

**FIRCREST CITY COUNCIL
STUDY SESSION AGENDA**

**MONDAY, JULY 20, 2026
6:00 P.M.**

**COUNCIL CHAMBERS
FIRCREST CITY HALL, 115 RAMSDELL STREET**

	Pg.#
1. Call to Order	
2. Pledge of Allegiance	
3. Roll Call	
4. Agenda Modifications	
5. <u>Photo Enforcement Discussion</u>	2
6. <u>Holiday Tree Discussion</u>	14
7. Adjournment	

The public is invited to listen to the meeting via Zoom utilizing the below call-in information:

Zoom Meeting Details:

Dial-in Information: 1-253-215-8782 Webinar ID: 885 3802 7612 Password: 771679

FIRCREST CITY COUNCIL AGENDA SUMMARY

AGENDA TOPIC: Photo Enforcement Program Discussion
ITEM: 5
DATE: July 20, 2026
FROM: Dawn Masko, City Manager

RECOMMENDED MOTION: None. Discussion only.

BACKGROUND: Traffic enforcement is a top priority for the City Council, Police Department, and residents, with traffic-related calls for service being the City's most frequent response category. However, effectively monitoring all school and park zones while balancing other service demands is challenging without a significant increase in police staffing.

In October 2023, the City began exploring the feasibility of implementing automated traffic cameras. RCW [46.63.250](#) authorizes their use in specific locations, including school zones, school walk zones, public park speed zones, and for detecting red-light violations. A "park zone" is defined as the marked area within public park property extending 300 feet from the park's boundary.

To assess feasibility, the City engaged NovoaGlobal, a vendor providing photo enforcement services to several Washington cities, including DuPont, Tukwila, Fife, Tacoma, Everett, Milton, Mukilteo, Pacific, and Bremerton. NovoaGlobal conducted a traffic study at key locations identified through police data, citizen complaints, and service call history:

School Zones:

- Whittier Elementary School – Alameda Avenue
- Wainwright Intermediate School – Alameda Avenue
- Columbia Avenue (19th Street) – within the school zone

Park Zones:

- Fircrest Park – Electron Way
- Thelma Gilmur Park – Emerson Street (2 data collectors used due to roadway width)

The speed study results were presented at the February 20, 2024, City Council Study Session, with further discussion at the April 15, 2024, Study Session. Based on these findings, the Council agreed to pilot the program at the following locations:

1. Emerson Street near Thelma Gilmur Park – westbound and eastbound
2. Columbia Avenue (19th Street) – within the school zone

Alameda Avenue by Whittier Elementary School was initially considered but removed due to the upcoming school construction project.

The City Council adopted Ordinance No. 1742 on August 12, 2025, authorizing the use of automated traffic safety cameras in the City of Fircrest.

NovoaGlobal conducted an updated traffic study in June 2026 of the original locations and the 3500 block of southbound Orchard Street West, as a private school will open on the church property located on Orchard Street in September. The results from this study will be reviewed at this Study Session.

FISCAL IMPACT: Program implementation will require upfront costs for court administration, additional pro-tem judge services, infraction review, and other staffing and administrative expenses. While revenue from infractions is expected to offset expenses over time, supplemental resources will be needed during the startup phase. Cost estimates for these expenses are still under development.

Automated traffic cameras are leased from the vendor monthly, based on a per-camera fee. The monthly lease cost is \$3,999 per park zone camera and \$2,999 per speed zone camera. Lease fees are funded from program-generated infraction revenue, and based on other Washington cities' experience, these contracts are generally cost-neutral, meaning the City would not pay more for a camera than what is collected in fines.

Violations captured by automated traffic cameras are classified as parking infractions and do not appear on a driver's record. State law sets maximum fines at \$290 for school zone speeding violations and \$145 for all other violations. For park zone violations, 50% of collected fines must be remitted to the state's Cooper Jones Active Transportation Safety Account for pedestrian and bicycle safety improvements. For all other violations, 25% of revenue (after deducting camera administration and infraction processing costs) must be deposited into the Cooper Jones Account beginning 4 years after the traffic camera is in use.

Data from other jurisdictions indicate a 70-80% reduction in violations after the first year of implementation, followed by a stabilization period. Approximately 50% of recipients pay the infraction upon receipt, and 7-9% request a hearing.

Next Steps:

The next phase of implementing the automated traffic cameras program is contracting with a preferred vendor and choosing camera sites, followed by installing the cameras, conducting an educational outreach campaign, initiating a warning period, and finally transitioning to full enforcement. It is anticipated that a contract for program services with NovoaGlobal will be brought forward at the July 28, 2026, City Council meeting.

Before implementation, the City will also address key logistical considerations, including selecting a pro-tem judge to oversee traffic court, determining additional staffing needs, and coordinating with the Administrative Office of the Courts (AOC).

ATTACHMENTS: [Traffic Study Presentation](#)



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NEW LAW - AUTOMATED SAFETY CAMERAS

RCW 46.63.220

- **New speed zones** – School Walk Area, Hospitals, Parks
- **Equity Analysis required by City** – Impact to locations livability, accessibility, economics, educations, and environmental health.
- **Location is traveled by Vulnerable users** (46.61.5259 (4)(b))
- **Other measures to reduce traffic safety risks** at the location are (or are anticipated to be) infeasible or ineffective.



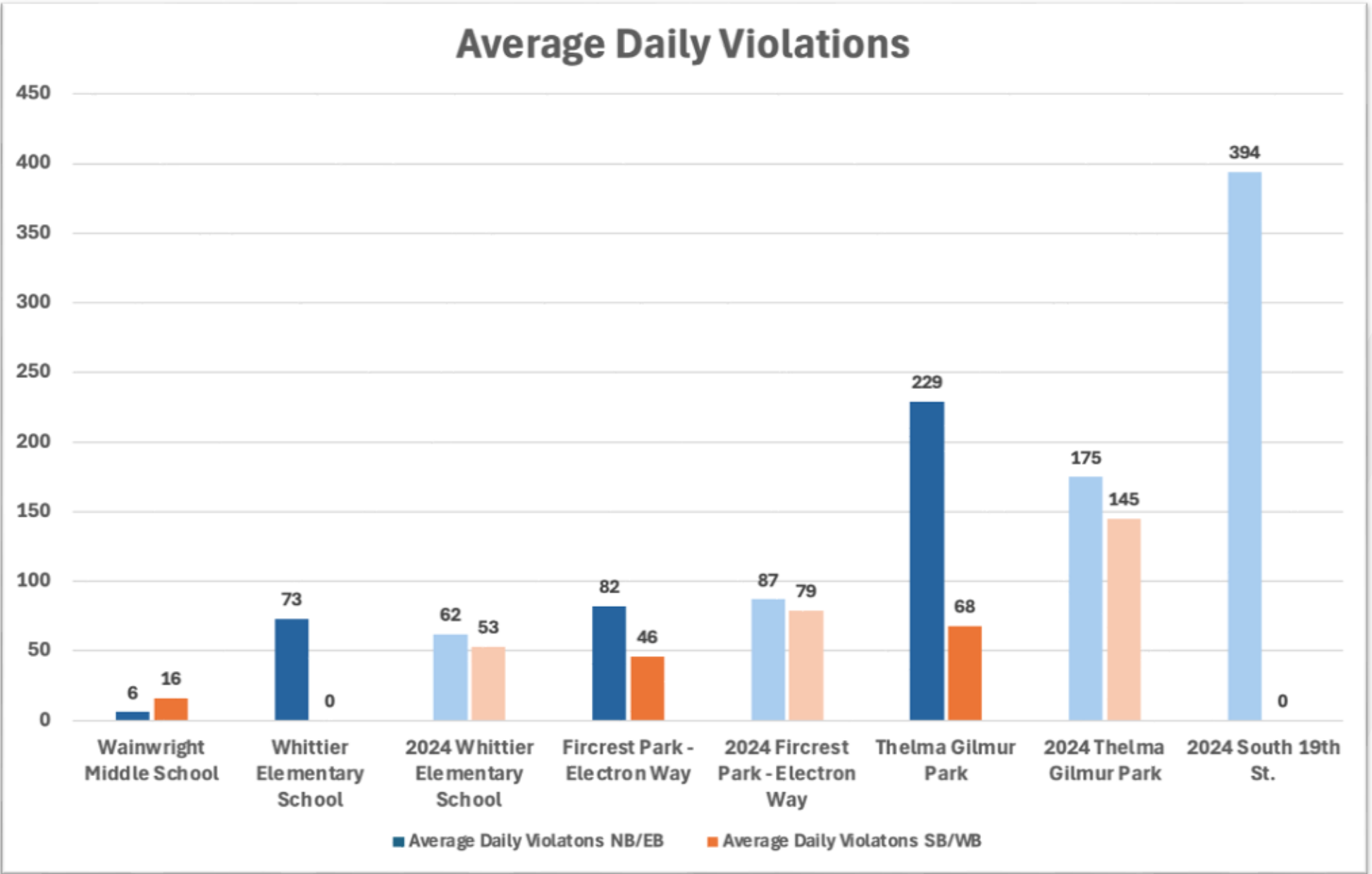
NEW LAW - AUTOMATED SAFETY CAMERAS

RCW 46.63.220

- **Shall provide a hearing** for contested violations. Due process.
- **Fines are civil**, like parking violations, and do not affect driving record, insurance. Capped at \$145 and \$290
- After 4 years, new programs (after Jan. 1, 2024) must share **25% revenue with the State** after costs to City or Town. Cooper Jones Acct. Remaining funds must be used for specified traffic safety activities.
- **Annual Reports** ~ Reporting for WSTSC 2026
- **50% Fine reduction** for those on State Assistance







3500 ORCHARD ST.

SPEED STUDY

Fircrest, WA

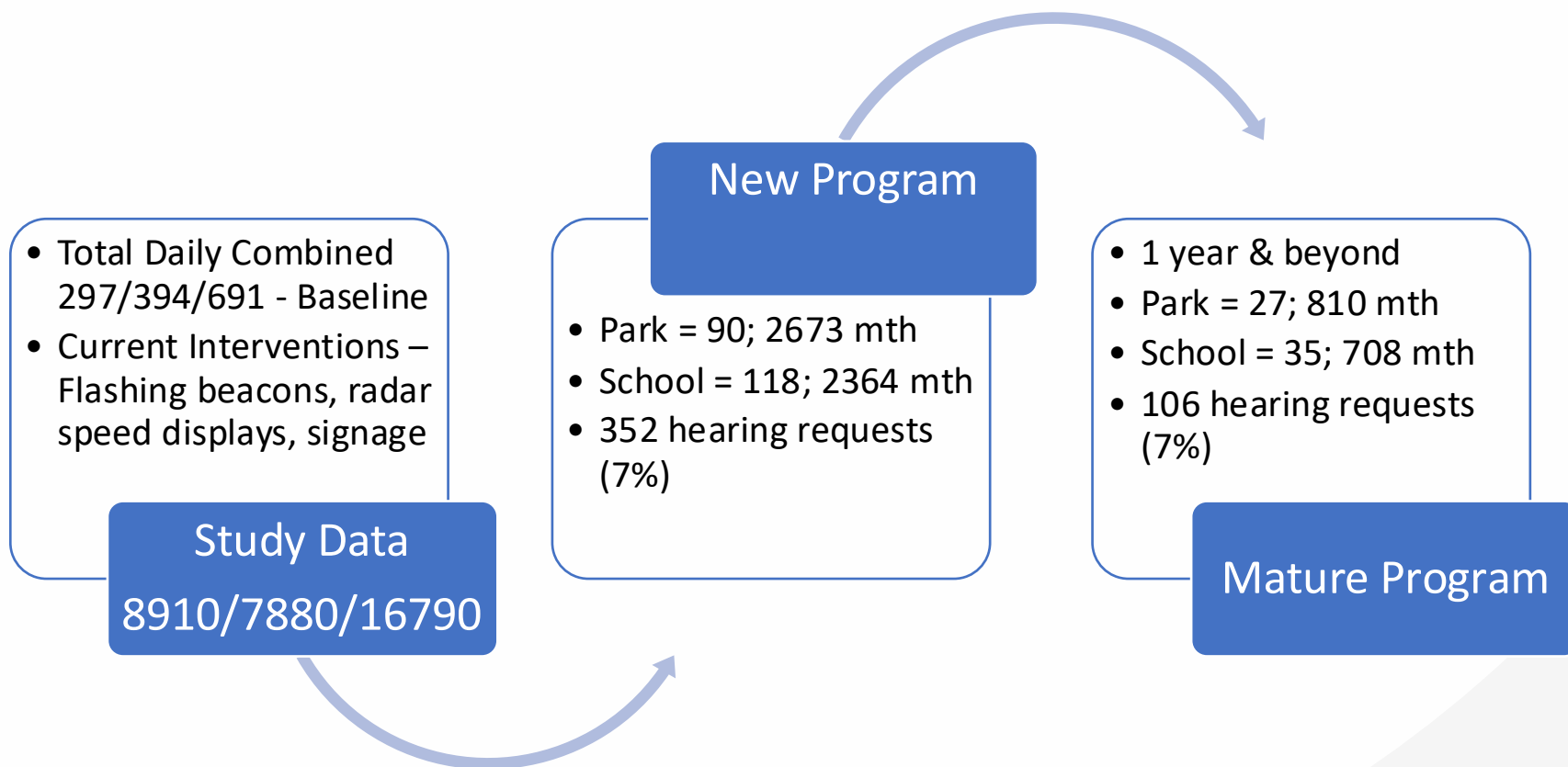
Location: 3500 Orchard St.

4 lanes, two each way, center turn lane

Posted Speed Limit - 35 MPH

								Violators	
Date	Day of the Week	Direction of Travel	Total Volume	0-35 MPH	36-45MPH	46-50MPH	51+MPH		Highest Speed
6/22/26	Monday	Southbound	13,942	3115	9219	1271	337	1608	66 MPH
6/23/26	Tuesday	Southbound	14,258	3371	9466	1150	271	1421	80 MPH
6/24/26	Wednesday	Southbound	14,123	3355	9,398	1119	251	1370	70 MPH
6/25/26	Thursday	Southbound	13,854	3479	9,190	963	222	1185	73 MPH
6/26/26	Friday	Southbound	13,999	3,459	9,257	1054	229	1283	77 MPH
6/27/26	Saturday	Southbound	12,694	2647	8758	1077	212	1289	74 MPH
			Daily Average SB = 1359					8156	

VIOLATION REDUCTION OVER TIME



IMPLEMENTATION PHASES

Policies and Procedures (P&P)

Establish City Rules

1st notice

2nd notice

UTC/Summons

Review Portal

Public Relations

Payment Rules

NLETS application

Training

System Installation

Video intersection Profile

Engineering

Local Government Permitting

DOT Permitting

Constructions

System Installations

Testing

Back Office Setup

Pro-Center Installation

Pro-Center Configuration

Pro-center Payment System

Customer User Access

Payment Setup

Review-Center Setup

Backup Setup

NLETS/DMV/Court/NCIC Connection

Testing



Location	Date	Time	Operator	Type
WAFFSZ01	2023-11-01	14:36:16.3	Bryson	Sz
System ID	Speed	Sign Speed	Light dur	Pic
30233	51.2	20	2134.5	4C83



Location	Date	Time	Operator	Type
WAFFSZ01	2023-11-01	14:36:17.0	Bryson	Sz
System ID	Speed	Sign Speed	Light dur	Pic
30233	50.3	20	2135.2	4C84





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FIRCREST CITY COUNCIL STUDY SESSION AGENDA SUMMARY

AGENDA TOPIC: Holiday Tree Discussion
ITEM: 6
DATE: July 20, 2026
FROM: Jeff Grover, Parks & Recreation Director
Tyler Bemis, Public Works Director

RECOMMENDED MOTION: No motion. For discussion only.

BACKGROUND: Tonight's study session is intended to solicit feedback from the City Council on options for the 2026 Holiday Tree Lighting, location, and temporary options.

At the June 15, 2026 Study Session, staff began a focused discussion with the Council on the long-term future of Fircrest's community Christmas tree and the annual tree-lighting tradition.

This is one of the City's longest-standing seasonal traditions and has historically been centered at Alice Peers Park, where the existing tree has served as a recognizable focal point for many years. Over time, the tree has become both a physical landmark and a symbolic part of the City's holiday season.

As discussed in prior conversations, the existing tree is now in decline and will require a long-term decision regarding whether it can, and for how long, it can continue to serve in this role. In addition, there is an opportunity to consider whether the tradition should remain at Alice Peers Park or transition to another civic location, such as the Community Center Plaza.

While we have not yet received a proposal from Greenleaf on specific options, the purpose of tonight's discussion is to further gauge Council's preferences so staff can begin more detailed planning and analysis. Timing is an important consideration in this discussion in order to keep future implementation on track.

If Council's preferred direction includes establishing a new planted tree, staff would seek to finalize that direction in the near term so that design, procurement, and site preparation can occur this summer, allowing for planting in the fall, which is the optimal window for successful tree establishment.

Similarly, if Council is interested in an option involving purchased infrastructure or a structural solution—such as a permanent base, artificial tree system, or engineered installation—staff would need to begin procurement and contracting in approximately July in order to meet installation timelines for the upcoming holiday season.

The goal of tonight's discussion is to better understand Council priorities and identify a preferred direction for more detailed analysis and cost refinement to be considered at a future meeting.

ATTACHMENTS: [June 15, 2026 Study Session Handout](#)

Holiday Tree Discussion

Tonight's study session is intended to begin a focused discussion on the long-term future of Fircrest's community Christmas tree and the annual tree lighting tradition.

This is one of the City's longest-standing seasonal traditions and has historically been centered at Alice Peers Park, where the existing tree has served as a recognizable focal point for many years. Over time, the tree has become both a physical landmark and a symbolic part of the City's holiday season.

As discussed in prior conversations, the tree is now in decline and will require a long-term decision regarding whether it can or how long it should continue to serve in that role. In addition, there is an opportunity to consider whether the tradition remains at Alice Peers Park or transitions to another civic location, such as the Community Center Plaza.

Tonight is not about making a final decision, but about narrowing direction so staff can begin more detailed planning. To keep future implementation on track, timing is an important factor in this discussion.

If Council direction includes establishing a new planted tree option, we would be looking to finalize direction in the near term so that design and procurement can occur this summer. That would allow for planting in the fall season, which is the optimal window for tree establishment.

Similarly, if Council direction includes any option involving purchased infrastructure or a structural solution—such as a permanent base, artificial tree system, or engineered installation—staff would need to begin procurement and contracting in approximately July in order to meet installation timelines for the upcoming holiday season.

The goal tonight is to hear Council feedback on the three concepts presented, understand priorities, and identify a preferred direction for more detailed analysis and cost refinement at a future meeting.

Option 1: Replace and Re-Establish at Alice Peers Park

Remove the existing tree at Alice Peers Park and plant a new replacement tree in the same location.

This option preserves the historical location of the tradition but requires a 2–3-year establishment period before the new tree can safely support lighting and a tree topper.

During this establishment period, the City would utilize an interim holiday tree solution (such as a live-cut tree or temporary artificial installation,) to maintain the annual tree lighting tradition at Alice Peers Park or the Community Center Plaza.



Option 2: Establish New Living Tree at Community Center Plaza

Plant a new long-term living Christmas tree at the Community Center Plaza (see below site plan for proposed location – orange circle).



This option would require removal of approximately three existing cedar trees, with consideration given to replanting or relocating them elsewhere in the City (see green X's).

The new tree would also require a 2–3 year establishment period before it could serve as the primary lighting tree.

During this period, the City could maintain the annual tradition by continuing to utilize the tree at Alice Peers Park, with the long-term intent of transitioning the primary event to the Community Center Plaza once the tree is established.

Option 3: Artificial or Annual Live-Cut Tree (Flexible Location)

Utilize either an artificial tree or an annually sourced live-cut tree as the primary holiday feature.

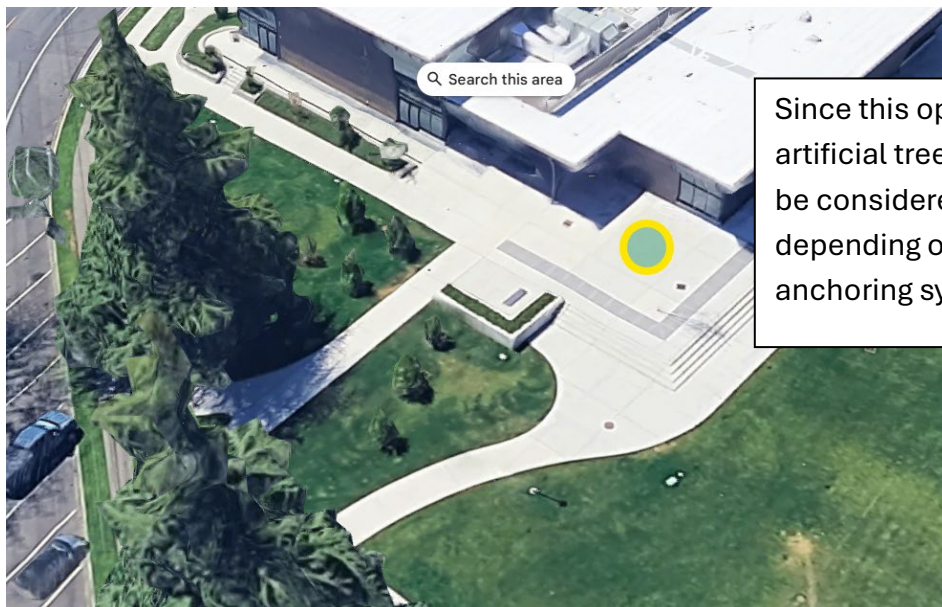
This approach could be located at either Alice Peers Park or the Community Center Plaza.

This option provides immediate implementation and long-term flexibility, and could also be used as a bridge strategy while a living tree is being established under Option 1 or Option 2.

Site plan options for artificial tree:



Since this option utilizes an artificial tree, the location could be considered semi-permanent depending on the mounting and anchoring system selected.



Since this option utilizes an artificial tree, the location could be considered semi-permanent depending on the mounting and anchoring system selected.

Site plan options for a live-cut tree:

