

# the Pulse

BI-MONTHLY (APRIL - DEC)

PROGRESS | PRIDE | PROSPERITY

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MAY - JUNE 2019



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## Electronic Traffic Enforcement

With the increase in population in Pasco, traffic has also increased, along with vehicle accidents. Of particular concern are so-called “red light runners” in high-volume intersections such as Burden & Road 68 and Court & 20th Avenue. Such accidents can be deadly yet easily preventable. Stationing police officers at these intersections is not recommended due to staffing levels, best use of officers’ time, and the safety considerations for officers and drivers alike during enforcement activity in these areas.

With these concerns in mind, the Police Department started evaluating alternative methods of better enforcing red-light standards, including so-called “red light cameras” or Electronic Traffic Control (ETC). After several months of evaluation, multiple presentations to City Council and the public, the Department selected Redflex for a contract for ETC. The selected system records only the rear part of the vehicle, taking several photos from the time the vehicle enters the intersection for about 12 seconds. If a vehicle is already in the intersection when the light turns red, the camera will not pick up on that vehicle.

Once a photo is taken, it is sent to the vendor’s system and the Department is notified that there is a possible violation. A trained Pasco Police Officer then reviews the photo to determine if a violation has occurred. Just like any traffic stop, the officer will have full discretion to determine if the possible violation is valid and authorize a citation. Like in the field, the officer will take several factors into account including time of day, weather, number of vehicles observed in the area, pedestrians, and any other factor that the officer feels is pertinent in making the decision.

If the officer determines there is no violation, the information is deleted. If the officer determines a violation has occurred, the vendor is notified and an infraction notice is issued on City of Pasco letterhead to the owner of the vehicle. The alleged violator receives the violation in the mail and can either pay it or contest it through the Pasco Municipal Court. If the potential violator has any questions, they can come to the Police

Department and discuss it with an officer. The alleged violator can also view the photo of the incident online. In the event the vehicle owner was not the operator of the vehicle at the time, an appeal may be filed with the court requesting a waiver of the citation.

In essence, this process is no different than if an officer stops a violator on the road and issues a citation. The only thing the vendor is doing is providing a photo with time stamp of the potential violation. The determination on whether a violation occurred is up to the officer viewing the photo.

This process is designed to improve the safety of the traveling public and the officers who enforce traffic laws. It is not designed to be a way to just generate revenue, but rather is a cost effective and safe way to try to improve safety at busy and dangerous intersections. Further, all revenue generated from ETC will be used only to cover program expenses and traffic safety improvements. With all other options reviewed, and the traffic at these intersections continuing to increase, the need to do something effective and efficient is important. The contract with Redflex is for a three-year period but it does allow for early termination, if the City Council desires.



Cameras are installed at the intersections of Burden & Road 68 and Court & 20th Avenue; the first 30 days of operation will be a trial period where confirmed violations will result in warnings rather than citations.

NEW CITY LOGO

A city logo is a visual representation to solidify a distinct city personality, promote tourism and business, and bolster a positive perception by inhabitants and the rest of the world. The City of Pasco’s old logo dates back to the 1960s, and while it represents a large part of the City’s history, the City has grown and flourished into so much more since then. The City sought a logo that represented what the community has become today. To accomplish this, the City contracted with local marketing and design agency BrandCraft in 2018 to design the City’s new logo.



Using the input received from an online survey and a Logo Ambassador group (made up of local residents and business owners) on what concepts/ideas are important for Pasco, BrandCraft and the City put together a plan for the direction of the logo redesign and presented it at a Public Meeting in June 2018. At this meeting, there were no actual designs, just information showcasing the direction of the design. Community members in attendance reviewed project information and provided feedback they had on the design direction and gave some ideas. After the meeting, the design process began.

BrandCraft designed a few different logo options using the community input received and these design concept options were presented to the public at a meeting held in August 2018.

Members of the Pasco community had the opportunity to rank the three design concepts via an online poll in August 2018; respondents to the survey selected the “Shield” concept as the ranked-choice preference. Ultimately, the City Council, after feedback and further design, selected an adapted “Shield” concept for the logo. The plan is to roll out the new logo over time as items are replaced or reordered in the interest of maximizing dollars.

CHIEF METZGER RETIRES AFTER 44-YEAR CAREER



Police Chief Bob Metzger retired at the beginning of April after several decades of public safety service.

Capping off a distinguished 44-year career in law enforcement spanning several departments in three states, Metzger has spent the last seven years at the helm of the Pasco Police Department. As Pasco Police Chief, Metzger managed the expansion of the Police Department to keep up with

the growth of the community, professionalized the Department through state (and soon national) accreditation, enhanced services through the establishment of a Street Crimes Unit, and played an instrumental role in moving the Department into a brand-new facility in 2017.

Chief Metzger’s leadership has been credited in helping the Pasco community to heal after the police-involved shooting in 2015 that brought extensive media and community attention to the Department. Metzger sought out community leaders, U.S. Department of Justice assistance, and other interested parties in coming together and making improvements in police-community relations after the incident.

Chief Metzger came to Pasco from Michigan, where he had 27 years of previous experience as a Chief.

Pasco officials have high praise for the Chief and his service to the community. Pasco Mayor Matt Watkins said “The Chief’s leadership, professional approach, personal style, Midwest sensibility, and service to the community have been exactly what Pasco has needed- particularly through several tough challenges the past few years. Bob has demonstrated the increasingly important role of a police chief in a growing community and I thank him for his service to Pasco and the greater Tri-City community.”

“The Chief accomplished much during his time in Pasco, and our community needed a lot out of him,” said Pasco City Manager Dave Zabell, adding that, “I view his greatest contribution to be his actions over 2015 and 2016; the Chief’s cool, calm demeanor and thoughtfulness in how to move the department forward under intense pressure helped to reassure its members while at the same time restoring the community’s faith in the department was no small feat...Bob is a professional through and through and today we are a stronger community due to his leadership. While he deserves a wonderful retirement, he will be missed by all of us in Pasco, the community, the men and women of the department, the City Council, and his colleagues.”

The search process for a new Chief is underway, and there will be opportunities for the public to weigh in on candidates before a final successor decision is made by the City Manager.

SPRING CLEANING & CODE ENFORCEMENT

Spring began in March, so it’s time to start thinking about cleaning up your yard for the dry season. Here are some pointers from the City’s Code Enforcement Division that will help you keep your property looking great and safe:

- Properly dispose of all yard waste, including leaves and debris from tree trimming, by bagging or bundling the debris and placing at the curb on trash pick-up day, instead of storing on your property. Pick-up is free by BDI for City residents.
- Trim trees and shrubs so that they are not in contact with houses or fences.
- Store all combustible material (including lumber, firewood, paint, chemicals) away from houses and fences.

- While cleaning up the landscape don’t forget to tend to planting strips located between your house and the street and the area between the yard and any alleys that run by the property.

Doing these simple steps will keep your property looking better and will keep our neighborhoods attractive. If you see a code violation, you can report it to the City’s Code Enforcement office online at [www.pasco-wa.gov/codeenforcement](http://www.pasco-wa.gov/codeenforcement) or call 543-5743.



CITY COUNCIL:

- Mayor Matt Watkins (At Large)**  
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- Mayor Pro-Tem Craig Maloney (Dist. 6)**  
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- Councilmember Blanche Barajas (Dist. 1)**  
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- Councilmember Ruben Alvarado (Dist. 2)**  
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- Councilmember Saul Martinez (Dist. 3)**  
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- Councilmember Pete Serrano (Dist. 4)**  
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- Councilmember David Milne (Dist. 5)**  
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- Interim Police Chief Larry Dickerson**  
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City Offices will be closed  
**Monday, May 27**  
IN OBSERVANCE OF  
**MEMORIAL DAY**