

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE: 2007-2008 Council Goals
DEPARTMENT: City Manager's Office
PRESENTED BY: Robert L. Olander, City Manager

PROBLEM/ISSUE STATEMENT:


On April 27-28 the City Council developed 16 preliminary goals for 2007-2008. On June 6 and June 14 the Council held community workshops to solicit public input on these preliminary goals. On June 19, the Council will discuss potential goals for the City.

The City Council's challenge now is to select the highest priority goals to provide focus and direction to the Council's future work efforts, staff work plans and development of the proposed 2007 budget. It is suggested that Council adopt no more than 10 high priority goals. It is critically important to prioritize goals in order to focus our limited staff and financial resources. Too many goals disperse resources to the point where the most important issues and opportunities facing the community are not successfully resolved. A limited number of high priority goals demonstrates that the Council has a clear and focused vision for the community. It not only provides leadership for the staff and budget, but for the community as a whole. It is important to communicate that selecting a limited number of goals does not mean that other issues are not important and are not being addressed. In fact, many items not on the Council priority list are being addressed, but through more routine on-going staff and work plan efforts.

At the writing of this staff report, the Council has yet to discuss their 2007-08 goals. On June 19, Council will review and discuss their goals and provide staff with general direction. On June 26, the Council is scheduled to formally adopt their goals so that staff will have ample time to prepare the 2007 Budget to reflect the Council's priorities. This staff report serves as a placeholder and once staff is given direction on June 19, will update the report and make it available to the Council and the public through its usual means.

RECOMMENDATION

It is recommended that the City Council decide on no more than 10 goals. To meet the timeline for the 2007 Budget preparation, it is recommended that Council formalize and adopt their goals by June 26.

Approved By: City Manager  City Attorney _____

Attachment: June 19, 2006 Staff Report

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DISCUSSION

Based on previous Council discussions, staff input, and citizen comments from the community workshops, staff suggests that framing the 16 potential Council Goals into four groups may be helpful. These groupings are proposed only as an organizing tool to help facilitate Council discussion and decision.

Group 1

1. Complete the projects approved in the 2006 Parks Bond
2. Implement the Economic Development Strategic Plan
3. Complete the Civic Center/City Hall Project
4. Complete the Aurora Project

Group 1 represents those projects or goals for which there has been a long term continuing public and financial commitment. It is suggested that all Group 1 projects be included in the 2007-2008 Council goals.

Group 2

1. Develop a Comprehensive Housing Strategy
2. Create an "Environmentally Sustainable Community"
3. Provide Safe, Affordable and Environmentally Sustainable Transportation Options to Support Current and Projected Land Use Plans

Group 2 represents new and emerging goals that focus the community on addressing critical housing, environmental and transportation issues. All three of these are of crucial importance if we are to maintain and improve the character of Shoreline in the face of increased growth, densities, and an aging (but increasingly costly) housing stock. It is suggested that all three of the Group 2 projects be included in the 2007-2008 Council goals.

Group 3

1. Develop a Fircrest Master Plan
2. Develop a Youth Master Plan
3. Implement a Long Range Financial Review and Public Participation Plan
4. Increase Emergency Preparedness Training and Education.
5. Increase Opportunities for Neighborhood Involvement

Group 3 represents those projects that in staff estimation are not as critical as the ones in Group 1 or 2 and are on the "cusp" for possible inclusion in the 2007-2008 goals. For example, Emergency Preparedness is an on-going program and enhancements could be addressed through the normal budget process. Similarly, staff is always searching for new means to invigorate neighborhood involvement through Block Watches, Neighborhood Traffic Plans, Neighborhood Traffic Safety Program (NTSP), capital project, etc. It is suggested that Council consider selecting no more than three (3) from this group for inclusion in the 2007-2008 goals.


Group 4

1. Increase Opportunity for Inclusion and Cultural Diversity
2. Complete the Interurban Trail Connectors to Local and Regional Destinations
3. Complete the Implementation of Performance Measures
4. Provide Meaningful Public Participation in Implementation of Selected Goals and Work Elements

Group 4 represents those activities that could be accomplished through other Council goals, on-going staff efforts, and City Values and probably do not rise to the level of inclusion in the 2007-2008 goals. For example, cultural diversity can be added to the City's Value Statement and be used as a reminder and screening for all of our activities. We are already committed to revising and completing the performance measures and "community report card" through on-going budget and staff work plans. The Interurban Trail connectors could easily be a work element under the "Transportation Options" goals in Group 2. And the public participation element is, and should always be, included in the implementation of all of our projects on an on-going basis. For these reasons staff suggests that Group 4 projects not be included in the 2007-2008 goals.

RECOMMENDATION

It is recommended that the City Council consider the groupings listed above to help organize and focus your discussions and decision making in arriving at your 2007-2008 Council Goals. To meet the target for adoption it is recommended that Council provide staff with preliminary direction for a final set of goals on June 19 for formalization and adoption on June 26.

Approved By: City Manager  City Attorney _____

Attachments:

A. Community Workshop Comments