provided in this chapter, the levy for a taxing
30 district in any year must be set so that the regular property taxes
31 payable in the following year do not exceed the limit factor
32 multiplied by the amount of regular property taxes lawfully levied
33 for such district in the highest of the three most recent years in
34 which such taxes were levied for such district, excluding any
35 increase due to (e) of this subsection, unless the highest levy was
36 the statutory maximum rate amount, plus an additional dollar amount
37 calculated by multiplying the regular property tax levy rate of that

1 district for the preceding year by the increase in assessed value in
2 that district resulting from:

3 (a) New construction;

4 (b) Increases in assessed value due to construction of wind
5 turbine, solar, biomass, and geothermal facilities, if such
6 facilities generate electricity and the property is not included
7 elsewhere under this section for purposes of providing an additional
8 dollar amount. The property may be classified as real or personal
9 property;

10 (c) Improvements to property; ~~((and))~~

11 (d) Any increase in the assessed value of state-assessed
12 property; and

13 (e) Any increase in the assessed value of real property, as that
14 term is defined in section 1 of this act, within an increment area as
15 designated by any local government in section 2 of this act provided
16 that such increase is not included elsewhere under this section. This
17 subsection (1)(e) does not apply to levies by the state or by port
18 districts and public utility districts for the purpose of making
19 required payments of principal and interest on general indebtedness.

20 (2) The requirements of this section do not apply to:

21 (a) State property taxes levied under RCW 84.52.065(1) for
22 collection in calendar years 2019 through 2021; and

23 (b) State property taxes levied under RCW 84.52.065(2) for
24 collection in calendar years 2018 through 2021.

25 **Sec. 11.** RCW 84.55.120 and 2014 c 4 s 5 are each amended to read
26 as follows:

27 (1) A taxing district, other than the state, that collects
28 regular levies must hold a public hearing on revenue sources for the
29 district's following year's current expense budget. The hearing must
30 include consideration of possible increases in property tax revenues
31 and must be held prior to the time the taxing district levies the
32 taxes or makes the request to have the taxes levied. The county
33 legislative authority, or the taxing district's governing body if the
34 district is a city, town, or other type of district, must hold the
35 hearing. For purposes of this section, "current expense budget" means
36 that budget which is primarily funded by taxes and charges and
37 reflects the provision of ongoing services. It does not mean the
38 capital, enterprise, or special assessment budgets of cities, towns,
39 counties, or special purpose districts.

1 (2) If the taxing district is otherwise required to hold a public
2 hearing on its proposed regular tax levy, a single public hearing may
3 be held on this matter.

4 (3)(a) Except as provided in (b) of this subsection (3), no
5 increase in property tax revenue may be authorized by a taxing
6 district, other than the state, except by adoption of a separate
7 ordinance or resolution, pursuant to notice, specifically authorizing
8 the increase in terms of both dollars and percentage. The ordinance
9 or resolution may cover a period of up to two years, but the
10 ordinance must specifically state for each year the dollar increase
11 and percentage change in the levy from the previous year.

12 (b) Exempt from the requirements of (a) of this subsection are
13 increases in revenue resulting from the addition of:

14 (i) New construction;

15 (ii) Increases in assessed value due to construction of wind
16 turbine, solar, biomass, and geothermal facilities, if such
17 facilities generate electricity and the property is not included
18 elsewhere under this section for purposes of providing an additional
19 dollar amount. The property may be classified as real or personal
20 property;

21 (iii) Improvements to property; ~~((and))~~

22 (iv) Any increase in the value of state-assessed property; and

23 (v) Any increase in the assessed value of real property, as that
24 term is defined in section 1 of this act, within an increment area as
25 designated by any local government in section 2 of this act provided
26 that such increase is not included elsewhere under this section. This
27 subsection (3)(b)(v) does not apply to levies by the state or by port
28 districts and public utility districts for the purpose of making
29 required payments of principal and interest on general indebtedness.

30 NEW SECTION. Sec. 12. Sections 1 through 9 of this act
31 constitute a new chapter in Title 39 RCW.

32 NEW SECTION. Sec. 13. If any provision of this act or its
33 application to any person or circumstance is held invalid, the
34 remainder of the act or the application of the provision to other
35 persons or circumstances is not affected.

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SENATE BILL REPORT

ESHB 1189

As Reported by Senate Committee On:
Business, Financial Services & Trade, March 18, 2021

Title: An act relating to tax increment financing.

Brief Description: Concerning tax increment financing.

Sponsors: House Committee on Finance (originally sponsored by Representatives Duerr, Boehnke, Bateman, Sullivan, Fitzgibbon, Walen, Ramel, Springer, Wicks, Slatter, Pollet, Callan and Harris-Talley).

Brief History: Passed House: 3/3/21, 64-33.

Committee Activity: Business, Financial Services & Trade: 3/11/21, 3/18/21 [DPA].

Brief Summary of Amended Bill

- Authorizes local governments to designate tax increment financing areas and to use increased local property tax collections to fund public improvements.

SENATE COMMITTEE ON BUSINESS, FINANCIAL SERVICES & TRADE

Majority Report: Do pass as amended.

Signed by Senators Mullet, Chair; Hasegawa, Vice Chair; Dozier, Ranking Member; Brown, Frockt, Hobbs and Wilson, L.

Staff: Clinton McCarthy (786-7319)

Background: Property Tax. All real and personal property in the state is subject to property tax each year based on its value, unless specific exemption is provided by law. Property taxes are levied by the state and many local jurisdictions, including counties, cities, and local school, fire, park, and library districts. Property taxes are collected by the county and distributed to the levying jurisdiction. The county assessor determines the value of real

This analysis was prepared by non-partisan legislative staff for the use of legislative members in their deliberations. This analysis is not part of the legislation nor does it constitute a statement of legislative intent.

and personal property for tax purposes, and calculates and certifies levy rates for most taxing districts. The Washington Constitution requires taxes be uniform within a class of property. The annual growth of all regular property tax levy revenue is limited as follows:

- jurisdictions with a population of less than 10,000, revenue growth is limited to 1 percent; and
- jurisdictions with a population of 10,000 or more, revenue growth is limited to the lesser of inflation or 1 percent plus the value of new construction.

The constitution also provides for a levy rate limit of \$10 per \$1,000 of assessed value, referred to as the constitutional \$10 limit.

Tax Increment Financing. Tax increment financing (TIF) is a method of allocating a portion of property taxes to finance public improvements in designated areas. Typically, under a TIF program, a local government issues bonds to finance public improvements. To repay its bondholders, the local government is permitted to draw upon regular property tax revenue from increases in assessed value inside a special district surrounding the site of the public improvements.

Summary of Bill: The bill as referred to committee not considered.

Summary of Amended Bill: Creation of a Tax Increment Financing Area. A local government may designate TIF areas and use resulting tax allocation revenues to pay for public improvement costs. To do so, the local government must adopt an ordinance designating a specific increment area within its boundaries. The increment area cannot include the area of the entire jurisdiction of the local government. A local government can create no more than two active increment areas at any given time and they may not physically overlap. The assessed value for the increment area is limited to \$200,000,000. If a jurisdiction sponsors two increment areas, the two areas may not equal more than \$200,000,000 or more than 20 percent of the sponsoring jurisdiction's total assessed value, whichever is less. The local government that designates the increment area is not to receive more than what is necessary to pay or repay costs directly associated with the public improvements.

The adopting ordinance must identify the public improvements to be financed, in addition to indicating whether the local government intends to issue bonds or other obligations. Public improvements to be financed with the use of TIF must be specified. A sponsoring jurisdiction cannot add additional improvements to the project after the creation of the ordinance, but the jurisdiction is allowed to expand, alter, or add to the original public improvement. An increment area must be retired after no more than 25 years after the first year in which tax allocation revenues are collected. The adopting ordinance shall impose a deadline by which commencement of construction of the public improvements shall begin with a deadline of five years into the future, but allows for extensions for good cause.

Prior to establishing an increment area, the local government must consider a project

analysis that includes objectives for the increment area, identification of properties within the financing area, assessments of likely job creation and private development expected from the project, potential impacts and mitigation measures needed, and so on. If a project analysis indicates an increment area will impact at least 20 percent of assessed value in a fire district, mitigation strategies must be negotiated. Prior to adoption of an ordinance authorizing an increment area, the project analysis must be submitted to the Office of the State Treasurer for review. The local government must hold at least two public briefings for the community regarding the tax increment project. The local government may charge a private developer a fee to cover the cost of the project analysis if the developer agrees to participate in creating the increment area.

A local government designating a TIF area may issue general obligation bonds to finance the public improvements within an increment area. Any increase in assessed value within an area is included in the add-ons for purposes of the 1 percent revenue growth limit calculation.

Apportionment of Taxes. Beginning in the calendar year following the passage of the ordinance, the county treasurer must distribute receipts from regular taxes on real property located in the increment area. Property taxes to be apportioned under TIF include property tax levies subject to the \$10 and \$5.90 limits. Taxes levied by port districts or public utility districts specifically for making payment on bonds, and taxes levied by the state for supporting common schools are excluded from TIF apportionment.

Each taxing district shall receive that portion of its regular property taxes produced by the rate of tax levied by the taxing district on the tax allocation base value for that TIF project in the taxing district.

The local government that created the increment area shall receive an additional portion of the regular property taxes levied by each taxing district upon the increment value within the increment area. The local government that created the increment area may agree to receive less than the full amount of this portion as long as bond debt service, reserve, and other bond covenant requirements are satisfied. The portion of the tax receipts distributed to the local government may only be expended to finance public improvement costs financed by TIF.

The apportionment of increases in assessed valuation in an increment area cease when the taxing district certifies to the county assessor that allocation revenues are no longer needed to pay the public improvement costs. Any excess tax allocation revenues must be returned to the county treasurer and distributed to the taxing districts that imposed regular property taxes.

EFFECT OF BUSINESS, FINANCIAL SERVICES & TRADE COMMITTEE AMENDMENT(S):

Title Amendment. The title of the bill is narrowed to "AN ACT Relating to tax increment financing; amending RCW 84.55.010 and 84.55.120; and adding a new chapter to Title 39 RCW."

Definitions. The definition of increment value is clarified so that increment value cannot be less than zero. The definition of ordinance is expanded to include resolutions adopted by port districts. The definition of public improvements is narrowed by removing road maintenance from the definition, and clarified to include park and ride facilities or other transit facilities. The exceptions to the definition of regular property taxes are clarified to include regular property taxes levied by port districts or public utility districts to the extent necessary for the payments of principal and interest on general obligation debt.

Scope of Increment Areas. The assessed value for the increment area is limited to \$200,000,000 and removes reference to underlying land as the basis for assessed value. If a jurisdiction sponsors two increment areas, the two areas may not equal more than \$200,000,000 or more than 20 percent of the sponsoring jurisdiction's total assessed value, whichever is less. The number of active increment areas that a local government is allowed to create is decreased from three to two.

Changes to Ordinances. The ordinance must set a sunset date to be no more than 25 years after the first year in which tax allocation revenues are collected. The adopting ordinance must identify the public improvements to be financed, in addition to indicating whether the local government intends to issue bonds or other obligations. A sponsoring jurisdiction cannot add additional improvements to the project after the creation of the ordinance, but the jurisdiction is allowed to expand, alter, or add to the original public improvement. Thirty days after the adoption of an ordinance, a direct or collateral attack on the designation of an increment area may occur. The adopting ordinance must impose a deadline by which commencement of construction of the public improvements shall begin with a deadline of five years into the future, but allows for extensions for good cause.

Duties of a Local Government. A local government may charge a private developer a fee to cover the cost of the project analysis if the developer agrees to participate in creating the increment area. A local government that designates the increment area is not to receive more than what is necessary to pay or repay costs directly associated with the public improvements.

Appropriation: None.

Fiscal Note: Available.

Creates Committee/Commission/Task Force that includes Legislative members: No.

Effective Date: Ninety days after adjournment of session in which bill is passed.

Staff Summary of Public Testimony on Engrossed Substitute House Bill: *The committee recommended a different version of the bill than what was heard.* PRO: We are one of only a handful of states that are not using this tool. This is a great tool for local governments in efforts to address the economic recovery. This tool is accountable, and lets local governments have a customizable tool to assist with economic development. There is additional public engagement requirements and the OST has to review any proposed use of the tool. This has been a long term goal of cities. This is an opportunity for local governments to partner with developers to promote jobs. This is a job creator. We need community options to recover from the pandemic. Authorizing a local TIF tool would be a great step forward for the state. Ports are struggling to pay for spiraling costs of infrastructure. This will help attract new business to our state. The state is at a disadvantage without this tool to attract and retain economic development.

CON: Tax Increment Financing can be a promising tool. The bill as currently written captures revenue derived from growth. Section 1(9) of the tax allocation value is problematic so that it risks underlying tax funds that would be otherwise committed. This bill could direct natural appreciation to go to the TIF. There is work between the ports and the members now. This issue was flagged by the Port of Tacoma bond council. There is no limitation on the size of the TIF.

OTHER: We think an agreement is close and we will continue to work with proponents to try to find an agreement.

Persons Testifying: PRO: Representative Davina Duerr, Prime Sponsor; Richard May, City of Blaine; Tommy Gantz, Association of Washington Business; Nicholas Federici, City of Spokane; Suzanne Dale Estey, Washington Economic Development Association; Candice Bock, Association of Washington Cities; Greg Hanon, NAIOP; Bill Ellis, City of Kent; Briahna Murray, Cities of Tacoma, Bellevue, Pasco, and Spokane Valley; John Caulfield, City of Lakewood; Rob Karlinsey, City of Kenmore; Randy Hayden, Port of Pasco; Diahann Howard, Port of Benton; Mike Bomar, Port of Vancouver.

CON: Sean Eagan, Port of Tacoma; Eric Ffitch, Port of Seattle; Bruce Beckett, Port of Moses Lake.

OTHER: Victoria Lincoln, Washington Public Ports Association.

Persons Signed In To Testify But Not Testifying: No one.

City of College Place: Development Activity - April 2021

Project Name	Use	Location	Status	Lead Generated
Commercial/Industrial				
Project CK	Gas Station & Convenience Store	NW corner of 12th & Myra	- Jan 2019 In site negotiations. - March 2020 Still working on Myra/Whitman and Myra/12th sites. - July 2020 On Hold. - March 2021 Still conducting due diligence, also considering franchising the convenience store moniker to existing business on College Ave corridor. - April 2021 No update.	ICSC Las Vegas
Project HM	Automotive	College Avenue Corridor	- March 2020 Coffee shop located on west side of Walla Walla is potentially interested in opening a second location as primarily a drive through with large outdoor patio seating at southwest corner of 9th and College Avenues. - July 2020 On hold - August 2020 Starting to prepare a site plan. Preliminary engineering meeting scheduled. - March 2021 Old car wash demo'ed. No update. - April 2021 No Update	Local Business.

Project FM	Medium sized grocery and general merchandise store.	College Avenue, across from College Place High School.	- Jan 2019 This site is shortlisted with another site at end of Myra Rd in Walla Walla. User would like to open up by 2021/2022. - October 2019 Will commit to site once wastewater trunk is done next Summer. Gave city benchmarks to hit. Closing on lift station sewer property. - November 2019 City closed on lift station property. Achieving timelines. - February 2020 No change. - March 2020 Wastewater engineering plans will be done by June then to construction of sewer. This project is contingent on City getting sewer constructed. - March 2021 Company still interested. Waiting on SW Sewer to be completed. - April 2021 Awaiting Sewer.	Discussion with potential client.
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Project BK	Fast food burger establishment.	Either SR 125 & Commercial Dr or Tamaurson & SR 125.	- Jan 2019 Two sites are shortlisted. In due diligence/negotiation phase. - August 2019 Due diligence. - September 2019 Site agreement signed. - October 2019 Construction to take place next Spring. - December 2019 Getting plans together. - January 2020 Conceptual plans turned into City. - February 2020 Also reviewing a site on Commercial Drive. - March 2020 Continue to work with corporate on final location of Burger King. - July 2020 On hold. - March 2021 Going through final site plan process on vacant site adjacent to Aspen Dental. - April 2021 Corporate has given consultants permission for site.	ICSC Las Vegas
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Project W	Fast Food restaurant	Meadowbrook Area	- June 2019 Corporate looking to open up a tri-branded location of a fast food restaurant. - August 2019 Due diligence underway on Meadowbrook taxlots. - October 2019 Sites narrowed to Commercial Drive and Tamaurson - November 2019 Narrowed to Commercial Dr site. - March 2020 Site negotiations ongoing for Commercial Drive. - July 2020 Project on hold. - April 2021 Project on hold.	ICSC Las Vegas
Project D	Sit Down restaurant	Sites are either SR 125/Commercial Drive or SR 125/Tamaurson.	- Jan 2019 Two sites are going through due diligence. - Mar 2019 Due diligence continues. - April 2019 Awaiting plans from State about SR 125 to determine next move. - June 2019 Waiting for the Myra and SR 125 intersection to be improved for site to be acquired. - August 2019 Awaiting permanent Myra/SR 125/Commercial Dr plans. - March 2020 No Change - March 2021 Project on hold. - Waiting for left turn lane from North Myra onto Commercial. - April 2021 No change.	ICSC Las Vegas

Project Flight	Aerospace Manufacturing	Martin Airfield	- September 2019 Interest by incoming owner of Airfield about potential siting of facility on west side of property. Improve airport. Likely this project will start between four and five years. - October 2019 Airfield now owned by Tarragon/Mike Corliss. - February 2020 No Change. - August 2020 Tarragon doing preliminary planning of site. - March 2021 Land assemblage is occurring near Martin Airfield. Not sure as to what developer intent is. Needs zoning assigned to it. - April 2021 Tarragon is working on a Light Industrial Airport Zoning Overlay.	Property owner.
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			- September 2019 Board of company getting ready to approve purchase of 1.94 acre John Stejer site behind Banner Bank. - October 2019 Awaiting word from Board of this company. - November 2019 Property deal closed. Goodwill is moving to College Place by March 2021. - December 2019 Goodwill is working on site plans. They control site. - February 2020 Plans are in development. - March 2020 Developing preliminary site plans. - March 2021 Working through final engineering plans. Plan for Spring ground breaking. - April 2021 Planning to submit permits in two weeks.	
Project GW/Goodwill	Second hand store	C Street across from Home Depot		Board member of Company
Residential				

Homestead Subdivision Phase 3C, 3D, and 3E.	Residential subdivision constructed by Hayden Homes.	Homestead and Doans Street south of Fourth Street.	- August 2019 Phase 3D is wrapping up. Plans for 3E still being revised. Still dealing with stormwater. - - March 2020 MOU signed. - - July 2020 Doans put through. Utility infrastructure is being installed. No permanent installed stormwater solution yet. - August 2020 Contractor working on roadways south of Virginia Street between Homestead and Doans. - - March 2021. SE Doans is constructed to top of bluff. Working on some stormwater pond issues. Releasing bond on Phase 3E. Holding Phase 3D bond for issues. Continue constructing homes on SW Julia. Working on wise size around pond at SW 4th/Doans. - April 2021 Water connections installed for Phase 3E. Homes under construction.	Hayden Homes has owned property for the last decade.
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Villages at Fort Walla Walla	180 multi-family apartment units.	South side of Whitman Drive/Deccion intersection.	- Jan 2019 Plan submittal is being reviewed by development staff. Spring 2019 construction. - Feb 2019 Plans reviewed and approved. - October 2019 Engineering issuing approval for first group of buildings. - November 2019 Engineer will likely be starting work again. Was told to idle by developer. - February 2020 Farran requested groundbreak meeting with staff in February. - July 2020 Q4 groundbreaking. - March 2021 Invoiced developer. They have not communicated future plans after several follow up emails. - April 2021 Developer has communicated with City. Issues with original land owner.	Port of Walla Walla was approached by Farran Group about property and was directed to Bob Price and the City.
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Stepper Addition	Multi-family apartments.	South side of C Street near Della intersection.	- Jan 2019 Plan submittal is being reviewed by development staff. - Feb 2019 Developer about to break ground. - Mar 2019 Plans approved. Waiting for snow to melt to break ground. - April 2019 Wrapping up bonding issues and will be ready to go. - June 2019 Site has broken ground. - August 2019 Road and utilities are installed and in place. - Sept 2019 Construction of structures to begin. -February 2020 Under construction. - March 2020 Getting ready to release bond on this. - July 2020 Structures being built. - March 2021 Continue work. - April 2021 No Change.	Property owner.
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Country Estates	Additional manufactured units on former Poor Form House property.	924 SE Scenic View Dr	- Jan 2019 Poor Farm House is demolished. Site ready for manufactured unit construction. - Feb 2019 Development plans for additional units turned into the Community Development Department. - March 2019 Waiting for additional information from Country Estates. - April 2019 Met with property owner to discuss plans and what was needed to move development along. - June 2019 First double wide is on site. Waiting for plans for others. - August 2019 Awaiting revised plans. - November 2019 No change - July 2020 No change. - March 2021 Working through site plan process. - April 2021. Out for public comment. Short Plat.	Property owner.
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Sirmon Development	Multi-family apartments.	942 NE Spitzenburg St	- Jan 2019 Plan submittal is being reviewed by development staff. - Feb 2019 Development needs fire flow test. Applicant will coordinate with Green Tank Irrigation District. - March 2019 Planning approvals done. Contingent on fire flow water test with Green Tank. - April 2019 No Update. - June 2019 No Update. - August 2019 No update. Sept 2019 Site passed flow test. It does support multifamily now. - November 2019 Planning to develop next Summer. - March 2021 Still planning on doing this development this year. - April 2021 Awaiting final engineering drawings.	Property owner.
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			- Jan 2019 Plan reviewed, awaiting resubmittal. - Feb 2019 Working with applicant on remaining items for plans. - Mar 2019 Met with applicant on plans to subdivide property and discuss needed improvements. - June 2019 Continue to work with applicant on various thoughts pertaining to short and long plats. - August 2019 Still working on platting issues. - October 2019 Earthwork is now occurring. - December 2019 Wrapping up 12th Street half road improvements. - January 2020 Issue and record final plat. - July 2020 Some properties on 12th selling. - April 2021 No change.	
Mauiri Development	Single-Family	428 SW 12th Street.		Property owner.

Stone Creek Development.	Single & Multi-Family	197 Mojonnier Rd	- Feb 2019 SW Trunk Line MOU contents agreed upon with property owners. MOU needed to make this property and others developable. - March 2019 MOU approved by City Council. Plan to let engineering contract on SW Sewer at March 12th, 2019 City Council meeting. - Nov 2019 City owns lift station property. Doing engineering plans for it. Courting residential developers. - Jan 2020 Working on easements right-of-way for wastewater trunk line. - March 2020 Property owner short platting development to permit more developable tracts. - March 2021 Boundary line adjustments approved. Processing short plat for Christianson part of property. - April 2021 Community Development is working on getting comments for Mr. Christensens short plat.	Property owner.
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			- June 2019 Turned in preliminary plans for additional multifamily structures. -November 2019 Planning approvals done. In Civil review. - December 2019 Ongoing - January 2020 Apartment building under construction. - February 2020 Under construction. - March 2020 Apartments continue to be under construction. - July 2020 Construction continues. - March 2021 No change. - April 2021 No change.	
Hanby	Multi-family apartments.	West side of College & Sunny		Property owner.
			- March 2021 Working through developer inquiry on potential for cottage housing development for developmentally disabled. Would need County to bring whole property into College Place UGA. Only part of it is. - April 2021 No change.	
Project Wallula	Cottage housing for developmentally disabled.	North side of Wallula Rd adjacent to Sunset Villa		Property owner.

Whispering Creek Subdivision	Single Family	620 SE 8th Street	- Feb 2019 Annexation hearing set for the property. - Mar 2019 Property annexed at February 26th, 2019 Council meeting. Awaiting plans. - Sept 2019 Awaiting revisions from developers engineer. - Dec 2019 Scheduled public hearing with Hearing Examiner. - Feb 2020 Hearing examiner issuing conditions for development. - March 2020 Working with developer and engineer on final review. - July 2020 Utilities installed. Roadway is being constructed. Housing construction has started. - March 2021 Continue constructing homes. - April 2021 Homes under construction.	Property owner.
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