

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

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

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 discussed potential goals for the City and thus far agreed to the following eight (8) goals:

1. Complete the Projects Approved in the 2006 Parks Bond
2. Implement the Economic Development Strategic Plan
3. Implement an Affordable Civic Center/City Hall Project
4. Complete the Aurora Improvements from 165th to 205th Streets including, but not limited to Sidewalks, Drainage, and Transit
5. Develop a Comprehensive Housing Strategy
6. Create an "Environmentally Sustainable Community"
7. Provide Safe and Affordable Transportation Options to Support Land Use Plans including Walking, Bicycling, Transit and Vehicular Options
8. Develop a Fircrest Master Plan in Partnership with the State

At Council's June 26 meeting, Council will continue their discussion of the remaining proposed goals:

1. Develop a Youth Master Plan
2. Implement a Long Range Financial Review and Public Participation Plan
3. Increase Emergency Preparedness Training and Education
4. Increase Opportunities for Neighborhood Involvement
5. Increase Opportunity for Inclusion and Cultural Diversity
6. Complete the Interurban Trail Connectors to Local and Regional Destinations
7. Complete the Implementation of Performance Measures
8. Provide Meaningful Public Participation in Implementation of Selected Goals and Work Elements

It is vital that the Council finalize the list of goals at the June 26 meeting in order to allow staff time to prepare for the Proposed 2007 Budget.

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

- A. City Council Draft 2007–2008 Goals

**PROPOSED BY
COUNCIL
APRIL 27, 2006**



Attachment A

City Council Draft Goals 2007–2008

The Shoreline City Council has scheduled two Community Workshops for June 6 and June 14 to invite the public to review and comment on the City's draft vision, values and 2007-2008 goals. These meetings are part of the City's "early and continuous" public participation efforts under the Growth Management Act (GMA) designed to provide opportunities for public input in the preparation of the City's goals, policies, regulations and budgets.

After considering such public input, the Council will then make final decisions in the coming months adopting goals, plans, regulatory amendments and capital budgets to guide the future growth and development of Shoreline.

To assist the Community Workshop process, the 16 proposed Council goals are categorized into broad themes. Citizens are invited to alert the Council to factors that should be considered during their review and final adoption of the 2007-08 goals, including suggestions for how to refine, improve or implement the goals as finally adopted.

NEIGHBORHOODS

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.

Increase Opportunities for Neighborhood Involvement

- Increase and reinforce Block Watches and traffic calming
- Have Neighborhood Associations redefine their own boundaries
- Provide technical assistance and City staff support to reinvigorate Neighborhood Associations
- Adopt a volunteer clean up program for parks, roads, spots, traffic circles, etc.

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. In addition, one of the high priorities previously mentioned in recent Shoreline citizen surveys is the importance of improving the condition and appearance of public property and right-of-way. This

involves aggressive and continued attention to removing litter, erasing graffiti immediately, mowing weeded areas, and removing abandoned vehicles, for example.

INFRASTRUCTURE

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.

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.

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.

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.

LAND USE/ENVIRONMENTAL PLANNING

Create an “Environmentally Sustainable Community”

- Adopt an energy efficiency plan
- 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
- Actively remove litter, graffiti, weeds, abandoned vehicles, etc. on public properties and right-of-way

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. A strong emphasis would also be placed on properly maintaining public property and rights-of way.

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.

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.

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 and operating funding for new sidewalks, pathways and bicycle trails, routes, and neighborhood traffic calming
- 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.

GENERAL PROGRAM PLANNING

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. Responsibility for ensuring that Shoreline remains a community that supports the healthy development and education of its youth is shared among families, schools, the City and many other stakeholders.

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 that will guide and coordinate the actions of all engaged in supporting youth and families in Shoreline.

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.

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.
Inclusion and Cultural Diversity

GOVERNMENT ACCOUNTABILITY

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.

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.

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.