

# CITY MANAGER WEEKLY UPDATE REPORT ~ KENT MYERS

February 3, 2012

This week I wanted to share with you some steps we are taking to enhance our working relationship with our neighbors in Victoria, Canada. First of all, Mayor Kidd and I are heading to Victoria on February 28 for meetings with their Mayor, City Manager, Chamber, Coho Ferry, and Tourism Victoria. This week I met with Department Heads to discuss the schedule for our management exchange program with the City of Victoria. Last week we were able to secure a reciprocal membership between our Chamber and the Victoria Chamber. In addition, we have recently been able to get Buxton to collect and provide their first international consumer data that will help in some of our local marketing efforts. Finally, in terms of marketing, the Olympic Peninsula Tourism Commission will be engaged in a comprehensive marketing campaign in March focused on Vancouver Island (see attachment). Local officials will be involved in this effort by staffing a booth at the Victoria “Be a Tourist Day” on March 1 - 4, 2012.

One of the many community improvement projects identified in the American Institute of Architects (AIA) study two years ago was the Race Street Corridor Redevelopment Project. Since we have been focusing on a number of other AIA projects during the past two years, this project has not been a high priority. However, I wanted you to know that we are seeking grant funding for this project and have gained the support of Congressman Norm Dicks for this project (see attachment). If approved, the grant would fund the construction of a boulevard, including bike lanes, from Front Street to the entrance to Olympic National Park.

We are still waiting on a response from the Governor’s Office on the City’s request to participate on the Natural Resources Damages Assessment (NRDA) Board of Trustees. In the meantime, it is interesting to note that the Port has also sent a request to the Governor requesting a position on the NRDA Board (see attached).

Several months ago, I participated in meetings with a transportation consultant retained by the National Park Service to explore options for improving public transportation to Olympic National Park. This week I received the attached letter from the ONP Superintendent, Karen Gustin, which includes recommendations for ONP and local agencies to improve transportation services that would enhance access to Olympic National Park. This information will be presented and discussed next week at the PA Forward meeting.

This week I was able to tour the Ediz Hook area with the Public Works Director to review some of the damage caused by increased winds and waves. While photos were shown at the last City Council meeting, the actual impact appears more serious than shown in the pictures. For example, there has been a major wash-out of the area adjacent to the YMCA property and they have retained a structural engineer to assess whether their building has been damaged. Additional information will be provided as we get better cost estimates in the coming weeks.

Finally, we are very excited to be able to present the 100% drawings for Phase 1 of the Waterfront Improvement Project for discussion at this Tuesday’s Council meeting. The final design elements for the esplanade are very impressive. This includes the proposed lighting, artwork, benches, landscaping, bike racks and other improvements. The plans are available on the City’s website at [www.cityofpa.us/CommEconDev.htm#st](http://www.cityofpa.us/CommEconDev.htm#st) and will also on display in the lobby at City Hall. I encourage you to stop by to review these plans prior to the Council meeting.

Kent Myers  
City Manager

## **Let's Invite Canadians to Explore the Peninsula!**

The Olympic Peninsula will benefit if we can invite more Vancouver Island folks to come visit us this spring.

### **Why?**

- Victoria/Southern Vancouver Island represent a market with tremendous potential for visitors to come visit the Olympic Peninsula.
- The Olympic Peninsula Tourism Commission's 2009 survey of Victoria/Southern Vancouver Island showed that these visitor profiles skew to older/higher income travelers.
- Survey showed: Natural attractions are the primary appeal to Vancouver Island residents – and the Olympic Peninsula has plenty of those!
- The average Coho party spends \$693 in Western Washington, but only \$307 on the Olympic Peninsula. Let's help them decide to stay, because when they do stay, they average 4.3 nights here in hotels, motels and B&Bs!
- We have invested in this market as part of a multi-year marketing strategy to boost Olympic Peninsula tourism-related businesses. Together we can market the Olympic Peninsula and your business more efficiently and effectively than trying to capture this market separately.
- **Black Ball Ferry Line will provide "seed money" by matching up to \$250 per participant for the first 20 participants.**

### **What we've done so far to capture these travelers:**

2009 – Marketing survey done

2010 – Local Canadian media to promote the Olympic Peninsula

2011 – Spring shoulder season campaign: "Discover the Olympic Peninsula"

2012 – Presenting the Olympic Peninsula as an affordable and accessible getaway that offers diverse experiences through advertising, web & social media, and in-person public relations.

### **What we need to do NOW!**

**US! Communicate** a variety of experiences (nature, cultural, culinary, history, activities, etc) and value for coming to visit – "There's Never Been a Better Time to Discover the Olympic Peninsula"

#### **The campaign**

*Radio: 107.3 KOOL-FM, 98.5 The Ocean and 100.3 The Q*

*Print and more heavily social media with web-based contesting*

*PR: attendance at events or hosting media visits*

*Flyers distributed to southbound travelers on the ferry and materials with special Olympic Peninsula deals on US side.*

**YOU! Provide incentives** (eg. deals, offers, bonuses, etc) specifically to Victorians and other residents on lower Vancouver Island

Put together a special offer to be extended **ONLY** to our Canadian neighbors. For example:  
Lodge/hotel/motel/B&B/RV: Overnight special with an activity or dinner, tickets to museum, play, etc.

Food establishments: Meal discount or special dessert or free child plate with meal. You can be as creative as you'd like!

Attractions/activities: A tour of the downtown with the Chamber Director. A discounted entry cost or some cool give-away for children coming in. Again, your creativity will pay off!

## PARTICIPATION OPPORTUNITIES

		Campaign participation amount	Cost for first 20 participants with the Coho match
Level 1	Web page text listing FREE for all participation members		
Level 2	Web page including logo, text listing and web link	\$500.00	\$250.00
Level 3	Web page listing and promotional listing in campaign flyer	\$750.00	\$500.00
Level 4	Web page listing plus promotional listing in newspaper ad(s)	\$1,000.00	\$750.00
Level 5	Web page, flyer and newspaper ad promotion listing	\$1,250.00	\$1,000.00

### RADIO STATION CONTESTS/PROMOTION - PRIZING

We are seeking accommodations and other elements for prize packaging for the radio stations contests and/or promotions.

#### PARTICIPATING SPONSORS WILL RECEIVE EXPOSURE THROUGH THE FOLLOWING:\*

- :30 radio spots
- on-air mentions
- Radio station website contest pages
- Radio station e-marketing activities

\* Value to be determined following completion of radio media buy and negotiations with the radio stations

#### MEDIA AND IN-PERSON PUBLIC RELATIONS EVENTS SUPPORTING THE CAMPAIGN\*

- Travel Media Relations/FAMs with Victoria lifestyle and culinary magazines, newspaper, radio & television
- Travel Counseling and Giveaways at Black Ball Ferry Terminal in Victoria during *Be A Tourist in your own Home Town* event, March 1-4
- Victoria Hotel Concierge marketplace
- Discover the OP showcase at major Victoria Public Markets during May-June
- Discover the OP interactive marketing event at mall/outdoor store
- Speaking engagements at service clubs and community groups

\*These events are still in the planning stage and once confirmed, we will advise on opportunities to participate

#### CONTACT INFORMATION:

Confirmation for participation needed by **5:00pm February 29!**

Thanks for joining the marketing program! And, here's to a great 2012 campaign to welcome our Canadian neighbors!

NORM DICKS  
8TH DISTRICT, WASHINGTON  
2487 RAYBURN HOUSE OFFICE BUILDING  
WASHINGTON, DC 20515-4706  
(202) 225-6916  
<http://www.house.gov/dicks/>

COMMITTEES:  
APPROPRIATIONS  
RANKING DEMOCRATIC MEMBER  
SUBCOMMITTEE:  
DEFENSE  
RANKING DEMOCRATIC MEMBER



## Congress of the United States House of Representatives

January 27, 2012

DISTRICT OFFICES:  
SUITE 806  
1019 PACIFIC AVENUE  
TACOMA, WA 98402  
(253) 593-6536  
SUITE 500  
345 SIXTH STREET  
BREMERTON, WA 98337  
(360) 479-4011  
392 E FIFTH STREET  
PORT ANGELES, WA 98362  
(360) 452-3370

RECYCLED PAPER

Victor M. Mendez, Federal Highway Administrator  
U.S. Department of Transportation  
Federal Highway Administration  
Southeast Federal Center Building  
1200 New Jersey Avenue SE  
Washington, DC 20590

Dear Administrator Mendez:

I am writing to express my support of the City of Port Angeles's application for federal funding for the Race Street Corridor Redevelopment Project. The City is applying for \$2.454 million from the Public Lands Highway Discretionary (PLHD) Program. The funding will be used to make improvements to the Lauridsen Boulevard Bridge over Peabody Creek and on to Race Street. Currently the bridge is too narrow to be used by commercial truck traffic which results in the downtown area serving as the only cross-town route. The bridge replacement is an important component to the City's Waterfront and Transportation Improvement Plan (WTIP).

Port Angeles, Washington, population 19,038, is located in Clallam County on the rural Olympic Peninsula. In December 2011 Clallam County's jobless rate stood at 10.4 percent. Home to Olympic National Park and Olympic National Forest, US Highway 101 provides the only road access on the northern and western sides of the Peninsula. The logging industry depends on transporting most of its product along Highway 101 and through the main street of Port Angeles. Providing an alternative, and secondary, route through Port Angeles would enhance safety and productivity for commercial truckers and create a more pedestrian friendly downtown waterfront.

The Washington Department of Transportation's Six Year Transportation Improvement Program (Program) has prioritized the City's integrated projects for several years; especially those impacting US 101, Race Street, Lauridsen Boulevard, the National Park, and downtown traffic. The Program specifically recognizes that these associated projects will have direct regional benefits. The City's WTIP project, in conjunction with the planned Lauridsen Boulevard bridge replacement, will benefit the entire region by providing both visitors and residents alike with better access to and through Port Angeles. This component is an integral part of the regional economy and funding it will create badly needed jobs and help improve the economy of the Olympic Peninsula.

I appreciate your effort in offering this program to our nation and I hope you will give the City's request careful consideration. Please contact Judith Morris in Port Angeles office (360 452-3370) or Ryan Shauers in my DC office (202 225-5916), should you have any questions.

Sincerely,

A handwritten signature in black ink that reads "Norm Dicks". The signature is written in a cursive style with a large initial "N" and a long, sweeping underline.

NORM DICKS  
Member of Congress



RECEIVED  
JAN 26 REC'D  
2010  
City of Port Angeles

January 25, 2012

The Honorable Christine Gregoire  
Office of the Governor  
PO Box 40002  
Olympia, WA 98504-0002

RE: Request by Port of Port Angeles to be Appointed a Natural Resource Trustee

Dear Governor Gregoire:

In 1889, the new state constitution declared that the beds of navigable waters belonged to the people and gave the Legislature power to designate which of those beds would become harbors. In 1911, after citizens lobbied for the right to control access to the waterfront, the Legislature passed the Port District Act allowing the people to form a port district and elect commissioners to govern it. In 1923, the citizens of Clallam County voted to form the Port of Port Angeles with county-wide authority.

Our Port has the legal authority to manage aquatic lands that are owned by the state under a Port Management Agreement with the Department of Natural Resources. We actively manage a number of harbor area leases within the Port Angeles harbor on behalf of the State of Washington and as the land manager for the citizens of the State of Washington. The general goals of state-wide aquatic land management are as follows: encourage direct public access, foster water-dependent uses, ensure environmental protection and utilize renewable resources. These responsibilities are consistent with the very idea of creating port districts one hundred years ago which was to give the public control over the harbors that had been controlled by private interest.

Our harbor areas play a significant role supporting economic development in Clallam County. As a Port we own and manage waterfront properties and harbor areas for the purpose of economic development while being good stewards of the environment. The Port of Port Angeles has been closely monitoring the environmental cleanup efforts at former Rayonier Mill property since the closure of the mill in 1997. In 2008, we jointly formed a Public Development Authority (PDA) with the City of Port Angeles in an effort to clean and return this property to productive use. In 2010, Rayonier determined that it was not in their corporate interest to continue negotiations with the PDA and all further attempts to negotiate were thwarted. Since that time Rayonier, the Lower Elwha Tribe and the Department of Ecology have been discussing various options for the utilization of the mill property.

As part of the Puget Sound Initiative, Department of Ecology has identified Port Angeles harbor as an opportunity for a harbor-wide cleanup effort. We are prepared to work

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info@portofpa.com

**COMMISSIONERS**

John M. Calhoun  
James D. Hallett  
Paul L. McHugh

**EXECUTIVE DIRECTOR**

Jeffery K. Robb

Governor Gregoire  
January 25, 2012  
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closely in this effort. As managers of aquatic lands we have a role in representing both the citizens of the State of Washington as well as the citizens of Clallam County. We understand the importance of cleaning up our harbor area. However, we are concerned the Natural Resource Trustee Board has been formed and the citizens are not represented on this board.

On January 9, 2012, the Port Commission discussed the need for representation on the Natural Resource Trustee Board. As a public agency with historical use and responsibility for good stewardship and managing harbor area properties and uplands, we request an appointment to the Natural Resource Trustee Board. The State constitution clearly identified the need for protection of our harbor areas and beds for the citizens of our State. To reiterate, in 1911 the citizens voted to grant Ports this authority. We trust you will support our request and, if appointed, we will serve the citizens of this State with the highest degree of integrity.

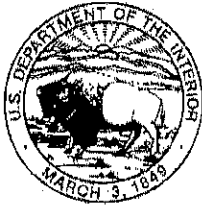
Respectfully yours,

PORT OF PORT ANGELES



Jeffery K. Robb  
Executive Director

cc: Port of Port Angeles Commissioners  
✓ Kent Myers, Port Angeles City Manager  
Jim Jones, Clallam County Administrator  
Ron Allen, Jamestown S'Klallam Chief Executive Officer



## United States Department of the Interior

### NATIONAL PARK SERVICE

Olympic National Park  
600 East Park Avenue  
Port Angeles, Washington 98362-6798

IN REPLY REFER TO:  
A88(OLYM-S)

January 24, 2012

Kent Myers  
City of Port Angeles  
321 E. 5<sup>th</sup> Street - PO Box 1150  
Port Angeles, Washington 98362

RECEIVED  
JAN 27 REC'D  
2012  
City of Port Angeles

Dear Kent:

As you know, Olympic National Park (ONP) invited several community members to meet with National Park Service (NPS) Transportation Planners and ONP staff last year to help us better understand the various opportunities and constraints related to public transportation options in and around the Park. A summary of what we learned from these conversations is included (attachment 1).

I would like to share the following recommendations from the NPS Transportation Planners based on their analysis of the information gathered from the meeting last year, and a review of visitor use trends:

**The following are recommendations for ONP;**

- Work with County transit providers to explore possibility of providing expanded visitor connections to Lake Crescent (East Beach Road at Log Cabin Resort), the Elwha and Sol Duc.
- Publish the "Explore Olympic NP by Bus" brochure developed during the summer of 2011 and provide to local communities and park visitors.
- Consider ways for NPS to have more of a presence downtown. Explore funding opportunities to create and install exhibits.
- Consider allocating some of the winter parking spaces at Hurricane Ridge for carpool/vanpool use only.

**The following are recommendations for community partners**

- Work collaboratively to improve and link existing transit options. Provide improved transit service information and websites to help people plan trips on the Olympic Peninsula using multiple transit options (for example, links between Jefferson and Clallam County transit routes).
- Develop and implement improved orientation and way-finding.
- Explore community-based summer alternative transportation opportunities to Hurricane Ridge.
- Work with community to identify opportunities to improve access for those that visit the area without cars (such as those arriving by ferry). Explore ways to do this without a Hurricane Ridge shuttle.
- Explore introducing travel kiosks in Port Angeles where you can book reservations for travel and transportation services (similar to Whistler, Canada).

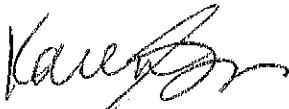
- Work on improving relationships between the Chambers of Commerce and the cross sharing of information.

One facet of our conversations was the feasibility of developing a scheduled shuttle service to connect the Port Angeles community with Hurricane Ridge during the winter season. The NPS transportation planners reviewed data collected over the winter to determine whether or not the visitation pattern to Hurricane Ridge could support a scheduled shuttle service. The team found that there was not sufficient demand to make a scheduled shuttle economically viable. It was recommended that local transportation providers would be better suited to provide an "on-demand" transportation option during the winter season.

We remain highly interested in working with the community to explore options for improving visitor transportation options to ONP. Although the feasibility study did not recommend pursuing a winter shuttle to Hurricane Ridge, the park remains interested in completing a similar assessment for other areas of the park, including the Hoh Rainforest. Though funding for this does not currently exist, the park will remain watchful of potential funding opportunities.

Lastly, we learned that more transportation options currently exist that may be better utilized by visitors if improved trip planning information is provided. We would welcome the opportunity to work with community partners to move forward on this goal.

Sincerely,



Karen Gustin  
Superintendent

Enclosure: Notes from Community Stakeholders Meetings

cc:

G. Holmquist, Hurricane Ridge Winter Sports Club

T. Weed, Clallam Transit System

W. Nelson, All Points Charters and Tours

R. Veenema, Port Angeles Chamber of Commerce

B. Hanna, City of Sequim

R. Malane, Black Ball Ferry and Expeditions NW

J. Heckman, Dungeness Line

V. Maples, Sequim Chamber of Commerce

D. Schostak, North Olympic Peninsula Visitor and Tourism Bureau