MIDVALE CITY COUNCIL MEETING
AGENDA
October 1, 2019
**AMENDED**

PUBLIC NOTICE IS HEREBY GIVEN that the Midvale City Council will hold a regular meeting on the 1st day of October 2019 at Midvale City Hall, 7505 South Holden Street, Midvale, Utah as follows:

5:30 PM – Dinner, Dahl Conference Room

6:00 PM – Dahl Conference Room
WORKSHOP
A. Housing Plan Discussion [Matt Dahl, Assistant City Manager/CD Director & Patrick O’Brien Housing Manager]

B. Jordan Bluffs Linear Park Discussion [Chris Butte, Economic Development Director]

C. Adjourn

7:00 PM
REGULAR MEETING – Council Chambers

I. GENERAL BUSINESS
   A. WELCOME AND PLEDGE OF ALLEGIANCE
   B. ROLL CALL
   C. Unified Police & Unified Fire Reports

II. PUBLIC COMMENTS
Any person wishing to comment on any item not otherwise scheduled for public hearing on the Agenda may address the City Council at this point by stepping to the microphone and giving his or her name for the record. **Comments should be limited to not more than three (3) minutes, unless additional time is authorized by the Governing Body.** Citizen groups will be asked to appoint a spokesperson. This is the time and place for any person who wishes to comment on non-hearing, non-Agenda items. Items brought forward to the attention of the City Council will be turned over to staff to provide a response outside of the City Council meeting.

III. COUNCIL REPORTS
   A. Councilmember Bryant Brown
   B. Councilmember Paul Hunt
   C. Councilmember Dustin Gettel
   D. Councilmember Paul Glover
   E. Councilmember Quinn Sperry

IV. MAYOR ROBERT M. HALE REPORT

V. CITY MANAGER REPORT
VI. DEPARTMENT REPORTS
A. Community Development Report [Matt Dahl, Assistant City Manager/CD Director]
B. Public Works Report [Glen Kennedy, Public Works Director]

VII. PUBLIC HEARING
A. Public Hearing to Consider a Final Subdivision Plat for Stratton Court Subdivision located at 1112 East Mecham Lane [Lesley Burns, City Planner]

ACTION: CONSIDER APPROVAL OF A FINAL SUBDIVISION PLAT FOR STRATTON COURT SUBDIVISION LOCATED AT 1112 EAST MECHAM LANE

VIII. CONSENT AGENDA
A. Consider Minutes of September 3, 2019 [Rori Andreason, H.R. Director/City Recorder]

IX. ACTION ITEM
A. Consider Resolution No. 2019-R-46 Authorizing the Mayor to enter into a Local Government Understanding and Agreement for the Mid-Valley Active Transportation Plan [Matt Dahl, Assistant City Manager/CD Director]

X. DISCUSSION
A. Main Street Property Maintenance and Compliance Issues Discussion [Matt Dahl, Assistant City Manager/CD Director]

**XI. CLOSED SESSION TO DISCUSS THE CHARACTER, PROFESSIONAL COMPETENCE, OR PHYSICAL OR MENTAL HEALTH OF AN INDIVIDUAL

XII. ADJOURN

In accordance with the Americans with Disabilities Act, Midvale City will make reasonable accommodations for participation in the meeting. Request assistance by contacting the City Recorder at 801-567-7207, providing at least three working day notice of the meeting. TTY 711

A copy of the foregoing agenda was provided to the news media by email and/or fax. The agenda was also posted at the following locations on the date and time as posted above: City Hall Lobby, on the City’s website at www.midvalecity.org and the State Public Notice Website at http://pmn.utah.gov. Council Members may participate in the meeting via electronic communications. Council Members’ participation via electronic communication will be broadcast and amplified so other Council Members and all other persons present in the Council Chambers will be able to hear or see the communication.

PLEASE MAKE SURE ALL CELL PHONES ARE TURNED OFF DURING THE MEETING

DATE POSTED: SEPTEMBER 27, 2019

RORI L. ANDREASON, MMC
H.R. DIRECTOR/CITY RECORDER
COUNCIL MEETING
Minutes

Tuesday October 1, 2019
Council Chambers
7505 South Holden Street
Midvale, Utah 84047

MAYOR: Mayor Robert M. Hale

COUNCIL MEMBERS: Council Member Bryant Brown
Council Member Paul Hunt
Council Member Dustin Gettel
Council Member Paul Glover - Excused
Council Member Quinn Sperry

STAFF: Kane Loader, City Manager; Bryce Haderlie, Asst. City Manager/Admin. Services Director; Matt Dahl, Asst. City Manager/Community Development Director; Rori Andreason, HR Director/City Recorder; Lisa Garner, City Attorney; Glen Kennedy, PW Director; Laura Magness, Communications Director; Lesley Burns, City Planner; Jana Ward, Planner I; Patrick O'Brien, RDA Housing Manager; Chief Randy Thomas, UPD; Chief Brad Laron, UFA; and Jake Shepherd, Network Administrator.

The pre-meeting workshop began at 5:30 p.m. – Dinner, Dahl Conference Room

Workshop at 6:00 pm – Dahl Conference Room
A. Housing Plan Discussion
Patrick O'Brien said the RDA is in the final drafting stages of the Midvale City Housing Plan (the "Plan"). The Plan has been formulated using the housing goals outlined in the 2016 General Plan and incorporates current data, best practices, and public input to establish objectives and strategies for making progress over the next five-years on the City's housing goals. The Plan also incorporates the moderate-income housing requirements as set out in UCA 10-9a-403 of the Utah Code.

Through the housing plan development process, six housing and neighborhood related issues impacting current and future Midvale residents were identified through a combination of public input, market analysis, and leading data in the field of housing and planning. The issues identified are:
- Growth
- Housing Affordability
- Housing Stock
- Home Ownership
- Neighborhood Stability
- Education
In order to address these issues and the challenges that they pose, staff used best practices in order to formulate a series of policies which will help to address and alleviate these issues.

**Population Growth**
- Reduce Lot Size Requirements in Residential Zones
- Strategically Encourage Density in Neighborhoods of Opportunity
- Modernize Parking Regulations to Support Residential Development
- Adopt By-Right Development in Strategic Locations (Especially around transit)
- Revise Setback and Open Space Requirements
- Encourage the Development of Missing Middle Housing to Accommodate Housing Choice for All Stages of Life
- Simplification of Subdivision Process

**Housing Affordability**
- Encourage Mixed-Income Multi-Unit Developments in Strategic Locations
- Focus Programs on Households Making 80% AMI or Less
- Include Density Bonuses for Affordable Housing Developments in Strategic Locations
- Establish Framework for a Community Land Trust

**Housing Stock**
- Incentivize the Development of Accessory Dwelling Units (ADUs)
- Provide a Financial Incentive to Improve Homes
- Business License Program Modifications
- Acquire and Redevelop Blighted Residential Units in Single Family Neighborhoods

**Home Ownership**
- Down-Payment Assistance Program for New Homeowners

**Neighborhood Stability**
- Support Code Enforcement Efforts
- Support the Development of Walkable Neighborhoods Through Improved Connectivity, Development of Neighborhood Scaled Amenities, Good Urban Design

**Education**
- Maintain and Distribute Housing Data and Information
- Provide Educational Opportunities for Renters and Landlords with Housing Industry Partners
- Provide Homeownership Education with Housing Partners

Patrick O'Brien discussed identified issues and proposed policies of the plan.

**B. Jordan Bluffs Linear Park Discussion**
Chris Butte said the developers of Jordan Bluffs have a conceptual plan they are working on for the 15-acre linear park, identified in the Jordan Bluffs Master Plan, that increases
its overall acreage to 19.39 acres. The increase of just over 4 acres is to facilitate a jointventure with an upgraded Real Salt Lake outdoor field and indoor field in place of a section of park currently planned to comprise one outdoor soccer field. The enhancement would include the additional 4.39 acres next to where the previous field was planned in order to improve the overall amenities of the park and be available to the public.

- Enhance the overall amenities by providing two high level soccer fields; one indoor with extended hours and days of operation, and one higher quality outdoor field with scheduled times for use and limits based on conditions.
- Maintain the overall park connections and surrounding community connections.
- Reduce the overall future and on-going maintenance. The proposal includes private maintenance and operation of the proposed facilities.
- Provide extended hours and days of operation (Indoor Facility).
- Enhance the marketability of the park do to the enhanced facilities and hours of operation.
- Both facilities will be available to the public with scheduled access just as many City facilities are currently and subject to associated fees as other facilities are for maintenance, etc.

The Council felt this would be a great enhancement to the project.

Laura Magness discussed the Census 2020 Communications and Engagement Plan. She asked if there was anyone else the Council wanted to have on the committee. The Council said to add a few City Council members to the committee.

Mayor Robert Hale called the business meeting to order at 7:00 p.m.

I. GENERAL BUSINESS
   A. WELCOME AND PLEDGE OF ALLEGIANCE

   B. ROLL CALL - Council Members Paul Hunt, Dustin Gettel, Bryant Brown and Quinn Sperry were present at roll call. Council Member Paul Glover was excused.

   C. UNIFIED POLICE & UNIFIED FIRE DEPARTMENT REPORTS
Chief Randy Thomas reported that he is currently working on the quarterly report. He hopes to have that completed by the next council meeting. He said a swat warrant was served on Pepperidge Dr, which was identified as narcotic sales. The home is contaminated with methamphetamines and was shut down by the Health Department. The home is currently being cleaned up. Council Member Dustin Gettel gave him information on an older gentleman that was at the Union Park who was blatant with the Hillcrest High Students. The school resource officer identified the gentlemen and took him off of the property. Detective Gerry Wayne is working with the homeowner on Center Street where there was a closed entry and swat warrant served. Detective Wayne is working hard at cleaning up the property, but it's a very slow process. The last home on Adams Street is still occupied. UDOT is trying to offer incentives for them to move out. He is working with the shelter to screen the people who go there. Some of the officers are wearing pink & purple shirts to support breast cancer and domestic violence.
Chief Brad Larson reported that they are compiling the stats for September. They had members attend the Fallen Fire Fighters Memorial in Colorado Springs. The event was well attended. He gave condolences along with thoughts and prayers to the Fire Chief Angelman family. He passed away in a tragic auto accident in Green River Colorado. The Light the Night event started yesterday and goes through October 6th. The Fire Stations will be lit up in red lights. It is to remember fire fighters who have given their lives. The professional development plan is being completed, which is a manual for the UFA departments that have specific steps to train, advance, and test for different specialty positions.

Council Member Quinn Sperry said he was asked by a young woman who they could contact if they are interested in attending fire school. Chief Larson said he would get in information to Council Member Sperry.

II. PUBLIC COMMENTS
Reuben Martinez said three boys died in Viet Nam. They gave their lives to our country for our freedom. These boys grew up together in Midvale and lived in the avenues. He proposed to name 5th, 6th and 7th avenue in their honor.

Kane Loader suggested adding the names to the street names. He also suggested bringing back a resolution at the next meeting to make this official.

The Council agreed.

III. COUNCIL REPORTS
A. Council Member Bryant Brown – said he has received a lot of positive feedback on the pedestrian activated crosswalks. The north side of Center Street has weeds and water that are blocking the crosswalk. He would like to make sure people can get to them to use them. He said with the high school going up twitter exploded with comments that a dome was being built over the football field. He wanted to let the public know this this is not happening.

B. Council Member Paul Hunt – said he would like to thank Lesley Burns for her help today and in the past for her knowledge and expertise.

C. Council Member Dustin Gettel – the Community Council will hold a Meet the Candidate Night on October 17th. He invited staff and residents to attend. He also said the mosquitoes are going away but not gone.

D. Council Member Paul Glover – excused.

E. Council Member Quinn Sperry – said he will send staff information on a light pole that possibly needs to be replaced.

IV. MAYOR REPORT
Mayor Robert Hale – reported he attended the grand opening of the Census 2020 headquarters. They need people to work part time. Information can be found on job
openings at www.census2020.gov. The City is starting a CCC (complete count committee) to educate and complete the census. He encourages everyone to fill out the census form. He attended the CBC Health Fair at Copperview Recreation Center. There were a lot of people in attendance.

V. CITY MANAGER REPORT
Kane Loader said Council Member Bryant Brown asked him to identify a “Safe Place” for citizens to buy or sell items in a safe place. He and Chief Thomas recommended City Hall for that safe place, which they are going to explore this. VECC moving to Versa Term for the new CAD and records management system. Utopia is doing very well. The revenues are strong, and the next bonds are on schedule. They are working with cities from one end of the state to the other to join UTOPIA. The executive committee said they are fine with them joining UTOPIA as long as it doesn’t take away from the build in the cities that are in the network. Trans-Jordan is getting very close to developing transfer stations. One is in Sandy and the other in South Jordan. Trans-Jordan will update the council at the November 19th meeting. He has asked them to cover the solid waste, recycling issues, and when the landfill will be completely filled up. Chris Butte invited him to visit Wasatch Properties to look at the apartments. He was very impressed at how fast things are moving. They are planning a field trip next spring for the City Council.

VI. DEPARTMENT REPORTS
A. COMMUNITY DEVELOPMENT REPORT
Matt Dahl reported that this week the Utah Chapter of the APA is having their fall conference. They have selected Midvale City for the Outstanding Achievement Award for the Main Street Small Area Plan. He thanked Alex Murphy for the package he put together to submit to them. Staff has a system for inspections for building projects where there is a phone and web-based system to set up the inspections. They are planning on moving to an all web-based system. He feels that it will improve the process for everyone. The 50/50 concrete replacement program is a program that has been funded, but not everyone wants to participate because they don’t want to come up with the other 50 percent. A more proactive program needs to be created and marketed so citizens understand what the requirements are. Staff has been conducting research for a plan on how to go about doing that. He discussed the September reporting tables for the Community Development Department with the Council.

B. PUBLIC WORKS REPORT
Glen Kennedy reported that Public Works has a new fluoridation analyzer installed. The splash pads and bathrooms are closed for the season. The sprinklers and backflow are in the process of being shut down. The streetlights are tested and reviewed quarterly, and a list is sent to the County identifying any issues. The leaf bag program is underway. The bags will be delivered the last week of October and first week of November. They will be picked up the third week of November as part of the bulky waste on your regular scheduled garbage day.

MOTION: Council Member Quinn Sperry MOVED to go into a public hearing. The motion was SECONDED by Council Member Paul Hunt. Mayor Hale
called for discussion on the motion. There being none, he called for a vote. The motion passed unanimously.

VII. PUBLIC HEARING
A. PUBLIC HEARING TO CONSIDER A FINAL SUBDIVISION PLAT FOR STRATTON COURT SUBDIVISION LOCATED AT 1112 EAST MECHAM LANE

Lesley Burns said the applicant, Dustin Snow, is requesting approval to subdivide the property located at 1112 East Mecham Lane into two lots as shown on the attached subdivision plat. The property is approximately 0.50 acres in size and includes a single-family house on the western portion of the property and a detached garage at the southeast corner. This proposal includes creating a smaller lot for the existing single-family house, which would remain, and a new single family residential lot to the east. Mecham Lane is a public road.

This property is zoned SF-1. This is a single family residential zone requiring a minimum lot size of 7,000 square feet, a minimum 55-foot lot frontage, and a minimum lot depth of 90 feet. The two lots being created with this proposed subdivision comply with these lot standards. In addition, the existing house complies with the required setback from the new property line being created and, with the existing driveway remaining intact, the property continues to have the required two off-street parking spaces.

Planning Commission Recommendation
The Planning Commission conducted a public hearing and discussed this request on September 11, 2019. Based on compliance with the requirements of the SF-1 zone district and the City's subdivision ordinance with the conditions of approval below, the Planning Commission forwarded a positive recommendation to the City Council to approve the Stratton Court Subdivision with the following conditions:

1. The applicant shall prepare a final subdivision plat to be reviewed and approved by the City Engineer and City Council.

2. A note shall be added to the final subdivision plat indicating two 2-inch caliper street trees shall be planted prior to a Certificate of Occupancy being issued for the house on Lot 2.

3. The applicant shall address the following items prior to the final subdivision plat being recorded:
   • The fence, wall, gates and hedge exceeding four feet in height and adjacent to the public sidewalk along the street frontage shall be removed.
   • The detached garage in the southeast corner of the property shall be removed.
   • The street light adjacent to the detached garage shall be removed or confirmed it is privately maintained and operated.
   • The three-foot sidewalk along the property frontage shall be reconstructed with a width matching the sidewalk to the west. A cash bond may be posted guaranteeing completion at a later date if needed.
Two 2-inch caliper street trees shall be planted on Lot 1. The existing street tree can count towards the requirement if protected during the deconstruction of the wall.

The applicant and adjacent property owner to the east shall work together to avoid any double fencing issues and come up with an acceptable boundary line agreement.

4. The applicant shall obtain duty to serve letters for water and sewer for the new lot prior to the final subdivision plat being approved. Since the Planning Commission meeting, the applicant has prepared a final subdivision plat, which has been approved by the Fire Marshal and the City Engineer subject to a few technical corrections on the plat. Duty to serve letters for water and sewer have been obtained (Midvale water and Cottonwood Improvement District). In addition, the applicant and adjacent property owner have resolved the fence and boundary line issue along the rear east property line.

Council Member Dustin Gettel said since the developer is a planning commission member, how does that process work.

Lesley Burns said the planning commission member declares a conflict of interest and leaves the room, so they do not participate in the discussion at all.

Mayor Hale opened the hearing to public comment.

Dustin Snow said he is paying for the light since it was grandfathered in.

Council Member Dustin Gettel asked if the garage does need to be removed.

Lesley said the removal of the garage will be addressed in the agreement.

**MOTION:** Council Member Paul Hunt MOVED to close the public hearing. The motion was SECONDED by Council Member Quinn Sperry. Mayor Hale called for discussion on the motion. There being none, he called for a vote. The motion passed unanimously.

**ACTION:** CONSIDER APPROVAL OF A FINAL SUBDIVISION PLAT FOR STRATTON COURT SUBDIVISION LOCATED AT 1112 EAST MECHAM LANE

**MOTION:** Council Member Paul Hunt MOVED to approve the Final Subdivision Plat for Stratton Court Subdivision located at 1112 East Mecham Lane with the following conditions:

1. The applicant shall obtain all required signatures on the subdivision plat Mylar.
2. The applicant shall address the following items prior to the final subdivision plat being recorded:
- The fence, wall, gates and hedge exceeding four feet in height and adjacent to the public sidewalk along the street frontage shall be removed.
- The detached garage in the southeast corner of the property shall be removed or removal guaranteed within a specified time frame through an agreement between the City and property owner and bond posted by the property owner.
- The street light adjacent to the detached garage shall be removed or confirmed is privately maintained and operated.
- The three-foot sidewalk along the property frontage shall be reconstructed with a width matching the sidewalk to the west. A cash bond may be posted guaranteeing completion at a later date if needed.
- Two 2-inch caliper street trees shall be planted on Lot 1. The existing street tree can count towards the requirement if protected during the deconstruction of the wall."

The motion was SECONDED by Council Member Quinn Sperry. Mayor Hale called for discussion on the motion. There being none, he called for roll call vote. The voting was as follows:
- Council Member Quinn Sperry  Aye
- Council Member Paul Glover  Absent
- Council Member Paul Hunt  Aye
- Council Member Bryant Brown  Aye
- Council Member Dustin Gettel  Aye

VIII. CONSENT AGENDA
A. CONSIDER MINUTES OF SEPTEMBER 3, 2019

MOTION: Council Member Dustin Gettel MOVED to approve the consent agenda. The motion was SECONDED by Council Member Bryant Brown. Mayor Hale called for discussion on the motion. There being none, he called for roll call vote. The voting was as follows:
- Council Member Quinn Sperry  Aye
- Council Member Paul Glover  Absent
- Council Member Paul Hunt  Aye
- Council Member Bryant Brown  Aye
- Council Member Dustin Gettel  Aye

The motion passed unanimously.

IX. ACTION ITEM
A. CONSIDER RESOLUTION NO. 2019-R-46 AUTHORIZING THE MAYOR TO ENTER INTO A LOCAL GOVERNMENT UNDERSTANDING AND
AGREEMENT FOR THE MID-VALLEY ACTIVE TRANSPORTATION PLAN
Matt Dahl said in 2018, Midvale joined Millcreek and 4 other jurisdictions (Holladay, Cottonwood Heights, Murray, and Taylorsville) in successfully applying for a TLC grant from Wasatch Front Regional Council ("WFRC") for a project called the "Mid-Valley Active Transportation Plan." This plan will propose a backbone active transportation (biking and walking) network across the involved cities. The process will include online and in-person public outreach efforts, overall route analysis, a Midvale-specific sub-plan, and design and funding cut sheets for specific projects. The project is expected to run through the summer of 2020 with an adoption-ready plan being presented in August.

Avenue Consultants and Fehr and Peers have been selected as the consultants for this project. WFRC has prepared a contract with scope of work and deliverables and will enter into the contract directly with the consultants. As an attachment to the contract, WFRC would like the City to complete a "Local Government Understand and Agreement," stating the City is committed to working with the WFRC and the consultants to make the project a success, the City will provide support as outlined in the scope of work, the City will assign a local representative to manage the City’s contributions to the project, and the City will earnestly consider the final products for adoption. Alex Murphy has been managing the project so far and will continue to represent the City going forward. The overall budget for the project is $300,000 and will be paid directly by WRFC. As a condition of the grant, the City was required to contribute $5,000 toward the project, which was paid earlier this summer.

FISCAL IMPACT: A one-time cost of $5,000 has already been paid for the project. No ongoing expense is proposed.

MOTION: Council Member Bryant Brown MOVED to Adopt Resolution No. 2019-R-46 Authorizing the Mayor to enter into a Local Government Understanding and Agreement for the Midvalley Active Transportation Plan. The motion was SECONDED by Council Member Quinn Sperry. Mayor Hale called for discussion on the motion. There being none, he called for roll call vote. The voting was as follows:
- Council Member Quinn Sperry Aye
- Council Member Paul Glover Absent
- Council Member Paul Hunt Aye
- Council Member Bryant Brown Aye
- Council Member Dustin Gettel Aye

The motion passed unanimously.

X. DISCUSSION ITEM
A. DISCUSS CODE ENFORCEMENT ISSUES REGARDING CLOSED BUILDINGS
Matt Dahl said Midvale City has completed an extensive planning process for the revitalization of the Main Street neighborhood. The result of this planning effort was the Main Street Small Area Plan, which identified needed infrastructure projects, policy changes, and programming that would support the revitalization of Main Street. In
previous meetings, the City Council indicated that the maintenance of public and private properties on Main Street will also be key to the street's revitalization. As part of the discussion of property maintenance, the condition of awnings, overhangs, and boarded buildings were identified as specific areas of concern. In response to these concerns, City staff surveyed the Main Street neighborhood for issues that conflict with existing code or that would warrant potential policy changes. Additionally, staff has gathered information from other communities in Utah to look for best practices for dealing with property maintenance issues.

He presented findings on:
- Most common code violations in the Main Street Neighborhood.
- Examples of vacant building boarding policies.
- Example sign and awning maintenance policies
- City-owned property maintenance practices and proposals

He had Detective Wayne check the area. The biggest issue was that some business are operating without a license. Many of them simply didn’t know they needed to renew the license. He is also working on transient issues. There were also weed, grass, and parking issues. He said Glen Kennedy has done a good job of cleaning up Main Street.

He said they are working on getting the RDA funds to come in. The RDA funds are not used for the continuing maintenance of the properties. They have contacted the County to repair the lights that are out. In addition, people would like to see additional lighting on buildings, which staff is looking into.

One of the big issues is that there are several different drainage issues. Some of them are on private property and some on public property. They are both related to storm water issues, which staff is looking into. The crime and transient issues are a perception issue. They are continuing to work on that. Staff knows improvements on the streets and sidewalks are needed along with working with property owners for snow removal on the sidewalks.

Licensing is something staff is trying to keep on top of with compliance. The awning ordinance says the City has the ability to deal with them if they are in bad condition. People have liked the tree trimming and it’s improved the appearance. The code for vacant buildings with boarding’s is being looked into. In the case of Main Street today, there are many buildings that are boarded up. Several of those buildings have building permits and are getting them ready for tenants. He asked the Council if they have any ideas on how they would like to proceed.

Council Member Dustin Gettel said there needs to be a balance between property owners and residents. It was a suggestion that the boards look better if they have a smiley face on them.

Council Member Bryant Brown said the property owner has bought the property and is responsible for the property. If they don't want to maintain the property, they need to sell the property.
Council Member Dustin Gettel suggested that if the property owner is doing renovations, that they have a copy of the permit visible.

Council Member Quinn Sperry asked if there was any discussion on the zoning.

Matt Dahl said in some of the cases, the developer is waiting on the zoning.

Council Member Dustin Gettel indicated that he doesn't care about form based zoning. He just wants to get moving on it and needs some guidance from the city.

Council Member Quinn Sperry asked if he had heard from any of the other developers on Main Street regarding the zoning and what they envision.

Matt Dahl said there are definitely developers that would like for the City to make changes to our zoning code.

Council Member Quinn Sperry said the City needs to be working on parallel zoning changes and figure out what is needed.

Matt Dahl said that over the course of the spring and into the summer, there were several presentations to the City Council. The only comments at the time were regarding the Council's concerns of the existing buildings in that area. Staff feels that this is the best way to go about doing the zoning. It is a process that is going to take some time. They rely on the Planning Commission's feedback. He said a significant zoning change takes time.

Council Member Dustin Gettel asked if there is any way the developer can work under the current zoning and have it approved.

Matt Dahl said that the current zone would not accommodate the type of development he would want, and the proposal staff is making. He expressed concern with changing the process in creating projects.

Council Member Quinn Sperry said maybe we need to meet with the developers and ask them what their vision is and come to a common ground between what the developers want and what the city wants.

Matt Dahl said the developers would be looking at changes in the zoning to build what they want to build.

Council Member Bryant Brown said he has concerns about the zone changes.

Matt Dahl said the small area plan that was developed leads to the form base code. The form base code is intended to implement what is envisioned in the small area plan. He has been talking with the developer because he is anxious to proceed. However, they
have not done anything in regard to this plan except for go through the process. The plan is not being crafted for him.

Council Member Dustin Gettel asked to discuss this further at the next council meeting so they can have more of an understanding of it. He said he would like to speed up the process.

Council Member Bryant Brown said he agreed with Council Member Dustin Gettel. However, the developers could have presented something to the City and haven’t yet.

Matt Dahl said he would come back to the Council with how to approach boarding and a proposal for a policy change. On the issue with the form base code, he would propose is to continue down the path as to not slow it down from where we are at with moving forward with the Planning Commission and come back to you with more detail on the form base code.

Lesley Burns said that there are tweaks that can be made. The form base code is like an umbrella. It’s the detail inside that needs to be focused on.

XI. CLOSED SESSION TO DISCUSS THE CHARACTER, PROFESSIONAL COMPETENCE, OR PHYSICAL OR MENTAL HEALTH OF AN INDIVIDUAL

MAYOR: Mayor Robert M. Hale

COUNCIL MEMBERS: Council Member Bryant Brown
Council Member Paul Hunt
Council Member Dustin Gettel
Council Member Paul Glover - Excused
Council Member Quinn Sperry

STAFF: Kane Loader, City Manager and Lisa Garner, City Attorney;

MOTION: Council Member Dustin Gettel MOVED to go into closed session to discuss the character, professional competence or physical or mental health of an individual. The motion was SECONDED by Council Member Bryant Brown. Mayor Hale called for discussion on the Motion. There being none he called for a roll call vote. The voting was as follows:

Council Member Paul Hunt Aye
Council Member Dustin Gettel Aye
Council Member Paul Glover Absent
Council Member Quinn Sperry Aye
Council Member Bryant Brown Aye

The motion passed unanimously.

The Council went into closed session at 8:56 pm
The Council reconvened at 10:00 pm

MOTION: Council Member Dustin Gettel MOVED to reconvene into open session. Council Member Bryant Brown SECONDED the motion. Mayor Hale called for discussion on the motion. There being none, he called for a vote. The motion passed unanimously.

XII. ADJOURN

MOTION: Council Member Paul Hunt MOVED to adjourn the meeting. The motion was SECONDED by Council Member Quinn Sperry. Mayor Hale called for discussion on the motion. There being none, he called for a vote. The motion passed unanimously.

The meeting adjourned at 10:02 p.m.

Rori L. Andreason, MMC
H.R. DIRECTOR/CITY RECORDER

Approved this 15th day of October 2019.
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<td>Dustin Snow</td>
<td>1032 Mechanic Ln</td>
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<td>Ted Martin</td>
<td>7461 Park Ave</td>
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**Midvale City Public Comment**  
**Sign in Sheet**  

*Tuesday, October 1, 2019*

**PUBLIC COMMENTS**

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</tr>
</tbody>
</table>
Final Subdivision Plat – Stratton Court Subdivision  
October 1, 2019  
Midvale City Council  

**AMENDED RECOMMENDED MOTIONS:**  

Option 1 - Approval  

"I move that we approve the final subdivision plat for the Stratton Court Subdivision with the following conditions:  

1. The applicant shall obtain all required signatures on the subdivision plat Mylar.  
2. The applicant shall address the following items prior to the final subdivision plat being recorded:  
   - The fence, wall, gates and hedge exceeding four feet in height and adjacent to the public sidewalk along the street frontage shall be removed.  
   - The detached garage in the southeast corner of the property shall be removed or removal guaranteed within a specified time frame through an agreement between the City and property owner and bond posted by the property owner.  
   - The street light adjacent to the detached garage shall be removed or confirmed it is privately maintained and operated.  
   - The three-foot sidewalk along the property frontage shall be reconstructed with a width matching the sidewalk to the west. A cash bond may be posted guaranteeing completion at a later date if needed.  
   - Two 2-inch caliper street trees shall be planted on Lot 1. The existing street tree can count towards the requirement if protected during the deconstruction of the wall."  

Option 2 – Table Decision  

"I move that we table a decision on the proposed subdivision plat to address the following items:  

1. ...  
2. ..."
SEPTEMBER 2019
COMMUNITY DEVELOPMENT REPORT
Midvale City Council Meeting
October 1, 2019

BUSINESS LICENSE APPLICATIONS RECEIVED

<table>
<thead>
<tr>
<th>Type</th>
<th>September 2019</th>
<th>August 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>8</td>
<td>21</td>
</tr>
<tr>
<td>Home Business</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Booth Rental</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Rentals (Good Landlord)</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Solicitor</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>SOB</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>16</strong></td>
<td><strong>33</strong></td>
</tr>
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### BUSINESS LICENSE RENEWALS/CLOSURES

<table>
<thead>
<tr>
<th>Type</th>
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<th>August 2019</th>
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</thead>
<tbody>
<tr>
<td>Renewals</td>
<td>99</td>
<td>202</td>
</tr>
<tr>
<td>Accounts Closed</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td><strong>NET</strong></td>
<td><strong>96</strong></td>
<td><strong>197</strong></td>
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</table>

### BUSINESS LICENSES ISSUED

<table>
<thead>
<tr>
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<th>August 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Renewals</td>
<td>99</td>
<td>202</td>
</tr>
<tr>
<td>Commercial</td>
<td>19</td>
<td>14</td>
</tr>
<tr>
<td>Home Business</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Booth Rental</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Rentals (Good Landlord)</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Solicitor</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>SOB</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>127</strong></td>
<td><strong>227</strong></td>
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### BUILDING VALUATION – NEW CONSTRUCTION

<table>
<thead>
<tr>
<th></th>
<th>September 2019</th>
<th>August 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td># Valuation</td>
<td># Valuation</td>
</tr>
<tr>
<td>1 Single Family</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Detached</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Condo/Town Home</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>5 Apartments</td>
<td>1</td>
<td>35,772,943.00</td>
</tr>
<tr>
<td>10 Garage/Carport</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>21 Retail/Mercantile</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>24 Sign/Cell</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td>Tower/Fences/Pools</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>5</td>
<td>10</td>
</tr>
</tbody>
</table>

### BUILDING VALUATION – ADDITIONS/ALTERATIONS

<table>
<thead>
<tr>
<th></th>
<th>September 2019</th>
<th>August 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td># Valuation</td>
<td># Valuation</td>
</tr>
<tr>
<td>26 Res. Additions</td>
<td>27</td>
<td>43</td>
</tr>
<tr>
<td>/Repairs/Alterations</td>
<td>$383,989.27</td>
<td></td>
</tr>
<tr>
<td>27 Nonres. Additions</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>/Repairs/Alterations</td>
<td>$81,500.00</td>
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<tr>
<td>Commercial Demolitions</td>
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<td>1</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>31</td>
<td>51</td>
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</table>
# BUILDING VALUATION – TOTAL

<table>
<thead>
<tr>
<th></th>
<th>September 2019</th>
<th>August 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td># Valuation</td>
<td># Valuation</td>
<td></td>
</tr>
<tr>
<td>Total New Construction</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>$35,824,533.00</td>
<td>$573,367.00</td>
<td></td>
</tr>
<tr>
<td>Total Additions/Alterations</td>
<td>31</td>
<td>51</td>
</tr>
<tr>
<td>$465,489.27</td>
<td>$2,714,806.30</td>
<td></td>
</tr>
<tr>
<td>GRAND TOTAL</td>
<td>36</td>
<td>61</td>
</tr>
<tr>
<td>$36,290,022.27</td>
<td>$3,288,173.30</td>
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# CODE ENFORCEMENT – CITIZEN COMPLAINTS

<table>
<thead>
<tr>
<th>Submission Method</th>
<th>September 2019</th>
<th>August 2019</th>
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</thead>
<tbody>
<tr>
<td>#</td>
<td># Concerns</td>
<td># Concerns</td>
</tr>
<tr>
<td>Website</td>
<td>1</td>
<td>parking, garbage cans,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>bulk cleanup issues, weeds,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>chickens</td>
</tr>
<tr>
<td></td>
<td>12</td>
<td>parking, garbage cans, bulk</td>
</tr>
<tr>
<td></td>
<td></td>
<td>cleanup issues, weeds,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>chickens</td>
</tr>
<tr>
<td>In Person</td>
<td>3</td>
<td>weeds, structure issues</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>weeds, structure issues</td>
</tr>
<tr>
<td>Phone</td>
<td>20</td>
<td>weeds, cars, illegal dumping</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(bulk garbage), noise, junk,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>trees, zoning</td>
</tr>
<tr>
<td></td>
<td>21</td>
<td>weeds, cars, illegal dumping</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(bulk garbage), noise, junk,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>trees, chickens</td>
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<tr>
<td>TOTAL</td>
<td>24</td>
<td>35</td>
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CODE ENFORCEMENT – SELF-INITIATED, ACTIVE

<table>
<thead>
<tr>
<th>Type</th>
<th>September 2019</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Grass and Weeds</td>
<td>14</td>
<td>33</td>
</tr>
<tr>
<td>Structure</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Property Storage</td>
<td>7</td>
<td>12</td>
</tr>
<tr>
<td>Zoning</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>Parking</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Business License Violations</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>Rental/Dwelling Inspections</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Graffiti</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Vehicle Impounded (Abandoned RV)</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL – 41/46 reports</td>
<td>51</td>
<td>74</td>
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</table>

<table>
<thead>
<tr>
<th>Report Status</th>
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<tbody>
<tr>
<td>Open</td>
<td>16</td>
</tr>
<tr>
<td>Warning/Closed</td>
<td>7</td>
</tr>
<tr>
<td>Compliant/Closed</td>
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CODE ENFORCEMENT – FOLLOW-UP FROM JULY/AUGUST

<table>
<thead>
<tr>
<th>Type</th>
<th>September 2019</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Weeds/Grass</td>
<td>33</td>
<td>-</td>
</tr>
<tr>
<td>Discarded Items (junk, appliances, etc.)</td>
<td>12</td>
<td>46</td>
</tr>
<tr>
<td>Parking Issues</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>Fence Issues</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Signage Issues</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>Structure</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>Business License</td>
<td>5</td>
<td>-</td>
</tr>
<tr>
<td>TOTAL</td>
<td>64</td>
<td>67</td>
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## CODE ENFORCEMENT – VIOLATION NOTICES

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<tr>
<th>Status</th>
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<tbody>
<tr>
<td>Notices Sent</td>
<td>14</td>
<td>22</td>
</tr>
<tr>
<td>Return Service Received</td>
<td>-</td>
<td>10</td>
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<tr>
<td>Returned Undelivered</td>
<td>5</td>
<td>-</td>
</tr>
<tr>
<td>In Progress</td>
<td>4</td>
<td>-</td>
</tr>
<tr>
<td>Compliant</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>
2020 Census

MIDVALE CITY
COMMUNICATIONS AND ENGAGEMENT PLAN

UT CENSUS 2020
BE COUNTED, MIDVALE!
Introduction

The importance of a complete and accurate Census cannot be overstated. Mandated by the U.S. Constitution, the Census count impacts our most fundamental rights and ability to adequately plan for our collective future. An accurate Census count could deprive Utah and Salt Lake County residents of much needed resources, including assistance for neighborhood improvements, public health, education, social services, transportation, and much more. Census data serve as the basis for how we characterize and understand our community and its needs. Community leaders in both the public and private sectors rely heavily on the accuracy of Census data to make important decisions affecting the future of Midvale City. Indeed, the importance of Census data pervades nearly all forms of decision-making. Government leaders rely on it for a host of local decisions, businesses rely on it in evaluating markets and choosing where to locate development, residents rely on local data in choosing where to live, and foundations and other philanthropic organizations rely on it as a primary basis for the funding decisions that enable many important community improvement efforts to succeed.

Local Data

In 2016, Utah State and local governments received $5.7 billion in federal funding. That's about $1,870 per person.

According to the U.S. Census Bureau, the west Midvale City tract (west of I-15) is one of the hardest to count tracts in the nation for a variety of potential reasons: high rate of minorities, high rate of low-income residents, poor response rates in the past, or inadequate access to the internet. In 2010, only 67.4% of the tract’s households mailed back their 2010 census questionnaire, requiring more costly and difficult in-person follow up to count the remaining 32.6%. During 2013-17, 13.3% of this tract’s households had either no home internet subscription or dial up-only, according to the latest American Community Survey estimates. 9.2% of households had a cellular data plan only (which may be costly to use for non-essential services).
Midvale City's Role

Municipal governments have an important relationship with the Census — both as consumers of the invaluable data it gathers and as partners in ensuring the complete and accurate count of our city. Census figures are the basis for defining our federal, state and local political districts. Census figures also fuel medical, economic and social research on communities, and inform much of our local infrastructure planning and decision-making processes. Perhaps most importantly, the data plays a crucial role in determining how more than $880 billion of federal funding is distributed and allocated annually across state and local governments.

This communications plan is being developed to guide Midvale City's efforts to reach people in the Midvale community, especially those who are least likely to respond to the 2020 Census. This document outlines specific strategies, tactics, and timelines - and describes the specific partnerships and how resources will be leveraged - to achieve the highest self-response rate on the Census 2020 questionnaire. It involves close coordination with the local office of the U.S. Census Bureau, Salt Lake County, and the Midvale City Complete Count Committee (CCC).

The plan includes communications led by trusted messengers, which will begin with an umbrella strategy to reach all residents, followed by an emphasis on hard to count populations.
Hard to Count Communities (HTC)

The Census Bureau faces challenges counting certain households and population groups. These include recent immigrants, households with limited English proficiency, households with low income, racial/ethnic minorities, children under 5 years old, persons who are disabled, rural residents, renters, and those with unstable or unconventional housing. Midvale City's west side has historically been one of the hardest to count tracts in the nation.

Midvale City has many of these hard to count groups:

**Barriers to Being Counted:**
- Language barriers
- Mistrust in government
- Privacy/cybersecurity concerns
- Physical barriers such as inaccessible multifamily units
- Untraditional living arrangements
- Lack of reliable broadband or internet access

**Known HTC Groups:**
- Children under 5 years old
- Racial and ethnic minorities
- Limited English proficiency households
- Immigrants
- Renters and residents who move often
- Alternative or overcrowded housing units
- Gated communities and publicly inaccessible multifamily units
- Persons displaced by natural disasters
- Persons experiencing homelessness
- Young mobile adults
- Single-parent headed households

*The west Midvale City tract (west of I-15) is one of the hardest to count tracts in the nation.*
Goals

Midvale City faces tremendous barriers to ensuring an accurate count and thus receiving an equitable, fair share of funding and representation. The goals of this communications and engagement plan are to:

- Ensure a full, fair, and accurate count.
- Increase participation in hard to count communities.
- Collaborate with the U.S. Census Bureau, State, Canyons School District, and community organizations to avoid duplication and effectively communicate the Census message.
- Educate and increase awareness about the 2020 Census and its benefits to residents.
- Ensure the city’s messaging aligns with the state and federal messaging goals.
- Ensure areas of greatest impact, communities historically undercounted in past Census counts, are reached.
- Instill confidence in the Census process and counter false information.
2020 Census
Barriers, Attitudes & Motivators Study

Funding for public services is a key motivator across groups.

YOUR VOICE MATTERS.
MAKE IT COUNT.

Complete the U.S. Census form by APRIL 1, 2020.
(Mobile-friendly form available mid-March 2020)

The focus groups revealed that a lack of understanding is associated with several negative attitudes toward the Census, including apathy, privacy concerns, fear of repercussions, and general distrust of government. In the quantitative survey data, certain demographic characteristics, including low levels of education, being young, and being of racial or ethnic minority groups, are related to low levels of intent to self-respond to the decennial Census.

The focus group and survey research also revealed common motivators, or reasons respondents may want to respond to the 2020 Census. The qualitative and quantitative data both indicate that, although there are important differences across demographic groups, funding for public services — such as hospitals, schools, and roads — is a key motivator across groups. Focus groups, in particular, showed that participants might be persuaded of the importance and purpose of the Census if they make the connection between completing a Census form and the possibility of an increase in funding or support for their community, notably in support of critical community institutions, organizations, and services.
Engagement Strategies

- Establish a Complete Count Committee.
- Tailor strategies and tactics based on the different demographics within larger hard to count populations.
- Provide information to faith-based organizations or religious leaders so they can encourage Census participation, when appropriate.
- Publicize Census job opportunities in hard to count communities.
- Conduct events with necessary physical accommodations, assistive technology, and/or translation or interpretation to meet the needs of people with disabilities.
- Collaborate with The Road Home and Unified Police Department to create a robust list of outdoor, service-based, and transitory locations that Census takers should visit to achieve a complete count of the homeless population, and for advice and guidance regarding how to achieve a complete count of the homeless population.
Complete Count Committee

Mayor Robert Hale will invite the following individuals to participate on the CCC:

- Canyons School District
  - Karen Sterling
- Unity in the Community & Community Building Community
  - Annette Miller
- Canyon Crossing at Riverwalk
  - Cynthia
- St. Therese’s Catholic Church
  - Jose Barrera
- Midvale Senior Center
  - Loriann Warner
- The Road Home
  - Michelle Hoon
- Boys & Girls Club
  - LeAnn Saldivar
- Tyler Library
  - Davie Bird
- The Journals
  - Sarah Morton Taggart
- Eye Care 4 Kids
  - Joseph Carbone
- Greenwood Health Center (UofU)
  - Melisa Wright
- Family Support Center
  - Barbara Stallone
- Unified Police Department
  - Brittany Washington
- Latinos in Action at Hillcrest High School
  - Andrea Martinez
- UTOPIA
  - Alexis Richards
- Cinco de Mayo Committee
  - Mike and Dolores Pahl
- Midvale Community Council
- Church of Jesus Christ of Latter-Day Saints

Strong partnerships will be critical for reaching hard to count (HTC) audiences that represent different cultures and ethnicities. In addition to building on existing partnerships, we will identify audiences that are part of the populations that we expect to be hard to count—audiences for which outreach by key influencers and intermediaries is most likely to encourage response. To increase awareness of and participation in the census, we will establish a Complete Count Committee (CCC). The goals of the CCC would be to:

- Identify HTC populations in Midvale City
- Develop strategies to increase their likelihood of participation
- Conduct outreach to those communities through trusted voices, whether that is faith-based institutions, or local service providers and business leaders. Collaborate to ensure consistent messaging throughout the community.
- Develop an action plan that includes activities and events.
- Identify challenges facing Midvale City to target outreach plans.
- Reduce the HTC populations’ fear and distrust of government.
- Utilize the local knowledge, expertise, and influence of each CCC member to design and implement a census awareness campaign targeted to the community.
- Create ways to dispel myths and alleviate fears about the privacy and confidentiality of census data.
- Create promotional materials that appeal to our community.
- Encourage households to complete the questionnaire online, by phone, or by mail.
Messaging

- Use tested messages that have been shown to engage each community to participate in the 2020 Census.
- Deliver messages through in-language trusted messengers.
- Emphasize confidentiality and privacy procedures.
- Emphasize the desirability of self-response.
- Emphasize the safety of responding to enumerators.
- Emphasize the connection between Census participation and funding (e.g., special education, vocational rehabilitation, community mental health services, disabled veteran outreach, and pro bono legal services).
- Stress the importance of counting all household members regardless of age, including infants.

All messages will meet the following requirements:

- Immediately relevant
- Consistent
- Simple language
- Pictures used to convey information whenever possible
- Clear messaging (i.e., clear call to action and individual next steps)
- Personal touch included
- Proper translation, culturally relevant, and accommodates disabilities
- Cognizant and appropriate for individuals with disabilities

Talking Points

"Participating in the 2020 Census is a civic duty and good for your community."
"There are multiple ways to be counted in the 2020 Census."
"Data security is the highest priority for the Census Bureau and extensive protections are in place to protect the integrity of the 2020 Census."
"English language proficiency is not required to participate in the 2020 Census."
"If you don’t have access to the internet in your home, you can still be counted."
"An accurate census helps ensure fair representation at all levels of government."
"The census directly impacts the funding your city will receive over the next decade."
Education Phase
Spring/Summer 2019 to Fall 2019

The public education phase will raise awareness that the Census is happening and convey the importance of participating. Activities that may occur during this phase include the following:

- Promote Census Job Openings
  - Publicize available Census jobs to assist with the 2020 Census count (e.g., census takers or enumerators) and requirements.
  - Amplify Census Messaging
- Utilize the Census 2020 toolkit and a variety of communication tools (see Midvale City Communication Tools, Appendix A) to:
  - Share key messages
  - Help increase awareness of, and trust and participation in, the census process, highlight the importance of participation by and for the community, and dispel myths about the Census
- Include Census messages during community celebrations and events (Harvest Days, Veterans Day, Community Building Community Health Fair, Trunk or Treat, etc.)
- Spread Census information through community centers (e.g., Boys & Girls Club, churches, etc.), community collaboratives, social service agencies, etc.
- Solicit support from developers, apartment management, and businesses to broadcast Census messages.
- Utilize the "Be counted, Midvale!" graphic.
- Identify and appoint a Complete Count Committee
- Convene meetings to train CCC and develop an action plan.

Utilize the "Be counted, Midvale!" graphic to personalize messaging.
Awareness Phase (Prepare)  
Late 2019 to March 2020

- Educate the community to ensure they are aware of the enumerator and other field and area office positions that are available
- Continue to use Midvale City Communication Tools and the Census 2020 Toolkit to share messages about the upcoming census.
- Produce short videos (Spanish and English) to educate the community about the importance of completing the Census.
- Census Bureau will start running ads in January.
- Host a “March to the Mailbox” event to kickoff Census Day (April 1).

Motivation Phase  
March 2020 to May 2020

- As Census postcards are scheduled to arrive from the U.S. Census Bureau in March 2020, the motivation phase will focus on self-response.
- Hold ceremonial kick-off and media event to publicize the delivery of Census materials.
- Continue amplifying the message as described in the education phase. And implement additional communications strategies developed by the Complete Count Committee.
- Publicize the Census Bureau’s toll-free Census Help Line for questionnaire assistance.
- Install online response kiosk in a publicly-accessible buildings (City Hall, Canyons School District locations, Senior Center, Road Home)
- Develop a Public-Private Partnership to provide mobile WiFi hot spots for outreach at community events or door-to-door efforts, to facilitate Census participation outside of existing public internet access points. Use our city’s social media presence to amplify messages about the upcoming census.
- Encourage local elected officials, influencers, and other prominent community members to share information about the Census through social media, promoting participation.
Follow Up (Reminder) Phase
May 2020 to July 2020

- Work closely with Unified Police Department Dispatch to educate them about the Census 2020. During this time, enumerators will be canvassing door-to-door, potentially leading to increased 911 calls.
- Encourage every household that did not respond that they can still respond or wait for the census taker to knock on their door.
- Show how enumerators can be identified and encourage participation through Midvale City Communications Tools.
- Assist Census Bureau staff in identifying tenant and homeowner representatives who can facilitate access to gated and high security areas.
- Educate the community about any Census scams that are taking place in our community.
<table>
<thead>
<tr>
<th>Tool</th>
<th>Audience</th>
<th>Effort</th>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midvale City Website</td>
<td>Community-at-large</td>
<td>Low cost</td>
<td>Easy to use. Reaches a broad audience. Access to audience analytics.</td>
<td>Not available to those without internet access.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Low time</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Midvale City Journal</td>
<td>Community-at-large</td>
<td>High cost</td>
<td>Keeps community members informed about projects and events.</td>
<td>Monthly newsletter doesn't offer timely communication. Only mailed to households. Print newsletters may be wasteful of resources. E-newsletters are not accessible to those without internet access.</td>
</tr>
<tr>
<td>(Newsletter insert)</td>
<td></td>
<td>Med/High time</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media -</td>
<td>Community-at-large</td>
<td>Low cost</td>
<td>Effective way to communicate with broad audience. Allows for two-way</td>
<td>Needs to be monitored. Excludes groups not familiar with social media. Not available to those without access to the internet including non-English speakers.</td>
</tr>
<tr>
<td>Facebook Ads</td>
<td></td>
<td>Med/High time</td>
<td>communication.</td>
<td></td>
</tr>
<tr>
<td>Social Media –</td>
<td>Community-at-large</td>
<td>Low cost</td>
<td>Effective way to communicate with broad audience. Allows for user feedback.</td>
<td>Needs to be monitored. Excludes groups not familiar with social media. Not available to those without access to the internet including non-English speakers.</td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
<td>Med/High time</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media –</td>
<td>Midvale Neighborhoods</td>
<td>Low cost</td>
<td>Effective way to communication with local audience, that specifically desires to learn about the community.</td>
<td>Needs to be monitored. Excludes groups not familiar with social media. Not available to those without access to the internet including non-English speakers.</td>
</tr>
<tr>
<td>Nextdoor</td>
<td></td>
<td>Low time</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media –</td>
<td>Community-at-large</td>
<td>Med/High cost</td>
<td>Effective way to communicate with audience who prefers video communications.</td>
<td>Expensive and time consuming to produce videos. Risky due to not being able to control video content advertising from other YouTube channels.</td>
</tr>
<tr>
<td>YouTube</td>
<td></td>
<td>Med time</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Google AdWords</td>
<td>Targeted community</td>
<td>Med cost</td>
<td>Increase brand awareness. Targeted messaging.</td>
<td>Paid advertising or pay per click advertising on Google.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Med time</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canyon School</td>
<td>Students &amp; their</td>
<td>Low cost</td>
<td>Reaches a lot of people.</td>
<td></td>
</tr>
<tr>
<td>District Peach Jar</td>
<td>families, teachers,</td>
<td>Low time</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>support staff</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Press Release</td>
<td>Media and Community-at-</td>
<td>Low cost</td>
<td>Effective way to communicate with broad audience.</td>
<td>Dependence on the media to pick up the story.</td>
</tr>
<tr>
<td></td>
<td>large</td>
<td>Low time</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media Advisory</td>
<td>Media only</td>
<td>Low cost</td>
<td>Effective way to communicate with the media.</td>
<td>Dependence on the media to pick up the story.</td>
</tr>
<tr>
<td></td>
<td>Low Time</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Midvale City Communications Tools (Cont.)

<table>
<thead>
<tr>
<th>Tool</th>
<th>Audience</th>
<th>Effort</th>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-notifications via City's website</td>
<td>People who sign up to receive e-notifications</td>
<td>Low cost</td>
<td>Fast and efficient way to communicate with the public.</td>
<td>People have to sign up to receive e-notifications. Not available to those without internet access.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Low time</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td>Targeted audience</td>
<td>Low cost</td>
<td>Fast and efficient way of updating broad audiences.</td>
<td>Need to develop a database to be more effective. Not available to those without internet access.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Low time</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PowerPoint presentation</td>
<td>Targeted audience</td>
<td>Low cost</td>
<td>Provides an opportunity for clarifying questions. Presentations can be tailored to specific audiences.</td>
<td>Examples: Presentations to local groups or businesses.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Medium time</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Print advertising (flyer in Spanish and English delivered to every household)</td>
<td>Community-at-large</td>
<td>Med/high</td>
<td>Increases awareness to broad readership. Shares information with community members that may not receive City Updates.</td>
<td>Additional costs associated.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>cost</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Med time</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Videos (short 2-minute segments in Spanish and English)</td>
<td>Community-at-large</td>
<td>Med/High</td>
<td>Videos can distill complex subject matter into a succinct and memorable message. Improves search engine optimization.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>cost</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>High effort</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Council</td>
<td>Targeted audience</td>
<td>Low cost</td>
<td>Community Council member can help distill rumors.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Low time</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Utility billing inserts</td>
<td>Homeowners</td>
<td>Med cost</td>
<td>Utility billing inserts are a quick way to reach homeowners.</td>
<td>Midvale City has a high rental rate. Utility bills are addressed to the homeowner, not the tenant, so they don't always go to residents living in Midvale.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Low time</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
These young men gave their lives in the Vietnam War for our country and our freedom.

This was a heartbreaking time in Midvale in 1967 for family and friends of these young men.

US Army Specialist Four LeRoy Tafoya was killed on Wednesday, November 22, 1967. The fourth anniversary of John F. Kennedy’s assassination.  
US Army SGT Tom Gonzales JR. was shot and died on December 7, 1967 Pearl Harbor Remembrance Day.

As young boys these men grew up together in Midvale. They lived on three consecutive streets in Midvale’s Avenues district, on Fifth, Sixth and Seventh avenues.
5th Avenue Leroy Tafoya  
6th Avenue Tom Gonzales  
7th Avenue Jimmy Martinez

I would like to make a proposal to name 5th, 6th and 7th Avenues after these young men in their honor. This would mean so much to the families left behind with only memories.
Population Growth

G01  Reduce Lot Size Requirements in Residential Zones

The City shall reduce the minimum lot size requirements in residential zones. Strategic changes to the minimum lots sizes in the City will result in the development of new units throughout the city. If done strategically, these changes could support future growth without negatively impacting traditional neighborhood characteristics. For example, the Single-Family Residential Zone (SF-1) is the largest land-use zone in Midvale. In the SF-1 zone, the minimum lot size is 7,000 sq. ft. This level of density allows 5 units per acre. The minimum requirement will be reduced to 5,000 sq. ft. This change would allow for 8 units per acre. This change will provide an opportunity for the growth of single-family homes in Midvale, as well as provide additional housing options to address Midvale’s projected growth. Similar modest changes in density will over time allow for the development of new units throughout the city without introducing significant change in the city’s established neighborhoods.

G02  Strategically Encourage Density in Neighborhoods of Opportunity

The City shall allow moderate-to high-density development in neighborhoods that have access to jobs, open space, fresh food, public transportation, quality education, and neighborhood services. By increasing density in these neighborhoods of opportunity, the city will increase the overall number of households that would benefit from living in stable and desirable areas of the city, as well as mitigate some of the challenges that are associated with increased density when it is forced into areas without infrastructure and services to allow fewer vehicle trips. By allowing for greater density, the City is not requiring any specific housing type, rather the policy would support a greater choice in the housing that can be built.

G03  Modernize Parking Regulations to Support Residential Development

Midvale will reduce or eliminate minimum parking requirements, especially in neighborhoods with access to public transit, to maximize the amount of land available for development and neighborhood improvements. Midvale’s goal in determining new parking requirements should be to eliminate or minimize the amount of unused or excess parking included in each development. Excess parking creates significant burdens within the community. First, excess parking reduces the developable land in the city, thereby limiting the number of housing units that can be built. Second, excessive parking adds significant cost to the development of new housing units. The cost of building a new stall can range from $5,000 for surface parking to $50,000 for underground structured parking. These costs are passed on to the homeowner or renter, adding to the affordability issues experienced in Midvale. Third, excess parking contributes to neighborhoods that feel like they are built for cars rather than people. This can reduce the desirability of a neighborhood for both current and prospective property owners.

In addition to addressing the amount of parking required for new residential developments, the City will consider innovative shared parking policies, by taking advantage of parking that is available at different times of the day. This may include shared parking between residential and commercial uses and increasing the ability to count on-street parking as a method of meeting parking needs. This will ensure that parking lots and public parking are being efficiently used throughout the day.
G04  Adopt By-Right Development in Strategic Locations (Especially around transit)

The City shall allow by-right development in strategic locations throughout the city. By right development refers to projects that are permitted under current zoning and do not require any legislative action by the City Council or Planning Commission. Projects are approved administratively and do not require public hearings. By adopting by-right development in strategic locations, the City promotes development under adopted zoning laws, and increases the efficiency of the development process through a faster administrative review process. By-right development encourages new development because it creates certainty in the process thereby reducing risk for developers. Additionally, a more efficient process will reduce holding costs, which would otherwise be passed on to the homebuyer or renter, contributing to more affordable housing.

G05  Revise Setback and Open Space Requirements

The City will revise its setback and open space requirements with the goal of creating greater efficiencies in land use and the physical integration of new development within the community. Excessive setback and open space requirements, especially associated with multi-family developments, create opportunity costs for the city in the form of lost residential units and property tax. To eliminate inefficiencies and wasted resources, all open space over a minimum threshold should be required to be programmed for specific uses to ensure that the space is not wasted or used for unwanted activities. Additionally, setback and open space requirements should be used to integrate residential developments within the community rather than creating separation. Exceptions for substantial changes in density between adjacent properties should be given special consideration in the modifications of the setback requirements. Through these efforts, the City would encourage the development of new residential units and stabilize residential neighborhoods.

G06  Encourage the Development of Missing Middle Housing to Accommodate Housing Choice for All Stages of Life

Missing middle housing is a range of multi-unit or clustered housing types compatible in scale with single-family homes that help meet the growing demand for walkable urban living. These housing types provide diverse options along a spectrum of affordability, include duplexes, fourplexes, and bungalow courts, and support walkable communities, locally-serving retail, and public transportation. The City will encourage this type of development in residential neighborhoods in Midvale to meet the current and future needs of Midvale’s residents and to reflect the ever-changing demographics of the city. Missing-Middle Housing provides a solution to the mismatch between the available U.S. housing stock and shifting demographics combined with the growing demand for housing in walkable urban places.

G07  Simplification of Subdivision Process

The City shall overhaul the subdivision approval process through the approval of minor sub-division (i.e. for 3 or less lots) applications by administrative action, general subdivision applications of 4-9 lots through Planning Commission action following the guidelines outlined in 16.04.050 of the City’s Code. In the case of subdivisions of 10 or more lots, the process should follow that outlined in 16.04.040 of the City’s Code. This will provide a more streamlined approach to minor and general subdivisions, but still allow for Planning Commission and City Council approval for those instances where a proposed subdivision may have a significant impact on a neighborhood.
Housing Affordability

HA01  Encourage mixed-income multi-unit developments in strategic locations

The City shall encourage and incentivize mixed-income development in strategic locations with public transportation options, open space, and neighborhood services. Mixed-income development promotes upward social mobility for moderate- and low-income households and prevents issues that arise from concentrated poverty. The City shall encourage mixed-income projects by providing density bonuses or financial incentives, as well as removing roadblocks to development and inefficient land use requirements by providing more administrative decision-making powers to staff.

HA02  Focus programs on households making 80% AMI or less

The City shall focus incentive programs on households making 80% or less of AMI ($64,000 for a family of 4). The Median Household Annual Income in Midvale is $54,400 (2017), meaning that a significant portion of the city’s households would qualify for income targeted programs. These households are the most likely to be housing cost burdened, and often lack the ability to find the housing that meets their needs. Supporting household stability through affordability can contribute to greater social mobility and improved quality of life for the affected residents, as well as making them more financially resilient when faced with short-term financial issues, such as the loss of a job.

HA03  Include Density Bonuses for Affordable Housing Developments in Strategic Locations

The City will promote the development of affordable housing through the implementation of density bonuses or incentive zoning for developments located in the identified opportunity areas of the 2016 General Plan. Incentive zoning or density bonuses offer rights to a developer in exchange for public benefits to the community. For example, the maximum height for a development may be increased if 20% of the developments housing units are income restricted. This would support mixed-income development, reduce the concentration of low-income housing, and ensure that the greatest density is in neighborhoods with the services to support the population.

HA04  Establish Framework for a Community Land Trust

The City shall seek to increase the number of affordable single-family homes in Midvale through the utilization of a Community Land Trust (CLT), or a similar model. A CLT is used to acquire and develop land for affordable housing. Through a CLT, the City retains ownership of the land that is acquired for affordable housing development and sells the home that is built to income-qualified buyers. As terms of the sale, the CLT agrees to lease the land to the home buyer for a nominal amount and restricts the future price of the home when the owner seeks to sell it. This structure allows the home buyer to receive equity in the home, but also keep the price low over the long-term through the on-going ownership of the land by the City. By removing the value of the land from the purchase price of the home, it becomes affordable to moderate- and low-income households. This model has been used throughout the state and nation and would need to be modified to work with the resources available to the City and the needs of the Midvale’s residents.
Housing Stock

HS01  Incentivize the Development of Accessory Dwelling Units (ADUs)
In supporting affordable housing and increasing available and varied housing stock for the rental market, Midvale City shall encourage and incentivize the development of Accessory Dwelling Units. These units, typically 500-600 square feet in size, fit on existing properties, usually behind single-family homes, or within already established homes as a self-contained unit within the primary residence. The production cost on these units is reduced because the price of the land is removed from the construction cost. The model allows for households to accommodate their changing family needs, perhaps housing a student or aging parent. In order to encourage the use of ADUs the City should remove regulatory roadblocks, establish design standards, and consider providing financial incentives for a pilot development program. ADUs can increase available housing stock and provide additional useable residential units throughout Midvale without changing the character of the neighborhood.

HS02  Provide a Financial Incentive to Improve Homes
The City shall establish a program to provide a financial incentive to improve the facades, structures, and systems of single-family homes throughout Midvale. A home repair incentive program could provide either a tax reimbursement through an annual program allocation or a low-interest loan to encourage homeowners and landlords to invest in their properties. Through this program, Midvale would address issues of housing quality and neighborhood blight.

HS03  Business License Program Modifications
The City shall modify the licensing program for businesses and landlords that operate residential rental units within Midvale. First, for purposes of maintaining proper records, each business shall identify in their business license application or renewal the address of each rental property and the number of units located at each location. Second, the City shall modify its fee structure so that it is tied to the number of rental units operated within the City, with a higher fee for businesses that operate more rental units. Third, a meaningful fine should be created and enforced for individuals and businesses that fail to obtain a license or disclose the rental units that they own. Revenue generated from the new fee structure and fines would go towards the implementation of the business license program and the establishment of a rental unit renovation program that would be accessible to licensed businesses.

HS04  Acquire and Redevelop Blighted Residential Units in Single Family Neighborhoods
Midvale's housing stock includes many homes that have been closed to occupancy and contribute to neighborhood blight. The City shall create a program that will fund the acquisition, demolition, and redevelopment of these properties in order to remove blighted homes from residential neighborhoods and replace them with new affordable single-family homes. Through this program the City will address home affordability, neighborhood stability, and home ownership issues in Midvale. This program is intended to target some of the most challenging properties in Midvale that have additional crime and anti-social problems.
Homeownership

H01  Down-payment assistance program for new home owners

The City shall work with regional housing partners to establish a down-payment assistance program for new-homeowners that make 60-80% of AMI. This program will allow potential homeowners the opportunity to receive funding from the City for a down payment and/or closing costs associated with the purchase of a home in Midvale. The program should also provide additional incentives, such as repayment forgiveness for longevity in the home or investment in home improvements. A down-payment assistance program will help to incentivize home ownership in Midvale.

Neighborhood Stability

NS01  Support Code Enforcement Efforts

The City shall provide the resources and resolve to enforce City Code for the purposes of maintaining a high-quality of life for Midvale’s residents.

NS02  Support the Development of Walkable Neighborhoods Through Improved Connectivity, Development of Neighborhood Scaled Amenities, Good Urban Design

Home value is a simple method for measuring what makes a stable and desirable community. Neighborhoods that offer neighborhood scale retail and services, strategically programmed open space, high-quality design of the public realm, and clear connections with the wider community are shown to result in higher home prices, because of greater demand. While many neighborhoods in Midvale include some of these features, there are large swaths of the city where residents must drive to recreate, shop, and work. The City shall explore ways to encourage neighborhood scale retail and services and other amenities through changes to land use regulations, as well as plan for future public improvements that will serve the greatest number of residents.
Education

E01  Maintain and distribute housing data and information

The City intends to build upon its current housing data and information to create a database of easily accessible housing facts and figures which will be hosted on the City website. This information will also assist in the education of Planning Commissioners and City Council Officials in relation to Midvale’s housing needs and challenges and help to inform them of the realities of Midvale’s housing market.

E02  Provide educational opportunities for renters and landlords with housing industry partners

The City will support the needs of residents by collaborating with community housing partners to provide classes and educational materials that provide information on housing resources, as well as explain the rights and responsibilities of renters and landlords.

E03  Provide home-ownership education with housing partners

Throughout the public consultation process, one of the frequent issues brought up was the lack of education on available housing resources throughout the City. The education program would focus on providing easy to understand and accessible education on available housing resources in the City. This program will be in cooperation with housing service partners in the City and Salt Lake County. The City shall establish a home-owner education program in cooperation with housing service providers and partners to be held at different times throughout the year.
Policy Objectives

- 1,500 new residential units (single-family, townhouses, duplex, stacked flat condominium, and multi-family)
- 500 new or preserved units for households making 80% or less of the area median income
- Improve public scoring of housing quality from 6 to 7 out of 10 points through future housing survey.
- Renovation of 500 single-family residential units
- $5,500,000 value in permitted renovations for single-family homes
- Provide down-payment assistance to a minimum of 15 new homeowners
- Achieve a rate of 51% of households that have lived in their home for more than 5-years
- Provide 10 housing education classes
- Provide 10 home-ownership trainings in partnership with housing partners