

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Proposed 2007-08 Council Goals and Public Input Process
DEPARTMENT:	City Council
PRESENTED BY:	Robert L. Olander, City Manager Julie Modrzejewski, Assistant City Manager

PROBLEM/ISSUE STATEMENT:

At the City Council's April 27-28 goal setting retreat the Council spent two days with staff reviewing the City's vision and values and proposing goals for 2007-08. In addition, the Council discussed a process for sharing the proposed goals with the community in order to seek input prior to formal adoption. This agenda item is intended to have Council review the proposed goals, which staff has assisted in clarifying (attachment A) Likewise, staff seeks Council's direction on the proposed public input process (attachment B). After Council determines the final draft list of goals, staff will estimate the required resources for each goal prior to the community workshop.

In order to inform the 2007 budget process, the Council sponsored public input process would need to occur the first weeks of June. The following is a timeline that outlines the dates for the public sessions as well as important milestones.

Proposed Timeline

May 15	Council discusses proposed goals and public input process
May 26	Council invitation is sent to City's mailing lists and added to the website and cable channel
June 2	Council invites the public via "City Source" (<i>The Enterprise</i>)
June 8	Council's 1st Community Workshop (Historical Museum)
June 14	Council's 2nd Community Workshop (Shoreline Center)
June 19	Council discusses the outcome of the public process and provides staff with direction on the City's vision, values and 2007-08 goals
June 26	Council formally adopts the City's vision, values and 2007-08 goals

The community workshops will be advertised a number of ways:

- A) Press release to the media
- B) "City Source" column in *The Shoreline Enterprise*
- C) Channel 26
- D) City's website
- E) Postcard invitations sent to various groups such as
 1. Planning Commission
 2. Parks Board

3. Library Board
4. Council of Neighborhoods
5. Aurora Business Team
6. Various Ad Hoc Committees such as the Economic Development Task Force, Human Services Allocations Ad Hoc Committee
7. Shoreline Fire Department
8. Shoreline Water District
9. Ronald Wastewater District
10. School District
11. Shoreline Community College
12. Shoreline Chamber of Commerce
13. Forward Shoreline
14. Shoreline Merchants Association
15. North City Business Association
16. Shoreline-Lake Forest Park Arts Council
17. Shoreline Historical Museum
18. Sister City Association
19. Shoreline Rotary Clubs
20. Citizens for Shoreline Parks

Attachment B is a draft agenda which includes a purpose statement, a definition of the Council's role, detailed facilitator instructions, and a draft vision statement and community values.

RECOMMENDATION

Staff recommends that the City Council review the draft 2007-08 goals, draft vision and values, and community workshop agenda and process and provide staff with direction. Staff requests that Council consider the following questions:

- Did staff clarify the Council's proposed goals to your satisfaction?
- Is this the final draft list of goals that you would like to have the public review and comment on?
- Is the Council comfortable with the proposed process and timeline?
- Does the Council agree with the proposed outreach methods?

Approved By: City Manager  City Attorney _____

ATTACHMENTS

- A. City Council Draft 2007-08 Goals
- B. Community Workshop Agenda, Detailed Facilitator Instructions, Draft Vision Statement and Community Values



Attachment A

City Council Draft Goals 2007–2008

A. Complete the City Hall Project

- Select and purchase a centrally located site that will effectively serve all Shoreline residents and businesses that will also serve as an economic redevelopment catalyst
- Design and build a city hall incorporating state of the art environmental and energy efficiency features.

Since incorporation 10 years ago the City has rented office space at the corner of 175th and Midvale, at a cost of \$615,000 annually. It has been a continuing City Council goal to acquire a site for City Hall and build a city owned facility. This is a sound financial investment in that it will save tax payer money in the long run similar to buying a home as opposed to renting. A new city hall will provide more efficient and centralized services for residents and businesses and enhance employee productivity and efficiency. A new centrally located city hall will also provide a catalyst for a new town center and commercial development and will serve as a civic community meeting place.

B. Complete the Aurora Project

- Complete Aurora phase 1 on time, within budget and with minimum disruption to local businesses
- Complete environmental review, mitigation plans and design parameters for Aurora phase 2
- Secure needed federal, state and regional grant funding
- Initiate design

Completion of the Aurora improvement project is also a continuing City Council priority. The first phase of Aurora is on schedule for completion at the end of 2006 and the initial planning is underway for the remainder of the project. An important aspect of the project is adding a lane in each direction for improved local and regional transit service. Significant federal, state and regional funding has been obtained for the next phase and the City has entered into grant obligations to move forward on the remainder of the project contingent upon securing the additional grant funding needed.

C. Complete Interurban Trail Connectors to Local and Regional Destinations

- Work with Lake Forest Park to plan and complete a connector to the Burke-Gilman Trail
- Work with Seattle to connect trail routes to the south
- Work with Edmonds on north bound trail connectors

- Complete neighborhood and business connectors

The final segment of the Interurban Trail through Shoreline should be completed by the end of 2006. This goal articulates the need to work with neighboring jurisdictions to complete essential trail connectors to the north, south, and east. In addition, the Interurban Trail through Shoreline is intended to serve as a backbone for trail connectors to City neighborhoods, parks, and adjacent businesses. Walkways and bicycle trails are a critical element in providing options to vehicular traffic, reducing congestion, and enhancing our environment.

D. Develop a Comprehensive Housing Strategy

- Inventory existing conditions including housing stock, affordability, land use potential, demographic and market trends, and regional context.
- Identify current and future needs, gaps, opportunities and alternative strategies
- Support and work with a citizen ad hoc advisory committee to define proposed strategies and solicit public input
- Review and adopt final plan

The City of Shoreline is an excellent example of a “first suburb,” which are defined as the first suburbs built up after World War II and usually in the first ring of communities near a central city. Over 45% of Shoreline’s housing stock was built prior to 1960. Shoreline and many other first suburbs have been dramatically affected by changing demographic and economic forces such as ageing housing stocks, ageing populations, smaller household sizes, and more ethnic diversity. As our city continues to age, Shoreline’s housing stock will change. In addition, the Growth Management Act requires that Washington cities accept a certain percentage of higher density growth. A comprehensive housing strategy is designed to develop a plan addressing challenges such as affordability, availability, density choices, housing choice options, preservation of neighborhood character, and an ageing senior population.

E. Develop a Fircrest Master Plan

- Develop an interlocal agreement with the State of Washington for a joint scope of work including goals, parameters, public process, work plan, shared costs, and expected outcomes
- Fund and initiate the master plan process

Washington State Residential Habilitation Center (RHC) at Fircrest offers a challenge and opportunity for Shoreline. Fircrest provides unique and essential facilities for approximately 250 residents as well as 700 local jobs. However, there is still significant surplus property available to the State at this campus and there are opportunities for redevelopment of the remainder of this property to provide for social service needs, needed revenue for the State Department of Developmental Disabilities, and economic development opportunities for the City and region. The intent of this goal is to work in cooperation with the State to develop a long range comprehensive plan for utilization of surplus properties and facilities.

F. Create an “Environmentally Sustainable Community”

- Develop a Natural Resources Management Plan

- Review and implement low impact development standards
- Review and adopt 2005 King County Drainage Manual
- Incorporate advanced storm water quality practices into Aurora and other capital projects
- Complete Forest Management Plan

There is a strong environmental ethic in the City of Shoreline and this goal is intended to place the City in the forefront of protecting and enhancing the local environment. Stewardship for the environment is a critical and essential challenge as we continue to develop and grow as an urban/suburban community.

G. Develop a Shoreline Youth Master Plan

- Review and inventory youth survey data, regional action agendas, and recent “best practices” information
- Create a community partners steering committee and meet with key stakeholders to identify issues and needs
- Develop proposed strategies and priorities
- Council and partners review and adopt plan

Youth and education has always been a defining characteristic of Shoreline. This goal envisions a strong partnership between the City and the School District along with other stakeholders to enhance the growth and development of young people in our community. The outcome would be the development of a comprehensive road map outlining numerous goals, objectives and priorities for youth and family support in Shoreline.

H. Provide Safe, Affordable and Environmentally Sustainable Transportation Options to Support Current and Projected Land Use Plans

- Develop plans for higher density housing around and within neighborhood commercial centers
- Provide on-going capital funding for new sidewalks, pathways and bicycle trails and routes
- Work with transit agencies to increase service in Shoreline
- Explore the feasibility of establishing local circulator bus routes in Shoreline

The intent of his goal is to reduce traffic congestion by providing significantly enhanced safe and affordable transportation options to Shoreline residents. Shoreline should become known as a walking and bicycle friendly town where these facilities are readily available to all neighborhoods. In addition, both in city and inter city bus transit should be significantly enhanced.

I. Increase Emergency Preparedness Training and Education

- Complete modification to Spartan Recreation Center to serve as emergency shelter
- Increase citizen and neighborhood preparedness training

The key to surviving a major disaster is individual and family preparedness. This goal aims to motivate and train all Shoreline residents to be prepared to meet a major emergency. In addition, it continues and elevates our emphasis on the training and preparedness of emergency responders and managers.

J. Increase Opportunity for Inclusion and Cultural Diversity

- Proclamation as an “Inclusive Community”
- Sponsor community multiracial and cultural events and opportunities

It is an important value for Shoreline to assure that all segments of our population are included in the wide variety of social, cultural, business, educational and recreational opportunities available in our City. This goal speaks to the importance of identifying and creating such opportunities.

K. Complete the Projects Approved in the 2006 Parks Bond

- Purchase open space properties
- Complete Richmond Beach Saltwater Park Master Plan
- Work with citizens committee and neighborhoods to locate off leash dog park
- Complete Cromwell Park Plan

With the approval of the parks bond on May 16, it is critical that the City move expeditiously to complete the projects approved by the voters. It is important for tax payers to see the tangible results of their commitment toward betterment of Shoreline. Since this involves a significant commitment of staff resources it should be acknowledged as a priority goal.

L. Implement Economic Development Strategic Plan

- Promote redevelopment of Aurora Square/Westminster Triangle
- Continue and expand the small business assistance programs
- Develop a central “Town Center” commercial district plan for the area on Aurora between 170th and 185th

Continued economic growth and development of our commercial areas is absolutely essential for the long term economic health of the Shoreline community as well as the City government. As property tax revenues continue to only grow at less than 1% it is crucial that the City increase its economic base in order to continue providing essential public services. Economic development and redevelopment also adds to the vitality of the community, provides for business growth, and assures jobs for our residents. Another major element of this goal is the development of a “town center” in Shoreline to serve as a sense of community identity and place. The City Council adopted a comprehensive economic development strategy in 2006 as proposed by a broad based business and citizen’s advisory committee. This goal provides for implementation of that strategy.

M. Complete the Implementation of Performance Measures

- Refine performance measurements to reflect new community and Council goals

- Develop community report card

An important function of city government is to provide measures of effectiveness and efficiency to the citizens and the City Council. Citizens and tax payers have the expectation and the right to demand the maximum efficiency and effectiveness from their tax dollars. It is incumbent for the City to be held accountable and to provide objective information to the public on how well their tax dollars are spent. This goal continues the implementation of the City performance measures and calls for development of a “community report card” to communicate this information to City residents.

N. Implement Long Range Financial Review and Public Participation Plan

- Develop a process for public engagement in planning for the City’s long range financial stability and health

The City of Shoreline, along with many cities in Washington, continues to feel the financial impact of property and other tax reductions due to voter approved initiatives. Property tax revenues increase at less than 1%, while salaries, asphalt, gasoline, and operating supplies all continue to increase closer to regional inflation. Also, reductions in motor vehicle excise taxes and vehicle taxes have reduced revenues available for maintaining and overlaying city streets. Careful financial projections indicate that within the next two years the City will be faced with the choice of making serious reductions in essential public services or increasing revenues. The City Council and staff have reduced expenditures in the last several years and increased operating efficiencies to the point where difficult choices will need to be made. This goal calls for involving the public in reviewing these issues and assisting the City Council in setting priorities and making those difficult choices.

O. Provide Meaningful Public Participation in Implementation of Selected Goals and Work Elements

- Develop an appropriate, specific public information and participation outreach for 2007-2008 work elements

An important value for the City Council is public participation and implementation of the 2007-2008 goals and work elements. This goal calls attention to the continued need to design specific public information and participation efforts for all of the City’s major capital and policy initiatives.

P. Increase Opportunities for Neighborhood Involvement

- Increase and reinforce Block Watches
- Have Neighborhood Associations redefine their own boundaries
- Provide technical assistance and City staff support to reinvigorate Neighborhood Associations

An essential element for any community’s health is active involvement of residents in their neighborhoods. Shoreline has long been a city of neighborhoods; however, public participation in these associations has been on the decline. This goal is to look at innovative ways to help

reinvigorate the neighborhood associations and encourage participation in block watches, emergency planning, and service and policy issues that affect each neighborhood.

Q. Develop an Aggressive Program to Eliminate Community Degradation

- Review interior property maintenance code standards
- Develop an active program to remove litter, graffiti, weeds, abandoned vehicles, etc.

One of the high priorities previously mentioned in recent Shoreline public surveys is the importance of improving community appearance and livability. This involves aggressive and continued attention to removing litter, erasing graffiti immediately, mowing weeded lots, and removing abandoned vehicles, for example. This goal continues and improves the high level of staff and volunteer attention to this function.



**Shoreline City Council
Community Workshop Agenda**

**Thursday, June 8, 2006
6:30-8:30 pm
Shoreline Historical Museum**

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**Wednesday, June 13, 2006
6:30-8:30 pm
Shoreline Center, Spartan Room (North end)**

Purpose

Annually the City Council conducts a retreat to determine their goals for the next budget cycle. Prior to formally adopting their goals, the City Council would like the community's participation and input on the DRAFT vision, values and 2007-08 goals. Feedback will be used by the City Council to assist in facilitating their decision.

Role of Council

The Council would like open and honest feedback and to ensure this, the Council's role will be as observer.

6:30-6:50 pm

Meet and Greet

- Register for workshop, review handouts, enjoy coffee and cookies

6:50-7:00 pm

Welcome and Introductions

7:00-8:15 pm

Small Group Exercise

- Participants breakout into small groups; rotate through each goal category; provide input on those goals that interest them and/or provide new ideas or questions
- Participants will be asked: "*When the Council reviews and considers these goals for adoption, what important factors should they take into account?*"

8:15-8:25 pm

BREAK

8:25-8:55 pm

Report Out Results

8:55-9:00 pm

Wrap-up and Next Steps



Shoreline City Council Community Workshop Detailed Facilitator Instructions

Meet and Greet

1. Each participant will be given a handout of materials to review such as the draft vision, values, and proposed 2007-08 goals.
2. Staff will be available to answer questions.
3. Posters of the vision and values will be posted and participants will be asked to provide their feedback onto post-it notes and to post them.
 - *Is there anything that you are particularly fond of?*
 - *Is there anything missing?*
 - *Is there anything that you feel does not reflect the community's vision or values?*

Small Group Exercise

1. Each proposed goal will be put into categories such as:
 - Neighborhoods
 - i. Emergency Preparedness Training and Education
 - ii. Opportunities for Neighborhood Involvement
 - iii. Program to Eliminate Community Degradation
 - Infrastructure
 - i. City hall
 - ii. Aurora Project
 - iii. Interurban Trail
 - iv. Parks Bond Projects
 - Land Use/Environmental Planning
 - i. Comprehensive Housing Strategy
 - ii. Environmentally Sustainable Community
 - iii. Fircrest Master Plan
 - iv. Safe, Affordable and Environmentally Sustainable Transportation Options
 - General Program Planning
 - i. Youth Master Plan
 - ii. Inclusion and Cultural Diversity
 - iii. Economic Development Strategic Plan
 - Government Accountability
 - i. Performance Measures
 - ii. Long-range Financial Review and Public Participation Plan
 - iii. Public Participation in Implementation of Goals

2. A facilitator (or two) will be present for each category (department heads will assist in facilitating). The categories and goals will be posted.
3. Participants will visit each category and will be asked to write on post-it notes their answer to the question: *“When the Council reviews and considers these goals for adoption, what important factors should they take into account?”*
4. Participants will have 10 minutes for each category. They do not have to comment on each goal; they may choose to comment on the goal(s) that interests them most.
5. The moderator will call time at 10 minutes and the facilitator and participants will have 5 minutes to “storyboard” or categorize the post-its into themes.
6. When time is called, participants will rotate to the next category of goals.
7. Participants with new ideas or “parking lot” issues will be asked to place them on a separate flipchart.
8. Facilitators will record on a flipchart questions from participants.

Report Out Results

1. At the end of the break, the moderator will facilitate the reporting out of the feedback received for each goal.
2. The facilitator will report on the “themes” generated from the post-it notes. All post-it notes from each of the groups will be grouped together.



OUR VISION

A place for our diverse, family-oriented community to call home – where neighborhoods are safe and protected, the environment and natural resources are honored and sustained, the local economy is strengthened through partnerships, and the government is fiscally sound, open and responsive.

IN OUR COMMUNITY, WE VALUE:

- Our respect for each other
- Safe places to live and work
- Quality learning opportunities for all ages
- Pride in our neighborhoods and community
- Our outdoor and recreational opportunities
- Volunteers and community participation
- Social, cultural and economic diversity
- Our town-oriented, personalized customer service
- Children, families, seniors and social networks
- Sustainability and stewardship of the environment and natural resources
- Open, transparent, efficient, accessible, participatory government
- Connections, inclusiveness, affordability and equal access to services
- Music and cultural arts
- History and sense of place
- Regional leadership and partnerships
- Government and citizen partnership
- Excellence and innovation